

September 21, 2022

Hakuhodo DY Holdings Inc.

**Hakuhodo DY Holdings strategic operating unit kyu acquires
Lexington Limited,
a strategic communications consultancy based in London**

Hakuhodo DY Holdings Inc. (Minato-ku, Tokyo; Masayuki Mizushima, President) is pleased to announce that its strategic operating unit kyu has acquired Lexington Limited, a strategic communications consultancy headquartered in London, UK.

Lexington is the UK's leading strategic communications and government affairs consultancy, delivering positive change to shape the future for businesses, organizations and society. With expertise across the media and politics, Lexington does more than navigate challenges and mitigate crises, they pave new ways by engaging audiences, breaking barriers and driving new ideas. Lexington offers a wide array of consulting services from public policy and government affairs, healthcare, corporate communications, responsible business, environment, social and governance, property and planning to digital and design.

Lexington's philosophy is closely aligned with kyu's purpose—to be a source of creativity which propels the economy and society forward, and its stated mission is to help organizations “Shape Tomorrow.” Lexington joining the Group enhances not only 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 Lexington on Hakuhodo DY Holdings Inc.'s consolidated performance in the year ending March 31, 2023 will not be material.

Mike Craven, Chair and Founding Partner of Lexington, said:

“I founded Lexington nearly 25 years ago and am immensely proud of all we have achieved. Lexington has doubled in size in the last three years. I want Lexington to continue to broaden and deepen its offer. We need a strategic partner to help boost our growth and kyu is the right partner for us to achieve that. They are an amazing group of companies in complementary disciplines, which will help us develop new products and services for our clients and help us expand our reach into a bigger global market.

“On a personal note, I have known Michael Birkin for over 30 years and his experience and knowledge

will be of immense value to Lexington in the coming years.”

Michael Birkin, CEO of kyu, said:

“Lexington is truly one of the UK’s leading strategic communications agencies. From the very start of kyu, we have recognized that if we are to wield the influence and impact we both aspire and need to, we will need colleagues who understand the corridors of power and the media that influence them. Lexington brings direct experience of Whitehall, Westminster and the wider centers of power to deliver strategic advice and smart, insightful campaigns for their clients. They are simply the right company to help kyu expand into new terrains.”

About Lexington Limited

Office locations:	London (HQ), Manchester, Cambridge, Leeds
Representative:	Mike Craven, Chair and Founding Partner
Established:	1998
Employees:	90
Business domains:	Public policy and government affairs consulting; healthcare communications planning; corporate communications strategizing; responsible business/environment communications consulting; connecting property clients with political decision makers; digital and design campaign planning; data, analytics and insights
Major clients:	Food/FMCG, pharmaceutical, healthcare and diagnostics, transport and infrastructure, creative industries
URL:	https://www.lexcomm.co.uk/

About kyu

kyu is an independent strategic operating unit of Hakuhodo 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 Hakuhodo 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.

To learn more, visit: <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. 9 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.

To learn more, visit: <https://www.hakuholdody-holdings.co.jp/english/>

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