

FOR IMMEDIATE RELEASE

Hakuhodo DY Holdings Inc.
Hakuhodo Inc.

HDY Group wins 4 awards, including Gold, at 2024 Clio Sports Awards

Tokyo—December 13, 2024—We are delighted to announce that the Hakuhodo DY Group has won four awards (1 Gold, 2 Silver, 1 Bronze) at the 2024 Clio Sports Awards.

Established in 1959, Clio Awards is an international competition that recognizes creative excellence in the advertising industry. It is one of the world's three premier advertising competitions. In addition to Clio Awards, today Clio Sports, Clio Music, Clio Entertainment and Clio Health award outstanding creativity in their respective fields. Clio Sports, founded in 2014, honors the best in sports advertising and marketing around the world. Winners are selected from communications that enhance the significance and presence of the sports industry and sports culture.

Awarded works

Voice Charge

- **Gold** (Branded Entertainment/Content: Experience/Activation)
- **Bronze** (Direct: Digital/Mobile)
Advertiser: Nissan Motor Corporation
Agency: TBWA\HAKUHODO

The Sneaky Endorsement

- **Silver** (Gameday/In-Game Experience: Use of Athlete)
- **Silver** (Out of Home: Ambient)
Advertiser: IGA (Sobeys)
Agency: Sid Lee

To learn more about Clio Sports Awards, visit: <https://clios.com/sports/>

■ About Hakuhodo DY Holdings

Hakuhodo DY Holdings Inc. was established in 2003 in Tokyo, Japan through the integration of marketing communications companies Hakuhodo Inc., Daiko Advertising Inc. and YOMIKO ADVERTISING INC.

The Hakuhodo DY Group offers a diverse range of functions and services that extend far beyond the framework of a group of advertising companies. As a leading data-driven marketing company, we are committed to developing solutions that utilize AI and other cutting-edge technologies. A value creation partner dedicated to supporting our clients' sustainable growth, our creativity is world-renowned.

To learn more, visit:

Hakuhodo DY Holdings Inc.: <https://www.hakuhodody-holdings.co.jp/english/>

Hakuhodo Inc.: <http://www.hakuhodo-global.com>

TBWA\HAKUHODO: <http://www.tbwahakuhodo.co.jp/en/>

Sid Lee: <http://sidlee.com/>

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