

Hakuhodo DY ONE Certified as “Premier” Sales Partner, Highest Grade in LY Partner Program

– Obtained the Ads Operation Badge, the Ads Policy Badge for LY Ads/Search Ads and the Ads Policy Badge for LY Ads/Display Ads (Programmatic) as indicators of certification –

Tokyo, May 12, 2026 – We are pleased to announce that, continuing from the previous period, Hakuhodo DY ONE Inc. was certified as “Premier,” the highest grade in the Sales Partner category of the LY Partner Program, for FY2026. This program is designed to certify partners specialized in services related to the marketing solutions provided by LY Corporation, including introduction and support. We also obtained the Ads Operation Badge, the Ads Policy Badge for LY Ads/Search Ads and the Ads Policy Badge for LY Ads/Display Ads (Programmatic), which are certification badges granted to Sales Partners that meet certain criteria.



■ About the LY Partner Program

The LY Partner Program is a certification program for advertising agencies and service developers introduced to promote more active solutions for marketing and CX issues leveraging LINE and Yahoo! JAPAN in the three categories of Sales Partner, Technology Partner and Network Partner.*

■ About Sales Partner

Hakuhodo DY ONE has been certified as Sales Partner, i.e. a partner company that supports the introduction of services offered by LY and ad placement on LINE and Yahoo!. A Sales Partner may be recognized as Premier, Select or Certified, depending on ad spends in the previous year. In addition, certification badges are granted to partners that have shown excellent performance in the focus areas

specified by LY Corporation.

Hakuhodo DY ONE has been engaging in data-driven advertising and solution businesses to help clients address their marketing issues. In so doing, we have effectively found solutions to business challenges facing clients by proactively utilizing products such as LY Ads and LINE Official Accounts in partnership with LY Corporation. The present certification was granted in recognition of our track record.

Hakuhodo DY ONE remains determined to contribute to the growth of the marketing solutions offered by LY Corporation and their market, as well as the marketing activities of a large number of clients.

* Certification is given in the following categories: Sales Partner (Certified Partner, Store Promotion Partner, Ads Operation Badge, Ads Policy Badge), Technology Partner and Network Partner, Adtech Partner

< 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

Hakuhodo DY ONE Inc.

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

