

Hakuhodo DY Holdings obtains SBTi validation for its targets for reducing greenhouse gas emissions

Tokyo—June 9, 2026—Hakuhodo DY Holdings Inc. is pleased to announce that the Hakuhodo DY Group's greenhouse gas (GHG) emission reduction targets were evaluated by the international initiative SBTi (Science Based Targets initiative) as being aligned with the levels required by the Paris Agreement and based on scientific evidence, and obtained SBTi validation on April 28, 2026.



Initially founded as a collaboration between CDP, United Nations Global Compact, We Mean Business Coalition, World Resources Institute (WRI), and World Wide Fund for Nature (WWF), SBTi is a registered charity that verifies based on scientific evidence whether GHG emission reduction targets set by companies align with the goal defined in the Paris Agreement to “limit the global average temperature rise to 1.5°C compared to pre-industrial levels.”

The Hakuhodo DY Group established its Sustainability Policy (Note 1) and Environmental Policy (Note 2). In order to achieve carbon neutrality by fiscal year 2050, we have set the following GHG emission reduction targets as interim goals and are advancing various initiatives. These targets have been verified by SBTi as being based on scientific evidence and validated accordingly.

- Hakuhodo DY Group GHG emission reduction targets verified by SBTi
 - Scope 1, Scope 2
 - Reduce emissions 50% from a FY2023 base year
 - Scope 3 (Note 3)
 - Reduce emissions 25% from a FY2023 base year

GHG target language for Hakuholdings DY Holdings

Near-Term

Hakuholdings DY Holdings Inc. commits to reduce absolute scope 1 and 2 GHG emissions 50.0% by FY2030 from a FY2023 base year. Hakuholdings DY Holdings Inc. also commits to reduce absolute scope 3 GHG emissions from purchased goods and services and business travel 25.0% within the same timeframe.

Source: Hakuholdings DY Holdings' GHG emissions reduction targets as they appear on the SBTi Target Dashboard on SBTi's website <https://sciencebasedtargets.org/target-dashboard>

The Hakuholdings DY Group will continue to strive to reduce our environmental impact and, leveraging our employees' creativity, ability to take action, and capacity to make things happen, will support the realization and development of a sustainable society.

Note 1:

The Hakuholdings DY Group Sustainability Policy <https://www.hakuholdings-dy.com/english/csr/basics/>

Note 2:

The Hakuholdings DY Group Environmental Policy <https://www.hakuholdings-dy.com/english/csr/environment/policy/group/>

Note 3:

From Scope 3, Category 1 (purchased goods and services) and Category 6 (business travel) were subject to verification

■ About Hakuholdings DY Holdings

Hakuholdings DY Holdings Inc. was established in 2003 in Tokyo, Japan through the integration of marketing communications companies Hakuholdings Inc., Daiko Advertising Inc. and YOMIKO ADVERTISING INC.

The Hakuholdings DY Group offers a diverse range of functions and services that extend far beyond the framework of a group of advertising companies. As a leading data-driven marketing company, we are committed to developing solutions that utilize AI and other cutting-edge technologies. A value creation partner dedicated to supporting our clients' sustainable growth, our creativity is world-renowned.

To learn more, visit:

Hakuholdings DY Holdings Inc.: <https://www.hakuholdings-dy.com/english/>

Media contact:

- Group PR & IR Division, Hakuholdings DY Holdings Inc.
koho.mail@hakuholdings.co.jp