

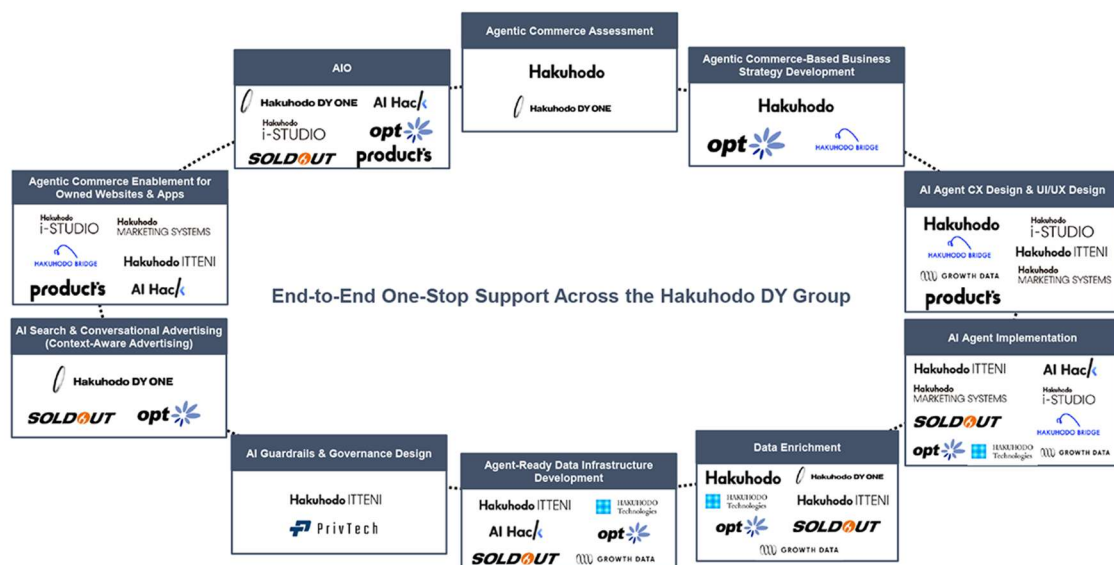
Hakuhodo launches Agentic Commerce ONE™, an integrated solution suite for the agentic commerce era where AI agents make purchases on *sei-katsu-sha*'s behalf

Operated by a cross-company strategic organization comprising 11 Hakuhodo DY Group companies and partner firms

First offering: Agentic Commerce Assessment service to visualize corporate readiness

Tokyo—July 7, 2026—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce the launch of Agentic Commerce ONE™, a comprehensive solution suite designed for the emerging era of agentic commerce, in which AI agents act on behalf of *sei-katsu-sha* (term for the holistic person) throughout the entire purchasing journey—from information search and comparison to payment completion. The solution seamlessly integrates the commerce expertise, talent, and knowledge accumulated across the Hakuhodo DY Group to provide one-stop support spanning strategy development, implementation and operations.

As the first solution under this initiative, the Agentic Commerce Assessment has been launched. This solution objectively evaluates companies' readiness from both business and technology perspectives.



The dramatic transformation of the shopping experience and the arrival of an era in which companies must be “chosen by AI”

With the rapid spread of generative AI, *sei-katsu-sha* search and purchasing behavior is beginning to shift from a style in which they search for information on their own and browse websites, to a style in which they communicate their needs to AI agents and have those agents make optimal recommendations and complete payments on their behalf.

Agentic commerce was also widely discussed at NRF 2026 Retail's Big Show, one of the world's largest retail conferences, held in New York, USA, in January 2026.

In this environment, companies must not only be chosen by *sei-katsu-sha*, but must also redesign their data structures and brand experiences so that they can be accurately understood and selected by AI.

In terms of system implementation, compatibility with next-generation standard protocols is expected to become an important factor in determining future competitive advantage. These include MCP (Model Context Protocol), which seamlessly connects AI agents with external data sources, as well as UCP (Universal Commerce Protocol), ACP (Agentic Commerce Protocol), and AP2 (Agent Payments Protocol), which connect agents with various e-commerce and payment platforms.

About Agentic Commerce ONE™

Agentic Commerce ONE™ is the collective name for an integrated suite of solutions that brings together the Hakuhodo DY Group's *Sei-katsu-sha* Centric Mindset (people-first mindset)-driven envisioning capabilities, advanced AI implementation capabilities, and marketing operation expertise.

The initiative goes beyond the mere introduction of AI solutions. It forms a one-stop team that provides end-to-end support for the future of shopping transformed by agentic commerce, including strategy development to identify winning approaches, brand experience design, transformation across the entire corporate value chain, and the design of AI-ready operating models.

First solution: Agentic Commerce Assessment

Agentic Commerce Assessment evaluates companies' readiness for agentic commerce from both business and technology perspectives.

From a business perspective, the assessment covers areas such as brand strategy, governance, and operational structures. From a technology perspective, it evaluates data infrastructure, AI integration, and AI optimization (AIO).

Through this assessment, companies can clarify their current position and identify the priority actions they should take in order to succeed in the era of agentic commerce.

Agentic commerce measures companies can implement today

While implementation efforts have already begun in the United States, it remains unclear which agentic commerce models and approaches will ultimately gain widespread adoption globally. As a result, companies should first focus on foundational initiatives that will remain valuable regardless of which implementation scenarios become dominant.

One-Stop support structure of the Hakuhodo DY Group

- Hakuhodo Inc.
Provides overall leadership for Agentic Commerce ONE™ projects, business strategy development, Branded AI Agent™ (CX design), Data Enrichment for *Sei-katsu-sha* Insight, and platform partnerships.
- Hakuhodo DY ONE Inc.

Provides AIO assessment and consulting services, Apps in ChatGPT implementation, and context-aware AI search and conversational advertising services.

- HAKUHODO Technologies Inc.
Provides AI agent implementation, data enrichment, and agent-ready data infrastructure development services.
- HAKUHODO ITTENI Inc.
Provides services ranging from CX design to AI agent implementation, agent-ready data infrastructure development, AI guardrails, and governance design.
- HAKUHODO BRIDGE Inc.
Provides Branded AI Agent™ CX design, UI/UX design, and implementation services.
- Hakuhodo Marketing Systems Inc.
Provides AI-agent-related CX design, UI/UX design, and AI agent implementation services.
- Hakuhodo i-studio Inc.
Responsible for experience design and implementation of agentic commerce environments for proprietary e-commerce platforms and owned websites.
- Hakuhodo Product's Inc.
Provides agentic commerce experience design and implementation, including AI-agent CX design and UI/UX design, as well as AIO measures for proprietary e-commerce sites, owned websites, and apps.
- Growth Data Inc.
Provides end-to-end services from AI agent CX design and UI/UX design through AI agent implementation, along with data enrichment and agent-ready data infrastructure development.
- SOLDOUT, Inc.
Provides AIO assessment and consulting, data enrichment, agent-ready data infrastructure development, AI agent implementation, and context-aware AI search and conversational advertising services.
- OPT, Inc.
Provides AIO assessment and consulting, data enrichment, agent-ready data infrastructure development, AI agent implementation, context-aware AI search and conversational advertising, and related services.

Partner Companies

- AI Hack Inc.
Provides development and operation of the AI Hack AIO platform, along with implementation services for Apps in ChatGPT and agentic web/commerce environments.
- Priv Tech, Inc.
Provides development and operation of the AI Risk Checker platform, as well as AI guardrails, governance design, and AI security solutions.

Going forward, as part of the activities of HCAI Professionals—the Hakuhodo DY Group's cross-Group collective of AI specialists—the Group will continue expanding the Agentic Commerce ONE™ solution portfolio to provide comprehensive, end-to-end support for clients' next-generation commerce strategies.

■ About Hakuhodo

Founded in Tokyo in 1895, Hakuhodo today is a leading global integrated marketing and innovation company. Through our network linking over 150 offices in around 20 countries and regions, we work in partnership with more than 3,000 clients. Some of our relationships have endured for over 60 years. The core agency of Hakuhodo DY Holdings, which is consistently ranked among the world's top 10 largest agency companies according to *Ad Age*, Hakuhodo leverages world-class research, big data and digital expertise to develop innovative creative solutions for each client we partner with.

Sei-katsu-sha Centric Mindset (people-first mindset) is the foundation for Hakuhodo's thinking, planning, and brand building. It reminds us that consumers are more than shoppers performing an economic function. They are whole human beings, with their contradictions and inner conflicts—what we call “*sei-katsu-sha*.” Hakuhodo introduced this way of thinking in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

With *Sei-katsu-sha* Centric Mindset as its cornerstone, Hakuhodo combines creativity, integrative capabilities, and data and technology to play a leading role in evolving companies' marketing activities and generating innovation for the digitalized era. This enables the company to impact and provide value to *sei-katsu-sha* and society.

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

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