



## WPP Health & Wellness Relaunches Japan Healthcare Offering as Sudler Japan, With Enhanced Data and Technology Capabilities

---

WPP Health & Wellness today announced the re-launch of its healthcare offering in Japan as Sudler Japan, with expanded digital and data capabilities through strategic alliances with WPP companies including Wunderman International and Kantar Health

The re-launch follows WPP's acquisition of full ownership of the agency, and marks the Group's continued commitment to delivering unparalleled partnership and growth to health and wellness clients in key growth markets.

"This represents the dawn of an exciting new era for Sudler Japan. The fundamentals of our business haven't changed, but with full ownership of the agency, we are increasing our focus on strategic partnerships that strengthen our data and technology capabilities, and deliver more integrated solutions to help our clients achieve a greater competitive advantage," said Claire Gillis, CEO of WPP Health & Wellness International. "Working alongside Wunderman International and Kantar Health, we will bring our clients an even more powerful integrated offering with a strong scientific core underpinned by creativity, data, and facilitated by digital strategy and implementation."

Kenji Hanabata who will continue to lead Sudler Japan as CEO said: "We have an exciting opportunity to build on Sudler's legacy and offer our clients significantly advanced data and technology driven solutions to meet the demands of the dynamic environment in global and local Japanese markets. Equally important, we will reward our talent, and foster a culture focused on client partnership, collaboration, and growth."

Sudler Japan clients will benefit from WPP Health & Wellness' global footprint and depth of resources across advertising, media investment management, data & insights, technology, healthcare specialty services, digital and CRM, marketing innovation, public relations/public affairs, and other specialized areas.

### **About WPP Health & Wellness**

WPP Health & Wellness is the leading global health marketing communications company, created to help clients accelerate better health outcomes, and make the world a better, healthier place. As the central lead for all of WPP's work in health and wellness, we exist to mobilize and focus WPP's vast capabilities including advertising, media investment management, data & insights, technology, healthcare specialty services, digital and CRM, marketing innovation, public relations/public affairs, and other specialized areas, for the benefit of our clients. For more information, visit [www.wpphealth.com](http://www.wpphealth.com).

### **Contact:**

Chido Tsemunhu

Chido.tsemunhu@wpphealth.com