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Corporate Philosophy / Tagline

Corporate Philosophy

Making impossible entertainment, possible.

We believe in your abilities, uniqueness and creativity in building a future that is exciting and world changing.

Tagline

Really! Mad+Pure
In Avex, it all began from the dance music my friend suggested me to listen to one day during university. I still vividly remember how shocked I felt to know such music existed at the time as I mainly listened to rock and pop music.

In 1988, Avex began as a wholesale business of imported music records. Until now, we have been expanding businesses into various areas such as record labels, live music performances, animation, and filmmaking. Nonetheless, they all trace back to the desire of simply bringing excitement and surprises to audiences through entertainment, just as I felt as a university student.

Despite the arrival of Web 3.0, our fundamental motivation never deviates even to this day. We will uncover new entertainment possibilities, create countless moving works and talents, and continue to bring excitement to the world.

"Really! Mad+Pure"

In May 2022, Avex announced “avex vision 2027” as the mid-term management plan. Along with the announcement, we redefined our values since the foundation and laid out our future objectives as our corporate philosophy.

“Making impossible entertainment, possible. We believe in your abilities, uniqueness and creativity in building a future that is exciting and world changing.”

Nowadays, we recognize the significance of IP values heightening undeniably as entertainment intensely changes beyond the concept of region and time. In such an environment, our assignment is to discover, develop and deliver these IP values, which will be adored by people worldwide.

Within “avex vision 2027,” we have positioned this as the focal strategy, and we will promote value creation in the areas of record labels, live music performances, and animation/film, in addition to management that only Avex can do.

Furthermore, in order to continue to be the entertainment company of choice for the artists and creators we advance with, we will strengthen our human resources and work on enhancing environments where their creativity can shine.

To keep challenging the infinite possibilities of entertainment and continually bring new excitement. Along the side of diverse talents is what we believe leads to a prosperous future for the people around the world.

Making impossible entertainment, possible.
History

1988
4月
- Founded in Machida, Tokyo as a record importer and wholesaler

1990
9月
- Established own label "avex trax"

1993
5月
- Head office relocated to Minami-Aoyama in Minato-ku district, Tokyo

1998
12月
- Listed in the First Section of the Tokyo Stock Exchange

1999
1月
- Logo (corporate identity) changed

2000
7月
- "Avex Artist Academy" opens

2001
10月
- Avex Group Holdings Inc. and new company Avex Inc. are established and transferred to a special company by corporate split

2002
10月
- Started the "aviation" nationwide circuit livemusic event

2004
5月
- Announced details of a renewed tagline, "Really Mac+Pure"

2014
4月
- Establishes "Avex Pictures Inc." and full-scale animation business

2017
6月
- Started a new system composed of Metallica, the CEO, Funwara, the CFO, and Hayashi, the COO

2018
11月
- Shift to the Prime Market of the Tokyo Stock Exchange

2021
3月
- Head office relocated to Somitomo Fudosan Azabu-Juban Building

2022
5月
- Formulating the avex vision 2027 Medium-term Management Plan

7月
- Defined corporate philosophy

Making impossible entertainment, possible.
We believe in your abilities, uniqueness and creativity in building visions that is exciting and world changing.
Business Categories

- **Music business**: Music packages/management/live performances, etc.
- **Anime/Video business**: Planning/production/content procurement, etc.
- **Digital business**: Fan clubs, etc.
- **Other business**: Overseas/business development, etc.

Avex links the entertainment created in each business category, and with that synergistic effect strives to create ever better quality content.
Music business

Development of music production and sales, planning, production and merchandising of live performances and events, EC site management and ticket sales. The Management Department discovers and nurtures artists, performers, models, athletes, creators, etc., and operates the Avex Artist Academy.

### Live

We plan, produce, and manage live performances, events, and stage performances for artists inside and outside the company. In addition, we are developing event content developed in-house, along with event content jointly developed with partners in Japan and overseas.

**Stage performances / Musicals**

- "FASHION FREAK SHOW"
  - Photo by Koyuki Ishii
- "Murder on the Orient Express"
  - Photo by Kiko Sato

**Event**

- "RAGE"
  - "ULTRA JAPAN 2022"

### Management

We manage artists, performers, creators, athletes, and prominent intellectuals. In addition, we are also working on new talent development and school management, building a consistent system for discovery, training, and management, and reinforcing the creation of hit content.

**Artist**

- Da-ICE
- Ayumi Hamasaki

**Talent**

- Rina Kawaei
- Mimi Nishimi

**Creator**

- momsahai
- Maimai
Label

Planning, production and sales of music content. Other functions include Studio, Z-aN, and BIG UP!

*artist names in Japanese alphabetical order

EXILE Original ALBUM "POWER OF WISH"
NCT 127 Japan 2nd Mini ALBUM "LOVEHOLIC"
Awesome City Club "Wasurena"

Snow Man 2nd ALBUM "Snow Labo. 32"
Da-iCE "EXTRUS"
TREASURE JAPAN 2nd MINI ALBUM "THE SECOND STEP : CHAPTER TWO"

HRAIDU Original ALBUM "HOPE/WISH"
BE:FIRST 1st ALBUM "BELIE"}
BISH 4th ALBUM "GOING TO DESTRUCTION"

Music publishing

We manage and develop copyrighted music owned by Avex. Both in-house and externally, we provide music for artists, commission music from overseas composers, and provide music for TV commercials, games and pachinko, etc. In addition, we are responsible for the centralized management and development of the secondary use of music masters owned by Avex, and actively develop and promote the use of both domestic and overseas songs and sound sources.

Avex Music Publishing Inc.

EC

We operate the mu-mo shop and Tree Village.

Business alliance

We are developing business alliances that will leverage IP belonging to Avex, such as artists, performers, live performances, and events. We have a wide range of business partners, including companies, local governments, and the media, and our mission is to "contribute to Avex IP hits" and "maximize monetization."

LAWSON × Rina Kawaei
Demaeican × Mery Nishimi
Anime/Video business

We are developing a 360-degree business that will encompass planning, production and investment in animation and live-action works, as well as the planning and production of live performances and stage performances, video distribution, movie distribution, merchandising and package distribution.

I Anime packages

We plan, produce and sell anime content packages.

I Non packages

We are developing a diverse business centered on merchandising, live performances, events, games, movies, and overseas expansion.

Planning, production and sales of merchandising

Planning, production, and management of live performances, events, and stage performances

Overseas expansion

Anime Times
We are working on the development of businesses in the digital domain, such as the fan marketing business centered on fan clubs and the blockchain business.

**FC**

We operate fan clubs.

- Do-iCE CUBE
- Team Ayu

**Technology**

We are developing and operating the use of blockchain technology.

- AssetBank
- Atrust

We are involved in the licensing business in Asia, the planning and production of concerts, etc. and artist management, and music publishing in the United States, record label and venture investment, as well as a range of initiatives with the aim of creating synergies with our focal businesses.

**Oversea**

**Asia**

We conduct local music live performances, anime-related events and artist management, principally in Asia. Also, in addition to the IP owned by Avex, we are also working on developing a licensing business that will leverage various kinds of IP.

- Anime Village
- INTO1

**North America**

We have a worldwide exclusive publishing contract with Harv, the producer of "Justin Bieber / "Peaches"", and a venture investment in Wave, which produces and manages Metaverse concerts by Justin Bieber and The Weeknd.
Contribution to future talent and undiscovered joy

We believe in a prosperous future created by diverse talent and joy, and, as an entertainment company, aim to create new value models that will contribute to a sustainable society.

Materiality

Creating and delivering “Intangible wealth”

Through entertainment experiences, we create “intangible wealth” such as joy and vitality, and deliver these to the people of the world.

Creating and delivering “The next generation”

Discovering and nurturing diverse talent who will be the creators of the future, and creating the next generation through innovative content, and delivering it to the world.

Creating an organization that serves as the foundation for creating “intangible wealth” and the “next generation”

Employees, artistes, celebrities, fans, and all other people involved in Avex activities learn and act together, to foster an organizational culture that tackles the challenge of sustainability.

Details and actual reports are available on the corporate website.
## List of executives / Group companies

### Executives

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
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<tbody>
<tr>
<td>Representative Director and Chairman</td>
<td>Masato Matsuura</td>
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<tr>
<td>Representative Director, CEO</td>
<td>Katsumi Kuroiwa</td>
</tr>
<tr>
<td>Representative Director, CFO</td>
<td>Shinji Hayashi</td>
</tr>
<tr>
<td>Director (Part-time)</td>
<td>Toru Kenjo</td>
</tr>
<tr>
<td>Board Director and Audit and Supervisory Committee Member (Part-time)</td>
<td>Nobuyuki Kobayashi</td>
</tr>
<tr>
<td>Board Director and Audit and Supervisory Committee Member (Part-time)</td>
<td>Keiichi Okubo</td>
</tr>
<tr>
<td></td>
<td>Akihiro Tamaki</td>
</tr>
<tr>
<td></td>
<td>Yoshihide Sugimoto</td>
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<tr>
<td></td>
<td>Hideo Katsumata</td>
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<tr>
<td></td>
<td>Hisao Wakaizumi</td>
</tr>
<tr>
<td></td>
<td>Seiichi Hatamoto</td>
</tr>
<tr>
<td></td>
<td>Yasuhiro Yamamoto</td>
</tr>
<tr>
<td></td>
<td>Hajime Shibata</td>
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<tr>
<td></td>
<td>Hideki Endo</td>
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### Group companies

#### Domestic

- Avex Entertainment Inc.
  - Avex Live Creative Inc.
  - Avex Music Creative Inc.
    - Avex Creative Factory Inc.
    - Avex Alliance & Partners Inc.
    - Avex Music Publishing Inc.
    - Avex Classics International Inc.
    - Avex Fan Marketing Inc.
    - Avex Technologies Inc.
    - fuzz, Inc.
    - Avex Management Inc.
    - Avex Healthcare Empower LLC.
    - Avex Clan Inc.
    - Avex Styles Inc.
    - Avex Management Agency Inc.
    - Avex Creator Agency Inc.
    - Virtual Avex Inc.
    - LIVESTAR Inc.

- Avex Pictures Inc.
  - Avex Animation Labels Inc.
  - Flagship Line Inc.
  - Avex Film Labels Inc.
  - aNCHOR Inc.
  - The Anime Times Company Inc.

- Avex AY Factory LLC.
  - Avex Asunaro Company Inc.

#### Overseas

- Avex Asia Pte. Ltd.
  - Avex Hong Kong Ltd.
  - Avex China Inc.
  - Avex Taiwan Inc.
  - Avex USA Inc.

#### Affiliated Companies

- Memory-Tech Holdings Inc.
- Recochoku Co., Ltd.
- AWA CO., Ltd.
- H&max Inc.
Our company operates under a group management structure, with Avex Entertainment Inc. and Avex Pictures Inc. as our consolidated subsidiaries and intermediate holding companies.

**Holding Company**
- Avex Inc.

**Intermediate Holding Companies**
- Avex Entertainment Inc.
- Avex Pictures Inc.

**Operating Companies**
- Avex Live Creative Inc.
- Avex Music Creative Inc.
- Avex Alliance&Partners Inc.
- Avex Music Publishing Inc.
- Avex Classics International Inc.
- Avex Fan Marketing Inc.
- Avex Technologies Inc.
- Avex Management Inc.
- Avex Clan Inc.
- Avex Styles Inc.
- Avex Management Agency Inc.
- Avex Creator Agency Inc.
- Avex Animation Labels Inc.
- Flagship Line Inc.
- Avex Film Labels Inc.
- aANCHOR Inc.
- The Anime Times Company Inc.

- Avex Asia Pte. Ltd.
- Avex USA Inc.
## Company Overview

<table>
<thead>
<tr>
<th>Name</th>
<th>Avex Inc.</th>
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<tr>
<td>Location</td>
<td>Sumitomo Fudosan Azabu-Juban Building, 1-4-1 Mita, Minato-ku, Tokyo 108-0073 (General Reception on 10th Floor)</td>
</tr>
<tr>
<td>Established on</td>
<td>As of April 11, 1988</td>
</tr>
<tr>
<td>Capital</td>
<td>4,521,6748 million yen</td>
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| Representative | Chairman Masato Matsuura  
President, CEO Katsumi Kuroiwa  
CFO Shinji Hayashi |
| Employees    | 1,514 (as of March 31, 2023) |

### Map and access

- 6 min walk from Exit 3 of Azabu-juban Station (Tokyo Metro Namboku Line, Toei Oedo Line)
- 3 min walk from Nakanohashi exit of Akabanebashi Station (Toei Oedo Line)
- 9 min walk from Exit A2 of Shibakoen Station (Toei Mita Line)