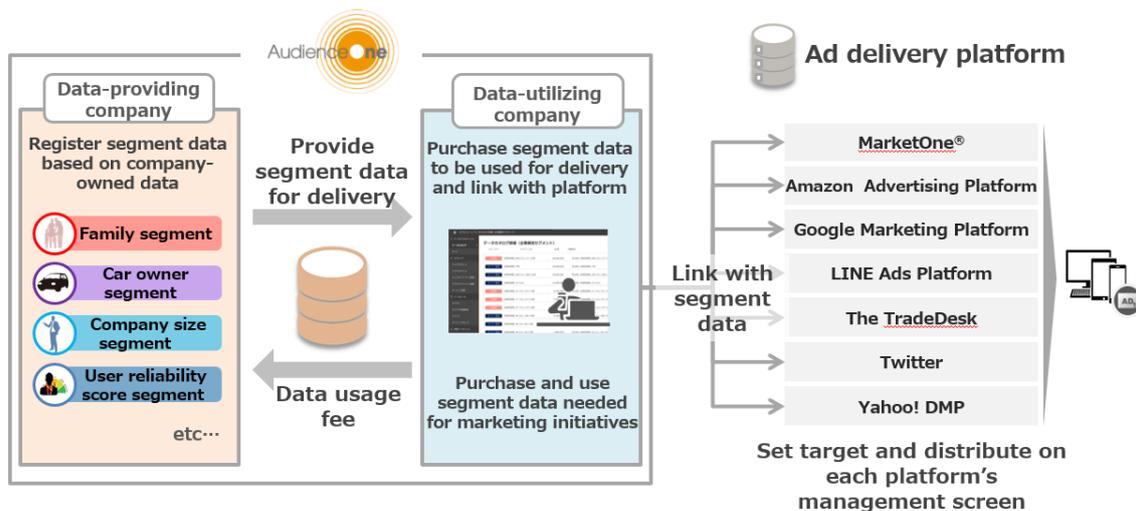


DAC begins offering Data Exchange on AudienceOne's management screen, enabling data sales between companies

Tokyo, September 11, 2018 --- D.A.Consortium Inc. (DAC) announced today that it has begun offering Data Exchange, a service that will enable companies using DAC's DMP AudienceOne (*1) to purchase and sell segment data on the AudienceOne management screen.



With changes in operating environment, such as the digitization of society and the permeance of social media, consumer needs are growing increasingly diverse and the decision-making process leading to purchase and consumption is becoming more complex. Companies must have a grasp of consumer insight to conduct effective marketing initiatives. However, given the limitations of data collected and held in-house, there is a need to obtain a diverse range of data from different companies, organizations and other third parties.

The new service Data Exchange will use non-identifiable segment data owned by data-providing companies and link it with various ad delivery platforms. This linkage will help match companies that need third-party data with companies that wish to monetize the data they own.

With this service, companies utilizing AudienceOne can purchase third-party segment data for their marketing initiatives via the AudienceOne management screen, bypassing the need to negotiate and sign contracts with data-providing companies on an individual basis. In addition, the service will be linked with ad platforms, such as LINE Ads Platform (*2), a DAC-certified Data Provider Partner, so that companies can quickly use the data they purchased for their marketing initiatives.

On the other hand, media and other companies can use the service as a one-stop method to notify and sell their segment data to the more than 1,000 companies that use AudienceOne, thereby effectively promoting the monetization of their data.

With data becoming increasingly important for corporate marketing activities, DAC will continue to develop new functions and services to support the data business from both the demand and supply sides.

- (*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) News release of Aug. 24, 2018, "DAC certified as Diamond Sales Partner in the LINE Account Connect category of the LINE Biz-Solutions Partner Program for the third time straight" https://www.dac.co.jp/english/press/2018/20180824_award

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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.

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