

Hakuhodo acquires a majority stake in Vietnamese independent digital marketing agency BCM Venture Integrated, boosting digital capabilities and intragroup coordination in Vietnam

Tokyo—January 27, 2026—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that it has acquired a majority of the shares of BCM Venture Integrated Co. Ltd. (BCM), an independent integrated digital marketing agency based in Vietnam. The acquisition makes BCM a consolidated subsidiary of Hakuhodo.

Founded in 2018, BCM is an integrated digital marketing agency that offers a full range of digital services, including e-commerce management, data analytics, creative and content production, digital media planning and buying, website and app development, and UI/UX design. It has particular strengths in e-commerce management and website and app development. The agency boasts a team of many highly skilled professionals who have impressive expertise in corporate digital transformation (DX), including account service and development personnel and UX/UI designers. BCM has won high praise for delivering a broad spectrum of digital services to Japanese and local businesses.

Many Japanese and local companies in Vietnam are now focused on digitally transforming their business, including expanding into e-commerce and engaging in website and app development. Welcoming BCM into the Group boosts Hakuhodo's digital capabilities in that country. The Hakuhodo Vietnam Group is developing a framework for delivering full-funnel marketing services designed to cater to the increasingly complex needs and challenges of clients. By integrating our branding and digital expertise, we will offer end-to-end support in optimizing the entire purchase process from customer awareness and interest through purchase and repeat transactions. Meanwhile, collaboration will be strengthened across the Group with the goal of further expanding our business in Vietnam, as BCM joins our team to form what we call the "New One Vietnam" network.

Dinh Le, President Director/CEO of BCM Venture Integrated, said:

BCM is honored to become a part of the Hakuhodo Group. This partnership is a great step in BCM's journey to perfect and blend marketing, e-commerce, digital media and creative services into comprehensive effective solutions. With strong support from Hakuhodo, BCM will improve services to existing clients, and as a new member of the Hakuhodo Group, we are excited to enhance e-commerce and technology services to Hakuhodo's clients in Vietnam and Southeast Asia. We look forward to joining hands with the valuable people of the Hakuhodo Group and becoming a deserving partner to *sei-katsu-sha*¹.

Akihiko Imai, Director & Senior Corporate Officer, Hakuhodo, and President & CEO, Hakuhodo International, said:

BCM's talented team and advanced expertise in e-commerce and web and app development dramatically boost the Hakuhodo Group's digital capabilities in Vietnam's rapidly developing digital market. This partnership further strengthens our commitment to serving our clients' DX needs and helping them grow their business. Working together within the New One Vietnam network, we will pursue excellence in the Vietnamese advertising market and thus contribute the entire region's economic development.

Naoyuki Kawakita, Group President, Hakuhodo Vietnam Group, said:

I'm delighted to welcome BCM to the Hakuhodo Vietnam Group. BCM's expert knowledge and existing client base will turbocharge our Branding × Digital × DX strategy and, in particular, empower us to deliver new value to both Japanese and non-Japanese clients. By integrating BCM into the Group, we intend to establish a competitive edge in Vietnam and achieve sustained growth.

¹ "*Sei-katsu-sha*" is a term Hakuhodo uses to describe people not simply as consumers, but as fully rounded individuals with their own lifestyles, aspirations and dreams.

Overview of BCM Venture Integrated

Name: BCM Venture Integrated Co. Ltd. (corporate brand name BCM)
Headquarters: Ho Chi Minh City, Vietnam
Established: 2018
President Director/CEO: Dinh Le
Number of employees: 100 (as of January 2026)
Business description: An integrated digital marketing agency that engages in e-commerce management, data analytics, creative and content production, digital media planning and buying, platform development, UI/UX design, website and app development and management, DX solutions support, and more.



■ 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, the company is the core agency of HakuHodo DY Holdings, one of the world's top 10 largest agency companies according to *Ad Age's* "Agency Report 2025."

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 completely 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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