

Hakuhodo DY Holdings establishes Ventures of Creativity Inc., a new company that will enhance its in-house venture program by handling its investment functions

Will support business incubation by employees across the Group's network in Japan and worldwide

Tokyo—August 5, 2024—Hakuhodo DY Holdings Inc. is pleased to announce the establishment of Ventures of Creativity Inc. ("VoC Inc.") to enhance its in-house venture program Ventures of Creativity, which now extends to all employees within the Hakuhodo DY Group's global network, including Japan. The new entity is tasked with managing investment functions for teams selected through this program.



The Hakuhodo DY Group inaugurated its in-house venture program, Ventures of Creativity, in the fiscal year 2023, focusing on business incubation. This program solicits innovative business proposals in marketing from all employees across the global network, providing startup investment and acceleration for the teams chosen through a business competition. To reproduce the general startup market environment as closely as possible, various systems and measures have been designed, with the goal of fostering business growth together with the selected teams under more challenging conditions. VoC Inc. will operate as a special-purpose entity dedicated to managing the investment functions of this program.

The Hakuhodo DY Group articulated its Global Purpose, a forward-looking goal based on its role in society, in June 2024. Ventures of Creativity represents one of the initiatives to actualize this purpose through new business creation. We are committed to transforming the aspirations of our employees into new businesses that will form the cornerstone of the Hakuhodo DY Group's future.

About Ventures of Creativity Inc.

Established: August 1, 2024
Representative Director: Hiroo Takeda
Business: Implementation of the Ventures of Creativity in-house venture program across the Hakuhodo DY Group, and management of investment activities, etc.
URL: https://voc-hdy.com/?lang=en_us

About Hakuhodo DY Holdings

Hakuhodo DY Holdings Inc. is a marketing services company headquartered in Tokyo, Japan. It was formed in 2003 when its core brand agencies Hakuhodo Inc. (founded 1895), Daiko Advertising Inc. (founded 1944), and YOMIKO ADVERTISING Inc. (founded 1946) integrated and created a joint holding company ("DY" represents the initial letters of Daiko and YOMIKO, respectively).

The Hakuhodo DY Group comprises eight distinct groups: The Group's integrated advertising companies Hakuhodo, Daiko Advertising and YOMIKO ADVERTISING; the next-generation digital agencies HAKUHODO DY ONE and SoldOut; the integrated media company Hakuhodo DY Media Partners; the specialized technology company HAKUHODO Technologies; and the strategic operating unit kyu.

The Group consists of 445 subsidiaries and affiliates with a combined total of over 28,800 professionals working in over 30 countries and regions around the world (as of March 2024). The Group ranked in the top 10 in US trade magazine *Ad Age*'s most recent annual ranking of the world's 25 largest agency companies.

Sei-katsu-sha Insight, the centerpiece of the Hakuhodo DY Group's philosophy, is the foundation for the Group's thinking, planning, and brand building. It recognizes that people are not just consumers performing an economic function, but rather individuals with distinct lifestyles, aspirations, and dreams. They are *sei-katsu-sha*, or "people with lives." Hakuhodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on peoples' lives.

Renowned for its creativity, the Hakuhodo DY Group has won the Grand Prix at the Cannes Lions International Festival of Creativity multiple times.

To learn more, visit:

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

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