

News Release

D.A.Consortium Inc.

DAC enters capital partnership with real-world behavior data platform provider Tangerine Inc.

Tokyo, August 8, 2018 --- D.A.Consortium Inc. (DAC) has just invested in a private placement offered by Tangerine Inc. (Tangerine), which provides a real-world behavior data platform based on beacons and other near-field sensing technologies, and entered a capital partnership with the company to bolster DAC's capacity to provide online-to-offline (O2O) marketing solutions that are beneficial to both advertisers and *sei-katsu-sha* (our term for consumers that encompasses all aspects of their lives).

As demand for online marketing has risen with the increasing digitalization of society, retailers in particular have been seeking communications that traverse both the online and the offline worlds. Associating online and offline customer behavior data had been impractical until recently, but today the use of beacons and other IoT sensors has made it possible to measure store visits by customers who viewed online ads and to measure and analyze online ads' impact on in-store behavior and purchasing.

The Tangerine nearME™ Platform is a real-world behavior data platform that uses beacons to store and analyze data on offline *sei-katsu-sha* behavior. By visualizing and analyzing *sei-katsu-sha* behavior in offices, stores, train stations, and tourist attractions, the platform enables companies to advance omni-channel marketing and improve marketing outcomes. Tangerine beacons are already being installed by public institutions and large corporations with physical retail stores throughout Japan.

Through this capital partnership, DAC and Tangerine will work to elevate ad-delivery accuracies by connecting online data from DAC's AudienceOne DMP (*1) with real-world behavior data based on location information gathered with the Tangerine nearME™ Platform. The companies will also push ahead with joint development of solutions connected to DAC's DialogOne® messaging management solution. (*2)

DAC will continue to provide O2O marketing solutions that unite online and offline to support better communications between advertisers and customers and to help further advance the digital 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. <https://solutions.dac.co.jp/audienceone>

(*2) 「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>

<About Tangerine Inc.>

Representative : Kiyoto Hirai, President
Head Office : Shibuya Mark City W22F, 1-12-1 Dogenzaka, Shibuya-ku, Tokyo
Established : March 2014
Business : Providing platforms, ad deliveries based on location information and solutions

<Corporate Information>

■ **D.A.Consortium Inc.** <https://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
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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>

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

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