

October 3, 2018
Asahi Broadcasting Group Holdings Corporation
ABC FRONTIER HOLDINGS, INC.

ABC Group Established MBC Studio in Vietnam as its First Overseas Content Production Joint Venture Company

Asahi Broadcasting Group Holdings Corporation (Head office: Fukushima-ward, Osaka, Representative Director and President: Susumu Okinaka, "ABC GHD") and its wholly owned subsidiary ABC FRONTIER HOLDINGS, INC. (Head office: Tokyo, Representative Director and President: Naohiko Takeda) established the joint venture company named MBC Studio ("MBCS") together with Vietnamese company MBC Media Entertainment ("MBC") as of October 1, 2018. The shareholding ratio of ABC group as a whole shall be 33.33%.

MBCS launches film production business targeting Vietnamese market. The Vietnamese film industry is booming due to its economic growth. MBCS already released its first film "Ha cuối tình đầu (First Love, Last Summer)" in Vietnam this April. The film is also screened at "Vietnam Film Festival 2018" (*) in Japan commemorating 45th anniversary of diplomatic relations between Japan and Vietnam.

MBCS will enhance the partnerships with its parent company MBC which business includes talent management, its affiliate TV production company MCV (MAC&CINQ VIETNAM) and the movie theater CINEBOX to expand its content business multilaterally. ABC group will support MBCS to expand its business toward neighboring countries in the future.

ABC group focuses on expansion of overseas business as medium-to-long term management strategy. Especially in Southeast Asian countries, it is crucial to develop business responding to needs in local content. MBCS will be the critical hub as well as the stepping stone to explore the potential of "local production for local consumption" business.



[MBC Studio Overview]

Capital Fund	30 billion VND (Approx. 150 million yen)
Company Form	Stock company (privately owned)
Principal Place of Business	(In Vietnamese)
	Tầng 6, 212 Lý Chính Thắng, Phường 9, Quận 3,
	Thành phố Hồ Chí Minh, Việt Nam
	(In English)
	6th Floor, 212 Ly Chinh Thang Street, Ward 9, District 3,
	Ho Chi Minh City, Vietnam
Shareholders /	MBC Media Entertainment 66.67% (Approx. 100 million yen)
Shareholding Ratio	Asahi Broadcasting Group Holdings Corporation
	30% (Approx. 45 million yen)
	ABC FRONTIER HOLDINGS, INC. 3.33% (Approx. 5 million yen)
Main Business	Film production

^{*} The schedule of "Vietnam Film Festival 2018"

October 6-19 at "Cine Nouveau" in Osaka

November 10-23 at "Shinjuku K's Cinema" in Tokyo

November 24- December 7 at "Nagoya Cinema Skhole" in Aichi

For more information, visit http://vietnamff2018.com/ (in Japanese and Vietnamese).