

**News Release**

D. A. Consortium Holdings Inc.  
D.A.Consortium Inc.

**DAC to subsidiarize Datasection Inc. group company in Vietnam**  
**To be used as an offshore development base in Vietnam**

**Tokyo, September 3, 2018** --- D.A.Consortium Holdings Inc. (DACHD) is pleased to announce that its consolidated subsidiary D.A.Consortium Inc. (DAC) has entered into an agreement with Datasection Inc. (Datasection), a firm that develops AI-based solutions and business and analyzes social media, concerning the transfer of equity in Datasection Vietnam Co., Ltd. (DSV) to DAC and capital investment in the company to make it a DAC subsidiary. This will give the DACHD group a second offshore development center in Vietnam, following DAC Tech Vietnam JOINT STOCK COMPANY, located in Danang.

Vietnam is pursuing IT as a national strategy and, with such initiatives as the Higher Education Development Support Project on ICT, a program at the Hanoi University of Science & Technology, Vietnam's first technical university, that is implemented with support from the Japanese government to develop highly skilled IT personnel with strong Japanese language ability, Hanoi's reputation as a city with abundant talented technical human resources is growing. Based in Hanoi, DSV has since 2013 been involved in marketing research and product development business primarily using data for the domestic Vietnamese market.

■ **About DATASECTION VIETNAM CO.,LTD**

Representative : Nguyen Thanh Cong  
Office : 5th floor, TechnoSoft Building, Duy Tan str., Cau Giay distr., Hanoi  
Established : June 2013  
Business : Product development, marketing research, AI research

\* After completion of the capital investment, the company's name will be changed to DAC Data Science Vietnam Co., Ltd.

With the decision to make DSV a consolidated subsidiary, the DACHD Group further ramps up its offshore shift of development activities and planned development of engineers, while further strengthening its development structure by streamlining development work and securing stable access to engineering resources. As a continuing DSV shareholder, Datasection will maintain its business relationship with the new company, and DAC and Datasection will consider future collaborations in the data business through DSV.

With a strong development structure in Japan and abroad, DACHD will strive to funnel the fruits of its cutting-edge research in digital into the marketing and digital transformation of many companies.

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<About Datasection Inc.>

Representative : Kento Hayashi, President & CEO  
Head Office : Gotanda Miyuki Bld., 1-3-8, Nish-Gotanda, Shinagawa-ku, Tokyo  
Established : July 2000  
Business : Marketing research business, data provision and processing business,  
image analysis business, international social media business, utilization and  
optimization of business data business

<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

For inquiries regarding this News Release

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