

Hakuhodo Product's Inc. Corporate Profile

•PRODUCT'S•

Hakuhodo Product's Inc. The Customer Activation Company.

こしらえる

Koshiraeru: The Art of Finely Crafting Bespoke Solutions

Hakuhodo Product's is an integrated production company comprising 12 divisions, three branch offices and seven group companies that offers integrated manufacturing and sales.

Until now, we have competed with our specializations and implementation capabilities, drawing on *Koshiraeru*, the art of finely crafting bespoke solutions, which has been a constant strength since our establishment. Today, a new world is unfolding before our eyes: the digital landscape.

What should we be doing in this age where experiences we never imagined are becoming reality every day? The answer is to further hone the art of *Koshiraeru* with the power of digital technology. To continue pursuing what will make things sell in the months and years to come with data as our new map. And to further enhance our core competence—*Kokyakuka-ryoku*, or the power to activate customers—by questioning again what lies at the heart of The customer behaviors picking up, purchasing and continuing to purchase a product. In this way, we will rewrite the norms of advertising and promotion.

We are convinced that each Hakuhodo Product's endeavor will create new precedents in the industry and the world at large.



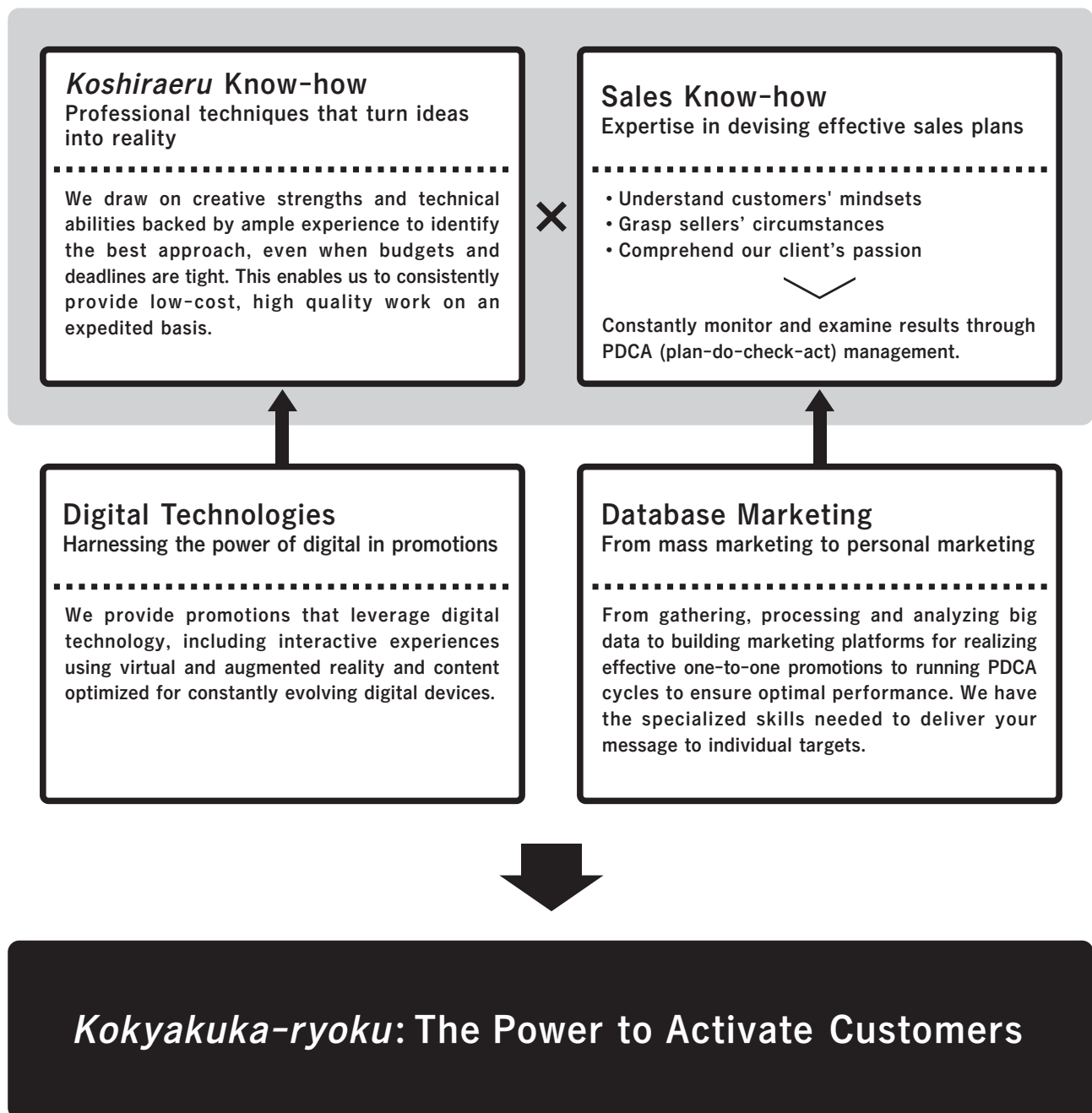
Naohiko Kishi
President

顧客化力

Kokyakuka-ryoku: The Power to Activate Customers

We transform customer contact points into activation points to mobilize people and sell goods. This power to activate customers is the core competence of Hakuholdo Product's. It is the ability to firmly connect customer contact points to purchase actions.

The 12 divisions of Hakuholdo Product's marry up-to-the-minute knowledge of customer psychology and distribution environments with cutting-edge technical expertise (*Koshiraeru* know-how) to offer next-generation promotion solutions.



Divisions + Branch Offices

Hakuhodo Product's promotions achieve sales results that exceed customer expectations.

Hakuhodo Product's is an integrated production company comprising 12 divisions, three branch offices and seven group companies that offers integrated manufacturing and sales.

Our strength lies in the specializations and implementation capabilities of our 12 divisions. We deliver comprehensive promotion solutions that meet needs and resolve challenges in markets worldwide. Our offices in Kansai, Kyushu and Nagoya provide localized promotions throughout Japan.

Product's has the following group companies in Japan: Experience D, Inc. (Tokyo), which provides shops, showrooms and experiential facilities designed to build brands and create fans, from planning to operation, all in one stop; Hakuhodo Product's Inc. Design Studio (Hokkaido), which provides swift, effective round-the-clock graphic design production support; Nihon Total Tele-Marketing Co., Ltd. (Tokyo), which offers contact center, fulfilment and distribution, and integrated support for e-commerce, among other services; and CEREBRIX Corporation (Tokyo), a staffing service specializing in sales and marketing personnel.

Overseas group companies include PRODUCTS (BANGKOK) Co., Ltd. (Bangkok, Thailand), which coordinates promotion and event planning and implementation, filming, research and other services throughout Asia; Empag (Thailand) Co., Ltd. (Bangkok, Thailand), which provides video production services; and Square Communications Joint Stock Company (Ho Chi Minh City, Vietnam), an integrated activation group that undertakes events, digital marketing, PR, shop construction and retail promotions in Vietnam, Myanmar, Cambodia, among other locations.



Corporate Outline

Company name: Hakuhold Product's Inc.
Established: October 1, 2005
Capital: 100 million yen [Stockholder: Hakuhold Inc. (100%)]
Sales: 102,070 million yen (year ended March 31, 2020)
Employees: 1,862 (as of April 30, 2020)
Representative: Naohiko Kishi, President
Business field: Integrated promotion production

Offices:

Head Office (Toyosu Office)

NBF Toyosu Garden Front, 5-6-15 Toyosu, Koto-ku, Tokyo 135-8619, Japan
Tel: +81-3-5144-7200 (Reception) URL: www.h-products.co.jp

Akasaka Muromachi Office

Akasaka Muromachi Building, 2-5-4 Akasaka, Minato-ku, Tokyo 107-0052, Japan

Akasaka Biz Tower Office

Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo 107-6319, Japan

Kiba Office (Premium Gift Division)

Shishikura Building, 5-10-11 Kiba, Koto-ku, Tokyo 135-0042, Japan
Tel: +81-3-4531-7950

Kansai Office

15th Fl., Nakanoshima Central Tower, 2-2-7 Nakanoshima, Kita-ku, Osaka-shi, Osaka 530-8262, Japan
Tel: +81-6-6229-5426
Supported area: Entire Kansai region

Kyushu Office

11th Fl., Hakata Riverain East Site, 2-1 Shimokawabata, Hakata-ku, Fukuoka-shi, Fukuoka 812-0027, Japan
Tel: +81-92-283-5390
Supported area: Mainly Kyushu, but also the Shikoku and Chugoku regions

Nagoya Office

12th Fl., CentRise Sakae, 3-3-21 Sakae, Naka-ku, Nagoya-shi, Aichi 460-0008, Japan
Tel: +81-52-251-2137
Supported area: Entire Chubu region

Affiliated companies:

Experience D, Inc. (Established: April 1, 2014)

Business fields: Planning, design and management of retail stores and showrooms
Address: NBF Toyosu Garden Front, 5-6-15 Toyosu, Koto-ku, Tokyo 135-8619, Japan
Tel: +81-3-5144-7306 URL: <http://experienced.co.jp/>

PRODUCTS (BANGKOK) Co., Ltd. (Established: August 1, 2014)

Business fields: Planning, production and operation of promotions and events
Address: 15th Fl., Tonson Tower, 900 Ploenchit Road, Lumpini, Pathumwan, Bangkok 10330, Thailand
Tel: +66-2-257-0300 Fax: +66-2-257-0305

Hakuhold Product's Inc. Design Studio (Established: October 1, 2015)

Business fields: 24-hour graphic design support
Address: Sanken Sapporo Building, 9-1-2 Minami Nijo-Nishi, Chuo-ku, Sapporo, Hokkaido 060-0062, Japan

CEREBRIX Corporation (Established: May 1998)

Business fields: Sales and promotion support (B2B, B2C)
Address: 21st Fl., Shinjuku L Tower, 1-6-1 Nishishinjuku, Shinjuku-ku, Tokyo 163-1521, Japan
Tel: +81-3-6864-1248
URL: <https://www.cerebrix.jp/>

Nihon Total Tele-Marketing Co., Ltd. (Established: September 1983)

Business fields: Contact center, telemarketing and fulfillment center services
Address: 3rd Fl., Shibuyaminamitokyu Building, 3-12-18 Shibuya, Shibuya-ku, Tokyo 150-0002, Japan
Tel: +81-3-6730-0001
URL: <http://ntm.co.jp/index.html>

Emerge, inc. (Established: June 15, 2018)

Business fields: Video production business through Empag (Thailand) Co., Ltd., an Emerge subsidiary
Address: NBF Toyosu Garden Front, 5-6-15 Toyosu, Koto-ku, Tokyo 135-8619, Japan
URL: <https://moveasia.co/>

Square Communications Joint Stock Company (Established: January 19, 2012)

Business fields: Events, digital marketing, PR, shop construction, retail promotions and more
Address: Vietnam: 54-56 Hoa Dao Street, Ward 2, Phu Nhuan District, Ho Chi Minh City, Vietnam
Myanmar: #08-02, 8th Fl., Crystal Tower, Junction Square Compound, Kyun Taw Road, Kamaryut Township, Yangon, Myanmar
Cambodia: Building 120, Street 51/228, 6/F Sangkat Chaktomok, Khan Daun Penh, Phnom Penh, Cambodia
Tel: +84-28-3517 2620 (Vietnam)
Email: info@squaregroup.com.vn (English) / keita.minami@hakuhold.co.jp (Japanese)
URL: <https://squaregroup.com.vn/>

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