

News Release

D.A.Consortium Inc.  
Torchlight Inc.

**Torchlight certified as the LINE Ads Platform's first**  
**"Ad Tech Partner"**

**Tokyo, May 8, 2018** --- D.A.Consortium Inc. (DAC) is pleased to announce that its consolidated subsidiary Torchlight Inc. has been certified as the first Ad Tech Partner of the LINE Ads Platform — a performance-based advertising platform run by Tokyo-based LINE Corporation — under the LINE Biz-Solutions Partner Program, which certifies advertising agencies and service developers that sell or develop corporate services for LINE.



■ **About Ad Tech Partners**

Companies wishing to register as Ad Tech Partners of the LINE Ads Platform are certified by LINE based on sales via API, actual performance improvements, features implemented, and other criteria.

Torchlight was certified as the first Ad Tech Partner of the LINE Ads Platform in recognition of the overall excellence of its API-based ad placement tool Sherpa, including Sherpa's extensive use of API-based features as well as the way it incorporates its own unique features and performance improvements. Certified partners enjoy such privileges as looser restrictions on number of API accounts, access to beta features (test features), and product development support.



Corporate marketers that advertise on the LINE Ads Platform can make use of Torchlight's Sherpa to access special features, optimize their advertising, and manage it more efficiently.

Torchlight's certification is the latest in a series of such achievements for DAC Group. DAC itself was certified as "Platinum Partner", the highest rank 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. Then, in February 2018, it was certified as "Diamond", the highest rank of "Sales Partner", in the LINE Biz Account category of the LINE Biz-Solutions Partner Program.

DAC and Torchlight will continue making every effort to help corporate marketers and advertising agencies boost the effectiveness of their advertising and improve ad management efficiency with Sherpa.

\*For information on the LINE Ads Platform partners see:

<https://linebiz.jp/partner/line-ads-platform/>

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#### <Corporate Information>

■ **D.A.Consortium Inc.** <http://www.dac.co.jp/english/>

D.A.Consortium Inc. (DAC) is a leader in the online advertising industry. Established in 1996 during the early days of online advertising, DAC has played a key role in the market's formation and development. As a media representative, DAC provides comprehensive support to publishers, ad agencies and other partner companies by purchasing and selling ad space, planning and reporting. It also manages ads through one of Japan's largest trading desks, develops high-tech solutions and offers a wide range of advertising-related digital marketing services. Under the brand slogan, "**Empowering the digital future**," DAC strives to empower the digital future of the world we live in, making it more dynamic while expanding its potential.

Representative : Masaya Shimada, President & CEO  
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

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

■ **D.A.Consortium Holdings Inc.** <https://www.dac-holdings.co.jp/english>

Representative : Masaya Shimada, Representative Director & President  
Head Office : Yebisu Garden Place Tower, 4-20-3, Ebisu, Shibuya-ku, Tokyo  
Established : October 2016  
Listing Market : 2nd Section of Tokyo Stock Exchange (Stock code: 6534)

■ **Torchlight Inc.** <http://www.torchlight.co.jp/>

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

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Torchlight Inc.

Sherpa Promotion Office / E-mail: [promo\\_sherpa@torchlight.co.jp](mailto:promo_sherpa@torchlight.co.jp)

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**About the LINE Biz-Solutions Partner Program** <https://linebiz.jp/partner/> (in Japanese)

The LINE Biz-Solutions Partner Program certifies and honors advertising agencies and service developers in the categories of LINE Biz Accounts\* 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 Accounts is the overall term for LINE Official Accounts, LINE Business Connect, and LINE Customer Connect.

**The LINE Ads Platform category**

■ Sales Partner

Sales Partners are certified in one of five categories — Diamond, Gold, Silver, Bronze, and Basic — based on cumulative sales for the preceding six months and other criteria. Depending on their rank, certified partners enjoy such privileges as advance notice of new products, sales support, and invitations to LINE-sponsored events.

■ Technology Partner

- Data Provider Partner

Companies wishing to register as Data Provider Partners are certified based on the volume of advertising IDs and other data they hold, sales generated from that data, the number of clients using their services, and other criteria. Certified partners are authorized to serve ads on the LINE Ads Platform using their own data.

- Ads Measurement Partner

Ad measurement tool providers wishing to register as Ads Measurement Partners are certified based on the number of businesses and services that use their tools, LINE Ads Platform sales generated through those tools, and other criteria. Certified partners are authorized to supply measurement data and measurement-coordinated features on the LINE Ads Platform.

- Ad Tech Partner

Companies wishing to register as Ad Tech Partners are certified based on sales via API, actual performance improvements, features implemented, and other criteria. Depending on their rank, certified partners enjoy such privileges as looser restrictions on number of API accounts, access to beta features (test features), and product development support.

**About the LINE Ads Platform** <https://linebiz.jp/service/line-ads-platform/> (in Japanese)

The LINE Ads Platform is a performance-based advertising platform for services for the messaging app LINE offered by LINE Corporation. Regular serving of ads on LINE Timeline and in LINE NEWS commenced in June 2016. Ads are now also served in LINE MANGA and LINE BLOG. As of the end of April 2018, over 5,000 corporations and brands use the platform.

Advertisers use a dedicated dashboard to configure budget, duration, user attributes, and creatives and make bids; the LINE Ads Platform system then selects the ad and displays it to the user. The transition to a performance-based system means that businesses previously unable to run ads on LINE due to limited availability of slots or budgetary constraints can now do so. Further, it enables close monitoring of whether ads are displayed and how effective they are, so that advertisers can conduct promotions on a limited budget and tailor serving of ads to sales projections and how close they are to their targets.

LINE Ads Platform official web site : <http://lap.linemk.com> (in Japanese)