

## Hakuhodo Inc. acquires majority stake in independent Taiwanese agency group Growww Media Co., Ltd.

Tokyo—April 27, 2020—Hakuhodo Inc., Japan’s second largest advertising company, is pleased to announce that it has acquired a majority stake in major Taiwanese agency group Growww Media Co., Ltd. through a tender offer. Growww Media will now become a consolidated subsidiary.

Growww Media is a major independent agency group in Taiwan that was the first agency group to be listed on the Taiwan Stock Exchange. Growww Media’s five brands, including Taiwan’s oldest full-service advertising group, United Communications Group (established 1970), provide top class services in the integrated marketing, activation, PR, events/exhibitions and digital marketing domains.

The addition of Growww Media as a member of the Hakuhodo Group further reinforces the Group’s ability to provide integrated marketing in Taiwan, a market where many Japanese companies have a presence, and greatly enhances the quality of our services in a wide range of domains besides advertising, including large event and exhibition planning and operation, solutions that traverse traditional and digital media, the building of digital campaigns that maximize user experience, and PR and more.

The marriage of resources honed by Hakuhodo in Japan such as our problem-solving capabilities that leverage creativity, our massive stores of *sei-katsu-sha*<sup>1</sup> data, and digital and data marketing knowledge, with Growww Media’s skills and track record will generate huge synergies that will contribute to the growth of clients in Taiwan. The use of Hakuhodo’s global network to support clients that are looking to enter overseas markets from Taiwan will also be considered.

As they support Taiwanese, Japanese and global clients, Growww Media’s brands and the Hakuhodo Group’s existing companies in Taiwan will continue to be independent of each other after this acquisition of shares, and there will be no sharing of confidential client information between them.

President of Growww Media Vince Cheng said:

“Becoming a member of the Hakuhodo Group, an internationally recognized group with a long history, is a very important step for the Growww Media Group. Growww Media can immediately benefit from the Hakuhodo Group’s global resources, including tools, research data, talent, and market knowledge to strengthen our client services. We are confident this partnership will contribute greatly to the growth of our group. This marks a new chapter for the Growww Media Group.”

The Hakuhodo Group will continue to expand its network to enable the provision of *sei-katsu-sha* insight-based marketing solutions to local, Japanese and global clients operating in various countries.

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<sup>1</sup> *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.

## **About Growww Media**

Name: Growww Media Co., Ltd.

Headquarters: Taipei, Taiwan

An operating holding company with five brands under its umbrella: United Communications Group, a full-service advertising agency established in 1970, KY-Post (activation and exhibitions), Pilot Group (PR), Interplan Group (large events and exhibitions) and Medialand (digital marketing). The group was listed on the Taiwan Stock Exchange in March 2018.

Employees: 711 (as of March 2020)

## **About Growww Media's five brands**

### **United Communications Group**

Established: 1970

Business: Taiwan's oldest integrated advertising group. With branding, creative, media buying, digital marketing, research, PR and other companies under its umbrella, the Group provides a full range of services.

<https://www.ucgroup.com.tw/>

### **KY-Post**

Established: 1991

Business: Planning and operation of events and exhibitions targeting consumers and companies, and office and retail space design. Also actively handles event work outside of Taiwan.

<http://www.ky-post.com/>

### **Pilot Group**

Established: 1996

Business: Provides cross-disciplinary public relations design, including traditional media, digital, and key opinion leader recruitment, as well as consulting, crisis management and other services in a wide range of industries, including IT, fashion, everyday consumer goods.

<http://www.pilotgp.com/>

### **Interplan Group**

Established: 1982

Business: Planning and operation of large events such as the Taipei 2017 Summer Universiade opening ceremony, and large exhibitions. Also contracted with the administration of Kaohsiung Exhibition Center, an international convention center in Kaohsiung.

<http://www.interplan.group/interplan-go-beyond/>

## Medialand

Established: 2002

Business: A top-class full-service digital agency in Taiwan that provides one-stop strategy planning, creative and media buying in the digital marketing domain. Offers cutting-edge digital services, including a specialized UI/UX team and proprietary data management platform services.

<https://www.medialand.tw/>



Growww Media management team

### ■ 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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