

## **Hakuhodo DY Holdings signs the Women's Empowerment Principles toward women's advancement**

Tokyo—December 13, 2024—Hakuhodo DY Holdings Inc. has endorsed the provisions of the Women's Empowerment Principles (WEPs) (Note 1) and signed a statement that it will act in accordance with the Principles.

The WEPs are principles of action jointly developed in 2010 by the United Nations Global Compact Office and UN Women for companies that work voluntarily on the empowerment of women. The Hakuhodo DY Group is working toward realizing diversity, equity and inclusion (DE&I) by fostering a workplace culture in which every employee can demonstrate their abilities and feel a sense of fulfillment in their work, regardless of individual attributes. We promote the advancement of women through the implementation of various measures such as the development of human resources and creation of a supportive environment so that all female employees can find and pursue careers that reflect their true selves.

As part of the Group's business plan, in 2023 we formulated a Diversity, Equity and Inclusion (DE&I) Policy (Note 2). Aiming to increase the ratio of women in management positions to 30% by 2030, we are implementing various initiatives aimed at eliminating the gender gap under monitoring from the Group Sustainability Committee.

### **Three initiatives toward implementation of DE&I**

#### **(1) Creating an amenable working environment that is accommodating to individual circumstances**

We are developing various systems and support measures that help all employees balance work and family life and develop their careers with peace of mind while exercising their creativity, even when also handling childcare or nursing care

#### **(2) Promoting work that is rewarding and encourages individual success**

We are creating a workplace culture in which every employee can demonstrate their abilities and feel a sense of fulfillment in their work, regardless of their individual attributes

#### **(3) Realizing a society in which everyone plays an active role**

We are creating a society in which every *sei-katsu-sha* (our term for the holistic person) can fully express their individuality and abilities

With this signing, the Group will further focus on initiatives to promote the advancement of women, maximizing the abilities of all employees, each *sei-katsu-sha* themselves, to create a society where everyone can live vibrant lives.

Note 1:

Women's Empowerment Principles (WEPs)

Launched in March 2010, the WEPs are seven principles jointly developed by the United Nations Global Compact, a voluntary framework for businesses, and the United Nations Development Fund for Women (now part of UN Women). These principles are expected to be used as an international framework for promoting women's economic empowerment, encouraging companies to make voluntary efforts to accelerate their business activities and growth with gender equality and women's empowerment at the core of their corporate management.

Note 2:

The Hakuholdo DY Group's DE&I Policy

[https://www.hakuhodody-holdings.co.jp/english/csr/social/diversity\\_inclusion/](https://www.hakuhodody-holdings.co.jp/english/csr/social/diversity_inclusion/)

#### • About Hakuholdo DY Holdings

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

The Hakuholdo 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:**

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

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