

i-dac Bangkok and i-dac Indonesia Certified in Four Categories of Certified Company at Meta –Recognized for comprehensive expertise on the operation of Meta ads in Southeast Asia–

Tokyo, October 20, 2025 –I-DAC (BANGKOK) Co., Ltd. (referred to as i-dac Bangkok) and PT Daniswara Amanah Cipta (referred to as i-dac Indonesia), both operating under DAC ASIA PTE. LTD., a Hakuhodo DY ONE group company, have gained certification in four categories of the META Certified Company program.



Certified Company at Meta is a certification program launched in 2022. The program is ranked at the highest level of the Meta certification structure, only granted to companies with expertise in the implementation and management of digital campaigns leveraging the platforms operated by Meta. There are currently six certifications offered within the Certified Company program. Each certification contains specific eligibility requirements.*¹

i-dac Indonesia and i-dac Bangkok have been working to find solutions to business challenges for clients by mobilizing their deep insights into Facebook and Instagram, sophisticated marketing strategy planning capabilities and technological expertise. Thanks to these efforts, i-dac Indonesia has secured this certification in four categories for two consecutive years since 2024. Meanwhile, i-dac Bangkok, formerly certified in the Media and Marketing Science categories, has now gained certification in Creative Strategy and Community Management, also bringing the total number of its certified categories to four.

Since launching DAC Asia in Singapore in 2012, Hakuhodo DY ONE has been rolling out operations in Southeast Asian markets including Indonesia, Thailand and Vietnam. In 2022, we jointly incorporated H+ with Hakuhodo Inc. as our strategic network in APAC*² to expand our digital marketing business across the region. Going forward, we will continue to hone our expertise as a Meta Certified Company and deepen our collaboration with H+ network members to promote digital transformation in ASEAN

countries.

*1 Certified Company <https://www.facebook.com/business/learn/certifiedcompany>

*2 H+ <https://www.hplus.digital/>

< 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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