

## Announcement on the Establishment of Overseas Subsidiary Company “DARTSLIVE INTERNATIONAL Ltd.”

DARTSLIVE Co., Ltd. (HQ: Shibuya, Tokyo, CEO: Shintaro Takaya, hereinafter called “DARTSLIVE”), a company which engages in the operation of communication-based entertainment service that is built around its commercial electronic networked darts machine, has established a new operation base DARTSLIVE INTERNATIONAL Ltd. (CEO: Steve S. K. Ngu) along with international business expansion.

### ■ New Overseas Subsidiary Company Establishment Background Details and Objectives

DARTSLIVE began the provision of services to overseas in full-fledged manner from 2009. In November in the same year, it established the first overseas subsidiary company DARTSLIVE ASIA Ltd. in Hong Kong and has been striving to increase the installation of “DARTSLIVE2 (\*1)” and “TouchLive (\*2)” and continuing to expand “DARTSLIVE Service” (\*3) in Asian regions such as Hong Kong, Taiwan, Singapore, Macau and Malaysia.

The number of shops in overseas including corporate shops and franchise shops that are equipped with “DARTSLIVE2” has exceeded 250. (Reference Data: 2011 December)

While darts enthusiasm is rapidly spreading in Asian regions, DARTSLIVE has also began product field testing in the west coast of the USA in December 2011 and started building foundations of its service operations.

In line with the global scale expansion of our service network, DARTSLIVE INTERNATIONAL Ltd. was established as a new operation base to provide complete services in the international arena.

This company will become the central management point for all international service bases including DARTSLIVE ASIA Ltd. and newly established DARTSLIVE USA, INC.



### 【Company Profile】

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|---------------------------|---|
| (1) Corporate Name:       | DARTSLIVE INTERNATIONAL Ltd.  |
| (2) Address:              | Unit No:06-10,28/F,Prosperity Place,<br>6 Shing Yip Street, Kwun Tong, Kowloon, Hong Kong |
| (3) CEO:                  | Steve S.K.Ngu   |
| (4) Establishment Date:   | 2011 December 13 <sup>th</sup>  |
| (5) Capital:              | HK \$ 10,980,000 (approx. 110 Million Yen)  |
| (6) Business Description: | Central management of international DARTSLIVE business                                    |
| (7) URL:                  | <a href="http://www.dartslive-intl.com">http://www.dartslive-intl.com</a>                 |

### ■ Establishment of DARTSLIVE USA INC.

Whilst proceeding with the establishment of DARTSLIVE INTERNATIONAL Ltd., DARTSLIVE USA, INC. was also founded as a preparation for beginning services in the whole of USA.

The office is located in California Huntington Beach where the famous World Surfing Championship is held. A number of sports bars are clustered in this lively west coast. DARTSLIVE will start importing and sales of “DARTSLIVE2” and provision of “DARTSLIVE Service” to the whole of the USA.



#### (\*1) DARTSLIVE2

This is the latest model of networked darts machine “DARTSLIVE” that are installed in more than 2,500 shops and bars throughout Japan.

#### (\*2) TouchLive

This is a touch panel screen game machine which utilizes the “DARTSLIVE” network system. Through the use of common IC card, players can enjoy the TouchLive original functions that are not available on other conventional type of touch panel screen game machines.

#### (\*3) DARTSLIVE Services

This is a network service that enables players to check their scores and rankings through their mobile phones or computers at any time by inserting an exclusive IC card into networked machine when playing darts or games. DARTSLIVE Service offers various functions on a real-time basis that are built around the communication, such as a function that enables users to create their own groups and exchange messages and a function to display the locations where each group members are playing.

DARTSLIVE endeavors to become a true “Community Entertainment Company” dedicated to connecting “people” to “people” and “heart” to “heart” and spreading happiness across the world through creation of a wide variety of new interactive amusement concepts.

- For Press Inquiries-

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\* The names of the companies and products mentioned above are the registered trademarks or trademark of the company in question.

\* The original draft, which was written and interpreted in Japanese, supersedes any translated documents regarding the content.