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To whom it may concern

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**Mr. Erdenebayar, a Mongolian comic artist will visit Vietnam**  
**Starting promotion to the world.**  
**“Bumbardai” the story a million people moved to tears**  
**makes a journey to Southeast Asia**

Wedge Holdings CO., LTD (HQ : Chuo-ku, Tokyo Japan) would like to announce that we start activities in regard to an exclusive management contract with Mr. Nambaral Erdenebayar, a representative comic artist of Mongolia.

The first destination to visit is Vietnam. We invite him to “Japan SPRING Festival 2017 in Viet Nam” and introduce his work “Bumbardai” at our exhibition booth.

※“Bumbardai” animation movie on TV: <https://youtu.be/qVzeoWM56al>

Mr. Erdenebayar will visit at various places in Southeast Asia as the activity “A journey of Bumbardai in Southeast Asia”. We deliver the movie of his journey throughout Asia. His representative work which received the highest award at 8th international Manga Award in 2015 and its popular main character will be introduced in Southeast Asian countries. And also places to visit in Southeast Asia will be introduced. This is a promotion campaign for his work releasing early next year and also a journey to stretch his imagination.

Moreover, we will invite him to “Thailand Comic Con 2017” (21 April 2017 - 23 April 2017) in Thailand and “ENNICHISAI” (13 May 2017 - 14 May 2017) and introduce him and his works at our exhibition booth.

Overview of “Japan SPRING Festival 2017 in Viet Nam”

- Event dates : 15 April 2017 (SAT) – 16 April 2017 (SUN)
- Event hours : 9:00AM – 10:00PM
- Venue : Imperial Citadel of Thăng Long, 19 Hoang Dieu, Hanoi, Vietnm
- Hosts : Japan Festival Executive Committee、Wedge Holdings Co., Ltd. and others

●Remark : Approximately 200 thousands visitors every year

Mr. Erdenebayar will serve as one of judges at an illustration contest called “Illustrator contest Asia” in Mongol, Thailand, Vietnam and Indonesia.

We will actively secure exclusive management contracts with talented creators in Asia and give them full support of promotion and marketing to worldwide.

### Detailed profile of Mr. Nambaral Erdenebayar

Mr. Erdenebayar holds a personal belief that he wants to tell the lifestyle and history of Mongolians as a nomad race and also express their pride and points of view to next generations and people all over the world. In Mongol, he is not only famous for being an artist of satirical comics on social and political issues, but also a leader in a field of comic art.



He is currently working on a series of “Bumbardai.” The story is about 5-year-old boy named “Bumbardai” who growing up as a nomad race. The story introduces lives of nomad race through his interactions with many people and issues confronting his growth.

“Bumbardai” was received the highest award at 8th international Manga Award in 2015 hosted by Ministry of Foreign Affairs of Japan. It was the first time ever to give an award to Mongolian work. Since February of 2017, the series has been broadcasted on TV in Mongol and achieves high popularity.

We have actively interacted and communicated with Mr. Erdenebayar and Nordic Comic group (Mongol NGO) which acts as his agent. We have signed a contract with him since we strongly feel attracted to his talent and genuinely empathize for his philosophy and attitude that he shows on his works.



We will wholeheartedly support and market Mr. Erdenebayar and his works to all over the

world. We hope you are looking forward to his future success.

Reference "Bumbardai" animation movie on TV: <https://youtu.be/qVzeoWM56aI>

Reference Mr. Nambaral Erdenebayar interview movie on Bloomberg TV Mongolia:

<http://bloombergtv.mn/н-эрдэнэбаяр-бумбардай-ийн-бүтээгдэхүүнүүдийг-азийн-зах-зээлд-гаргана/>

Reference Mr. Tatsuya Konoshita (CEO of Wedge Holdings CO.,LTD.) interview movie on Bloomberg TV Mongolia:

<http://bloombergtv.mn/коношито-тацуяа-монгол-зураачийн-бүтээлд-элхийн-тавцанд-үнэлэгдэх-цаг-ирсэн/>

Reference News about exclusive contract with Mr. Nambaral Erdenebayar:

<http://asiarussia.ru/news/15786/>

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