Hakuhodo DY Group
Accelerating Business Growth
through the Utilization of AI

My name is Yasuo Nishiyama, and I am the Representative Director & President of Hakuhodo DY Holdings Inc.

Thank you for attending our results briefing today.

As you all know, the exponentially accelerating advancement of artificial intelligence (AI) technology has made it a top priority agenda item for every company to make the best of it.

Today, I will explain how our Group is using AI to shape our future, including the latest developments and strategy to that end.
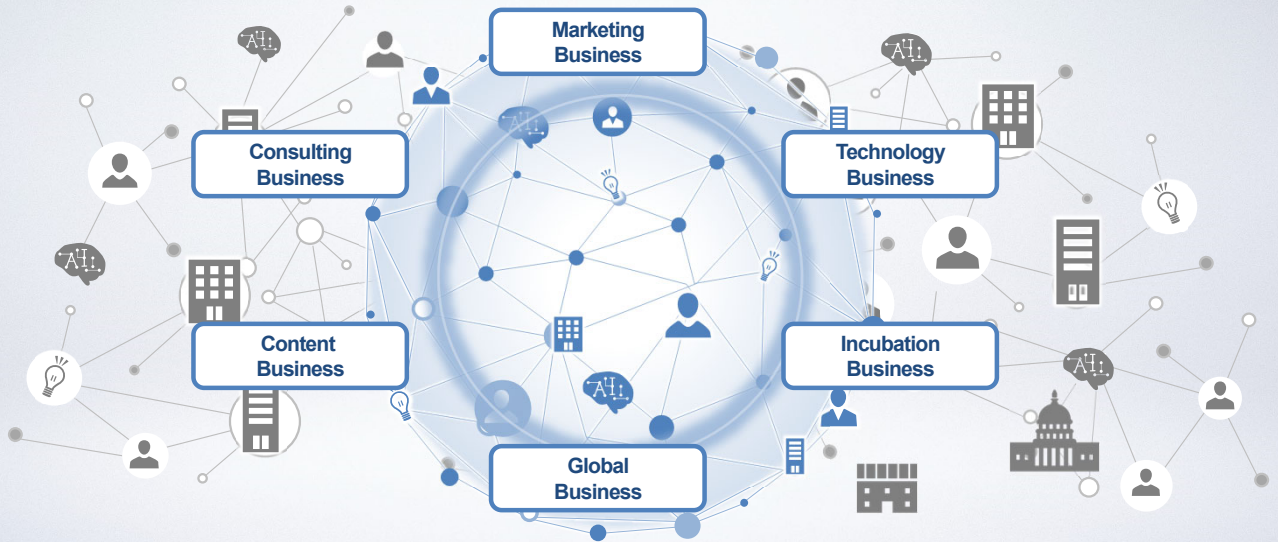
Human-Centered AI

Designing AI Technology Around the *Sei-Katsu-Sha*

Our use of AI is built on a consistent philosophy of Human-Centered AI. This strategy is the primary driving force behind our ongoing transformation.

Our Goal
Creativity Platform

We have been upholding a clear vision since the inception of the present Medium-Term Business Plan (MTBP).

And that vision calls for our evolution into a "Creativity Platform," aimed at generating additional values with creativity built around our proprietary *Sei-Katsu-Sha* Insight by building new relationships among *Sei-Katsu-Sha*, organizations and society depending on the topic or objective involved.

It also serves as an announcement of our commitment to expand our scope of business outside the traditional domain of marketing business.

AI Utilization and AI Business Cases Across Six Business Domains

Marketing Business

HAKUHODO
DAIKO
YOMIKO
Hakuhodo DY ONE
SOLDOUT

Driving Enhancement and Efficiency through Utilization of AI Agents
- ☑ Strategy
- ☑ Media
- ☑ Creative
- ☑ Performance Marketing
- ☑ Sales
- ☑ CRM

PRODUCT'S

Launched "AI Craft Studio", Revolutionizing Visual Production

Consulting Business

IDEO — **AI × Design Thinking**

SYPartners — **AI-Powered Organizational Transformation Consulting**

ENND PARTNERS — **Maximizing AI Utilization within Intelligence Functions**

Technology Business

HAKUHODO Technologies — **Multi-AI Agent System: "Nomatica"**

&DIGITAL — **Launch of "AI Business Assessment" to Determine Optimal AI Utilization Strategies**

ReD. — **Consulting for AI-Driven Management**

Content Business

HUUM — **Providing a Solution to Visualize the Effectiveness of Influencer PR Initiatives, using Generative AI Technology**

ZETTAI WORKS — **"ZETTAI WORKS," which specializes in AI-powered animation, has achieved profitability.**

Incubation Business

HAKUHODO DY VENTURES × Third Intelligence — **Investing in Japan's AI Evolution by Participating in Third Intelligence's Funding Round**

HAKUHODO synVoice — **Establishing a New Company to Develop and Offer AI-Powered Systems Aimed at Enhancing Customer Service Capabilities**

Global Business

KEPLER — **Development of Kip (Kepler Intelligence Platform), an AI-Powered Platform**

kyu PULSE — **Implementing Kip Across kyu Pulse to Serve as the Engine for Cross-Group Collaboration**

Today, I am going to brief on the latest developments on concrete AI-powered business examples in the six domains constituting the Creativity Platform.

First, I would like to touch upon the marketing business, the mainstay of our operation.

Here, we have built a wide variety of AI agents in six areas ranging from strategy to CRM to promote operational sophistication and efficiency as a "tandem" to drive our business.
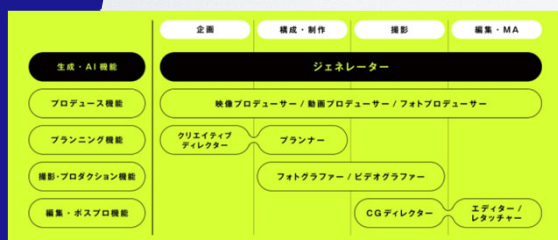
This list only includes typical examples. Above all, Creative Engine Bloom, our core platform, has seen its cumulative user count within the company surpass 10,000, with substantive results including a three-fold increase in productivity in basic planning.

AI is also bringing drastic changes in the field of creative production.

Hakuhodo Product's has launched AI Craft Studio for fundamental innovation of its visual and video production process.

We also created a new role called "Generator" to define human resources and skills to fuse AI with traditional expertise.

It is based on a proprietary training program designed in collaboration with Adobe to acquire world-class advanced generative technology.

Those initiatives have effectively helped us transform both our talent composition and operational process.

AI×Consulting Business

Launch of "AI × Design Thinking Programs"

IDEO offers programs where participants learn how to utilize AI in Design Thinking to enhance creativity and drive innovation.

IDEO

Consulting services catalyzed by AI are booming. SYPartners

SY Partners promotes the utilization of AI in management strategy and organizational structure for executives at major companies, and provides organizational transformation consulting through methods like workshops.

Utilizing AI in Intelligence Functions   ENND PARTNERS   , and other firms

Consulting firms are leveraging multiple AIs for research and information gathering in an integrated way. The integration of AI and operational standardization allows for time reductions, such as cutting the process from five days to two days.

AI is a must-have for our consulting business, too.

Indeed, demand for consulting service tends to increase rapidly at critical transformational stages, as observed at the inception of the internet, digital transformation (DX), and now AI.

Without a doubt, we are standing on the frontline of such a transformational change.

Even in North America, the world leader in this development, the evolution of AI poses serious challenges as businesses face compelling needs for redefining their organizational and talent structures.

Against this backdrop, IDEO, a kyu member company, has developed a wide range of programs that combine AI with its proven leadership in Design Thinking. As a result, they are receiving numerous offers, not only from major corporations but also from leading technology firms.

As for organizational transformation consulting, the industry-leading SYPartners has been keeping up its robust performance with nifty moves to embrace AI.
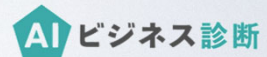
We consider the technology business as a crucial growth domain in order to offer our AI strategy to external clients in the form of SaaS.

Specialized in this domain, Hakuhodo Technologies has launched Nomatica, a powerful multi-AI agent system where multiple AI agents collaborate with each other to offer solutions to clients.

& Digital, launched by the SoldOut group, provides support "from scratch" to SMEs facing difficulties in introducing AI with its "AI business assessment" service.

Finally, ReD, a subsidiary of Hakuhodo DY ONE, offers AI-driven management consulting as an entry point for end-to-end support ranging from organizational/operational transformation to CX improvement, and not only DX.

AI×Content Business
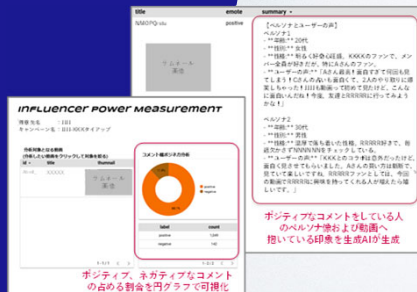
**Offering "Influencer Power Measurement,"
a Generative AI solution for visualizing
the effectiveness of PR initiatives.**

A new solution offered by "HUUM," a joint venture with UUUM. It utilizes Generative AI to quantitatively and qualitatively analyze comments on influencer PR video posts, visualizing viewer reactions on a dashboard (Patent Pending).

"ZETTAI WORKS," which specializes in AI-powered animation, has achieved profitability.

Born from an internal venture program in 2024. By leveraging AI and technology, the company realizes advertising expressions difficult to achieve with conventional production processes. The goal is to break through creative limitations and production workflows at the fastest speed.

The use of AI is also accelerating our content business.

HUUM offers a service featuring AI-powered visualization of the effectiveness of influencer initiatives.

ZETTAI WORKS, an AI-powered animation service born from an internal venture program, has effectively established AI as a new income source, achieving profitability at an early stage.

AI × Incubation Business

Hakuhodo DY Ventures participates in Third Intelligence's funding round, investing in Japan's AI evolution.

HAKUHODO DY VENTURES

We have participated as an underwriter in the third-party allotment of approximately ¥8 billion, which was implemented by Third Intelligence, Inc., an AI research and product development company, on November 12, 2025. Through this partnership, we aim to accelerate the establishment and social implementation of "Ubiquitous AGI (artificial general intelligence)" targeted by Third Intelligence, Inc.
Note: This round was led by MUFG bank, with Sumitomo Mitsui Banking Corporation and SBI holdings also participating.

Third Intelligence

Third Intelligence is an AI research and product development company co-founded by Prof. Yutaka Matsuo and Mr. Junya Ishibashi. Its mission is to "realize Ubiquitous AGI (Artificial General Intelligence) that grows autonomously in its respective environments, thereby creating a world where humans and AI thrive together." The company officially commenced its proprietary AI development business in June 2025.

"Hakuhodo SYNVOICE," a new company established to develop and offer systems utilizing speech recognition/analysis technology and AI, aimed at enhancing customer service capabilities.

HAKUHODO
SYNVOICE

Offering tools such as "voice value," which automatically analyzes and summarizes sales conversations to enhance the quality and efficiency of sales activities.

VOICEVALUE

顧客対応力向上 × 業務効率化の実現

Our incubation business is also gaining speed as an investment in the future.

Along with the establishment of artificial general intelligence (AGI) with proprietary AI development, we will start collaboration in the development of services to develop a new social infrastructure with the decision to invest in Third Intelligence, Inc., a venture established in collaboration with Professor Matsuo at the University of Tokyo, known as a leading researcher in AI.

In addition, Hakuhodo is poised to capture new business opportunities with the establishment of a new company to leverage speech recognition technology and generative AI.

AI×Global Business

kyu PULSE

Kip (Kepler Intelligence Platform）

Developed by Kepler, a member of kyu Pulse, Kip(Kepler Intelligence Platform) enables AI-enhanced audience insights, media campaign optimization, and workflow automation. It stands as an industry-leading tool.

Implementing Kip Across kyu Pulse to Serve as the Engine for Cross-Group Collaboration

Kip serves as the foundation for a platform across kyu Pulse, strengthening its collaboration model. Through this cross-kyu Pulse collaboration, Kip's functions have been expanded with added capabilities such as AI agent-driven creative production, generative engine optimization. This resulted in marketing campaign outcomes improving by up to 200%.

Finally, here is what our global business has to offer.

With kyu Pulse, we are making full use of Kip, a group-wide intelligence platform.

With AI-powered workflow automation and campaign optimization, Kip is recognized by leading platformers as one of the best-in-class services that only a handful of providers can offer.

Indeed, kyu Pulse has become a powerful driving force for accelerating our collaboration in the global arena.

As you have seen thus far, the utilization of AI is advancing in full swing across our business domains.

However, our true strength lies in AI-Powered Creativity, the core philosophy that will drive our actions moving forward.

We are not simply using AI as a tool to improve productivity. We are focusing on the creation of new values that are truly attractive for *Sei-Katsu-Sha* by substantially augmenting the two pillars of our DNA – *Sei-Katsu-Sha* Insight and creativity – with the power of AI.

And for the purpose of accelerating this effort, we promote the building of a Group-wide "*Sei-Katsu-Sha* Insight Platform," applicable to all of our business domains.

Building the "*Sei-Katsu-Sha* Insight Platform"

A proprietary platform that fuses over 40 years of *Sei-Katsu-Sha* research knowledge and extensive *Sei-Katsu-Sha* data with AI technology.
It offers insights and ideation support through dialogue with AI.

Sei-Katsu-Sha Insight Platform

Sei-Katsu-Sha Research Knowledge/Expertise

ひらけ、みらい。
生活総研

The Hakuhodo Institute of Life and Living(HILL)
:established in 1981 to materialize *Sei-Katsu-Sha* Insight and research the "future envisioning" of the *Sei-Katsu-Sha*.

Human-Centered AI functions

Extensive *Sei-Katsu-Sha* Data

大規模生活者
類音データ
Querida

生活者深層心理
データ
HABIT/ex

購買行動
データ
QPR

/LiveRamp

社会トレンド
データ
生総定点

WEB行動
データ
AudienceOne

視聴ログ
データ
Atma

e.g.:A data foundation that securely utilizes customer data owned by companies, in addition to proprietary data such as Audience One®, which holds over 100 million device IDs.

Here is a brief look at the "*Sei-Katsu-Sha* Insight Platform."

It represents our greatest competitive edge – something that is only possible precisely because our Group has been conducting Sei-Katsu-Sha research for over 40 years.

By fusing AI technology with our extensive *Sei-Katsu-Sha* data accumulated over the years, it helps generate real insights and attractive scenarios for the future through dialogue with AI.

I am convinced that this mechanism will drive our growth across all domains beyond the marketing business.
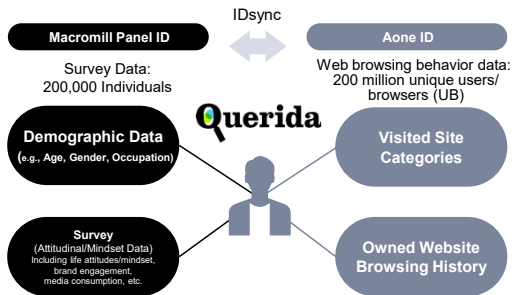
An Example of the *Sei-Katsu-Sha* Insight Platform

Evidence-Based **Virtual *Sei-Katsu-Sha***

Generating highly realistic, market-data-driven Virtual *Sei-Katsu-Sha* by leveraging proprietary prompt technology that replicates the exquisite insight work of Hakuhodo DY Group experts, combined with *Sei-Katsu-Sha* Data.

A large-scale panel of 200,000 individuals, accumulated annually since 2018.

A large-scale panel integrating attitudes, web browsing behavior and purchasing behavior, achieved by syncing 200,000 survey data points with 200 million web behavior logs.

IDsync

Macromill Panel ID

Survey Data: 200,000 Individuals

Aone ID

Web browsing behavior data: 200 million unique users/ browsers (UB)

Querida

Demographic Data (e.g., Age, Gender, Occupation)

Survey (Attitudinal/Mindset Data) Including life attitudes/mindset, brand engagement, media consumption, etc.

Visited Site Categories

Owned Website Browsing History

Dialogue with highly realistic virtual *Sei-Katsu-Sha*, grounded in market data, now enables higher-quality insight work

コンテンツファン消費
行動調査CL12
田中 真理子

デモグラフィック

Insight work | **Media planning** | **Creative planning**

Activation Initiative Development | **Audience Segmentation to Delivery** | **Review & Replanning**
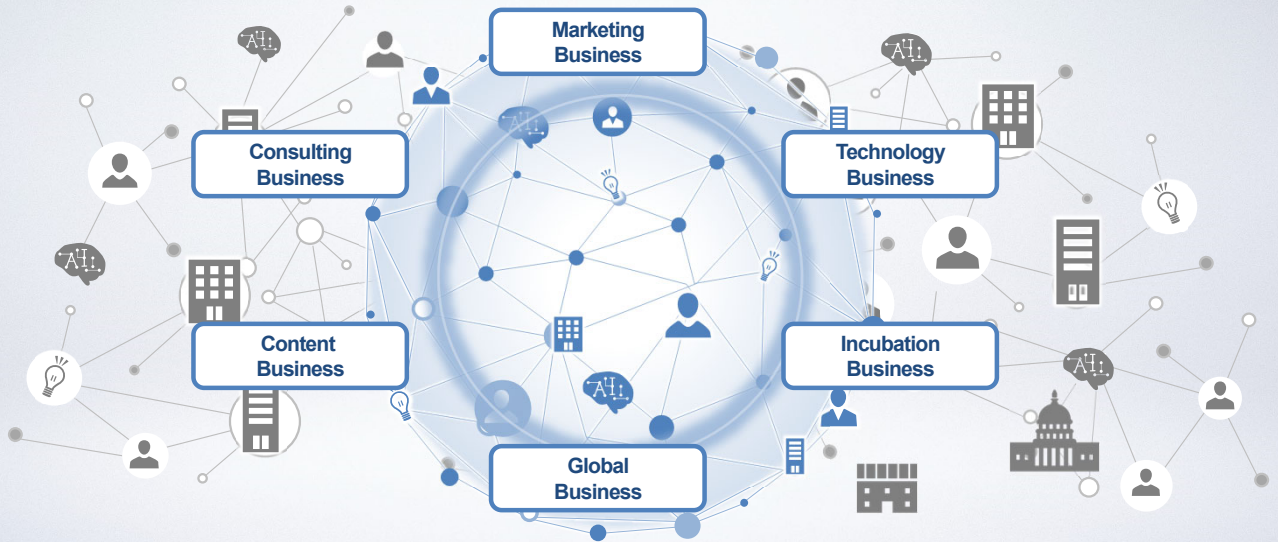
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This Virtual *Sei-Katsu-Sha*, just released today and reported in Nikkei, is a case in point.

This is not a simple AI agent. It generates "living" virtual *Sei-Katsu-Sha* grounded in market data, combining the huge amount of *Sei-Katsu-Sha* data that I just mentioned with the mastery of our insight work into prompt engineering.

I believe that conversations with them will enable the development of higher-quality insights and future scenarios, thus providing a foundation to support all of our business domains.

Our Goal
Creativity Platform

That concludes my explanations about the latest developments in AI use across the Hakuhodo DY Group.

Leveraging AI as an "engine," we are poised to raise *Sei-Katsu-Sha* Insight and creativity – the two pillars of our DNA – to a level that we have never seen before.

And by evolving into a Creativity Platform to keep creating new values, we will improve our corporate value in a sustainable manner and help find a breakthrough in this society filled with a sense of stagnation.

I stand ready to talk about ongoing transformations in the Hakuhodo DY Group from time to time.

Please keep up your expectations for us. Thank you for your attention.