



News

博報堂 広報室

HAKUHODO

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Hakuhodo Technology Business Center invests in Globis Fund V

Tokyo—January 6, 2016—Hakuhodo Inc. (Minato-ku, Tokyo; Hirokazu Toda, President & CEO), Japan's second largest advertising company, has invested in Globis Fund V, a fund created by GLOBIS Capital Partners (Minato-ku, Tokyo; Yoshito Hori, Partner).

Investment in venture companies has been robust for some time. Globis Fund V's investment strategy centers on IT companies working in mobile, communications and other Net-related areas, and non-IT sector companies that use IT. The Fund follows a plan focused on the financial technology (fintech) domain, where software is used to offer financial services; and the healthcare and IT-enabled education domains.

Hakuhodo's investment will be made through Hakuhodo Technology Business Center (HTBC), a unit established to support the development of digital business by technology-using companies. Through its involvement in the Fund, HTBC will obtain up-to-the-minute technology knowledge, which it will use to accelerate the development and provision of solutions to challenges faced by Hakuhodo's clients.

This is the third such investment by Hakuhodo Technology Business Center, following investments in funds organized by Scrum Ventures and Itochu Technology Ventures.

About Hakuhodo Technology Business Center

A unit comprised of business producers, UI/UX designers, programmers, data scientists, system engineers, strategic planners and other specialists. It offers *sei-katsu-sha*¹ insight-based solutions in the technology domain, as well as solutions at the crossroads of technology and creativity and technology and marketing.

Established: December 10, 2015

General Manager: Shinobu Uchida

Staff: 36 (when established)

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¹ *Sei-katsu-sha* are more than simply consumers, just as people's lives and lifestyles include more than just shopping. Hakuhodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.



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■ About Hakuhold Inc.

Founded in 1895, Hakuhold Inc. is an integrated advertising and communication agency headquartered in Japan. It is the core agency of Hakuhold DY Group, the world's eighth largest agency company according to *Advertising Age's* "Agency Report 2015." Hakuhold has offices in 17 countries and regions, and over 3,000 employees working in Japan and over 2,500 overseas. Hakuhold is strengthening its structure in emerging countries, particularly those in Asia, as it prepares to further expand its business across the region.

Sei-katsu-sha insight is the foundation for Hakuhold's thinking, planning, and brand building. It reminds us that consumers are more than shoppers performing an economic function. They have heartbeats. They are individuals with distinct lifestyles. Hakuhold introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

Renowned for its creativity, Hakuhold has twice won the Grand Prix at Cannes Lions International Festival of Creativity, and was the only agency headquartered in Asia to be awarded a Special Lion commemorating Cannes Lions' 50th anniversary in 2003.

To learn more, visit: www.hakuhold.jp



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