

## NEWS RELEASE

June 26, 2014

TMS Entertainment Co., Ltd.

**TMS Acquires an Equity Stake in Taiyo Industry Africa Inc.  
Anime Movies to Be Broadcast in Nigeria - A Country with Great Potential  
Demand for Anime - Starting in July!**

**- Aiming to develop the anime business on the African Continent -**

TMS ENTERTAINMENT Co., Ltd. (TMS) (Head office: Nakano-ku, Tokyo; President: Yoshiharu Suzuki) today announced that it took an equity position and formed an alliance with Taiyo Industry Africa Inc. (TIA) (Headquarters: Bunkyo-ku, Tokyo; President: Masanori Ito) by subscribing to a third party allocation of new shares by the firm.

■ Background of Expanding Operations into Nigeria

The Federal Republic of Nigeria (Nigeria) enjoys a high GDP growth rate, with the largest population (approx. 170 million people) in Africa. Nigeria is also known as a prominent motion picture producer country which is said to boast the world's largest number in films produced. It ranks second after Egypt in middle-class population, the main target audience of animated productions, or "anime." Given these, Nigeria is an attractive market with great potential for the anime industry.

TMS made the decision to acquire an equity stake in TIA with an eye on the possibilities of the business it operates in Africa and the benefits of forming a solid network based in Nigeria. The alliance between the two companies will not be confined to supplying TMS-owned content to TIA. It will also call for providing TIA with TMS's expertise on anime production and licensing business while proactively promoting human resources exchange between them. TMS regards this alliance as a starting point for expanding the anime business not only in Nigeria but on the entire African continent as well.

■ About TIA

Since its founding in 2010, TIA has operated in Nigeria with the motto: "For the Children and Future of Africa." Its way of doing business is unique in that it implements animation and other business projects in collaboration with the Nigerian government and local companies of various types.



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TIA signed an exclusive agreement with Nigeria's leading private TV station "Channels TV" in 2013. Currently, it is in the process of launching Taiyo Channel, a 24-hour channel specializing in Japanese anime. Prior to the launch, Japanese anime movies, such as "Monster Rancher," known in Japan as "Monster Farm," and "ANISAVA," are scheduled to be broadcast as a special program on Channels TV every Saturday starting in July this year.

In addition, TIA is pushing ahead with plans to build an anime school to develop animators and other professionals who can play the pivotal role in the broadcasting-linked merchandising business and the anime industry, with an eventual goal of producing anime in Nigeria. On top of these, it is laying the groundwork for the anime business while concurrently working on agriculture development projects using Japanese-made soil conditioners as well as on electric power supply projects. These efforts are aimed at raising the level of infrastructure of the country as a content market by boosting the income of farmers, who account for the majority of the total population, and creating a better environment for watching anime movies.

## &lt;Profile of Taiyo Industry Africa Inc.&gt;

Name: Taiyo Industry Africa Inc.

URL : <http://www.taiyo-industry.jp>

Head office: 3<sup>rd</sup> Floor, Nanzando Bldg., 4-1-11 Yushima, Bunkyo-ku, Tokyo

Date of incorporation: January 2013 (Business start date: March 2010)

President: Masanori Ito



## &lt;Profile of TMS Entertainment Co., Ltd.&gt;

Name: TMS ENTERTAINMENT Co., Ltd.

URL : <http://www.tms-e.co.jp/>

Head office: 3-31-1 Nakano, Nakano-ku, Tokyo

Date of incorporation: October 1946

President: Yoshiharu Suzuki

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