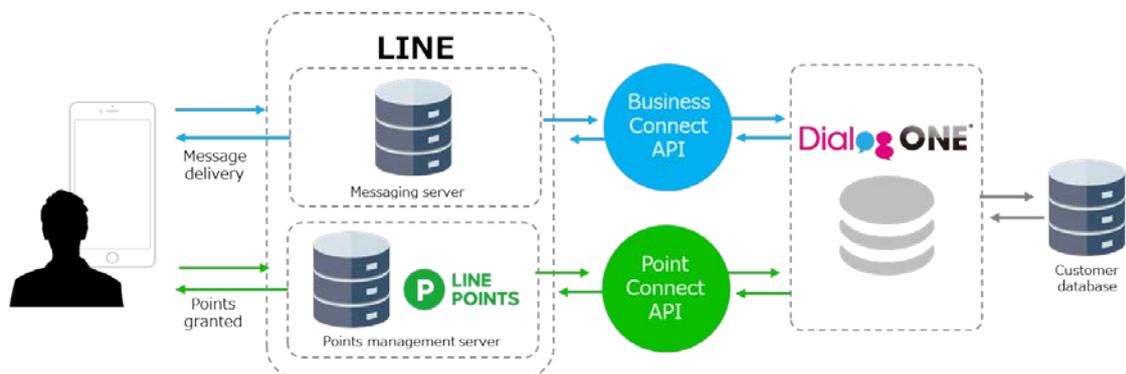


DAC reinforces corporate marketing support with LINE Points **-- Begins utilizing "LINE Point Connect" --**

Tokyo, August 8, 2018 --- D.A. Consortium Inc. (DAC) is pleased to announce that it will begin utilizing LINE Point Connect(*1), a LINE point service offered to companies by LINE Corporation.



DialogOne® : <https://solutions.dac.co.jp/dialogone>

Up until now, through LINE Business Connect(*2), DAC has supported corporate marketing activities that use LINE Points with DialogOne(*3) campaigns that offer a chance to win points as an incentive to respond to questionnaires, campaigns that award points for product purchases, instant-win campaigns and others.

However, these marketing initiatives that use LINE Points required client companies to fix the number of points to be awarded for the campaign and purchase them beforehand, making it difficult to execute flexible campaigns.

With LINE Point Connect, companies will be able to distribute LINE Points to users through an API. Because they will no longer have to purchase points in advance, companies can award the number of points appropriate to each campaign and verify campaign results using the PDCA cycle.

Furthermore, by linking data from POS registers, settlement systems and CRM tools, companies will be able to issue the number of LINE Points according to each store's revenues and encourage customer to use points. This will enable companies to offer LINE Points in the same manner as their own points and facilitate the implementation of campaigns that go on indefinitely.

As a LINE Biz Account Diamond Partner of the LINE Biz-Solutions Partner Program, DAC will continue to enhance DialogOne® features to support corporate marketing activities.

- (*1) "LINE begins offering 'LINE Point Connect,' a point program service for companies that uses LINE Points"
<https://linecorp.com/ja/pr/news/ja/2018/2275>
- (*2) A service of LINE Corporation offering account features to businesses over an API, along with the ability to customize them. Using LINE Business Connect, companies can do more than simply send out one-way messages to LINE users as with a conventional official corporate account; they can also target specific users with more personalized messages. Further, with the user's consent, LINE Business Connect can, by syncing a company's LINE account with its existing database or in-house systems, be turned into a customer relationship management (CRM) tool and business solution that is much more than just a messaging tool. (LINE Corporation does not retain corporate customer data linked to LINE accounts.)
- (※3) DialogOne® is a messaging management solution compatible with LINE Business Connect and Facebook Messenger. It enables advertisers to make more effective use of their social accounts by combining the customer information in their possession with social account information. That makes it possible to communicate one-to-one with individual users by delivering personalized messages.
<https://solutions.dac.co.jp/dialogone>

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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.**

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Established : October 2016
Listing Market : 2nd Section of Tokyo Stock Exchange (Stock code: 6534)

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