

# NTT ADVERTISING, INC.

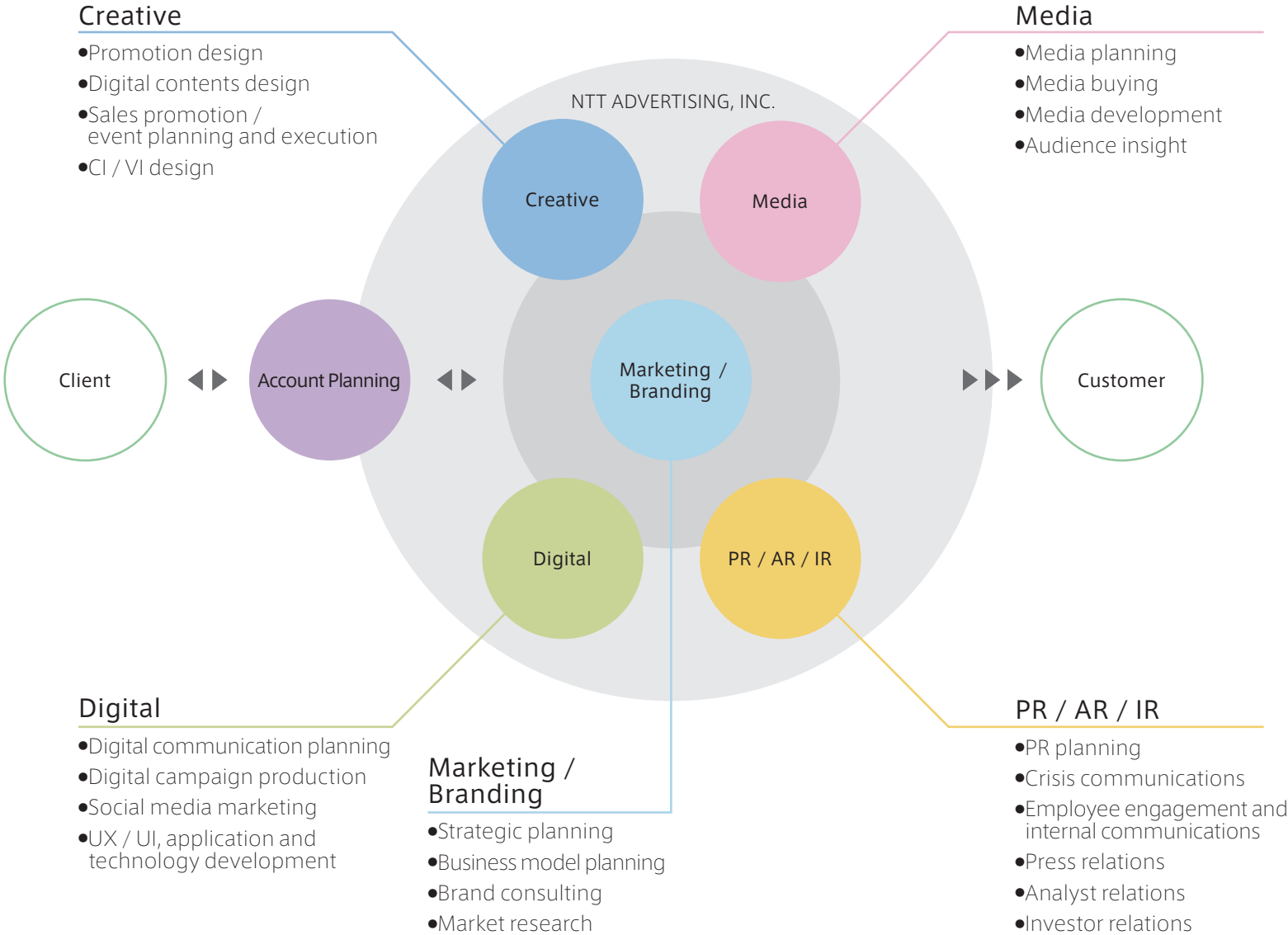
With the media environment changing dramatically, and online advertising and interactive communication evolving from day to day, many companies are looking for new communication strategies and solutions to support their increasingly borderless business activities.

NTT Advertising, Inc., Japan's fourth largest advertising company in terms of sales revenue as of 2012, is eminently capable of supporting the communication strategies of many kinds of industries. For many years now, we have been in charge of designing communication programs for some of the biggest names in the Japanese market – NTT, NTT EAST, NTT WEST, NTT Communications Corporation, NTT DOCOMO, INC., Japan Post Group, Japan Tobacco Inc., and JTB Corp. Being a part of the NTT Group, it is a given that we are highly experienced IT professionals with up-to-the-minute knowledge of the latest technologies. Add to this the creative ability to come up with powerful new ideas that can leave a mark. NTT Advertising has used these qualities to gain the unwavering trust of clients ever since its establishment in 1985. Our business vision is to bring our technological expertise and experience in advertising to offer communication solutions specifically tailored to meet your business needs.

## CORPORATE PROFILE

Corporate Name	NTT Advertising, Inc.
President & CEO	Toshiharu Hasebe
Date of Foundation	December 18, 1985
Head Office	3-1-1 Kamiosaki, Shinagawa-ku, Tokyo, Japan 141-8661
Paid-in Capital	100 million yen
Stockholders	NTT (100%)
Number of Employees	387 (As of April, 2017)
Net Sales	75.8 billion yen (fiscal 2016)

NTT Advertising performs a range of activities including marketing, media planning and creative strategy planning to better serve and support your business in every way. We pool together and integrate the expertise of professionals in every field to create powerful synergies. We position ourselves between you and your customers in order to design a communication program to bring you closer to each other.



## Marketing

NTT Advertising formulates marketing strategies for your products and services and designs effective communication programs that will inspire consumers to action. We use our versatile research capabilities not just to grasp the bigger picture in terms of market trends but also to understand the details, such as consumers' response to products, services and advertisement campaigns. This helps us provide comprehensive consulting services and solutions in response to any issue your business may face.

## Branding

NTT Advertising helps you establish a clear and well-defined brand identity so that your company, business, product or service can achieve its full growth potential through wider public recognition. We provide integrated PDCA-based brand management, including everything from formulating a brand strategy to activities promoting brand communication to stakeholders.

## Creative

NTT Advertising can design different kinds of communication programs based on your specific requirements. We have experience organizing a range of activities – from sales promotion campaigns and setting up showrooms to the organization of major international events. We know how to communicate your message effectively and appealingly through diverse media including television, radio, newspapers, magazines and the Internet. We take the trouble to understand individual issues in an effort to grasp the overall essence of what you want to communicate to your customers. This is what helps us come up with powerful and inspiring creatives.

## Media

NTT Advertising selects the most appropriate media for your advertisement and formulates advanced strategies for efficiently driving home its message. Our close familiarity with the nature of the various media and deep insight into consumer psychology help us identify the best time and contact point at which a message will have its greatest impact, thereby maximizing the effectiveness of an advertisement. From media planning and media buying to effectiveness evaluation, we are attentive to your smallest requirements in creating strategies.

## Digital

In today's world, the methods for stimulating consumer interest and prompting purchase action or building up momentum are changing by the minute. NTT Advertising is right on top of all the latest trends, including O2O and social media marketing. From promotions using SNS to creating and managing corporate websites, we provide a whole range of communication services utilizing interactive media. NTT Advertising uses its high IT literacy as IT professionals affiliated with the NTT Group and its flexible operating structure to perceive upcoming digital media trends and proactively adopt new technologies. We are able to provide solutions that are not confined to conventional boundaries.

## PR / AR / IR

In the area of PR, NTT Advertising provides support with media report tone analysis, press conferences, and media response, helping you acquire a fan base among your customers. In the area of AR, we provide support with creating strategic reports aimed at industry analysts, and in IR, we help you maximize your corporate value through information disclosure on your company website and general shareholder meetings. In all these fields, we are able to grasp market environment trends that affect your business and offer appropriate support to help you maximize the effectiveness of your communications.