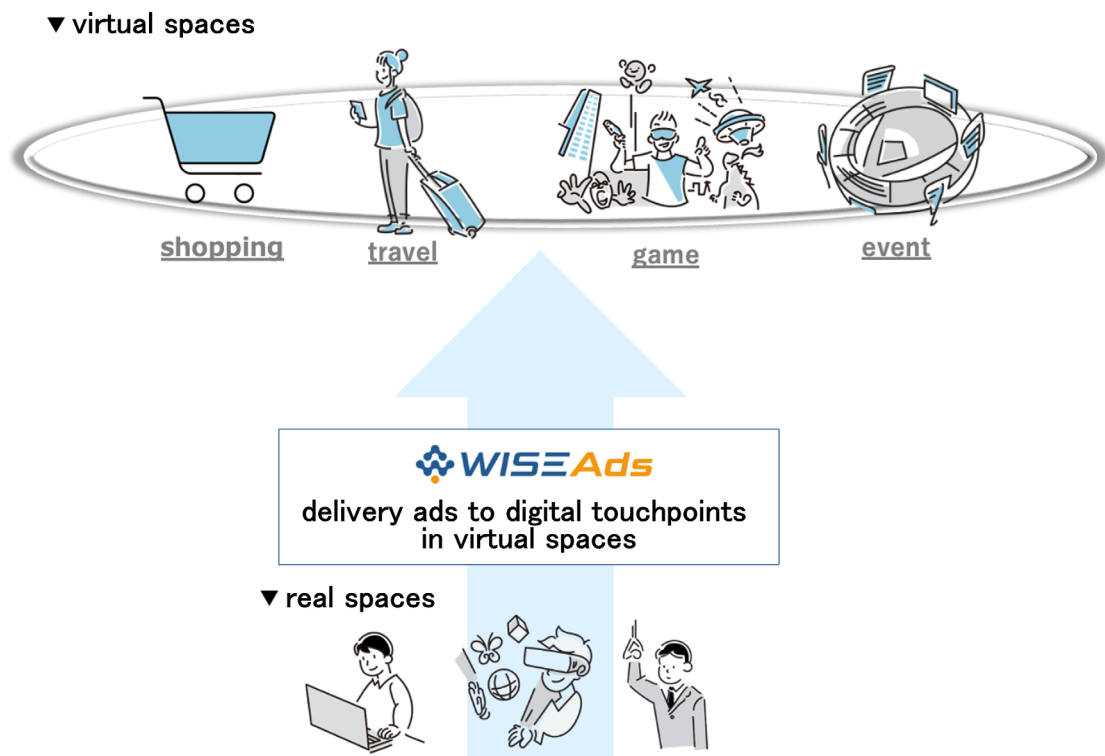


Hakuhodo DY ONE Expands WISE Ads to the Metaverse with ANA GranWhale

- Unlocking New Opportunities in Virtual Travel & Digital Advertising -

Tokyo, November 5, 2024 – Hakuhodo DY ONE Inc. has taken digital advertising beyond reality by integrating ANA GranWhale, a cutting-edge virtual travel platform by ANA NEO, into its WISE Ads service. This latest expansion enables brands to connect with consumers in a highly immersive metaverse environment, blending virtual travel with seamless advertising.



■ WISE Ads

WISE Ads is a comprehensive ad delivery service designed to reach a diverse range of digital touchpoints in everyday life. By connecting with major ad platforms and supply-side platforms

(SSPs), WISE Ads delivers targeted advertisements across web-based media, social media, news, video, and audio platforms, as well as outdoor and indoor digital signage. This flexible system allows businesses to optimize ad reach and effectiveness based on their specific campaign goals.

■ ANA GranWhale

ANA GranWhale is a virtual travel platform that allows users to experience global destinations and cultures from the comfort of their own space. It consists of:

- V-TRIP: A virtual travel experience that brings destinations to life
- Sky Mall: A digital shopping space with a curated selection of products
- Sky Room: A customizable personal space tailored to user preferences

Users can explore ANA GranWhale through their smartphones as avatars, collecting “Gran Chips” (in-app items) that can be converted into ANA miles. This engaging platform transforms travel and shopping into an interactive and rewarding experience.



With ANA GranWhale, WISE Ads now bridges the gap between real and virtual advertising, unlocking new ways for brands to engage consumers through dynamic, in-world experiences. This innovative integration blends immersive travel with interactive marketing, offering seamless engagement for sei-katsu-sha (a term used by the Hakuhodo DY Group to describe individuals as more than just consumers, but as people with distinct lifestyles, aspirations, and dreams).

To further enhance the user experience, Arrova Inc. (headquarters: Tokyo; President and Representative Director: Kosuke Arai) a group company, introduced new metaverse-native ad spaces within ANA GranWhale on November 1, 2024. For more details, please refer to Arrova's official press release: https://www.arrova.co.jp/2024/11/05/news/ana_granwhale

Hakuhodo DY ONE remains at the forefront of next-generation digital marketing, continuously enhancing WISE Ads to adapt to emerging technologies, evolving consumer behaviors, and expanding digital landscapes. Through strategic partnerships and cutting-edge solutions, we empower brands to navigate the future of real and virtual advertising with confidence.

< Corporate Information >

■Hakuhodo DY ONE Inc. <https://www.hakuhodody-one.co.jp/en/>

Hakuhodo DY ONE leverages its expertise and know-how in digital advertising, cultivated since the early days of internet advertising, to provide integrated digital marketing services. With strengths in marketing strategy formulation, creativity, advanced operational management, technological development, and close relationships with media companies and platforms, we offer comprehensive support for digital-driven marketing strategies and technology utilization to both Japanese and international clients.

As we move forward as the "Digital Core" of the Hakuhodo DY Group, we aim to become the industry's leading digital marketing company by consolidating the group's knowledge and resources and combining high-level expertise with strong proposal capabilities.

By positioning ourselves as an Integrated Strategy Partner, we will continuously challenge and advance ourselves to be our clients' one and only "ONE" for their sustainable growth and enhancement of corporate value.

Location : 4-20-3 Ebisu, Shibuya-ku, Tokyo
Representative : Yuzo Tanaka, Chairman of the Board, Representative Director
 Hiroto Kosaka, President, Representative Director
Shareholders : 100% owned by the Hakuhodo DY Group
Employees : Approx. 3,000 (April 1, 2024, forecast)
Start of integration : April 1, 2024
Business : Planning, consulting, agency operations and investment activities
 related to all aspects of digital marketing

*On April 1, 2024, D.A.Consortium Inc. (DAC) and Irep Inc. (Irep) merged to establish and begin operations as a new company called Hakuhodo DY ONE Inc. As the two companies move to integrate operations, for the time being, DAC and Irep will continue to conduct transactions, hire directors and employees, and handle other business matters as they have in the past. Full integration is scheduled to take place after 2025.

For inquiries regarding this News Release

Hakuhodo DY ONE Inc.

Public Relations /E-mail : info-pr@hakuhodody-one.co.jp