

News Release

D. A. Consortium Holdings Inc.  
D.A.Consortium Inc.

**DAC forms capital, business partnership with data  
exchange platform operator EverySense**

**Tokyo, February 26, 2017** ---D.A.Consortium Inc. (DAC) has just invested in a private placement offered by US-based EverySense, Inc.(EverySense), the parent company of data exchange platform operator EverySense Japan, Inc. (EverySense Japan), and concluded a capital and business partnership agreement with it.

This deal is part of the strategy of the DAC Open Innovation Lab (DOIL) (\*1), an organization set up in November 2017 by DAC holding company D.A.Consortium Holdings Inc. (DACHD) to promote initiatives leveraging open innovation on a Group-wide basis. The objective of the move is to contribute to the buildout and future development of the Japanese data exchange market by making DAC's data utilization expertise available to society at large.



The recent spread of information technologies connected to the Internet such as smartphones, wearable devices, and smart home devices heralds the advent of a new era: the era of the Internet of Things (IoT), when everything will be connected online. Efforts to create innovative new IoT-based businesses are already getting off the ground in Japan, as typified by the work of the IoT Acceleration Consortium, a partnership between the private sector, government, and academia.

This industrial shift has been dubbed the Fourth Industrial Revolution. Data exchange markets are now attracting interest as a means of furthering the transformation by making data held by companies widely available in society so that it can be put to good use. Japan's Data Trading Alliance was set up in November 2017 based on the recommendations of a working group of the National Strategy Office of Information and Communications Technology of the Cabinet Secretariat, the Ministry of Internal Affairs and Communications, and the Ministry of Economy, Trade and Industry. The DACHD has, as a member company of the Alliance since its establishment, been doing its part to ensure the emergence of a fair and healthy data exchange market in Japan.

### ■ About the data exchange platform offered by EverySense Japan

EverySense Japan began offering a data exchange platform in October 2016. Via sensors, wearable devices, apps, and other such means, it collects data that consumers have agreed to make available for use either directly from the consumers themselves or from companies to which they have supplied it. Companies wishing to utilize that data can then acquire it via the platform.

### ■ About the partnership

DAC joined the launch customer program for EverySense Japan's data exchange platform in October 2016. Since then it has, by linking consumer GPS data collected via the platform and data collected by sensors and other IoT devices with DAC's proprietary data management platform (DMP) AudienceOne® (\*2), been developing new targeted ad products and marketing solutions. (\*3)

The new partnership will enable DAC to make a unique contribution to the development of the Japanese data exchange market by further strengthening its ties with EverySense Japan and offering the data business expertise that it has built up to date to EverySense Japan and corporate users of that company's data exchange platform.

DAC will continue to work on developing an environment conducive to smooth communication between companies and consumers while making every effort to utilize data appropriately.

(\*1) News release of Nov. 2, 2017, "DACHD launches DAC Open Innovation Lab (DOIL) to study digital advertising's future" [https://www.dac.co.jp/press/2017/20171102\\_dachd\\_doil](https://www.dac.co.jp/press/2017/20171102_dachd_doil)

(\*2) AudienceOne® is Japan's largest Data Management Platform (DMP) with 480M unique browser cookies, 90M mobile ad IDs and 1 trillion data points to provide high-definition third party data through analysis. AudienceOne integrates various data to analyze and visualize users' behavior, CRM, advertising campaign and panel survey results, which provide marketers an environment where they can pursue new user acquisition and improve LTV of existing users.

(\*3) News release of Oct. 25, 2016, "DAC joins the data exchange market service EverySense offered by IoT platform service provider EverySense, will develop new targeted ad products" (in Japanese) [https://www.dac.co.jp/press/2016/20161025\\_everysense](https://www.dac.co.jp/press/2016/20161025_everysense)

#####

#### <About EverySense Japan>

##### ■ EverySense Japan, Inc.

Representative : Masami Kitada, President  
 Head Office : 2-7-26 Kita Aoyama, Minato-ku Tokyo  
 Established : July 2014  
 Business : Data exchange platform operation

※EverySense Japan is a 100% subsidiary of EverySense, Inc.



##### ■ EverySense, Inc.

Representative : Hiroshi Mano, CEO  
 Head Office : 111 N. Market St., Suite 300 San Jose, CA 95113 USA  
 Established : May 2014

<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

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

■ D.A.Consortium Holdings Inc.

Representative : Masaya Shimada, Representative Director & President  
Head Office : 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)

For inquiries regarding this News Release:

D.A.Consortium Inc.

Corporate Strategy Group Public Relations / E-mail: [ir\\_inf@dac.co.jp](mailto:ir_inf@dac.co.jp)