



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 “Hạ 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.

