Hakuhodo DY ONE

News Release

Hakuhodo DY ONE Inc.

Hakuhodo DY ONE increases touchpoints for Wise Ads

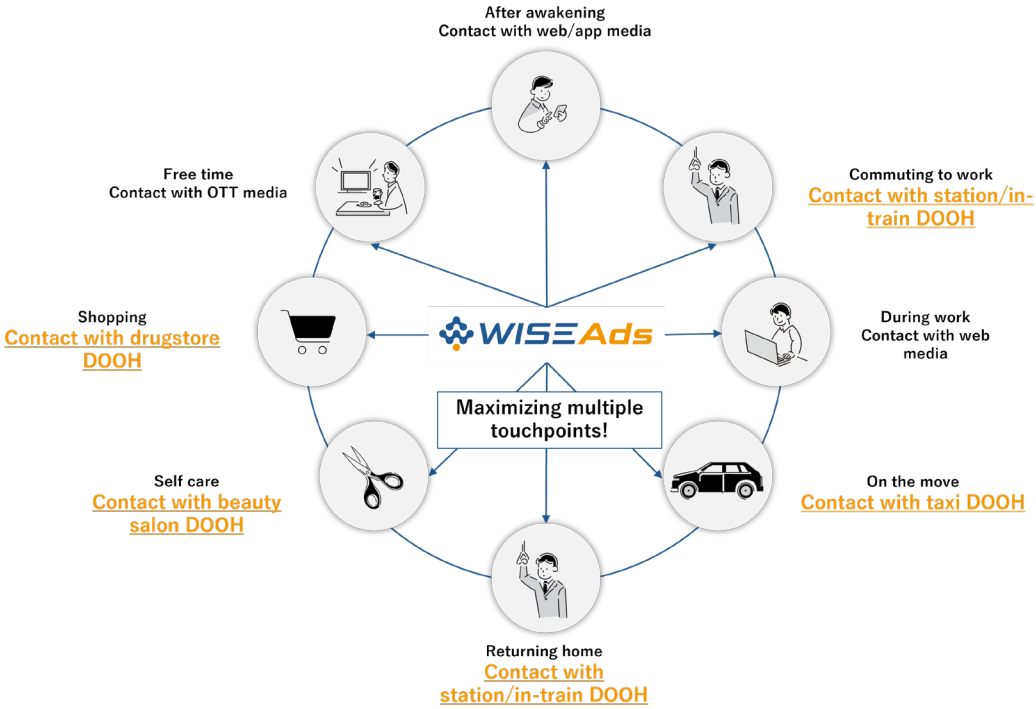
～One of the industry's highest with over 70,000 DOOH screens～

Tokyo, September 27, 2024 – Hakuhodo DY ONE Inc. (headquarters: Tokyo; Chairman and Representative Director: Yuzo Tanaka; President and Representative Director: Hiroto Kosaka; hereinafter, Hakuhodo DY ONE) is pleased to announce that its ad delivery service Wise Ads(*1) is now capable of distributing DOOH(*2) (digital out-of-the-home) ads on more than 70,000 screens as of September 2024.

With recent advances in Internet technologies and post-COVID recovery in human traffic, the DOOH market has grown rapidly to become an important form of media in the ad field. This has enhanced the relevance of multi-touchpoint strategies to maximize opportunities for engagement with *sei-katsu-sha* (a term the Hakuhodo DY Group uses to describe people not simply as consumers, but as fully rounded individuals with their own lifestyles, aspirations and dreams), requiring integrated planning that includes not only TV and digital advertising, but DOOH media, as well.

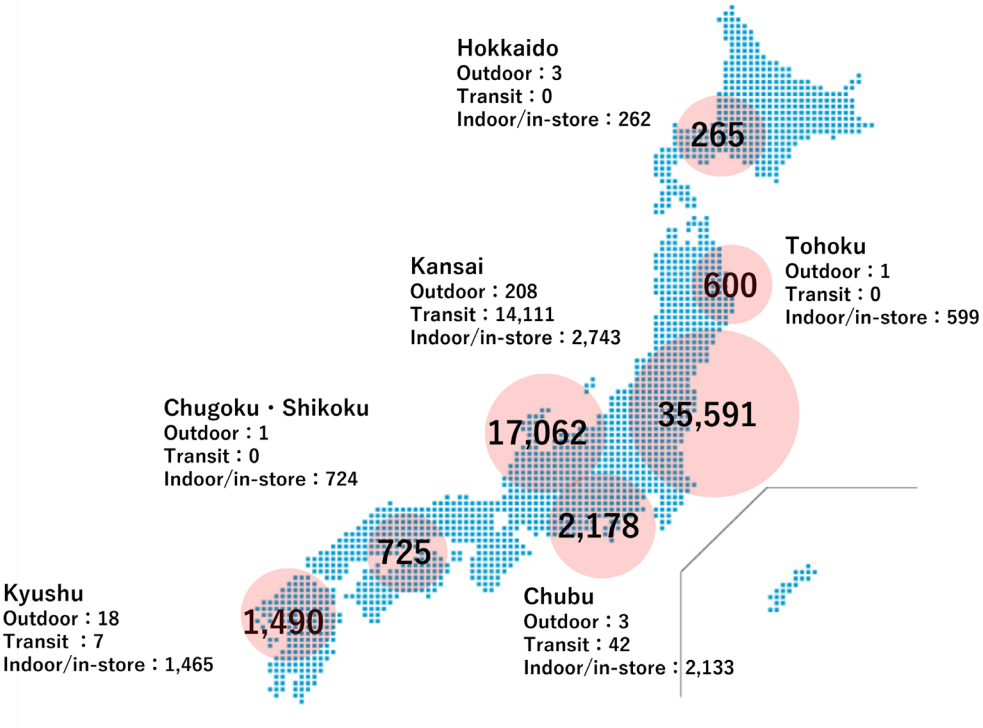
Wise Ads is a service that enables ad deliveries on the metaverse, outdoor and indoor digital signage, and many other touchpoints in people's everyday lives, not only through web media and SNS, but also news, video and audio streaming services.

By enhancing our collaboration with Live Board Inc., Mads, Inc. and other companies, Wise Ads is now able to distribute DOOH ads on 76,360 screens. This represents the largest scale in the industry, enabling advertisers to efficiently maximize multiple touchpoints in their marketing activities.



■**WISE Ads DOOH contact points: Total: 76,360 screens**
as of September 2024 (number of installed screens is subject to change)

<Breakdown>
・Outdoor DOOH: 337 screens
・Transit DOOH: 45,692 screens
・Indoor/in-store DOOH (shopping malls, drugstores, beauty salons, etc.): 11,882 screens
・Other (mobile telephone shops, etc.): 18,449 screens
*Number of screens by area not disclosed (not counted by area)



■**DOOH distribution using WISE Ads – main features**

1.A diverse range of distribution locations

Through Wise Ads, ads can be distributed to a wide variety of DOOH locations, such as drugstores where sei-katsu-sha regularly visit, hair salons where they may spend an extended amount of time, large outdoor screens that have significant reach and a wide variety of other consumer touchpoints.

2.Flexible planning and distribution

*The level of control varies depending on the display screen used for distribution.

Compared to conventional OOH, Wise Ads enables flexible planning where ad distribution can be specified by time unit, such as daily, hourly, or by the minute, and also by area. The ad creative can be quickly changed even while being aired. In addition, ad distribution can be synchronized with weather, temperature, humidity, pollen count and other environmental indices.

3.Comprehensive reporting

Wise Ads offers reporting with the same granularity as web advertising, including daily imps, material imps, area imps and other. POS reports for retail DOOH and viewable imps reports for beauty salon DOOH are also included free of charge. In addition, we can also provide site visit analyses of DOOH contacts using location data.

Hakuhodo DY ONE will continue to expand Wise Ads' DOOH distribution and develop new

products that create synergy between digital advertising and DOOH to support our client companies' marketing activities. We will also promote DX to further enhance the value of media companies.

(*1) June 14,2023,News Release： DAC introduces WISE Ads, a post-cookie ad delivery service
https://www.dac.co.jp/english/press/2023/20230614_wiseads
(*2) Refers to all media that utilizes digital signage among OOH (out-of-home) formats encountered outside the home.

＜Corporate Information＞

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

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

*On April 1, 2024, D.A.Consortium Inc. (DAC) and Irep Inc. (Irep) merged to establish and begin operations as a new company called Hakuhodo DY ONE Inc. As the two companies move to integrate operations, for the time being, DAC and Irep will continue to conduct transactions, hire directors and employees, and handle other business matters as they have in the past. Full integration is scheduled to take place after 2025.

For inquiries regarding this News Release
Hakuhodo DY ONE Inc.
Public Relations /E-mail：info-pr@hakuhodody-one.co.jp