

Hakuhodo DY ONE wins highest-grade Diamond Partner certification in the SmartNews Ads Partner Program

Tokyo, May 23, 2024 –Hakuhodo DY ONE Inc. is pleased to announce that we have received the highest grade Diamond certification in the SmartNews Ads Partner Program partner ranking system at the SmartNews Ads Agency Summit 2024 hosted by SmartNews Co., Ltd.



The SmartNews Ads Partner Program screens sales agencies that work directly with SmartNews and handle SmartNews ad products and services with the aim to enhance collaborative ties with companies certified as SmartNews partners.

This term, SmartNews introduced a partner ranking system to further promote the utilization of SmartNews Ads. Ad agencies and affiliated companies that actively utilized SmartNews Ads throughout the year in 2023 are eligible for awards. HDY ONE was recognized as the highest-grade Diamond partner for its significant contributions to SmartNews Ads revenues and for being a very important partner in SmartNews ad operations. There are five partner ranks: Diamond, Platinum, Gold, Silver and Bronze.

To support the marketing activities of our client companies, HDY ONE will continue to strive to earn Diamond certification by utilizing new services provided by SmartNews and working with group companies and other ad agencies to further develop SmartNews



####

< Corporate Information >

■Hakuhodo DY ONE Inc. <https://www.hakuhodody-one.co.jp/en/>

Head Office : 4-20-3 Ebisu, Shibuya-ku, Tokyo
Representative : Yuzo Tanaka, Chairman of the Board, Representative Director
 Hiroto Kosaka, President, Representative Director
Shareholders : 100% owned by the Hakuhodo DY Group
Employees : Approx. 3,000 (April 1, 2024, forecast)
Start of integration : April 1, 2024
Business : Planning, consulting, agency operations and investment activities
 related to all aspects of digital marketing

*On April 1, 2024, D.A.Consortium Inc. (DAC) and IREP Co., Ltd. (IREP) merged to establish and begin operations as a new company called Hakuhodo DY ONE Inc. As the two companies move to integrate operations, for the time being, DAC and Irep will continue to conduct transactions, hire directors and employees, and handle other business matters as they have in the past. Full integration is scheduled to take place after 2025.

For inquiries regarding this News Release

Hakuhodo DY ONE Inc.

Public Relations /E-mail : info-pr@hakuhodody-one.co.jp