DEX Dream Express

**DEX** is a leading Asian Licensing company based in Bangkok, Thailand, focused on entertainment, media, communication and branding. DEX was founded in 1999 with ¥300 million capitalized registration. DEX began as a key player in distribution, broadcast and licensing of Kids & Family content with a professional licensing team combining creativity and branding insights focusing on iconic characters and toy business. Globally recognized Japanese characters in the DEX Library include Gundam, Masked Rider, Ultraman, One Piece, Love Live and Sword Art Online.

**DEX** applies a global 360-degree management approach to growing and monetizing its entertainment and brands through content, media, marketing, distribution, licensing, digital and retail to markets.
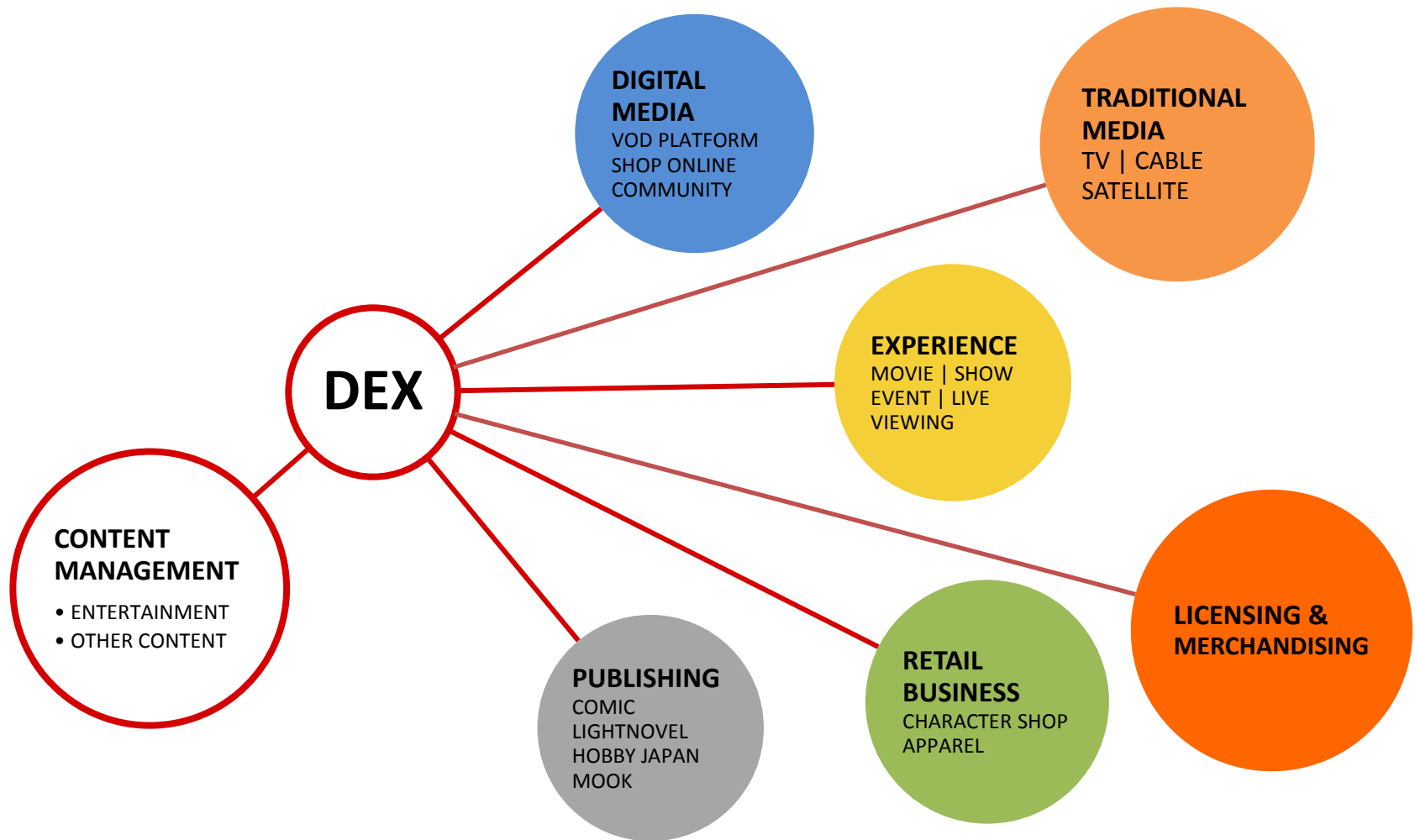
# BUSINESS PARTNERS

**DEX** Dream Express

BANDAI · BANDAI VISUAL · 東映 · TOEI ANIMATION · TSUBURAYA · tv asahi

KODANSHA · TMS ENTERTAINMENT, LTD. · フジテレビ · ADK · Hobby JAPAN · SoftBank

ANIPLEX · SUNRISE · d-rights · ANIME NEWS NETWORK THE INTERNET'S MOST TRUSTED ANIME NEWS SOURCE · AND MORE >>

## TH PARTNERS

3 · MCOT · workpoint · Thai PBS · MONO 29 · TNT · LINE · AIS PLAY

**ENTERTAINMENT**

**DEX**

**CONTENT MANAGEMENT**
- ENTERTAINMENT
- OTHER CONTENT

**DIGITAL MEDIA**
VOD PLATFORM
SHOP ONLINE
COMMUNITY

**TRADITIONAL MEDIA**
TV | CABLE
SATELLITE

**EXPERIENCE**
MOVIE | SHOW
EVENT | LIVE
VIEWING

**LICENSING & MERCHANDISING**

**PUBLISHING**
COMIC
LIGHTNOVEL
HOBBY JAPAN
MOOK

**RETAIL BUSINESS**
CHARACTER SHOP
APPAREL

**DEX**
Dream Express

## CONTENT MANAGEMENT

Curating, licensing, branding and localizing across media through multiple broadcasting platforms including Free to Air Terrestrial TV, Satellite, Cable Channels and DEXCHANNEL VOD platform. Professional marketing and sales force team focused on enhancement of licensing IP through partnerships including Banking, Automobile, Consumer Products, Department Stores and more.

**> ENTERTAINMENT**
CHARACTER
**> LIFE STYLE**
SPORTS
FOODS

## MOVIE & EXPERIENCE

Localize leading animation and live action JP movie such as One Piece , SAO Online, Fairly Tail, supporting and reinforcing core content as well as organizing LIVE screenings. Examples include 'Love Live' Concert, Ultraman and Masked Rider Live Shows, Meet & Greets and several Hero Costume activities.

## RETAIL BUSINESS

Tangible entertainment outlets and consumer touch points delivering personal customer fulfilment. More than 10 branches of "YUMEYA" Specialty character, toys, apparel and merchandising shops in Bangkok, targeting to expand to upcountry with a further 15 branches within 2020. Premiere MUGIWARA store launched in 2016.

**> APPAREL**
**> CHARACTER SHOP**

## DIGITAL MEDIA & PUBLISHING

DEXshop.com, DEXCLUB and further digital platform applications will be important media in the near future to connect directly with target audiences.

**> VOD PLATFORM**
**> SHOP ONLINE**
**> PUBLISHING**
**> GAME**

" **At the end of the day, customers have an experience that moves fluidly between physical and digital** "

**ENTERTAINMENT > CHARACTER**

**DEX** Dream Express

## ENTERTAINMENT > CHARACTER

VIRAL MARKETING



แปลงร่างเราใหม่ เพื่อทำตามฝัน

MV ไก๊ไก่ไกมุ โหน่ง ชะชะช่า โยกซ้าย ย้ายขวา ผ่าส้ม
เตรียมตัวดู Masked Rider Gaim 20 ส.ค.นี้

DEXclub

✓ Subscribed  🔔 47K

8,375,896 views

👍 20,229   👎 5,196

➕ Add to   Share   ⋯ More

STAGE SHOW

**ENTERTAINMENT > CHARACTER**



TOP RANK GREEN TEA

DEBIT CARD

ONE PIECE

**DEX**
Dream Express

**EXPERIENCE > MARATHON**

**EXPERIENCE > MARATHON**

DEX
Dream Express

## EXPERIENCE >> AFA

KUNIO OKAWARA SENSEI

# MOVIE SCREENING

## SPONTANEOUS MOVIE SCREENING

ONE PIECE FILM GOLD

MOVIE & EXPERIENCE

DEX — Dream Express

**MOVIE SCREENING**

**NATIONWIDE RELEASE**

TOP RANK ACTOR

SWORD ART ONLINE | Tomohiko Ito, Producer

ソードアート・オンライン
SWORD ART ONLINE

**EXPERIENCE >> LIVE VIEWING**

**LOVE LIVE CONCERT**

DEX
Dream Express

## VOD PLATFORM





DEX were built by fans from DVD, Traditional TV and physical medium. We gave our audiences the option to stream video on demand with other activities through multi screen and digital devices. They are learning and enjoying new experiences by watching and shopping.

# DIGITAL MEDIA & PUBLISHING

## SHOPPING ONLINE

More than 200,000 members from our social media database. Lots of character product will be served directly to them and other customers anytime and anywhere with the simple interface and payment process. They can buy merchandise from both website and mobile application.

# DIGITAL MEDIA & PUBLISHING

## PUBLISHING

- HOBBY JAPAN THAILAND
- MOOK | HOW TO
- LIGHT NOVEL
- COMIC | E COMIC

**APPAREL**

CHARACTER SHOP

The 1st Flagship Store in Thailand

The 2nd Official store in Asia [outside JP]

## NEXT STEP >> EXPANDING CONTENT

**GAME**

**FOODS**

**SPORTS > WRESTLING JAPAN**

# DEX ENTERTAINMENT
Dream Express

## CONTENT CREATION

Creating and producing high quality original entertainment for kids and other target audiences DEX strongly manages and licenses through traditional and digital media through unlimited f games, toys, mobile and new device concepts. Our first property is The SALADS since 2011. More projects are in pitching and production process.
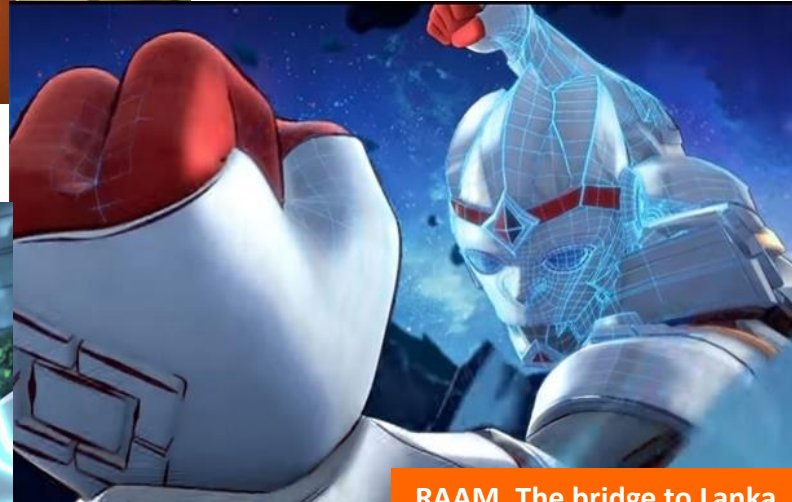
The SALADS

Pitching Project

Co Project

RAAM, The bridge to Lanka

**EXISTING CONTENT**

**EXISTING CONTENT**