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ADK Holdings signs partnership agreement with United Nations Population Fund (UNFPA)

**To achieve the goal of universal access to sexual & reproductive health and rights,
ADK will provide pro bono assistance in strategic communications.**

ADK Holdings Inc. (Headquarters: Minato-ku, Tokyo, CEO: Shinichi Ueno, hereafter “ADK”) has announced that a partnership agreement has been signed with the United Nations Population Fund (hereafter “UNFPA”), an organization working to protect the lives and human rights of women and girls. Utilizing the ideas and creativity of an advertising agency, ADK renders pro bono assistance in the area of strategic communications.

Globally, especially among developing countries, millions of marginalized women face more challenges due to poverty, inequality, disasters, and conflicts and unable to protect their lives and well-beings, giving way to issues such as high maternal mortality and gender-based violence. The UNFPA is an international organization active in more than 150 countries to realize sexual and reproductive health and rights (SRHR)* for all, thus reducing maternal mortality, eliminating gender-based violence, and making lives better for adolescents and youth.

In the area of communications, ADK has been offering optimum solutions to the various issues faced by companies. With high regard for the activities and priorities of the UNFPA, ADK as a strategic partner will offer pro bono assistance to widely communicate the activities of the UNFPA across Japan and contribute to its branding.

Ms. Mariko Sato, Director of the Tokyo Representation Office of UNFPA, has expressed her appreciation for the partnership with ADK, saying, “Communication has the power to bring new insights and fresh perspectives for people taking actions towards building a better future. It is heartening that we can accelerate our efforts in raising public awareness of UNFPA’s global priorities and the Sustainable Development Goals (SDGs) hand in hand with ADK.”

According to Kanako Yoshimatsu, Department Director of Office of the President, ADK, “We hope to co-create opportunities for more people to deepen their understanding of UNFPA activities and their efforts toward achieving the SDGs, and spread the word through the power of communication.”

ADK has formulated the purpose statement, **Creating experiences to enrich lives**, with the goal to redesign the lives of everyone as stages to experience value, and to become a marketing company that enriches people’s lives by utilizing unique communication and ideas. Through this partnership, we hope to contribute to the achievement of the SDGs, with a special focus on Goal 3 on health and well-being, Goal 5 on gender equality and Goal 17 on partnerships for the goals.

***About Sexual and Reproductive Health and Rights (SRHR)**

Good sexual and reproductive health is a state of complete physical, mental and social well-being in all matters relating to the reproductive system. It implies that people are able to have a satisfying and safe sex life, the capability to reproduce, and the freedom to decide if, when, and how often to do so.

Among the 17 SDGs, the partnership will focus on the following goals:

Goal 3. Good health and well-being



Goal 5. Gender equality



Goal 17. Partnerships for the goals



About UNFPA

UNFPA delivers a world where every pregnancy is wanted, every childbirth is safe and

every young person's potential is fulfilled. The Tokyo Representation Office launched in September 2002, aiming to raise awareness among the Japanese people of UNFPA's work and the global issues it addresses, as well as seeking support from Japanese policy makers, media and general public.

About the ADK Group

The ADK Group consists of the pure holding company, ADK Holdings, and 3 operating companies (ADK Marketing Solutions / ADK Creative One / ADK Emotions) and is a major advertising agency group providing global services through its domestic and international network. In addition to the comprehensive solutions provided in the marketing area, ADK's strengths are also in the content business centering on TV animation. ADK has formulated the purpose statement, **Creating experiences to enrich lives** in 2020.

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