

Hakuhodo DY ONE maintains certification as a govtech partner of LY Corporation ～Supporting governments that use LINE Official Accounts～

Tokyo, May 9, 2025 – Hakuhodo DY ONE, Inc. is pleased to announce that it has been certified as a partner company under LY Corporation's Govtech Partner Program again for fiscal year 2025. This program recognizes companies that excel at providing the Japanese and local governments with technical support in effectively utilizing LINE Official Accounts.

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■The Govtech Partner Program

The Govtech Partner Program was established in 2022 to promote the digital transformation of government services. Under the program, certain companies that excel at providing the Japanese and local governments with technical support in effectively utilizing LINE Official Accounts, and fulfil certain criteria, are certified as Govtech Partners. These are selected from among Technology Partners under the LINE Yahoo Partner Program, which certifies partners engaged in sales and development of corporate services.*¹

■Hakuhodo DY ONE's track record of achievement

Ever since LY Corporation began offering corporate services in 2012, Hakuhodo DY ONE has

provided seamless support to companies and local governments in communicating effectively with users over LINE by developing and offering DialogOne®.*² DialogOne®, a marketing solution linked with LINE, has been widely adopted by major corporations in many sectors, as well as by governments seeking to digitize public services.*³

In addition, Hakuodo DY ONE has been named a Premier Technology Partner, communication category, for the third straight year, Premier being the highest grade. (This is the eighth time that it has been awarded the highest rank.) It has also earned a certification badge in the OMO category for the sixth straight year.*⁴ Further, it was certified as a Premier Sales Partner for both the first and second halves of 2024. Thus Hakuodo DY ONE has been officially recognized for its initiatives leveraging LY Corporation's marketing and data solutions.*⁵

Going forward, Hakuodo DY ONE will continue to support the Japanese and local governments in furthering the digital transformation of government services and effectively utilizing LINE Official Accounts. To that end, it will offer a wide portfolio of solutions leveraging the development and management expertise that it has built up to date.

※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> (Japanese)

※2 DialogOne® is a marketing solution linked with the LINE communication platform. It assists in delivering the stress-free experience that customers seek by expanding the range of your activations with a wealth of data and features.

<https://solutions.hakuhodody-one.co.jp/dialogone> (Japanese)

※3 For one example, see the release of March 29, 2022: DAC and ALBERT supply an AI-powered query response system for Yamaguchi Prefecture's LINE official account: System simplifies access to the parenting information users seek, helps provide accurate information faster

https://www.dac.co.jp/press/2022/20220329_done_y (Japanese)

※4 May 8, 2025, press release : Hakuodo DY ONE certified as highest-ranking "Premier" Technology Partner, communication category, in LINE Yahoo Partner Program for 3rd straight year

https://www.hakuhodody-one.co.jp/en/news/news-releases_202505085395/

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

https://www.hakuhodody-one.co.jp/en/news/news-releases_20240625899/

November 6, 2024, press release : Hakuodo DY Media Partners and Hakuodo DY ONE Recognized as Premier Sales Partner in LINE Yahoo Partner Program (2H 2024)

https://www.hakuhodody-one.co.jp/en/news/news-releases_202411062132/

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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	: 3,172 (April 1, 2025, forecast)
Start of integration	: April 1, 2024
Business	: Planning, consulting, agency operations and investment activities related to all aspects of digital marketing

For inquiries regarding this News Release

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