

Hakuhodo DY ONE maintains certification as a govtech partner of LY Corporation

～Supporting governments that use LINE Official Accounts～

Tokyo, September 26, 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 maintained its certification as a partner company under the Govtech Partner Program, LY Corporation's program to recognize leading companies that provide national and local governments technical support in utilizing their LINE Official Accounts.

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■Govtech Partner Program

The Govtech Partner Program was established in 2022 to promote administrative DX. Under this program, LINE Technology Partners that provide national and local governments technical support in utilizing their LINE Official Accounts and who have fulfilled certain criteria are certified as govtech partners.(*1)

Ever since LINE introduced corporate services in 2012, Hakuhodo DY ONE has promoted one-to-one communication between users and governments or companies that utilize LINE through DialogOne®(*2), a messaging management solution it developed and provides. Hakuhodo DY ONE's DialogOne boasts a long record of supporting major companies representing a wide variety of industries as well as governments, such as Shibuya Ward and Yamaguchi Prefecture, in moving their services online(*3). In recognition of these ongoing efforts and achievements, Hakuhodo DY ONE maintained its certification as a govtech partner.

Hakuhodo DY ONE has been recognized as the highest-ranking Premier Technology Partner, communications category, under the LINE Yahoo Partner Program, which certifies partner companies that develop and sell various corporate services offered by LY Corporation. Under the certification badge program for certified companies, Hakuhodo DY ONE has been awarded three certification badges as a company, the most for any one company in Japan, and four certification badges as a group(*4). Furthermore, Hakuhodo DY ONE became a CX Partner in fiscal 2024, and along with Hakuhodo DY Media Partners, was also certified as a Premier Sales Partner for the first half of fiscal 2024. All these certifications are in recognition of our initiatives that utilize LY Corporation's marketing and data solutions(*5).

Hakuhodo DY ONE will continue to provide various solutions that support national and local governments in their administrative DX efforts and utilization of LINE Official Accounts.

(※1) About the Govtech Partner Program (LINE Official Account Local Government Plan, pages 9~13)

<https://www.linebiz.com/sites/default/files/media/jp/download/line-local-public-plan.pdf>

(※2) 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.hakuhodody-one.co.jp/dialogone> (Japanese)

(※3) February 15, 2017, press release: DAC supports Shibuya Ward's Child-care Support Service with DialogOne, a solution compatible with LINE Business Connect

https://www.dac.co.jp/press/2017/20170215_dialogone_shibuya-ku (Japanese)

2 March 29, 2022, press release: DAC and ALBERT launch an inquiry system utilizing AI for Yamaguchi Prefecture's LINE official account

https://www.dac.co.jp/english/press/2022/20220329_done_y

(※4) May 23, 2024, press release: Hakuhodo 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)

(※5) June 11, 2024, Notice : Hakuhodo DY ONE and Hakuhodo DY Media Partners certified as a Premier Sales Partner for the first half of fiscal 2024

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

June 25, 2024, press release : Hakuhodo DY ONE recertified as a 2024 CX Partner under the LINE Yahoo Partner Program

https://www.hakuhodody-one.co.jp/news/news-release_20240625254/

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< 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 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

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