

Hakuhodo DY ONE to Launch Agentic Commerce ONE™, an Integrated Solution for Agentic Commerce in Anticipation of an Age of AI Agents Acting for Purchasers, in a Joint Effort with Hakuhodo

– Providing end-to-end support built on knowledge of AI Optimization (AIO) from the concept phase to ad operation and website implementation –

Tokyo, July 7, 2026 – We are pleased to announce that Hakuhodo DY ONE Inc., working with Hakuhodo Inc., has decided to launch Agentic Commerce ONE™, a series of solutions that provide one-stop support for the entire process ranging from strategy planning to implementation and operation by seamlessly integrating specialized talent and knowledge in the discipline of e-commerce within the Hakuhodo DY Group. This decision anticipates the diffusion of agentic commerce, or AI agents acting on behalf of *sei-katsu-sha**, to perform the whole purchasing procedure, from information search and comparison to payment. As the first solution in the series, as of today we are offering “agentic commerce diagnosis,” which is designed to objectively assess where companies stand in terms of business and technology.



■ Background

As generative AI rapidly penetrates the market, *sei-katsu-sha*, who have conventionally searched and shopped on websites, are changing their search and purchase behavior to let AI agents make optimal suggestions and payments by simply explaining their preferences. This agentic commerce was a major topic on the agenda at NRF'26 Retail's Big Show, one of the world's leading retail conferences held in New York in January 2026.

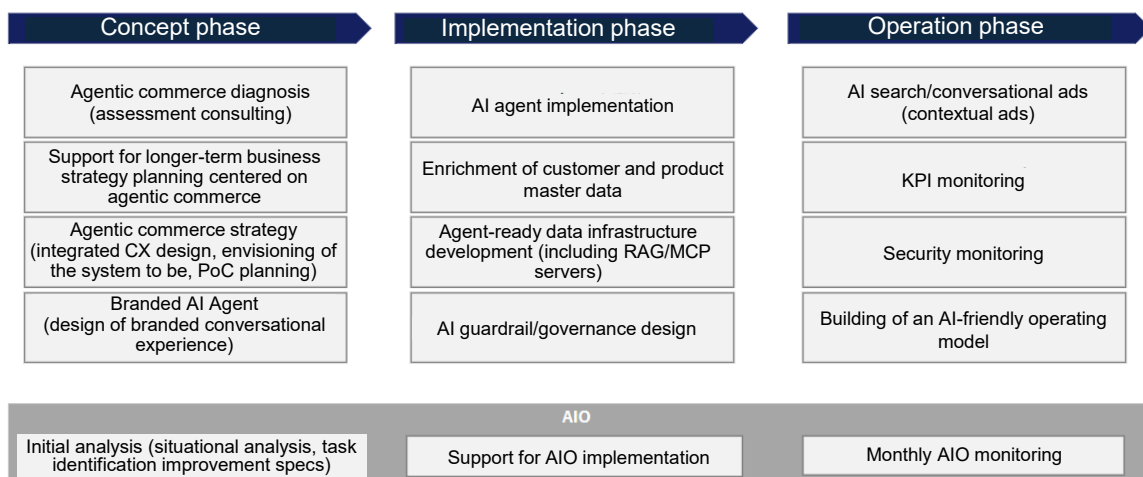
Accordingly, companies must rebuild their data design and brand experience not only to be selected by *sei-katsu-sha* but also to be correctly understood and selected by AI. If AI agents are to make autonomous purchase decisions, it is also essential to adapt to standard protocols that connect the agents with various e-commerce platforms and payment systems. Specifically, the competitive advantages of players in the market will largely depend on whether they can adapt to MCP (Model Context Protocol), connecting AI agents with external data sources, as well as to UCP (Universal Commerce Protocol), ACP (Agentic Commerce Protocol) and AP2 (Agent Payments Protocol), connecting e-commerce sites to payment functions.

Since launching its AI optimization (AIO) diagnosis and consulting service in March 2025, Hakuhodo DY ONE has accumulated insights into supporting AIO implementation through ongoing research and analysis of the changing purchasing behavior of *sei-katsu-sha* as generative AI and AI search make headway. Following up on this effort, we are now introducing Agentic Commerce ONE™ as an end-to-end service mechanism involving the entire Hakuhodo DY Group.

■ About Agentic Commerce ONE™

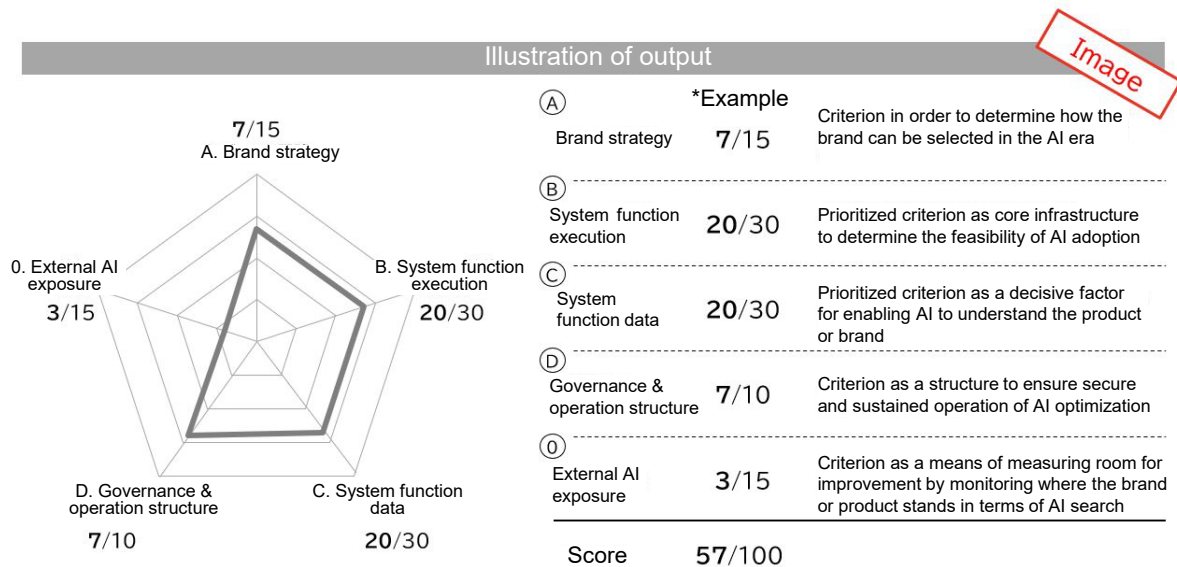
Agentic Commerce ONE™ collectively refers to a group of solutions that mobilize the inspirational power of *sei-katsu-sha* thinking, a unique feature of the Hakuhodo DY Group including Hakuhodo DY ONE and Hakuhodo, and our advanced AI implementation and marketing operation capabilities. Beyond simply adopting AI solutions, we form a one-stop team capable of providing end-to-end support, ranging from strategy planning in anticipation of the future of shopping shaped by agentic commerce, to brand experience design, transformation of the entire value chain of the client, and to AI-friendly operating model design.

List of offerings from Agentic Commerce ONE™



■ About agentic commerce diagnosis

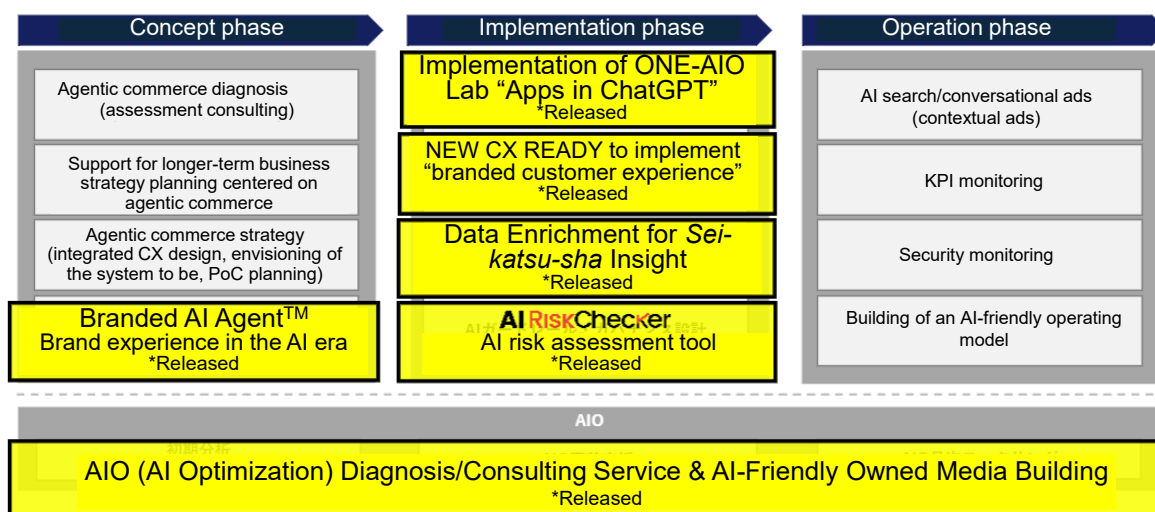
We diagnose where the client stands on the two axes of business perspective (strategy, organization and process) and technology perspective (data infrastructure, AI adoption and AI Optimization (AIO)) to come up with the roadmap and concrete actions for improvement to survive the AI era.



■ Agentic commerce actions that you can take immediately

Being at the initial stage of implementation even in the US, there remain many uncertainties surrounding agentic commerce, including what kind of system will succeed in penetrating, and consolidating its position in the market. It is therefore crucial for companies to start with common aspects (data improvement, AI optimization (AIO), content structuring, etc.) that will not be wasted regardless of which implementation pattern or scenario finally prevails. To that end, the Hakuodo DY Group and partner companies are now offering the following solutions.

Solutions already available from Agentic Commerce ONE™



- AIO (AI optimization) diagnosis/consulting service (Hakuhodo DY ONE Inc.):
https://www.hakuhodody-one.co.jp/news/detail/index.html?id=news-release_202503051695
- ONE-AIO Lab “Apps in ChatGPT” implementation (Hakuhodo DY ONE Inc.):
https://www.hakuhodody-one.co.jp/news/detail/index.html?id=news-release_202602125337
- AI-friendly, owned media building solution (Hakuhodo i-studio Inc.):
<https://www.i-studio.co.jp/news/release/20250617-ai-solution/>
- Branded AI Agent™ (Hakuhodo Inc.):
<https://www.hakuhodo.co.jp/news/newsrelease/120565/>
- NEW CX READY to implement “branded customer experience” (Hakuhodo Inc.):
<https://www.hakuhodo.co.jp/news/newsrelease/121790/>
- Data Enrichment for *Sei-katsu-sha* Insight (Hakuhodo Inc.):
<https://www.hakuhodo.co.jp/news/newsrelease/267204/>
- AI Risk Checker, an AI risk assessment tool (Priv Tech Inc.):
<https://service.privtech.co.jp/ai-risk-management/ai-risk-checker>

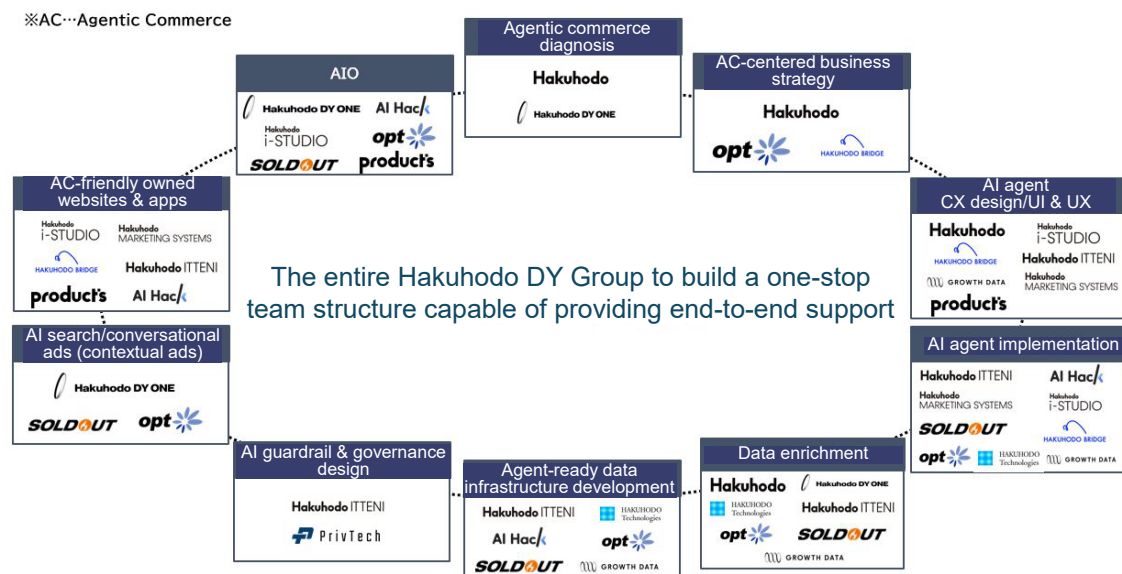
■ One-stop support structure of the Hakuhodo DY Group

- Hakuhodo DY ONE Inc.
Primarily provides AIO (AI optimization) diagnosis/consulting, Apps in ChatGPT implementation and agentic advertising operations.
- Hakuhodo Inc.
Oversees projects related to Agentic Commerce ONE™, and provides business strategy, Branded AI Agent™ (CX design), Data Enrichment for *Sei-katsu-sha* Insight (data enrichment) and platformer coordination services.
- Hakuhodo Technologies Inc.
Primarily provides AI agent implementation, data enrichment and agent-ready data infrastructure development services.
- HAKUHODO ITTENI Inc.
Primarily provides AI agent implementation, agent-ready data infrastructure development, AI guardrail and governance design services.
- HAKUHODO BRIDGE Inc.
Provides a range of services related to Branded AI Agent™, from CX design/UI and UX to implementation.

- Hakuodo Marketing Systems Inc.
Primarily provides AI agent implementation and AI agent CX design/UI and UX services.
- Hakuodo i-studio Inc.
Primarily provides experience design and implementation services for the e-commerce and owned websites of the client.
- Hakuodo Product's Inc.
Primarily responsible for building e-commerce infrastructure and structured data infrastructure optimized for agentic commerce.
- SoldOut Inc.
Primarily provides agentic advertising operations.
- OPT Inc.
Primarily provides agentic advertising operations.

*Partner companies

- AI Hack Inc.
Primarily provides services related to the development and provision of the AIO tool "AI Hack," and the implementation of apps in ChatGPT and agentic web/commerce.
- Priv Tech Inc.
Primarily provides services related to the development and provision of the AI risk assessment tool "AI Risk Checker," the design of AI guardrail and governance, and AI security solutions.



■ Next steps

Hakuodo DY ONE and Hakuodo Inc. remain committed to end-to-end support for corporate e-commerce strategy of the next generation, successively enhancing the lineup of solutions of Agentic Commerce ONE™ as part of the Hakuodo DY Group's cross-Group AI expert initiative HCAI Professionals.

* "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.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	: Hiroaki Kitazume, President, Representative Director
Shareholders	: 100% owned by the Hakuhodo DY Group
Employees	: 3,290 (as of April 1, 2026)
Established	: 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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