



Press Office
Hylink Group
pr@hylinkgroup.com
(310)906-5965
www.hylinkgroup.com

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
21 offices worldwide and counting
15+ marketing and advertising services
600 awards won since conception
2,400 employees worldwide
\$2.2+ billion in revenue
603825.SHA SSE stock code

COMPANY PROFILE

Hylink Digital 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

Campaign Independent Agency Award
Effie China Most Effective Independent Agency Network of the Year
CI Weekly Digital Agency of the Year
Alimama Strategic Partner of the Year Award
JD.COM Top Marketer Award
Alibaba Strategic Partner of the Year Award
Great Wall Interactive Creative Festival Agency of the Year
China Content Marketing Awards
WPI The Perfect Partner Award
Shorty Awards for Social Media
The Drum Mobile Awards
The Drum MOMA Awards
ROI Festival Digital Agency of the Year

Addy Awards (American Advertising Awards)

CAPABILITIES

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

-more-

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

LEADERSHIP

Su Tong, Chief Founding & Executive Officer
Xavier Sun, Chief Operating Officer
Shirley Chen, Deputy CEO, Hylink Shanghai
Humphrey Ho, Managing Director, U.S.
Jun Zhang, Chief Technology Officer
Jason Guo, Chief Financial Officer

MISSION

Smart thinking = Endless possibilities

LOCATIONS

Headquarters –Beijing, China

No. 7 Inner Jianguomen Street,
Chang'an Building 1, 17th Floor
Dongcheng District
Beijing, PRC
Chang'an Building 1,

Shanghai, China

No. 338 Nanjing West Road,
Tian'an Center, 2nd-4th Floor
Huangpu District, Shanghai, PRC

Seoul, South Korea

W 1301, SKV1 Center, 11,
Dangsan-ro 41-gil,
Yeongdeungpo-gu, Seoul, Korea

Paris, France

54 Avenue Hoche
Paris, France 75008

Headquarters – International & U.S.A.

Los Angeles, California
225 Santa Monica Boulevard, 8th Floor,
Santa Monica, CA 90401, USA

New York, New York

85 Broad Street
New York, New York 10004, USA

London, England

The Shard, 25th Floor,
London, England SE1 9SG