

Hakuhodo DY ONE Participates in Tokyo Pride 2026, One of the Largest LGBTQ+ Events in Asia

– Accelerating initiatives including the application of internal schemes to same-sex partners –

Tokyo, July 24, 2026 – We are pleased to announce that Hakuhodo DY ONE Inc. has participated as a member of the Hakuhodo DY Group in the Pride Festival of Tokyo Pride 2026 (held in Yoyogi Park on June 6-7), one of the largest LGBTQ+ events in Asia co-sponsored by Hakuhodo DY Holdings Inc.



■ About participation in Tokyo Pride 2026

Tokyo Pride 2026, held with the aim of shaping a society that respects diversity under the theme of “Equal rights today. A freer, fairer tomorrow,” caused great excitement with almost 270,000 visitors. Under its sustainability policy “Re:ONE,” Hakuhodo DY ONE has been promoting an inclusive environment where all employees can act like themselves at work. We decided to participate in the event as a step toward shaping a society where everyone can lead a vibrant life regardless of who they are. At the event, executives and volunteer staff members, including the president, were stationed at our booth to talk with visitors directly.



■ Feeding “differences” into the power of ONE to drive the future

Message from Hiroaki Kitazume, Representative Director & President, Hakuhood DY ONE

Standing in our booth at Tokyo Pride 2026 along with our volunteer staff members, as well as executives and employees from other HDY Group companies, was an invaluable opportunity to get in touch with the many happy visitors who attended the venue and enjoyed diversity naturally.

With the slogan of “SHAPE the NEXT ONE,” Hakuhood DY ONE is working to help create a sustainable society through business. The driving force behind this effort is none other than our “people.” We manage our human resources with the objective of creating a society where each one of us can demonstrate our personality and talent to the full.

In April, we reformed our internal human resource rules to extend the definition of “spouse” to include partners in same-sex or common-law marriage. But it is not enough simply to modify schemes if we are to promote diversity, equity and inclusion (DE&I) in the true sense. We are determined to embed diversity into our corporate culture as something everyone can cherish, not limiting ourselves to formal improvements in systems.

We remain committed to continuing to evolve into a company where every employee can shine, aiming for social implementation of a prosperous, diverse future.



■ Initiatives related to LGBTQ+ at Hakuhood DY ONE

Hakuhood DY ONE has established three themes under our sustainability policy “Re:ONE – Reimagining What the Future Will Hold with Cocreation and Implementation.” We are promoting the following initiatives related to LGBTQ+ under one of the themes, which is “Re:People – Re-observing, Reconnecting and Respecting Diverse People for a Prosperous Society Rich in Personalities and Talents.”

• Extended definition of spouse for human resource-related rules (revised April 2026)

Effective from April 2026, the definition of “spouse” for human resource-related rules was extended from partners in statutory marriage to include partners in same-sex or common-law marriage. In line with this reform, the scope of our internal schemes applicable to employees’ spouse and children was also expanded to partners in same-sex or common-law marriage and their children.

Schemes covered: Monetary gift for wedding, marriage leave, baby gift, childcare leave/reduced schedule for childcare, leave for child nursing care, etc.

• Consultation service on SOGI and LGBTQ+ matters

We offer a consultation service on sexual orientation, gender identity and sexual minorities (SOGI/LGBTQ+) to enable employees to talk about their concerns in privacy. We have established internal and external consultation desks to ensure that employees can protect their anonymity.

• Internal training on LGBTQ+

We are providing learning opportunities and conducting awareness-raising activities targeting all employees, including the publication and permanent posting of LGBTQ+ training videos on our DE&I portal.

▼Hakuhodo DY ONE sustainability policy:

<https://www.hakuhodody-one.co.jp/sustainability/people/>

Hakuhodo DY ONE is determined to respect diverse values and personalities, and contribute to the realization of an inclusive society by developing a working environment in which all employees can act like themselves.

< Corporate Information >

■Hakuhodo DY ONE Inc. <https://www.hakuhodody-one.co.jp/en/>

Hakuhodo DY ONE leverages its expertise and know-how in digital advertising, cultivated since the early days of internet advertising, to provide integrated digital marketing services. With strengths in marketing strategy formulation, creativity, advanced operational management, technological development, and close relationships with media companies and platforms, we offer comprehensive support for digital-driven marketing strategies and technology utilization to both Japanese and international clients.

As we move forward as the "Digital Core" of the Hakuhodo DY Group, we aim to become the industry's leading digital marketing company by consolidating the group's knowledge and resources and combining high-level expertise with strong proposal capabilities.

By positioning ourselves as an Integrated Strategy Partner, we will continuously challenge and advance ourselves to be our clients' one and only "ONE" for their sustainable growth and enhancement of corporate value.

Location	: Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo 107-6316, Japan
Representative	: Hiroaki Kitazume, President, Representative Director
Shareholders	: 100% owned by the Hakuhodo DY Group
Employees	: 3,290 (April 1, 2026, forecast)
Start of integration	: April 1, 2024
Business	: Planning, consulting, agency operations and investment activities related to all aspects of digital marketing

For inquiries regarding this News Release

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