

Hakuhodo DY ONE Establishes New Headquarters in Akasaka Biz Tower Relocation to Strengthen Group-Wide Collaboration from January 6, 2025

Tokyo, December 2, 2024 – Hakuhodo DY ONE is pleased to announce the opening of its new headquarters in Akasaka Biz Tower (Minato, Tokyo) and the relocation of key sales functions starting January 6, 2025. This move is designed to enhance collaboration within the Hakuhodo DY Group and accelerate the company's digital marketing evolution.



Hakuhodo DY ONE

In April 2024, Hakuhodo DY ONE was established as the digital core of Hakuhodo DY Group following the merger of D.A.Consortium Inc. and Irep Inc. By integrating the expertise and resources of Hakuhodo, Hakuhodo DY Media Partners, and other group companies, the company continues to strengthen its position as a leader in digital marketing and performance-driven solutions.

With this strategic relocation, Hakuhodo DY ONE will operate from two key locations:

- New headquarters at Asakasa Biz Tower, where other Hakuhodo DY Group companies are based, fostering closer inter-company synergies.
- The existing Tokyo office at Ebisu Garden Place Tower, which will continue to support operations.

By reinforcing cross-company collaboration and optimizing operational efficiency, Hakuhodo DY ONE aims to enhance competitiveness, drive innovation, and solidify its position as the industry's top digital marketing company.

New Office Information

Address: Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo 107-6316
Telephone: 03-6441-8770 (main)
Fax: 03-6441-8771
Start of operations: Monday, January 6, 2025

**We sincerely appreciate your support but kindly request no celebratory gifts. Thank you for your understanding.*

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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.

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, 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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