

January 8, 2013

ASATSU-DK INC.

ADK Enhances Its Overseas Advertising Media Service for Japanese Companies

- Kick-off a new media unit “ADK+maxus” jointly with GroupM, a world-largest media agency group.
- Establish “ADK+maxus Asia Strategic Planning Center” in Singapore to provide “success method for late-comer/challenger brands” to Japanese clients

ASATSU-DK Inc. (Tokyo:9747; President: Yoji Shimizu; Head Office: Chuo-ku, Tokyo; Hereinafter “ADK”) is pleased to announce that it will strengthen, cooperating with WPP plc (Head Office: UK, capital and strategic alliance since 1998), services customized for Japanese clients which are accelerating a speed to expand their business in fast growing Asian markets.

A comprehensive collaboration in the area of planning and buying advertising media in Asia including China will be the first step to be started from January 2013, joining hands with GroupM, a global media agency group under WPP.

GroupM is a leading media agency group that holds the largest share in the advertising media market both in Asia and globally. It has captured over 30% of the global advertising media business and its price advantages in advertising slots overpower its competitors. Maxus, one of the companies included in GroupM, has shown a rapid growth (for two years in a row named as the fastest growing global network by RECMA*) by offering innovative services to clients. ADK has cultivated a “success method for challenger brands” in China, and by adding this method, ADK+maxus will enable to provide “highly efficient result-oriented marketing/media strategies” both for the already-active Japanese clients in Asian markets and later-comers who need to maximize ROI.

ADK+maxus will locate designated teams in all major countries and will establish “ADK+maxus Asia Strategic Planning Center” in Singapore as a hub office of these teams and from here we can provide tailor-made services to clients, wherever they are in Tokyo, Singapore and other major Asian countries.

*RECMA is the global independent research industry organization that measures the media industry

Overview of “ADK+maxus Asia Strategic Planning Center”

Name	ADK-Maxus Asia Strategic Planning Center
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