

**HAKUHODO CONSULTING and WATATAWA form
strategic alliance
Targets Japanese firms in global markets and multinationals in Japan**

SINGAPORE (May 27): Hakuhodo Consulting Inc. and Singapore-based WATATAWA Consulting have established a strategic alliance to offer marketing strategy and services to clients in Japan and key Asian markets.

Hakuhodo Consulting (www.hakuhodo-consulting.co.jp) is a subsidiary of Hakuhodo Inc. (www.hakuhodo.jp), which is Japan's 2nd largest advertising agency, counts among its clients many of Japan's largest global companies. It established a strategic office in Singapore in 2013 as Hakuhodo Consulting Asia Pacific Pte. Ltd. Hakuhodo Consulting Asia Pacific in Singapore will work as a main collaborator of this alliance.

WATATAWA (www.watatawa.asia) currently works with clients in financial services, telecommunications, agricultural commodities, and the resources and technology sectors in several Asian markets.

Hakuhodo Consulting Asia Pacific Managing Director Yoshihiro Yoshida said: "Japanese companies increasingly understand that they need to adjust their approach to the Asian market and to reinforce their marketing leadership for positioning themselves in Asian markets. Another challenge is hiring and maintaining a stable local workforce in different countries. Strengthening brand value and raising loyalty among employees is critical in this regard. Foreign businesses in Japan also will benefit from this alliance which marries our deep knowledge of the Japanese market with the highly-informed international perspective and experience of WATATAWA".

WATATAWA CEO Bill Rylance said: "Many Japanese companies have achieved extraordinary global success by focusing primarily on the technical excellence of their products and services and that will always be at the core of any successful Japanese business. However, there is a growing recognition that this traditional strength must be

HAKUHODO CONSULTING

complemented by a strategic approach to achieving emotional resonance and relevance in key markets. This requires not only new tactical initiatives but also a shift in mindset when engaging with customers, employees and all stakeholders -- which aligns perfectly to Hakuhodo's holistic marketing philosophy, which is called *sei-katsu-sha** insight.”

The alliance will initially focus on collaborative services to Japanese and international companies.

**Sei-katsu-sha* are more than simply consumers, just as people's lives and lifestyles include more than just shopping. Hakuhodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

About Hakuhodo Consulting Inc.

HAKUHODO CONSULTING

Hakuhodo Consulting Inc. (<http://www.hakuhodo-consulting.co.jp/en/>), established in 2001 as Hakuhodo Brand Consulting in Tokyo, is a consulting firm specialized in branding and marketing. Through more than a decade, it has been engaged in hundreds of projects with diversified industries of B to C and B to B for growing client's businesses enhanced by branding. It established its first overseas office, Hakuhodo Consulting Asia Pacific Pte. Ltd. in Singapore in January 2013, which has been reinforcing global service capabilities, particularly in Asian countries.

About WATATAWA Consulting



Walk the Talk. Talk the Walk.

WATATAWA Consulting (www.watatawa.asia) is a communications and strategy consulting firm focused on Financial Communications, C-Suite Counsel and Corporate Social Innovation. It is headquartered in Singapore and works with clients throughout Asia. Its founders have managed some of the most significant communications assignments in recent Asian history, including the Olympic Games, FIFA World Cup and crisis response programmes for a number of the region's governments. WATATAWA works with clients to help them earn the respect and trust of customers, employees, the media, or any group that influences or impacts their business. WATATAWA's name is an acronym of "Walk the Talk, Talk the Walk".

Further information:

[Hakuhodo Consulting Asia Pacific Pte. Ltd.]

Yoshihiro Yoshida (yoshihiro.yoshida@hakuhodo-consulting.com)

phone: +65 6235 1554

[WATATAWA Consulting]

Bill Rylance (bill.rylance@watatawa.asia)

phone: +65 6592 6950

[Hakuhodo Consulting Inc.]

Sayaka Tama (sayaka.tama@hakuhodo-consulting.co.jp)

phone: +81 (0)3 6441 8070