



News Release

D.A.Consortium Inc.
DAC ASIA Pte. Ltd.
Innity Corp. Bhd.
OPPA Thailand

The DAC group to act as exclusive strategic partner on newly launched Online Premium Publishers Association in Thailand, "OPPA"

-Working with Online Publishers to Accelerate Data-driven Marketing in Thailand-

Tokyo, May 19, 2017 --- D.A.Consortium Inc.(DAC) and its consolidated subsidiary, DAC ASIA PTE. LTD. (DAC ASIA) will be acting as the exclusive strategic partner for the newly launched Online Premium Publishers Association in Thailand (OPPA), which consists of 12 local leading online publishers.

■ Market background

There is a growing trend worldwide of leading online premium publishers forming alliances for the purpose of integrating high brand value ad inventory with audience data to be used for ad targeting and marketing analysis. This allows for the provision of data in large quantities sufficient for marketing applications and the ability to use that data on brand-safe media and ad inventory. Advertisers are increasingly recognizing the value this offers, and market expectations are very high.

■ Project background

The DAC group has worked on various projects in South East Asia, ranging from providing publishers and advertisers leading ad technologies to developing new ad products and services in areas such as audience targeting.

The DAC group joined OPPO as an advisor and supported the formation of the alliance of the 12 online premium publishers as exclusive strategic partner.

■ Project overview

OPPA is a project led by 12 leading Thai online premium publishers (*1) which aims to provide advertisers with qualified and scalable ad inventory that utilizes the audience data of all participating publishers.

With the participation of Thailand's leading online premium publishers, OPPO is able to ensure both sufficient reach to digital media users and brand-safe value added services. Furthermore, OPPO already reaches an active audience with close to 100 million monthly unique browser data which is collected and usable in creating a variety of segments for audience targeting.

OPPO will offer services that utilize trustworthy data and scalable inventory and produce added value for the data-driven marketing market in Thailand.

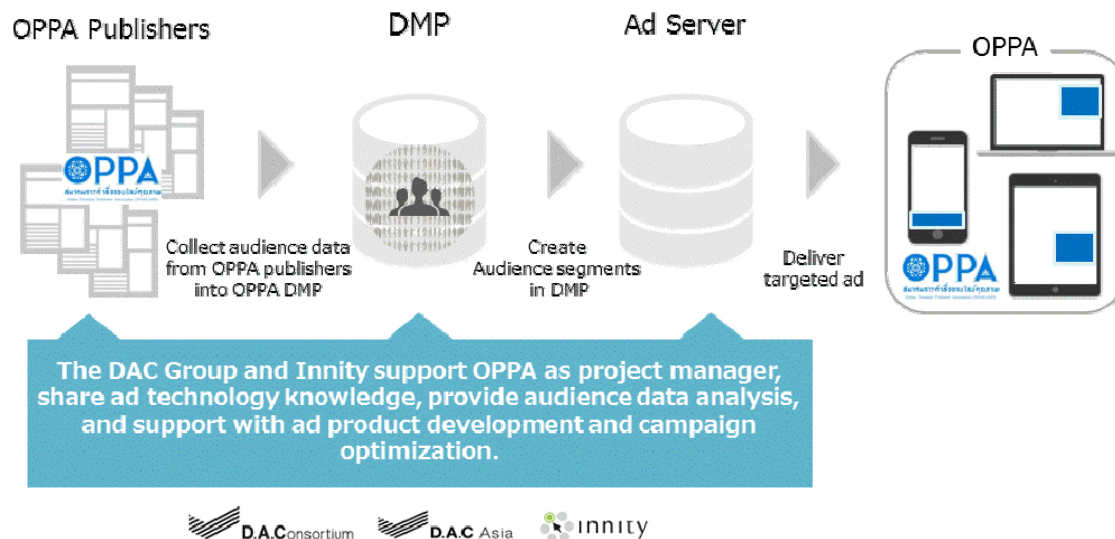
As the exclusive strategic partner of OPPO, the DAC group will provide support in areas such as project management, ad product development, technology and sales.

For local support, operations and technology development, DAC will work closely with its



business venture ally, Innity Corporation Berhad (Headquarters: Malaysia; CEO: Phang Chee Leong; hereafter Innity).

Sales activities will be carried out by DAC's subsidiary i-dac (Thailand) Co., Ltd, and Innity.



■ **Future collaboration**

Leveraging its experience in cutting edge digital marketing and its technology portfolio, the DAC group will provide support to OPPA for new media buying methods and developing new ad formats and solutions.

The DAC group will continue to use these strengths to improve the quality of the business development and consulting support it provides in the digital marketing and data-driven marketing markets of South East Asia.

(*1) OPPA publishers (alphabetical order)

- BEC-TERO Entertainment PLC. (BEC-TERO.TV, BEC TERO Radio, Major Cineplex)
- Bundit Center Co., Ltd. (Kapook)
- Dek-DInteractive Co., Ltd (Dek-D)
- Internet Marketing Co.,Ltd (Pantip)
- Mono GenerationCo.,Ltd. (MThai)
- Nation Broadcasting Corporation PLC. (Nation TV, OKNation)
- OTV Co., Ltd. (OTV)
- Sanook Online Limited (Sanook)
- Siam Sport Digital Media co., Ltd. (SiamSport)
- Thai World Media Co.,Ltd. (Manager)
- The Post Publishing PLC. (PostToday)
- Trend VG3 Co.,Ltd (Thairath)

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<Corporate Information>

■ D.A.Consortium Inc.

- Representative : Masaya Shimada, President&COO
- Location : Yebisu GardenPlace Tower 33F, 4-20-3, Ebisu, Shibuya-ku, Tokyo
- Established : December 1996
- Business : Media services, solutions service, operational services
- ※DAC is a 100% subsidiary of D.A.Consortium Holdings Inc.



■ D.A.Consortium Holdings Inc.

Representative : Hirotake Yajima, Representative Director & President
Location : Yebisu GardenPlace Tower 33F, 4-20-3, Ebisu, Shibuya-ku, Tokyo
Established : December 2016
Listing Market : 2nd Section of Tokyo Stock Exchange (Stock code: 6534)

■ DAC ASIA PTE. LTD. (DAC Asia)

Representative : Mitsuo Omaru, President and Managing Director
Location : 105 Cecil Street #24-02, The Octagon Singapore 069534
Established : May 2012
Business : Development of Internet advertising business in ASEAN countries, market research, support for business development of group companies in Asia

■ i-dac (Thailand) Co., Ltd (i-dac Thailand)

Representative : Freddy Tan, Managing Director
Location : 1 Glas Haus Building, 12th Floor, Soi Sukhumvit 25, Sukhumvit Rd.,
Klongtoey-Nua, Wattana, Bangkok 10110.
Established : July 2012
Business : Provide Digital marketing solutions in ASEAN countries

■ Innity Corporation Berhad (<http://www.innity.com/>)

Representative : Phang Chee Leong, CEO
Location : C501 & C502, Block C Kelana Square 17, Jalan SS 7/26 Kelana Jaya 47301
Petaling Jaya, MALAYSIA
Offices : Malaysia, Singapore, Thailand, Indonesia, Vietnam, Philippines, China,
Hong Kong, Taiwan
Established : 1999
Business : Digital Media Network

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