

## Hakuhodo acquires shares in Winter Agency, a full-service digital agency in Thailand

Tokyo—November 14, 2019—Hakuhodo Inc., Japan’s second largest advertising company, is pleased to announce that it has acquired shares in Thai digital agency Winter Agency Co., Ltd. (W/E) (headquarters: Bangkok, CEO: Eakchai Parichatikanon).

W/E is a prominent full-service digital agency that has grown steadily since its establishment in 2007. Boasting over 100 staff, it provides a wide array of services, from digital marketing strategy building to creative and content production, digital media planning and buying, and social media management, all in one stop.

With a diverse portfolio of local and global clients, W/E has previously collaborated with the Hakuhodo Group on several projects. The agency has won high praise for its work, including such honors as winning the Thailand Independent Agency of the Year 2018 Gold prize at the Agency of the Year Awards hosted by *Campaign Asia Pacific*, Asia’s largest advertising and marketing magazine.

Mr. Parichatikanon said, “We are very happy to be part of the Hakuhodo Group. I am convinced that combining Hakuhodo’s knowledge of digital advertising and data-driven marketing with our integrated planning and implementation expertise in the Thai market will enhance W/E’s solutions and drive real business impact for our clients. We will strengthen our partnership with Hakuhodo and work together to become a company that invents the future in Thailand.”

By welcoming W/E to the Hakuhodo Group, we will further strengthen our digital advertising capabilities in Thailand, a market undergoing remarkable growth in the digital business domain, as we strive to provide high quality services to all our clients.

### About Winter Agency

Name: Winter Agency Co., Ltd.  
Headquarters: Bangkok, Thailand  
Established: 2007  
CEO: Eakchai Parichatikanon  
Employees: 108  
Business: Full-service digital agency



Winter Agency CEO Eakchai Parichatikanon (center) with representatives of W/E and Hakuodo

#### ■ About Hakuodo

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

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

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

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