

**Hakuhodo DY ONE Named Japan's Only "Premier Partner" by Baidu,  
the Largest Search Engine Provider in China  
– Recognized for the 10<sup>th</sup> time for continued performance built on our abundant  
experience and results –**

**Tokyo, March 18, 2026** – Hakuhodo DY ONE Inc. is proud to announce its recognition as a Premier Partner 2025 by Baidu Japan, the Japanese subsidiary of Baidu, Inc., China's largest search engine. Continuing from last year, Hakuhodo DY ONE is the only agency in Japan to receive this distinction, and this is now the tenth time.



<https://www.baidu.jp/info/ad/agency.php>

This prestigious award recognizes agencies with top-tier performance across sales, ad management, and platform operations for Baidu's suite of ad products—including listing ads, network ads and in-feed ads.

Hakuhodo DY ONE has been commended for its wide-ranging sales performance and solid structure over the years. In addition, we were recognized this year for our planning and execution of precise marketing strategy powered by more sophisticated data analysis and artificial intelligence (AI), provision of innovative solutions aligned with the changing Chinese market, and contribution to the business growth of clients. The ability of our highly specialized experts to deliver and execute meticulous proposals was another reason for our being the sole Japanese company to win this recognition.

Driven by its strengths in advanced technology nurtured through support for digital marketing on a global scale, Hakuhodo DY ONE is contributing to the growth of the international business of numerous companies. In China, we have built an increasingly solid structure in collaboration with H+<sup>\*1</sup>, our APAC-wide strategic network, and i CROSS BORDER JAPAN<sup>\*2</sup>, our unit specialized in cross-border marketing, as well as a team of native Chinese-speaking ad specialists, thus enhancing our activities

including international marketing, promotion, social media operation and content production. Furthermore, we comprehensively support both Chinese inbound and outbound marketing activities through strategic partnerships including with leading digital marketing companies in China.

Hakuhodo DY ONE will continue to collaborate with partners across the Hakuhodo DY Group and beyond in our collective effort to provide high-quality cross-border marketing solutions, thereby responding to the diversifying marketing demand in Japan and China.

\*1 H+ is a strategic network leveraging insights across Hakuhodo and Hakuhodo DY ONE. It leads Hakuhodo DY Group companies in the Asia-Pacific (APAC) to promote clients' marketing DX and media DX in the region.

<https://www.hakuhodo.co.jp/news/newsrelease/99204/>

\*2 Jointly launched by Hakuhodo DY ONE and Info Cubic Japan, i CROSS BORDER JAPAN is a brand specialized in cross-border marketing to support the global (outbound) expansion of Japanese companies and the (inbound) penetration of companies overseas into Japan. A multilingual, multinational team provides end-to-end support for digital advertising, social media account operation and market research, and finds solutions to global marketing issues with local *sei-katsu-sha* insight.

<https://www.icrossborderjapan.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.

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|----------------------|--------------------------------------------------------------------------------------------------------------------|
| Location             | : Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo 107-6316, Japan                                               |
| Representative       | : Yuzo Tanaka, Chairman of the Board, Representative Director<br>Hiroto Kosaka, President, Representative Director |
| Shareholders         | : 100% owned by the Hakuhodo DY Group                                                                              |
| Employees            | : 3,172 (April 1, 2025, forecast)                                                                                  |
| Start of integration | : April 1, 2024                                                                                                    |
| Business             | : Planning, consulting, agency operations and investment activities<br>related to all aspects of digital marketing |

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For inquiries regarding this News Release

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