



To Whom It May Concern

August 19, 2025

Avex Entertainment Inc.

**“avex Youth Studio TOKYO” Officially Launches
Establishing a Unique Training Program in Vocals, Dance, Language,
Fitness, and Mental Health to Build a Global Development Model**



Avex Entertainment Inc. (Head Office: Minato-ku, Tokyo; President and CEO: Katsumi Kuroiwa) is pleased to announce the official launch of avex Youth Studio TOKYO (Setagaya-ku, Tokyo), a training hub dedicated to developing artists who can thrive on the global stage. In addition to renovations to the facility’s exterior and upgrades to its equipment, the company has introduced a unique, world-class training program that supports not only language learning, physical fitness, mental health, and nutrition, but also artistic growth. Through this program, Avex aims to foster and develop talent from Japan capable of achieving international success.

Background to the Establishment of “avex Youth”

In May 2022, Avex announced its medium-term management plan, *avex vision 2027*, which includes the key strategy of “seeking to discover and develop beloved IPs in many different regions and fields.” To realize this vision, the company established avex Youth, an organization dedicated to discovering and fostering talent that will be loved worldwide.* Avex Youth collaborates with approximately 500 dance studios and other facilities nationwide, reaching about 50,000 individuals annually. From among these, more than 200 carefully selected trainees are currently enrolled in avex Youth programs. At avex Youth Studio TOKYO, the central training hub integrating the company’s unique development programs, multiple projects are already underway with the goal of preparing new artists for debut.

* Announced on November 1, 2022: “Avex launches new structure to continuously produce global stars—Establishes avex Youth, an organization for discovering and developing talent.”

Overview of “avex Youth Studio TOKYO”

The large-scale studio, with a total floor area of more than 1,200 square meters, is fully equipped with state-of-the-art facilities, including dance studios, vocal studios, and recording rooms. With the official launch, the exterior, rooftop, and entrance areas have been completely renovated. In addition to dance and vocal training, Avex has introduced a unique, world-class program—developed from the company’s many years of expertise and in collaboration with partner companies—that also provides support in language acquisition, physical fitness, mental health, and nutrition.

Furthermore, to create a space that both inspires creativity and serves as a hub for cultural exchange, artworks by leading contemporary artists have been installed throughout the facility. The studio aims to foster creativity by offering an environment where trainees are exposed not only to dance and vocal techniques, but also to art, music history, and culture in their daily lives—naturally cultivating new talent.

Website: <https://avex-youth.com/>



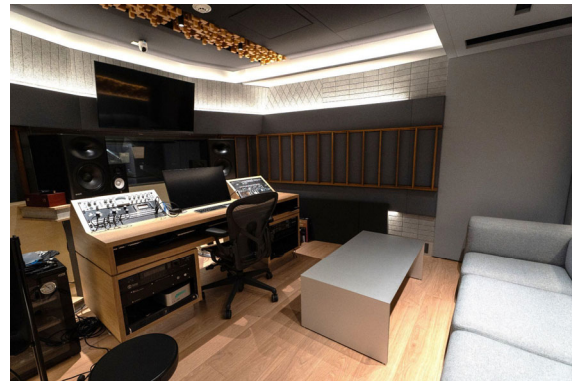
Dance Studio



Training Room



Vocal Studio



Recording Studio

◆Examples of Programs in Collaboration with Partner Companies

— Language Training [Native Camp Inc.]

Support for improving the language skills essential to becoming an artist who can succeed worldwide. In partnership with Native Camp, we offer online English conversation lessons accessible anytime, anywhere, enabling trainees to regularly develop their practical speaking and listening abilities. Moving forward, we will place greater emphasis on pronunciation training for singing Western music, aiming to help trainees accurately master nuances of expression and rhythm through one-on-one lessons with native instructors.

— Physical Training [Kensei Co., Ltd.]

In addition to skill-based lessons, we provide growth support from a physical perspective. Every weekend, trainers who also work with professional baseball teams—licensed judo therapists, as well as acupuncturists and moxibustion practitioners—are stationed at avex Youth Studio TOKYO to provide individual treatments. We also hold regular online seminars for trainees and their parents on specific themes such as nutrition and training.

— Mental Health [Wellt Inc.]

To support children aiming to succeed globally, mental health care is provided by nationally certified professionals, including licensed psychologists, public health nurses, board-certified psychiatrists, and physical therapists, offering holistic support for both mind and body. Mindfulness and yoga lessons help trainees cultivate resilience—the ability to recover and adapt with flexibility. Individual counseling and third-party consultation services are also available in a safe, supportive environment.

— Nutrition [TANPAC Inc. × Kinniku Shokudo]

Trainees who spend long hours practicing are supported with delicious, high-protein, low-calorie meals supervised by Kinniku Shokudo. Menu options are tailored to goals such as bulking up or dieting, and in collaboration with Kensei's counseling services, optimal nutritional plans are recommended for each individual—supporting performance from the inside out.

— Art [MEET YOUR ART]

The Avex-led project MEET YOUR ART has curated works by contemporary artists, leveraging its expertise to inspire creativity and broaden trainees' perspectives. Among the works installed are a calligraphy piece by Daichiro Shinjo, themed "Sou" ("Thought/Imagination"), representing a core value in training at avex Youth Studio TOKYO, alongside pieces by EVERYDAY HOLIDAY SQUAD (SIDE CORE), BABU, KINJO, Haru Matsuda, and Takehiro Takao.





Avex, guided by its corporate philosophy—“continuously taking on the challenge of entertainment’s potential, believing in the infinite creativity of people, delivering inspiration to the world together with diverse talents, and creating a rich future”—operates under the tagline “Really! Mad+Pure.” The company will continue working to create intellectual property (IP) with a view to global expansion, aiming to deliver this to audiences worldwide.

Avex Official Website / Social Media

Official Website: <https://avex.com/jp/ja/>

X: https://x.com/avex_pr

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