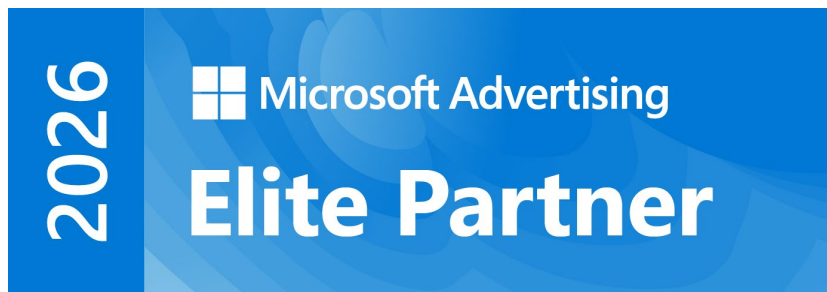


Hakuhodo DY ONE Named “Elite” under the Microsoft Advertising Partner Program: Top-Tier Recognition for the Second Straight Year

Tokyo, March 17, 2026 – Hakuhodo DY ONE Inc. is proud to announce that it has been named an Elite Partner—the highest tier—under the Microsoft Advertising Partner Program, organized by Microsoft Japan Co., Ltd.



The Microsoft Advertising Partner Program is a loyalty program that recognizes and rewards partner companies that demonstrate strong engagement and investment in Microsoft Advertising. Operating in 30 countries including the United States, the program was officially launched in Japan in 2025. It includes three tiers: Partner, Select, and Elite. Certified partners are entitled to receive support to achieve further successes with Microsoft Advertising including advanced training and marketing/sales resource.

This year, we were recognized for continuing to achieve high engagement including through the introduction of the new menu and case building in Japan, in addition to our substantial contribution to Microsoft Advertising’s annual ad revenue. This recognition marks the second consecutive year of receiving the top honor under the Elite Partner Program^{*1}.

In 2024, we earned Gold in two categories: Agency of the Year, which recognizes contributions to the revenue of Microsoft Advertising, and Audience Excellence Award to acknowledge contributions to the expansion of Audience Ads^{*2}. Further, in 2025, we captured the Performance Partner of the Year award in recognition of our contribution to innovative, performance-focused initiatives^{*3}. Ever since the launch of Microsoft Advertising, we have been helping clients grow their business and improve their value with our extraordinary ad operation skills and performance developed over the years.

Hakuhodo DY ONE remains committed to working with the Hakuhodo DY Group and various partners to contribute to the development of Microsoft Advertising and support for corporate marketing activities

- *1 Press Release on March 27, 2025 : Hakuodo DY ONE Named Microsoft Advertising “Elite Partner” in Japan
https://global.hakuhodody-one.co.jp/en/news/news-releases_202503272064/
- *2 Press Release on June 20, 2024 : Hakuodo DY ONE wins the Microsoft Advertising Agency Award’s Gold Award for Agency of the Year and Audience Excellence Award https://global.hakuhodody-one.co.jp/en/news/news-releases_202406202061/
- *3 Press Release on November 27, 2025 : Hakuodo DY ONE Captures Performance Partner of the Year at Microsoft Advertising Partner Awards 2025 https://global.hakuhodody-one.co.jp/en/news/news-releases_202511275110/

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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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