

AP. 0038/59

September 2, 2016

Subject : Notification of Establish new Affiliate Company

To : The President

The Stock Exchange of Thailand

The Board of directors' meeting of Amarin Printing and Publishing Public Company Limited ("Amarin") has resolved to approve the principles for the establishment of a new Affiliate Company. And authorized the Executive Board to consider the operation of the Board of Directors held on September 2, 2016, approved the following details.

Amarin has reached an agreement with KADOKAWA holdings Asia, 100% subsidiary of KADOKAWA corporation ("KADOKAWA"), the leading mega-content publisher in Japan, to form a Joint Venture ("JV") to jointly engage in publishing of Japanese light novel and manga in Thai Language, development of information media specializing in Japan tourism and reinforcement of the digital platform among others.

KADOKAWA is a leading publisher and integrated media company in Japan, with wide-ranging businesses including publishing of books, e-books and magazines, production and distribution of anime and motion pictures, game development, merchandising and digital media, centered around a media-mix strategy.

Amarin consider KADOKAWA to be the most ideal partner for Amarin as we seek to develop the most energetic market of both physical and digital contents for younger audiences in forms of light novels, comics and anime. In addition, as Thai tourists visiting Japan continues to see a major increase in recent years, Amarin expect there to be a high affinity and complementary effect in our joint development of information media specializing in Japan tourism by KADOKAWA's strength in inbound business, via JV's developed media, plus Amarin's various media including most of Thailand's top selling magazines in lifestyle, online media, high-definition digital television, among others.

Upon our launch of the JV, Amarin will seek to maximize the potential of KADOKAWA's content IP in Thailand which is the largest publishing market in Southeast Asia, in use of Amarin's printing and distribution infrastructure and sales channels etc., while jointly building a platform in preparation for the expected future expansion of the digital market in Thailand and Southeast Asia.

Name of Affiliate Company : KADOKAWA AMARIN COMPANY LIMITED

Company Objective : Production and Distribution of books titles Light Novel, Comic

Production and Distribution of magazine titles Walker magazine

E-commerce as books and E-book and its license.

Web Streaming Sublicensing Book , Movies, animation and related products.

Register Date : Within 3 months

Registered Capital : Baht 30 million, comprising 30,000 ordinary shares, with a par Value of Baht 1,000

Paid-up Capital : Baht 30 million, comprising 30,000 ordinary shares, with a par Value of Baht 1,000

Shareholding Structure

Shareholder's Name	Number of Shares	Percentage
1. Amarin Printing and Publishing Public Company Limited	13,800	46%
2. KADOKAWA Holding Asia Limited	14,700	49%
3. Bangkok BTMU Company Limited	1,500	5%
Total	30,000	100%

This information disclosure is not a connected transaction and is not under the rule and procedure concerning the acquisition and disposition of assets of listed company.

Please be informed accordingly.

Sincerely yours,

(Mrs Rarin Utakapan Punjarungroj

Chief Executive Officer