



Corporate profile

Avex Inc.

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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

Top Message

Representative Director and Chairman

Masato Matsuura



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”

Representative Director, CEO

Katsumi Kuroiwa



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 excitements 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

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



1988

9月
Established own label "avex trax"



1990

2月
TRF Debut



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



1993

4月
Company name is changed from Avex D. D. Inc. to Avex Inc. following a merger

7月
Establishes "Avex Taiwan Inc." and begins global business development

10月
Began trading on the OTC market



1998

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



1999

1月
Logo (corporate identity) changed



2000

10月
"Avex Artist Academy" opens



2001

2022

3月
Head office relocated to Sumitomo Fudosan Azabu-Juban Building

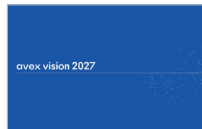


7月
Defined corporate philosophy

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

2021

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



2018

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



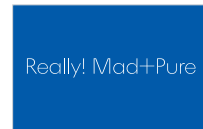
2017

6月
Started a new system composed of Matsuura, the CEO, Kuroiwa, the COO, and Hayashi, the CFO



2014

5月
Announced details of a renewed tagline, "Really! Mad+Pure"



11月
Trade name, logo (corporate identity) changed



2004

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

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

2002

8月
Started the "a-nation" nationwide circuit live music event



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.

Live



AAA "AAA DOME TOUR 15th ANNIVERSARY -thanxAAA lot-" Ed Sheeran "DIVIDE WORLD TOUR 2019"

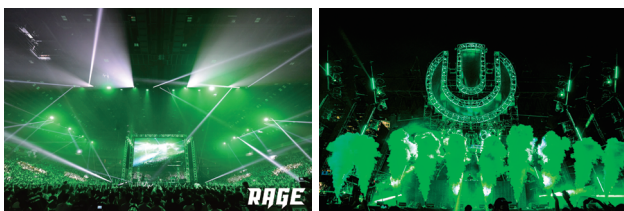
Stage performances / Musicals



"FASHION FREAK SHOW"
Photo by Mark Senior

"Murder on the Orient Express"
©Stage performance "Murder on the Orient Express"

Event



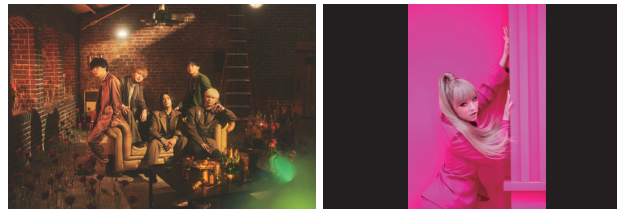
"RAGE"

"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.

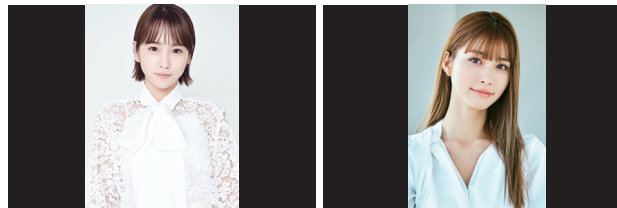
Artist



Da-iCE

Ayumi Hamasaki

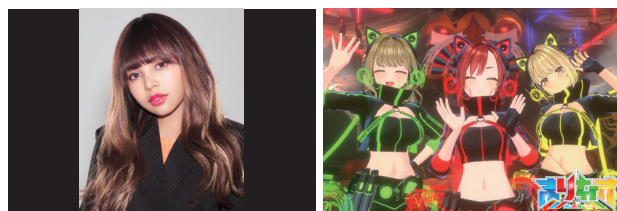
Talent



Rina Kawaei

Meru Nukumi

Creator



momohaha

Marinasu

MD

Planning, production and sales of merchandising.



ayumi hamasaki "Summer TA Party 2022" T-shirt

"AAA DOME TOUR 15th ANNIVERSARY -thanx AAA lot-"
Scenery of sales floor at the venue

Label

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

*artist name japanese alphabetical order



EXILE Original ALBUM "POWER OF WISH"



NCT127 Japan 2nd Mini ALBUM "LOVEHOLIC"



Awesome City Club "Wasurena"



Snow Man 2nd ALBUM "Snow Labo. S2"



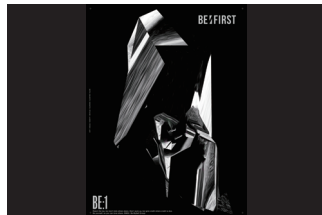
Da-iCE "CITRUS"



TREASURE JAPAN 2nd MINI ALBUM "THE SECOND STEP : CHAPTER TWO"



HIRAI DAI Original ALBUM "HOPE/WISH"



BE:FIRST 1st ALBUM "BE:1"



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.



mu-mo SHOP



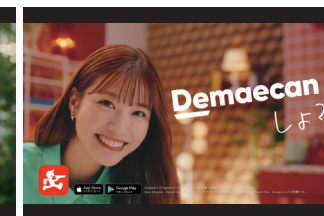
Tree Village

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 Kawai



Demaecon × Meru Nukumi



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.

Anime packages

We plan, produce and sell anime content packages.



"Osomatsu-san"
©Fujiio Akatsuka / Osomatsu-san Production Committee

"Ya Boy Kongming!"
Sale source: DMM.com
Selling agency: Avex Pictures
© Yuto Yotsuba, Ryo Ogawa, and KODANSHA / Ya Boy Kongming! Production Committee

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



"Zombie Land Saga Revenge"
©Zombie Land Saga Revenge Production Committee

Pretty series special live "Pretty Live! ~One for All!!!~"
©T2A/S/TX/IPP ©T2A/S/TX/PCH ©T2A/S/TX/PM ©T2A/S/ILPP

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



STAGE FES 2019-2020

Stage performance "OSOMATSUSAN on STAGE ~ SIX MEN'S SHOW TIME 3 ~"
© 赤塚不二夫

Overseas expansion



"Summer Ghost" Animation Is Film Festival (USA)

"Garden of Remembrance" Anecny International Animated Film Festival (France)

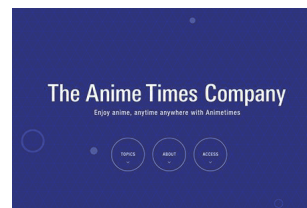
Voice actor/artist management



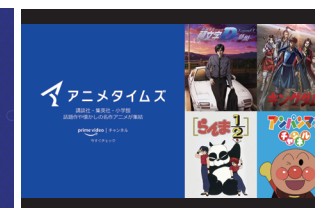
い☆Ris

Kiyono Yasuno

Anime Times



The Anime Times Company



Anime Times (Amazon Prime Video Channel)
©Shuichi Shigeno/KODANSHA, 2016 Movie "INITIAL D" Legend3 Production Committee©Yasuhsa Hara/SHUEISHA, Kingdom Production Committee©Rumiko Takahashi/SHOGAKUKAN©Yanase Takashi/Froebel-Kan, TMS, NTV



Digital business

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.



Da-iCE video subscription app "Da-iCE CUBE"



Ayumi Hamasaki official fan club "TeamAyu"

Technology

We are developing and operating the use of blockchain technology.



AssetBank



Atrust



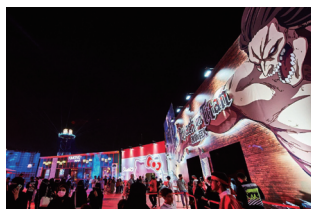
Other business

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.

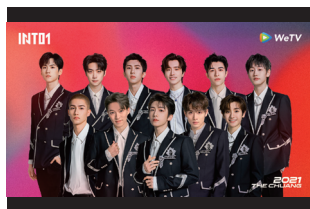
Overseas

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.



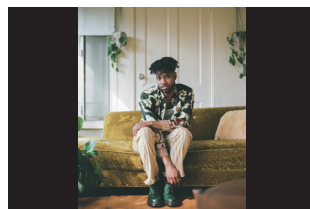
Anime Village



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.



Harv



Wave

Sustainability policy

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

Representative Director and Chairman	Masato Matsuura
Representative Director, CEO	Katsumi Kuroiwa
Representative Director, CFO	Shinji Hayashi
Director (Part-time)	Toru Kenjo
Board Director and Audit and Supervisory Committee Member (Full-Time)	Nobuyuki Kobayashi
	Keiichi Okubo
Board Director and Audit and Supervisory Committee Member (Outside)	Akihiro Tamaki
	Yoshihide Sugimoto
	Hideo Katsumata
	Hisaou Wakaizumi
Operating Officer	Seiichi Hatamoto
	Yasuhiro Yamamoto
	Hajime Shibata
	Hideki Endo

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 Saudi Arabia LLC

Avex USA Inc.

Affiliated Companies

Memory-Tech Holdings Inc.

Recochoku Co., Ltd.

AWA CO.Ltd

HI&max Inc.

Organization chart

Our company operates under a group management structure, with Avex Entertainment Inc. and Avex Pictures Inc. as our consolidated subsidiaries and intermediate holding companies.



Corporate Information

Company Overview

Name	Avex Inc.
Location	Sumitomo Fudosan Azabu-Juban Building, 1-4-1 Mita, Minato-ku, Tokyo 108-0073 (General Reception on 10th Floor)
Established on	As of April 11, 1988
Capital	4,521.6748 million yen
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 Nanboku 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)

