This document has been translated from the Japanese original for the convenience of shareholders. In the event of any discrepancy between this document and the Japanese original, the Japanese original shall prevail.

Securities code: 2433

June 11, 2024

(Commencement date of electronic provisional measures: June 5, 2024)

To our shareholders:

Masayuki Mizushima Representative Director & President **Hakuhodo DY Holdings Inc.** 5-3-1 Akasaka, Minato-ku, Tokyo

NOTICE OF THE 21ST ANNUAL GENERAL MEETING OF SHAREHOLDERS

It is our pleasure to inform you of the 21st Annual General Meeting of Shareholders of Hakuhodo DY Holdings Inc. (the "Company") to be held on June 27, 2024 as described hereunder.

In convening this Annual General Meeting of Shareholders, the Company has provided certain information (matters for electronic provision) electronically and posted the matters for electronic provision as the "Notice of the 21st Annual General Meeting of Shareholders" and "Matters for Electronic Provision for the 21st Annual General Meeting of Shareholders, etc. (Items Omitted from Paper Copy)."

The Company's website https://www.hakuhodody-holdings.co.jp/english/ir/stock/meeting/

In addition to the above website, the Company has also posted the matters for electronic provision on the website of the Tokyo Stock Exchange (TSE).

TSE website (Listed Company Search)

https://www2.jpx.co.jp/tseHpFront/JJK020010Action.do?Show=Show

- *Please access the above website and download the matters for electronic provision following steps:
- (1) Enter the issue name (company name) or securities code (2433) then click "Search"
- (2) Click on "Basic information"
- (3) Select "Documents for public inspection/PR information"
- (4) Click on "Click here for access" under "Notice of General Shareholders Meeting /Informational Materials for a General Shareholders Meeting"

If you are not attending the Annual General Meeting of Shareholders, you can exercise your voting rights in advance either via the Internet or by postal mail. We ask you to review the Reference Documents for the Annual General Meeting of Shareholders and exercise your voting rights by Wednesday, June 26, 2024 at 5:30 p.m. (Japan Standard Time).

The meeting will be streamed live online for remote viewing. Please note, however, that voting rights cannot be exercised and we are unable to receive questions through the live stream.

We appreciate your understanding and cooperation.

Meeting Details

1. Date and Time: Thursday, June 27, 2024 at 10:00 a.m. (Japan Standard Time)

2. Place: Tokyo Prince Hotel

"Providence Hall" (2nd floor) 3-3-1 Shiba-koen, Minato-ku, Tokyo

3. Purposes:

Items to be reported:

Business Report, Non-Consolidated Financial Statements, Consolidated Financial Statements, and report on the results of the audit of the Consolidated Financial Statements conducted by the Accounting Auditors and Audit & Supervisory Board for the 21st fiscal year (April 1, 2023 to March 31, 2024)

Items to be resolved:

Proposal 1: Appropriation of Surplus Proposal 2: Election of Ten (10) Directors

Proposal 3: Election of One (1) Audit & Supervisory Board Member

- * Pursuant to the relevant laws and regulations and Article 15 of the Company's Articles of Incorporation, the following matters, which fall under "Other Matters for Electronic Provision (Items Omitted from Paper Copy)," are not included in the paper copy sent to shareholders at their request; therefore, please refer to the Company's website or TSE website. The Audit & Supervisory Board and the Accounting Auditors have audited the documents subject to the audit, including the following matters:
 - 1) Matters related to the Business Report
 - "V. Status of Accounting Auditors" and "VI. System for Assuring the Appropriateness of Operations and Operational Status of the System"
 - 2) Matters related to the Consolidated Financial Statements
 - "The Consolidated Statement of Changes in Net Assets" and "the Notes to Consolidated Financial Statements"
 - 3) Matters related to the Non-Consolidated Financial Statements
 - "The Non-Consolidated Statement of Changes in Net Assets" and "the Notes to Non-Consolidated Financial Statements"
 - 4) Matters related to the Audit Report
 - "Audit Report of the Accounting Auditor Concerning the Consolidated Financial Statements," "Audit Report of the Accounting Auditor," and "Audit Report of the Audit & Supervisory Board"
- * If any amendments are made to the matters for electronic provision, such amendments will be posted on the Company's website or TSE website

4. Matters related to the meeting:

- * As part of the Company's efforts to reduce energy consumption and electricity usage, the meeting will be held in lighter business attire ("Cool Biz" and no neckties).
- * No gifts will be distributed, and no waiting room will be provided for shareholders.
- * Please note that in the interest of streamlining the proceedings, the time of the meeting may be shortened, and some explanations during the meeting may be simplified.
- * The meeting will be streamed live online. Taking into account the portrait rights, privacy, etc. of shareholders attending the meeting, we will record the video from the back of the venue to avoid showing the faces of any shareholders to the extent possible. Please be aware, however, that some attendees may be recognized during the online stream under unavoidable circumstances.
- * If there are any changes in the situation up to the date of the meeting, the Company will inform you of them and its response on its website.

5. Matters related to exercise of voting rights:

- * In the event that you vote by postal mail using the voting form, and there is no indication of approval or disapproval of any proposals, it shall be handled as an indication of approval for those proposals.
- * In the event of multiple votes submitted via the Internet, your last vote shall be handled as the valid exercise of your voting rights.
- * In the event that you vote via the Internet, that vote shall be handled as the valid exercise of your voting rights, even if you vote by postal mail using the voting form.

Information on Exercise of Voting Rights

Methods to exercising your voting rights are described below. Please review the attached Reference Documents for the Annual General Meeting of Shareholders, and exercise your voting rights in advance via the Internet or by postal mail, as much as possible.

Voting via the Internet

[Method: Entering your voting right exercise code and password]

Please access the website for exercising voting rights, which is in Japanese only. Please enter your "voting right exercise code" and the "password," which are indicated on the back of the lower right of your enclosed voting form, and enter your approval or disapproval in respect of each proposal by following the instructions on the screen.

For security reasons, please change your "password" when you log-in the first time.

Website for exercising voting rights: https://soukai.mizuho-tb.co.jp/

[Method: "Smart Voting" (by reading the QR code*)]

Please read the QR code printed on the lower right of your enclosed voting form by smartphone, etc., and enter your approval or disapproval in respect of each proposal by following the instructions on the screen.

You may exercise your voting rights with "Smart Voting" only once. If you wish to change your approval or disapproval after you exercise your voting rights, you need to exercise your voting rights once again with the method described above: Entering your voting right exercise code and password.

Deadline for exercising voting rights: Online votes must be entered by

Wednesday, June 26, 2024 at 5:30 p.m.

(Japan Standard Time)

Inquiries regarding the exercise of voting rights via the Internet	Mizuho Trust & Banking Co., Ltd. Securities Agent Department Internet Help Dial Telephone: 0120-768-524 (toll free) Operating hours: 9:00 - 21:00 (excluding year-end through New Year
Internet	holidays)

Voting by Postal Mail

Please indicate your approval or disapproval in respect of each proposal on the enclosed voting form, and return it by postal mail.

Deadline for exercising voting rights: Your voting form must be received by

Wednesday, June 26, 2024 at 5:30 p.m.

(Japan Standard Time)

^{* &}quot;QR code" is a registered trademark of DENSO WAVE INCORPORATED.

Attend the Meeting in Person

If you attend the meeting in person, please submit the enclosed voting form to the receptionist when you attend. Also, please be sure to bring this notice of the annual general meeting of shareholders to the meeting.

Date and Time: Thursday, June 27, 2024 at 10:00 a.m. (Japan Standard Time)

Information on Live Streaming

The Company will live stream the meeting on the Internet so that many shareholders can watch the proceedings.

Under the Companies Act, watching live streaming of the Annual General Meeting of Shareholders on the Internet is not considered as attending the meeting, and we cannot receive the exercise of voting rights or questions through live streaming. Please exercise your voting rights in advance in writing (postal mail) or via the Internet.

Streaming date and time	Tl	Thursday, June 27, 2024 from 10:00 a.m. to the end of the meeting						
Live streaming website	ht	https://hakuhodody-holdings.premium-yutaiclub.jp						
Login method	(1 (P	After accessing the above live streaming website, please enter on the login screen: (1) shareholder number and (2) zip code. (Please make sure to note down (1) and (2) before posting the voting form.)						
	Y	We recommend viewing using the following browsers and operating systems. You can access live streaming with the below system requirements, regardless of whether you are in Japan or overseas. [Browser] [Operating systems]						
D 1.1		Browser	Version		Operating system	Version		
Recommended		Chrome	60 or later		Windows	10 or later		
system requirements		Microsoft Edge	79 or later		MacOS	11 (Big Sur) or later		
		Firefox	60 or later		Android	8.0 (Oreo) or later		
		Safari 11 or later		iOS/iPadOS 12 or later				
	A	stable communicati	on speed of 1 Mb	ps	s or higher is requi	red.		
						with a 5 Mbps or hig	her	
# T .	cc	onnection to stream l	nigh-quality video	os		II Di		

^{*} Live streaming may be disconnected depending on the conditions of communication lines. Please note that the Company is not responsible for any disadvantages to shareholders caused by disconnection.

^{*} Shareholders are responsible for communication charges for watching the live stream.

Inquiries regarding live streaming	Telephone: 0120-980-965 (toll free)
	Operating hours: 9:00 - 17:00
	(excluding weekends and holidays)

Reference Documents for the Annual General Meeting of Shareholders

Proposals and Reference Information

Proposal 1: Appropriation of Surplus

The Company considers the profit to shareholders to be an important management issue of the Company. The Company has adopted a policy of determining dividend payments by taking into account stable dividends, future funding needs, and business performance while securing sufficient retained earnings for strengthening our competitive edges.

Based on this policy, the Company, considering comprehensively about business performance trends and conditions, proposes the year-end dividend payment of \(\frac{1}{2}\)16 per share. Combined with interim dividend of \(\frac{1}{2}\)16 per share paid in last December, the annual dividends per share for the current fiscal year will amount to \(\frac{1}{2}\)32, which is the same as the previous fiscal year.

- (1) Type of dividend asset: Cash
- (2) Allocation of dividend assets to be paid to shareholders and total dividend amount: \$16 per share of common stock of the Company Total amount: \$5,873,689,808
- (3) Effective date of dividends from surplus: June 28, 2024

Proposal 2: Election of Ten (10) Directors

Upon the conclusion of this Annual General Meeting of Shareholders, the terms of office of all ten (10) Directors will expire.

Accordingly, the Company proposes to elect ten (10) Directors to form the management structure after this Annual General Meeting of Shareholders.

The candidates were deliberated by the Nomination Committee and decided by the Board of Directors.

The candidates for Directors are as follows:

Candidate No.	Name		Current positions and areas of responsibility in the Company	Attendance record for meetings of the Board of Directors
1	Hirokazu Toda	Reelection	Director & Chairman	22/22 (100%)
2	Masayuki Mizushima	Reelection	Representative Director & President CCO (Chief Compliance Officer)	22/22 (100%)
3	Hirotake Yajima	Reelection	Director & Executive Vice President Chief Officer, Media Content Field	21/22 (95%)
4	Masanori Nishioka	Reelection	Representative Director & Senior Executive Corporate Officer CFO (Chief Financial Officer) Chief Officer, Management Unit	22/22 (100%)
5	Akihiko Ebana	Reelection	Director & Senior Executive Corporate Officer Chief Officer, Group Strategy Unit	22/22 (100%)
6	Motohiro Ando	Reelection	Director & Senior Corporate Officer CTO (Chief Technology Officer) Chief Officer, Technology Unit	22/22 (100%)
7	Nobumichi Hattori	Outside Director/ Independent Director/ Reelection	Director	22/22 (100%)
8	Toru Yamashita	Outside Director/ Independent Director/ Reelection	Director	22/22 (100%)
9	Ikuko Arimatsu	Outside Director/ Independent Director/ Reelection	Director	22/22 (100%)
10	Koichi Ueda	Outside Director/ Independent Director/ New election	_	-

(Note) Attendance at meetings of the Board of Directors represents attendance at those meetings held in the fiscal year 2023.

Candidate No.	Hirokazu Toda	(November 12, 194	Attendance at meetings of the Board of Directors 22/22 (100%)	Number of the Company's shares held 261,586	Reelection
Career summary	, positions and areas of responsibility in the C	Company, and signif	icant concurrent pos	itions	
April 1972	Joined Hakuhodo Inc.	April 2010	Representative Direct	ctor & Preside	ent,
February 2001	Director, Hakuhodo Inc.]	Hakuhodo DY Hold	ings Inc.	
June 2002	Director & Senior Corporate Officer, Hakuhodo Inc. (to September 2003)		Representative Direc Hakuhodo DY Hold		ent,
October 2003	Managing Director, Hakuhodo DY Holdings Inc.		Representative Dired Hakuhodo Inc.	ctor & Preside	ent,
June 2005	Senior Executive Managing Director, Hakuhodo DY Holdings Inc. Director, YOMIKO ADVERTISING INC. (to June 2006)	• I	Representative Direct Hakuhodo DY Hold Director & Chairma present)	ings Inc.	,
June 2006	Representative Director & President in charge of Integration, Hakuhodo DY Holdings Inc.]	Representative Dired Hakuhodo DY Hold Chairman, Hakuhod	ings Inc.	
April 2007	Representative Director & President, Chief Officer, Group Strategy Unit, Hakuhodo DY Holdings Inc.		Director & Chairma Holdings Inc. (to pre	,	DY
April 2009	Representative Director & President, Chief Officer, Group Strategy Unit, in charge of Business Innovation, Hakuhodo DY Holdings Inc.				

<Significant concurrent positions>

Director & Chairman, Hakuhodo Inc. Chairman, Hakuhodo Foundation

Reasons for nominating as candidate for Director

Mr. Hirokazu Toda has abundant experience and broad insight, having worked in the Group in the fields of creativity, corporate planning, and so forth. He was appointed Representative Director & President of the Company in June 2006, and Representative Director & Chairman of the Company in June 2019. The Company therefore judges that he is an appropriate person for powerfully driving further increase in the Group's corporate value, and has continued to nominate him as a candidate for Director.

Candidate No.	Masayuki Mizushima	(March 8, 1960)	mee the I Dir	idance at tings of Board of rectors 2 (100%)	Number of the Company's shares held 110,655	Reelection		
Career summary,	positions and areas of responsibility in the	Company, and sign	ficant conc	urrent pos	sitions			
1	Joined Hakuhodo Inc. Corporate Officer, Hakuhodo Inc.	June 2019			ctor & Preside	ent,		
June 2015	Director & Corporate Officer, Hakuhodo Inc.	June 2021	Hakuhodo DY Holdings Inc. Representative Director & President, CCO, Hakuhodo DY Holdings Inc (to present)					
*	Director & Senior Corporate Officer, Hakuhodo Inc.		Director, I (to present		DY Media Pa	artners Inc.		
*	Representative Director & President, Hakuhodo Inc. (to present)							
June 2017	Director, Hakuhodo DY Holdings Inc.							
<significant concurrent="" positions=""></significant>								
Representative D	Representative Director & President, Hakuhodo Inc.							
Director, Hakuho	Director, Hakuhodo DY Media Partners Inc.							

Reasons for nominating as candidate for Director

Mr. Masayuki Mizushima has abundant experience and broad insight in sales and corporate planning. He was appointed Representative Director & President of Hakuhodo Inc., a general advertising company, in April 2017, and has served as Representative Director & President of the Company since June 2019. The Company therefore judges that he is an appropriate person for powerfully driving further increase in the Group's corporate value, and has continued to nominate him as a candidate for Director.

Candidate No.	Hirotake Yajima	(March 9, 1961)		Attendance at meetings of the Board of Directors 21/22 (95%)	Number of the Company's shares held 73,499	Reelection
Career summary	, positions and areas of responsibility in the C	Company, and sign	ifican	t concurrent pos	sitions	
April 1984 December 1996 February 2002 June 2011 April 2014	Joined Hakuhodo Inc. President & Representative Director, D.A.Consortium Inc. (hereinafter "DAC Inc.") President & Representative Director, Corporate Officer, DAC Inc. (to March 2014) Director, Hakuhodo DY Media Partners Inc. (to June 2017) Representative Director, President & CEO,	June 2017 April 2020 April 2021	Rep Hak pres Dire Sep Dire resp Hak	ector, Hakuhodo resentative Dire uhodo DY Med ent) ector, D.A. Cons tember 2018) ector & Executive consible for Grou uhodo DY Hold ector & Executive	ctor, President ia Partners Inc ortium Holdin re Vice Preside up digital trans ings Inc.	e, (to legs (to lent, Officer formation,
June 2016	DAC Inc. Representative Director, Chairman & CEO,	April 2021	Offi	cer, Digital Bus Holdings Inc.		,
October 2016	DAC Inc. Representative Director & President, D.A.Consortium Holdings Representative Director, Chairman & CEO, DAC Inc. (to June 2017)	June 2021 April 2024	Director, Hakuhodo Inc. (to present) Director & Executive Vice President, Chief Officer, Media Content Field, Hakuhodo DY Holdings Inc. (to present)			

<Significant concurrent positions>

Director, Hakuhodo Inc.

Representative Director, President, Hakuhodo DY Media Partners Inc.

Reasons for nominating as candidate for Director

Mr. Hirotake Yajima has abundant experience and broad insight in the media and digital fields. He has served as President & Representative Director of D.A.Consortium Inc. and contributes to increasing the corporate value of the overall Group by promoting its business as Representative Director, President & CEO of Hakuhodo DY Media Partners Inc. The Company therefore judges that he is an appropriate person to promote the Company's digital business and Group management, and maintain closer cooperation between the Company and the operating companies, and has continued to nominate him as a candidate for Director.

Candidate No.	Masanori Nishioka	(November 16, 1957)		Attendance at meetings of the Board of Directors 22/22 (100%)	Number of the Company's shares held 68,457	Reelection
Career summary	, positions and areas of responsibility in the	Company, and signi	ifican	t concurrent pos	ition	
April 1980	Joined Hakuhodo Inc.	June 2019	Dire	ector & Senior C	orporate Offic	er, Chief
June 2012	Outside Audit & Supervisory Board			cer, Finance Un	it, Hakuhodo l	DY
	Member, D.A.Consortium Inc. (hereinafter			dings Inc.		
	"DAC Inc.") (to June 2015)	April 2021		ector & Senior E	_	
June 2013	Director, Vice Chief Officer, Management			cer, Chief Offic	*	,
	Unit, Hakuhodo DY Holdings Inc.			cer, Human Res		
	Director, YOMIKO ADVERTISING INC.			airs Unit, Hakuh		-
April 2014	(to June 2019) Director & Corporate Officer, Vice Chief			ector & Senior E cer, Hakuhodo l		
April 2014	Officer, Management Unit, Hakuhodo DY			ior Executive Co		
	Holdings Inc.			uhodo DY Med	•	
April 2015	Director & Corporate Officer, Vice Chief	June 2021		ector & Senior E		
1	Officer, Management Unit, Hakuhodo DY			cer, Chief Offic	_	
	Holdings Inc.			cer, Human Res		
	Corporate Officer, Hakuhodo Inc. (to June		Affa	airs Unit, Hakuh	odo DY Holdi	ings Inc.
	2016)			ector & Senior E		
June 2015	Director & Corporate Officer, Vice Chief			cer, Hakuhodo l	OY Media Par	tners Inc.
	Officer, Management Unit, Hakuhodo DY			March 2024)		
	Holdings Inc.	April 2022		ector & Senior E		
	Audit & Supervisory Board Member, DAC			cer, CFO, Chief		
June 2016	Inc. (to September 2016)			t, Hakuhodo DY		
Julie 2010	Director & Corporate Officer, Vice Chief Officer, Management Unit, Hakuhodo DY			ector, Hakuhodo ech 2023)	reciniologies	mc. (to
	Holdings Inc.	June 2022		resentative Dire	ctor & Senior	Executive
	Director & Corporate Officer, Hakuhodo	June 2022		porate Officer, C		
	Inc. (to March 2019)			nagement Unit, I		
October 2016	Director & Corporate Officer, Vice Chief		Inc.	.,		
	Officer, Management Unit and General	September 2022	Rep	resentative Dire	ctor & Senior	Executive
	Manager, Group Management Service		Corp	porate Officer, C	CFO, CHO, Cl	nief
	Division, Hakuhodo DY Holdings Inc.			cer, Managemei	nt Unit, Hakuh	iodo DY
	Audit & Supervisory Board Member, D.A.			dings Inc.		
	Consortium Holdings (to March 2019)	April 2023		resentative Dire		
June 2018	Corporate Officer, Vice Chief Officer,			uhodo DY Corp	orate Initiativ	e Inc. (to
	Management Unit and General Manager,	A :1.0004	pres			г .:
	Group Management Service Division,	April 2024		resentative Dire		
April 2019	Hakuhodo DY Holdings Inc. Senior Corporate Officer, Chief Officer,			porate Officer, C nagement Unit, I		
April 2019	Finance Unit, Hakuhodo DY Holdings Inc.			(to present)		Troidings
	Director & Senior Corporate Officer,		mc.	(to present)		
	Hakuhodo Inc. (to March 2021)					

<Significant concurrent position>

Representative Director & President, Hakuhodo DY Corporate Initiative Inc.

Reasons for nominating as candidate for Director

Mr. Masanori Nishioka has abundant experience and broad insight, having worked in the Group in accounting and finance, corporate planning, and so forth. From April 2023, he has served as the Representative Director & President of Hakuhodo DY Corporate Initiative Inc. The Company therefore judges that he is an appropriate person to promote management and administration of accounting and finance within the Group, and has continued to nominate him as a candidate for Director.

Candidate No.	Akihiko Ebana	(January 26, 1960)	Attendance at meetings of the Board of Directors 22/22 (100%)	the Company's shares held	Reelection
Career summary,	positions and areas of responsibility in the C	company, and signifi	cant concurrent pos	sition	
April 2013 April 2014	Joined Hakuhodo Inc. Corporate Officer, Hakuhodo Inc. (to March 2015) Representative Director & President, HAKUHODO PRODUCT'S INC. (to March 2018)	(H I (Director & Senior E Difficer, Chief Offic Hakuhodo DY Hold Director & Senior E Difficer, Hakuhodo I to March 2024)	er, Group Stra lings Inc. (to p executive Corp DY Media Par	tegy Unit, present) porate tners Inc.
April 2015	Senior Corporate Officer, Hakuhodo Inc.		Director, D.A.Cons	ortium Inc. (to	March
April 2020	Director & Senior Corporate Officer, Hakuhodo Inc. (to March 2021) Senior Corporate Officer, Vice Chief Officer, Group Strategy Unit, Hakuhodo DY Holdings Inc.	April 2022 I	023) Director, Hakuhodo March 2023)	Technologies	Inc. (to
	Senior Executive Corporate Officer, Chief Officer, Group Strategy Unit, Hakuhodo DY Holdings Inc. Director & Senior Executive Corporate Officer, Hakuhodo Inc. (to March 2024) Senior Executive Corporate Officer, Hakuhodo DY Media Partners Inc. Director, Hakuhodo DY Matrix Inc. (to present)				

<Significant concurrent position>

None

Reasons for nominating as candidate for Director

Mr. Akihiko Ebana has abundant experience and broad insight in the fields of sales, promotion and management, having served as Representative Director & President of the Company's subsidiary HAKUHODO PRODUCT'S INC. The Company therefore judges that he is an appropriate person for powerfully promoting the Group strategies, and has continued to nominate him as a candidate for Director.

Candidate No.	Motohiro Ando	(November 25, 1965	Directors 22/22 (100%)	Number of the Company's shares held 33,384	Reelection		
Career summary, positions and areas of responsibility in the Company, and significant concurrent positions							
April 1988 April 2017 June 2018 April 2020 April 2021	Joined Hakuhodo Inc. Corporate Officer, Hakuhodo Inc. (to March 2021) Corporate Officer, Hakuhodo DY Media Partners Inc. (to March 2021) Director, D.A.Consortium Inc. (hereinafter "DAC Inc.") (to March 2020) Director, D.A. Consortium Holdings (to September 2018) Director & Corporate Officer, DAC Inc. (to March 2023) Senior Corporate Officer, Vice Chief Officer, Technology Unit, Hakuhodo DY Holdings Inc. Senior Corporate Officer, Hakuhodo Inc. (to June 2022) Senior Corporate Officer, Hakuhodo DY Media Partners Inc. (to June 2022)	April 2022 S T III R H June 2022 D H D D July 2022 D April 2023 D April 2024 D April 2024	enior Corporate Orechnology Unit, Hoc. epresentative Director & Senior Cofficer, Technology oldings Inc. irector & Senior Control & Senior Con	fficer, Chief O akuhodo DY I ctor & Preside ogies Inc. (to J corporate Office Arch 2024) corporate Office Technologies forporate Office Technologies forporate Office to March Technologies forporate Office nology Unit, F o present) (to March 202 Inc. (to present)	Holdings ent, une 2022) eer, Chief odo DY eer, eer, eer, eer, eer, eer, eer, eer		
			echnologies Inc. (t				

<Significant concurrent positions>

Director, Hakuhodo Inc.

Director & Senior Corporate Officer, Hakuhodo DY Media Partners Inc.

Representative Director & CEO, Hakuhodo Technologies Inc.

Reasons for nominating as candidate for Director

Mr. Motohiro Ando has abundant experience and broad insight, having worked in the Group in the fields of data marketing and marketing technology. The Company therefore judges that he is an appropriate person to enhance and promote marketing solutions within the Group, and has continued to nominate him as a candidate for Director.

Career summary	Nobumichi Hattori , positions and areas of responsibility in the G		December 25, 1957)		Number of the Company's shares held 0	Outside Director/ Independent Director/ Reelection	
April 1981	Joined Nissan Motor Co., Ltd.	October 2006		ting Professor, (ool of	
June 1989	Joined Goldman Sachs and Company (Headquarter in New York)	2000	Inte	rnational Corpor otsubashi Univer	ate Strategy,	01	
September 1990	Goldman Sachs Japan Co., Ltd., Tokyo Branch	April 2009	Fina	ting Professor, Cance, Accounting	g and Law (cu	rrently	
June 1993	Vice President, Goldman Sachs Japan Co., Ltd.			iness and Financ present)	e), Waseda U	niversity	
November 1998	Managing Director, Goldman Sachs Japan Co., Ltd.	March 2015	Mer	side Audit & Suj nber, Frontier M			
October 2003	Visiting Associate Professor, Graduate School of International Corporate Strategy, Hitotsubashi University	June 2015	Out	December 2023) Outside Director, Hakuhodo DY Holdings Inc. (to present)			
June 2005	Outside Director, Miraca Holdings Inc.	July 2016		inguished Guest	,		
July 2005	Advisor, Hakuhodo DY Holdings Inc. (to June 2015)		Uni	ool of Business Aversity			
November 2005	Outside Director, FAST RETAILING CO., LTD. (to present)	April 2017	Visiting Professor, Graduate School of Business Administration, Keio University present)				

<Significant concurrent positions>

Outside Director, FAST RETAILING CO., LTD.

Visiting Professor, Waseda Business School (Graduate School of Business and Finance)

Visiting Professor, Graduate School of Business Administration, Keio University

Reasons for nominating as candidate for Outside Director and outline of expected roles

Mr. Nobumichi Hattori currently teaches international corporate strategy at graduate schools following experience in a US major investment bank. Also, he has experience as outside director of other private companies. The Company expects that he will provide advice on the Group's management strategies and supervise its management based on such expertise. In fact, he provides accurate advice at the Company's Board of Directors meetings from an independent and neutral perspective, mainly concerning corporate strategy and M&As, and the Company judges that he is an appropriate person to supervise the Company's Group management and strive for sustainable increase in corporate value. The Company has therefore continued to nominate him as a candidate for Outside Director. For this reason, the Company judges that he will appropriately perform his duties as an Outside Director.

^{*} Mr. Nobumichi Hattori had provided advice on M&As, etc. under the advisory contract he concluded with the Company between July 2005 and June 2015, before he took office as an Outside Director of the Company. The monetary reward the Company paid to him during that period was very small, less than 10 million yen annually, and approximately nine years have passed since the advisory contract expired. The Company therefore judges that there is no problem in his independency.

Candidate No.	Toru Yamashita	(October 9, 1947)		Attendance at meetings of the Board of Directors 22/22 (100%)	Number of the Company's shares held 0	Outside Director/ Independent Director/ Reelection
Career summary,	positions and areas of responsibility in the C	Company, and signif	fican	t concurrent pos	sition	
April 1971 .	Joined NIPPON TELEGRAPH AND	June 2013	Outs	side Director, M	itsui Fudosan	Co., Ltd.
,	TELEPHONE PUBLIC CORPORATION	June 2014	Chie	ef Corporate Adv	visor, NTT Da	ATA
June 1999	Director, NTT DATA Corporation		Corp	poration		
June 2003	Director and Executive Vice President, NTT	1	Outs	side Director, Ei	sai Co., Ltd.	
]	DATA Corporation	July 2015	Outs	side Director, SU	JMITOMO L	IFE
June 2005	Representative Director and Senior		INS	URANCE COM	IPANY (to Ju	ly 2023)
]	Executive Vice President, NTT DATA	June 2018	Seni	or Advisor, NT	T DATA Corp	oration (to
(Corporation		June	2020)		
June 2007	President and Chief Executive Officer, NTT		Outs	side Director, Ha	akuhodo DY I	Holdings
]	DATA Corporation		Inc.	(to present)		
	Director and Chief Corporate Advisor, NTT	April 2019	Chie	ef Director, Den	enchofufutaba	Gakuen
	DATA Corporation		(to N	March 2023)		
	Chairperson of Public Interest Corporation	July 2019	ICT	Strategy Adviso	or, Mitsui Fud	osan Co.,
•	Commission (PICC), Cabinet Office		Ltd.	(to present)		

<Significant concurrent position>

ICT Strategy Advisor, Mitsui Fudosan Co., Ltd.

Reasons for nominating as candidate for Outside Director and outline of expected roles

Mr. Toru Yamashita has experience of serving as outside director at other listed companies, in addition to a wealth of knowledge, experience and insight in the area of managing a BtoB business enterprise he acquired serving as President and Chief Executive Officer of NTT DATA Corporation, which provides IT services around the world. The Company expects that he will provide advice for the Group's management strategies and supervise its management based on such expertise. In fact, he provides accurate advice at the Company's Board of Directors meetings from an independent and neutral perspective mainly concerning management and business strategy, and the Company judges that he is an appropriate person to supervise the Company's Group management and strive for sustainable increase in corporate value. The Company has therefore continued to nominate him as a candidate for Outside Director. For this reason, the Company judges that he will appropriately perform his duties as an Outside Director.

Candidate No.		(July 16, 1958)	Attendance at meetings of the Board of Directors S22/22 (100%) Attendance at meetings of the Company's Independent Director/ Reelection					
Career summary, positions and areas of responsibility in the Company, and significant concurrent position								
April 1982	Joined the Ministry of Education, Science, Sports and Culture	February 2014	Deputy Director-General, Lifelong Learning Policy Bureau, Ministry of Education,					
July 1999	Director, Gender Equality Learning Division, Lifelong Learning Bureau, the Ministry of Education, Science, Sports and Culture	July 2014 January 2016	Culture, Sports, Science and Technology Deputy Commissioner for Cultural Affairs Director-General, Lifelong Learning Policy Bureau, Ministry of Education, Culture,					
August 2002	Director, Survey Planning Division, Lifelong Learning Policy Bureau, Ministry of Education, Culture, Sports, Science and Technology	July 2017 June 2022	Sports, Science and Technology Director General, National Institute for Educational Policy Research, Japan Outside Director, Hakuhodo DY Holdings					
August 2003	Counselor to Director General (in charge of general planning and coordination), Director for Policy of Youth Affairs, Cabinet Office		Inc. (to present) Outside Director, BUNKEIDO CO., LTD. (to present)					
July 2005	Director, Research and Coordination Division, Science and Technology Policy Bureau, Ministry of Education, Culture, Sports, Science and Technology							
April 2007	Director, Traditional Culture Division, Cultural Properties Department, Agency for Cultural Affairs							
May 2009	Director, Policy Planning Division, Sports and Youth Bureau, Ministry of Education, Culture, Sports, Science and Technology							
September 2011	Deputy Director-General, Sports and Youth Bureau, Ministry of Education, Culture, Sports, Science and Technology							
August 2012	Executive Director & Secretary General, Yokohama National University							

<Significant concurrent position>

Outside Director, BUNKEIDO CO., LTD.

Reasons for nominating as candidate for Outside Director and outline of expected roles

Ms. Ikuko Arimatsu has a wealth of knowledge, experience and insight in the areas of gender equality, youth affairs, lifelong learning, etc. acquired through her duties at the Ministry of Education, Science, Sports and Culture, Ministry of Education, Culture, Sports, Science and Technology, Agency for Cultural Affairs, etc. The Company expects that based on such expertise, she will provide advice for the Group's management strategies and supervise its management from an independent and neutral perspective mainly concerning the HR and CSR fields, and the Company judges that she is an appropriate person to supervise the Company's Group management and strive for sustainable increase in corporate value. The Company has therefore continued to nominate her as a candidate for Outside Director. For this reason, the Company judges that she will appropriately perform her duties as an Outside Director.

Candidate No.	Koichi Ueda	(December 17, 1943)		Attendance record for meetings of the Board of Directors	Number of the Company's shares held 0	Outside Director/ Independent Director/ New election		
Career summary, positions and areas of responsibility in the Company, and significant concurrent position								
April 1967	Legal apprentice, Supreme Court	June 2006		perintending Pro	,	yo High		
April 1969	Appointed as a public prosecutor			blic Prosecutors				
July 1995	Director-General, Special Investigation,	January 2007	Certified as an attorney					
	Tokyo District Public Prosecutors Office	April 2007	Specially Appointed Profe					
December 1996				Law School), Meiji				
T	Prosecutors Office	A 11 2000	University					
February 1998	Prosecutor, Supreme Public Prosecutors Office	April 2008	Chairman, Committee on Optimization of Political Funds					
November 1999	Deputy Chief Prosecutor, Tokyo District Public Prosecutors Office	January 2009	and	Representative Director, The Resolution and Collection Corporation				
April 2001	Chief Prosecutor, Kyoto District Public Prosecutors Office	March 2009		Representative Director and President, The Resolution and Collection Corporation				
October 2002	President, Research and Training Institute of the Ministry of Justice	June 2009		Audit & Supervisory Board Member, Japan Tobacco Inc.				
February 2003	Chief Prosecutor, Tokyo District Public Prosecutors Office	September 2013		Management Member, Japan Racing Association				
June 2004	Superintending Prosecutor, Takamatsu High Public Prosecutors Office	May 2015		Chair, Independent Investigation Committee (on the issue of inappropriate				
December 2004	Superintending Prosecutor, Sendai High Public Prosecutors Office	June 2015	accounting), Toshiba Corporation Audit & Supervisory Board Member,					
July 2005	Deputy Prosecutor-General, Supreme Public Prosecutors Office		Hakuhodo Inc. (to retire in June 2024)					

<Significant concurrent position>

Attorney

Reasons for nominating as candidate for Outside Director and outline of expected roles

Mr. Koichi Ueda has in-depth legal knowledge and abundant experience acquired from his time as a public prosecutor and an attorney as well as experience as an outside director of other private companies. The Company expects that he will provide advice on the Group's management strategies, governance, and compliance and supervise its management based on such expertise. In view of his service as Audit & Supervisory Board Member of Hakuhodo Inc., a subsidiary, and other factors, the Company judges that he is an appropriate person to supervise the Company's Group management and strive for sustainable increase in corporate value. The Company has therefore newly nominated him as a candidate for Outside Director and judges that he will appropriately perform his duties as an Outside Director.

Notes: 1. There are no special interests between the candidates and the Company.

- 2. Matters concerning the candidates for Outside Directors are as follows:
 - Mr. Nobumichi Hattori, Mr. Toru Yamashita, Ms. Ikuko Arimatsu and Mr. Koichi Ueda are candidates for Outside Directors.
 - (2) The term of office of Mr. Nobumichi Hattori as Outside Director of the Company will have been nine years at the conclusion of this Annual General Meeting of Shareholders. The term of office of Mr. Toru Yamashita as Outside Director of the Company will have been six years at the conclusion of this Annual General Meeting of Shareholders. The term of office of Ms. Ikuko Arimatsu as Outside Director of the Company will have been two years at the conclusion of this Annual General Meeting of Shareholders.
 - (3) The Company has registered Mr. Nobumichi Hattori, Mr. Toru Yamashita and Ms. Ikuko Arimatsu with Tokyo Stock Exchange Inc. as independent Directors pursuant to the regulations of the Exchange. In the event that this proposal is approved as proposed and Mr. Nobumichi Hattori, Mr. Toru Yamashita, Ms. Ikuko Arimatsu and Mr. Koichi Ueda assume office as Directors, the Company intends to register each of them with Tokyo Stock Exchange Inc. as independent Directors pursuant to the regulations of the Exchange.
- 3. The Company has entered into agreements with Mr. Nobumichi Hattori, Mr. Toru Yamashita and Ms. Ikuko Arimatsu to limit their liability for damages prescribed in Article 423, paragraph 1 of the Companies Act. The limit of the liability under such agreements shall be the amount prescribed by laws and regulations.
 - If Mr. Nobumichi Hattori, Mr. Toru Yamashita, Ms. Ikuko Arimatsu and Mr. Koichi Ueda assume office as Directors, the Company will enter into or continue the said agreements with each of them.
- 4. The Company has entered into a directors and officers liability insurance contract (Management Risk Protection Insurance Contract) with an insurance company pursuant to Article 430-3, paragraph 1 of the Companies Act, with directors and officers as the insured.

The said insurance contract covers damages, legal costs, etc. to be borne by the insured in the case that shareholders or third parties claim for damages as a result of an act (including nonfeasance) performed by the insured as a company officer. However, there are certain exemptions; for instance, in the case of actions taken with the knowledge that such actions are in violation of laws and regulations, damages, legal costs, etc. to be borne by the insured will be not covered. The insurance fee for the policy is all borne by the Company and no insurance fee is borne by the insured.

If this proposal is approved as originally proposed and each candidate is appointed as Director, they will be the insured under the said insurance contract. The Company plans to renew this insurance policy with the same contents in July 2024, which is during his or her term of office.

Proposal 3: Election of One (1) Audit & Supervisory Board Member

Upon the conclusion of this Annual General Meeting of Shareholders, the term of office of Audit & Supervisory Board Member Kazuhiko Tomoda will expire. Accordingly, the Company proposes to elect one (1) Audit & Supervisory Board Member.

This Proposal has already been approved by the Audit & Supervisory Board.

The candidate for Audit & Supervisory Board Member is as follows:

			Attend	ance at:	Number of	Outside Audit & Supervisory		
Kazuhiko Tomoda		(April 30, 1956)	Meetings of the Board of Directors 22/22 (100%)	Meetings of the Audit & Supervisory Board 26/26 (100%)	the Company's shares held 0	Board Member/ Independent Audit & Supervisory Board Member/ Reelection		
Career summary, positions in the Company, and significant concurrent position								
March 1979		use & Company (later na Audit Corporation)	July 2013	Officer (Leader of Risk and Assurance),, PricewaterhouseCoopers Aarata				
September 1982 July 1997	Registered as a Certification Representative Partner	ried Public Accountant er, Aoyama Audit	July 2019	Established Tomoda Certified Public Accountant Office				
Corporation			June 2020	Outside Audit & Supervisory Board				
September 2006 Representative Partner,			Member, Hakuhodo DY Holdings Inc. (to					
	PricewaterhouseCoop	` •		present)	rata Auditor I	NIEC		
July 2012 PricewaterhouseCoopers Japan LLC) Management Committee Member Office (Leader of Manufacturing, Distribution and				Outside Corporate Auditor, INES Corporation (to June 2023)				
				Independent Director and Member of the				
	Service), Pricewaterh	ouseCoopers Aarata		Audit and Supe	•	,		
				PERSOL HOL present)	DINGS CO.,	LTD. (to		
				Statutory Audit (to June 2023)	tor, Daiko Ad	vertising Inc.		
			June 2023	Outside Director Supervisory Corporation (to	ommittee men			

<Significant concurrent positions>

Independent Director and Member of the Audit and Supervisory Committee, PERSOL HOLDINGS CO., LTD. Outside Director who is an Audit and Supervisory Committee member, INES Corporation

Reasons for nominating as candidate for Outside Audit & Supervisory Board Member

Mr. Kazuhiko Tomoda has in-depth accounting knowledge and abundant experience acquired as a Certified Public Accountant, and the Company believes that he will appropriately perform the Company's audit tasks from an independent and neutral perspective. For this reason, the Company judges that he will continue to appropriately carry out his duties as an Outside Audit & Supervisory Board Member.

(Note) Attendance at meetings of the Board of Directors and meetings of the Audit & Supervisory Board represents attendance at those meetings held in the fiscal year 2023.

Notes: 1. There are no special interests between the candidate and the Company.

- 2. Matters concerning the candidate for Outside Audit & Supervisory Board Member are as follows:
 - (1) Mr. Kazuhiko Tomoda is a candidate for Outside Audit & Supervisory Board Member.
 - (2) The term of office of Mr. Kazuhiko Tomoda as Outside Audit & Supervisory Board Member will be four years at the conclusion of this General Meeting of Shareholders.
 - (3) The Company has registered Mr. Kazuhiko Tomoda with Tokyo Stock Exchange Inc. as an independent Audit & Supervisory Board Member pursuant to the regulations of the Exchange. In the event that this proposal is approved as proposed and Mr. Kazuhiko Tomoda assumes office as Audit & Supervisory Board Member, the Company intends to continue to register him with Tokyo Stock Exchange Inc. as an independent Audit & Supervisory Board Member pursuant to the regulations of the Exchange.
- 3. The Company has entered into agreements with Mr. Kazuhiko Tomoda to limit his liability for damages prescribed in Article 423, paragraph 1 of the Companies Act. The limit of the liability under such agreements shall be the amount prescribed by laws and regulations. If Mr. Kazuhiko Tomoda assumes office as Audit & Supervisory Board Member, the Company will continue the said agreements with him.
- 4. The Company has entered into a directors and officers liability insurance contract (Management Risk Protection Insurance Contract) with an insurance company pursuant to Article 430-3, paragraph 1 of the Companies Act, with Audit & Supervisory Board Members as the insured. The said insurance contract covers damages, legal costs, etc. to be borne by the insured in the case that shareholders or third parties claim for damages as a result of an act (including nonfeasance) performed by the insured as a company officer. However, there are certain exemptions; for instance, in the case of actions taken with the knowledge that such actions are in violation of laws and regulations, damages, legal costs, etc. to be borne by the insured will be not covered. The insurance fee for the policy is all borne by the Company and no insurance fee is borne by the insured. If this proposal is approved as originally proposed and the candidate is appointed as Audit & Supervisory Board Member of the Company, he will be the insured under the said insurance contract.
- 5. Mr. Kazuhiko Tomoda served as Outside Statutory Auditor of Daiko Advertising Inc. from June 2020 to June 2023. On September 27, 2022, one of the executive officers of the company was arrested by Tokyo District Public Prosecutors Office on charges of bribery related to the selection of sponsors for the Olympic and Paralympic Games Tokyo 2020, and on October 18, 2022, the executive officer was indicted. When a corporate governance reform committee established to address this case reported on its investigative report at a meeting of the company's Board of Directors, Mr. Tomoda provided recommendations on the review and strengthening of the company's compliance system as well as on measures to prevent recurrence.

End

(Reference)

[Our Policy on the Election of the Board of the Directors]

Our goal is to realize a society in which every "sei-katsu-sha" can actively live their lives in their way. For this goal, through the "creativity" of every employee and the "integrated strength" of our teams, who respect and enhance each other's creativity, we bring positive change to the world and create "new value" for sei-katsu-sha. As such, the Hakuhodo DY Group has an unparalleled diversity of creative talent. The Board of Directors is likewise composed of several directors who are familiar with the Group and several outside directors who have a wealth of experience and a wide range of insight while considering the balance of knowledge, experience, and ability of the Board as a whole. This composition ensures the effectiveness of the Board of Directors in enhancing the Group's corporate value.

[Director and Audit & Supervisory Board Member Skills Matrix] (in the event that each candidate for director and corporate auditor is elected at this annual general meeting of shareholders as proposed)

The background and areas of expertise of the Company's directors and Audit & Supervisory Board members are indicated by \bigcirc in the following chart.

ed by \bigcirc in i	me following chart.								
	Position	Management	Finance	HR	Corporate Governance	CSR	Digital	Global	Creation and Cultivation of Corporate Culture
Name		Management of operating companies	• Finance • Accounting	Human resources development Diversity and inclusion	Legal Compliance	Sustainability SDGs	• Technology • Data/ Systems	• International business	· "Sei-katsu-sha Insight" (*1) · "Commitment to Partnership" (*2) · "our people are our assets" (*3)
Hirokazu Toda	Director & Chairman	O			0			0	0
Masayuki Mizushima	Representative Director & President	0			0			0	٥
Hirotake Yajima	Director & Executive Vice President	0			0		0	0	0
Masanori Nishioka	Representative Director & Senior Executive Corporate Officer		0	0	0	0			0
Akihiko Ebana	Director & Senior Executive Corporate Officer	0				0		0	0
Motohiro Ando	Director & Senior Corporate Officer						0		0
Nobumichi Hattori	Outside Director		0		0			ō	0
Toru Yamashita	Outside Director	0		0	0	0	0	0	0
Ikuko Arimatsu	Outside Director			0	0	0			0
Koichi Ueda	Outside Director				0				0
Osamu Nishimura	Full-Time Audit & Supervisory Board Member			0	0				0
Tomoyuki Imaizumi	Full-Time Audit & Supervisory Board Member			0	0				0
Kazuhiko Tomoda	Outside Audit & Supervisory Board Member		0		0				٥
Shin Kikuchi	Outside Audit & Supervisory Board Member				0			0	0
Kimitoshi Yabuki	Outside Audit & Supervisory Board Member		Cd 1:1	C.I. C.	0	0		0	0
	Name Hirokazu Toda Masayuki Mizushima Hirotake Yajima Masanori Nishioka Akihiko Ebana Motohiro Ando Nobumichi Hattori Toru Yamashita Ikuko Arimatsu Koichi Ueda Osamu Nishimura Tomoyuki Imaizumi Kazuhiko Tomoda Shin Kikuchi	Hirokazu Toda Masayuki Mizushima President Hirotake Yajima Masanori Nishioka Akihiko Ebana Director & Senior Executive Corporate Officer Director & Senior Executive Corporate Officer Motohiro Ando Director & Senior Corporate Officer Motohiro Ando Director & Senior Corporate Officer Motohiro Ando Director & Senior Corporate Officer Nobumichi Hattori Outside Director Toru Yamashita Outside Director Koichi Ueda Outside Director Osamu Full-Time Audit & Supervisory Board Member Tomoyuki Imaizumi Supervisory Board Member Kazuhiko Outside Audit & Supervisory Board Member Shin Outside Audit & Supervisory Board Member Outside Audit & Supervisory Board Member	Name Position - Management of operating companies Hirokazu Toda Director & Chairman Masayuki Representative Director & o Mizushima President Hirotake Yajima Director & Executive Vice President Masanori Nishioka Representative Director & Senior Executive Corporate Officer Akihiko Ebana Director & Senior Executive Corporate Officer Motohiro Ando Director & Senior Corporate Officer Nobumichi Hattori Outside Director Toru Yamashita Outside Director Koichi Ueda Outside Director Osamu Full-Time Audit & Supervisory Board Member Tomoyuki Full-Time Audit & Supervisory Board Member Kazuhiko Outside Audit & Supervisory Board Member Shin Outside Audit & Supervisory Board Member Kimitoshi Yabuki Outside Audit & Supervisory Board Member Kimitoshi Yabuki Outside Audit & Supervisory Board Member Outside Audit & Supervisory Board Member	Name Position - Management of operating companies - Finance - Accounting Hirokazu Director & Chairman Masayuki Representative Director & Omizushima President Hirotake Yajima Director & Executive Vice President Masanori Nishioka Representative Director & Senior Executive Corporate Officer Akihiko Ebana Director & Senior Executive Corporate Officer Motohiro Ando Director & Senior Corporate Officer Nobumichi Hattori Outside Director Toru Yamashita Outside Director Koichi Ueda Outside Director Osamu Full-Time Audit & Supervisory Board Member Tomoyuki Full-Time Audit & Supervisory Board Member Kazuhiko Outside Audit & Supervisory Board Member Shin Outside Audit & Supervisory Board Member Kimitoshi Yabuki Outside Audit & Supervisory Board Member Kimitoshi Yabuki Outside Audit & Supervisory Board Member Kimitoshi Yabuki Outside Audit & Supervisory Board Member	Name Position - Management of operating companies - Management of operating companies - Management of operating companies - Accounting - Human resources development of inclusion - Masayuki Masayuki Masayuki Mizushima - President - Mirotake Yajima President - President - Masanori Nishioka Representative Director & Senior Executive Corporate Officer - Executive Corporate Officer - Akihiko Ebana - Director & Senior Executive - Corporate Officer - Motohiro Ando - Director & Senior Corporate - Officer - Nobumichi Hattori - Outside Director - Outside Notiside Noti	Name Position - Management of operating companies - Finance operations - Finan	Name Position - Management of congraines companies - Accounting - Human resources and coverlance operating companies - Accounting - Human resources and coverlance - Accounting - Legal compliance - SDGs -	Name Position **Management of operating companies** **Finance operating companies** **Legal compliance compliance companies** **Dos **Dos **Data/ Systems** **Data/ Systems** **Hirotazua Director & Chairman **Director & Chairman **Director & Chairman **Director & Chairman **Director & Executive Vice President **Horotake Yajima** **President **Masanori Nishiroka** **Regresentative Director & Senior Executive Corporate Officer **Akhiko Ebana** **Director & Senior Executive Corporate Officer **Motohiro Ando** **Director & Senior Executive Corporate Officer **Motohiro Ando** **Director & Senior Corporate Officer **Motohiro Ando** **Director & Senior Corporate Officer **Outside Director* **Outside Andit & Supervisory Board Member* **Shin Outside Andit & Supervisory Board Member* **Sinin Outside Andit & Supervisory Boa	Name Position - Management of cogeniting companies - Accounting - Management of cogeniting companies - Accounting - Accou

⁽Note) This chart is not intended to reflect all of the skills of the Company's directors and Audit & Supervisory Board members.

*1 This concept is the starting point of the Hakuhodo DY Group's philosophy. We create new values through deep insight and understanding people not simply as consumers but as "sei-katsu-sha" who live independently in our diverse society. We know sei-katsu-sha better than anyone else, so we can build bridges between advertisers, sei-katsu-sha, and media companies.

^{*2} This approach is the starting point of the Hakuhodo DY Group's business. We always look at things from the viewpoint of sei-katsu-sha and provide advertisers and media companies with solutions by looking at their businesses together, discussing them, and taking action accordingly. As their partner, we aim to build long-term relationships with advertisers and media companies and provide consistent and sustainable solutions.

^{*3} A policy in which our employees are regarded as an extremely valuable stakeholder. The minds of our employees are what allows us to produce ideas. For this reason, we place importance on employee satisfaction and are making particular efforts to respect individuality, develop personal creativity, and enhance our teamwork capabilities. These efforts ultimately help us improve our level of customer satisfaction.

(Reference)

Outside Director and Audit & Supervisory Board Member Independence Standards

The Company will judge to be independent any outside directors and outside Audit & Supervisory Board members who:

- 1. Are not currently and have not been in the past ten years*1 a director (excluding outside directors), corporate officer, or employee of the Company or any of its subsidiaries;
- 2. Do not currently fall under and have not fallen under in the past three years any of (i) to (iii):
 - (i) A director, corporate officer, or employee of a major business partner (Note 1) of the Company;
 - (ii) An attorney, certified public accountant, consultant, or other such person*2 who receives a large amount of money (Note 2) or other such economic benefits other than director or Audit & Supervisory Board member compensation from the Company; or
 - (iii) A major shareholder (Note 3) of the Company or a director, corporate officer, or employee of such shareholder;
- Are not directors, corporate officers, or employees of a corporation, partnership, or other such
 organization that exchanges dispatched directors, audit and supervisory board members, or
 corporate officers with the Company;
- 4. Are not directors, corporate officers, or employees of a corporation, partnership, or other such organization that receives a large amount of contributions (Note 4) from the Company; and
- 5. Are not spouses or relatives within the second degree of kinship of material personnel (Note 5) who fall under items 1 or 2.
- *1 However, if the outside director or outside Audit & Supervisory Board member has been a non-executive director or Audit & Supervisory Board member of the Company or any of its subsidiaries at any time within the past ten years, then ten years prior to assuming such position.
- *2 However, if a corporation, partnership, or other such organization receives such benefits, then any person belonging thereto.
- (Note 1) "Major business partner" means a corporation whose transactions with the Company amount to 2% or more of the annual consolidated sales of either the Company or the business partner.
- (Note 2) "Large amount of money" means ten million yen or more annually in the case of an individual or, in the case of an organization, 2% or more of the annual consolidated sales of the organization.
- (Note 3) "Major shareholder" means a shareholder who holds (including both directly and indirectly) 10% or more of total voting rights.
- (Note 4) "Large amount of contributions" means an amount exceeding the greater of (a) ten million yen annually or (b) 2% of the annual consolidated sales or total revenue of the recipient of the contributions.
- (Note 5) "Material personnel" means directors (excluding outside directors), corporate officers, department chiefs, and employees in managerial positions equivalent to department chiefs.