

## **News Release**

D.A.C Consortium Inc.

**DAC ranked “Diamond Sales Partner” in  
“LINE Biz Account” category of “LINE Biz-Solutions Partner Program”,  
which certifies partners that work with LINE  
on selling and developing corporate services.  
-- Wins top honors for the 2nd straight year.--**

**Tokyo, February 22, 2018** ---D.A.C Consortium Inc. (DAC) is proud to announce that it has been named a Diamond Sales Partner in the LINE Biz Account category of the LINE Biz-Solutions Partner Program administered by Tokyo-based LINE Corporation. Diamond is the highest rank of Sales Partner under the program, which certifies partners that work with LINE on selling and developing corporate services. This is the second straight year that DAC has won top honors.



The LINE Biz-Solutions Partner Program certifies and honors advertising agencies and service developers in the categories of “LINE Biz Account” (\*1) and “LINE Ads Platform”. It was launched with the goal of boosting sales of corporate services offered by LINE and enhancing and upgrading their features.

LINE Ads Platform certification is conducted in two categories, Sales Partner and Technology Partner. For LINE Biz Accounts certification is conducted in three categories, Sales Partner, Planning Partner, and Technology Partner.

■ LINE Biz-Solutions Partner Program



LINE Biz Account Sales Partners are partners that sell LINE ad products and API-related services. Certification, which covers “LINE Official Account”, “LINE Business Connect”, and “LINE Customer Connect”, is based on several criteria such as sales, number of new accounts opened, and average number of push notifications sent (including IFAs). The most outstanding partners are certified as Diamond or Gold. Certified partners enjoy certain benefits depending on their rank, including priority notice of and sales support with new products, and invitations to LINE events.

Ever since LINE began offering advertising services in 2012, DAC has worked with advertising agencies as its media representative. Since the launch of LINE Business Connect in 2014, it has, as a certified company under the LINE Business Connect Partner Program, promoted the use of LINE for one-to-one communication between companies and users. As a result, “DialogOne®”(\*2), a LINE Business Connect-compatible solution developed and offered by DAC, is now used by many major corporations.

DAC has now been certified as Diamond, the highest rank of Sales Partner in the LINE Biz Account category. It was previously named Platinum Partner in the LINE Business Connect Partner Awards Program in February 2017, and Data Provider Partner in the LINE Ads Platform and Marketing Partner Program in October 2017.

■ Comment from Minako Koga, Executive Officer, LINE Corporation

“We recognize that DialogOne®, a LINE-compatible tool offered by DAC, is one of the tools that helps maximize use of LINE as a result of the high level of customer satisfaction delivered by DAC’s track record of providing a host of services. It is used by a wide array of clients, including local governments in Japan.

“Thanks to the tool’s consummate design, and the constant hard work of DAC’s people, DAC achieved superlative results in accounts opened and sales during FY2017 as in FY2016, so we’ve certified them as a top-ranking partner for the second year in a row.

“DAC has become a vital partner for LINE and LINE Business Connect. We look forward to working with them more closely in the future, and we wish them the best of success.”

DAC will continue to deliver solutions as a LINE Diamond Partner and assist companies with their marketing efforts.

(\*1) LINE Biz Accounts is the overall term for “LINE Official Account”, “LINE Business Connect”, and “LINE Customer Connect”.

(\*2) DialogOne® is a LINE Business Connect-compatible messaging service management solution that enables LINE Official Accounts to be used more effectively by combining customer information in the possession of advertisers with LINE account information. That makes it possible to engage in one-to-one communication with individual users by delivering personalized messages. <http://dialogone.jp/>



<Corporate Information>

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

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