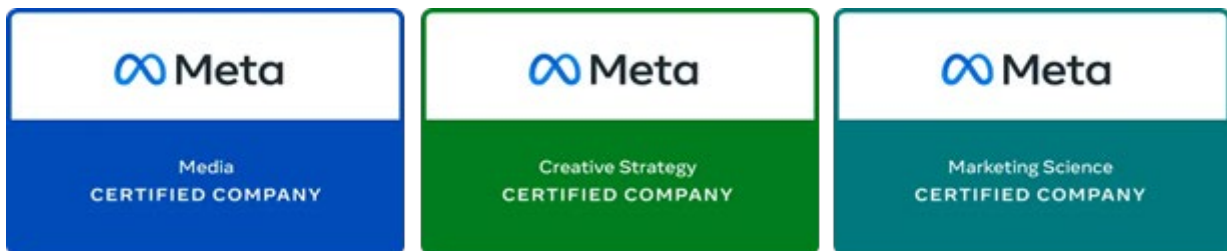


## Hakuhodo DY ONE Certified in 3 Categories of Meta Certified Company Program

**Tokyo, November 26, 2025** –We are pleased to announce that Hakuhodo DY ONE Inc. was certified in three categories as Meta Certified Company.



Meta Certified Company is a corporate certification program launched by Meta in 2022. It represents the highest level in Meta's certification architecture granted to companies with expertise in the execution and management of digital campaigns leveraging platforms operated by Meta. The certification program now consists of five categories, each with a specific set of qualification criteria.\*<sup>1</sup>

Hakuhodo DY ONE has been working to find solutions to business issues facing client companies through its extensive knowledge of Facebook and Instagram, sophisticated marketing strategy planning and expertise in digital technology. Those efforts have helped us gain certification in the Media category for two straight years since 2024. This year, we were certified in three categories in total, gaining recognition in Creative Strategy and Marketing Science as well.

In 2025, Hakuhodo DY ONE won Agency of the Year for the first time at Meta Agency First Awards, a program organized by Meta to recognize advertising companies. Indeed, our whole group boasts outstanding expertise and a solid track record in Meta platforms, as evidenced by i-dac Indonesia and i-dac Bangkok, group companies in Southeast Asia, also winning certification as Meta Certified Company.

Hakuhodo DY ONE remains committed to promoting its digital marketing support for clients, enhancing its expertise as a Meta Certified Company and leveraging its knowledge and track record in Meta platforms developed over the years.

\*<sup>1</sup> <https://www.facebook.com/business/learn/certifiedcompany>

< 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

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For inquiries regarding this News Release

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