

## **News Release**

D.A.Consortium Inc.

### **DAC certified as “Key Agency” of Baidu Japan, Baidu, China’s number one search engine**

**Tokyo, September 5, 2018** --- D.A.Consortium Inc. (DAC) is pleased to announce that it has been named an official partner as a key agency of Baidu Japan, the Japanese subsidiary of Baidu, China's number one search engine.



[Baidu Japan Official Partner] <https://www.baidu.jp/info/ad/agency.php> (in Japanese)

With a more than 80% market share in China as a search engine, Baidu has tremendous digital marketing influence and is an indispensable tool for promotions that target the more than 7 million Chinese tourists who visit Japan annually.

DAC is highly regarded for its quality proposals and ad management capabilities related to corporate branding, new product launch campaigns and other promotional efforts aimed at the Chinese market. In recognition of this, DAC has been certified as one of seven key agencies in an official partner program that Baidu implemented in Japan in 2018. As a key agency, DAC will be able to offer Baidu's advertising services in China even to secondary agencies. DAC will also be able to manage a wide variety of display ads, including Baidu listing ads and the increasingly popular Baidu in-feed ads. Furthermore, DAC will enjoy such benefits as receiving prioritized information from Baidu about the latest ad menus and specification changes as well as being able to hold joint seminars in Japan with Baidu, which will enable DAC to offer detailed services to businesses that want to target Chinese visitors to Japan.

Since 2001, DAC has been purchasing foreign media ad space and in response to steadily increasing cross-border needs, has enhanced its digital marketing solutions. In terms of the Chinese market, a particular area of focus, DAC established D.A. Consortium Beijing CO.,LTD. in 2005 and began offering Irasshaimase Japan!™(\*1), an inbound marketing solution, in 2016. With this solution, DAC works with group affiliates and partner companies to provide not only sales promotions aimed at Chinese travelers visiting Japan, but also pre-visit information as well as post-visit, cross-border EC sales promotions.

As a Baidu Japan key agency, DAC has further reinforced its ability to handle increasingly diverse inbound marketing needs from a growing number of companies.

DAC will continue to offer high-quality cross-border solutions that meet the needs of ad agencies and client companies and comprehensively support the expansion of Japanese companies' digital marketing activities aimed at China.

(\*1) News release of July 19, 2016: "Irasshaimase Japan!™ (Welcome to Japan!)" launched, an all-in-one digital marketing solutions for the inbound tourism business  
[https://www.dac.co.jp/english/press/2016/20160719\\_inbound](https://www.dac.co.jp/english/press/2016/20160719_inbound)

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<Baidu Japan Inc.>

Baidu Japan is the Japanese subsidiary of Baidu, Inc. (headquarters: Beijing, China; chairman and CEO: Robin Li), the world's second largest search engine in terms of market share and a company listed on NASDAQ of the United States. Since its establishment in December 2006, Baidu Japan has supported corporate clients in their marketing efforts in China and has developed inbound cross-border EC strategies, listing ads, ad network ads and other Internet advertising products aimed at Chinese-speaking countries. In addition, it offers the hugely popular Japanese keyboard emoji app Simeji (Android version since December 2011, iOS version since September 2014), which has a cumulative 30 million downloads (as of January 2018). In May 2015, Baidu Japan acquired popIn Inc. (headquarters: Minato Ward, Tokyo; Representative Director: Tao Cheng), which provides a Web media recommendation engine, online advertising and smartphone advertising.

<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.

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Established : December 1996

Business : Online media transaction related business, Solution business,  
Ad Operations Business

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