

Hakuhodo DY ONE and Hakuhodo named Agency of the Year for the first time in the Meta Agency First Awards 2025 Japan

Tokyo, November 12, 2025 – Hakuhodo DY ONE, Inc. is pleased to announce that it has, with Hakuhodo Inc., been named Agency of the Year at the Meta Agency First Awards 2025 Japan. This is the first time a member of the Hakuhodo DY Group has been named Agency of the Year, the highest honor at the awards, which are organized by Facebook Japan, the Japanese subsidiary of Meta.



The Meta Agency First Awards Japan were established to celebrate excellence among partner firms in the main business areas championed by Meta. They were held for the fourth time in 2025.

The title of Agency of the Year is awarded to the most outstanding of Meta's partner firms after an overall assessment of their efforts to promote key solutions championed by Meta and their quantitative and qualitative performance for the year. Hakuhodo DY ONE and Hakuhodo were recognized as the agencies that contributed most to Meta's business growth in 2025 by producing outstanding results in their partnership with Meta.

The two agencies received the honor in recognition of both their quantitative contribution to the growth of Meta's business, in the form of high advertising sales, and their qualitative contribution. The latter included establishing a framework that, by strengthening coordination among the account service, creative, and marketing arms, brought together the entire Hakuhodo DY Group in promoting use of Meta, enabling the development of custom Meta solutions reflecting the knowledge and needs of each arm.

Going forward, Hakuhodo DY ONE and Hakuhodo will strengthen collaboration with platform

companies while further enhancing media value and providing ongoing support to client firms in their marketing activities.

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<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	: Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo 107-6316, Japan
Representative	: Yuzo Tanaka, Chairman of the Board, Representative Director Hiroto Kosaka, President, Representative Director
Shareholders	: 100% owned by the Hakuhodo DY Group
Employees	: 3,172 (April 1, 2025, forecast)
Start of integration	: April 1, 2024
Business	: Planning, consulting, agency operations and investment activities related to all aspects of digital marketing

For inquiries regarding this News Release

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