



**JASDAQ**  
September 30th, 2016

For Immediate Release

Company name: SEPTENI HOLDINGS CO., LTD.  
Representative: President and Representative Director  
Koki Sato  
(JASDAQ code: 4293)

**Notice of Group's Acquisition of Shares of Lion Digital Global Limited  
(making it a subsidiary)**

SEPTENI HOLDINGS announces its decision to acquire the shares of Lion Digital Global Ltd. ("Lion & Lion"), a digital advertising agency operating in Southeast Asia, through Septeni Asia Pacific Pte. Ltd. (Singapore), SEPTENI's overseas subsidiary, and the conclusion of the share transfer agreement dated today. Details are as follows.

1. Reason for Acquisition of Shares

The Group has been actively expanding its core business of digital marketing overseas since 2012, which has grown to approximately 9.3 billion yen in terms of the volume of global business in the fiscal year ended September 2015, with eight overseas offices at present.

Meanwhile, Lion & Lion operates a total of four offices in Malaysia, Indonesia, Singapore, and Hong Kong as of 2016, employing approximately 160 employees from more than 20 different countries to run its digital advertising agency, which has maintained strong growth since its establishment in 2012.

Lion & Lion's net sales in FY2016 are expected to total approximately US\$23 million (approximately ¥2,320 million; ¥101 to US\$1.00), providing the company with one of the largest market shares among the digital agencies in Southeast Asia. Lion won awards in multiple categories for two consecutive years in the SEA Agency of the Year event that commends advertising agencies in Southeast Asia, which is an example showing the company's competitiveness and presence in the region.

Further, Lion & Lion has strengths in smartphone advertising and social media advertising, which is also one of SEPTENI's focal areas. Lion & Lion's future alliance with the Group will help strengthen its business in Southeast Asia, a region that is expected to see further marketing growth, while also aiming to expand its global business.

2. Overview of subsidiary subject to share transfer

(1) Name	Lion Digital Global LTD
(2) Location	36/F, Tower Two, Times Square, 1 Matheson Street, Causeway Bay, Hong Kong

(3)	Title and name of representative	Director Raphael Strauch Same as above Martin Peter Baumann	
(4)	Business description	Holding company comprising multiple business companies operating digital advertising agencies in Southeast Asia	
(5)	Capital stock	HK\$397,500	
(6)	Founded	June 2012	
(7)	Major shareholders and shareholding ratios	LDG Nova HoldCo Limited 85.05% Management 14.95%	
(8)	Relationship between publicly traded company and relevant company	Capital relationship	Nothing noteworthy to report
		Personnel relationship	Nothing noteworthy to report
		Business relationship	Nothing noteworthy to report
(9)	Consolidated Performance (FY ended Dec. 2015)	Net sales US\$9,612 thousand Loss before tax (US\$446 thousand) Loss for the year (US\$446 thousand)	

\* Data other than the above are not disclosed pursuant to a non-disclosure agreement.

### 3. Overview of the counterparty of the stock acquisition

#### 1. LDG Nova HoldCo Limited

(1)	Name	LDG Nova HoldCo Limited	
(2)	Location	Cayman Corporate Centre, 27 Hospital Road, George Town, Grand Cayman KY1-9008, Cayman Islands	
(3)	Title and name of representative	Director Martin Peter Baumann	
(4)	Business description	Investment Business (investment entity of Nova Founders Capital Limited)	
(5)	Founded	June, 2012	
(6)	Relationship between publicly traded company and relevant company	Capital relationship	Nothing noteworthy to report
		Personnel relationship	Nothing noteworthy to report
		Business relationship	Nothing noteworthy to report
		Applicability to related parties	Not applicable

\* Data other than the above are not disclosed pursuant to a non-disclosure agreement.

## 2. Management (three people) of Lion Digital Global

(1)	Name	Hugh Batley
(2)	Address:	Kuala Lumpur, Malaysia
(3)	Relationship between publicly traded company and relevant individual	Not applicable

(1)	Name	Casper Andersen
(2)	Address:	Kuala Lumpur, Malaysia
(3)	Relationship between publicly traded company and relevant individual	Not applicable

\*And one other person

\* The individuals above will continue to engage in the management of Lion & Lion after the company becomes SEPTENI's subsidiary.

## 4. Number and Value of Shares Acquired and Status of Share Ownership Prior to and Subsequent to Share Acquisition

(1)	Number of shares held prior to transfer	0 (percentage of voting rights held: 0%)
(2)	Number of shares acquired	963,333
(3)	Acquisition value	US\$13,825 thousand
(4)	Number of shares held after transfer:	963,333 (percentage of voting rights held: 96.01%)

## 5. Schedule

(1)	Date of signing the Share Transfer Agreement	September 30th, 2016
(2)	Date of stock acquisition	Early October 2016 (planned)

## 6. Outlook

The effect of this acquisition of a subsidiary on the Company's consolidated results for the fiscal year ending September 2016 will be negligible.

Consolidated financial forecasts for the first quarter of the fiscal year ending September 2017 and thereafter will be announced in the summary of financial results for the fiscal year ending September 2016, which will be announced in early November 2016.

■ Inquiries about this news release

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