The Hakuhodo DY Group's Technology Strategy

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Driving the Evolution of *Sei-katsu-sha* Insight Through Technology to Open New Futures

Since its founding, Hakuhodo DY Holdings has placed *Sei-katsu-sha* Insight at the core of its philosophy, contributing to the advancement of advertising and marketing in Japan, while remaining finely attuned to changes in *sei-katsu-sha*'s values and behavior. Today, amid major social and economic transformation, the accelerating power of technology symbolized by AI, and the growing diversity and complexity of *sei-katsu-sha*'s attitudes, we are entering a new phase—one in which technology expands human capabilities and potential, and the greatest value emerges through co-creation between people and technology.

In response to these demands of the times, we have strengthened the Group's technology domain with the goal of further evolving and advancing *sei-katsu-sha* insight. In 2022, we established HAKUHODO Technologies, a technology strategy company, to deliver new value and experiences to society and *sei-katsu-sha* through the combined power of marketing and technology. Since then, we have continued to strengthen the technology infrastructure and resources of the Group.

Leveraging these, we developed CREATIVITY ENGINE BLOOM ("BLOOM"), a next-generation integrated marketing platform that unites previously siloed data and tools from the marketing, creative, and media domains. BLOOM is designed to support everything from integrated marketing strategy planning to business development support initiatives. At its core lies the evolution of *sei-katsu-sha* insight—not merely efficiency gains, but technology-driven, deep human understanding that powers more advanced marketing and the creation of entirely new value.

BLOOM is an engine for new value creation that starts with *sei-katsu-sha*. It connects *sei-katsu-sha*, organizations, and society in powerful new ways, opening the doors to unprecedented growth.

Deepening and Evolving *Sei-katsu-sha* Insight with BLOOM

Marketing Built Around *Sei-katsu-sha*

BLOOM's defining characteristic is that every approach begins with *sei-katsu-sha* insight. By harnessing massive volumes of data on *sei-katsu-sha*, the platform comprehensively analyzes how people feel, think, and what they expect next—uncovering fresh perspectives and discoveries that drive strategy and creativity.

Powered by the Hakuhodo DY Group's long-cultivated expertise, including high-resolution research data and extensive actual datasets stored in its *sei-katsu-sha* data platform, and technology, BLOOM helps reveal the deeper mindset and value shifts of *sei-katsu-sha*. It illuminates not only the now, but also the emerging picture of what people will become in the future.

Where Data and Creativity Resonate

Another key feature of BLOOM is the fusion of data science and creativity. Numbers alone cannot fully capture the deep psychology or latent needs of *sei-katsu-sha*. By applying the Hakuhodo DY Group's long-nurtured creativity, BLOOM transforms data-science–driven *sei-katsu-sha* analysis into entirely new ideas and expressions.

For example, BLOOM carefully uncovers *sei-katsu-sha*'s interest in social issues and their subtle hopes and anxieties about the future. It then transforms those insights into proposals for new lifestyle concepts, service development, and brand creation that resonate emotionally. By fusing data with creativity, BLOOM
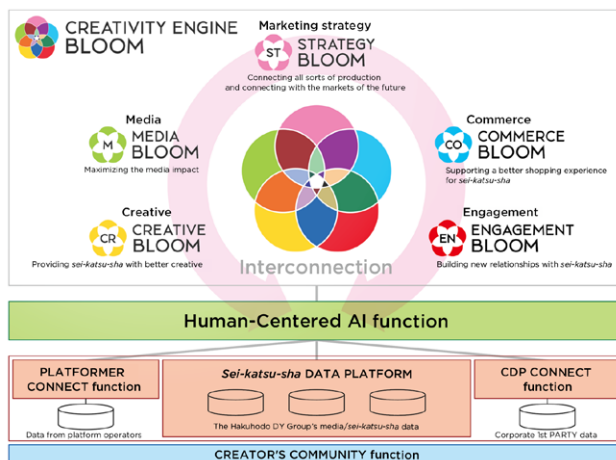
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enables companies to deliver true value propositions that move *sei-katsu-sha*'s hearts.

Driving Both Marketing Efficiency and Sophistication
BLOOM aims to both improve the efficiency of marketing operations and enhance their sophistication through advanced technology.

Smarter Targeting
With BLOOM, vast *sei-katsu-sha* data sets and AI-driven analysis enable targeting that takes into account consumption behavior, values, and social concerns. This allows companies to seamlessly connect strategic target segments with media targets, unlocking entirely new markets and growth opportunities beyond conventional boundaries.

Automated and Optimized Campaign Design
AI learns from past campaign results to automatically recommend the most effective creative and channel mixes tied to KPIs. Real-time dashboards enable instant performance tracking and rapid PDCA cycles, dramatically accelerating decision-making.

Building Social Resonance for Brands
BLOOM goes beyond driving recognition and sales; it helps brands earn enduring trust and emotional connection with *sei-katsu-sha* and society. By integrating diverse *sei-katsu-sha* and societal data, the platform supports the building of social trust and long-term equity for brands.

Strengthening Companies' Competitiveness and Resilience
In today's fast-changing business environment, marketing that flexibly harnesses data and technology enhances both competitive advantage and risk resilience. BLOOM empowers companies to make future-oriented management decisions and drive business transformation with confidence.

Corporate Value BLOOM Delivers and the Future It Aims to Shape

A Cycle of Co-Growth Between *Sei-katsu-sha*, Organizations, and Society
Through BLOOM, the Hakuhodo DY Group is helping clients achieve business growth, enhance brand value, and generate meaningful social impact.

Sustained Growth in Corporate Value
BLOOM enables not only short-term revenue expansion but also the building of brand value grounded in *sei-katsu-sha* empathy, leading to market expansion. It aims to be a robust foundation for long-term corporate growth.

Positive Ripple Effects Across Society
By enabling corporate activities that bring happiness to *sei-katsu-sha* and help address social issues, BLOOM serves as a new marketing platform supporting the sustainable development of society and helping to create a better future.

A Growth Engine for the Hakuhodo DY Group
BLOOM also drives the Hakuhodo DY Group's own business enhancement, digital transformation, and global expansion, and is accelerating the strengthening of our human and intellectual capital. By updating our heritage of *sei-katsu-sha* insight with cutting-edge technology, we continue to evolve alongside our clients.

Unlocking Growth That Exceeds Expectations Together

BLOOM aims to become a completely new kind of marketing platform—one that powerfully captures shifts in *sei-katsu-sha* and drives a cycle of shared growth among *sei-katsu-sha*, organizations, and society. Business transformation rooted in *sei-katsu-sha* strengthens our clients' competitiveness and, in turn, fuels the development and sustainability of society. In this era of rapid change, marketing grounded in *sei-katsu-sha* insight will be the driving force that shapes companies' future, with BLOOM positioned to serve as the innovation engine at its core.

Guided by our enduring *Sei-katsu-sha* Insight policy, we focus on technology that amplifies human creativity, including through BLOOM. By combining the thoughtful use of technology with deep *sei-katsu-sha* insight, we connect *sei-katsu-sha*, organizations, and society, delivering value creation that only the Hakuhodo DY Group can achieve, and striving to deliver growth and increases in corporate value that exceeds expectations.