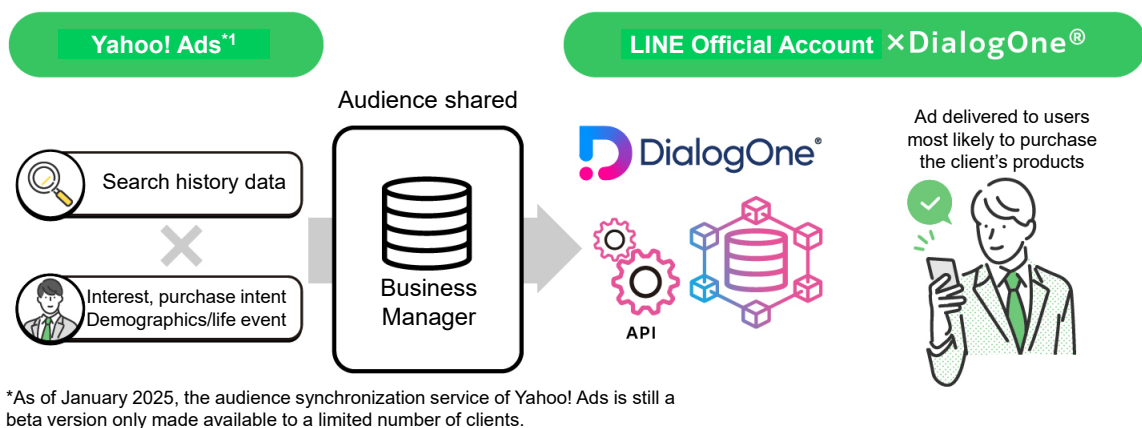


## Hakuhodo DY ONE's DialogOne® to Release Function to Synchronize Audience with Business Manager of LINE Yahoo!

—More personal communication on LINE to maximize customer engagement—

**Tokyo, August 18, 2025** —We are pleased to announce that DialogOne®, a service developed and provided by Hakuhodo DY ONE Inc., is releasing a new function to synchronize the audience with Business Manager of LY Corporation. Users of DialogOne® can thus engage in personal communication based on the demographics, action history and interests of customers when operating official LINE accounts. This will help improve customer engagement and the effectiveness of marketing activities.



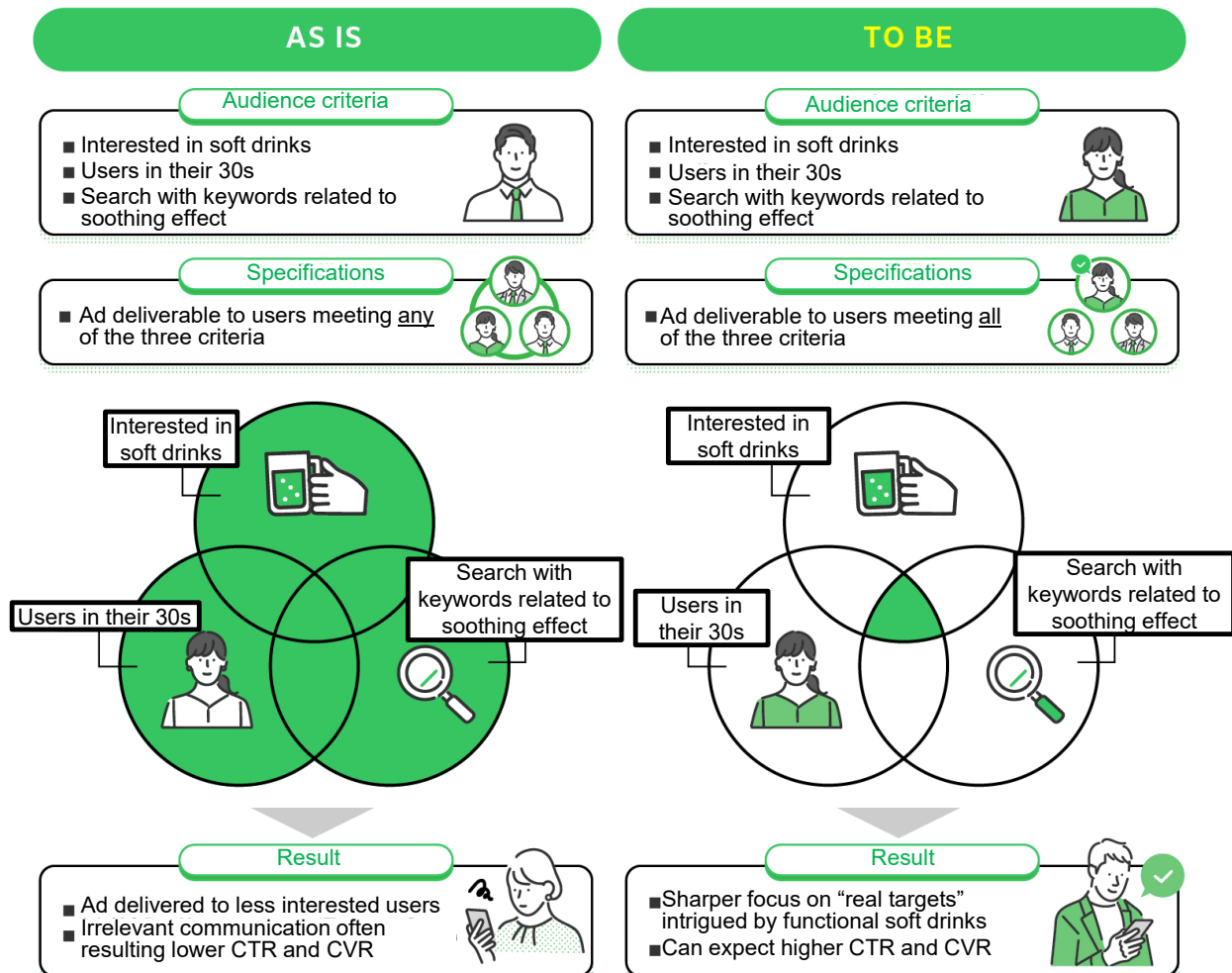
### ■Background

In recent years, there has been a growing need among companies operating official LINE accounts for personal communication tailored to the interests and behaviors of individual customers, breaking away from the tradition of uniform, impersonal communication. By helping companies successfully operate their official LINE accounts, DialogOne® ensures smooth communication with users.

LY's Business Manager is a function to synchronize audience data among multiple products of LY including LINE ads and Yahoo! ads, in addition to official LINE accounts. Companies can refer to the audience identified for each of their products, and flexibly deliver information suited to the demographics, life events, purchase intent and interests of customers, among others. The function of Business Manager used to be limited to data synchronization through Official LINE Accounts Manager, which is programmed to deliver a given ad to users meeting any of the criteria even when multiple sets

of audience criteria are combined, thus limiting detailed segmentation and accurate targeting. In contrast, the audience synchronization function leveraging DialogOne®, to be launched very soon, allows ad delivery to be restricted to those users meeting all of the criteria. This will ensure more accurate user communication, raising expectations for more effective LINE-powered corporate marketing initiatives.

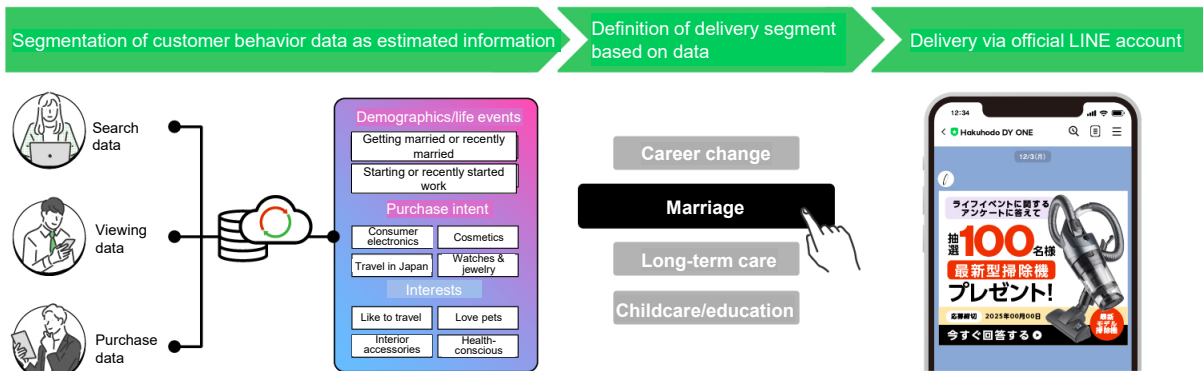
**Ex** Case of beverage company communicating on a recently launched functional soft drink



## ■Key Functions

This service enables finely targeted ad delivery in line with the status of customers. Customer satisfaction and engagement are expected to be improved through more personal and effective 1-to-1 communication based on the demographics, action history and interests of customers.

For instance, data on customers' behavior when searching on Yahoo! and contact with ads can be used to create estimated information on life events and purchase intent for audience identification on Business Manager. Those data are picked up by DialogOne® to determine the target audience, thus ensuring the delivery of information suited to the life events and purchase intent of individual users at the optimal timing.



\*Personal data collected by Yahoo! Japan (including personal data received from third parties (group companies and other companies/associations based on customers' consent or a sharing protocol) is processed including through aggregation and analysis into anonymized information (aggregation result or data model) to be used as "statistical information." In producing statistical information, Yahoo! Japan takes utmost care to prevent identification of any customers through third-party analysis, etc. so as to protect the privacy of customers.

\*Audience synchronization based on Yahoo! Japan data is a beta-version function only provided to a limited number of clients.

## ■Future Outlook

We are planning to add new functions to DialogOne® to upgrade the customer experience, including by improving the accuracy of data-driven 1-to-1 communication and increasing the efficiency of operating official LINE accounts. Hakuhood DY ONE is committed to supporting corporate marketing activities through the provision of enhanced services, striving to develop and reinforce the functions of DialogOne® and other solutions.

## < Corporate Information >

### ■Hakuhood DY ONE Inc. <https://www.hakuhooddy-one.co.jp/en/>

Hakuhood 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 Hakuhood 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 Hakuhood 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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