

News Release

D.A.Consortium Inc.
Infocubic Japan Co., Ltd.

Info Cubic Japan becomes a DAC wholly owned subsidiary

~Creating the largest digital marketing operation in Japan to respond to cross-border marketing needs~

Tokyo, December 1, 2022 --- D.A.Consortium Inc. (DAC) is pleased to announce that it has acquired all shares of Infocubic Japan Co., Ltd. (ICJ), a cross-border digital marketing company that was one of the pioneers in connecting Japanese companies with overseas markets. With this transaction, ICJ will become a wholly owned subsidiary of DAC to create the largest digital marketing operation in Japan. In anticipation of a post-COVID recovery of the inbound market, both DAC and ICJ will leverage their scale and harness their respective strengths to respond effectively to diversifying client needs in support of their cross-border marketing activities.



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With immigration restrictions relaxing worldwide as well as the yen's depreciation, the inbound market and its related advertising market are expected to recover quickly. Due to an increasing number of inquiries from Japanese clients about overseas PR and cross-border marketing initiatives, DAC has felt an urgent need to build a system that can handle large-scale and diverse projects.

Hence, DAC has decided to collaborate with ICJ, bringing together DAC's strong network of global platformers and expertise in solutions development with ICJ's knowledge of digital marketing, overseas marketing, promotion, SNS operations, and content production. This will enable it to provide comprehensive, seamless, and full-funnel cross-border marketing support, from formulating strategy proposals that bring together Japan and overseas markets to creative production, media content operation, and marketing solutions that reflect a rapidly growing market and diversifying client company needs. For the latest information on the types of services offered, please refer to the cross-border marketing section on our website (<https://crossborder.dac.co.jp/>).

By working closely with our overseas offices in Greater China and Southeast Asia, DAC will further enhance its capacity to handle large-scale projects from global companies. In addition, by collaborating with major overseas players in the cross-border marketing field, DAC will work to improve its structure and develop unique services and solutions.

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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.

Representative : Yuzo Tanaka,
President, Executive Officer, CEO & CCO (Chief Compliance Officer)
Head Office : Yebisu Garden Place Tower, 4-20-3, Ebisu, Shibuya-ku, Tokyo
Established : December 1996
Business : Online media transaction related business, Solution business,
Ad Operations Business

■ **Infocubic Japan Co., Ltd.** <https://www.infocubic.co.jp/en/>

Representative : Maho Umekawa, President and CEO
Head Office : Takagi Bldg. 3F, 1-1-7 Okubo, Shinjuku, Tokyo
Established : January 2007
Business : Digital Marketing, Social Media Marketing, Creative Work

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