



NEWS RELEASE

**Hakuhodo DY Outdoor Established to Focus on Outdoor Media Business and Enhance Full-Funnel Marketing Capabilities**

Hakuhodo DY Media Partners Inc. has strategically merged its Outdoor Media Division with its wholly-owned subsidiary Hakuhodo DY AD Station Inc. to create Hakuhodo DY Outdoor Inc., a new company that will focus on promoting the outdoor media business for the Hakuhodo DY Group. The new company will be established on April 1, 2017 and will begin new sales activities. (HDYMP is headquartered in Minato-ku, Tokyo and headed by President and CEO Hisao Omori. Hakuhodo DY Outdoor Inc. will also be based in Minato-ku, Tokyo and headed by President and CEO Yasuo Kita (see note).)

With the ongoing development of digital media and digital devices, advertisers increasingly need integrated communication planning services that combine full-funnel marketing from awareness to behavior and purchasing.

Outdoor media is becoming more digitally driven, meaning that it now functions and has value as a form of digital media in addition to its former function and value as a means of inducing behavior and purchasing. Outdoor media can also be a form of interactive communication with *sei-katsu-sha* when it is linked to digital devices, making it an increasingly critical component of integrated communications planning.

Established within this business environment, Hakuhodo DY Outdoor will further develop Hakuhodo's profound expertise in the outdoor media business, working with the various other companies of the Hakuhodo DY Group to take advantage of all forms of outdoor media and address the full range of *sei-katsu-sha* behavioral inducements—including those in the digital media and event promotion fields. The new company will also carry out integrated communications planning for advertisers with enhanced full-funnel marketing features. Finally, Hakuhodo DY Outdoor will accelerate the digital shift taking place within the outdoor media business in collaboration with tech companies, further deepening Hakuhodo's partnerships with media companies and media owners.

## Hakuhodo DY Outdoor Inc.: Company overview



Hakuhodo DY  
outdoor

President and CEO Yasuo Kita

Note: The company representative will be officially decided at the extraordinary general meeting of shareholders and the Board of Directors meeting that follows, which are scheduled for late March.

Address Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo

Capital JPY 150 million

Employees About 50 (as of April 1, 2017)

Shareholder composition 100% subsidiary of Hakuhodo DY Media Partners

Core business Outdoor media advertising (including transportation advertising, outdoor advertising, inserts and direct mail, and other outdoor ads placed via digital signage) and publicity; advertisement and publicity planning, proposals, creation, implementation, and distribution online and via other digital networks; advertising agency tasks, media operations, consulting, and more.

Start date April 1, 2017 (planned)

■ **For more information, contact:**

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