

FOR IMMEDIATE RELEASE

Hakuhodo DY Holdings Inc.

Hakuhodo Inc.

July 6, 2018

Hakuhodo DY Group companies awarded 11 Lions including Gold at 65th Cannes Lions International Festival of Creativity

Tokyo—July 6, 2018—Hakuhodo DY Holdings Inc. (Minato-ku, Tokyo; Hirokazu Toda, President & CEO) and Hakuhodo Inc. (Minato-ku, Tokyo; Masayuki Mizushima, President & CEO) are pleased to announce that Hakuhodo DY Group companies have won a total of 11 awards, including one Gold, 7 Silver and 3 Bronze at the 65th International Festival of Creativity. Held in Cannes, France from June 18–22, this year the event, which is comprised of the nine core tracks (Communication, Craft, Entertainment, Experience, Good, Health, Impact, Innovation, and Reach), drew 32,372 entries from around the world.

Awards won

Gold

- Design: Digital Installations & Events
Advertiser: Double A
Title: Obsession for Smoothness
Agency: SIX Inc. / Spa-Hakuhodo Co., Ltd.

Silver

- Design: Social Engagement
Advertiser: Double A
Title: Obsession for Smoothness
Agency: SIX Inc. / Spa-Hakuhodo Co., Ltd.
- Mobile: Influencer / Talent
Advertiser: NTT DOCOMO, INC.
Title: 24/7 Newscaster
Agency: Hakuhodo Inc.

- PR: Consumer Services
- Product Design: Product Design for Promotional Purposes

Advertiser: AIG Japan Holdings

Title: Pride Jersey

Agency: TBWA\HAKUHODO Inc.

- Film: Food & Drink

Advertiser: UHA Mikakuto Co., Ltd.

Title: Date / Taxi / Bike Courier / True Love / Lie / Secret / Zoo / Long Long Limousine / Proposal / Entrance / Jealousy

Agency: Hakuhodo Inc.

- Outdoor: Live Advertising and Events

Advertiser: Honda Motor Co., Ltd.

Title: #HONDANEXTDOOR

Agency: Sid Lee

- Product Design: Product Design for Promotional Purposes

Advertiser: Black Lives Matter Canada

Title: The Bulletproof Flag

Agency: Sid Lee

Bronze

- Design: Social Engagement

Advertiser: NHK

Title: Safety Hacks

Agency: TBWA\HAKUHODO Inc.

- Film Craft: Production Design / Art Direction

Advertiser: Double A

Title: Obsession for Smoothness

Agency: SIX Inc. / Spa-Hakuhodo Co., Ltd.

- Industry Craft: Print & Publishing

Advertiser: Greenpeace Malaysia

Title: Drought

Agency: Hakuhodo Malaysia Sdn. Bhd.

About Cannes Lions International Festival of Creativity

Held June 18–22, 2018 in Cannes, France, the annual International Festival of Creativity is one of the largest advertising and communications events in the world. With a heritage of more than 60 years of awarding advertising, the Festival also features seminars and round table discussions on cutting-edge topics, and has evolved into a venue for the world's advertising and communications community to gather and network. Cannes Lions is not simply a competition to consider the relative merits of different examples of creativity, it has become a place to catch glimpses of the future of advertising and communications.

■ About Hakuhodo DY Holdings

Hakuhodo DY Holdings Inc. is a marketing services company headquartered in Tokyo, Japan. It was formed in 2003 when its core brand agencies Hakuhodo 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 letters of Daiko and Yomiko, respectively).

The Hakuhodo DY Group comprises five distinct groups: Hakuhodo, Daiko, Yomiko, the integrated media services network Hakuhodo DY Media Partners, and the strategic operating unit kyu. Advertising Age ranks the Group as the world's No. 12 agency company. The Group consists of 312 subsidiaries and affiliates, with a combined total of over 15,000 employees working in 21 countries.

Sei-katsu-sha Insight, the centerpiece of the Hakuhodo 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." Hakuhodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree, perspective on peoples' lives.

Renowned for its creativity, the Hakuhodo DY Group has won the Grand Prix at the Cannes Lions International Festival of Creativity multiple times.

■ About Hakuholdo

Founded in 1895, Hakuholdo is an integrated advertising and communication agency headquartered in Japan. The core agency of the Hakuholdo DY Group, Hakuholdo is the world's 6th largest advertising agency according to Advertising Age's "Agency Report 2018."

The Hakuholdo Group has offices in 20 countries and regions, and over 10,000 specialists working in Japan and abroad. Hakuholdo is strengthening its structure in emerging countries, particularly those in Asia, as it prepares to further expand its business across the region.

Sei-katsu-sha insight is the foundation for Hakuholdo's thinking, planning, and brand building. It reminds us that consumers are more than shoppers performing an economic function. They have heartbeats. They are individuals with distinct lifestyles. Hakuholdo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

Renowned for its creativity, Hakuholdo has twice won the Grand Prix at Cannes Lions International Festival of Creativity, and was the only agency headquartered in Asia to be awarded a Special Lion commemorating Cannes Lions' 50th anniversary in 2003.

To learn more, visit: www.hakuholdo-global.com

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