

Hakuhodo launches specialized integrated media business organization Hakuhodo International Media Taiwan (HIMT) in Taiwan Mobilizing the media solution functions of Taiwan Hakuhodo Group and Growww Group

Tokyo—November 10, 2022—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce the launch of Hakuhodo International Media Taiwan (HIMT), a horizontal organization specialized in integrated media business that will mobilize the media solution functions of the Taiwan Hakuhodo Group and the Growww Group.*

In recent years, integrated solution services, including specialized media planning and advanced digital marketing, have become essential in the Taiwanese market due to rapid changes in the business environment primarily driven by media diversification and digitization.

The newly launched HIMT, led by Chairman Vince Cheng, will bring together the media functions of full-service media agencies with an established track record of excellent client relationships in the market including Hakuhodo Zeta of the Taiwan Hakuhodo Group and 2008 Media of the Growww Group, as well as the media functions of Hakuhodo DY Group digital marketing agencies DAC Taiwan, MESH+, and Unisurf. As the newest media organization in Taiwan, HIMT will offer media-driven solutions for the diverse challenges clients face today, including media planning, media buying, digital marketing, data solutions and marketing technology solutions.

HIMT is also planning to leverage data and new marketing tools that fuse media and technology together in integrated media solution offerings, from systematic and scientific media planning to cross-media integrated solutions, such as TV and digital.

The Taiwan Hakuhodo Group and the Growww Group are committed to combining their strengths to create synergies and contribute further to clients' businesses.

*In 2020, Hakuhodo acquired a majority stake in the Growww Group, making it a consolidated subsidiary.
<https://www.hakuhodo-global.com/news/hakuhodo-inc-acquires-majority-stake-in-growww-media-of-taiwan.html>

■ 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

Media contacts:

Fran Miller and Shiho Takahashi

Corporate Public Relations Division

koho.mail@hakuhodo.co.jp