



Madelyn Fitzpatrick
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FACT SHEET

HYLINK BY THE NUMBERS

- 1994** year founded
- #1** largest independent digital agency in China
- 10** domesticated animals at one office at any given time
- 20** offices worldwide and counting
- 15+** marketing and advertising services
- 530** awards won since conception
- 2,400** employees worldwide
- \$1.4** billion+ in revenue

COMPANY PROFILE

Hylink Digital Solutions is China's largest, independent digital full service agency. We have had exponential growth in the Chinese digital scene since the company's infancy in 1994. We are an agency guided by our founding principle of: *smart thinking = endless possibilities*. Our work is deeply rooted in technological evolution and innovation.

NOTABLE AWARDS

- Effie China Most Effective Independent Agency Network of the Year
- CI Weekly Digital Agency of the Year
- JD.COM Top Marketer Award
- Alibaba Strategic Partner of the Year Award
- Great Wall Interactive Creative Festival Agency of the Year

CAPABILITIES

- Digital Media
- Digital & Interactive Creative
- Big Data (warehousing, data modeling, application)
- Programmatic Advertising
- Mobile Marketing Services
- SEM/SEO

-more-

- Content Marketing/EPR
- Social
- Digital Film
- Integrated Advertising Solutions
- Research & Insights

LEADERSHIP

Su Tong, CEO

Xavier Sun, COO

Shirley Chen, VP

Humphrey Ho, Managing Partner, U.S.

Hans Wu, General Manager, Beijing

Tony Zhao, General Manager, Search Marketing

MISSION

smart thinking = endless possibilities

LOCATIONS

Headquarters – China

No. 7 Inner Jianguomen Street,

Chang'an Building 1,

17th Floor

Dongcheng District, Beijing, PRC

Shanghai, China

No. 222 Xizang South Road,

1st Floor

Huangpu District, Shanghai, PRC

Seoul, South Korea

W 1301, SK V1 Center, 11,

Dangsan-ro 41-gil,

Headquarters – U.S.

Los Angeles, California

225 Santa Monica Boulevard

8th Floor,

Santa Monica, CA 90401

New York, New York

75 Varick Street

New York, NY 10013

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