



Press Release

May 25, 2016
Faith Inc.

Faith Launches a New Subsidiary in France

Develop BGM Business

TOKYO, JAPAN - May 25, 2016 - Faith Inc. (Tokyo: 4295) today announced an establishment of a new subsidiary in France which starts its business on June 1st, 2016.

Since its foundation, Faith Inc. concentrates on creation and innovation of new mechanisms or systems of various contents distribution related to music.

Aiming for providing music services to the European markets, we have established a subsidiary in France, Faith France S.A.S, to promote our global business expansion starting with our store solution service "FaRao PRO".

Angers is a city in western France, about 300 km (190 mi) southwest of Paris, and the Angers Loire Métropole has a population of approximately 280 thousand. The city has a lot of universities and higher educational institutions set out in historic monuments and is a center of the culture and arts of western France, hosting rich and diverse cultural events: from opera to contemporary music, theatrical plays, and festivals throughout the year. In June 2015, received the French Tech label by French government, the city has launched a number of programs to support and attract entrepreneurs in IT sector. In cooperation with Angers city, we have decided to introduce our FaRao PRO services to municipal facilities, such as a city hall, concert halls. "In addition to the municipal facilities, we are aiming to provide our store solution services and music services throughout the country from Angers then to Europe." said Representative Executive Machiko Ozawa.

We are currently planning to establish a subsidiary in Southeast Asia. We will continue researches and surveys of targeted countries regarding functions of copyright clearance of contents, contract systems, domestic preferences and etc., in order to provide our services to spread and expand Japanese music culture to the world.

■A message from Mr. Christophe BECHU the mayor of Angers

The city of Angers is a very fortunate environmental city where it was awarded as the #1 city for "a pleasant place to live" among all major cities of France for its diverse industries and a rich variety of cultures.

Angers has been maintaining a great relationship with Japan for many years that we were able to expose "Tapestry of Chant du Monde" by Jean Lurcat in Hiroshima and Tokyo, and participate in the Aichi World Expo in 2005.

It's a great honor for us to welcome the Faith Group to our city and I would like to extend my welcome on behalf of the citizens of Angers.



■ About the subsidiary

Name: Faith France, S.A.S.
 Address: 11 rue Lenepveu, 49100 Angers, France
 Shareholder: Faith Inc. 100%
 Representative: Machiko Ozawa (Executive Officer of Faith Inc.)
 Business concept: Music contents distribution through digital services
 Start Date: June 1st, 2016
 Contact: info@faith-france.fr
 URL: <http://www.faith-france.fr/>

■ About FaRao PRO

FaRao PRO is our store solution services which provide background music through internet distribution and other useful features for stores/facilities.

More than 3,000 music channels prepared to meet clients' preferences.

Capable of central management, off timer, spot announcements, etc. to help store branding and various space production.

Implemented useful applications for store managements such as attendance managements, inventory managements and more. Sales promotion tools to invite customer visits and increase frequent clients, which enable stores to present visiting customers free digital contents or coupons for free.



■ About Faith (Tokyo Stock Exchange 4295 1st Section) <http://www.faith.co.jp/>

Since its foundation, Faith, Inc. concentrates on creation and innovation of new mechanisms or systems of various contents distribution, and it is the world's first company (note1) which had invented and commercialized ring tones for mobile phones and this ring tone platform has been deployed over 100 countries.

Faith, Inc. group consists of subsidiaries and affiliates which have necessary functions of a digital distribution channel including Japan's first record company "Nippon Columbia". Our group philosophy is "Do not follow suit. Create something new!" and we are developing our domestic and global business mainly around "Sound", but also in Entertainment, Education and Medical.

Faith, Inc. continues to provide solution services ranging from production of music and videos, construction of contents distribution system to distribution solutions, in order to create new markets or cultures which are valuable to the society.

(note1) Based upon our researches.

【Contacts】
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