

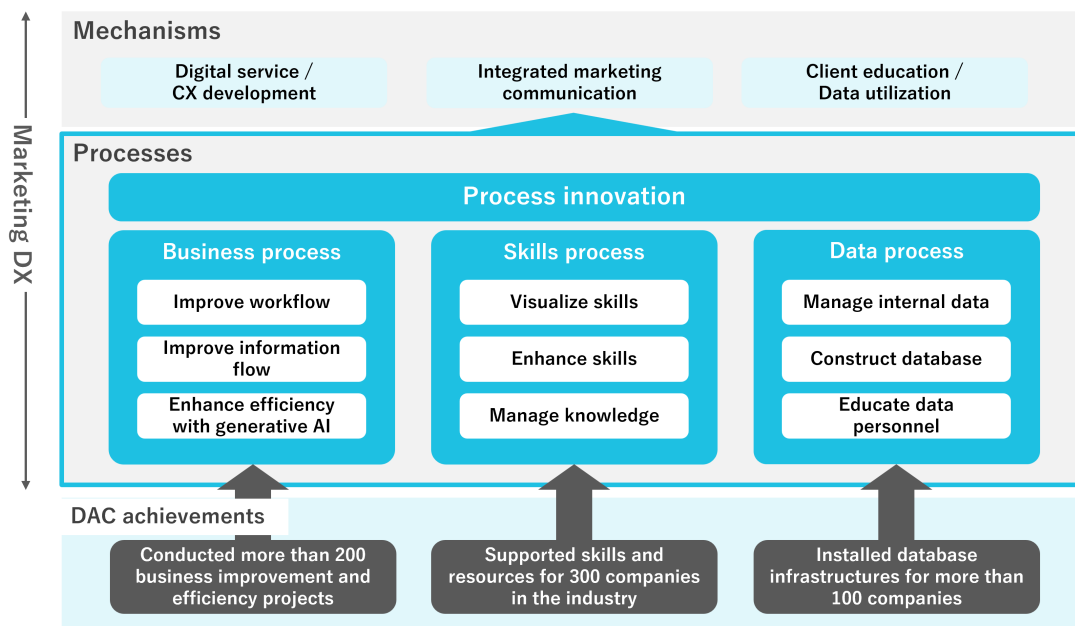
News Release

D.A. Consortium Inc.

DAC launches “Process Innovation Studio” to help companies create new marketing DX processes

~Co-creating future-oriented organizations with original DX diagnostics and AI~

Tokyo, March 5, 2024 --- D.A. Consortium Inc. (DAC) is pleased to announce that it will begin providing Process Innovation Studio, a consulting service that uses original DX diagnostics and AI to help ad agencies, media companies and the marketing divisions of businesses create the optimal processes to maximize their marketing functions. With the launch of this service, DAC will also begin offering seminars about specific marketing process innovation case studies.



■ Service background

In recent years, marketing activities have expanded to include integrated marketing communication, client education, data utilization and digital services development. In line with this, there is a rising need to enhance the mechanisms that serve as contact points for *sei-katsu-sha** and the processes that support these mechanisms. Transforming processes requires long-term investment and effort. In many cases and depending on the size of the company, only partial measures, such as introducing tools or outsourcing, can be taken due to financial and human resource constraints.

*A term the Hakuodo DY Group uses to describe people not simply as consumers, but as fully rounded individuals with their own lifestyles, aspirations and dreams.

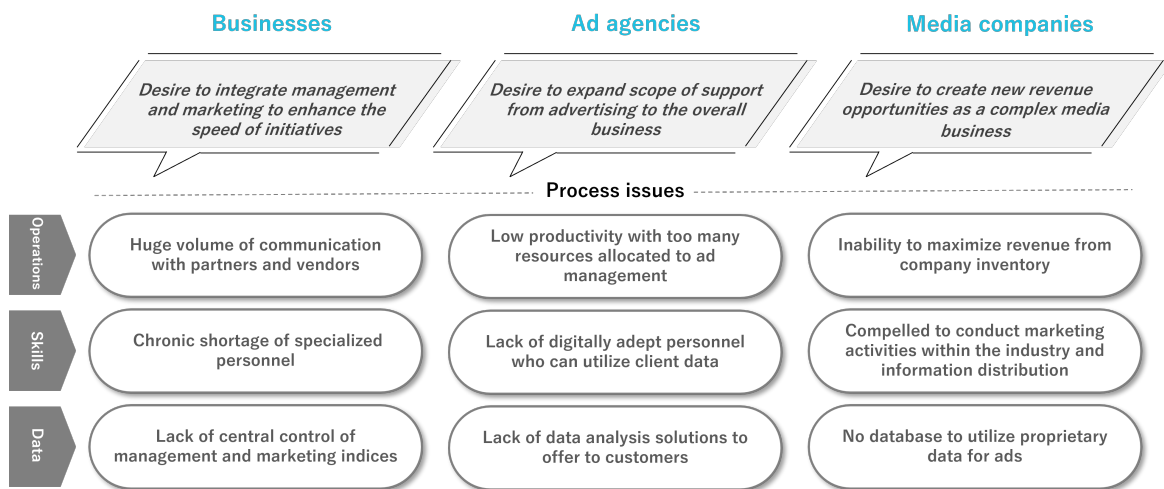
To address these issues, DAC has decided to offer Process Innovation Studio, a consulting service focusing on operations, skills and data that harnesses its more than 20 years of experience in business operations improvement, human resources development and

database building in the marketing domain.

■ Service summary and characteristics

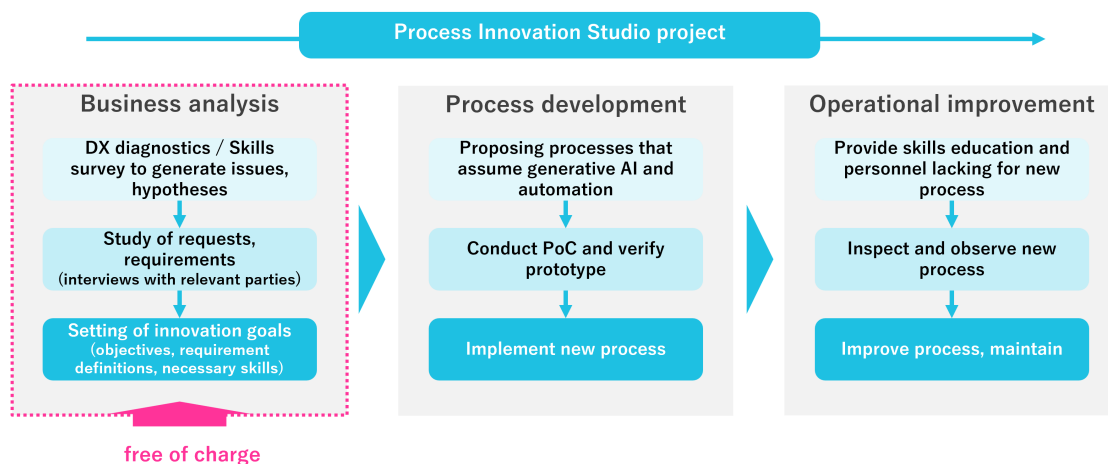
Process Innovation Studio will support ad agencies, media companies and businesses in the three areas of operations, skills and data. To help companies resolve important marketing DX issues and a variety of organizational challenges, we will leverage our experience in utilizing generative AI and proprietary DAC tools to support initiatives related to business operations improvement, human resource development, databases and ad delivery systems (DSP/SSP).

<Typical issues that arise at each type of company>



Process issues hinder marketing DX

Specifically, we analyze each company's issues, define requirements, propose a PoC that includes systems development, and provide support to help the company realize process innovation. The basic service flow consists of business analysis, process development and operational improvement, and the initial business analysis is provided free of charge.



- ① **[Business analysis] Identifying issues and setting innovation goals using original DX diagnostics and a skills survey**
Using Ad Agency DX Diagnostics^{*1} introduced in 2023 and the Digital Marketing Skills Survey, we visualize each company's unique business and human resources challenges.

We then establish innovation objectives and goals to ensure that the organization will continue to create value even ten years from now.

② **[Process development] Proposing and creating prototypes of future-oriented processes that assume generative AI and automation**

We propose processes that can endure long-term industry and business environment transformations and go beyond partial optimization of tool implementation and outsourcing, a common pitfall in DX discussions. We then support the development and implementation of guidelines and systems to achieve this.

③ **[Operational improvement] Offering support in terms of educating about skills lacking for the new process as well as assigning human resources (BPO)**

We design projects that enhance a company's human resources over the medium to long term by utilizing DAC's and DAC group companies' experience in nurturing personnel who specialize in the digital field and in developing educational services for companies. We also assign specialists through BPO to make up for any shortages.

DAC will continue to work with ad agencies and media companies to create new processes for the ad and marketing industries that promote corporate digital transformation.

(*1) <https://solutions.dac.co.jp/seminarmovie/seminar-education-20230906-archive>

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<Corporate Information>

■ **D.A.Consortium Inc.** <https://www.dac.co.jp/english/>

Established in 1996 during the early days of online advertising, DAC has led the formation and growth of the digital marketing industry by steadily expanding its operations with the increased digitalization of information and lifestyles.

Utilizing a wealth of knowledge and experience in digital advertising, advanced technological development skills, and strong relationships media companies, platformers and other technology partners, DAC provides global and comprehensive digital marketing services, such as supporting company data utilization, designing promotional initiatives, and developing and constructing marketing systems.

Guided by the mission, "Empowering the digital future," DAC will continue to be a leader in creating new forms of digital ads and marketing that provide new value to society.

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Established : December 1996
Business : Online media transaction related business, Solution business,
Ad Operations Business

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Empowering the digital future

デジタルの未来に、もっと力を。