

Hakuhodo acquires stake in independent Russian digital creative agency Ailove Digital

Tokyo—May 18, 2021—Hakuhodo Inc., Japan’s second largest advertising company, is pleased to announce that it has acquired a majority stake in independent Russian digital creative agency LLC Ailove Digital (Headquarters: Moscow; Managing Partner: Alexei Pashkov), making it a consolidated subsidiary.

Founded in 2009, Ailove Digital is a digital creative agency that provides a wide array of services, from building digital marketing strategies to creative and content production, social media management and advertising, digital advertising, and search engine optimization (SEO) and search engine marketing (SEM), to Russian and international clients. Backed by sophisticated technology skills, the agency’s strengths lie in its high-level data management, data planning and creative prowess in digital.

Ailove Digital consistently ranks near the top of the Russian digital creative agency rankings*. In addition, with a track record of wins at Cannes Lions, the agency’s creativity is also recognized on the world stage.

Hakuhodo and Hakuhodo Rus have worked with Ailove Digital on numerous projects, and welcoming the agency into the Group will further reinforce the Group’s capabilities in Russia’s rapidly growing digital domain. We will continue to monitor trends in the Russian advertising market as we strive to increase our ability to provide solutions to Japanese and global clients.

- Alexei Pashkov, Managing Partner at Ailove Digital said:
“We are proud to become part of Hakuhodo Group and lead the Hakuhodo Group’s development in Russia and CIS. The Hakuhodo Group’s way of doing business is very close to Ailove Digital’s values. The chemistry between the teams motivates us to build closer relationships that are important for the synergy of local and global expertise. I am sure our clients will benefit from this partnership, as Ailove Digital’s strong expertise in creative, content, technology and performance media will be elevated from having access to Hakuhodo Group’s best practice and knowledge.”
- Shuntaro Ito, Senior Corporate Officer at Hakuhodo, and President & CEO at Hakuhodo International said:
“With Ailove Digital as part of Hakuhodo Group, we will be able to offer even more sophisticated marketing solutions and contribute to clients’ business growth in the Russian market, where digital marketing has evolved very uniquely. Ailove Digital will maintain a horizontal relationship with Hakuhodo Rus and continue to strengthen the Hakuhodo Group’s digital offering in Russia.”

* Tagline’s Russian digital agency ranking

A ranking of domestic digital creative agencies in Russia published by Tagline, a company that analyzes the digital marketing industry in Russia.

About Ailove Digital

Name:	LLC Ailove Digital
Location:	Moscow
Founded:	2009
Managing Partner:	Alexei Pashkov
Chief Executive Officer:	Margarita Kraskovskaya
Chief Operating Officer:	Alexander Sevryukov
Employees:	63
Business:	Digital creative agency Digital marketing (campaign planning, creative development), social marketing, digital advertising programming, search engine optimization/search engine marketing, website and app development, and other services



From left: Anatoliy Shebzuhov (Design Director), Margarita Kraskovskaya (CEO), Alexei Pashkov (Managing Partner), Ekaterina Erygina (Content Production Director), Julia Belaya (Business Development), Alexander Sevryukov (COO), Arkadiy Zарandia (CFO)

■ 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 third largest advertising agency according to *Ad Age's* "Agency Report 2021."

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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