

## Information on the Establishment of an Overseas Subsidiary

DARTSLIVE ASIA Ltd. (CEO: Steve S. K. Ngu), the first overseas subsidiary of DARTSLIVE Co., Ltd. (HQ: Shibuya, Tokyo, CEO: Shintaro Takaya, hereinafter called "DARTSLIVE"), which engages in the management of comprehensive network services for DARTSLIVE, commercial electronic darts machines, was established in Hong Kong.

### ■ Background and purpose of establishment of the subsidiary

DARTSLIVE installed DARTSLIVE machines in i DartsClub (operated by i DartsClub Ltd.), a darts bar in Kowloon, Hong Kong, for the first time abroad in May 2009 and started to operate its network service (hereinafter called "DARTSLIVE Service") in Hong Kong. DARTSLIVE machines have been installed in six stores so far (and it is being planned to install them in five more stores this December).

In order to accelerate increasements of stores installing DARTSLIVE machines and the increasement of new members in the promising market of Hong Kong, DARTSLIVE established the local subsidiary DARTSLIVE ASIA Ltd. The main businesses of the DARTSLIVE ASIA will be the installation of the rental DARTSLIVE machines in Hong Kong and management of the charging business through the DARTSLIVE Service. In addition, DARTSLIVE ASIA acquired 100% ownership of i Darts Club Ltd. and seeks to conduct business operations by positioning the darts bar "i Darts Club" as a showroom for the DARTSLIVE Service in Hong Kong. DARTSLIVE aims to explore business opportunities in Asian countries other than Hong Kong as darts markets, utilizing DARTSLIVE ASIA as the base.

### ■ Overview of the subsidiary

Corporate Name: DARTSLIVE ASIA Ltd.

Address: Unit No: 06-10,28/F, Prosperity Place,  
6 Shing Yip Street, Kwun Tong, Kowloon,  
Hong Kong

Name of Representative: CEO Steve S.K. Ngu

Date of Establishment: November 9, 2009

Capital: HK\$2,000,000 (approx. 26 million yen)

Business Contents: Installment of rental DARTSLIVE (\*1)  
and provision of DARTSLIVE Service (\*2)

URL: <http://www.dartslive.asia/>



#### (\*1) DARTSLIVE

A general term for DARTSLIVE and DARTSLIVE2, the network-compatible darts machines introduced in more than 2,600 darts bars around Japan.

#### (\*2) DARTSLIVE Service

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 a darts machine when playing darts. DARTSLIVE Service offers various functions on a real-time basis centering on 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 will continue ongoing efforts to popularize the "Community Entertainment", which connects "people to people" and "heart to heart" not only in Japan but also in overseas countries and expand new amusement services combining networks and the real world.

— For Press Inquiries —

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