

Hakuhodo acquires shares in Malaysian independent digital agency Kingdom Digital Solutions Sdn. Bhd.

Tokyo—August 2, 2022—Hakuhodo Inc., an integrated marketing and innovation company, is pleased to announce that it has acquired an 80% stake in Malaysian independent digital agency Kingdom Digital Solutions Sdn. Bhd. (Headquarters: Petaling Jaya, Selangor, Malaysia), and has made it a consolidated subsidiary.

Established in 2007, Kingdom Digital is a digital agency that provides a wide array of services, including digital campaigns, social media and content marketing and digital creative automation, to clients in Malaysia and ASEAN. Sophisticated digital planning and digital creative skills are its strengths, as well as its ability to deliver personalised digital creative ads at scale and speed. Kingdom Digital's superior services are highly regarded in the industry and by clients, and the agency has won numerous awards, including Malaysia Independent Agency of the Year (Gold) at Agency of the Year 2021, hosted by Asia's largest advertising journal, *Campaign Asia-Pacific*.

The Hakuhodo Group has worked with Kingdom Digital previously many times, and will further strengthen its response capabilities in Malaysia's rapidly growing digital domain by welcoming the company into the Group. Moreover, we will strive to increase our ability to provide solutions to local, multinational and Japanese clients' challenges by continuing to monitor trends in the ASEAN advertising markets.

Vin Chinnaraja, Chairman of Kingdom Digital said:

"We have found the perfect partner in Hakuhodo for Kingdom Digital to realize and speed up our ASEAN expansion ambitions, tapping into Hakuhodo's regional presence to be able to deliver multinational work for our clients and brands.

We are looking forward to combining Hakuhodo's creativity and *sei-katsu-sha* insight with our Digital Creative Automation (DCA)* platform to deliver personalized experiences for our clients and brands so that they can develop long lasting relationships with their customers."

Shuntaro Ito, Senior Corporate Officer, Hakuhodo, and President & CEO, Hakuhodo International said:

"Malaysia was the first country in which Hakuhodo set up an overseas office—Hakuhodo Malaysia—in 1973, and next year will mark the 50th anniversary of our first foray overseas. We are absolutely delighted to welcome Kingdom Digital, which is regarded so highly in the industry, as a member of the Hakuhodo Group at this milestone juncture. I'm certain Kingdom Digital will be able to contribute to our clients' growth by providing them with sophisticated digital solutions in a Malaysian digital marketplace that will only continue to develop in the future. I look forward to Kingdom Digital being a leading presence, alongside Hakuhodo Malaysia, in further strengthening our digital capabilities in Malaysia and ASEAN."

About Kingdom Digital Solutions Sdn. Bhd.

Headquarters: Petaling Jaya, Selangor, Malaysia

Established: 2007

Directors: Vin Chinnaraja (Chairman), Ryan Ong (CEO)

Employees: 156

Business: Integrated digital planning, digital marketing, digital campaigns, social media and content marketing

* DCA: A proprietary delivery system that streamlines the creative and content customization and adaptation process for digital ads (including video), emails, and creative assets.

About Hakuhold

Founded in 1895, Hakuhold is an integrated marketing solutions company headquartered in Tokyo, Japan. With offices in 20 countries and regions, and over 10,000 specialists working in Japan and around the world, Hakuhold is the world's second largest advertising agency according to *Ad Age's* "Agency Report 2022." The company is the core agency of the Hakuhold DY Group.

Sei-katsu-sha insight is the foundation for Hakuhold'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. Hakuhold introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

With *sei-katsu-sha* insight as its cornerstone, Hakuhold combines creativity, integrative capabilities, and data and technology to play a leading role in evolving companies' marketing activities and generating innovation for the completely digitalized era. This enables the company to impact and provide value to *sei-katsu-sha* and society.

Renowned for its creativity, Hakuhold has won the Grand Prix at Cannes Lions International Festival of Creativity twice, and was named Network of the Year at ADFEST 2021.

To learn more, visit: www.hakuhold-global.com



From top left: Wei-Chun Chu, Edmund Lou (Head of Strategy), Xiao Yee, Lui (Head of Account Servicing), Ryusuke Oda, Steven Yap (Head of Digital & Operations), Hisashi Hirano, Yusuke Miyabe

From bottom left: Hideaki Sato, Yasutoshi Hiratsuka, Vin Chinnaraja (Chairman), Ryan Ong (CEO)

Media contacts:

- Fran Miller, Shiho Takahashi
Corporate Public Relations Division, Hakuhold Inc.
koho.mail@hakuhold.co.jp