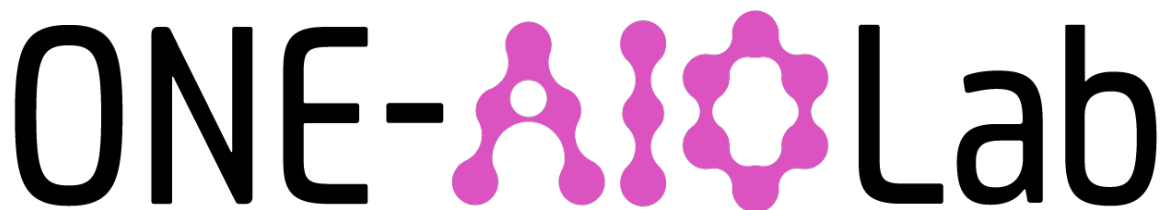


ONE-AIO Lab, Hakuhodo DY ONE's R&D Unit on AIO, Builds a Unique Application Development Structure with "Apps in ChatGPT"

– AI-powered new touchpoints for brands to improve engagement and relationships of trust with *sei-katsu-sha* –

Tokyo, February 12, 2026 – Hakuhodo DY ONE Inc. is pleased to announce that its ONE-AIO Lab^{*1} has built a unique application development structure to accommodate "Apps in ChatGPT," provided by OpenAI, as part of the Hakuhodo DY Group's cross-Group AI expert initiative HCAI Professionals, in a joint effort with AI Hack, Inc.^{*2} With this structure, clients can now design and build their own applications on ChatGPT to deliver a whole set of customer services, ranging from the provision of official information in an easy-to-understand manner to procedures for inquiry, reservation and application, among others.



■ Background

The information gathering and purchasing behavior of *sei-katsu-sha*^{*} has been changing rapidly with the evolution and dissemination of interactive AI in recent years. In particular, "Apps in ChatGPT," provided by OpenAI, represents an advanced technology for companies to feed their official information and services into ChatGPT, thus building an interface that enables *sei-katsu-sha* to use them via AI on a daily basis. With this development, the touchpoints between businesses and *sei-katsu-sha* effectively expand from existing websites and applications to "new brand experience" through interactive AI. Amid this sea-change, businesses are increasingly required to develop a mechanism that allows them to communicate precise, easy-to-understand information via AI, and that allows *sei-katsu-sha* to complete all of the processes seamlessly, from comparison and consideration to inquiry and reservation.

Thus far, ONE-AIO Lab has built a deep understanding of AI search algorithms and abundant knowledge of AI optimization (AIO) through a partnership with AI Hack including in brand strategy design and support for business growth in the area of AI-powered search. Building on this know-how, we have established a new, unique application development structure to adapt to Apps in ChatGPT. With this structure, companies can now provide one-stop services on ChatGPT, such as customer-facing services based on official information, personalized product proposals and various

procedures including for reservation and inquiry. Furthermore, ONE-AIO Lab is determined to contribute to the improvement of brand equity and the creation of new customer engagement through the innovative use of AI, providing end-to-end support from the development to operation and effectiveness measurement of applications.

ONE-AIO Lab stands ready to shape the future of brand communication in the AI era, by being the first to capture the advances in AI technology and continuing to provide cutting-edge solutions to powerfully boost the digital marketing activities of clients.

* “*Sei-katsu-sha*” is a term we use to describe people not simply as consumers, but as fully rounded individuals with their own lifestyles, aspirations and dreams.

< Corporate Information >

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

Hakuholdo 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 Hakuholdo 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	: Hiroaki Kitazume, President, Representative Director
Shareholders	: 100% owned by the Hakuholdo DY Group
Employees	: 3,290 (April 1, 2026, forecast)
Start of integration	: April 1, 2024
Business	: Planning, consulting, agency operations and investment activities related to all aspects of digital marketing

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