

**• PRODUCT'S •**  
— Integrated Production Company —  
Hakuhodo Product's

# 顧客化力

Kokyakuka-ryoku:

The Power to Activate Customers

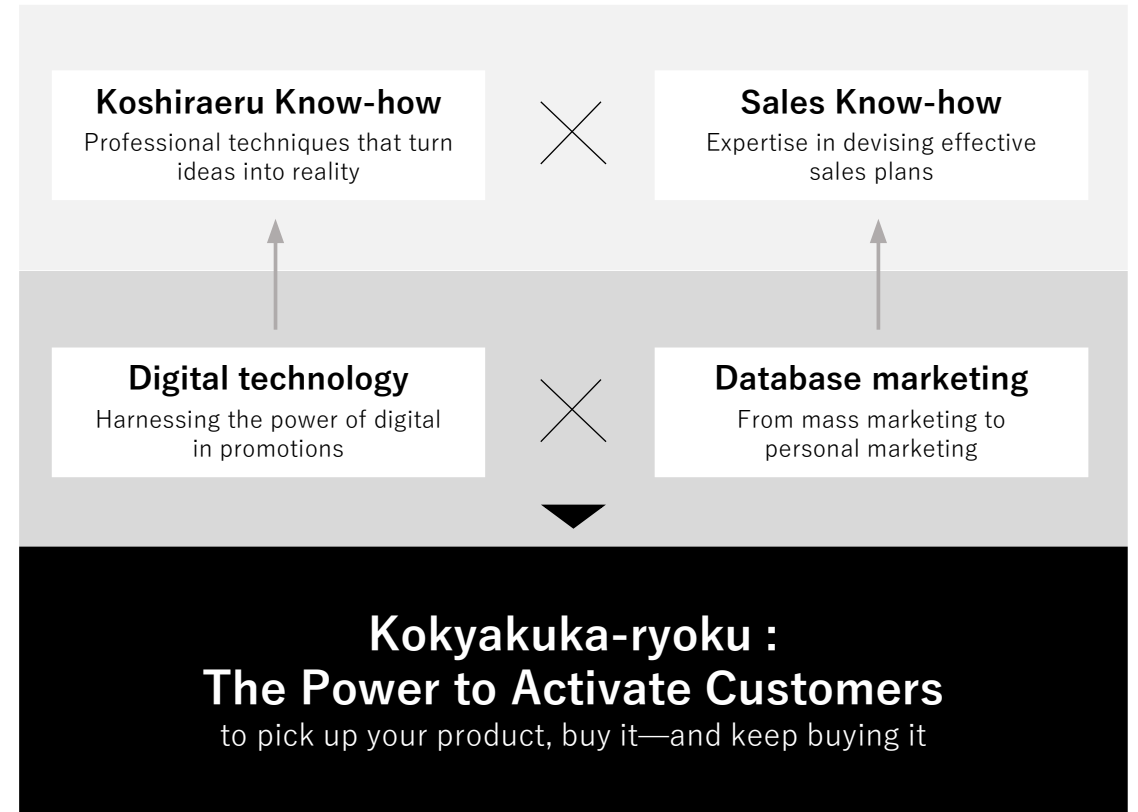
We transform customer contact points into activation points to mobilize people and sell goods.

This power to activate customers is the core competence of Hakuhodo Product's.

It is the ability to firmly connect customer contact points to purchase actions.

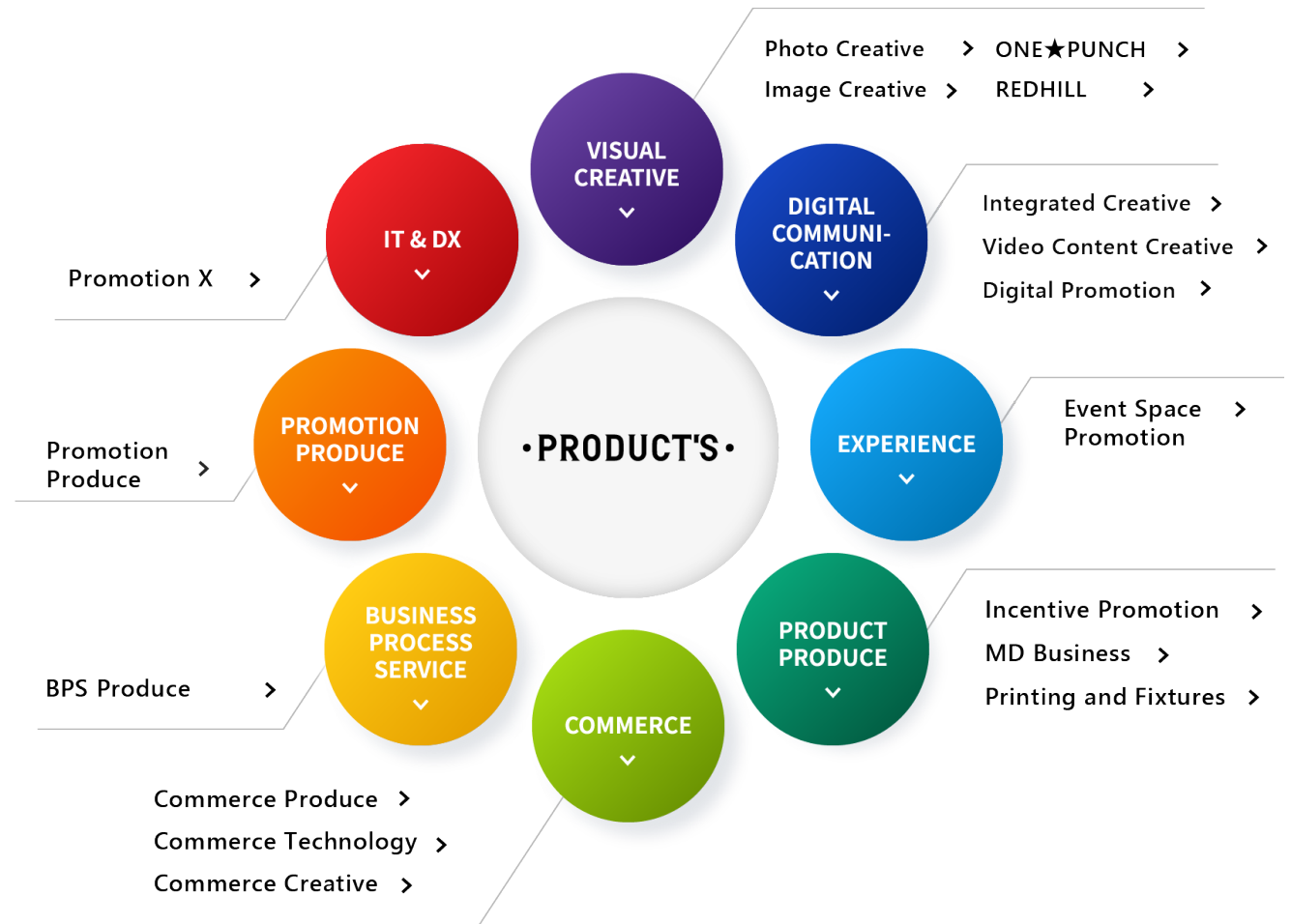
The 12 divisions of Hakuhodo Product's marry up-to-the-minute knowledge of customer psychology and distribution environments with cutting-edge technical expertise (Koshiraeru know-how) to offer next-generation promotion solutions

\*"Kokyakuka-ryoku" (the power to activate customers) is registered trademarks of Hakuhodo Product's Inc.



# An integrated production firm that's constantly evolving for the sake of our clients and *sei-katsu-sha*

Here at Hakuholdo Product's, we're constantly evolving and enhancing the talent for crafting bespoke solutions that we've built up in the promotion field. We operate in many different domains, including digital, commerce, BPO and BPS, and IT and DX. Our expertise and implementation capabilities span 18 business fields. Plus we deliver optimized solutions tailored to your corporate challenges with sustainability in mind. We thus help you grow as a business while achieving your sustainability targets.



# **OUR BUSINESS**

**Introduction of each business division**

# VISUAL CREATIVE

## Bringing new value to creativity with visual transformation

TV may have been replaced by the smartphone and cinema by VOD, but visuals have lost none of their power to make people laugh and cry, to galvanize them and stir them to action. We've always excelled at video, photography, and computer graphic production. Now we're building on those strengths by leveraging new technologies like AI and promoting the visual transformation (VX). We're enriching people's lives, businesses, and the world by developing an entirely new generation of visual creative technology with the power to move people.

Photo Creative

Video Creative

ONE★PUNCH

REDHILL

## PHOTO CREATIVE

## Making creative compelling. Pushing creative forward.

Tracing our origins back to the photography arm of Hakuhodo, one of Japan's premier advertising agencies, the Photo Creative Division has a roster of photographers, retouchers, and producers who set the pace for the advertising industry. Our creed: change with the evolving times without changing who we are. We produce images like you've never seen before.

Advertising photography  
Still shoots  
Video shoots  
Retouching  
Ad production  
Video production  
Video content production

## OUR SERVICES



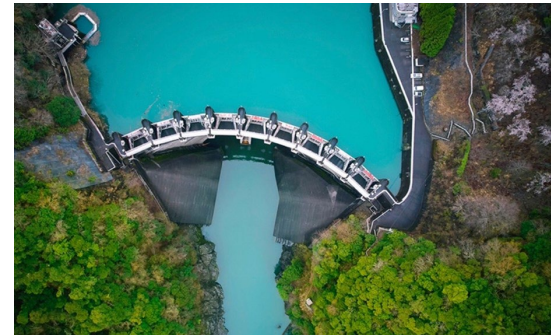
**“Drop” for sizzling product photography**

Our photographers have an impressive track record shooting a multitude of genres, including people, objects, scenery, and food. They create vibrant, dynamic photographs and videos that literally sizzle the senses by zeroing in on your product's texture, aroma, and sound. Images that look so real you can almost touch them. Mouthwatering shots that get people smacking their lips. Starting from the pitch, the drop team recommends a wide range of innovative ideas. They meet your brief with photography that will whet your customers' appetite and open their wallets.



**“BiBiBi” for beauty photography**

The BiBiBi beauty photography team doesn't just set the standard for sizzling beauty shots of the highest quality. They show beauty as you've never seen it before with mesmerizing images that thrill and excite. As the experts in beauty communication, they know how to showcase beauty in an intuitive way that appeals directly to the emotions.



**“Pod” for drone photography**

The sky's the limit for our consummate team of professional photographers. No one else can deliver aerial photography of such quality. The pod team uses drones to produce visual creatives that transcend language and logic to move the soul. They're the kind of images that foster the same thrill as looking out of a plane window viewing the scenery far below. They pique the curiosity with their bird's-eye view and make for a more dynamic story.



**“REMBRANDT” for color grading**

Our colorists with their impressive photographic and creative expertise perform vibrant color grading. We have our own DaVinci Resolve system that supports input and output of all video formats. We also have a color grading room for 4K previewing. Whether it comes to soft or hard infrastructure, the REMBRANDT team is unrivaled.

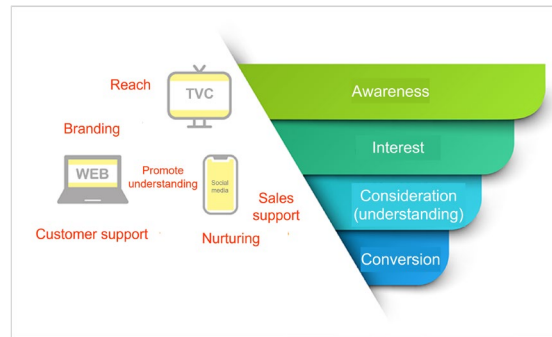
## IMAGE CREATIVE

# The next generation in craft and production.

The Image Creative Division can recommend and execute a full array of visual solutions, from TV commercials to online videos, social media videos, entertainment content, and livestreams. Visual communication is becoming faster than ever these days. By constantly applying the latest knowledge and evolving new technology, we expand the potential of visual production while spearheading the next generation in craft and production.

- TV commercial production
- Video content production
- Online streaming/online events
- Web video production
- Social media video production
- Digital signage video production
- Event video production
- Video marketing
- Virtual production

## OUR SERVICES



### Integrating mass media and digital

We don't just produce TV commercials or online videos in isolation. We can also handle video integration projects designed to maximize impact at all stages of the funnel. With our extensive track record, we know how to produce the highest-quality footage incorporating all the latest technology and trends.



### Catering to your needs with our planning & production prowess

Want to get across your corporate message with a brand ad? Looking to produce a video describing your product or service? We have numerous planners on staff who can come up with a proposal that caters to your exact requirements. Our directors are by your side throughout the video production process, applying both aesthetics and logic. And they're obsessive about video-completion rate, a pivotal metric in the realm of digital video.



### Virtual production (VP)

Virtual production is a cutting-edge video production technique that liberates you from weather and time constraints. It's also more eco-friendly. We've built a multi-hub network centering on our production studio HCA factory, one of the largest of its kind in Japan. Our VP supervisors, who are committed to all stages of the project workflow, produce and deliver groundbreaking video of quality you can depend on.

## ONE★PUNCH

## The creative solution boutique that solves your problems at one blow!

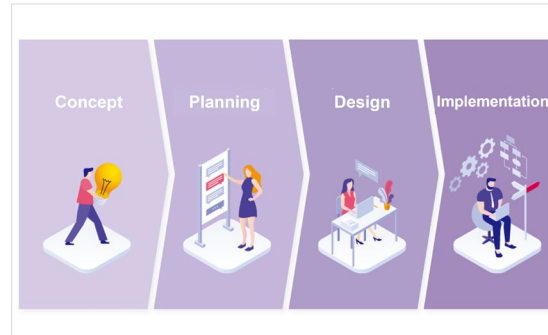
Integrating creative direction and production functions, ONE★PUNCH is your one-stop shop for the entire process from brand strategy planning to output. By mobilizing Hakuodo Product's internal production team, we solve your corporate challenges with panache through what we call "craft integration": creative directors and producers working seamlessly together.

## OUR SERVICES

- TV commercial production
- Postproduction
- Online streaming/online events
- Corporate branding
- Visual integration
- Web video production
- Digital signage video production
- Event video production
- Social media video production
- Content production
- Livestream creatives
- Virtual production

**Solving your problems at one blow**

Working with all divisions of Hakuodo Product's, ONE★PUNCH delivers boundary-crossing creative solutions in the field of video and beyond. We know how to come up with a great idea and make it happen, whether it's for a TV commercial or an online video, a graphic or an in-store display.

**Seamless conceptualization & implementation**

ONE★PUNCH offers one-stop creative from planning to output. Getting the job done fast is our watchword. To that end, the creative director who come up with the concept works seamlessly with the producer who implements it. This dynamic arrangement makes it possible to show you what the output will look like right at the time of the pitch. ONE★PUNCH delivers a wide range of video and other visual solutions quickly and on brief.

**High-quality streaming by the video experts**

Live streaming is becoming more and more common these days. We ensure the highest quality streaming across the board, from management to video resolution to platform design. We handle everything from platform development to reporting, all in one place.



## REDHILL

# Upgrading the visual experience by leveraging cutting-edge technology.

The consummate professionals at REDHILL use state-of-the-art equipment, software, and technology to deliver the highest-quality imagery. Our car computer graphics in particular have a stellar reputation both in Japan and internationally. We're always ready to meet your needs on the frontiers of visual and audio technology in the digital age.

3D computer graphic production  
 Postproduction  
 VFX  
 XR  
 Closed-captioned commercials  
 Motion graphics  
 Interactive content  
 Metaverse  
 Virtual production

## OUR SERVICES



### Postproduction

As the Hakuodo Group's postproduction arm, we offer a full range of state-of-the-art functions. These include technical support during shooting and synchronized sound recording. We're also equipped with editing and dubbing studios, a hybrid dubbing studio combining an editing studio with an announcer's booth, and ad placement rooms. By working smoothly and seamlessly with Image Creative Division and Hakuodo's creatives, we deliver both speed and quality at the same time.



### Closed captioning of commercials

Closed captioning is designed mainly to serve the needs of those cannot hear or have difficulties hearing the TV audio. In Japan, it is used extensively in programming on broadcast TV, including dramas and movies. More and more companies these days also choose to closed-caption their commercials as a means of conveying spoken content more accurately and understandably. REDHILL produces closed-captioned commercials in response to this need.

### Computer graphics and VFX

We produce an impressive array of computer graphics and visual effects, especially for TV commercials. Our car computer graphics in particular have a stellar reputation both in Japan and internationally. We pride ourselves on our world-class technology. By actively adopting today's rapidly evolving AI technology, we continue to meet the needs of this new era in visual technology.

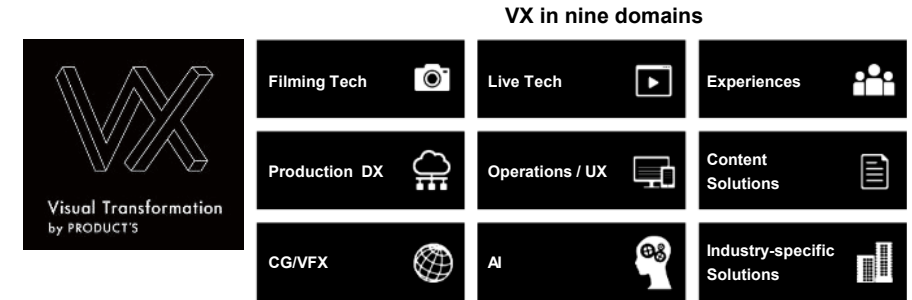
### Real-time computer graphics & interactive content

We work on planning, production, and development of advertising content in a multitude of fields, including real-time rendering technology and interactive content. Our creative people produce high-quality graphics by working with engineers who are well versed in the latest trends and technology. The result is an experience that makes viewers feel like they're there.

VX Visual Transformation by PRODUCT'S

## Revolutionary visual experiences for the “Sei-katsu-sha” Interface Market

Within production, where Product's' strength lies, we position the transformation of new marketing communication through visualization, or the creation of visual experiences, as visual transformation (VX). Visual Transformation by PRODUCT'S develops and provides experiences in nine categories—filming tech, live tech, experiences, production DX, operations/UX, content solutions, CG/VFX, AI, and industry-specific solutions—that go beyond “seeing.”

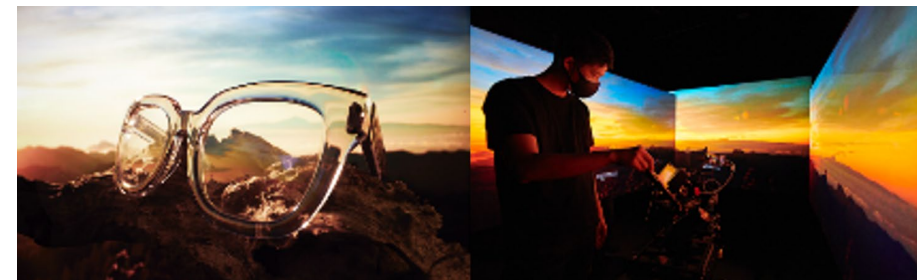


### OUR SERVICES



**PRODUCT'S LIVE creators™: A group of experts that has initiated various new branded livestreaming and commerce opportunities for the 5G age**

Experts from Product's' digital and XR, image and events arms come together to maximize the value of online live events. PRODUCT'S LIVE creators™ is a one-stop shop for online events, which could be called the best owned measure for fan bases of the 5G age. With thorough knowledge of mass media-quality images, large-scale events, and effective methods for utilizing live distribution in advertising, we provide online events as digital promotion that boosts customer experience value.



**Sizzle “Monitor” Stage™, DX for shooting methods that upgrades the visual creative “stage”**

The latest weapon of Photo Creative Division's sizzle photography team drop, this is a new shooting method that uses multiple monitors. Since composition is almost complete the moment the shutter opens, whatever the time, place, season or weather, shooting is more efficient and speedy. Plus, creators' imaginations and expression are fired by the thrill and strength of expression that are the basis of graphic ad and image photography and only possible with one-shot shooting, maximizing the appeal of the product being photographed.

# DIGITAL COMMUNICATION

**A crack team of planning and creative professionals  
who know how to get results in the digital age.**

We deliver integrated communication packages that encompasses online streaming and video production, not to mention the planning, creative, and web production services essential to your promotions. We have the capability to execute top-notch creative output. Whether it's UI/UX design or the latest technology, we can handle it. We also establish customer activation points by running digital activations coordinated with your PR and social media strategy, as well as real-world activations.



## INTEGRATED CREATIVE

# A creative implementation team that covers all the bases.

The Integrated Creative Division brings together a diverse lineup of creative professionals who cover all the creative bases, from TV commercials to graphics, digital content, online videos, and event production. Our creative implementation team delivers bespoke solutions across the board, from planning to output.

Ad production  
Promotional planning  
Motion graphic production  
Graphic production  
Logo production  
3D CG production  
Experience production  
AI  
VR & AR production  
Character production

## OUR SERVICES

**TOGO  
CREATIVE**

### Integrated Creative

People are watching TV less and less these days. Instead, they're constantly scrolling through timelines on social media. They're after more authentic experiences. Rather than sticking to the one-size-fits-all marketing formulas of the past, we suggest ways to optimize your promotions by combining a multitude of media and channels. While marshaling the varied strengths of Hakuodo Product's divisions, we take the lead in all forms of creative production.

**AI**

### AI

We offer a full range of AI solutions, including AI image generators and chatbots. We've already executed solutions for numerous clients, from applying AI technology to promotions and campaigns to incorporating AI into brand characters. Meanwhile, we're taking steps to streamline the creative process by leveraging AI. We're also working to boost our competitiveness.

**XR &  
3DCG**



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### XR and 3D computer graphics

We plan and produce XR content fusing the real and virtual worlds. We've also been chosen as official development partner by the metaverse app ZEPETO, which has more than 460 million users globally. We handle the production end of things, including the design of the app, spatial layout, and 3D graphics. We deliver next-gen content that enhances experiential value.

**ウラ  
ワザ  
URAWAZA**

### Urawaza for promotions

In a world where orthodox promotional methods no longer cut it, how can promotions be made more effective? Urawaza is a team of experts formed to provide part of the answer. Bringing together Hakuodo Product's best creative technologists in the digital realm, Urawaza creates interactive exhibits and attractions designed to generate buzz at your next event. We do it all, from planning to development. Urawaza is unlocking new technological possibilities in the promotional field.

## VIDEO CONTENT CREATIVE

# Handling all aspects of video production. And delivering a wide range of UI/UX-focused content.

The experts in planning and production of video and other digital content and designing and deploying user interfaces and user experiences. By working with offshore partners, the Video Content Creative Division gets you the product faster while delivering better value for your money.

- Production of motion graphics
- Production of performance-marketing videos & commercials
- Web video production
- Social media video production
- Digital signage video production
- Event video production
- Website production
- Social media content production & management
- Banner production

## OUR SERVICES



### Video solutions to recruitment challenges

An expert team that knows recruitment inside out, no matter what the industry or sector. Having trouble finding a pool of suitable candidates? Is your company not well known? Are your job offers being turned down? We provide video solutions to these and other recruitment challenges. From your initial briefing through delivery, our recruitment video experts back you up to the hilt.



### Turning your footage into professional-quality video

By applying our editing and planning capabilities, this service turns existing footage and footage you've shot in-house into professional video content. If new footage is to be shot, we prepare the video production documents and help with the shoot at the client's. A highly cost-effective approach to creating video content.



### Getting better results with a well-designed story

This comprehensive video solution gets you better results by helping solve *sei-katsu-sha* challenges. *Sei-katsu-sha*'s goals and challenges are mapped out at each stage using insight analysis. Then, based on that information, a video is produced telling a story that will maximize motivation.

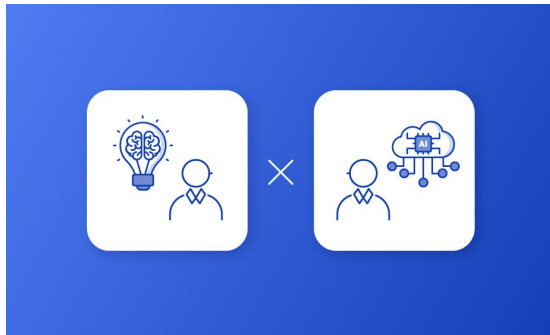
## DIGITAL PROMOTION

## Taking promotions into a new era by linking the digital and real worlds.

Hakuhodo Product's flagship division in the digital domain. The Digital Promotion Division handles planning of digital promotions in cyberspace and elsewhere, plus PR and social media activations and the associated cutting-edge technology. By extending the power of digital to the real world, we deliver a first-of-its-kind customer experience.

Website production  
 Social media content production & management  
 App production & management  
 Online streaming & events  
 VR & AR production  
 AI  
 Sales promotions & publicity  
 Systems development & operation  
 Server setup & operation  
 CRM design, setup & operation

## OUR SERVICES

**Sei-katsu-sha insight × the latest tech planning**

A professional in promotional planning, namely a planner, teams up with a professional in technology and creative expression, namely a technical director. Together, while leveraging AI and other cutting-edge technologies, they produce new output that genuinely activates *sei-katsu-sha* through the power of *sei-katsu-sha* insight.

**Digital sales promotion support**

We've established a digital sales promotion team to help companies of all stripes digitally transform their sales promotion activities. Spun off into the specialized company SP Expert's in 2022, this offers a long list of solutions, including sales promotion campaigns leveraging LINE and PayPay.

**Integrated planning & production in the sustainability field**

Facing challenges getting out your message about sustainability—the SDGs, CSR, ESG? Our team made up of Sustainable Engine members and qualified Sustainable Management Leaders deliver one-stop solutions, from consulting to digital production.

**Our network of freelancers**

We've built our own network of outstanding freelancers specializing in advertising and promotions. We work with a wide range of professionals such as web designers, systems developers, app developers, videographers, illustrators, and designers. So we're able to put together the best lineup for your requirements.

# EXPERIENCE

**We do more than get *sei-katsu-sha* emotionally engaged.**

**We produce full-fledged experiences at real-world touchpoints.**

We produce experiences at the touchpoints between *sei-katsu-sha* and your brand or service. We plan and manage all types of brand experience activations, both offline and online, from promotional events, exhibitions, and unveilings to pop-up shops and bricks-and-mortar stores. Our advanced production capabilities aren't limited to Japan but extend to Southeast Asia as well. And our overseas network is growing.



## EVENT SPACE PROMOTION

# Creating compelling experiences for an era of greater diversity with our flair for integration and ability to get the job done.

A team of professionals skilled in planning, staging, and executing brand experience activations, whether real, digital, or hybrid. We leverage the experience and knowledge we've built up individually and as an organization, plus apply the latest event production technology. With our portfolio of social solutions, we deliver experiences tailored to the zeitgeist.

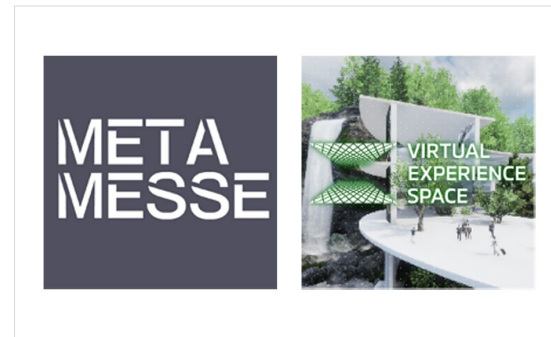
Spatial design  
 Facility/store setup & operation  
 Exhibitions & cultural/sporting events  
 In-house events  
 Sales promotions & publicity

## OUR SERVICES



### Gathering & analyzing visitor data on real-world events

Evesco is a solution for quantitatively analyzing events using camera footage and AI. It enhances your ability to monitor the flow of visitors to your booth, gauge their level of interest in the displays, and profile them. Not only does it enable you to measure the impact of real-world events using hard data; it can also be used to design future events.



### The metaverse

We offer a pair of metaverse solutions. Meta Messe is a social VR platform that makes it easy for anyone to hold an event in virtual space. Virtual Experience Space is a stunning 3D computer graphic (VR) platform as in the latest game engines. It's so immersive, in fact, that it's just like being at a real-world event



### Event sustainability

The Sustainable Engine Carbon Simulator is an online platform for measuring carbon emissions and recycling rates. It classifies unit CO<sub>2</sub> emissions by material and specs into seven categories from the event production phase through post-event cleanup. It thus quantifies how much waste your event *didn't* produce in the form of a recycling rate.



### Education & training

The Experience Knowledge Academy, an online school for students who will soon be looking for work, is designed to develop future talent for the experience industry. The program is taught by experience producers. Through various types of events, participants learn about the experience economy and what experience professionals do. They don't just develop the requisite mindset intellectually; they internalize it experientially.



# PRODUCT PRODUCE

**Our crack team converts *sei-katsu-sha* to buyers with the power of fine craftsmanship and digital.**

We help you convert *sei-katsu-sha* to customers by solving your problems with a two-pronged communications strategy that seamlessly integrates the physical and the digital. To that end we draw on the global procurement network and manufacturing prowess that we've built up over the years. Whether it's delivering an effective set of communication tools, implementing an incentive program, or planning, developing, and manufacturing a product for the market, leave the job to us.



Incentive Promotion

MD Business

Printing and Fixtures

## INCENTIVE PROMOTION

# Get customers wanting to buy with the power of craftsmanship.

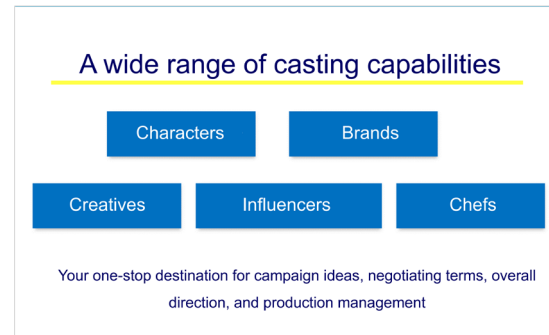
The Incentive Promotion Division does the works, from executing effective promotions that emotionally engage *sei-katsu-sha* and convert them to buyers, to planning, developing, sourcing, and manufacturing incentives. We solve your problems with a communications strategy that seamlessly integrates the physical with the digital, drawing on the global procurement network and manufacturing prowess we've built up over the years.

## OUR SERVICES



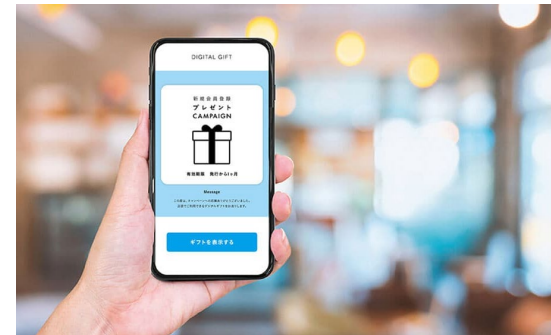
### Material and non-material incentives that really work

We're your one-stop destination for planning, design, production, and quality control of merchandise made of a multitude of materials: fabric, molded goods, glass, ceramics, metal, wood, edibles, and more. We also produce experiential value in the form of tours, activities, and events. We deliver both material and non-material incentives that are truly effective in stirring *sei-katsu-sha*'s emotions.



### Co-branded content ideas harnessing our information capabilities

We come up with ideas for leveraging brands and popular characters, as well as various other content by artists, creatives, and influencers. Our custom database contains extensive information on past tie-up negotiations, which enables us to put together a pitch for you fast. We offer a full range of services, from gathering information to drawing up a proposal, casting, and consulting.



### Executing digital promotions

The nature of incentive-based promotions is changing with the advent of the Web3 era. Yet despite being well aware of the potential of blockchain and AR technology, quite a few companies find themselves unable to take concrete action. We help such clients come up with solutions by providing full-funnel support with the entire process from developing digital content to running promotions.



### Contributing to social solutions with the power of craftsmanship

In the quest to build a sustainable society, ESG management is indispensable to long-term business growth these days. We design products and promotions making use of the Hakuodo Group's SDGs solutions, including tracking of CO2 emissions, creating products that let you donate to your favorite cause, upcycling of client materials, and support for social advancement of people with disabilities. We deliver the solution right for your needs.

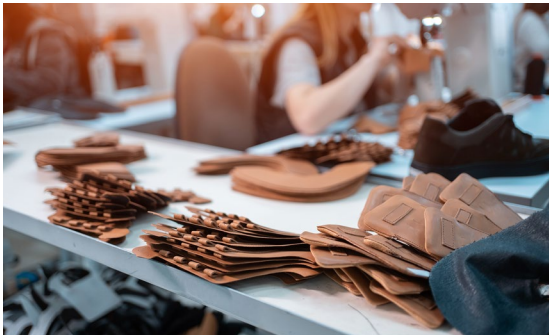
## MD BUSINESS

# Developing products that are sure sell by combining *sei-katsu-sha* insight with the power of marketing.

By relentlessly applying marketing techniques and *sei-katsu-sha* insights, the MD Business Division develops and manufactures products that are sure to sell and designs promotions that will get people buying. We also develop digital offerings that deliver interactive experiences, plus we pursue sustainable procurement.

- Product development
- Product manufacturing
- Product design
- Characters & IP
- Package production

## OUR SERVICES



### OEM & ODM

Applying our highly specialized knowledge and penchant for creative thinking, we develop and manufacture original merchandise and custom-made goods. We supply products meeting a wide range of needs, including items for theme parks and amusement facilities, while boosting competitiveness by developing new specs and cutting costs.



### Product development support

We develop products that truly sell by marketing relentlessly and applying insights. We offer one-stop solutions, from survey and analysis of market and *sei-katsu-sha* needs to product planning and manufacturing to formulating a sales strategy. We support your success with ideas rooted in data and a creative take on things.



### Development, manufacture, and marketing of IP co-branded products

We develop, manufacture, and market merchandise incorporating intellectual property (IP). Partnering with popular characters and brands enables us to offer goods that are even more appealing to *sei-katsu-sha*, thus strengthening promotional activities. We deliver new value to the market with our unique business model.



### Product design

Our team of creative directors have worked on numerous hit products and enduring sellers for clients. They can design a hot new commodity for you by leveraging their marketing prowess and planning skills. We provide a full range of product design services, from sales promotions to merchandise planning and development.

## PRINTING AND FIXTURES

Our team of professionals really know retail space. They can design a sales floor and set of in-store marketing tools sure to get customers buying.

The Printing and Fixtures Division focuses on two types of touchpoints between brands and *sei-katsu-sha*: in-store marketing tools and in-store fixtures. We offer one-stop service, from recommending solutions to production and delivery. By producing printed brochures, fixtures, and more, we get *sei-katsu-sha* itching to buy.

Printing  
 Production of fixtures & displays  
 3D production  
 Visual merchandising  
 Sustainability

## OUR SERVICES



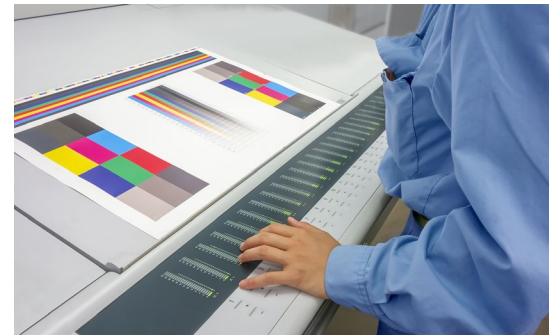
### Coordinating all aspects of in-store promotions

When it comes to in-store products (in store displays, fixtures, in-store decor, printed materials), we handle overall coordination of all stages: planning, design, production, manufacturing, installation, and delivery. We offer one-stop support with all aspects of in-store promotions, including store planning, human resources, and retail technology.



### Professional sales floor design

Leave the design of your sales floor to our professional designers specializing in in-store marketing tools and sales floor design. They're experts in printing techniques and fixture arrangement, and they come up with more than just an idea that will look good. First, they size up your sales floor; then they recommend an overall layout based on visual merchandising principles.



### Process quality improvements by the QC experts

Our production management team specializing in quality control monitors the product at all stages, from the pre-production meeting to the production line through delivery. They pinpoint the risks, so quality is guaranteed.

# COMMERCE

**Providing all-round support as your commerce partner  
at the point of sale and purchase.**

Whether buying food to eat today, an outfit to wear tomorrow, or a home for the future, shopping is part of daily life. That's why we turn shopping into an exciting experience. Our three professional units specializing respectively in production, technology, and creative output are with you all the way supporting your commerce marketing operations, whether you're running an e-commerce site or bricks-and-mortar stores.



## COMMERCE PRODUCE

# A team of marketing producers operating on the commercial front lines.

A team of marketing producers working on the commercial front lines of the HakuHodo Group. The Commerce Produce Division leverages commercial data to ensure your commerce business chalks up steady sales. Whether you're running an e-commerce site or bricks-and-mortar stores, we support the entire process from attracting traffic to making sales to performing CRM. We're committed to boosting your marketing return on investment (ROI).

Online-offline integration/CRM  
Acquisition  
E-commerce/sales promotions  
Wholesale & retail  
Sales staff  
Direct marketing  
Business strategy  
Sales  
Ad management  
Education & training  
Mail order

## OUR SERVICES



### Commerce marketing

Online and offline channels are becoming increasingly integrated. We offer the support necessary to ensuring the growth of your commerce business on all fronts, whether it comes to the market, *sei-katsu-sha*, sales channels, or business models. By applying the methodologies and experience we've built up in the direct marketing field, we help you achieve a unified approach to commerce marketing



### Commerce promotions

We're the experts in designing points of sale and purchase. We manage your commerce promotions at all stages of the funnel, from formulating a strategy to producing direct response ads and a CRM toolkit, building an ecommerce site, setting up a contact center or marketing campaign office, designing and executing fulfillment functions, analyzing sales and customers, and getting *sei-katsu-sha* engaged.



### Business growth

We don't think the job is done once an ad is made or a product sold. To support your business growth, we deliver the full range of functions in the PDCA cycle by applying the tried-and-true methodologies of commerce marketing. All in one stop. We're the engine that will drive your commerce business, boosting your marketing return on investment (ROI).



### Salesperson training

Our academically knowledgeable education experts take charge of educating the people who are the most important link in the marketing chain. We help you with HR development by designing and implementing training programs tailored to your industry or sector, as well as administering certification exams. To that end, we apply our unique portfolio of salesperson training techniques for the wholesale and retail sectors. We also perform on-the-job training by sending your stores a sales team committed to clinching sales.

## COMMERCE TECHNOLOGY

# A crack team of experts in designing point of sale and purchase architecture by leveraging technology.

The Commerce Technology Division designs point of sale and purchase architecture by applying its expertise in leveraging technology that supports the value chain, including sales media and payment systems. Whether you're running an e-commerce site or bricks-and-mortar stores, we work to ensure your commerce business chalks up steady sales. We take the lead in providing one-stop technical support with setup and operation.

Analysis & consulting  
Payments  
AI  
Setup & operation  
Systems  
Visual merchandising  
Media  
Digital solutions  
Signage  
Technology

## OUR SERVICES



### Full-funnel shopping cart system + e-commerce growth support

EC Cart+, an e-commerce shopping cart system developed independently by Hakuodo Product's, includes an e-commerce mall as a standard feature. That's a huge advantage, because it means that rollout can be performed on a short timeline at a more favorable cost. In addition, Hakuodo Product's provides support with implementation as well as construction. We can even help you up your game so you can boost sales.



### The trade area analysis program HAKMAP

HAKMAP is a service that meets the local area marketing needs of businesses of all stripes, from trade area analysis to assessing an area's potential to customer cluster analysis. We help turn your stores into high-performing sales venues. Understanding the local customer profile makes it possible to come up with a selling formula optimized for the area. Our trade area analysis professionals assist you in finding the solutions you're looking for.



### One-stop support for your e-commerce operations

Our e-commerce operation center service addresses your e-commerce pain points. We support all aspects of e-commerce, from conducting the marketing necessary to running an online shopping site to building and running the system. Our offerings cover four areas:

- (1) One-stop e-commerce support
- (2) Streamlining operations with a cloud-based PBX
- (3) Coordination with outside parties via an e-commerce operation center
- (4) Lower operational costs



### E-commerce diagnostics program

This program helps you decide what move to make next to expand your e-commerce sales channels. It provides a bird's-eye view of your overall e-commerce business and systematically identifies bottlenecks so you can successfully deal with challenges in all areas of operations. These include achieving solid sales and profits, acquiring new customers and locking in loyal ones, and increasing traffic to your site.

## COMMERCE CREATIVE

# Getting people wanting to buy with creative output for your commerce needs.

We're the creative section. We don't just make people aware of and interested in your product. We ensure they keep buying it. The Commerce Creative Division solves the problem of how to get *sei-katsu-sha* wanting to buy with the power of creativity. We formulate effective ideas by crunching the data and identifying business challenges.

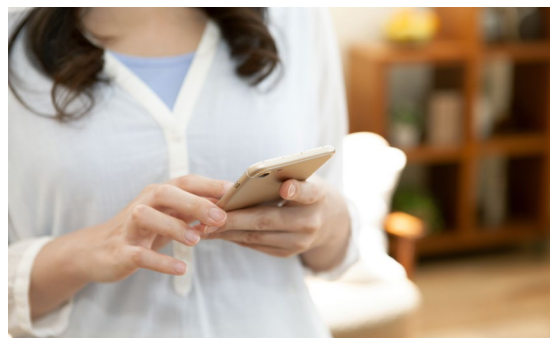
## OUR SERVICES

- Production of direct marketing commercials & infomercials
- Production of newspaper ads & brochures
- Production of direct mail, email & other CRM tools
- Production of in-store displays
- Landing page design and operation
- Social media design and operation
- UI/UX production
- E-commerce site production
- Copywriting complying with the Pharmaceutical and Medical Device Act



### Copywriting complying with the Pharmaceutical and Medical Device Act

Japan has a thicket of regulations in each category of health foods, and your merchandising plans and creative output need to comply with them. We deliver creatives that meet all the requirements of the Japanese Pharmaceutical and Medical Device Act—and not just for health foods but for a broad range of categories, including medications and cosmetics.



### Social commerce

Social media is a space where both companies and *sei-katsu-sha* can make themselves heard. Unless the two are organically balanced, people won't want to buy your product. We deliver creatives that put the right message in the right place. While we focus on social media, we also integrate various other media as well.



### Performance creatives

In today's world, you aren't done with an ad once you've produced it; you have to keep optimizing it as well. We're in the business of optimizing ads specifically for the Web and landing pages. Our forte lies in the process from analyzing the data to producing the creatives. In certain cases, the output we deliver also factors in CRM analytics linked with customer data.



### Creatives for an older audience

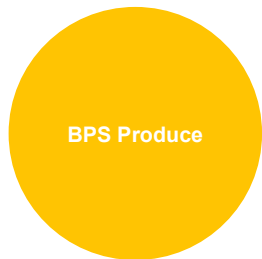
We have many creative people on staff who are nearing their golden years themselves. Having worked for many years on direct marketing ads, they have a wealth of experience developing insights and content that resonate with seniors. Increasingly, clients these days aren't just interested in promoting to young people. They're also asking themselves how to make seniors more receptive to their existing offerings. Our creative professionals can deliver the optimum solution for communicating effectively to seniors, because they understand exactly how this target audience thinks.



# BUSINESS PROCESS SERVICE

## **Providing all-round support with the business processes underpinning your operations.**

We provide long-term support with the operations underpinning your business and assist with reforming and standardizing them. These operations include contact center management—a key customer activation point—as well as human resources administration, back-office functions, and logistics. Our business process services are designed to deliver high value added by seamlessly combining Hakuodo Product's consultative expertise in customer activation point development with the operational prowess of other Hakuodo Group companies.



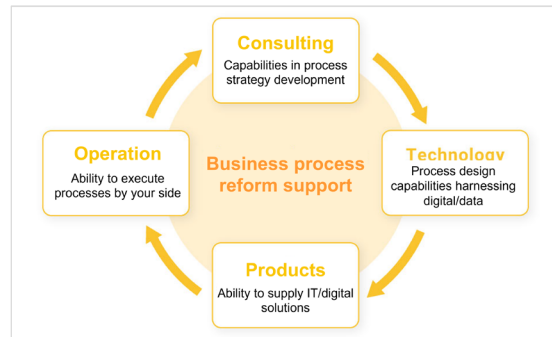
## BPS PRODUCE

# Creating new value for your business by overhauling your business processes.

The BPS Produce Division visually maps your business processes and delivers strategy development, design, and execution, all in one place. We support your business growth by developing and implementing high-value-added processes. That enables you to concentrate business resources on core operations and cut costs.

BPO production  
Field sales services  
Educational programs  
Regional revitalization

## OUR SERVICES



### BPO consulting and management

We offer one-stop service for all your outsourcing needs, from process planning to design and execution. By delivering solutions that harness various technology and leveraging data, we enable you to concentrate business resources on core operations and cut costs. As your partner for business growth, we assist you with business process reform.



### Regional revitalization under comprehensive partnership agreements

We provide all-round branding services for regional revitalization programs, focusing particularly on people-to-people exchanges, relationship building, maintaining and increasing the population, promoting industry, and improving services for residents.

# PROMOTION PRODUCE

**Working on the promotional front lines identifying challenges and figuring out the best solutions.**

A team of producers who work on the front lines of the promotional field in the Hakuhodo Group. We act as your liaison, coordinating planning, production, and execution. Having sized up your business challenges and requirements, we effectively manage costs and scheduling by meticulously analyzing information and thinking outside the box. Whether you're running digital or real-world promotions, we deliver one-stop solutions by marshaling Hakuhodo Product's impressive lineup of experts in different fields.

A solid orange circle containing the text "Promotion Produce" in white.

Promotion Produce

## PROMOTION PRODUCE

# Recommending the optimum solution to the client by pooling Hakuhodo Product's unrivaled expertise.

A team of producers working on the front lines of the promotional field in the Hakuhodo Group. We act as your liaison, coordinating planning, production, and execution in both the digital and real worlds. We recommend the solution best for your business by combining the expertise of Hakuhodo Product's different divisions with behavioral analysis of *sei-katsu-sha*.

## OUR SERVICES



### Delivering client solutions by marshaling all divisions

We're the team of producers who coordinate all aspects of promotions. Our mission is to pool the professional expertise and performance capabilities of Hakuhodo Product's divisions and maximize both. The co-creative excellence that sets Hakuhodo Product's apart takes your promotions to a whole new level. We help you solve your pain points and achieve your full business potential.



### Digital marketing solutions

Our expert producers can assess your challenges in the digital marketing field as well. We help you grow your business by designing a strategy and formulating tactics, then optimizing your website, running digital ads, managing your social media presence, and delivering digital experiences.



### Promotional partnerships with clients

We don't just find solutions to your obvious problems. We identify where your true challenges lie by getting to know you better than you know yourself. Then, as experts working on the promotional front lines, we recommend permanent solutions. Our goal is to be your full partner in the promotional field.



### A commitment to results

Our goal is to activate *sei-katsu-sha* and ensure your service or product sells. We're not content with just generating buzz or burnishing your image. We build a true relationship of trust by insisting on contributing to your sales and your bottom line.

# IT & DX

## **Maximizing your business's potential with the power of technology.**

We're the experts in building system architecture and harnessing data. We promote internal and external business reforms by leveraging data, IT, AI, and other technologies. With our impressive insourcing capabilities, we provide all-round support in solving your business challenges. We deliver strategy design, development, execution, management, and verification, all in one place.



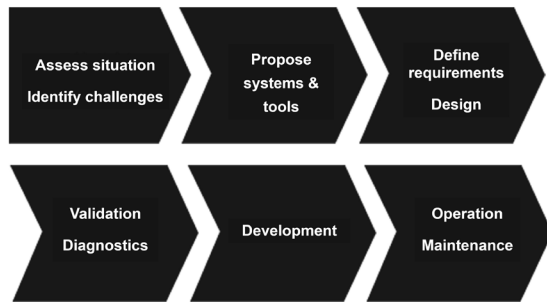
## PROMOTION X

# Driving the reforms that spawn new business and organizations.

An expert team possessing highly specialized knowledge of and practical expertise in systems development and operation. We execute business process reforms (BPR) that leverage AI and digital technology by generating synergies with the data business. We help increase your organization's productivity and transform your services.

Systems development & management  
 Server setup & management  
 CRM design, setup & implementation  
 Digital solutions  
 Data analysis & consulting

## OUR SERVICES



### Systems production

We take a good look at your business needs and challenges, then design the systems, tools, and infrastructure best for you. Our support services are available even at the initial stage before you've clearly identified your wants. We help you overhaul your business by performing systems planning, development, and operation on your behalf.



### Constructing closed-loop systems

We offer seamless web systems support, from operational design to maintenance. Once we've asked in detail about your state of operations and analyzed your operational challenges, we construct an organizational framework designed to streamline operations while forestalling errors and accidents. Our closed-loop systems strengthen your business by always operating reliably.



### Security consulting

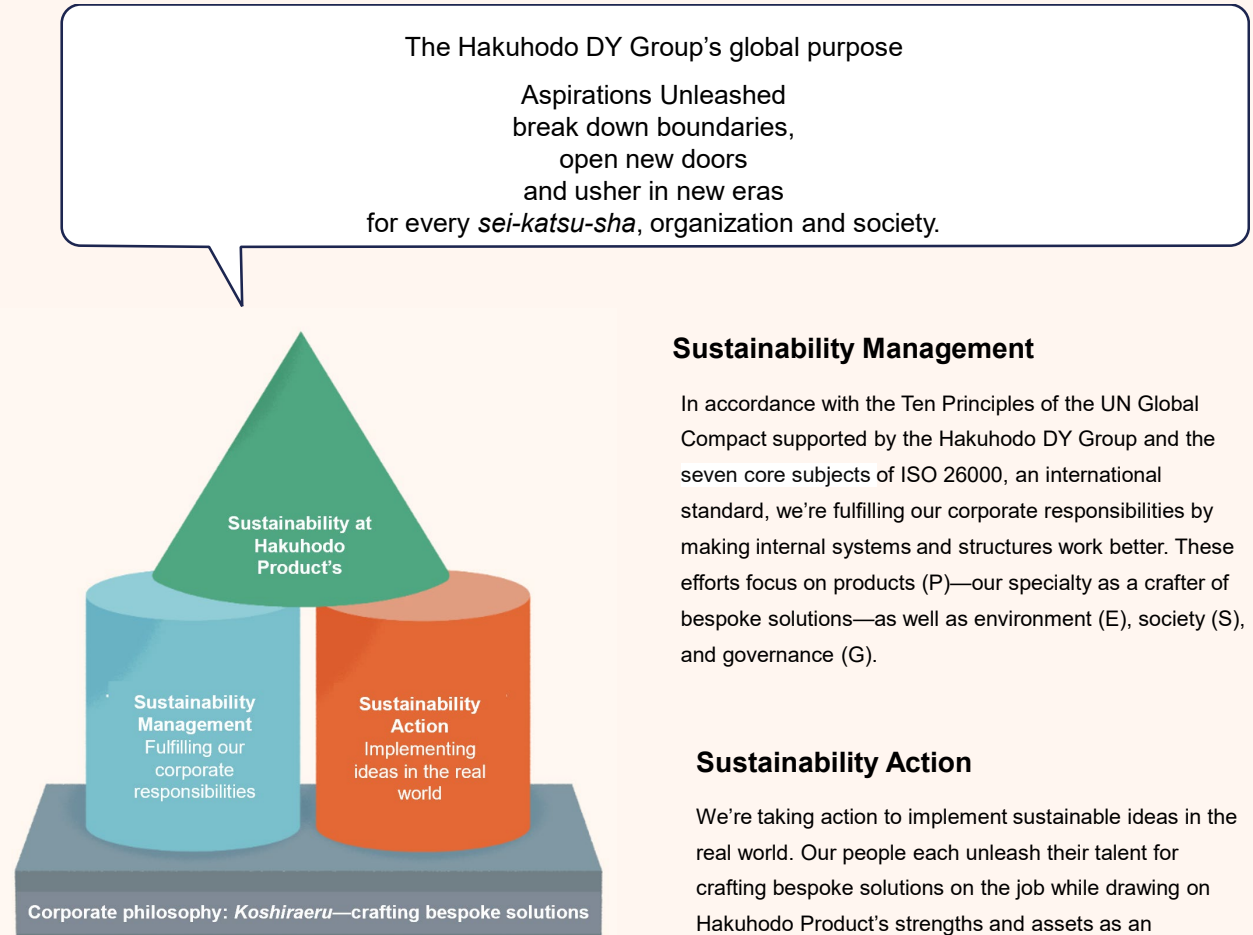
Cyberthreats are becoming ever more sophisticated, and we offer security consulting on how to deal with them. Rather than just taking makeshift measures, we build systems that keep you secure for the long haul. We handle it all, from designing servers and applications to responding to attacks, drawing up a security policy, and looking for vulnerabilities.

# SUSTAINABILITY



## A more sustainable approach to crafting bespoke solutions. Creating new value for tomorrow.

In April 2023, we adopted a Sustainability Policy and a set of Sustainable Procurement Guidelines as we pledged to take a more sustainable approach to crafting bespoke solutions. We're doing our part to ensure that the Hakuhood DY Group achieves its global purpose with a two-pronged approach: sustainability management, which means addressing risks; and sustainability action, which means leveraging opportunities.





## Operational Framework

# P + ESG

## Hakuhodo Product's Sustainability Activities

Hakuhodo Product's contributes to building a sustainable society through our focus on P+ESG—environment, society, and governance (ESG), plus a dedication to crafting the finest product (P).



### Product

Responsibilities as a manufacturer

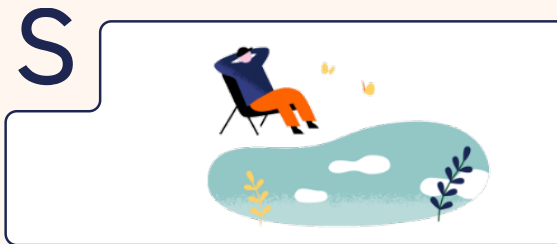
- Quality and safety assurance
- Consumer protection and information security
- Supply chain management



### Environment

A world with the environment and economy in harmony

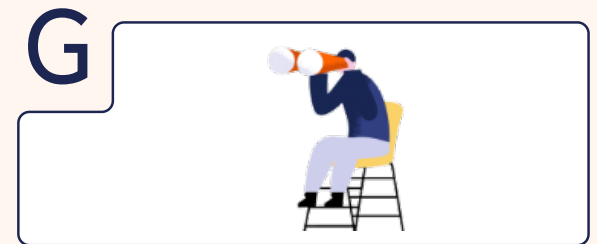
- Caring for our planet



### Society

A society where everyone has a fulfilling job

- Respecting racial differences
- A healthy approach to work
- CSR and supporting the community



### Governance

A scrupulously run business

- Corporate governance
- Compliance

# CORPORATE OUTLINE

## Corporate Outline

Company name:	HakuhodoProduct's Inc.
Established:	October 1, 2005
<b>Capital:</b>	100 million yen [Stockholder: Hakuhodo Inc. (100%)]
<b>Employees:</b>	2,254 (as of April 2024)
<b>Representative:</b>	Masakazu Hashimoto, President
<b>Business field:</b>	Integrated promotion production
Offices:	Head Office (Tokyo Japan) NBF Toyosu Garden Front, 5-6-15 Toyosu, Koto-ku, Tokyo 135-8619, Japan Tel: +81-3-5144-7200 (Reception) URL: <a href="http://www.h-products.co.jp">www.h-products.co.jp</a>
	Akasaka Muromachi Office Akasaka Muromachi Building, 2-5-4 Akasaka, Minato-ku, Tokyo 107-0052, Japan
	Akasaka Biz Tower Office Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo 107-6319, Japan

## NETWORK

### Branch offices:

#### **Kansai Office**

Handles everything from planning and production of graphics, etc., to image production and storefront promotion. While Kansai Office is a branch, it possesses both the specialization and implementation strengths that Hakuodo Product's is known for, and realizes integrated promotion that neatly solves all client issues in the Kansai area.

15th Fl., Nakanoshima Central Tower, 2-2-7 Nakanoshima, Kita-ku, Osaka-shi, Osaka 530-8262, Japan

Tel: +81-6-6229-5426

Supported area: Entire Kansai region

#### **Kyushu Office**

In Kyushu, the gateway to East Asia and known as the order shopping kingdom, our Kyushu Office is strengthening support for international e-commerce targeting East Asia, including Taiwan. Moreover, it is a one-stop production collective that is driving the Kyushu market with digital and data, while deepening collaborations with local companies and revitalizing the area.

12th Fl., Hakata Riverain East Site, 2-1 Shimokawabata, Hakata-ku, Fukuoka-shi, Fukuoka 812-0027, Japan

Tel: +81-92-283-5390

Supported area: Mainly Kyushu, but also the Shikoku and Chugoku regions

#### **Chubu Office**

Elite planning and producing in the Tokai area. Understanding the characteristics of the area, Nagoya Office solves challenges faced by a wide array of clients, from local companies and local authorities to national clients. Collaborating with its local network and the divisions of Product's headquarters, it realizes high quality promotions tailored to client challenges.

12th Fl., CentRise Sakae, 3-3-21 Sakae, Naka-ku, Nagoya-shi, Aichi 460-0008, Japan

Tel: +81-52-251-2137

Supported area: Entire Chubu region

## NETWORK

### Affiliated companies:

#### **Experience D, Inc.** (Established: April 1, 2014)

Experiential facilities (stores and showrooms) designed to showcase brands and create fans, from planning to day-to-day operation, all in one stop. Experience D. creates and strengthens real touchpoints between customers and products and brands with effective and efficient facility marketing.

Business fields: Planning, design and management of retail stores and showrooms

Address: NBF Toyosu Garden Front, 5-6-15 Toyosu, Koto-ku, Tokyo 135-8619, Japan

Tel: +81-3-5144-7306 URL: <http://experienced.co.jp/>

#### **PRODUCTS (BANGKOK) Co., Ltd.** (Established: August 1, 2014)

The first international Hakuhodo Product's group company, PRODUCTS (BANGKOK) undertakes coordination work including promotion planning and execution, design production, event-related planning and implementation, photography and research in Thailand and the ASEAN region. It is taking *kokyakuka* (activation) know-how honed in Japan to the world.

Business fields: Planning, production and operation of promotions and events

Address: 15th Fl., Tonson Tower, 900 Ploenchit Road, Lumpini, Pathumwan, Bangkok 10330, Thailand

Tel: +66-2-257-0300 Fax: +66-2-257-0305 H

#### **Hakuhodo Product's Inc. Design Studio** (Established: October 1, 2015)

Undertakes graphic work for national clients of the Hakuhodo Group around the clock in collaboration with Hakuhodo Product's staff in Tokyo. Meets client requests with swift and efficient response capabilities.

Business fields: 24-hour graphic design support

Address: Sanken Sapporo Building, 9-1-2 Minami Nijo-Nishi, Chuo-ku, Sapporo, Hokkaido 060-0062, Japan

URL <https://www.hp-designstudio.co.jp/>

#### **CEREBRIX Corporation** (Established: May 1998)

Provides an array of specialist sales and marketing services. A group of professionals that knows sales and marketing inside and out, CEREBRIX supports clients to increase their profits.

Business fields: Sales and promotion support (B2B, B2C)

Address: 7th Fl., Ariake Central Tower, 3-7-18 Ariake, Koto-ku, Tokyo 135-0063, Japan

Tel: +81-3-6845-7860

URL: <https://www.cerebrix.jp/>

## NETWORK

### Affiliated companies:

#### **Emerge, Inc.** (Established: June 2018)

Undertakes video production business through Empag (Thailand) Co., Ltd., an EmERGE subsidiary.  
Business fields: Video production business through Empag (Thailand) Co., Ltd., an EmERGE subsidiary  
Address: NBF Toyosu Garden Front, 5-6-15 Toyosu, Koto-ku, Tokyo 135-8619, Japan  
URL: <https://emerge.video/>

#### **GROWTH DATE Co., Ltd.** (Established: March 29, 2017)

Data Bridge contributes to the broad range decision-making its clients undertake. Supporting the building of PDCA operations environments for analysis of data in all kinds of marketing and promotion contexts, it has strengths in providing data visualization and data management support in line with specific objectives, and in consulting.

Business fields: Data analysis/management support and consulting services and data visualization services  
Address: NBF Toyosu Garden Front, 5-6-15 Toyosu, Koto-ku, Tokyo 135-8619, Japan  
URL: <https://growthdata.co.jp>

#### **SP EXPERT'S Inc.** (Established: April 1, 2022)

With a mission of creating shopping experiences that excite *sei-katsu-sha*, SP EXPERT'S is a digital sales promotion solutions company that offers support for retailer and manufacturer sales promotion DX. Marrying expertise in sales promotion, digital technology, and data marketing, it is able to provide comprehensive ideas in the OMO sales promotion market. SP EXPERT'S' digital sales promotion solutions have been adopted by wide range of entities, including retailers, manufacturers, local authorities and content holders.

Business fields: Digital sales promotion domain-related solutions, premiums, advertising, secretariats, consulting and associated services  
Location: Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo 107-6321  
URL: <https://www.spexperts.jp>

Contact (English, Japanese) : [products.contact@hakuhodo.co.jp](mailto:products.contact@hakuhodo.co.jp)