

News Release

D.A.Consortium Inc.

DAC certified as Diamond Sales Partner in the LINE Account Connect category of the LINE Biz-Solutions Partner Program for the third time straight **Also certified as “Data Provider Partner” in the LINE Ads Platform category**

Tokyo, August 24, 2018 --- D.A.Consortium Inc. (DAC) is pleased to announce that it has been certified by LINE Corporation (LINE Corp.), communications platform provider and developer of the LINE messaging app, as a Diamond Sales Partner, the highest rank of Sales Partner in the LINE Account Connect category of the LINE Biz-Solutions Partner Program. The LINE Biz-Solutions Partner Program certifies partners that sell or develop corporate services for LINE Corp. It was the third time in a row that DAC was awarded the highest certification.

DAC's Data Provider Partner certification as Technology Partner in the LINE Ads Platform category was also extended.



The LINE Biz-Solutions Partner Program certifies and recognizes advertising agencies and service developers involved in products for LINE Account Connect* and LINE Ads Platform. It was introduced with the aim of promoting sales of LINE Corp.'s corporate services and more proactively advancing the addition and upgrading of service features.

LINE Account Connect offers certification in three classes: Sales Partner, Planning Partner, and Technology Partner, and LINE Ads Platform in two classes: Sales Partner and Technology Partner.

* Previously called LINE Biz Account.

* LINE Account Connect includes LINE Official Accounts, LINE Business Connect, and LINE Customer Connect.

DAC has liaised with various ad agencies as a media representative since LINE commenced provision of advertising services in 2012. Since the start of provision of LINE Business Connect in 2014, DAC has also developed and provided DialogOne® (*1) and supported one-to-one communications between LINE-using companies and users as a LINE Business Connect Partner Program-certified company. Also, DAC supports companies' data-driven marketing by enhancing the quality, volume and variety of integrated online and offline data available in AudienceOne (*2), one of Japan's largest data management platforms, through its collaborations with various companies.

These efforts led to DAC being certified as Diamond Partner, the highest rank of Sales Partner in the LINE Account Connect category, as well as Data Provider Partner in the LINE Ads Platform category. Moreover, DAC consolidated subsidiary Torchlight Inc. was

also certified as an Ad Tech Partner in the Line Ads Platform category.



■ DAC Group awards

DAC: AudienceOne, DialogOne®

- Aug. 2018: Diamond Sales Partner in the LINE Account Connect category and Data Provider Partner in the LINE Ads Platform category of the LINE Biz-Solutions Partner Program
- Feb. 2018: Diamond in the LINE Account Connect category
- Oct. 2017: Data Provider Partner (*3) in the Marketing Partner Program of the LINE Ads Platform category
- Feb. 2017: Platinum Partner in the LINE Business Connect Partner Award Program

Torchlight Inc.: Sherpa

- May, Aug. 2018: Ad Tech Partner (*4) in the LINE Ads Platform category

■ Comment from LINE Corporation Executive Officer Minako Kooa

“DAC already has many LINE Business Connect utilization examples, and its DialogOne® collaboration tool has been used by even more industries since last year. In the beverages industry, it has supported integrated marketing involving a sales promotion campaign for an advertiser, and is also aggressively working on cutting-edge examples in various other industries. We therefore recognize it for expanding the world view of LINE utilization.”

The earnest efforts of DAC and its staff have led to stellar results in terms of both new accounts and sales. We are therefore delighted to certify it at the highest rank of partner again this year after doing so in 2016 and 2017. We wish DAC even greater success as our most important partner in LINE Business Connect and other LINE corporate solutions.”

DAC will continue to support companies’ marketing activities by providing various solutions through our strong partnership with LINE.

*Sales Partners in the LINE Account Connect category are partners that sell LINE advertising products and API-related services. They are certified by LINE Corp. based on sales value, new accounts opened, average push deliveries (including identifiers for advertising (IFAs)) in the accounts they own, and other criteria in LINE Official Accounts, LINE Business Connect and LINE Customer Connect. Those with particularly excellent results are awarded Diamond or Gold Sales Partner. Depending on their rank, certified partners enjoy such privileges as advance notice of new products, sales support, and invitations to LINE-sponsored events.

Data Provider Partners in the Technology Partner class of LINE Ads Platform are certified based on the volume

of IFAs 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.

See the outline of the LINE Biz-Solutions Partner Program (below) for the content of each certification.

- (*1) 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>
- (*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. <https://solutions.dac.co.jp/audienceone>
- (*3) News release of Oct. 23, 2017, "DAC's "AudienceOne" certified as a "Data Provider Partner" under the "Marketing Partner Program" for "LINE Ads Platform", the performance-based ad platform"
https://www.dac.co.jp/english/press/2017/20171023_aone
- (*4) News release of May 8, 2018: Torchlight certified as the LINE Ads Platform's first "Ad Tech Partner"
https://www.dac.co.jp/english/press/2018/20180508_torchlight

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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

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■ **The LINE Biz-Solutions Partner Program**

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Summary of the LINE Biz-Solutions Partner Program

LINE Account Connect

■ Sales Partner

- Partner selling LINE advertising products and API-related services

Applies to LINE Official Accounts, LINE Business Connect and LINE Customer Connect. Certified by LINE Corp. based on sales, new accounts opened, average push deliveries (including IFAs) in the accounts they hold, and other criteria. Those with particularly excellent results are awarded Diamond and Gold. Depending on their rank, certified partners enjoy such privileges as advance notice of new products, sales support, and invitations to LINE-sponsored events.

■ Planning Partner

- Partner that supports planning and operation of LINE advertising products and API-related services

Applies to LINE Business Connect and LINE Customer Connect. Certified by LINE Corp. based on record of proposing business solutions using LINE's structures, desire and resources to proactively participate in study sessions, etc. held by LINE Corp., and other criteria. Certified partners enjoy such privileges as being showcased on LINE media and invitations to LINE-sponsored events.

■ Technology Partner

- Partner that collaborates with LINE's API-related services to provide services

Applies to LINE Business Connect and LINE Customer Connect. Certified by LINE Corp. based on ability to share specifications of tools for collaborating with LINE Corp. if requested, presence of skills and resources to respond to changes in LINE's specifications, ability to keep to requested technical specifications, and other criteria. Certified partners enjoy such privileges as being showcased on LINE media and invitations to LINE-sponsored events.

LINE Ads Platform

■ Sales Partner

Sales Partners are certified in one of five ranks — 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.