



## **fifty-five's expansion continues in Asia with the opening of an office in Shenzhen, China**

fifty-five is boosting its international development and announces the opening of its Shenzhen office. This new office will allow the data company to provide close support to its international and local clients who wish to deploy data-driven marketing strategies.

**January the 22nd:** After Paris, London, Hong Kong, New York, Shanghai and Geneva, the data company fifty-five continues to expand its positions in Asia and announces the opening of an office in Shenzhen, Guangdong Province, mainland China. Founded in 2010, fifty-five has always aspired to a global footprint to better serve its clients, and therefore focused on expanding in major cities of leading countries.

Among them, fifty-five now counts Shenzhen, a modern metropolis that links Hong Kong to mainland China, as an important milestone in its international journey. As China's first special economic zone, this city has experienced rapid growth in the last 40 years. Today, many Shenzhen-based international technology corporations are going global, such as fifty-five's clients Huawei, Vivo, DJI, etc., who demand for more proximity, and a local presence to develop their understanding of other digital ecosystems. Beyond that, taking its geographic location as an advantage, Shenzhen is also the cradle of the Chinese e-commerce industry. fifty-five is thus seeking to cooperate with startup companies specialised in e-commerce and technology.

*"Shenzhen is well known as a "city of innovation" in China, with a so-called unparalleled "Shenzhen speed" in the past 40 years. The digital economy is accelerating and requires expert resources to support its transformation. We are looking forward to share fifty-five's expertise with Shenzhen-based companies, helping them leverage their data to craft best-in-class brand experiences."* says Baosheng Gao, Managing Director of fifty-five in China.

The fifty-five Shenzhen office is located in Futian District, which is the central business district of the city.

## About fifty-five

*fifty-five, the data company*

Part of You & Mr Jones, the world's first brandtech group, fifty-five is a data company helping brands collect, analyse and activate their data across paid, earned and owned channels to increase their marketing ROI and improve customer acquisition and retention. Headquartered in Paris with offices in London, Hong Kong, New York, Shanghai, Geneva and Shenzhen, the data company was named by Deloitte as one of the fastest-growing tech firms in Europe, thanks to its unique technology approach combining talent with software and service expertise.

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