

News Release

D.A.C Consortium Inc.

Tencent International Business Group

DAC formed the only “Preferential Partnership” in Japan with Tencent

--Collaborating with the advertising business needs of inbound/outbound business between Japan and China--

Tokyo, April 18, 2018 --- DAC announces to collaborate with Tencent International Business Group (Tencent IBG) today to offer one stop solutions from ad sales to ad operations. This collaboration is the first of its kind in Japan and DAC is a preferential partner of Tencent IBG’s advertising business in Japan.

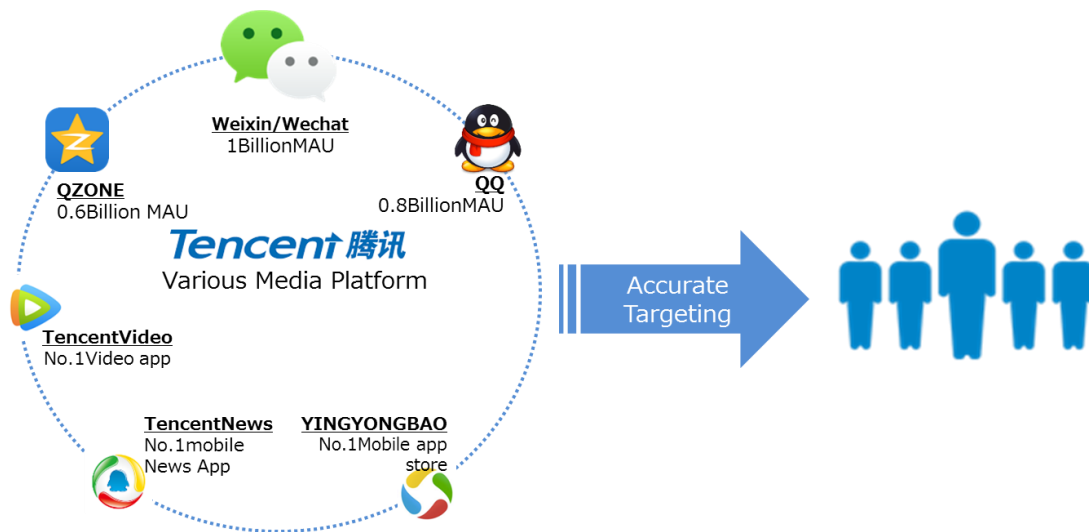
With the Tokyo Olympics due to take place in 2020, the Japanese government has published inbound tourism targets of 40 million by 2020 and 60 million by 2030. The number of tourists visiting Japan in recent years has surpassed targets and there has been a marked increase in the trend of repeat visitors and individual travelers. Of the 32 million foreign tourists expected to visit Japan in 2018, a large number are expected to continue to be from within Asia. As many as half of the tourists in 2017 were of Chinese heritage and visitors from China spent more than any other nationality during their stay, accounting for as much as 10 billion USD (※1).

DAC Group has over 10 years of business experience in China since establishing its subsidiary, DAC Beijing, in 2005. In addition, since we began offering our inbound marketing solution “*Irasshaimase Japan!*” (※2), we have received many enquiries from Japanese companies regarding not only sales promotions targeting Chinese tourists visiting Japan, but also pre-visit information provisioning services and post-visit sales promotions for cross border EC sites. Tencent IBG, the international business unit of leading internet company in China, has setup an advertising business development team in Japan since 2016, which dedicated to offer advertising solutions leveraging on their leading digital platforms, such as the mobile communications service WeChat(※3), to expand their business operations. Both companies have cooperated closely and now with this collaboration will begin offering a further enriched array of services.

■ Overview of the collaboration

DAC and Tencent IBG will offer one stop solutions for all Tencent advertising platforms from ad sales to ad operations in cooperation with its group companies including DAC Beijing. In addition, DAC will also provide support on Weixin /WeChat official accounts registration and its operations.

[Tencent Platform]



[Image of WeChat Advertisement]



DAC will provide ad agencies and Japanese advertisers with the latest information on Tencent's ad products and the digital trends of the Chinese market.

DAC and Tencent IBG will continue to contribute to growing business value for companies by supporting inbound and outbound business including tourism and cross border EC and to growing the business opportunities between Japan and China as a whole.

(*1) JTB "Forecast for travel trends 2018", Japan National Tourism Organization "Number of Foreigners Visiting Japan (2017)", Japan Tourism Agency "Consumption Trend Survey for Foreigners Visiting Japan(2017)"

(*2) See our news release of July 19, 2016, "Irasshaimase Japan!™(Welcome to Japan!)" launched, an all-in-one digital marketing solution for the inbound tourism business".

http://www.dac.co.jp/english/press/2016/20160719_inbound

(*3) Launched in 2011, Weixin/WeChat has been enhancing the lives of hundreds of millions users with its innovative features. The platform integrates instant messaging and social entertainment, bringing about a mobile digital lifestyle on an easy to use app. Users get to engage in real-time communications via free text and multimedia messages, make video calls or share photos on their "Moments". Other lifestyle recreational features include "Games", "Sticker Gallery", and convenient friend-adding services such as "Shake" and "People Nearby". Continuously evolving around users' needs, Weixin/WeChat also offers enterprises "Official Accounts" to create original consumer experiences through its open platform and extended services such as Weixin/WeChat Pay for a truly mobile digital lifestyle. Weixin/WeChat reached more than 938 million monthly active user accounts as of the first quarter of 2017. Weixin/WeChat has evolved into a connector and open platform across industries, connecting users with one another, with smart devices and with business services.

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<Corporate Information>

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Business : Online media transaction related business, Solution business,
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※DAC is a 100% subsidiary of D.A.Consortium Holdings Inc.

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