

ENND PARTNERS, a humanity-centered professional service company, launched

Tokyo—April 3, 2024—Hakuhodo DY Holdings Inc. has established ENND PARTNERS Inc., a company that provides professional services addressing challenges faced by companies' top management people. The new company commenced operations on April 1, 2024.

As conflicts, climate change and divisions in society have become part of everyday reality on a global scale, companies are required to pursue both international growth and a more humane and sustainable business model. Against this backdrop, we believe we can trigger a more innovative, larger paradigm shift by reconsidering business management, the economy and society from a more human-centric perspective. Building on this idea, we have launched ENND PARTNERS to co-design the future of business, society and public systems harmonizing the interests of people, society and the environment, with like-minded Japanese and Asian leaders.

The leaders of this strategic business include Tim Brown, a global thought leader in the design industry, and Masanobu Iwabuchi, who gained extensive experience in supporting corporate management at a global consulting firm.

In this business, we will provide end-to-end support through creative advisory services to top management people and an integrated design service which includes data and technologies related to *sei-katsu-sha*¹ and creativity.

The new company will also engage kyu, a global creative collective of the Hakuhodo DY Group with over 2,000 staff, to offer highly specialized and effective insights built on human-centric philosophy in areas including design, behavioral economics, sociology and art.

The name of the new company “ENND” puts emphasis on values unique to Japan, represented by “*en*,” connoting spiritual transcendence, truth, and integrity in Zen Buddhism, and on our determination to put an “end” to outdated values and usher in a new era full of humanity.

We firmly believe that co-designing practice will help create humanity-driven business and leadership to bring sustainable prosperity to Japan and the rest of Asia.

About the new company

Name:	ENND PARTNERS Inc.
Established:	March 2024 (Commenced operations on April 1, 2024)
Co-Founder & Principal Advisor:	Tim Brown
Co-Founder & CEO:	Masanobu Iwabuchi
URL:	https://enndpartners.com/

¹ “*Sei-katsu-sha*” is a term we use to describe people not simply as consumers, but as fully rounded individuals with their own lifestyles, aspirations and dreams.

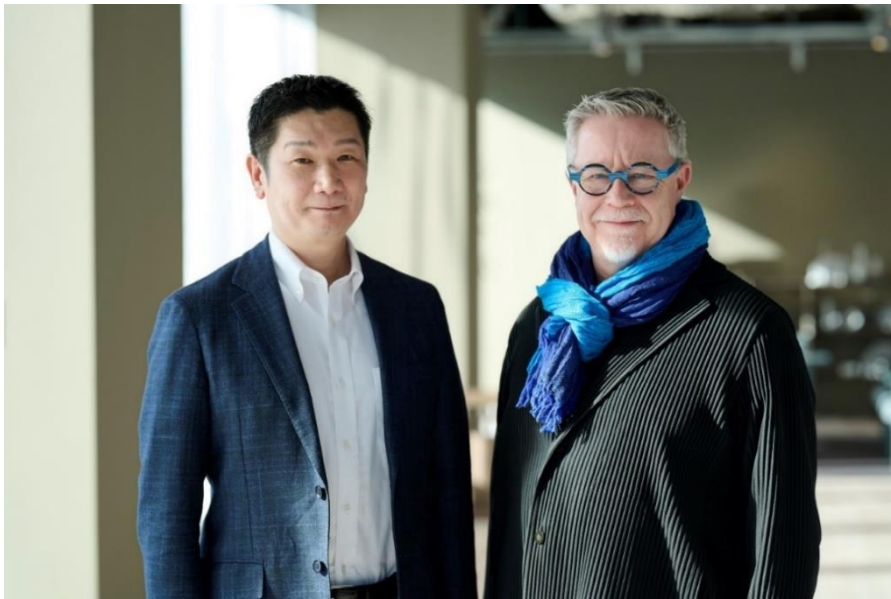
About the Co-Founders

Tim Brown

Tim Brown is Vice Chair of kyu, the strategic operating unit of Hakuholdo DY Holdings, and Chair Emeritus of global design and innovation firm IDEO. His best-selling book *Change By Design* has introduced design thinking to business leaders worldwide. Tim has written for *Harvard Business Review*, *Fast Company* and *Rotman Magazine* and his TED talks “Serious Play” and “Designers Think Big” have reached millions. His work focuses on creative leadership and the strategic application of design across sectors such as health, education, technology, mobility and global development. He has been appointed Commander of the Most Excellent Order of the British Empire (CBE).

Masanobu Iwabuchi

Masanobu Iwabuchi has served as Co-Lead of Digital BCG and Japan Leader of the Marketing, Sales & Pricing practice at Boston Consulting Group's Tokyo office and has been a Corporate Officer of Hakuholdo DY Holdings since 2024. In the past, he has worked on numerous business strategy and digital transformation assignments in the high-tech, media and telecommunications; automotive; consumer goods; and energy industries for companies such as SoftBank, i2 Technologies, and McKinsey & Company. Masanobu is a frequent contributor and author to *Harvard Business Review* and other publications. He is a member of the Ministry of Economy, Trade and Industry's Study Group on Art and the Economy and Society. He has experience in global projects in more than 20 countries, including in Europe, the Americas, and Asia.



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