

Hakuhodo acquires shares in Indian digital agency AdGlobal360

Tokyo—March 12, 2020—Hakuhodo Inc., Japan's second largest advertising company, is pleased to announce that it has acquired shares in Indian digital agency AdGlobal360 India Pvt. Ltd. ("AGL").

AGL is a full-service digital agency that has grown steadily since its establishment in 2009. Boasting around 460 staff, it provides a wide array of services to Indian and international clients, from building digital marketing strategies to creative and content production, digital media planning and buying, social media management and system development, all in one stop. AGL has already collaborated with the Hakuhodo Group on several marketing projects, enabling it to create a range of synergies with Hakuhodo.

AGL is renowned for its digital advertising management and system development capabilities. Ranking 11th in Deloitte Technology Fast 50 India 2019*, it was the highest placed marketing technology company in that program.

AGL's CEO Rakesh Yadav said:

"Our business partnership with Hakuhodo is more than four years old and we have built a lot of mutual respect and trust. This strategic partnership makes us part of one team with Hakuhodo, and we look forward to providing clients with even higher value integrated marketing solutions."

The Hakuhodo Group has already had a presence and been developing its business in India for over 20 years. To further commit to this business, in 2017 we revamped our management team and transformed our organization in India to better serve clients' digital and data marketing needs. By bringing AGL into the Group, we further strengthen our digital capabilities in India, a market where the digital business domain is growing exponentially, as we strive to enhance our ability to provide solutions to client challenges. The investment in AGL is the first of many to come in India.

* Operated by the Indian member of Deloitte Touche Tohmatsu, one of the world's largest accounting firms, this program ranks the 50 fastest growing technology companies in India.

About AGL

Name:	AdGlobal360 India Pvt. Ltd.
Headquarters:	Delhi
Offices:	Chennai, Bangalore, Mumbai, Jaipur
Established:	2009
CEO:	Rakesh Yadav (Co-Founder)
Chairman:	Mandeep Singh (Co-Founder)
Employees:	Approx. 460
Business:	Full-service digital agency (digital marketing, digital advertising buying/operation, system development)



From left: Yasutoshi Hiratsuka (General Manager, Business Strategy Division, Hakuhodo International), Rakesh Yadav (CEO, AGL), Masato Saito (Corporate Officer, Hakuhodo), Mandeep Singh (Chairman, AGL), Kosuke Kataoka (Managing Director, Hakuhodo.Sync)

■ 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 fourth 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

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