

News Release

D.A.Consortium Inc.
Torchlight Inc.

Torchlight selected as Facebook Marketing Partner in Thailand and Taiwan for Ad Technology

Tokyo, November 9, 2017 --- D.A.Consortium Inc.(DAC) is pleased to announce that Torchlight Inc. (Torchlight), a consolidated subsidiary of DAC, has been selected as a Facebook Marketing Partner in Thailand and Taiwan for Ad Technology, having attained the same specialization badge in Japan in 2015(*1). Torchlight will begin offering Sherpa (*2), its ads management tool, in both markets accordingly.



■ About Facebook Marketing Partners (FMP)

Facebook Marketing Partners is a partner program built by Facebook where only companies that meet Facebook's highest standard for capability and performance earn the Facebook Marketing Partner badge. Companies certified as FMPs are able to build relationships with clients around the world using the partner directory (<https://facebookmarketingpartners.com/>).

■ About being certified in Thailand and Taiwan

Torchlight was first certified as a Facebook API partner in 2014 and has since been developing and providing its clients with Sherpa, an ads management tool. Sherpa has been used in more than 1,200 campaigns for ads management and performance optimization. In Japan, Torchlight has proficiency in eight industries, including Consumer Packaged Goods, Automotive and so on. Since being certified as a FMP in Japan for Ad Technology in 2015, Torchlight has demonstrated the ability to leverage its experience in various industries and customer and market insight to expand beyond Japan.

■ Future Business

Now that Torchlight has been certified as a FMP for Ad Technology in Thailand and Taiwan, DAC's overseas subsidiaries I-DAC (BANGKOK) Co., Ltd and Taiwan DAC will work with Torchlight to promote Facebook advertising in their respective markets. DAC and Torchlight will continue to develop Sherpa to meet clients' needs and to expand the service area.

DAC and Torchlight are committed to supporting our new and existing clients' digital marketing needs through continued enhancement of our Facebook ad operational capabilities.

(*1) Facebook Marketing Partners Directory: <https://facebookmarketingpartners.com/marketing-partners/torchlight/>

(*2) Sherpa is an ads management tool for Facebook, Instagram and Twitter which has been developed based on extensive experience of running Facebook campaigns. Sherpa supports ad operations by providing recommendations on optimized ad campaign design, day to day bid management, reporting and optimization. <http://www.torchlight.co.jp/en/sherpa-social-ads.html>

<Corporate Information>

■ D.A.Consortium Inc.

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

■ Torchlight Inc.

Representative : Takeshi Yabuki, President&CEO
Head Office : Yebisu GardenPlace Tower 34F, 4-20-3, Ebisu, Shibuya-ku, Tokyo
Established : October 2008
Business : Advertising agency; Sherpa advertising platform, Gigya (Resale)

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