



Madelyn Fitzpatrick

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Hylink By The Numbers

1994 year founded

#1 largest independent digital agency in China

10 domesticated animals at one office at any given time

17 offices worldwide and counting

20+ marketing and advertising services

435 awards won since conception

2,200 employees worldwide

\$1.2 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.



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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
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, US
Hans Wu, General Manager, Beijing
Tony Zhao, General Manager, Search Marketing



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Mission

smart thinking = endless possibilities

Locations

Headquarters – Beijing, 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

Los Angeles, California

225 Santa Monica Boulevard
8th Floor,
Santa Monica, CA 90401