

## Health and Productivity Management

The Hakuholdo DY Group strives to create an environment where all of its employees can make full use of their skills and are empowered to express their individuality and contribute in the workplace. Along with DE&I implementation and workstyle transformation, we are strengthening our Groupwide implementation capabilities and undertaking various initiatives to resolve issues related to health and productivity management.



### Health and Productivity Management Initiatives (Hakuholdo / Hakuholdo DY Media Partners)

#### Health Declaration

Hakuholdo is a company that values people as our assets. (...)

As professionals, we always prioritize maintaining our own health and expanding our capabilities, while also considering the health and well-being of our team members. Every person working at Hakuholdo enjoys an environment in which “work enriches life, and life enriches work.” At the foundation of this environment is each individual’s health. Moving forward, Hakuholdo will continue to advance health and productivity management to support the sustainable growth of its employees and the company, and to provide new value to society.

Details ▶ [WEB Hakuholdo](#) (in Japanese)

Details ▶ [WEB Hakuholdo DY Media Partners](#) (in Japanese)

### Implementation Structure

We have appointed a chief health officer (CHO) to work in collaboration with the Health Management Department of the Human Resource Management Division, which serves as a hub, as well as with the Health Support Center, medical staff at the companies’ internal clinics, and the Health Insurance Society. We will share information and engage in discussions with management sections and the employee union to achieve a uniquely Hakuholdo approach to health and productivity management.

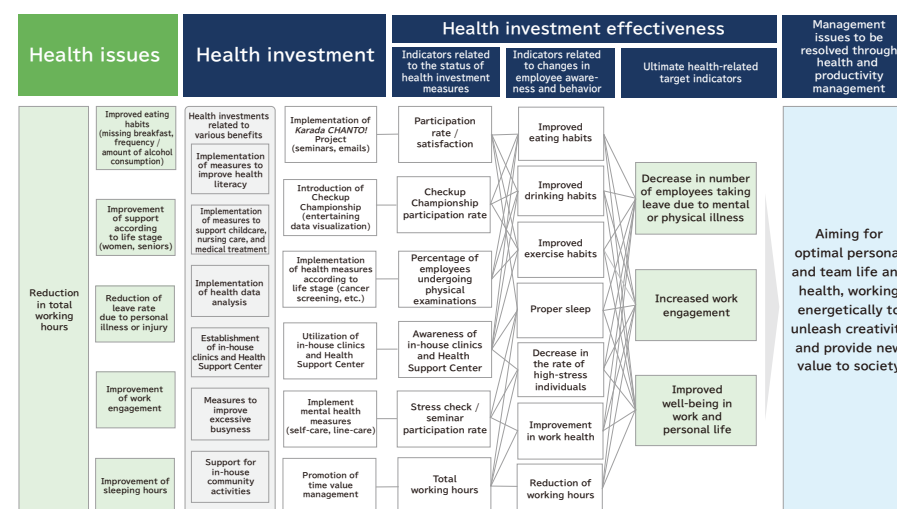
### Strategies for Realizing Health and Productivity Management (Hakuholdo / Hakuholdo DY Media Partners)

#### Formulating a Health and Productivity Management Strategy Map

We have identified the management challenge we wish to address by introducing health and productivity management approach as “aiming for optimal personal and team life and health, working energetically to unleash creativity and provide new value to society.” We have developed a health and productivity management strategy map to help achieve this goal. By organizing and visualizing the objectives and evaluation indicators for each issue and various measures, we intend to accelerate the PDCA cycle. We have identified key indicators based on the effects and current status of each health investment and are monitoring these trends. In recognition of this initiative, we were certified as a Health & Productivity Management Outstanding Organization (Large Enterprise Category) in 2024.



#### Health and Productivity Management Strategy Map



#### Indicators and Targets

Key indicators	Targets
Mental absence rate	Less than 1%
Deviation of work engagement	53 or more
Average happiness in work and personal life	7.00 or more

Coverage: Hakuholdo and Hakuholdo DY Media Partners