

February 1, 2022

Hakuhodo DY Holdings Inc.

**Hakuhodo DY Holdings strategic operating unit kyu acquires shares in
Gehl Architects Holding ApS,
an urban strategy and design firm based in Copenhagen**

Hakuhodo DY Holdings Inc. (Minato-ku, Tokyo; Masayuki Mizushima, President) is pleased to announce that its strategic operating unit kyu has acquired shares in Gehl Architects Holding ApS, an urban strategy and design consulting firm headquartered in Copenhagen, Denmark.

Gehl is an urban strategy and research consultancy offering expertise in the fields of architecture, urban design, landscape architecture, and urban planning. It provides consultation from overall urban planning strategy building to the construction process in general. Committed to making cities for people, Gehl meticulously studies and analyzes the environment around a space and the challenges and needs of the people who will use it to provide to its clients. This highly strategic planning ability, which leads to optimal management decision-making, is one of Gehl's strengths. With a proven track-record of success in the hard-to-enter public space and urban development domain, Gehl is recognized as global leader in the field.

Gehl's people-centered design philosophy and passion for sustainable urban development are closely aligned with kyu's purpose—to be a source of creativity which propels the economy and society forward—and the company has already worked with kyu companies such as ATÖLYE, IDEO and SYPartners. Gehl joining the Group enhances not only of kyu's, but the entire Hakuhodo DY Group's ability to provide value.

The Hakuhodo DY Group will continue working to realize our basic medium-term strategies and contribute to the growth of our international operations, and hence our profits, by enhancing specialization and innovation within the Group through kyu.

The impact of the acquisition of shares in Gehl on Hakuhodo DY Holdings Inc.'s consolidated performance in the year ending March 31, 2022 will not be material.

About Gehl Architects Holding ApS

Office locations: Copenhagen (HQ), New York, San Francisco
Representative: Helle Sørholt, Founding Partner & CEO
Founder: Jan Gehl
Established: 2000
Employees: 73
Business domains: Urban development strategy and planning; public space design; spatial development master planning; building consensus around urban development between communities, government and other stakeholders, and project implementation; infrastructure post-relocation surveys; mobility strategy and plan development

URL: <https://gehlpeople.com/>



Helle Sørholt

About kyu

kyu is an independent strategic operating unit of Hakuholdo DY Holdings Inc. operating in parallel with the Group's core companies. It was created in May 2014 to ensure the continuous enhancement of specialization and innovation in the Hakuholdo DY Group through M&A with innovative and unique specialist marketing and creative service companies, primarily in North America and Europe. The CEO of kyu is Michael Birkin, Farah Ramzan Golant is its President and A.J. Hughes its CFO.

URL: <http://www.kyu.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 letters of Daiko and Yomiko, respectively).

The Hakuholdo DY Group comprises seven distinct groups: The Group's integrated advertising companies Hakuholdo, Daiko, and Yomiko; the next-generation digital agency IREP; the integrated media company Hakuholdo DY Media Partners; D.A.Consortium; and the strategic operating unit kyu. The Group consists of 415 subsidiaries and affiliates, with a combined total of over 24,000 employees working in 21 countries and regions. *Ad Age* ranked it at No. 12 in its most recent annual ranking of the world's largest agency companies.

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.



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