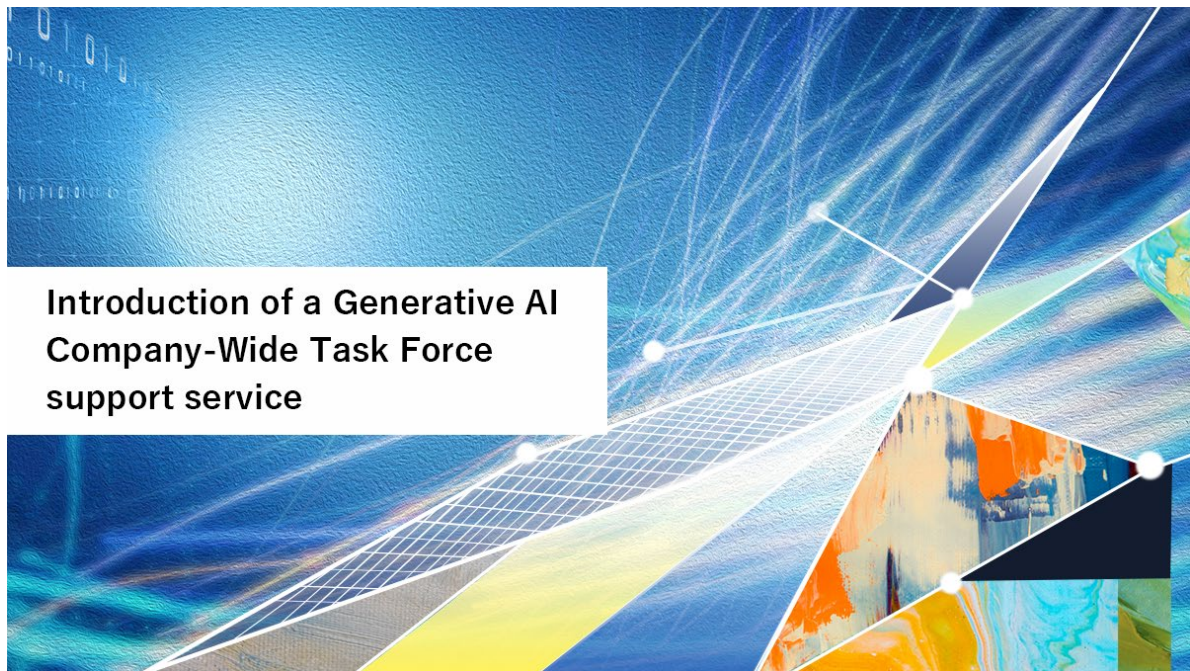


Hakuhodo DY ONE Launches Support Services for Company-Wide Generative AI Promotion Task Force

Tokyo, August 19, 2024 -- Hakuhodo DY ONE Inc. (headquarters: Tokyo; Chairman and Representative Director: Yuzo Tanaka; President and Representative Director: Hiroto Kosaka) is pleased to announce the launch of a new service designed to support the implementation and use of generative AI tailored to each company's specific business challenges. This service offers end-to-end assistance, from establishing an internal task force to execution and in-house production, to help companies fully leverage the potential of generative AI.



In recent years, companies have increasingly turned to generative AI to address complex business challenges, drive sustainable growth, boost competitiveness, and foster innovation. Many have established task forces to create the necessary infrastructure and guidelines for generative AI adoption, aiming to transform their operations. However, building sufficient in-house expertise, acquiring the right information, and securing skilled personnel can be challenging. This has led to a growing demand for external partners to help co-develop and support these systems.

To address this growing demand, Hakuhodo DY ONE has launched a new service to support client companies in establishing, implementing, and utilizing a Company-Wide Generative AI Task Force. Leveraging our extensive expertise in generative AI, we assist companies in

forming specialized task forces to drive AI adoption. This includes initiative such as establishing and scaling an in-house Center of Excellence (CoE,^{*1}), enhancing operational efficiency, and more. Our service provides comprehensive tailored support, addressing each company's unique management challenges - from implementation and system optimization to fostering company-wide engagement with AI.

This approach helps lay a strong foundation for the effective use of generative AI, enabling continuous process innovation and boosting productivity through business and organizational transformation.

*In response to the growing need for support in creating task forces, this service is a newly packaged offering that was developed as part of our AI Management Consulting Service announced in a July 28, 2023, press release. (<https://www.irep.co.jp/news/detail/id=48700/>).

For more information about AI Management Consulting Service: [AI Management Consulting Service Page \(Only available in Japanese\)](#)

【Main services】

1. Work flow construction

To form an effective task force, we will construct a work flow. We propose how each department within the company can work together so that the task force runs autonomously. By developing a roadmap that maximizes the impact of generative AI and return on investment, we create a more concrete image of the goal to build the foundation for company-wide utilization of generative AI.

2. Environment and data maintenance

We create an environment that comprehensively takes into account what types of UI/UX can be used naturally in the company's operations, the usage environment specialized for the development team, and the utilization of the company's own data. We create the optimal environment necessary for the introduction of generative AI, including the formulation of business-specific generative AI guidelines and data collaboration between various departments.

3. Reskilling

We support comprehensive in-house coaching efforts through seminars and workshops that provide all employees with basic generative AI knowledge and use cases as well as training tailored to specific departments and positions. By learning about generative AI's capabilities, the latest examples and its impact on society, participants gain a better understanding of its possibilities for business use, how it is implemented and what benefits it can bring.

4. Use case creation

To leverage generative AI in diverse ways, we provide our client companies support that is tailored to their business operations and systems environments, from conceptual planning and PoC^{*2} to implementation of use cases. Through a process where employees work with generative AI to jointly create ideas and propose plans, we help clients develop use cases that are aligned with their businesses. Our goal is to establish the use of generative AI within the company so that they can realize the impact it has.

5. Nurturing enthusiasm within the company

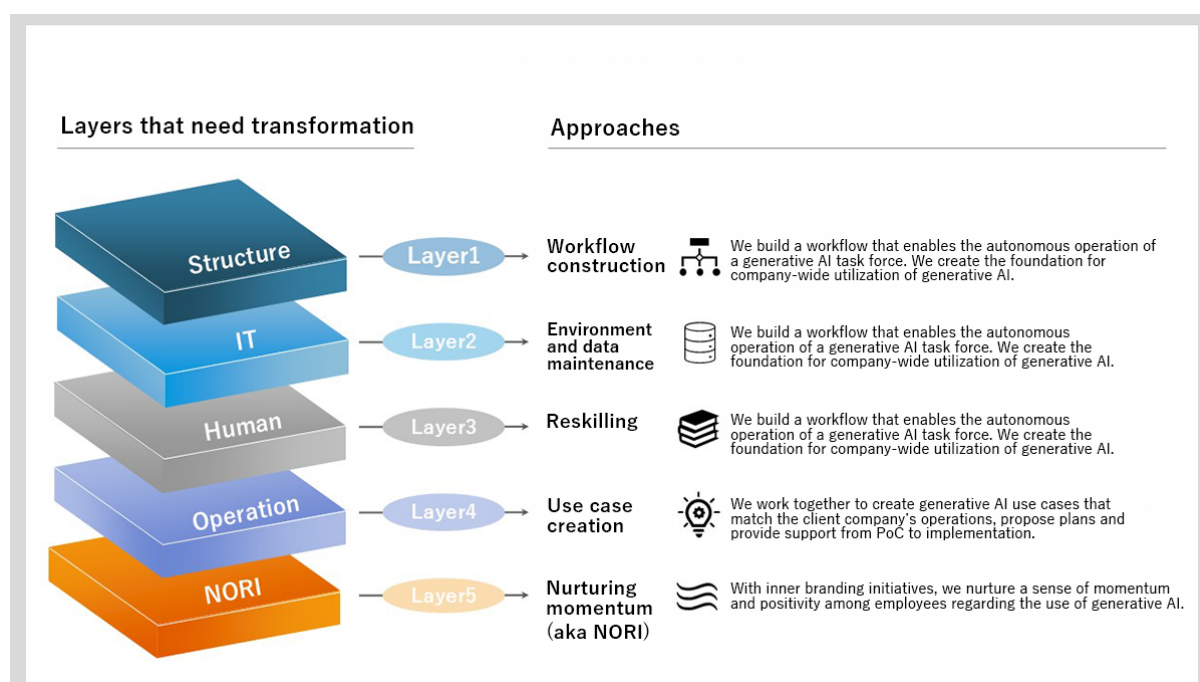
We implement inner branding initiatives to generate a sense of enthusiasm and positivity among employees about the use of generative AI, which is essential for ongoing AI process innovation. To ensure that the cross-organizational task force functions properly, we trigger the internal momentum necessary to create a positive atmosphere regarding generative AI. This helps transformation progress on both the company and departmental levels.

【Service characteristics】

- Extensive experience in supporting generative AI task forces
- One-stop support provided by a wide range of experts, such as consultants, operation designers, creators and systems engineers.
- Knowledge of inner branding, an essential element in promoting task forces

*1 Center of Excellence (CoE) is a team or department where personnel and know-how are brought together in one place to promote cross-organizational projects.

*2 Proof of Concept (PoC) is the process of verifying the feasibility and effectiveness of new services, ideas, technologies.



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<Corporate Information>

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

Hakuhodo DY ONE leverages its expertise and know-how in digital advertising, cultivated since the early days of internet advertising, to provide integrated digital marketing services. With strengths in marketing strategy formulation, creativity, advanced operational management, technological development, and close relationships

with media companies and platforms, we offer comprehensive support for digital-driven marketing strategies and technology utilization to both Japanese and international clients.

As we move forward as the "Digital Core" of the Hakuhodo DY Group, we aim to become the industry's leading digital marketing company by consolidating the group's knowledge and resources and combining high-level expertise with strong proposal capabilities.

By positioning ourselves as an Integrated Strategy Partner, we will continuously challenge and advance ourselves to be our clients' one and only "ONE" for their sustainable growth and enhancement of corporate value.

Head Office	:	Akasaka Biz Tower, 5-3-1 Akasaka, Minato-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 Inc. (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