

News Release

D.A.Consortium Inc.

**DAC forms capital, business partnership with
Japan-Korea Internet ad business A1 Media Group**

Tokyo, March 29, 2018 --- D.A.Consortium Inc. (DAC) has just invested in a private placement offered by A1 Media Group Co., Ltd. (A1 Media) and concluded a capital and business partnership agreement with the company.

DAC develops and provides AudienceOne, Japan's largest data management platform (DMP) with 480 million unique monthly browser cookies and 90 million mobile ad IDs. Through integration and analysis of rich, high-quality data, such as ad delivery results, social media, and third-party data from partner companies, AudienceOne enables audience visualization for use in value improvement and monetization support of media properties owned by media companies and in marketing activities of advertisers across multiple connected channels.

A1 Media operates an Internet ad agency business and ad delivery business for premium media in Japan and Korea. The company focuses on actions users take just prior to making a search and has acquired three related patents in Korea. Using this technology, A1 Media collects, analyzes, and utilizes data on intentional user actions (*1) with respect to content (links, keywords, etc.) — such as copying, highlighting, or sharing on social media — on more than 70 media and EC sites in Japan and Korea.

The new capital and business partnership provides an opportunity to develop new services by means of linking the unique action data collected and held by A1 Media with the DAC AudienceOne. Specific plans are to analyze user interests contained in A1 Media's audience data, apply the results to targeting, and co-develop ad products.

The companies intend to address various digital marketing needs faced by client advertisers and media companies by pursuing joint business ventures in overseas markets as well as in Japan.

(*1) User action data are anonymized so that individual users cannot be identified.

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<A1 Media Group Inc.>

Representative : Jae Woo Chung, CEO
Head Office : 3-11-3, Ginza, Chuo-ku, Tokyo
Established : January 5, 2016
Business : Online ad agency business, developing ad platforms, marketing
consultation service

<Corporate Information>

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

Representative : Masaya Shimada, President & CEO
Head Office : Yebisu GardenPlace Tower 33F, 4-20-3, Ebisu, Shibuya-ku, Tokyo
Established : December 1996
Business : Online media transaction related business, Solution business,
Ad Operations Business

※DAC is a 100% subsidiary of D.A.Consortium Holdings Inc.

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

Representative : Masaya Shimada, Representative Director & President
Head Office : Yebisu GardenPlace Tower 33F, 4-20-3, Ebisu, Shibuya-ku, Tokyo
Established : October 2016
Listing Market : 2nd Section of Tokyo Stock Exchange (Stock code: 6534)

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