

## Hakuhodo forms partnerships with full-service advertising agency groups Unlimited Group (UK) and Serviceplan Group (Germany)

Tokyo—January 15, 2019—Hakuhodo Inc., Japan’s second largest advertising company, is pleased to announce that it has formed partnerships with Unlimited Group (headquarters London, UK) and Serviceplan Group (headquarters Munich, Germany), two companies with broad networks in Europe and the United States, areas where the Hakuhodo Group is seeking to strengthen its competitiveness.

Recently, clients’ data-driven marketing and digital activation needs have been growing in Europe and the United States. Increasing demand for provision of services in European countries other than the three in which the Hakuhodo Group has offices (UK, Germany and Russia) and the expansion of pan-European work and work in the United States have made strengthening our response capabilities necessary.

In this context, forming partnerships with Unlimited Group, a full-service advertising agency group in the UK, and Serviceplan Group, one of the largest independent advertising agency groups in Germany, which both have broad networks in the two regions and extensive expertise, including in the digital domain, will enable the Hakuhodo Group to provide comprehensive integrated marketing solutions, including digital services, strengthening our response capabilities in Europe and the United States.

Both Unlimited Group and Serviceplan Group have numerous multinational companies and large corporations doing business abroad on their client rosters, and with Europe as their hub, the two groups are proactively expanding their overseas operations. Their partnerships with Hakuhodo will realize global networks for both companies as they leverage Hakuhodo’s network in Asia.

Hakuhodo will continue to strengthen our global response capabilities, including in Europe and the United States.

### Outline of the partner companies

**Name:** Unlimited Group  
**Established:** 1988  
**Representative:** Tim Bonnet (President)  
**Main offices:** UK (headquarters), the United States  
**Employees:** Approx. 850  
**Business:** Customer engagement, brand management, digital transformation, customer relationship management, health, B2B, research and analytics, etc.

**Name:** Serviceplan Group  
**Established:** 1970  
**Representative:** Florian Haller (Group CEO)  
**Main offices:** Germany (headquarters), Austria, Switzerland, Belgium, the Netherlands, France, Italy, Spain, Poland, Ukraine, Dubai, Russia, India, Korea, China, Malaysia, the United States  
**Employees:** Approx. 4,100  
**Business:** Brand consulting, communication strategy, digital transformation, customer relationship management, PR, media buying, research, e-commerce, etc.

#### ■ About Hakuholdo

Founded in 1895, Hakuholdo is an integrated advertising and communication agency headquartered in Japan. The core agency of the Hakuholdo DY Group, Hakuholdo is the world's 6th largest advertising agency according to *Advertising Age's* "Agency Report 2018."

The Hakuholdo Group has offices in 20 countries and regions, and over 10,000 specialists working in Japan and abroad. Hakuholdo 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 Hakuholdo'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. Hakuholdo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

Renowned for its creativity, Hakuholdo 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.hakuholdo-global.com](http://www.hakuholdo-global.com)

#### ■ About Hakuholdo DY Holdings

Hakuholdo DY Holdings Inc. is a marketing services company headquartered in Tokyo, Japan. It was formed in 2003 when its core brand agencies Hakuholdo Inc. (founded 1895), Daiko Advertising Inc. (founded 1944) and Yomiko Advertising Inc. (founded 1946) integrated and created a joint holding company ("DY" represents the initial letters of Daiko and Yomiko, respectively). [Click here for more information.](#)

The Hakuholdo DY Group comprises five distinct groups: Hakuholdo, Daiko, Yomiko, the integrated media services network Hakuholdo DY Media Partners, and the strategic operating unit kyu. The Group consists of 312 subsidiaries and affiliates, with a combined total of over 15,000 employees working in 21 countries.

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