

16 March 2021

**ADK Marketing Solutions forms
strategic partnership alliance with China Global PR,
reinforcing business partnership development in China**

ADK Marketing Solutions Inc. (Headquarters: Minato-ku, Tokyo, CEO: Shinichi Ueno, hereafter “ADK”) has announced that a strategic partnership agreement with China Global Public Relations (Beijing, Representative Director: Yan Rong, hereafter “Global PR”) of the Xinhua Group, has been concluded.



With a focus on the Chinese market from its initial days, ADK made an early entry into the Chinese market, starting with establishment of friendly relations with Xinhua in the 1990s. In 1998, a PR company, DS Public Relations Consulting Co., Ltd. (hereafter “DSPR”) was formed as a joint venture with Global PR. For over 20 years, various PR projects have been conducted, leveraging the resources of both partners and providing specialized services. Both parties have agreed to dissolve DSPR and proceed with further cooperation and development under a new form of partnership. The business activities of DSPR will be continued through the PR units within the ADK China Group companies.

Through the new partnership agreement, there will be further collaboration through resource sharing such as the networks held by both partners, HR exchange, and business development, to aim for higher standards of client service and business development in the PR area within the Chinese market. Taking into consideration the importance of PR business in China, ADK will additionally provide expertise in digital PR, KOL and SNS operations to services such as public relations, risk management, monitoring, etc. which have been handled by DSPR, to provide high-level, integrated PR services.

And by utilizing the collaboration with our partners, ADK will continue to strengthen our

capabilities for global markets, starting with China.

[Outline of Global PR]

Company Name: China Global Public Relations
Address: A97 Xuan wumen Xidajie, Beijing, China
Establishment: 1986
Representative: Yan Rong

[Outline of ADK China Group]

The ADK China Group (Shanghai Asatsu Advertising Co., Ltd., Asatsu Century (Shanghai) Advertising Co., Ltd., ADK Digital Technology Co., Ltd.) was the first among the Japanese ad agency networks to enter the Chinese market, and has been conducting various projects as an agency group with extensive knowledge of the market situation and consumers in the rapidly changing environment. In addition to the PR business unit, specialized units have also been formed to provide solutions aimed at contributing to the local businesses of our clients.

For further information, please contact:

Yuri Hirao or Tsubasa Maruyama
Office of Corporate Communications
ADK Holdings Inc.
e-mail: adkpr@adk.jp