

## **Decision to Support Development of Broadcast Program Production Facilities and Studio Equipment and the Provision of Broadcast Contents in the Republic of the Union of Myanmar**

Fund Corporation for the Overseas Development of Japan's ICT and Postal Services (hereinafter, "JICT") (Chiyoda-ku, Tokyo; President and CEO: Yoshiyuki Fukuda), jointly with Japan International Broadcasting Inc. (hereinafter, "JIB") (Shibuya-ku, Tokyo; President and CEO: Yoshihiko Shimizu) and Cool Japan Fund Inc. (hereinafter, "Cool Japan Fund") (Minato-ku, Tokyo; CEO: Nobuyuki Ota) decided to invest around 14 million U.S. dollars in order to become involved in the development of broadcast program production facilities and studio equipment and the provision of broadcast contents with Myanmar National Television (hereinafter, "MNTV"), which is the terrestrial broadcasting station of Shwe Than Lwin Media Co.,Ltd.

(hereinafter, "STLM") (Yangon ; President (FTA) : Nan Mouk Laung Saing ), a major media conglomerate in the Republic of the Union of Myanmar, and today obtained approval from the Minister of Internal Affairs and Communications.

In Myanmar, commercial broadcasting began in earnest after the entry of private terrestrial television broadcasting stations was approved in 2005. With the development of infrastructure for commercial broadcasting services including legislation, the establishment of commercial practices related to advertising transactions and expansion of the advertising market, Myanmar's terrestrial broadcasting market is expected to grow in the future. Against this backdrop, this project will promote (1) exports of Japanese broadcast program production equipment and studio equipment, (2) exports of Japanese program production knowhow, and (3) the distribution of Japanese content, with the aim of encouraging stronger ties between Japan and Myanmar in a wide range of areas including economy and culture.

In this project, JICT and its partners will establish a new operating company and seek to strengthen the business foundations by providing broadcast program production facilities and studio equipment and by sourcing, producing and offering broadcasting content including Japanese content. The Japanese investors will seek to enhance the value of the investee business by leveraging their knowhow and networks to provide hands-on support with program production, program editing, advertising sales and business management.

JICT will continue supporting Japanese companies' overseas business development in the areas of information and communications, broadcasting and postal services.

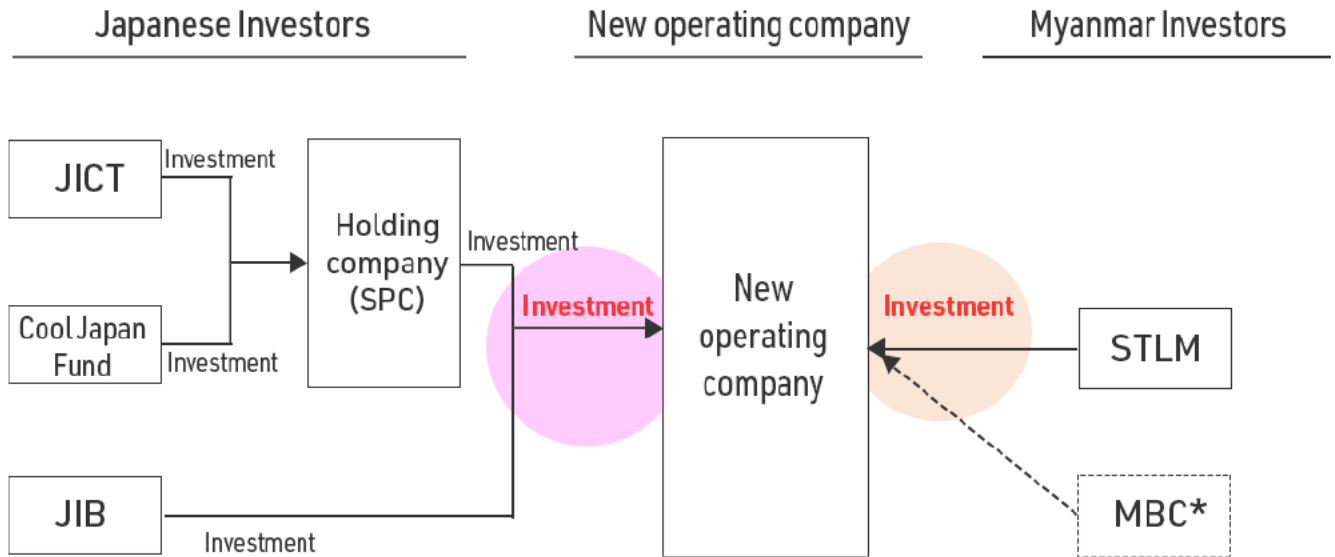
[Overview of the project to be supported]

- 1 Target business: Development of broadcast program production facilities and studio equipment and the provision of broadcast contents
- 2 Target country: Republic of the Union of Myanmar
- 3 Determined amount of funds to be supplied by JICT: Around 14 million U.S. dollars
- 4 Investors in Myanmar: STLM (Note 1), Myanmar Business Central (hereinafter, "MBC") (Note 2)
- 5 Investors in Japan: JICT, JIB, Cool Japan Fund
- 6 Investment timing: March 2018 (Scheduled)

(Note 1) Major media conglomerate in the Republic of the Union of Myanmar which owns FTA satellite platform Skynet Pay TV and FTA terrestrial platforms MNTV, Channel 9, MITV and MRTV Entertainment  
(Note 2) Consulting company in Myanmar in that provides support to Japanese companies entering Myanmar; partner of Shwe Than Lwin Group

\* The details including the project scheme shall be described on the following page.

[Project scheme etc.]



\*STLM plans to transfer some shares to MBC.

(Contact) Administration and Planning Division at Fund Corporation for the Overseas Development of Japan's ICT and Postal Services  
 TEL : 03-5501-0092  
 FAX : 03-3593-6770