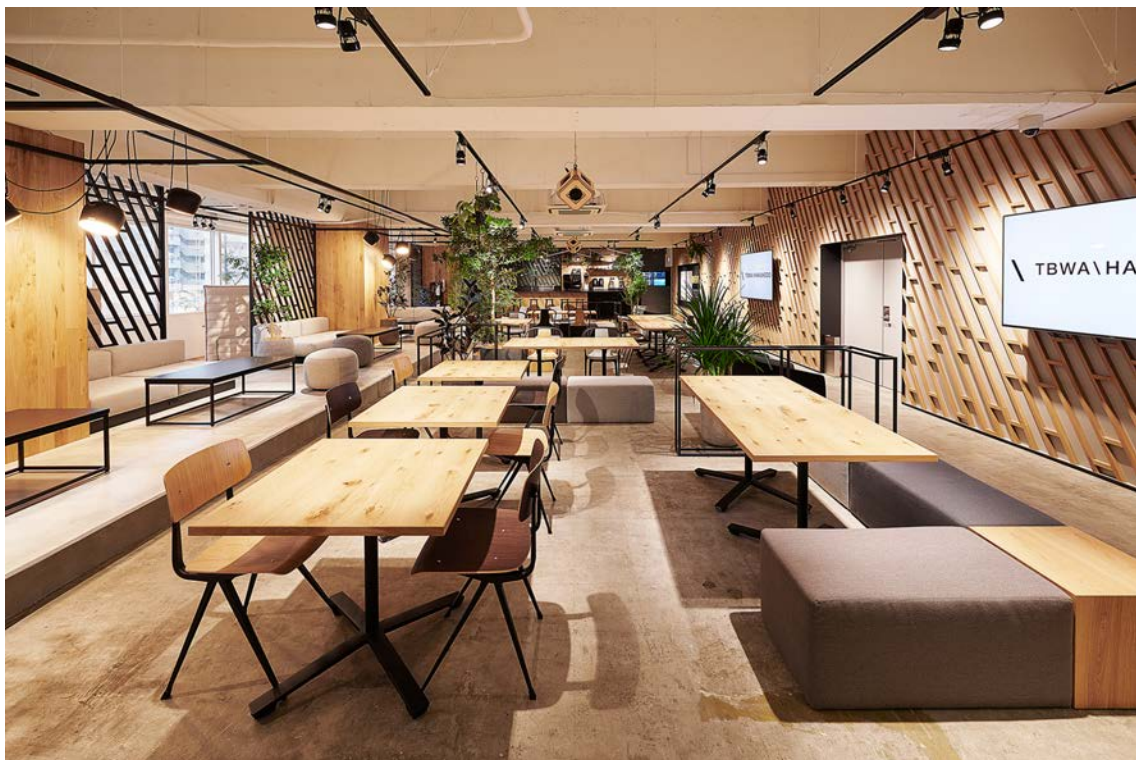


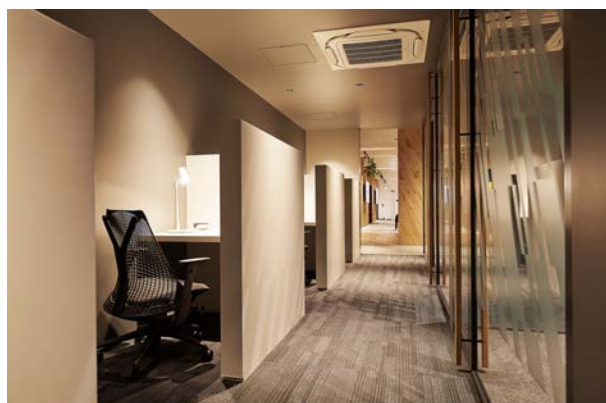
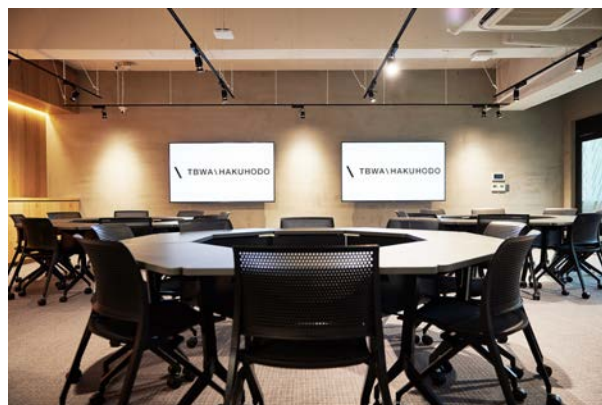
TBWA\HAKUHODO's Award Winning Office Space Expands Opening a New Home of Disruption®
Twice Awarded for their Outstanding Innovation in Office Space Design, TBWA\HAKUHODO
Expands Under the Design Concept of "Urbanity"

TOKYO: February 7, 2020: TBWA\HAKUHODO has unveiled a major new expansion to its existing office space, with an official launch taking place late January 2020, with the concept centered around "Urbanity"



"Urbanity" is the design concept of TBWA\HAKUHODO's third and latest expansion phase located on the 4th floor of the same building, the agency currently occupies, which originally was a vintage bowling alley. The new office is focused on a balance between "personal" and "collaborative" spaces.

The new lounge and café spaces are designed to encourage communication, while a new workshop space and library is perfect for brainstorming. Meeting rooms of all sizes, spaces for individuals, and one-on-one rooms for interactive discussion have all been created to meet a more diverse range of working needs.



TBWA\HAKUHODO's take on "work style reform" includes improved work-life balance as well as the creation of spaces and services that supports both the mental and physical well-being of its employees.

Provision of a nutritionally-balanced daily lunch is just one example of the approaches the agency is taking to this end.

In the café of the new office space, employees will be able to enjoy the Hawaiian specialty "The Sunrise Shack" and their range of customized coffees and superfood-smoothies.

Health supplements that can be blended to meet personal nutritional needs will also be made available to employees.

THE SUNRISE SHACK

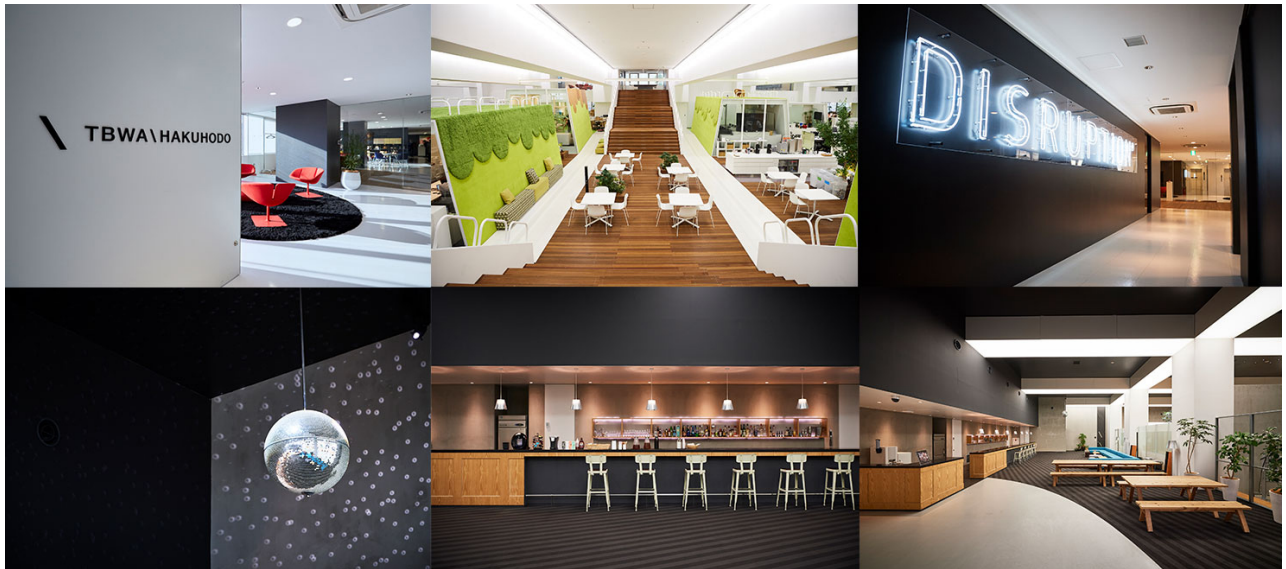


Since inception in 2006, TBWA\HAKUHODO has focused on building an office environment and culture to bring out the sublime and brilliant creativity of those who work within it. Aiming to provide a place for staff to be free-to-wander, both physically and within their imaginations, as can. The choice of property and design has always deviated wonderfully from conventional office concepts.

With the original office space occupying the 5th and 6th floors of a vintage bowling alley facility in Tokyo, which was designed around the concept of a "park", it is spacious, perfect for collaborative work and absolutely unforgettable in its beauty.

In 2012, the second expansion phase of the current office opened on the first floor of the same building. This area, once the legendary Tokyo nightclub "Juliana" (which saw its heyday in the glamorous days of Tokyo in the 1980's) and turned it into an at-once futuristic and welcoming space.

Both spaces have won the "Nikkei New Office Award" for being such an outstanding examples of innovation in office space design.



TBWA\HAKUHODO Office in Shibaura, Minato-ku (Launched in 2006 and 2012)

The expanded office space goes beyond accommodating growth of the agency to provide additional floor space. The new area is an enhanced working environment to help support an even more creative future.

END