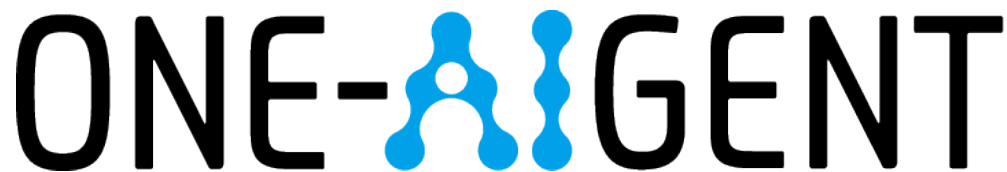


## Hakuhodo DY ONE to Release Proprietary AI Agent Service ONE-AIGENT

– Linking AI with advertiser assets to automate and upgrade the whole marketing process in support of business growth –

**Tokyo, August 1, 2025** – Hakuhodo DY ONE Inc. is set to launch ONE-AIGENT, an AI agent-driven marketing support service. This service is designed to provide comprehensive and sophisticated support for the whole marketing process, ranging from market analysis to creative production and effective measurement, by interlinking multiple specialized AI agents.



Operational automation and upgrading - driven by AI agents - in the marketing domain have been making substantial progress in recent years following the spread of generative AI. Now that the strategic use of AI agents has become essential for businesses to establish a competitive advantage, the traditional, ad-hoc use of AI is giving way to the “multi-agent” era, when multiple AI agents need to interact with each other to solve complex marketing issues.

To address this change, ONE-AIGENT performs typical marketing tasks by interlinking AI agents specialized in specific domains, including marketing analysis agents, insight research agents, creative generating agents, optimizing agents and analysis reporting agents. In particular, the integration of customized AI agents, having learned from the Hakuhodo DY Group's proprietary *sei-katsu-sha*\* data assets, will substantially advance the existing marketing support services.

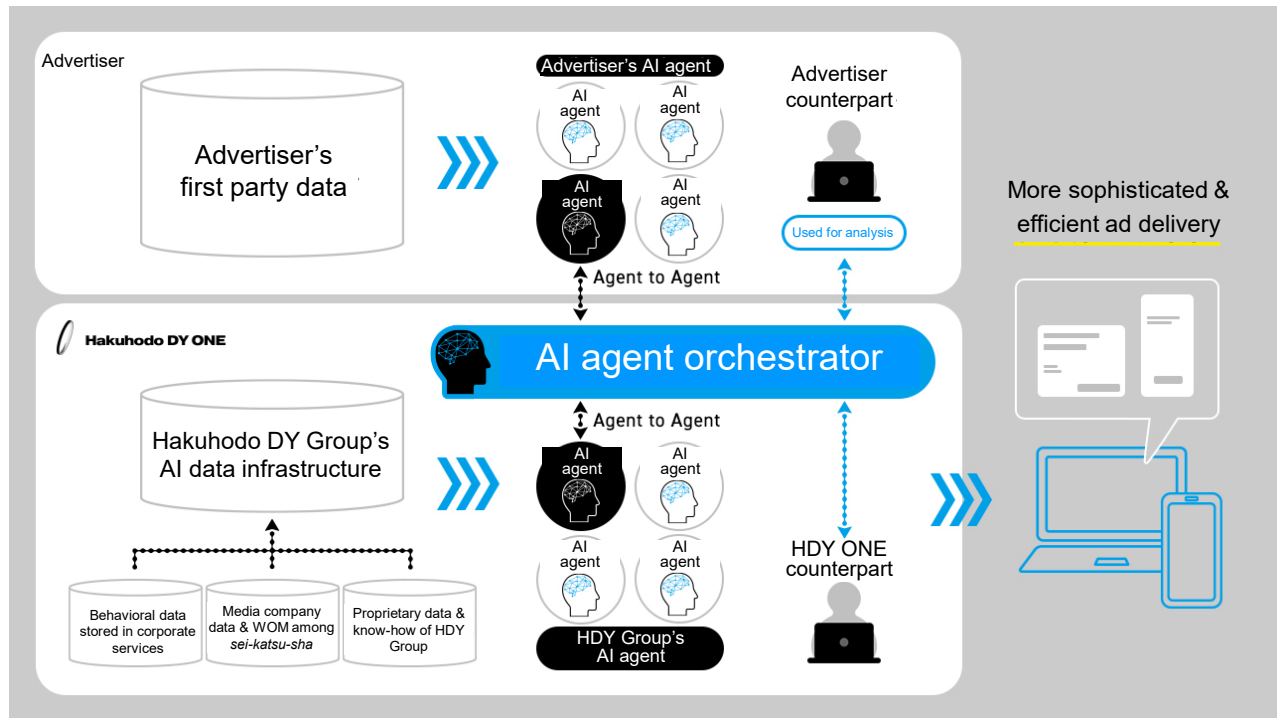
\* "*Sei-katsu-sha*" is a term we use to describe people not through corporate eyes as mere shoppers and consumers, but rather as holistic individuals with their own lifestyles, aspirations and dreams.

### ■ Key support offered by ONE-AIGENT

#### 1. AI agent-driven programmatic advertising service

We upgrade advertising operations by offering a full lineup of AI agents optimized for specific processes - from the planning to execution of programmatic advertising. Expert AI agents, having learned from a wealth of privacy-compliant, proprietary marketing data accumulated by the Hakuhodo

DY Group over the years, work on each process, including desk research, insight research, creative production, and effective measurement, to name a few. By leveraging the latest technology and embedding AI agents in all necessary processes, we offer highly sophisticated, cutting-edge technology for advertising operations, thereby contributing to the growth of the client.

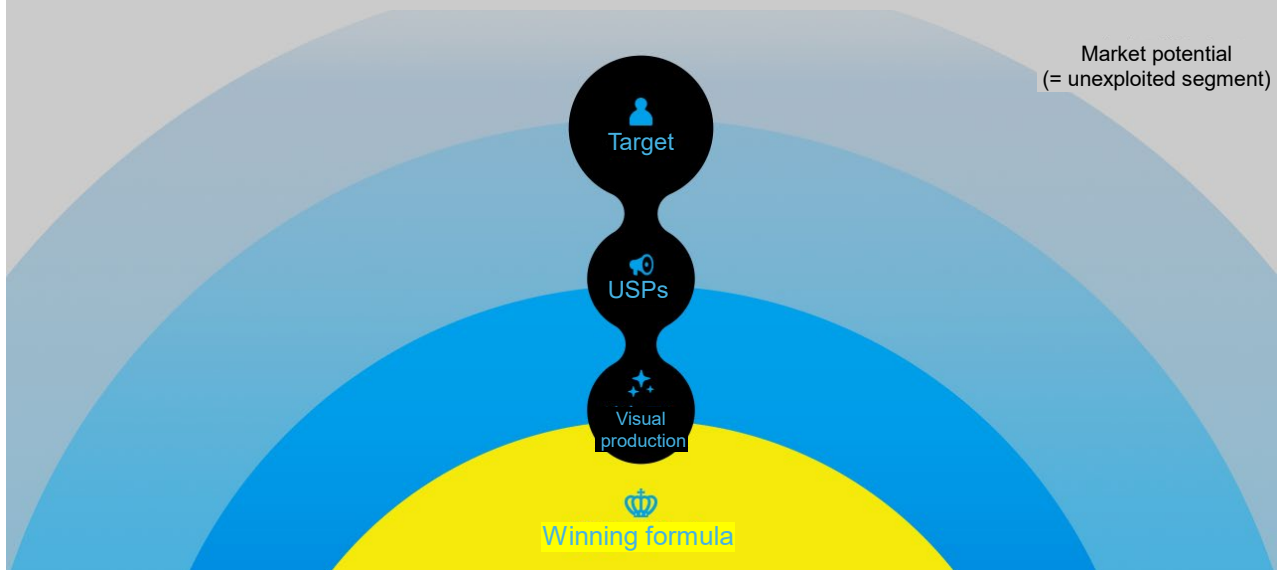


## 2. AI-powered creative planning & production service for programmatic advertising

We produce creative deliverables optimized for the AI era by combining generative AI creatives with other AI agents trained with our unique operational knowledge. On the back of AI-powered, media-specific optimization and large scale production of creative versions by generative AI, we improve the advertising effectiveness by creating huge volumes of hyper targeted creatives that can be A/B tested and optimized for successful outcomes. These generative AI-driven ad creatives can further be use strategically from the lower- to middle- to top-funnel objectives by integrating the automatic generation of creative works with media plans and forecasting their effectiveness by ONE-AIGENT.

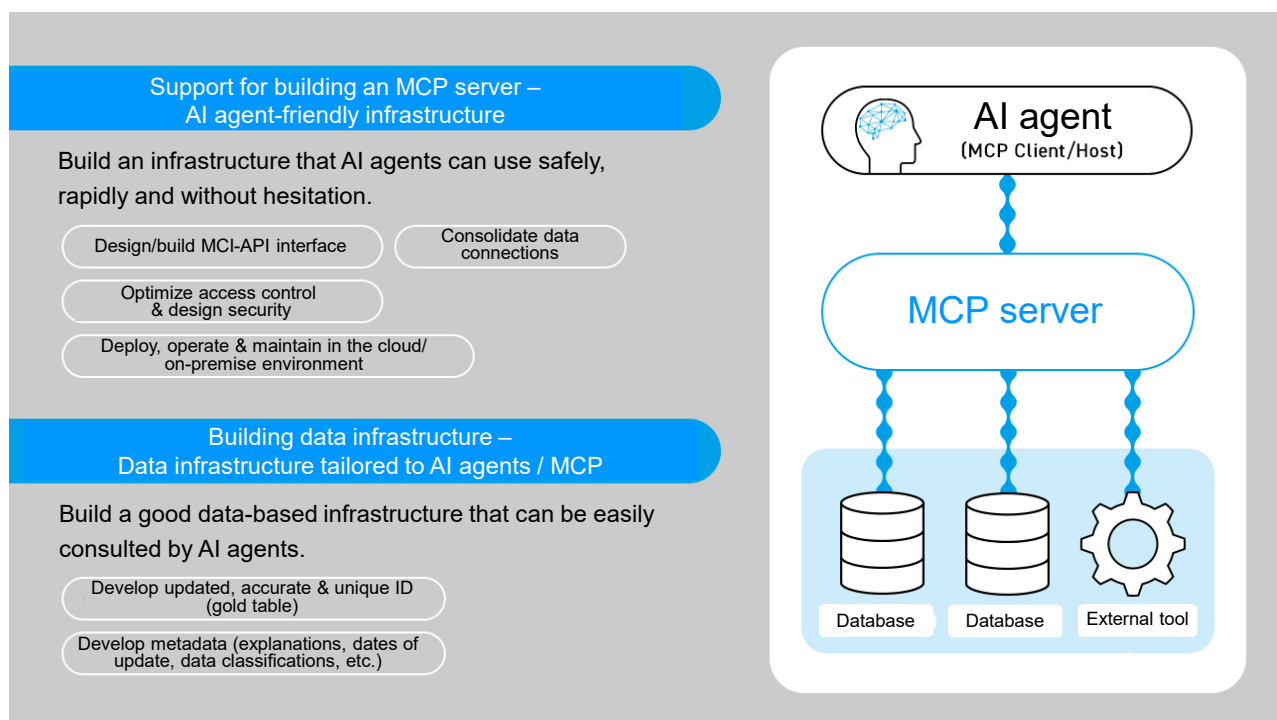
Capable of infinitely exploring and generating targets and USPs, while pursuing and mass-producing winning works

## No homogenization of deliverables or shrinkage of results



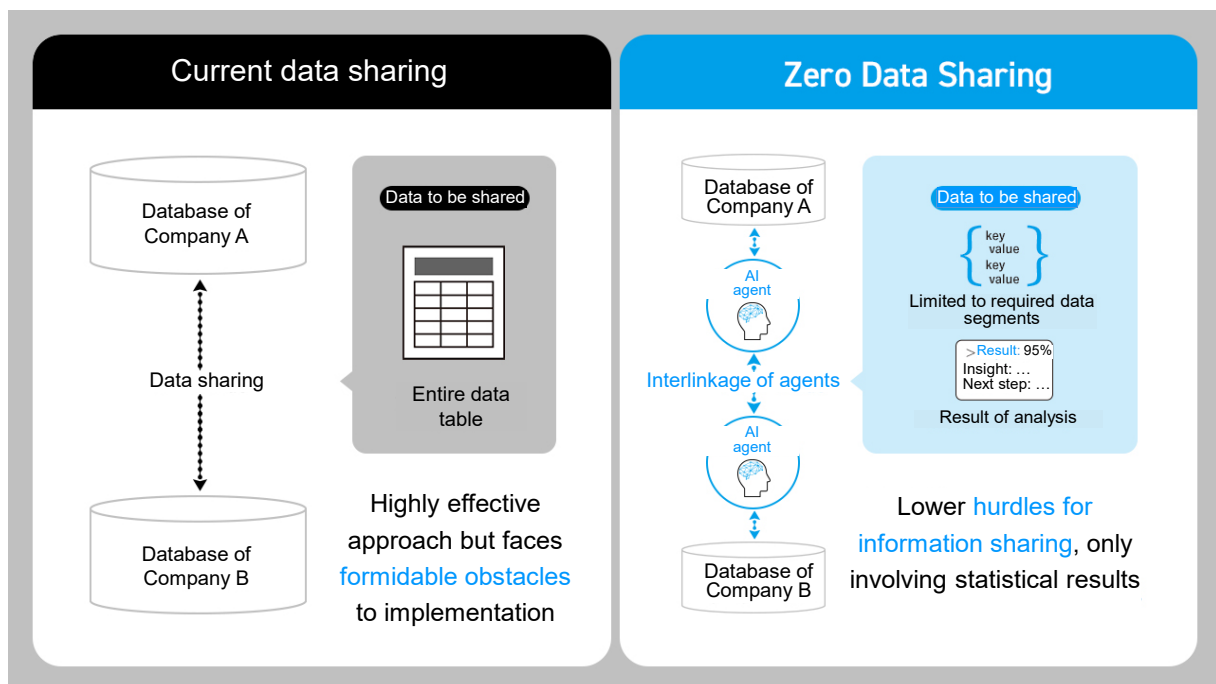
### 3. AI agent building support service

Zero Data Sharing,\*\* designed to promote the use of the client's first party data for marketing, builds a foundation for a multi-agent system by helping clients develop their own AI agents and interlinking the latter with our AI proprietary agents. We effectively boost the use of the advertiser's first party data for marketing through: optimization of the client's first party data infrastructure for AI agents, support for MCP design and introduction, and the design of AI agents, among others.



### \* What is Zero Data Sharing?

We advocate Zero Data Sharing as a groundbreaking concept for B2B data sharing that enables secure interaction that are limited to only necessary information and then analysis of the results via AI agents - without ever directly sharing raw and confidential data. We are applying for a patent for this technique. A trial system is being built with selected advertisers as of July 2025 for the purpose of implementing Zero Data Sharing.



Based on this technique, Hakuhodo DY ONE proposes a brand-new approach to data utilization as follows.

- **Reconciliation of data security with sophisticated data utilization**

We aim to make the best of available data while minimizing the risk of data leakage by allowing AI agents to pick up necessary information as appropriate or sharing only analysis results without externally disclosing highly confidential databases.

- **Seamless B2B AI agent orchestration**

We aim to realize AI orchestration at an unprecedented level by making the most of the client's data through close collaboration between the client's and our AI agents working as if they formed a single system.

- **Creating new possibilities of data marketing**

Through the B2B interaction of AI agents without directly sharing raw data, we aim to implement more personalized, effective marketing initiatives, striking a balance between the protection of privacy and

data utilization.

### ■ Hakuodo DY ONE's statement to lead AI-powered marketing of the next generation

Now that AI agents are bringing transformational changes to the world of marketing, Hakuodo DY ONE is poised to develop into a marketing solution company for the next generation - driven by AI technology. As an AI agent-driven advertising company, we are determined to move beyond the boundaries of marketing support for businesses and evolve into a business partner that strongly drives the client's growth. We hereby define the value proposition of an AI agent-driven advertising company and declare our commitment to evolving into a marketing company of the next generation.

#### 1. Execution of sophisticated marketing with proprietary AI orchestration

We flexibly ensure interaction among advertisers' AI, platformers' AI, other external partners' AI and our own proprietary, specialized AI. We form an optimal AI agent group tailored for each project to optimize the whole process.

#### 2. Hands-on support by a professional team

Our team of specialists versed in both AI and marketing provides end-to-end support from the establishment of AI strategy to operation/improvement of AI efforts. We lower the hurdles for using AI to ensure positive results.

#### 3. Deep insight design based on *sei-katsu-sha* thinking

We leverage the Hakuodo DY Group's unique *sei-katsu-sha* thinking to gain qualitative insights that cannot be captured by AI alone. We help build the core of a business strategy, not limiting ourselves to delivering effective advertisements.

Under the supervision of Dai Shibayama, our Managing Director who is also a leading figure in the domain of AI-powered marketing, our AI specialists and professional teams representing different disciplines are involved in the development of ONE-AIGENT as part of the Hakuodo DY Group-wide AI promotion project (HCAI Initiative). This service is currently being piloted with selected clients, with official release planned in early 2026.

Hakuodo DY ONE remains committed to marketing innovation leveraging AI agent technology and contributing to the growth of clients as an "AI partner in marketing."

< Corporate Information >

■Hakuhodo DY ONE Inc.     <https://www.hakuhodody-one.co.jp/en/>

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

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**For Inquiries Regarding This News Release**

Hakuhodo DY ONE Inc.

Public Relations /E-mail : [info-pr@hakuhodody-one.co.jp](mailto:info-pr@hakuhodody-one.co.jp)