

Press Release

Broadcast Program Export Association of Japan (BEAJ)

Cool Japan Fund Inc.

Tokyo, March 24, 2014

Cooperation between BEAJ and Cool Japan Fund

Broadcast Program Export Association of Japan (BEAJ) and Cool Japan Fund Inc. (Cool Japan Fund) today (March 24) signed a memorandum to strengthen their collaboration in support of overseas development and improved global competitiveness of globally popular Japanese media content and content-related business.

BEAJ is engaged in the development of overseas media and network expansion across the ASEAN region and in other countries, and in development of Japanese TV programs. Cool Japan Fund provides Japanese companies with venture capital to allow them to expand the “Cool Japan” concept even further. The aim of this cooperation is to promote unified growth and development of the Japanese content development industry.

In addition, this collaboration is being realized with the full support of Ministry of Internal Affairs and Communications (MIC) and Ministry of Economy, Trade and Industry (METI). The collaboration of both organizations and both ministries will create a Japan-wide structure for the overseas development of the Japanese content industry to induce a ripple effect in not only content but in related businesses such as character goods, and across Japan’s manufacturing industry as a whole. In doing so, the collaboration will contribute to the formulation of a “Japan Brand.”

Primary content and areas of cooperation are as below. (Details on attached sheet.)

- Promotion of cooperation in related overseas development projects
- Sharing study results and information gathering
- Promoting interpersonal exchange
- Holding periodic meetings for opinion exchange
- Handling of business meetings, exhibitions, missions, etc.

◆ Contact:

Cool Japan Fund (Tel: 03-6406-7500)

Details Regarding BEAJ – Cool Japan Fund Cooperation

1. Promotion of cooperation in related overseas development projects

- 1) By implementing support and subsidy measures that harness the strengths of both organizations, promote the commercialization of projects for the overseas development of content and content-related industries.
- 2) Work together to provide necessary support in terms of consultation services, information and business introductions to domestic operators who have an interest in overseas development.

2. Sharing study results and information gathering

Both organizations will actively provide and share information necessary to the collaboration's work in regards their own study results and information gathered on target market trends and related regulations and taxation.

3. Promoting interpersonal exchange

Both organizations will promote interaction between personnel doing work related to each organization's strength, e.g. BEAJ can provide personnel with knowledge of the handling of content rights and Cool Japan Fund can provide personnel familiar with the Fund's financing capabilities.

4. Holding periodic meetings for opinion exchange

Both organizations will engage in periodic opinion and information exchanges to obtain more detail regarding broadcast content, etc. in target regions, uncover related concerns and issues, and – with an understanding of those issues – review how to collaborate and cooperate.

5. Handling of business meetings, exhibitions, missions, etc.

When requests for cooperation arise during business meetings, exhibitions, missions and other business matching activities conducted by either organization or by related ministries and associations such as MIC and METI, the organization that receives that request will provide the necessary cooperation by offering management advice, facilitating business introductions in local areas, gathering participants, etc.

End



Operational Cooperation

BEAJ Strengths

- ✓ Japan-wide network for broadcast content
- ✓ Implementation of wide-ranging market testing initiatives designed to promote broadcast content development overseas

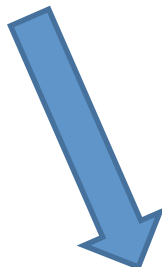
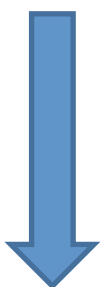
Cool Japan Fund Strengths

- ✓ Financing and commercialization capabilities it holds as a fund
- ✓ Support capabilities through inter-business cooperative network of businesses in fields outside of broadcast content
- ✓ Hands-on business capabilities (Support through specialist personnel and knowhow), etc.

Promote the National Cool Japan Strategy through Cooperation



- Overseas Market Studies
- Content provision support
- Support of relevant industry cooperation, etc.

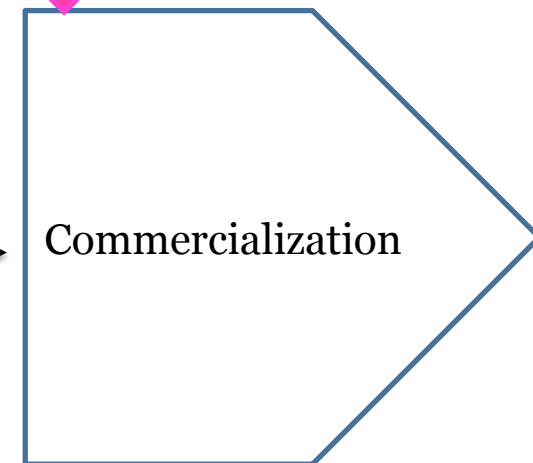
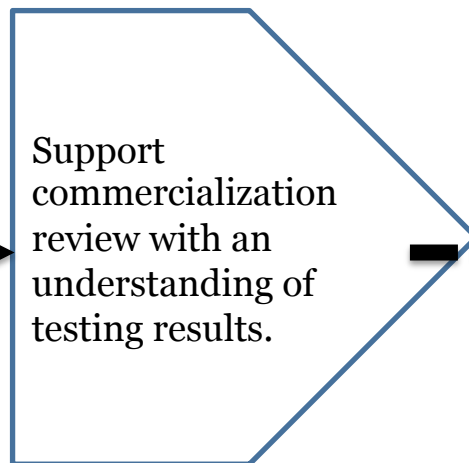


Cooperative Flow Chart ①

- Testing Review
- Expansion of market testing
- Matching support, etc.



- Finance venture capital (Investment)
- Hands-on support
- Support for inter-company cooperation



Both Organizations Offer Cooperative Support to Operators Interested in Promoting Commercialization or Overseas Development



Cooperative Flow Chart ②

Production and transmission of broadcast content in collaboration with commercial facilities, retail goods sales, etc.



Promoting companies being invested in, event planning and other information exchange (Cooperative exploration with broadcast content)

Overseas commercial facilities and distribution hubs (Investment targets)

Media and internet-based distribution hubs (Investment targets)