NEWS RELEASE

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Company name	IMAGICA GROUP Inc.
Title and Name of Representative	Nobuo Fuse Representative Director, President (Securities code: 6879, TSE 1st Section)
Inquiries	Masakazu Morita Director, Managing Executive Officer
TEL	+81-3-6741-5742

IMAGICA LIVE launches in Japanese Football, together with WSC Sports and J.LEAGUE MEDIA PROMOTION to innovate the delivery of video content for football fans.

Tokyo, Japan and Tel Aviv, Israel – October 7, 2019 – IMAGICA LIVE Corp., a consolidated subsidiary of IMAGICA GROUP Inc., today announced launch in Japan with WSC Sports, the global leader in AI- sports video technology and J.League Media Promotion(JMP) to create AI-powered sports video content of J.League football. The launch of AI powered highlights signals an investment in using best in class technology to provide more personalized and in-depth video content to Japanese football fans.

WSC Sports will focus on digital video content of Japanese Professional football domestically, as well as the League's international markets to offer fans outside of Japan access to Japanese football content. Fans in Thailand have already benefited watching more video content of their superstars currently active in the League. Since launching during the 2019 season, WSC's machine learning platform has integrated with JMP and IMAGICA LIVE's social media and other digital platforms.

"JMP prides ourselves on innovation and bringing the latest in media technology. Integrating AI technology in our production services, ensures we continue to offer our fans world class digital video content," said Hiroaki Dei, CEO of J.League Media Promotion.

"We are excited to partner with JMP and WSC Sports to run an AI video service in Japan, as creating new video businesses and pursuing cloud solutions are at the heart of IMAGICA GROUP's strategy," said Yasuhiro Kawata, Director, Media & Planning Dept. IMAGICA LIVE.

"As WSC expands within Asia, we are thrilled to be collaborating with J.League Media Promotion and IMAGICA LIVE. Fans are the winners' and we are excited to bring to life more moments by video," said Guy Port, Head of APAC of WSC Sports.

WSC Sport's award-winning AI technology automatically generates and distributes personalized sports video content in near real-time. Currently being used by leading media rights owners such as the NBA,

MLS, FIBA, PGA, Cricket Australia, Bundesliga and others, WSC Sports' platform analyzes live sports broadcasts, identifies each and every event that occurs in the game, creates customized short-form video content and publishes to any digital destination including social platforms - which can then be used for audience engagement and video monetization. By letting AI handle the time-consuming clipping and editing busywork, WSC Sports enables digital teams invest in valuable storytelling and creative content delivery.

About J.League Media Promotion (JMP)

JMP is responsible for the production of official images of the J.League, Japan's professional soccer league, and the worldwide distribution of the images.

In the 2019 season, JMP produced footage of about 1,110 games, providing live footage, highlights, news footage and official photos to rights holders around the world. JMP will continue to promote the use of sports images as an innovative organization that utilizes the latest technologies.

About IMAGICA LIVE

IMAGICA LIVE created the world's first cloud-based media center for live streaming, where a variety of live streaming data including the games of J. League and many other sports are accumulated, encoded and delivered to our streaming media partners.

For additional information please contact Corporate Planning Dept. at +81.3.6741.5742 or press@imagicagroup.co.jp with press inquiries.