

Human Rights Initiatives

In 2022, the Hakuholdo DY Group established its Group Human Rights Policy. In 2023, the Group identified significant human rights issues as important areas and developed human rights due diligence guidelines, initiating human rights due diligence throughout the Group. We held human rights training for employees of eight Group companies and conducted human rights assessments at six of those companies.



The Hakuholdo DY Group's Human Rights Policy

The Hakuholdo DY Group aims to “create a society abounding in *sei-katsu-sha*’s aspirations and where they can live vibrant lives” through our creative human resources, who serve as our greatest asset. Respect for human rights is the foundation upon which the Hakuholdo DY Group is built, and we promote respect for human rights as the root of ethical, sustainable business. In order to fulfill our responsibility to respect human rights more thoroughly, we have formulated a Human Rights Policy for the Group based on the “Protect, Respect, and Remedy” framework outlined in the United Nations Guiding Principles on Business and Human Rights (UNGPs).

Details ▶ [WEB](#) Full text of the Human Rights Policy (in Japanese)

Implementation Structure

The Hakuholdo DY Group’s Board of Directors has a responsibility to implement ongoing monitoring of all activities stipulated by the Policy in regard to respect for human rights. While fulfilling the monitoring function in relation to measures addressing particularly significant human rights issues, the Board will also devise appropriate measures to prevent any direct or indirect involvement in human rights infringements. The Corporate Sustainability Division, as the unit responsible for sustainability matters, will work under the guidance of the director responsible for overseeing sustainability to spread awareness of the Policy and promote all initiatives related to respect for human rights.

Human Rights Due Diligence

Salient Human Rights Issues

Human rights issues		Rights holders whose human rights could potentially be negatively impacted		
		Employees	Suppliers*	<i>Sei-katsu-sha</i>
Expression and dissemination of information	Restrictions on expression in production process	Medium	Medium	—
	Discrimination arising from expression or dissemination of information	—	—	High
	Leakage of personal information or invasion of privacy	Low	—	High
Labor	Workplace discrimination or harassment	High	High	—
	Discrimination in hiring	Low	Low	—
	Overwork or long working hours / safety and health	High	High	—
	Forced labor	Low	Medium	—
	Child labor	Low	Medium	—
Religion	Religious freedom	Medium	Medium	—

* Mainly business partners
Details of human rights due diligence initiatives are provided on the next page.

Relief Mechanism

To ensure that corporate officers and employees who have experienced human rights violations are able to receive support, we have established a relief contact point within the Company for whistleblowing and consultations. This contact point monitors the situation, considers appropriate measures, and reports to the Group Compliance Committee.

Details ▶ [WEB](#) Relief mechanism (response contact point) (in Japanese)

Human Rights Initiatives

Human Rights Due Diligence Initiatives

We conducted human rights training to promote an understanding of human rights and human rights infringement risks among employees of the Hakuholdo DY Group, and to encourage employees to embrace respect for human rights in their daily work. In fiscal 2023, we provided this training, which consisted of internally created video content, to regular and contract employees of eight Group companies (Hakuholdo, Daiko Advertising, YOMIKO ADVERTISING, Hakuholdo DY ONE (IREP, D.A.Consortium), Hakuholdo DY Media Partners, SoldOut, and HAKUHODO PRODUCT'S).

Rate of Participation in Human Rights Training

Target: Fiscal 2023

Hakuholdo	Hakuholdo DY Media Partners	Daiko Advertising	YOMIKO ADVERTISING	D.A.Consortium	IREP	SoldOut	HAKUHODO PRODUCT'S
84.2%	87.4%	89.1%	86.9%	85.3%	95.1%	91.3%	99.7%

Interview



Conveying Complex Human Rights Through Video Scenarios Connecting Personally to Those Involved in Their Production

The entire video production team approached their work with the understanding that creating videos to effectively convey the importance of human rights required consideration from the dual perspectives of those delivering the message and the limited understanding of those receiving it. We gave top priority to creating content that truly gets the message across. This may seem obvious, but in reality, it was quite difficult to achieve.



Yuki Kiriishi
Executive Manager
Video Business Produce
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HAKUHODO PRODUCT'S

Human Rights Assessments

We conducted a survey among employees of six companies—Hakuholdo, Hakuholdo DY Media Partners, Daiko Advertising, YOMIKO ADVERTISING, IREP, and HAKUHODO PRODUCT'S—to measure the extent to which human rights education permeates the organization and to identify and evaluate specific human rights issues that need to be addressed.

Questionnaire Return Rate

Target: Fiscal 2023

Hakuholdo	Hakuholdo DY Media Partners	Daiko Advertising	YOMIKO ADVERTISING	IREP	HAKUHODO PRODUCT'S
65.3%	73.8%	88.7%	67.2%	77.7%	69.8%

Overview and Results of Human Rights Assessment

Implementation process		<ul style="list-style-type: none"> We carefully reviewed the survey and developed a questionnaire based on the nine items identified as the Group's most prominent human rights issues. We conducted anonymous surveys of regular and contract employees at six major Japanese companies.* Hakuholdo DY Holdings compiled and analyzed the survey results to identify potential human rights risks. Feedback was provided to each Group company, and each company considered specific measures to prevent and mitigate human rights risks.
Survey overview		<ul style="list-style-type: none"> Survey method: Online questionnaire Aggregation and analysis: Five companies in the Hakuholdo DY Group (the six companies that were subject to human rights assessments in fiscal 2023, excluding IREP) Return rate: 69.9% (The questionnaire was sent to 7,998 people, and 5,593 people responded.)
Human rights assessment (questionnaire) results	General	No serious human rights risks were found that urgently need to be addressed.
	Basic understanding of human rights	The level of basic understanding of human rights exceeded 90% for each company.
	Human rights response system	Although they acknowledged that a whistleblowing channel existed, some respondents expressed concerns about how the channel was used and its level of anonymity. Therefore, in addition to ongoing human rights training, we will collaborate with relevant departments within the Group to implement measures that promote an internal understanding and facilitate the dissemination of information.
	Potential risks related to significant human rights issues	Potential human rights risks were identified in the areas of "overwork or long working hours / safety and health" and "workplace discrimination or harassment." In response, in addition to existing activities the Company plans to implement and promote risk measures to prevent and mitigate risks.
Plans for the future		<ul style="list-style-type: none"> Continue to implement human rights training and assessment at Group companies Monitor risk prevention and mitigation measures at Group companies Expand the scope of human rights assessment (domestic and overseas subsidiaries)

* Hakuholdo, Hakuholdo DY Media Partners, Daiko Advertising, YOMIKO ADVERTISING, IREP, HAKUHODO PRODUCT'S