

History

<p>1895 Hironao Seki establishes Hakuhold as an advertising space broker for educational magazines out of a desire to contribute to youth education through print</p> <p>1893 Daiko Advertising is established</p> <p>1929 YOMIKO ADVERTISING is established</p>	<p>1981 Hakuhodo Institute of Life and Living is established, becoming the first think tank for an advertising company, with the aim of realizing <i>sei-katsu-sha</i> insight</p> <p>1981 Hakuhodo is reborn as a marketing engineering company</p> <p>1991 Hakuhodo announces its Grand Design Partner corporate philosophy</p>	<p>1996 D.A.Consortium (DAC) is established through a joint investment by Hakuhodo, YOMIKO ADVERTISING, and five other companies, with Daiko Advertising joining DAC's network in 1998</p> <p>2001 Hakuhodo enters into a business partnership with Daiko Advertising and YOMIKO ADVERTISING</p> <p>2002 Hakuhodo announces its "power-branding" corporate philosophy</p>	<p>2003 Hakuhodo DY Holdings is established as a joint holding company</p> <p>2003 Hakuhodo DY Media Partners is established</p> <p>2005 Listed in the First Section of the Tokyo Stock Exchange</p> <p>2006 Business and capital alliance formed between Hakuhodo DY Media Partners and IREP</p>	<p>2014 The strategic operating unit <i>kyu</i> is established</p> <p>2006 TBWA\HAKUHODO is established</p> <p>2009 DAC is made into a consolidated subsidiary</p> <p>2010 IREP makes DAC a consolidated subsidiary</p>	<p>2018 D.A.Consortium Holdings becomes a wholly owned subsidiary</p> <p>2019 A corporate venture capital fund* is established</p> <p>2021 Hakuhodo DY Matrix is established</p> <p>2022 HAKUHODO Technologies is established SoldOut is made into a consolidated subsidiary</p> <p>* HAKUHODO DY FUTURE DESIGN FUND</p>
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High Evaluations of Our Creatives

The ability to develop advertising creatives that gain the attention of and make an impression on a large number of people and deliver a corporate message is essential. Hakuhodo has won the grand prize twice at the Cannes Lions International Festival of Creativity held in Cannes, France, which is the world's largest advertising festival. Hakuhodo has also won numerous prizes at various advertising events held around the world.

Sei-katsu-sha Insight = Establishment of Hakuhodo Institute of Life and Living

To be acknowledged as a partner to our clients, we have to know *sei-katsu-sha*, who are the target of our clients, better than anyone else. With the aim of gaining even deeper insight into *sei-katsu-sha*, we established Hakuhodo Institute of Life and Living in 1981 and have since expanded the institute on a global scale.

Management Integration with the Founding of Hakuhodo DY Holdings

In October 2003, Hakuhodo, the second largest advertising company in Japan; Daiko Advertising, the fifth largest; and YOMIKO ADVERTISING, the sixth largest, integrated their management through the establishment of the joint holding company Hakuhodo DY Holdings. Also, in December of the same year, Hakuhodo DY Media Partners was founded as Japan's first integrated media company.

Under the Medium-Term Business Plan announced in 2009, we began to promote integrated marketing solutions. Meanwhile, under the Medium-Term Business Plan* launched in 2019, we are working to further evolve our *Sei-katsu-sha* Data-Driven Marketing, which combines the use of *sei-katsu-sha* data and technology with creativity, as a growth strategy in anticipation of the arrival of a completely digitalized era.

* The revised plan was announced in February 2022.

Reinforcement of Group Digital Strategies

In order to gain the advantage in the digital marketing domain, D.A.Consortium and IREP established D.A.Consortium Holdings as a joint holding company, which became a wholly owned subsidiary in October 2018. Furthermore, in April 2022 we established HAKUHODO Technologies and also made SoldOut a consolidated subsidiary through a tender offer bid. In anticipation of an era of extreme innovation through the shift to complete digitalization, we are reinforcing our digital strategies to establish a leading position in the broader digital domain.

Overseas Strategic Operating Unit *kyu*

In 2014, we established the strategic operating unit *kyu* with the aim of forming a collection of creative companies through the M&A of unique and advanced North American and European companies in their specialized fields. The unit now comprises a collection of distinctive and diverse companies that specialize in such areas as innovation consulting, behavioral economic-oriented consulting, and consulting based on people-centered design.