



November 15, 2016

For the attention of all concerned:

Company Name:	TYO Inc.
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Notification of Business Alliance with Best In Class Producers Inc.

Our Group is making this announcement upon the conclusion of a business alliance with Best In Class Producers Inc. (Head Office: Shibuya-ku, Tokyo, Representative Director: Kyoichi Suga) on November 1, 2016 as follows:

Record

1. Reason for business alliance

In recent years, the environment surrounding the advertisement industry has been changing at a substantial and rapid pace through factors including diversification of media such as digital media primarily based on the internet, diversification of devices such as smartphones and tablet devices, and considerable advancement of technology, such as communication speed, data analysis, VR (virtual reality), and AR (augmented reality).

Under the current circumstances, in response to rapid digitalization, our Group launched a research and development team in November 2016, aiming to commercialize the Experience design service as a new business. Moreover, we decided to participate in Best-In-Class Partners (hereinafter, "BIC Partners") led by the research and development team, by entering into a business alliance with Best In Class Producers Inc.

With Best In Class Producers Inc. as the lead company, BIC Partners is engaged in supporting the digital marketing communication businesses of clients through collaborations among participating companies. In addition to the network set up at its launch in April 2014, composed mainly of owned media and earned media, in November 2016 it started collaborating with new partner companies, including our Group, which specialize in communication strategy, creative, insight research, service design, paid media, data management, and other fields required by client companies. Because the number of the participating companies has increased from the initial 11 to 23, it will be possible to provide client companies with support for comprehensive marketing activities beyond the areas of expertise of individual companies.

In this business alliance, while there is no ongoing investment risk because it is project-based, development of connections through channels that differ from existing ones will increase opportunities to acquire new clients, and also make it possible to acquire, in a practical way, knowledge and know-how in the digital marketing field, including impact measurement and KPI(*) setting. As a result, we believe it will lead to the development of a digital marketing communication business, which is one of the themes our Group should tackle.

Incidentally, this will have a minimal impact on our consolidated earnings for the fiscal year ending December 2016.

*Abbreviation for Key Performance Indicator. It is an indicator showing status against a target value in an access analysis.

2. Contents of business alliance

- (1) The lead company defines the requirements for the project, and formulates, as the Request for Proposal (RFP), strategy, KPIs, action plan, and desired requirements of partners.
- (2) Selecting optimal partner companies that fulfill RFP requirements and team building.
- (3) Implementing and managing high-quality marketing projects, incorporating the expertise and resources of partner companies.

3. Overview of business alliance counter-party

(1) Company Name	Best In Class Producers Inc.
(2) CEO	Representative Director Kyoichi Suga
(4) Head Office	COMBOX 5F, 1-32-16 Ebisu-nishi, Shibuya-ku, Tokyo
(5) Main Businesses	Design and implementation support of marketing activities centered on communication scenarios in the digital age
(6) Capital	15 million yen
(7) Launch date of business	October 1, 2014
(8) ULR	www.bicp.jp