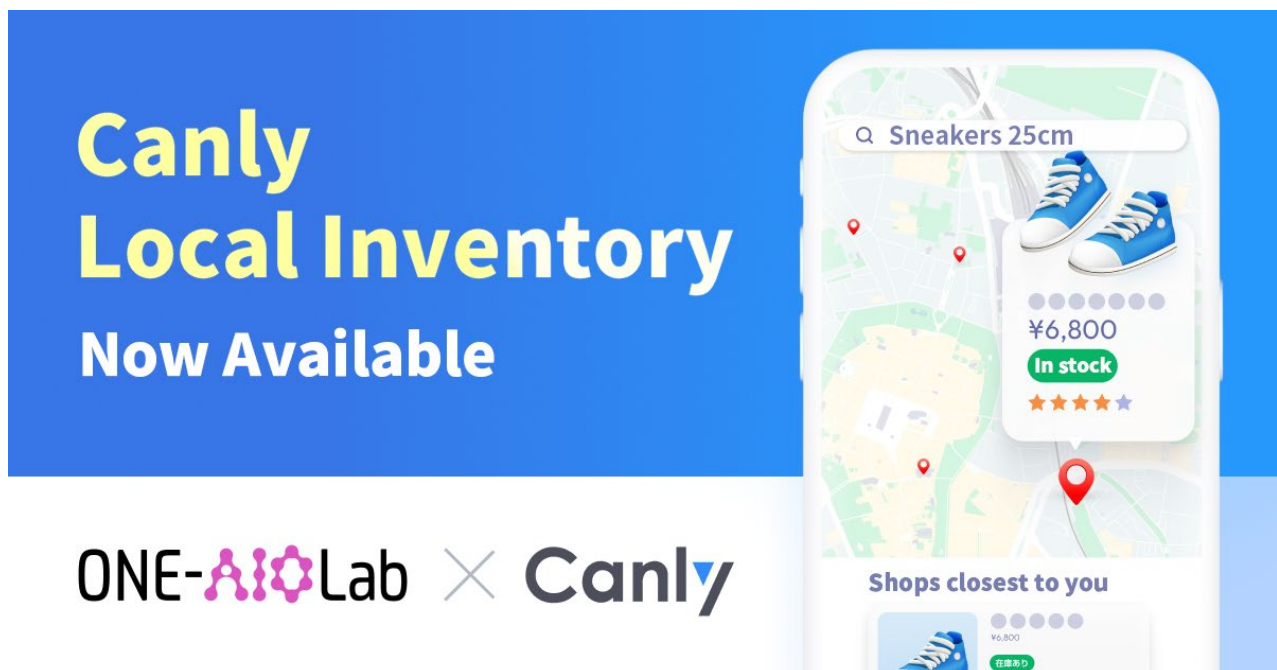


ONE-AIO Lab, R&D Unit of Hakuhodo DY ONE on AIO, Starts Deployment of “Canly Local Inventory” in Collaboration with Canly Inc.

– Visualizing store inventory to turn AI search into purchases –

Tokyo, September 4, 2026 – We are pleased to announce that Hakuhodo DY ONE’s ONE-AIO Lab^{*1} has started the deployment of “Canly Local Inventory,” a service that presents store-specific inventory information in real time on Google search results and Google Maps, in partnership with Canly Inc. With this service, we are ready to help create purchasing opportunities through increased exposure to AI search, by centrally improving and coordinating inventory information for e-commerce and stores. This project is to be implemented as part of Agentic Commerce ONE™, a Hakuhodo DY Group-wide endeavor.



■ Background

As searches for information have diversified in recent years with the sophistication of AI technology, search by *sei-katsu-sha*^{*2} is now a critical point of contact that affects the purchasing experience, beyond merely gathering information. When searching at the stage of considering purchasing in particular, information on whether and where the product is available immediately affects the final decision. It is therefore essential to optimize how to guide potential customers to purchase or visit a store, including real-time presentation of inventory information as well as product and store information in response to AI search. Accordingly, the online-merges-with-offline (OMO) strategy is becoming increasingly important for any company seeking to promote physical store visits triggered by AI search.

This partnership agreement is designed to combine the profound AIO expertise and know-how of ONE-AIO Lab with the strengths of Canly in store inventory digitization technology. Through this partnership, we will leverage Canly Local Inventory to provide solutions that visualize store inventory data and support its optimization for AI search.

■ Scope of support offered

We provide end-to-end support from data development to operation including on inventory information at the level of physical stores aligned with the comprehensive purchasing experience promoted by Google, in addition to the reconfiguration of product information to facilitate referencing by generative AI. We thus help clients develop communication capabilities from every angle, seamlessly converting awareness generated in AI search into purchase by designing and operating inventory data linked with the Google Merchant Center in light of trends in the Google Universal Commerce Protocol (UCP).^{*3}

■ Features

Canly Local Inventory is one of the few services in Japan recognized under the Google Local Feed Partnership program. It links store-specific inventory data with the Google Merchant Center to enable display on the Google search screen or maps. Users can thus check inventories at each participating store on the search screen, and choose to purchase or pick up the product at a store, or to purchase it on an e-commerce site.

• Encourage visits to e-commerce sites and physical stores

We expand purchasing opportunities by redirecting users to e-commerce sites and physical stores, as they can now check inventories on the search screen.

• Increase cross-selling opportunities

Increased pickup and purchase over the counter will expand touchpoints with customers, thereby helping to cross-sell related products.

• Reduce man-hours at stores required in response to inquiries

The visualization of stock status on the search screen effectively reduces inquiries on store inventories, thus reducing workload on store staff.

• Ensure the accommodation of agentic commerce^{*4}

Regarding agentic commerce, real-time store inventory information is one of the crucial data sources referenced by AI. You can develop data to assist purchasing by AI as the entire user experience is upgraded with Google's Universal Commerce Protocol (UCP), from search to purchase.

As part of the Hakuodo DY Group's cross-Group AI expert initiative HCAI Professionals, ONE-AIO Lab is determined to improve the competitiveness of clients and the purchase experience of *sei-katsu-sha*, in anticipation of the evolution of agentic commerce.

^{*1} ONE-AIO Lab is an R&D unit on AI optimization (AIO) specialized in the design of brand strategy in response to AI-powered search and support for business growth, promoting the visualization of brand information, evaluation of responses by AI, development and effectiveness measurement of communication strategies, and research on search algorithms. We help improve the brand equity and sustainable growth of clients in the AI era by developing and offering sophisticated solutions for businesses to develop optimal communication strategies.

See our release at: https://www.hakuhodody-one.co.jp/news/news-release_202510024343/

^{*2} "*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.

^{*3} Universal Commerce Protocol is a new open standard for agentic commerce enabling agents and systems to work together across ecosystems. This feature functions throughout the shopping journey ranging from the discovery and purchase of a product to post-purchase support.

^{*4} Agentic commerce is a new commerce model that supports the entire experience from decision-making to purchase, as generative AI understands the purchasing needs of the user, presents optimized product information, and provides guidance on where to purchase the product.

*Google, Google Search, Google Maps, Google Shopping and Google Merchant Center are registered trademarks of Google LLC.

■ About Agentic Commerce ONE™

Agentic Commerce ONE is a series of integrated solutions offered by the Hakuhodo DY Group in anticipation of an era when AI autonomously performs search, comparisons and payments on behalf of *sei-katsu-sha*. We provide one-stop (end-to-end) support for the entire process ranging from business strategy planning to brand experience design, and to the development, implementation and deployment of data infrastructure for the age of AI.

■ Canly Inc.

Canly is a leading platform company that helps stores with handling DX and attracting shoppers with the mission of “supporting store operations, creating global infrastructure.”

Under the vision of “Empowering stores to attract customers with the power of humans and AI,” we are working to find fundamental solutions to the basic business challenge of attracting shoppers by combining AI-powered efficiency with the decision-making and creativity of humans.

Building on our track record and expertise gained through support for over 130,000 stores, we maximize the appeal of every store to potential customers, regardless of the scale and type of business.

Name: Canly Inc.

Established: August 15, 2018

Co-representatives: Representative Directors and Co-CEOs: Mamoru Tatsumi / Yutaro Akiyama

Head Office: 2-2-20 Higashi-Shinagawa, Shinagawa-ku, Tokyo

Business:

- Helping stores to attract shoppers
- Development and provision of Canly Store Marketing, an AI-powered service for centralized management, analysis and operation of media platform serving to attract store visitors
- Development and provision of Canly Employee Benefits, a benefit service to help search available discounts at nearby stores on a map

Corporate website: <https://biz.can-ly.com/>

< 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 (as of April 1, 2026)

Established: April 1, 2024

Business: Planning, consulting, agency operations and investment activities related to all aspects of digital marketing

Inquiries

Hakuhodo DY ONE Inc.

Public Relations / E-mail: info-pr@hakuhodody-one.co.jp