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Sustainability at the Hakuhodo DY Group

In its corporate management, the Hakuhodo DY Group is committed to realizing a society in which *sei-katsu-sha* can flourish and live active lifestyles of their choosing through appropriate collaboration with various stakeholders, including employees, shareholders, business partners, media, content holders, and organizations, based on two core principles: *Sei-katsu-sha* Insight and Commitment to Partnership.

We believe the role that society truly demands the Group to fulfill is to create a brighter future by leveraging our foundations of creativity, marketing and innovation, and data and technology.

Our Sustainability Approach

Sustainability Goal

Realizing a society in which sei-katsu-sha can flourish and live active lifestyles of their choosing

Advanced Sustainability

Responsibilities to be discharged to *sei-katsu-sha* and society by each individual through our day-to-day work, while drawing on our creative capabilities, ability to communicate, and unique personal attributes

Sei-katsu-sha Insight/ Commitment to Partnership Harnessing the Power of Creativity

Utilizing the Power of Communication

Work That Highlights Individuality

Initiatives through Day-to-Day Work

Environment

Basic Sustainability

The Group's obligations as a company through the observance of international laws and standards as well as the Hakuhodo DY Group Code of Conduct and Matters for Compliance

Organizational Human Rights

Fair Operating Practices Consumer Issues

Community Involvement/ Development

Labor Practices

Sustainability Implementation Structure

Group Sustainability Committee

The Hakuhodo DY Group Sustainability Committee, established within Hakuhodo DY Holdings, is chaired by the president and includes internal directors. The committee is responsible for considering and determining Group sustainability policies, strategies, and various measures.

Group ESG Subcommittee

The Group ESG Subcommittee was established in fiscal 2023 to promote more effective sustainability activities together with the Group's operating companies.

Environmental (E), Social (S), and Governance (G) subcommittees discuss policies, goals, and activities for their respective themes.

▶ Fiscal 2022 Agenda Items

First Group Sustainability	Second Group Sustainability
Committee Meeting	Committee Meeting
Revision of materiality items Formulation of Human Rights Policy	Formulation of Diversity, Equity & Inclusion (DE&I) Policy