



## Hakuhodo Establishes New Office in Russia

Tokyo—May 12, 2008—Hakuhodo has established a new company, Hakuhodo Rus LLC in Russia.

Many Japanese marketers are already operating in Russia, one of the emerging “BRICs” markets. Russia’s advertising market is also growing steadily, with advertising expenditures, which totaled approx. US\$8.9 billion (approx. 1 trillion yen) in 2007, forecast to reach approx. \$11.6 billion (approx. 1.2 trillion yen) in 2008. (Source: Russian Association of Communication Agencies – AKAR.)

Hakuhodo will offer a solid array of client services to Japanese and other clients, whose business in this market is growing.

### Overview

Company name: Hakuhodo Rus Limited Liability Company  
Location: Smolenskaya Square 3, 121099 Moscow, Russia  
Established: April 30, 2008  
Staff: 7 (tentative)  
Capital: 48 million ruble (approx. 200 million yen)  
Shareholding ratio: Hakuhodo 100%

### Media contacts:

Corporate Public Relations Division

Chie Nishio: [CHIE.NISHIO@hakuhodo.co.jp](mailto:CHIE.NISHIO@hakuhodo.co.jp)

Yukiko Ono: [YUKIKO.OONO@hakuhodo.co.jp](mailto:YUKIKO.OONO@hakuhodo.co.jp)

Tel: +81-(0)3-5446-6161 Fax: +81-(0)3-5446-6166

###

## ■ About Hakuhodo Inc.

Founded in 1895, Hakuhodo Inc. ([www.hakuhodo.jp](http://www.hakuhodo.jp)) is the second largest advertising company in Japan, and the ninth largest core agency in the world according to *Advertising Age's* agency report 2008. Today, innovation and creativity are still at the heart of its operations. Hakuhodo shares with its clients an unmatched depth of knowledge about the relationship between people and brands – knowledge that has grown from the concept of *sei-katsu-sha* (“consumers with a heartbeat”) which Hakuhodo pioneered in advertising. Through its global network, Hakuhodo provides comprehensive marketing and communications services and solutions for some of the best-known brands in the world. Hakuhodo has 70 offices in 18 countries/regions, and approximately 5,000 employees.

*Sei-katsu-sha* insight is the foundation for Hakuhodo's thinking, planning, and brand building. It reminds us that consumers are more than shoppers performing an economic function. They have heartbeats. They are individuals with distinct lifestyles. Hakuhodo introduced this term in the 1980s to emphasize our commitment to a comprehensive, 360-degree perspective on consumers' lives.

Hakuhodo is one of three advertising agencies which, together with integrated media company Hakuhodo DY Media Partners, come under the umbrella of Hakuhodo DY Holdings Inc. (TSE: 2433) (<http://www.hakuhodody-holdings.co.jp/english/index.html>). Hakuhodo DY Holdings Inc., a holding company that was established in 2003 through the management integration of Hakuhodo Inc., Daiko Advertising Inc. and Yomiko Advertising Inc., was listed on the first section of Tokyo Stock Exchange in 2005.