

Hakuhodo DY ONE's WISE Ads Powers Keio Agency's Ad Delivery Platform

~Ad Sales on Keio Mirareru Vision Shibuya Mega Wall Launching Jan 2025~

Tokyo, December 24, 2024 – Hakuhodo DY ONE Inc. (headquarters: Tokyo; Chairman and Representative Director: Yuzo Tanaka; President and Representative Director: Hiroto Kosaka) proudly announces that its ad delivery service, **WISE Ads** (*1), will support Keio Agency, Inc. (headquarters: Tokyo; Representative Director and President: Tatsuya Okamura) in building a proprietary platform for ad transactions via DSP/SSP.

About WISE Ads:

WISE Ads is a cutting-edge service delivering advertisements across all digital touchpoints in daily life. As of September 2024, it has deployed over 70,000 Digital Out of Home (DOOH) (*2) display ads. This service optimizes ad effectiveness through precise targeting and strategic placement across web media, digital signage, and other platforms.

Enhancing Keio Agency's Ad Platform:

Leveraging WISE Ads, Keio Agency has developed its own ad delivery platform, integrating media and data assets from the Keio Group to enable more efficient ad distribution. As a key milestone, Keio Agency will commence ad sales for the **Keio Mirareru Vision Shibuya Mega Wall** as DOOH media starting Tuesday, January 14, 2025.

Hakuhodo DY ONE will integrate **YieldOne®**, an SSP provided by its group company Platform One Inc. (headquarters: Tokyo; Representative Director and President: Ohmi Takahashi). Using the **impression multiplier function**, the billing system will shift from counting simple view numbers to measuring impressions based on unique contact data derived from historical analytics.



Expanding Advertising Touchpoints with Platform One

Hakuhodo DY ONE and Platform One will leverage their expertise in digital ad delivery and platform development to integrate a network of over 3,500 digital signage displays, poster media, and transit advertising assets across the Keio Line and Inogashira Line. This collaboration aims to enhance the functionality and convenience of the ad platform, creating a broader range of advertising touchpoints. Through innovative planning, the companies strive to build a highly efficient, high-value-added platform.

Looking ahead, Hakuhodo DY ONE will continue expanding WISE Ads' functionality, strengthening partnerships, and diversifying its services to further support the marketing initiatives of its client companies.

*1 June 14, 2023, News Release: DAC introduces WISE Ads, a post-cookie ad delivery service

https://www.dac.co.jp/english/press/2023/20230614_wiseads https://www.dac.co.jp/press/2023/20230614_wiseads

Sep 27, 2024, News Release: Hakuhodo DY ONE Increases Touchpoints for Wise Ads

https://www.hakuhodody-one.co.jp/en/news/news-releases_202409271163/

WISE Ads <https://solutions.hakuhodody-one.co.jp/wise-ads>

*2 Refers to all types of media that utilize digital signage in locations outside of the home (OOH).

Corporate Information

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 to become our clients' one and only "ONE" for their sustainable growth and enhanced corporate value.

Name: Hakuhodo DY ONE Inc.

Location: Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo 107-6316, Japan

Representative: Yuzo Tanaka, Chairman of the Board, Representative Director Hiroto Kosaka, President

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

URL <https://www.hakuhodody-one.co.jp/en/>

*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

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