

Hakuhodo DY ONE Certified as Official Partner of TikTok Shop

– Offerings include BUZZ BUY BOOSTER™, a total TikTok Shop support service –

Tokyo, June 30, 2025 – We are pleased to announce that Hakuhodo DY ONE Inc. has gained certification as a TikTok Shop Partner (TSP), an official partner of the e-commerce platform TikTok Shop in Japan.

TikTok Shop is an e-commerce function that enables products to be introduced and sold on the TikTok platform including through short-form videos and livecasts. On the back of strong growth in parts of Europe, America and Asia with widespread support from all age groups, TikTok Shop was officially launched in Japan in June.

Hakuhodo DY ONE offers BUZZ BUY BOOSTER™ in collaboration with Hakuhodo Inc. and Hakuhodo Products Inc.*¹. This complete support service for utilizing TikTok Shop brings together the Hakuhodo DY Group's specialists in digital media and e-commerce to provide a one-stop service to help client companies implement all functions required for setting up and managing their TikTok Shops (from business strategy planning to content production and shop operation).



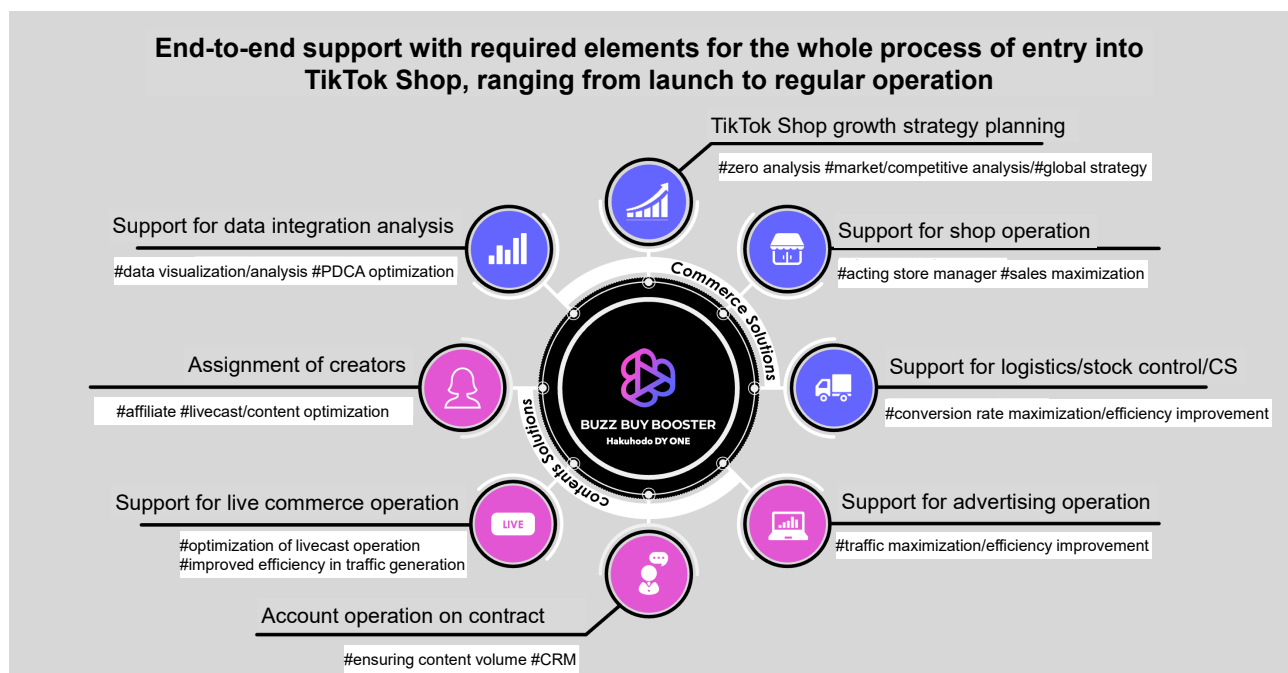
Coordination with our other e-commerce solutions is also underway. One of the initiatives involves Cross Commerce Board,^{*2} a dashboard for integrated management across e-commerce platforms. It enables centralized sales data management across e-commerce platforms including Amazon and Rakuten, in addition to TikTok Shop. Another initiative involves a data feed management system called "seil Powered by Sherpa" (also known as "seil").^{*3} It improves the efficiency of product registration and listing as well as centralizing the management and operation of product information at TikTok Shop's Seller Center (admin panel for the seller).

Through collaboration with creators on TikTok, we have been providing support for increasing both sales and brand awareness in various categories of products including food, cosmetics, apparel and gadgets. We remain committed to enhancing our support for businesses and brands going forward,

including:

- Support for matching with TikTok creators and provision of a proprietary network;
- Affiliate strategy planning (compensation model, product selection, posting strategy);
- Direction for posting creative works and building of a strategic Plan, Do, Check, Act (PDCA) operations structure;
- Provision of a sales optimization model for live shopping and boosting ads on TikTok Shop

Going forward, Hakuhood DY ONE will continue collaborating with TikTok Shop to provide all-around support for clients seeking to utilize TikTok Shop to further enhance their business growth.



*1 https://www.hakuhood-dy-one.co.jp/news/news-release_202505092179/

*2 Cross Commerce Board is an analytics dashboard offered by Hakuhood DY ONE to provide clients with multilateral support for decision-making in e-commerce marketing. Particularly on Amazon, it enables centralized management of multiple datasets corresponding to a specific API, including sales and ads reports, product information and market data on e-commerce malls. This helps substantially reduce the workload for aggregating scattered data and frees up time for strategy planning and analysis for improvement and optimization. In addition to providing integrated reporting as a basic function of the consulting service offered by CROSS COMMERCE Studio, this service also offers optional (paid) functions including SOV and best seller analyses.

*3 seil is a solution developed by Hakuhood DY ONE to support data feed management and operation on multiple platforms. It is compatible with major dynamic ad solutions including Google and Criteo platforms, as well as on social media:

<https://solutions.hakuhood-dy-one.co.jp/seil>.

We also offer a consulting service that provides end-to-end support for dynamic ads, from planning to introduction and operation:

<https://solutions.hakuhood-dy-one.co.jp/data-feed-consulting>.

Corporate Information

Hakuhodo DY ONE Inc.

Hakuhodo DY ONE leverages its know-how and innovation 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 media partnerships, we deliver full support for digital-driven marketing strategies and technology utilization to both Japanese and international clients.

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 ourselves to advance as our clients’ “One and only ONE” for sustainable growth and enhanced 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

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

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

For Inquiries Regarding this News Release

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