

## Hakuhodo DY ONE Launches a Specialized Organization to Support Dify, an AI Application Development Platform

~Providing innovative marketing solutions using AI~

Tokyo, November 21, 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 specialized organization to support the implementation of Dify, an AI application development platform.



**Hakuhodo DY ONE**

Thanks to its rapid advancements, AI technologies are now being applied across a wide range of fields. However, due to the need for specialized expertise and the high cost of implementation, many companies struggle to create the right environment to fully leverage AI in their operations. Against this backdrop, Dify is gaining widespread attention for allowing users to utilize AI without requiring in-depth programming knowledge.

To date, Hakuhodo DY ONE has trained approximately 150 Dify creators (specialists capable of developing AI applications) and is leveraging this expertise to support client companies in implementing Dify. Additionally, we offer generative AI prompt training early in our employees' careers to encourage more advanced usage within the company. Over 500 practitioners have completed the course, which includes hands-on training in small teams, helping expand the system's adoption.

\*Dify implementation support and training programs for outside companies are currently under development.

The newly launched Dify specialized organization will consist of a dedicated team of AI consultants and engineers, providing solutions tailored to each client company's needs. Consultants will collaborate closely with the client's staff, replicating specialized tasks using Dify to enhance business process efficiency and deliver high-level, targeted support. AI engineers will oversee the construction and management of the Dify infrastructure, supporting the development and integration of SaaS and corporate data to ensure the system operates smoothly and reliably.

In the future, we plan to integrate our company's marketing expertise into the Dify platform, making it accessible to companies using Dify. This will enable client companies to leverage our extensive marketing experience and operate marketing-specific AI applications tailored to their needs efficiently.

With this new initiative, Hakuhodo DY ONE aims to further enhance its support for the digital transformation efforts of client companies and deliver innovative AI-powered marketing solutions.

#### ■About Dify

Dify is an open-source platform designed for building and operating no-code AI applications. Leveraging large-scale language models (LLMs), it enables the easy creation of chatbots, QA systems, and more. Users can develop and customize AI applications through an intuitive interface, eliminating the need for complex programming skills. Additionally, Dify supports multiple LLMs, offering users the flexibility to select the most suitable model for their specific needs.

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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	: 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.

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#### For inquiries regarding this News Release

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