## **Health and Productivity Management**

The Hakuhodo 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 (Hakuhodo / Hakuhodo DY Media Partners)

### **Health Declaration**

Hakuhodo 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 Hakuhodo 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, Hakuhodo 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 Hakuhodo (in Japanese) Details > WEB Hakuhodo 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 Hakuhodo approach to health and productivity management.

# Strategies for Realizing Health and Productivity Management (Hakuhodo / Hakuhodo 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

Health issues		Health investment		Health investment effectiveness			Management issues to be
				Indicators related to the status of health investment measures	Indicators related to changes in employee aware- ness and behavior Ultimate health-related target indicators		resolved through health and productivity management
Reduction in total working hours	Improved eating habits (missing breakfast, frequency / amount of alcohol consumption)	Health investments various benefits Implementation of messures interacy literacy int	Karada CHANTO! Project	Participation rate / satisfaction	Improved eating habits	N	
	Improvement of support according to life stage (women, seniors)		Checkup Championship participation rate	Improved drinking habits	Decrease in number of employees taking leave due to mental or physical illness		
			Implementation of health measures according to life stage (cancer screening, etc.)	Percentage of employees undergoing physical examinations	Improved exercise habits		energetically to unleash creativity and provide new value to society
	Reduction of leave rate due to personal illness or injury				Proper sleep	Increased work engagement Improved well-being in work and personal life	
	Improvement	Establishment of in-house clinics and Health Support Center	Utilization of in-house clinics and Health Support Center	in-house clinics and Health Support Center	Decrease in the rate of high-stress individuals		
	of work engagement	Measures to improve excessive busyness	Implement mental health measures (self-care, line-care)	Stress check / seminar participation rate	Improvement in work health		
	Improvement of sleeping hours	Support for in-house community activities	Promotion of time value management	Total working hours	Reduction of working hours	/	

### **Indicators and Targets**

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

Coverage: Hakuhodo and Hakuhodo DY Media Partners