![D.A.Consortium logo]
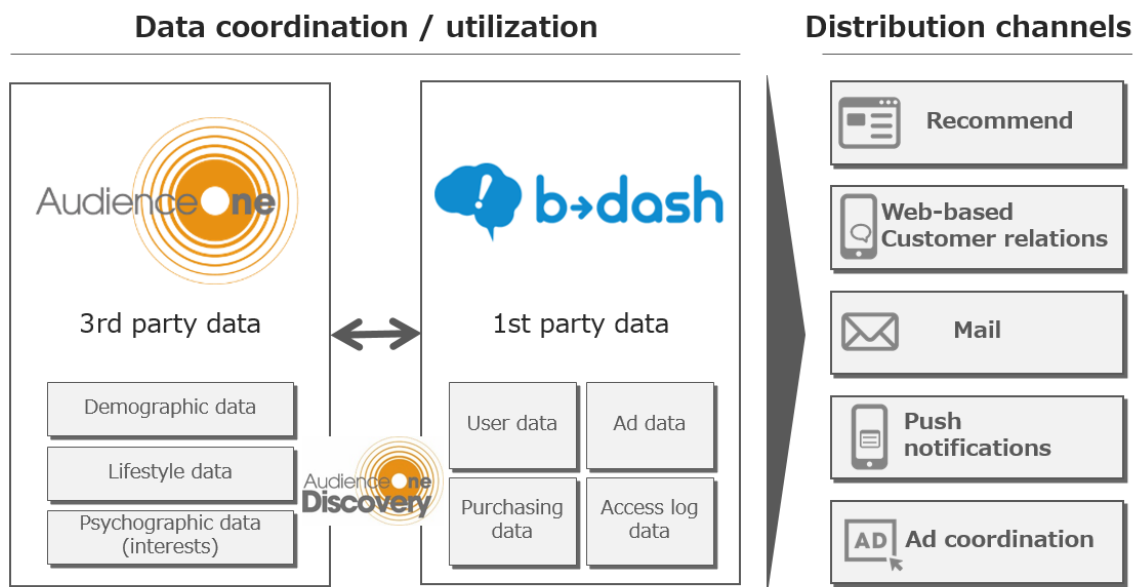
D.A.Consortium Inc.

DAC's DMP "AudienceOne" and
marketing platform "b→dash" begin data collaboration

Tokyo, June 27, 2018 --- D.A.Consortium Inc. (DAC) is pleased to announce that it will begin data collaboration of its data management platform (DMP) AudienceOne(*1) with b→dash, a marketing platform developed by From Scratch Co., Ltd.

To conduct marketing activities, companies must handle a huge volume of user data related to attributes, hobbies and diversions, website and social media online activity, CRM and a wide variety of other information. However, because of the difficulties in determining user segment details based on the company's own data (first-party data), there is a growing need for outside data (third-party data) to better visualize user characteristics and interests for ad delivery.

AudienceOne, developed and provided by DAC, is one of Japan's largest DMP with a huge volume of data related to its 480 million monthly unique browser cookies, 90 million mobile ad IDs, and more than 1 trillion data points, which it analyzes to provide high-definition third-party data. Through the AudienceOne Discovery(*2) service, DAC links third-party data held by AudienceOne with the client company's own first-party data to provide customized customer data regarding interests, hobbies, lifestyles and other attributes that meet the client's requirements. This provides a more detailed customer analysis to enhance and optimize marketing communications.

On the other hand, b→dash is an SaaS type marketing solution that centrally acquires, consolidates, utilizes and analyzes all business data related to the marketing process. As one of Japan's largest marketing platforms, it processes and manages a wide range of business data of client companies, such as user data, ad data, purchase data, access log data and marketing promotion data.

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With this collaboration, b→dash's browser history data, purchase data, and other customer data will be linked with AudienceOne's exclusively owned third-party data to provide a clearer visualization of user profiles. In addition, user data segmented by device will be consolidated to aid in the visualization of users of multiple devices for better ad targeting.

By creating a touch point with potential customers, this collaboration will offer a marketing solution that increases the efficiency of site management and advertising performance for advertisers, ad agencies and media companies.

DAC will continue its efforts to coordinate its AudienceOne Discovery service with more platforms and solutions to support the optimization of corporate marketing activities and contribute to the ongoing evolution of the online advertising market.

(*1) 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.

(*2) November 16, 2017, press release: DAC inaugurates "AudienceOne Discovery", a service supplying corporate databases with data from the "AudienceOne" DMP
https://www.dac.co.jp/english/press/2017/20171116_aone_discovery

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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）

■ **From Scratch Co.Ltd.   https://f-scratch.co.jp**
From Scratch is a data technology company with business operations centered on big data and AI. Currently, it mainly develops and provides b→dash, a marketing technology solution. With

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expertise in data integration technology, high-speed data processing technology and AI technology as its competitive advantage, the company is working to expand its business in a wide variety of industries and areas.

Representative : Yasuhiro Abe, President
Head Office : Sumitomo Fudosan Nishi-Shinjuku Building 17F, 7-20-1, Nishi-Shinjuku, Shinjuku-ku, Tokyo
Established : April 2010
Business : Develops and supports the implementation of a marketing platform called b→dash, develops marketing solutions that utilize AI, and conducts basic research and development in the area of marketing technology.

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