

**Hakuhodo DY Holdings achieves an A in
the CDP Supplier Engagement Assessment and is selected as
a Supplier Engagement Leader**

Tokyo—June 10, 2026—Hakuhodo DY Holdings Inc. is pleased to announce that it has achieved an A in the Supplier Engagement Assessment 2025 conducted by CDP, a London, UK-based global non-profit that advocates for the disclosure of environmental information by companies, local authorities and other bodies. It was selected as a Supplier Engagement Leader for the second consecutive year.



CDP's Supplier Engagement Assessment is an international indicator that evaluates how effectively companies are working with their suppliers to reduce greenhouse gas (GHG) emissions across their entire supply chain. Evaluation is based on the content of responses to five categories of questions in the CDP Climate Change Questionnaire (supplier engagement; Scope 3 emissions and third-party verification; targets; risk management processes; and governance and business strategy).

The Hakuhodo DY Group established its Sustainability Policy (Note 1) and Environmental Policy (Note 2). Aiming to achieve carbon neutrality by FY2050, the Group is working to reduce its environmental impact across its operations and entire value chain. We have set reducing Scope 1 and 2 emissions by 50% in FY 2030 compared to FY 2023 and reducing Scope 3 emissions by 25% in the same timeframe as interim targets toward this goal, and obtained SBTi (Science Based Targets initiative) (Note 3) validation for these targets on April 28, 2026. Furthermore, we are working toward achieving the goal of reaching a 100% adoption of renewable energy by FY2030.

Additionally, to advance responsible procurement across the entire Hakuhodo DY Group, we have established the Hakuhodo DY Group Basic Procurement Policies (Note 4) and Procurement Guidelines (Note 5), and based on these, are working in cooperation with clients to reduce environmental impact across the entire value chain.

The Hakuhodo 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 Hakuhodo DY Group Sustainability Policy:
<https://www.hakuhodody-holdings.co.jp/english/csr/basics/>

Note 2: The Hakuhodo DY Group Environmental Policy:
<https://www.hakuhodody-holdings.co.jp/english/csr/environment/policy/group/>

Note 3: SBTi validation:
Assessment and confirmation by the international initiative SBTi (Science Based Targets initiative) that an organization's greenhouse gas emissions reduction targets are in line with the level required by the Paris Agreement (limiting global warming to 1.5°C compared to the pre-industrial levels) and science based.

Note 4: Hakuhodo DY Group Basic Procurement Policies:
https://www.hakuhodody-holdings.co.jp/english/csr/social/supplychain/procurement_policy/

Note 5: Hakuhodo DY Group Procurement Guidelines:
https://www.hakuhodody-holdings.co.jp/english/csr/social/supplychain/procurement_guidelines/

About Hakuhodo DY Holdings

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

The Hakuhodo 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.

Find out more, visit:

Hakuhodo DY Holdings Inc.: <https://www.hakuhodody-holdings.co.jp/english/>

Media contact:

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