

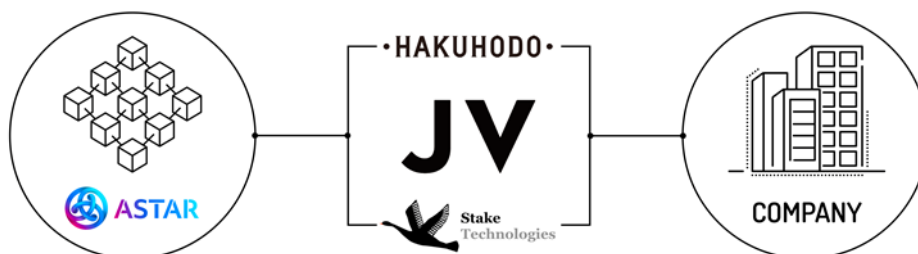
Hakuhodo to launch a new venture with Stake Technologies, the developer of Astar Network, a public blockchain originating in Japan, to attract businesses to Web 3.0 Creating new customer experiences on Web 3.0 with partner companies

Tokyo—September 27, 2022—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that it has reached an agreement with Singapore’s Stake Technologies Pte Ltd, the developer of Astar Network, a public blockchain originating in Japan, to launch a venture to create new customer experiences and attract more businesses to Web 3.0. The new company will commence operations before the end of 2022.

Web 3.0, a new concept of the internet that has attracted much attention in recent years, will help transform the world from one where data are monopolized by big companies into one where users control and share their own data by leveraging blockchain and other decentralized technologies (that is, from monopoly to distribution).

The more things become user-driven, the more necessary creating public blockchains open to everyone becomes, and the more important it is to ensure user security and develop experiences that users will want to try. To join the world of Web 3.0, companies also need expertise including in blockchains and NFTs as well as implementing capabilities.

Hakuhodo has been working with Stake Technologies Pte Ltd to help clients enter the Web 3.0 market. Astar Network is a public blockchain originating in Japan that can be used securely by everybody. In July 2022, we implemented a NFT gaming project leveraging Astar Network for Calbee, Inc., getting 10,000 users to participate in a campaign on Web 3.0. Other projects are still ongoing, further strengthening our collaborative relationship with Stake Technologies Pte Ltd.



Prior to the launch of the new company, we will be leveraging this Japanese public blockchain to design fun, user-friendly experiences in response to the needs of companies keen to enter the Web 3.0 market and offering solutions for speedy development of new Web 3.0 initiatives.

Hakuhodo aims to build a world where more *sei-katsu-sha** can participate in Web 3.0 by making the most of our strengths in *sei-katsu-sha* insight and creativity to create unique Web 3.0 experiences in collaboration with a variety of partner companies.

* “*Sei-katsu-sha*” is a term we use to describe people not simply as consumers, but as fully rounded individuals with their own lifestyles, aspirations and dreams.

■ About Hakuhodo

Founded in 1895, Hakuhodo 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, Hakuhodo is the world’s second largest advertising agency according to *Ad Age*’s “Agency Report 2022.” The company is the core agency of the Hakuhodo DY Group.

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.

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

Renowned for its creativity, Hakuhodo 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.hakuhodo-global.com

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Reference

Sota Watanabe, CEO of Stake Technologies, Pte Ltd said:

“I am looking forward to bringing excitement to the world with content and creative developed in Japan communicated through Astar Network, a public blockchain originating in Japan. I believe this joint venture with Hakuodo will serve as a stepping stone for Astar Network to build use cases both in Japan and across the globe. Stake Technologies, the potential single point of failure, will be wound up eventually and the operation of Astar Network handed over to a decentralized autonomous organization (DAO), but we will continue to seek business partnerships with the ultimate objective of developing it into a network encompassing hundreds or even thousands of companies including Hakuodo.”

About Sota Watanabe



Sota Watanabe is CEO of Stake Technologies Pte Ltd and the founder of Astar Network, a blockchain originating in Japan. He also serves as Director of the Japan Blockchain Association. He was listed in Forbes 30 Under 30 Asia.

About Astar Network

Astar Network is a public blockchain originating in Japan launched by Sota Watanabe. Selected as the world’s third parachain on Polkadot, which aims to be core infrastructure for Web 3.0 by connecting different blockchains, Astar Network is recognized as a promising initiative. It also creates an enabling environment for the developers of Web 3.0 services through its app development support mechanism known as “dApps Staking.”

About Stake Technologies Pte Ltd

Stake Technologies Pte Ltd is the developer of Astar Network/Shiden Network, a hub blockchain on the Polkadot/Kusama ecosystem equipped with EVM and Layer 2 solutions, as well as bridging functions with different chains.

The company has created a ¥3.3 billion fund to provide both financial and technical support for projects and entities contributing to Astar Network/Shiden Network.

Company name: Stake Technologies Pte Ltd.
Location: 105 Cecil Street #24-02, The Octagon, Singapore
Representative: Sota Watanabe, CEO
Product URL: <https://astar.network/>
Twitter: <https://twitter.com/AstarNetwork>