

Hakuhodo DY ONE recertified as a 2024 CX Partner under the LINE Yahoo Partner Program

Tokyo, June 25, 2024 -- Hakuhodo DY ONE Inc. (headquarters: Tokyo; Chairman and Representative Director: Yuzo Tanaka; President and Representative Director: Hiroto Kosaka; hereinafter, Hakuhodo DY ONE) is pleased to announce that it has once again been recognized as a CX Partner for fiscal 2024 under the LINE Yahoo Partner Program, which certifies partner companies that specialize in the operation, support and research of various corporate services offered by LY Corporation (headquarters: Tokyo; President and Representative Director: Takeshi Idezawa; hereinafter, LY).



Hakuhodo DY ONE

■ LINE Yahoo Partner Program

The LINE Yahoo Partner Program certifies and honors advertising agencies and service developers in the Sales Partner, Technology Partner, Network Partner and CX Partner categories with the aim to actively promote LINE's and Yahoo Japan's marketing and CX solution services.

*Certification is conducted for the following four categories: Sales Partner (Certified Partner, Store Promotion Partner, Ads Operation Badge, Ads Policy Badge); Technology Partner; Network Partner (LINE Network Partner, Yahoo! Ad Network Partner); and CX Partner.

■ CX Partners

CX Partners are partner companies recognized for helping client companies resolve management issues through LINE Yahoo services, such as individual and corporate LINE official account services, LINE Ads, LINE Mini App (a platform that enables companies to provide services via LINE), and Business Manager* (a data utilization platform that integrates and manages LINE internal and external data). Partners who make significant contributions to client corporate value using LINE marketing and data solutions are recognized as CX Partners for "creating new corporate added value."

*Business Manager is only able to link informational data that has obtained user consent.

Hakuhodo DY ONE began promoting one-to-one communication between users and companies that utilize LINE with DialogOne[®](*1), a CX promotion solution that it developed and provides. With our strength in account management using the latest technologies, we have built a track record with numerous prominent CX projects. Furthermore, working with Hakuhodo DY Group companies, we have created a team with extensive experience in data clean rooms and the ability to handle all aspects from the proposal to the implementation of analytical methods.

In fiscal 2024, we were recognized as the highest-ranking Premier Technology Partner. In recognition of

our initiatives, we were awarded three certification badges as a company, the most for any one company in Japan, and four certification badges as a group(*2). Hakuodo DY Media Partners was also certified as a Premier Sales Partner for the first half of fiscal 2024 and won the Ad Operation Badge(*3).

Hakuodo DY ONE will continue to work in a strong partnership with LY to actively help companies resolve their management issues with LINE and Yahoo Japan marketing and data solutions.

(*1) DialogOne® is a messaging management solution for communication platforms such as LINE. By bridging customer data owned by companies and governments with social media account data, this solution enables high-precision utilization of LINE. With a wealth of implementation experience, a comprehensive range of functions, and advanced technical expertise, DAC provides organizations comprehensive and customized CRM support.

<https://solutions.dac.co.jp/dialogone> (Japanese)

(*2) May 2, 2024, News Release : Hakuodo DY ONE certified Premier Technology Partner, communications category, under the LINE Yahoo Partner Program, for the second consecutive year~The most certification badges in Japan, the highest honor for the 7th time~ https://www.hakuhodody-one.co.jp/news/news_release_20240523_02.html (Japanese)

(*3) June 11, 2024, notification: Hakuodo DY ONE and Hakuodo DY Media Partners both recognized as Premier Sales Partner for the first half of fiscal 2024 under the LINE Yahoo Partner Program. Also awarded Ads Operation Badge on its own.

<https://www.hakuhodody-one.co.jp/news/detail20240611.html> (Japanese)

####

< Corporate Information >

■ Hakuodo 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 Hakuodo 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 Inc. (Irep) merged to establish and begin operations as a new company called Hakuodo 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

Hakuodo DY ONE Inc.

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