

Press Release

## FOR IMMEDIATE RELEASE

### **BILCOM, Inc. forms business partnership with the Korean digital agency ASIANCE**

#### **- Support for corporate marketing activities in both the Japanese and Korean markets**

**Tokyo, November 2011-** The digital agency BILCOM, Inc. and the Korean digital agency ASIANCE Co., Ltd. reached an agreement to form a business partnership for digital marketing on October 15, 2011.

The two companies are going to support corporate marketing activities in the markets of both Japan and the Republic of Korea by sharing each other's know-how in the field of digital marketing.

Coming on the heels of its establishment of BILCOM China, Inc. in July 2011, this partnership means that BILCOM, Inc. will be developing business in digital marketing in the three markets of Japan, China, and Korea.

#### **Background of the partnership**

In July 2010, the U.S. survey firm Nielsen Company announced that the rate of social media diffusion in Asia had risen above those in the United States and Europe. As this suggests, the media environment surrounding consumers in Asia is undergoing major change. In step with these changes in consumer contact points, expenditures on Internet ads in 2010 rose to 774.7 billion yen, up 109 percent from 2009, in Japan (according to "2010 Advertising Expenditures in Japan", Dentsu Inc.) and 489 million dollars, up a corresponding 24.5 percent, in Korea (according to the Cheil Worldwide Annual Survey 2011). These growth rates are higher than for other media. More companies are entering into the Asian market than ever, and this has driven companies to localize their marketing efforts to match their needs. The partnership between BILCOM and ASIANCE enables global companies to cooperate with a single agency which has expertise in the Asian market. In light of this expansion of the digital marketing market in Asia, BILCOM, Inc. established BILCOM China, Inc. in July, and has actively taken other steps to develop business in Asia. With this new partnership with ASIANCE, BILCOM will start providing services in the three countries of Japan, China, and Korea, and offer localized marketing communication services to global companies.

#### **Outline of the partnership**

- Date of conclusion: October 15, 2011

- Description

- 1) Collaboration in the drafting, planning, and execution of strategy for corporate marketing communication in the Japanese and Korean markets
- 2) Cohosting of digital marketing seminars for clients

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We intend to examine collaboration in various other fields such as human resource development and link it to the mutual profit of both sides.

## Outline of both companies

### 【BILCOM, Inc.】

- Name: BILCOM, Inc.
- Year of establishment: 2003
- Representative and CEO: Shigeru Ota
- Business
  - Digital marketing business
  - integrated marketing business
  - tablet terminal business
- Capital: 10 million yen

### 【ASIANCE Co., Ltd.】

- Name: ASIANCE Co., Ltd.
- Year of establishment: 2004
- CEO: Olivier Mouroux
- Business
  - General web business
  - Consulting
  - Development
  - Online marketing
  - Online-publishing
  - IT consulting
- Capital: 71,428,500 KRW

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