

FOR IMMEDIATE RELEASE

Hakuhodo DY Holdings
October 17, 2017

Hakuhodo DY Holdings adopts DataRobot's AI platform, sets to work developing new sei-katsu- sha data-driven marketing solutions in a consulting partnership with the US firm

Tokyo—October 17, 2017—Tokyo-based Hakuhodo DY Holdings Inc. and Massachusetts-based DataRobot, Inc. have agreed to form a consulting partnership. DataRobot, Inc.'s¹ eponymous artificial intelligence (AI) automated machine learning platform will be adopted as the marketing intelligence component of the Hakuhodo DY Group's Sei-katsu- sha DMP², while Hakuhodo DY Holdings will work on developing new sei-katsu- sha data-driven marketing solutions under the partnership.

Many companies are studying the best way to apply the rapid rate of technological change to their marketing practices. Adopting the DataRobot platform will enable the Hakuhodo DY Group to strengthen the marketing intelligence functions of its marketing data platform, Sei-katsu- sha DMP by utilizing its automated machine learning capabilities. Using DataRobot, Hakuhodo DY Holdings will also be able to assist client firms with proof of concept (PoC)³, provide support for platform adoption, and offer training consulting services post-adoption. Further, as DataRobot's consulting partner, Hakuhodo DY Holdings will work on developing new sei-katsu- sha data-driven marketing solutions to address today's complex management and marketing challenges to help companies harness machine learning and AI technology.

These services will be offered to client firms by the different companies of the Hakuhodo DY Group, including Hakuhodo, Daiko, and Yomiko.

Hakuhodo DY Holdings will be one of the sponsors of The DataRobot AI Experience in Japan, DataRobot's first-ever solo event worldwide, which will take place Thursday, November 9.

To learn more, please contact:

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¹ DataRobot is a registered trademark of DataRobot, Inc.

² The Hakuhodo DY Group's proprietary marketing data platform, which aggregates three forms of data: data on sei-katsu- sha (Hakuhodo's term for consumers with a heartbeat) collected until now by the Group itself; data on information behavior and purchase behavior that has become available with advances in digital technology; and data held by clients and the media.

³ Demonstrating the feasibility of a strategic hypothesis or concept.

Here is what the two companies had to say for this press release:

Comments

“It’s a real honor to form a partnership with DataRobot so we can meet our client firms’ manifold management and marketing challenges by tapping big data. Combining the sei-katsu- sha data held by our group with DataRobot’s machine learning platform will enable us to forge ahead with creating more innovative marketing solutions.”

Masato Aoki, General Manager, Marketing Technology Development Division, Hakuholdo DY Holdings

“Today, marketing is a data-driven science -- the more big data you have, the more you can predict consumer behavior and take the next best action. Automated machine learning is ideally suited to this application area. Our partnership with Hakuholdo allows sei-katsu-sha users to build and deploy very sophisticated predictive models quickly and easily.”

Shigeru Harasawa, Country Manager, DataRobot Japan

“Hakuholdo has a history of in-house AI research, so their endorsement and adoption of DataRobot represents a seal of approval for us. Our joint endeavor to model increasingly complex consumer behaviors using machine learning will transform the advertising and marketing industries. We will pull out all the stops to create innovative services that address the issues still present in AI predictive modeling and greatly expand the possibilities for everyone involved.”

Akira Shibata, Chief Data Scientist, DataRobot Japan

• About DataRobot, Inc.

DataRobot is a machine learning platform that democratizes the expertise of some of the world’s top data scientists. It automatically generates predictive models in a way that is simple, rapid, and accurate, so it is intuitive and easy-to-use even if you have little knowledge of data science.

DataRobot, Inc. does business in the United States, Japan, Europe, and Singapore, and its platform is used in a broad range of fields, including finance, insurance, communications, manufacturing, media, the internet, logistics, and sports.

Company overview

Name: DataRobot, Inc.

CEO: Jeremy Achin

Address: One International Place, 5th floor, Boston, MA 02110, USA

Field of business: Sale of automated machine learning solutions

Website: <http://www.datarobot.com>

■ About Hakuholdo DY Holdings

Hakuholdo DY Holdings Inc. is a marketing services company headquartered in Tokyo, Japan. It was formed in 2003 when its core brand agencies Hakuholdo Inc. (founded 1895), Daiko Advertising Inc. (founded 1944) and Yomiko Advertising Inc. (founded 1946) integrated and created a joint holding company ("DY" represents the initial letter of Daiko and Yomiko, respectively).

The Hakuholdo DY Group comprises five distinct groups: Hakuholdo, Daiko, Yomiko, Hakuholdo DY Media Partners, an integrated media services network, and kyu, a strategic operating unit. Advertising Age ranks the Group among the world's top ten agency companies. The Group consists of 265 subsidiaries and associates with a combined total of over 14,000 employees working in 21 countries.

Sei-katsu- sha Insight, the centerpiece of the Hakuholdo DY Group's philosophy, is the foundation for the Group's thinking, planning, and brand building. It recognizes that people are not just consumers performing an economic function, but rather individuals with distinct lifestyles, aspirations, and dreams. They are sei-katsu- sha, or "people with lives." Hakuholdo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree, perspective on peoples' lives.

Renowned for its creativity, the Hakuholdo DY Group has won the Grand Prix at the Cannes

Lions International Festival of Creativity multiple times.