

**[Cross-border M&A] GPC, a Consulting Firm Specializing in Giving a One-Stop Service for Business Expansion in Asia, has Provided a Comprehensive Advisory Service to Lovable Marketing Group in its Cross-Border M&A in South East Asia**

**Provided Solutions for Business Valuations, Financial and Tax Due Diligence and Structuring in Acquisitions**

Global Partners Consulting Pte. Ltd (Head office: Singapore, Director: Zenta Nishida, hereinafter "GPC"), a consulting firm providing overseas expansion advisory service mainly to Asia Pacific countries, has announced that GPC has provided a comprehensive advisory service for M&A to Lovable Marketing Group, inc. (Head office: Minato-ku, Tokyo; Director: Masayuki Hayashi; hereinafter "Lovable") upon DTK AD Co., Ltd. (Head office: Bangkok, Thailand, Director: Kimura Koji, hereinafter "DTK AD") becoming a subsidiary of Lovable Group.

■ Overview

Southeast Asia, with a population of approximately 700 million, is expected to have a compound annual growth rate (CAGR) of approximately 15.2% in the advertising market from 2021 to 2026(\*). With an average of 81.9% in SNS users among the main 6 countries of South East Asia and with the continuous economic growth, Southeast Asia is expected to be an attractive market for further expansion in SNS marketing.

Lovable, engaged in the SNS marketing business in Japan and setting the launch and the expansion of overseas business as one of its strategies, decided to acquire 49% of the issued shares and subsidise DTK AD in March 2023, a local company in Thailand. The aim of

this acquisition is to support the marketing of companies entering Southeast Asia and capturing inbound demand from Southeast Asia.

GPC, a consulting firm providing advisory services for overseas expansion into Singapore and other Asian countries, is pleased to announce that we have provided a comprehensive advisory service for Lovable's acquisition of DTK AD.

(\* ) Mode-Intelligence, 'Advertising markets in South-East Asia - growth, trends, COVID-19 impact and forecasts (2023-2028)'

<https://www.mordorintelligence.com/ja/industry-reports/southeast-asia-advertising-market>

#### ■ GPC Advisory Service

GPC provides comprehensive solutions for cross-border M&A by supporting clients to make strategic decisions in their overseas expansion. In this case, we provided the appropriate solutions in terms of business valuation, financial and tax due diligence and structuring in the acquisition to Lovable in the process of the acquisition of DTK AD as a subsidiary.

#### ■ About Lovable Group

Lovable is a digital marketing group that promotes Lovable Marketing (marketing activities that are loved) under the purpose "Empathy for People, Empathy for the Planet". The company has a high degree of expertise and is developing its business in the areas of SNS marketing and DX. The company has also been listed on the Tokyo Stock Exchange Mothers market (Growth market) since 2021.

#### ■ About DTK AD

Founded in Bangkok, Thailand in March 2013, the company is based in Thailand and provides marketing, advertising and PR services across Southeast Asian countries. Koji Kimura, the company's founder and CEO, has been involved in the planning and implementation of promotion strategies for Japanese companies in Thailand and other Asian countries, utilising his knowledge and experience of the local language and culture gained from his 15 years of living in Thailand.

## ■ About GPC

GPC, a part of the Global Partners Consulting Group, is an independent consulting firm comprised from professionals in various fields specialising in solving clients' business issues in the Asian region. GPC provides seamless consulting services based on our professional experience, knowledge, information and network. GPC have experience in negotiating for business alliances and new business creation with more than 200 local companies per year, as well as HR consulting services in Singapore totalling more than 300 cases. We are committed to helping our clients make the 'Fair decision' and achieving 'Sustainable growth'.

### • Global Partners Consulting Group

Global Partners Consulting Group (<https://gpc-gr.com/>), founded in 2000, is an independent consulting firm that serves a wide range of client needs related to corporate management, accounting and finance, overseas expansion, IT and marketing. In addition to its head office in Japan, the firm has 4 overseas offices and has supported more than 800 Japanese companies to succeed overseas in Singapore and other Asian countries.

GPC Group has been a corporate advisor to multinational companies and SMEs in Japan and Asia for the past 20 years. As more and more companies seek cross-border strategic business alliances and investment opportunities, our group will continue to work together to provide and pursue innovative and practical solutions and support to meet the strategic interests and needs of our valued clients.

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