

Hakuhodo DY Group establishes Diwa AI Pte. Ltd. to provide integrated market research solutions automating execution and analysis of quantitative and qualitative surveys using AI technology

Tokyo—November 19, 2024— Hakuhodo DY Holdings Inc. special purpose subsidiary Ventures of Creativity Inc. (VoC Inc.) has established Diwa AI Pte. Ltd., a new startup that will provide integrated market research software and solutions that automate the execution and analysis of both quantitative and qualitative surveys simultaneously using AI technology.

Companies rely on the results and analysis of market research for valuable insights when considering new products or services. This research is broadly divided into two categories: quantitative research, which covers a wide range and verifies market acceptance numerically, and qualitative research, which provides deep insights through methods such as group interviews. A method is chosen depending on the purpose of the research, however, comprehensive analysis from both quantitative and qualitative aspects is often required, necessitating significant cost and time.

Diwa AI will solve such market research challenges by integrating quantitative and qualitative surveys into a single efficient process, providing solutions for everything from interviews to analysis and insight derivation in a seamless and speedy manner. Diwa AI will utilize AI to automatically conduct large-scale quantitative interviews and collect structured data, while simultaneously performing deep-dive questions for qualitative insights. It will analyze the data obtained in real time to deliver comprehensive and timely results. Utilizing Diwa AI's solutions will enable swifter, more time-efficient and cost-effective data-driven decision making.

Diwa AI was selected in the inaugural business competition under the Hakuhodo DY Group's global internal venture program Ventures of Creativity, which began in FY 2023. Enzo Villabroza, one of the proposers of the Diwa AI business plan, hails from IdeasXMachina Advertising Inc. (a Hakuhodo DY Group company located in the Philippines). He and another partner will establish the company, which will operate in ASEAN and Japan, jointly with VoC Inc. VoC Inc. will support Diwa AI's growth with a seed investment of \$381,000 by November this year.

About Diwa AI Pte. Ltd.

Establishment:	November 11, 2024
Management team:	Jose Lorenzo Valisno Villabroza (CEO), Rey Christopher Dazo Lee (CTO)
Business description:	Provision of AI interview tool SaaS and market research solutions
URL:	https://www.diwa.ai

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 Holdings Group offers a diverse range of functions and services that extend far beyond the traditional boundaries of an advertising company. 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:

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

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