

Hakuhodo DY Group establishes a new digital core company, Hakuhodo DY ONE

Tokyo, March 25, 2024 --- D.A.Consortium Inc. (DAC) is pleased to announce that the new company formed from an April 1, 2024, merger of DAC and Irep Inc. (Irep) will be named Hakuhodo DY ONE Inc.

Hakuhodo DY ONE

As announced in a February 9, 2024, press release issued by DAC, Irep and Hakuhodo DY Holdings Inc. (Hakuhodo DY Holdings), a new company called Hakuhodo DY ONE Inc. (Hakuhodo DY ONE) will be established on April 1, 2024. The new company brings together not only the capabilities of DAC and Irep, but also the digital marketing knowledge and resources of Hakuhodo, Hakuhodo DY Media Partners and other group companies to serve as Hakuhodo DY Group's "digital core." By consolidating resources and strengthening its operational structure, Hakuhodo DY ONE aims to enhance competitiveness, increase productivity and improve profitability to become the best digital marketing company in the industry.

■ Naming of the new company

DAC has been working to empower the digital future through technological developments that make the world more dynamic and enrich its potential. Irep places value in continuously trying to do its best based on its DNA of ongoing improvement that has been passed down through the generations. With a foundation built from the cultures and histories of both these companies, the new company HDY ONE will help the Hakuhodo DY Group work together as a united front to pave the way for the digital future. With a spirit of self-discipline, each person working for HDY ONE will unharness his or her expertise and join forces as one with the aim to become our client companies' valued "one and only."

Under Hakuhodo DY Group's unified digital core strategy, HDY ONE is taking a new step forward by consolidating all knowledge and resources related to digital marketing with the aim to become a top leader that transforms the industry.

■ Corporate image

The ring of the symbol mark of the new company symbolizes the consolidation of our digital core strategy and the letter "O," the initial for "ONE." This ring, which depending on the rotation, can appear as a full circle (like the number zero) or a straight line (like the number one), is like a digital signal that goes back and forth between 0 and 1. The ring is drawn at an angle where it is neither a 0 or 1, to express the unquantifiable potential of digital technology. This symbol mark represents

our commitment to resolving issues using data by working earnestly alongside our clients with passion and compassion.

Combination Logo



Hakuhodo DY ONE

Symbol Mark



Logo type

Hakuhodo DY ONE

■ News release of February 9, 2024 :

Hakuhodo DY Holdings Inc. <https://www.hakuhodody-holdings.co.jp/news/corporate/2024/02/4655.html>

DAC https://www.dac.co.jp/english/press/2024/20240209_dac

Irep <https://www.irep.co.jp/news/detail/id=48855/>

<About the company>

Name	: Hakuhodo DY ONE Inc.
Location	: 4-20-3 Ebisu, Shibuya-ku, Tokyo
Shareholders	: 100% owned by the Hakuhodo DY Group
Representative Directors	: Yuzo Tanaka, Chairman; Hiroto Kosaka, President
Employees	: Approx. 3,000 (April 1, 2024, forecast)
Start of integration	: April 1, 2024
Business description	: Planning, consulting, agency operations and investment activities related to all aspects of digital marketing

For inquiries regarding this News Release

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