

## **Hakuhodo DY ONE Partners with Shopstack to Enhance Digital Transformation Development Capabilities**

### **~ Strengthening Competitiveness in Customer Relationship Management (CRM), E-commerce (EC), and Customer Data Platform (CDP) Domains ~**

**Tokyo, December 4, 2024** – Hakuhodo DY ONE Inc. (headquarters: Tokyo; Chairman and Representative Director: Yuzo Tanaka; President and Representative Director: Hiroto Kosaka; referred to as Hakuhodo DY ONE) proudly announces a capital and business alliance with Shopstack Co., Ltd. (headquarters: Bangkok, Thailand; office: Hanoi, Vietnam; Co-founder and Group CEO: John Srivorakul Stephens; referred to as Shopstack). This partnership aims to bolster Hakuhodo DY ONE's digital transformation (DX) development capabilities and enhance its support for client companies' marketing activities across Southeast Asia.



**Hakuhodo DY ONE**



**SHOPSTACK**

#### **■ Background**

Southeast Asia is experiencing rapid economic growth fueled by a growing workforce and expanding consumer base. Simultaneously, the region's digital landscape is evolving at an unprecedented pace, reshaping lifestyles and behaviors. At Hakuhodo DY ONE, we recognize these changes through the lens of *sei-katsu-sha*—a term reflecting individuals as holistic beings with unique lifestyles, aspirations, and dreams.

To adapt to these dynamic shifts, businesses must explore innovative digital strategies that elevate customer experiences, optimize operations, and drive cost efficiencies. This transformation necessitates robust DX development and tailored CRM strategies to meet increasingly diverse consumer needs.

Since establishing DAC Data Technology Vietnam Joint Stock Company (DTVN) as a development hub in Vietnam, Hakuhodo DY ONE has delivered digital marketing data analysis and software solutions across Southeast Asia. To further strengthen our capabilities in CRM, EC, CDP, and data management, we are partnering with Shopstack—a leader in systems development for these domains.

#### **■ Key Features of the Alliance**

##### **1. Comprehensive DX Solutions**

By combining Shopstack's expertise in e-commerce platforms and applications with Hakuhodo DY ONE's proficiency in ad technologies, digital marketing, and data analysis, this alliance offers end-to-end DX solutions. Our clients will benefit from integrated services that address a wide range of business challenges.

##### **2. High-Quality, Scalable System Development**

Shopstack is renowned for its cutting-edge technology and best practices in system development. With DTVN's extensive experience and a team of skilled experts, the partnership

ensures the delivery of high-quality, scalable solutions that support sustainable business growth.

### **3. Agile Development for Rapid Adaptation**

Shopstack's agile methodology and client-centric approach enable us to respond swiftly to evolving market conditions. Through continuous feedback and improvement, we deliver timely and optimized solutions tailored to our clients' needs.

### **4. A strong network that accelerates business expansion**

Leveraging Shopstack's connections with major platform providers and Hakuhoodo DY Group's extensive network, we empower clients with strategic support for business expansion, including market entry and new business development.

<Comment from Shopstack Co-Founder & Group CEO John>

"We are thrilled to partner with Hakuhoodo DY ONE, a leader in digital transformation, to unlock new opportunities that will drive growth for both our organizations. This collaboration gives Shopstack access to new markets, strategic opportunities, and Hakuhoodo DY ONE's marketing expertise, while allowing us to leverage our strengths in backend systems, integrations, and operational technologies to enhance Hakuhoodo DY ONE's digital initiatives. Together, we can deliver comprehensive digital solutions that support businesses by powering applications, optimizing platforms, and driving growth strategies. We look forward to combining our expertise to deliver impactful digital experiences and foster transformative growth across the region."

### **■ Looking Ahead**

This strategic partnership marks a significant step in Hakuhoodo DY ONE's commitment to enhancing DX development in Southeast Asia. By deepening collaboration with Shopstack, we aim to provide innovative solutions tailored to the digital transformation needs of businesses. Additionally, we will leverage the global H+ network, launched jointly with Hakuhoodo Inc., to further strengthen corporate marketing DX support activities.

\* 1 News release of October 5, 2021 : DAC integrates its development operations in Vietnam

[https://www.dac.co.jp/english/press/2021/20211005\\_vietnam](https://www.dac.co.jp/english/press/2021/20211005_vietnam)

\* 2 News release of August 10, 2022 : Hakuhoodo and DAC launch H+, a strategic group to "Empower Your Digital Future"

[https://www.dac.co.jp/english/press/2022/20220810\\_hplus](https://www.dac.co.jp/english/press/2022/20220810_hplus)

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< About Shoostack > <https://www.shopstack.asia/>

Company Name : Shopstack Company Limited

Head Office : Bangkok, Thailand

Office : Hanoi, Vietnam

Representative : Srivorakul Stephens (John), Co-Founder&Group CEO

Established : January 2016

Business : System and solution development

< Corporate Information >

■ Hakuholdo DY ONE Inc.     <https://www.hakuhodody-one.co.jp>

Hakuholdo DY ONE provides comprehensive digital marketing services, leveraging the knowledge and expertise in digital advertising cultivated since the dawn of the internet advertising era. Our strengths lie in marketing strategy planning, creativity, advanced operational capabilities, technological development prowess, and strong relationships with media companies and platform providers. We comprehensively support client companies, both domestically and internationally, in their digital-centric marketing strategies and technology utilization.

As the "Digital Core" of the Hakuholdo DY Group, we aim to become the industry's leading digital marketing company by consolidating the Group's knowledge and resources and offering high levels of expertise and proposal capabilities.

We continuously strive to be the "ONE" and only partner for our clients, supporting their business growth and contributing to their sustainable development and enhanced corporate value.

Head Office        :    4-20-3 Ebisu, Shibuya-ku, Tokyo  
Representative    :    Yuzo Tanaka, Chairman; Hiroto Kosaka, President  
Shareholder       :    100% owned by the Hakuholdo DY Group  
Employees         :    Approx. 3,000 (April 1, 2024)  
Established        :    April 1, 2024  
Business           :    Planning, consulting, agency operations and investment activities related to all aspects of digital marketing

\*Note: Digital Advertising Consortium Inc. (DAC) and irep Inc. merged on April 1, 2024, to form Hakuholdo DY ONE Inc. To ensure a smooth transition, DAC and irep will continue to handle client contact, recruitment, and other operations as before for the time being. Full integration is scheduled for 2025 and beyond.

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For inquiries regarding this News Release

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