

Hakuhodo and China's No. 1 domestic integrated advertising agency group, Guangdong Advertising Group, ink strategic partnership agreement

Tokyo—May 13, 2019—Hakuhodo Inc., Japan's second largest advertising company, is pleased to announce that it has entered a strategic partnership agreement with Guangdong Advertising Group Co., Ltd. ("GIMC") (headquarters: Guangzhou, China, Chairman: Chen Tianlong), with a view to strengthening the Hakuhodo Group's competitiveness in the Chinese market.

GIMC, which in May 2010 became the first Chinese advertising company to be listed (Shenzhen Stock Exchange), is a leading company in the Chinese advertising industry. The Chinese government-approved firm has maintained its No. 1* ranking among domestic Chinese integrated advertising companies in terms of 2017 billings (source: China Business Industry Research Institute).

China is a key market for the Hakuhodo Group's global business and GIMC is Hakuhodo's most important strategic partner in its business in that country.

Since establishing their joint venture, GIMC-Hakuhodo Co., Ltd., in 2004, Hakuhodo and GIMC have enjoyed extremely close ties, establishing Guangdong GIMC Delphys Hakuhodo Advertising Co., Ltd. in 2006, and GIMC-Berners-Hakuhodo Advertising Co., Ltd. in 2018. Based on their strong bond and trust, they have together been providing clients with comprehensive integrated marketing solutions in the Chinese marketplace.

By strengthening our relationship with GIMC even further with this strategic partnership agreement, Hakuhodo aims to bolster the competitiveness of our business in China, enhance our ability to propose solutions to clients and develop new business opportunities.

Going forward, we aim to further build our competitiveness in the Chinese market in such areas as traditional and digital media, branding, sports marketing and network utilization by striving to (1) enhance our joint ventures' ability to propose solutions to clients by deepening our collaboration and (2) enhance management efficiency by sharing resources, particularly through the exchange of personnel.

Hakuhodo will continue to strengthen its response capabilities in China and globally.

About Guangdong Advertising Group Co., Ltd.

Name in English: Guangdong Advertising Group Co., Ltd.
Known as: GIMC
Established: 1979
Representative: Chen Tianlong, Chairman
Major offices: Guangzhou, Shanghai, Beijing, Wuhan, Chengdu, Chongqing, Qingdao and others
Group employees: Approx. 4,000
Group companies: Approx. 110 (including affiliated companies)
Website: <http://www.gimc.cn>

■ About Hakuhodo

Founded in 1895, Hakuhodo is an integrated advertising and communication agency headquartered in Japan. The core agency of the Hakuhodo DY Group, Hakuhodo is the world's 4th largest advertising agency according to *Advertising Age's* "Agency Report 2019."

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

Renowned for its creativity, Hakuhodo 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.hakuhodo-global.com

Media contacts:
Corporate Public Relations Division
koho.mail@hakuhodo.co.jp