We have identified material issues (materiality) as important themes for realizing the sustainable growth of the Group and providing value to stakeholders. In September 2024, we conducted a review of materiality in line with the formulation of our Global Purpose and new Medium-Term Business Plan. By addressing materiality based on human-centered sustainable management, we aim to create a society abounding in *sei-katsu-sha's* aspirations and where they can live vibrant lives.

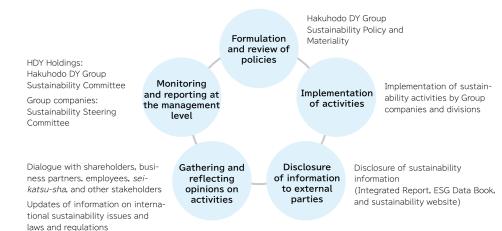
Sustainability Management

Materiality Implementation Structure

Under the supervision of Hakuhodo DY Holdings' Board of Directors, the Hakuhodo DY Group Sustainability Committee is responsible for the implementation of tasks such as monitoring and reviewing progress in materiality. The Sustainability Steering Committee, which operates under this committee, implements specific measures with the participation of Group companies.

Materiality Operation Structure

We review our initiatives and manage the progress of KPIs at semi-annual Hakuhodo DY Group Sustainability Committee meetings. We plan to regularly review our initiatives and make adjustments based on the progress of our Medium-Term Business Plan and various initiatives, as well as changes in the business environment.



Background to the Review of Materiality

In September 2024, we conducted a review of our materiality by reassessing changes in the external environment in order to promote sustainability management based on our Global Purpose, and the new Medium-Term Business Plan. We have also taken into account the Group's strengths and considered stakeholders' expectations and demands.

The Process of Reviewing and Identifying Materiality

The Group identified materiality by recognizing issues that are important to the Group and analyzing risks and opportunities from both our own and stakeholders' perspectives and evaluating their importance. The identification of materiality was conducted through collaboration the between Hakuhodo DY Holdings Corporate Sustainability Division, relevant departments, and various Group companies.

STEP 1: Identify social issues based on business strategy	List social issues related to the Group's business, taking into account international guidelines such as the SDGs, GRI, SASB, ISO, and industry trends
STEP 2: Evaluate importance and prioritize	Evaluate the financial impact on the Group and the impact of the Group on the environment and society for each issue, considering both risks and opportunities, and prioritize the issues accordingly
STEP 3: Assess validity	Engage in discussions with stakeholders (Group companies and external experts) to exchange opinions on validity and refine the content
STEP 4: Determine materiality	After deliberation and approval by the Hakuhodo DY Group Sustainability Committee, identify materiality through deliberation and approval by the Board of Directors

The Group's materiality consists of a total of nine items in three areas: contributing to a sustainable global environment, unleashing creativity through the growth of and respect for diverse individuals, and pursuing compliance and integrity. The common thread among these initiatives is human-centered sustainable management. By harnessing the power of people, which is the Group's greatest strength, it aims to create unique value. We will enhance the effectiveness of these by establishing action policies and KPIs and monitoring indicators for each item, accelerating progress.

Material issues (materiality)		Action policies	External commitments
Environmental Contributing to a sustainable global environment	Climate action	Implement decarbonization initiatives	Targeted reduction of CO ₂ emissions through our commitment to the TCFD recommendations
	Contribution to sustainable behavioral change	Engage in business and collective impact for the social implementation of sustainability	Monitoring using various indicators*
Social Unleashing creativity through the growth of and respect for diverse individuals	Investment in, and development of, specialized and innovative talent, as well as an enabling environment	 Foster human resources and organizations that produce results based on sei-katsu-sha insight and co-creation Promote aspiration-driven career ownership Acquire capabilities for executing business strategies 	Monitoring using various indicators*
	Promotion of well-being	Implement sound and healthy workstyles to improve employee happiness	Monitoring using various indicators*
	Implementation of diversity, equity, and inclusion (DE&I)	Transform ourselves into an organization that takes advantage of all types of diversity Realize a society in which everyone can play an active role	Group target ratio of 30% for women in management positions by 2030
	Contribution to the development of human resources for the future and local communities	Exert our influence on society through the development of future human resources and support for regional development	Monitoring using various indicators*
Governance Pursuing compliance and integrity	Respect for human rights	Continuously conduct human rights due diligence and improve issues	Monitoring using various indicators*
	Maintenance of compliance and high ethical standards	Ensure the permeation of the Hakuhodo DY Group Code of Conduct and Matters for Compliance Ensure and practice information security	Monitoring using various indicators*
	Integrity in marketing activities	Eliminate stereotypes, human rights violations, and misleading expressions in advertising	Monitoring using various indicators*

^{*} Collect qualitative and quantitative information linked to the activities of operating companies