




Years with ada



Agency of the Future Launch

29 March 2018





// It started exactly 5 years ago...
This incredible journey we set off on
Our beginnings might have been humble,

But our ambition was always epic.
We boldly introduced ourselves to the market
as the **Agency of the Future** //

Offices launched in Southeast Asia

Manila



30 April 2018

Singapore



29 November 2018

Thailand



5 October 2018

South Korea



20 December 2018

Offices launched in Southeast Asia

Indonesia



2 May 2019

Bangladesh



22 July 2019

Sri Lanka



29 May 2019

Malaysia



14 November 2019

Offices launched in Southeast Asia

Cambodia



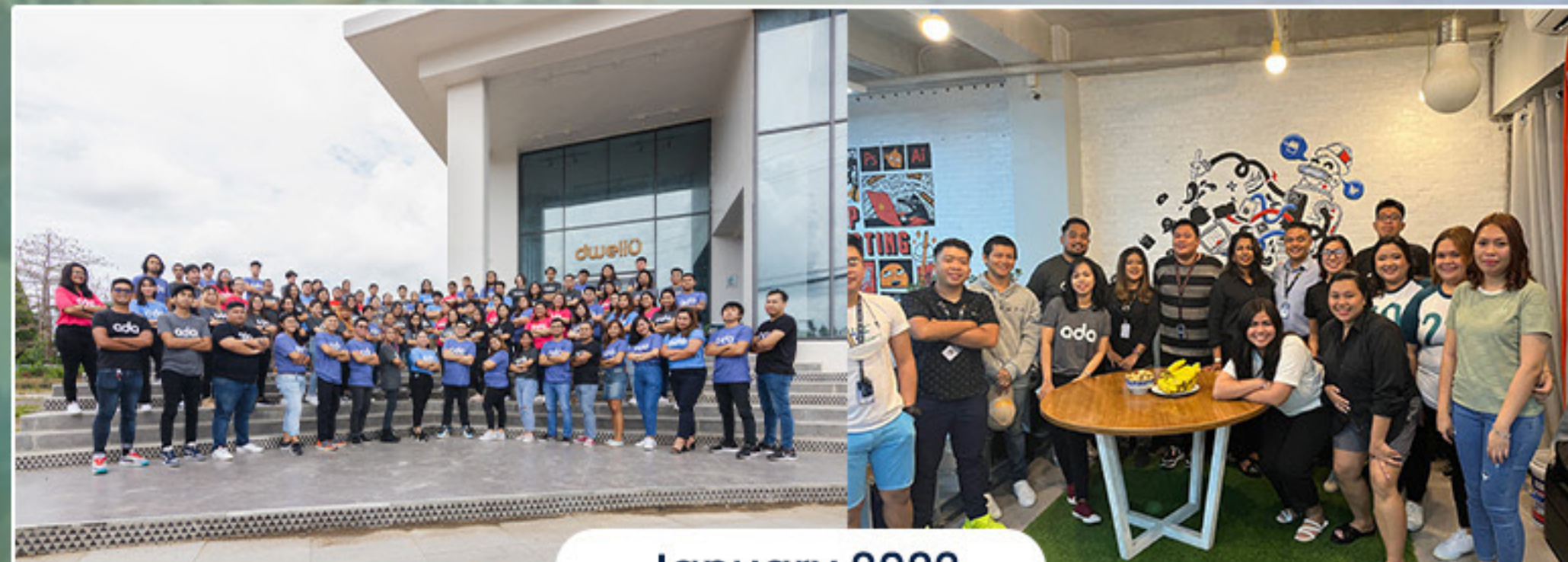
10 March 2020

Vietnam



September 2022

Iloilo



January 2022

Testimonials

Anurag Mehrotra

I remember back in September 2018, just over a month after joining ADA on the 29th floor, Srini spoke to me about the Korean market. He asked me to visit Ted and his team at some point to make them aware of our data solutions and what we can offer to our Korean clients, and possibly meet them in person. Although I had traveled to NA, LA, EU, SA, NZ, and AU earlier in my career, I had never been to KR or JP, so it was a 'wow' moment for me.

Just two days later, Anurag G. approached me and told me we were going to 'DHAKA' to present data solutions to Robi's CTO and CIO. The following week, we presented at Robi, and the best part of that trip was the dinner on the first day, which our team hosted. We visited a place famously known by locals as the 'Korean' bar, although there was nothing 'Korean' about it, as you can see in the picture. To this day, I still don't know why that place is called the 'Korean' bar, so that was my so-called 'Korean' visit to Dhaka.

It's been four years, and I'm still waiting for my trip to Seoul.

ADA owes me one!



Ramesh Kumareson

I joined ADA in March 2018, having previously worked at Dialog Axiata in Sri Lanka. As one of the founding members of ADA Sri Lanka, I helped set up the office and led the Business Development and Product Innovation team as Director. After two years, I was given the opportunity to take on a Regional Role as the Regional Director of Reach Business Development in ADA Indonesia. During this time, I gained invaluable experience and developed a deeper understanding of the regional market.

Today, I am based in ADA's headquarters in Malaysia and serve as the Regional Head of Business Messaging, overseeing the OTT product development team across multiple markets. Looking back on the past five years, I am proud to have been part of ADA's growth and success as a company. As a founding member, I am truly honoured to be associated with such an innovative and forward-thinking organization.



Maytawee Chinapongpaisarn

If I were to describe what impressed me about ADA Digital, I wouldn't be able to do it in just one comment. Over the past five years, ADA Digital has been a part of my life and my personal journey.

The reason I have stayed here for so long is because of my colleagues, the working environment, and the flexibility in my work. Every day when I wake up, I know what to expect and even if there are surprises, I am confident that I have a great team to rely on.

Good team, Good vibe and Good life is described ADA.



Nirali Bhukhanwala

I will be completing 5 years in ADA on March 19th. And what a ride it has been! While, there are so many learnings, eye openers, conversations and successes that come to mind but the one memory that really stands out for me is our first all-market retreat to Kota Kinabalu. I always knew that ADA was present in many markets but did not fathom how much bigger and stronger we were getting everyday until I saw the turnout for the retreat. And wow, we were so diverse in all ways – geographies, language, backgrounds, experiences and also skill sets.

But we all came together as ONE ADA. Everyone belonged and felt included! One activity that amplified our unity, for me, was our ADA For Good activity of rebuilding the school. We wanted to 'build back' a school for the lesser privileged children. We were in the rain, it was hot and most of us had never lifted logs in our life but we all came together and made it happen. The intent, coordination and the sentiment was just something else and true team work. This truly shows the culture of ADA and that ADA can not only impact businesses but also society in a meaningful way.



Ishitha Widanapathirana

I was privileged to participate in the ADA Retreat which took place in November 2018 at Shangri-La Kota Kinabalu. It was a tremendous experience for me as it was my second year in my corporate journey.

I was lucky enough to explore all the fun and CSR activities that took place during the stay, and most importantly, to be a part of the winning team for the ADA all-market dancing competition.

The retreat truly helped us mingle together, release work stress, make friends from other regions, and share our experiences with one another. This was a trip that will be remembered dearly and thoughtfully.

Thank you



Deisy Natalia

My favourite memory in ADA is not just a particular moment from the past, but rather a journey that I still remember starting from the first photoshoot, where we were only a handful of people. Now, we have become a big team from just one country. This has been a moment where I have witnessed how ADA has been growing in terms of the organisation so far. I have really seen what motivates us as a collaborative team to shape the industry, and we have put our values at the forefront of what we do. It makes me feel proud and happy to be a part of ADA's journey and achievements. The first photo was taken in 2018.





29 March 2018

ADA secured USD 20M in strategic investment from Sumitomo Corporation

Sumitomo Corporation has invested USD 20 million in ADA, the largest independent digital agency in Southeast Asia. This marks the first external investment for ADA, which is the integrated digital advertising business of Axiata Digital Sdn Bhd. The investment is expected to solidify ADA's trajectory towards becoming the leading integrated digital advertising firm in Southeast Asia by 2021. The company will leverage Sumitomo's knowledge and experience in affiliate marketing and digital advertising to expand its business by developing go-to-market collaborations to serve Japanese advertisers or partner with Japanese agencies.





// Quickly we were hungry for more.
So we Grew. Now operating across 13 markets in Asia.
Together we were working towards our shared goals.
Knowing we're better when we think
and innovate **TOGETHER** //

Campaign Asia Agency of The Year Awards 2019

Market: ADA and Indonesia



MOB-EX Awards 2019

Market: Malaysia and Indonesia

notable awards

MARKies Awards 2019

Market: Malaysia



notable awards

able ards

MARKies Awards 2020

Market: Malaysia



Marketing Excellence Awards 2022

Market: Philippines



Malaysia Technology Excellence Awards 2021

Market: Malaysia





**Marketing Excellence
Awards 2022**
Market: Indonesia



**Marketing Excellence
Awards 2022**
Market: Thailand



**Marketing Excellence
Awards 2022**
Market: Malaysia

noto
cw



GRADUAN Brand Awards 2022
Market: Malaysia



Asia eCommerce Awards 2022
Market: Malaysia and Singapore



able
wards



Testimonials

Mainak Mukherjee

This was my first year at ADA, and we had set up a booth at the TM Forum Digital Transformation Asia 2019 event. The Business Insights team manned the booth, and I was thrilled to talk about ADA and our insights solutions. It was my first time representing the company in a physical event, and I loved every moment of it. The entire BI team participated in the two-day event, and the memories are still vivid in my mind.

Even today, I'm just as passionate about representing ADA and its solutions in the market. I'm making a collage of some of the pictures taken during that event, and although there are so many fun memories to choose from, this is one of my earliest ones and is still fresh in my mind."



Lam Lai San

7–9th March 2019, ADA Leadership Offsite in beautiful Phuket, but we were in the midst of a monstrous BCA pitch – 4 pitch briefs, each with a deadline within 24–48 hours. Few of us had to skip majority of the offsite itinerary, worked through the nights with day-long room service. We went above and beyond, submitting proposals with video narrations recorded on mobile phones to explain our strategies to guide them through our decks. 8th May 2019, BCA's official announcement for pitch outcome arrived – and the rest is history. This photo is about the only photo in my phone from Phuket, taken from the hotel room. But if that is what it takes to win the biggest client for ADA Indonesia and set us on a path of acquiring more banks into our client roster, I'd not blink an eye to do it all over again.



Amanda Lye

The most memorable moment for me was when I was part of the due diligence team, which led to investments by Sumitomo and Softbank. It was very special because it was an external validation of ADA's achievement and augured well for ADA's future growth. After months of sweat and tears, the team finally saw the "light at the end of the tunnel"!

JS Cardinal

After two years of working from home under lockdown, when Malaysia fully reopened on April 1st 2022, ADA threw a big "Endemic Party". While some people might remember that night for different reasons, to me it was a milestone moment that would separate the before and after. We, as a company and as individuals, had reached the light at the end of the tunnel – and we had come out not only alive, but stronger than ever, with a renewed and insatiable lust for life. Carpe diem!



Pua Sze Yuen

Flying to Jakarta, Indonesia for an ADA client event (Integrating ADA's WhatsApp Business Platform and Marketing Solutions for Better Business Outcomes.)

It was special moment because I got to meet my team in person from Sri Lanka & Indonesia after collaborating remotely for over a year.

Wong Chin Chin

“Change is the only constant in ADA”
– Anonymous, 2023

My favourite memory is when my former boss entrusted her role to me and my peers are completely supportive of the change. My former peers are now my subordinates but without them, I am nothing. They rode the change with me, took up additional responsibilities, checked in with me to offer words of encouragement, and hit the ground running with their new scope of work – without a word of complaint. I owe it to them for a smooth transition and their tenacity to drive growth.





May 2021

SoftBank Group invests USD 60M in ADA

SoftBank Corp., a Fortune 500 telecommunications company, has invested \$60 million in ADA, the largest independent analytics, data, and AI digital marketing business in South and Southeast Asia. The investment will be used to enhance ADA's data and AI offerings, as well as its marketing solutions to brands and enterprises. SoftBank will also form a business alliance with ADA to make it the core of its digital and data marketing arm in Southeast Asia, leveraging its network of portfolio companies to create synergy globally. Post-investment, SoftBank will own a 23.07% shareholding of ADA, establishing ADA's valuation at \$260 million.

MAJOR MILESTONES




MAJOR MILESTONES



June 2021

Awake Asia and ADA merge to launch end-to-end eCommerce across 10 countries

ADA and Awake Asia have merged to create a new integrated eCommerce practice. The merger brings together Awake Asia's expertise in eCommerce with ADA's media, creative, and analytics solutions to drive online sales for brands. The integrated eCommerce practice will operate in 10 markets in South and Southeast Asia, and will tap into the \$100bn opportunity for eCommerce in Southeast Asia. Simon Paterson, former CEO of Awake Asia, will lead the division as Chief of eCommerce Enablement. This merger is expected to help businesses adapt to the shift from offline to online and maximize their return on investment.



// We proudly lived our core beliefs and values.
We have developed a strong community. We practiced
different ways of working together. Always inspiring each other
and leading by example. But the road to greatness is never
easy. We made it through the pandemic. Multitasking, staying
creative and driven to stay ahead. //

Testimonials

Shermaine Lau

Let's take a journey to a memorable moment in our company's history with this attached photo of me and my awesome team from Iloilo and Thailand. I entered our virtual meeting and was hit with a wallpaper so epic that it could make even the most powerful servers tremble. It was all thanks to my sneaky but highly skilled team who had already joined the meeting before me.

Speaking of skilled, let's give a shout-out to our former interns (now turned management trainees), Mark and Mary.

We all know the struggle of internet lag, audio glitches, and frozen video for remote meetings. But fear not, our team members use the power of technology to bond remotely and keep our team spirit alive, even if it means communicating through binary code. It warms the circuits of my robotic heart to see such dedication.



Azam Nasir

My favourite moment at ADA was when I went rock climbing at Club Med Resort. It was an exciting and fun experience, and it was my first time trying it. This was a very special moment for me and my best friend during that day. I hope we can do it again this year.



Annelee Ravena

I joined ADA after the acquisition of AAD on June 1, 2021. A little over a year later, on July 26, 2022, I achieved something I had always dreamed of. Receiving two special keys - a house key and a motorcycle key! With the company's support, I was able to realize I aim for.

Mahid Hasan

I spent a wonderful time, probably the best time of my entire life. It was full of fun and enjoyment, especially the moment in Sarangkot, Nepal just after the sun had set. Four of us were talking and laughing, and whenever I look at the picture, it makes me feel happy. ADA is the reason I got to experience that moment.

Another best moment of my life was doing the bungee jump in Nepal, which is the second highest bungee jump in the world.



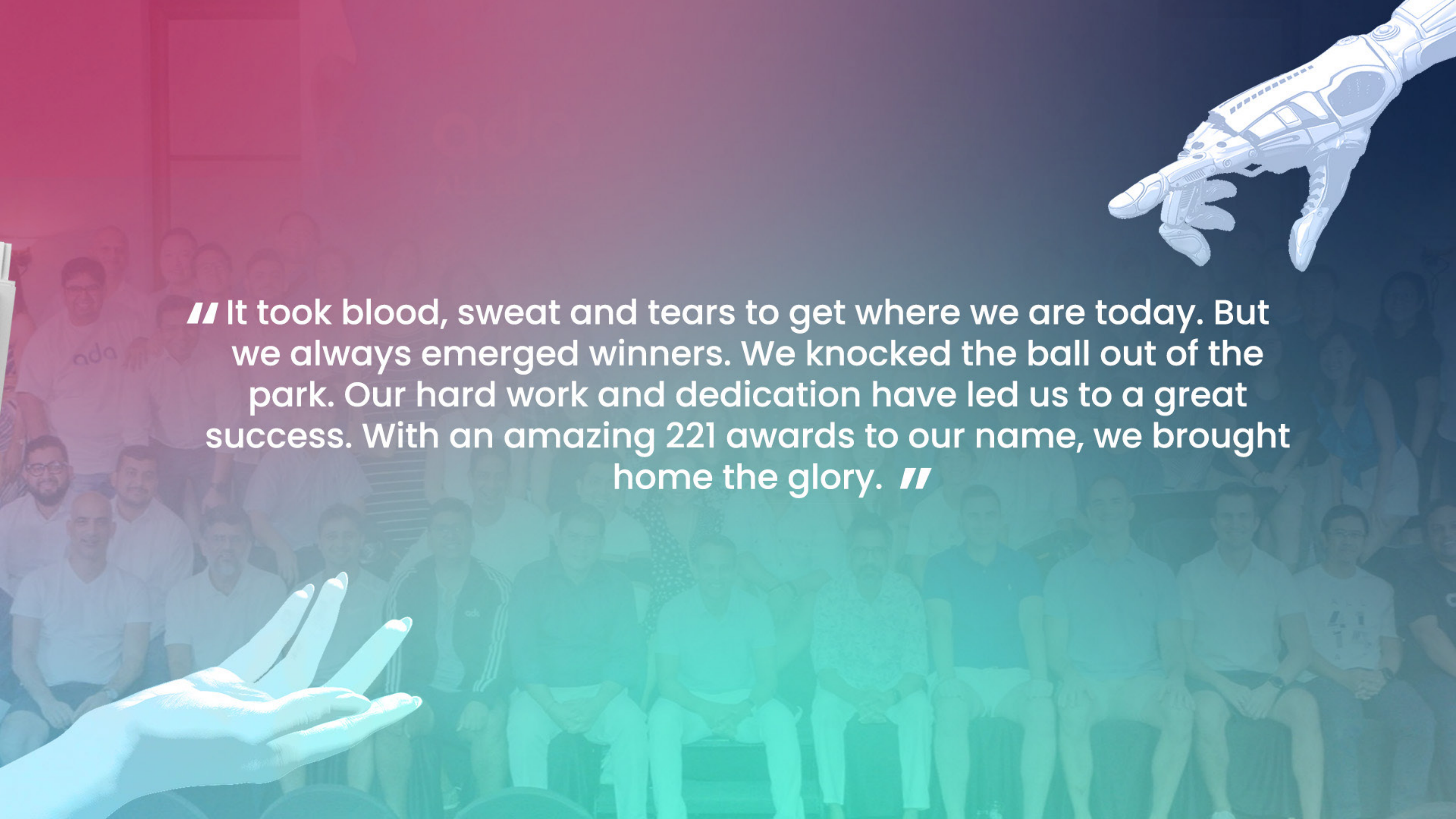


May 2022

ADA Acquires SingPost's eCommerce Unit to Expand Solutions in APAC

ADA acquires SingPost's eCommerce arm, enhancing its capabilities and enabling it to offer fully integrated services to clients across 10 markets in Asia. With the deal, ADA will service SingPost's eCommerce clients with a full spectrum of integrated media, creative, analytics, and eCommerce solutions. The acquisition gives ADA a competitive edge in capability, client portfolio, talent, and integrated services. It will also deepen ADA's strategic partnership with SingPost Group in distribution and logistics across Asia.





// It took blood, sweat and tears to get where we are today. But we always emerged winners. We knocked the ball out of the park. Our hard work and dedication have led us to a great success. With an amazing 221 awards to our name, we brought home the glory. //

Testimonials

Thakshila Rathnayake

At the end of October 2022, I had the opportunity to attend the annual trip organized by ADA Sri Lanka. It was my first-ever trip with the ADA family, as well as my first corporate outing experience. We had a lot of fun during the trip, staying for two nights at the luxurious Weligama Bay Marriott Resort & Spa.

During the trip, we had the chance to have chit-chats and fun with our colleagues, getting to know each other better. We also had a Halloween party on the first night and a Sarong party on the second day. The trip helped us release our work stress and create new experiences together. It's been my best memory at ADA for the past three years.

Thank You!



Mark Villanueva

I would like to start by saying “We made it”. ADA Asia launched its first Graduate Management Trainee in Iloilo, Philippines, with seven of us chosen from more than 40 applicants. It was a roller coaster ride, nerve-racking to be exact, especially for me, who embarked on a journey with zero knowledge and 100% confidence. This was a historic day, one that opened the door for us to achieve our desires and goals both personally and professionally. We’ve been molded to be leaders and to be passionate about ourselves, our colleagues, and our industry.



Ryan Mones

I have a lot of memories with ADA, but one of the most memorable was when we had our mid-year party on July 20, 2022, in Iloilo City. This is where we met Simon Patterson, who was the head of eCommerce at the time, as well as Priscilla Nathan, who is now the HR Head, and former Country HR Head Christine Reyes. It was very memorable because we looked back on the humble beginnings of some of the employees before ADA acquired AAD and saw the fast-paced growth that occurred after the acquisition. Another reason why it was one of the most memorable parties was the group presentation activity, where everyone participated with no exception, may you be a leader or a team member. It was a fun-filled activity, followed by some drinks and dancing. We also had the opportunity to meet new faces since Iloilo has 2 sites.

Kia Sherrice Abancio

Celebrating my birthday with my first team was a fun and memorable experience since this is my first job after I graduated. It was a great way to break the ice and build stronger relationships with my colleagues. They also surprised me with a cake! It was a thoughtful gesture that made me feel appreciated.



Julius Gison

My favourite memory here at ADA was when we had our Mid-year party at one of the hotels here in Iloilo City. It was also a costume party, we needed to dress up as any fictional character we wanted. I can still remember how me and my friends' brain-stormed on who or what we should wear. We agreed to be the main characters on Breaking Bad which was also our favorite TV series. We managed to take a photo of us three in character with corresponding props before enjoying that eventful night.

Kathleene Sollesta

Every time I work with ADA, it becomes my favorite memory, but the one that makes me feel the proudest is when I was chosen as an Employee Spotlight of the Year and being one of the Rockstar Awardees.

This motivates me to work harder and accomplish more with the help of my bosses at ADA in the upcoming year.



John Soberano

I'm excited to share my ADA story from a recent company party. It was held on July 20, 2022, and attended by Simon and Priscilla. The atmosphere was warm and inviting, with festive decorations, live music, and delicious food and drinks. One of the highlights was seeing our leaders let loose and engage with employees. They chatted, shared stories, and even danced with us. The team performance was a bomb, and we had the opportunity to enjoy a friendly trivia game, participate in a fun photo booth, and even sing our hearts out in a karaoke session. Overall, it was a huge success, and I appreciate the effort that went into planning such a memorable event. I can't wait for the next one!

Ayu Primantari

When we went to Yogyakarta for ADA Outing 2023, we arranged the event ourselves without an event organizer. We found all the activities, hotel, and restaurant based on Google, YouTube channels, or recommendations from friends and colleagues. Our outing was a success because of the support of all ADA members. The most enjoyable activities were going to Merapi by jeep, having a new experience of lunch at a rice field, off-roading at Merapi, and having dinner with a view of Candi Prambanan. At ADA, it feels like home, with friends who are like siblings and bosses who are like parents.



Pratiwi Kirani

These are our memories from our group photo session at ADA Indonesia. It was a lot of fun, and we have many wonderful memories captured in these photos and videos. It's hard to put into words just how much fun we had during the session. We are eagerly looking forward to our next cool event!

Tham Dao

Nonetheless, we, Supply Chain in Vietnam, almost always enjoy the holidays, anniversaries, and birthdays. It was our symbol even though the work was stressful that day, but it was also the birthday of a certain team member. We will actively participate in sharing it.



Seang Oudom

That was the first trip we had ever taken, and we chose to go to Siem Reap City, home of the famous temple Angkor Wat, which was 300km away from our office. Twenty of us shared one bus early on Friday morning and traveled across half of Cambodia's landscape. We had many loosely controlled activities that made this bonding experience go seamlessly well.

We enjoyed many local dishes, joined in a CSR activity by collecting rubbish near one of the temples, and after dinner, spent leisure time in and around the pool. Some of us even opened up about old awkward experiences from our life journey during a private-open-door session, which brought us even closer. The next day, some of us went to see the sunrise, and then we all went bike riding together from Angkor Wat temple to Bayon Temple. You can check out the video to see how much we enjoyed it.

After resting, we visited Angkor Wat accompanied by top-of-the-class VIP tour guides (Keo Pitou and I – I guarantee if you had joined, you would have been convinced too). In the evening, we went to see the sunset on another hill 15km away from the city. I believe that all of ADA Cambodia shares the same memory about this trip. I wrote this down without checking any itinerary as it is vividly within my memory.



Jeremy Roh

Throughout my entire career, I haven't had much experience with workshops. However, when the KR team had a workshop last summer, I had a lot of fun with the team, and it was a memorable time for me, even though I had only joined a month ago.




Premalatha Sunderam

The bond we have in ADA is like that of a family. These bonds go a long way in life, and the beautiful part is that they get imprinted in our memories and hearts.

As the bond evolves and grows through the challenges in the jobs that we do, I think it makes us stronger and much more resilient in facing any form of challenge with ease. Also, we learn to have fun amidst tight deadlines with laughter – and we never forget birthdays and surprises!

I'm glad I found 'family' in ADA.





**// We formed strong bonds with our shareholders.
Made some amazing acquisitions. We celebrated and formed
beautiful friendships. It's been a thrilling 5 years with you all.
A remarkable journey we should all be proud of.
Let's continue inspiring one another. Push ourselves to
greatness. Let's strive forward and aim even bigger
Thank You, All Blues, and Happy 5th Birthday! //**



www.ada-asia.com

