

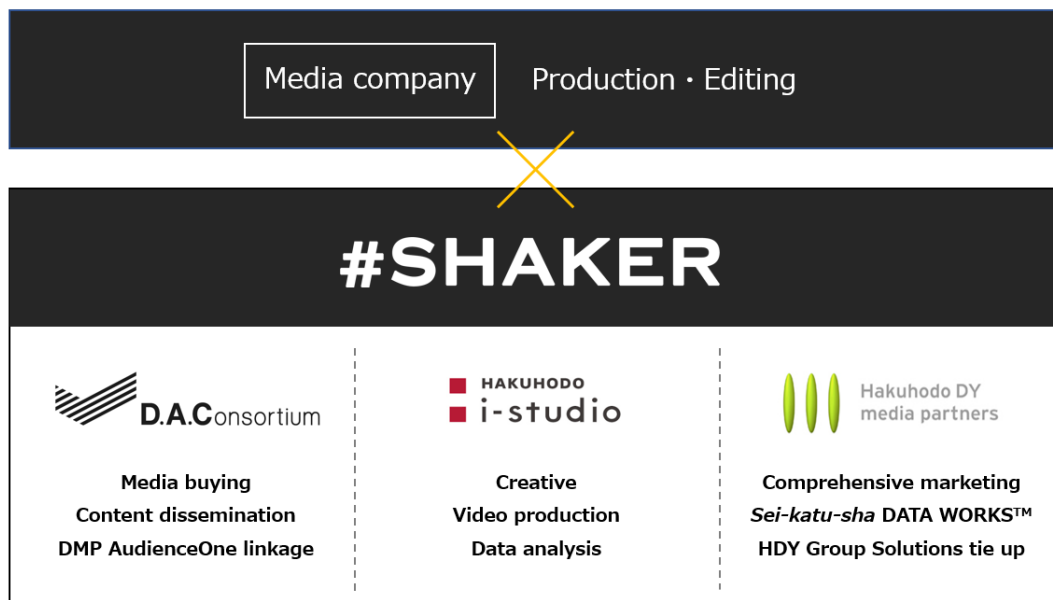
News Release

D.A.Consortium Inc.
HAKUHODO i-studio Inc.

Hakuhodo DY Media Partners joins “#SHAKER,”
DAC’s and HAKUHODO i-studio’s content marketing support team
~Added presence will enhance “Sei-katsu-sha DATA WORKS™,”
Hakuhodo DY Group’s advanced marketing solutions group~

Tokyo, September 21, 2018 --- D.A.Consortium Inc. (DAC) is pleased to announce that Hakuhodo DY Media Partners Inc. will join DAC’s and HAKUHODO i-studio Inc.’s content marketing support team, #SHAKER(see below), to expand the types of services provided. This collaboration between the three companies will also contribute to further enhancing *Sei-katsu-sha* DATA WORKS™(*1), Hakuhodo DY Group’s advanced marketing solutions group.

Last December(*2), DAC and HAKUHODO i-studio formed #SHAKER with the aim to help resolve client company issues related to content marketing and enhance profitability of media companies. Hakuhodo DY Media Partners’ participation will enable #SHAKER to provide comprehensive content marketing services that combine various solutions offered by each of the Hakuhodo DY Group companies.



<Services provided to client companies>	<Services provided to media companies >
(1) Developing content based on media tie ups	(1) Gathering information about content marketing and providing advertisers requested information and the latest news on trends
(2) Disseminating content, developing ways to generate buzz	(2) Providing technologies, solutions and resources when there is a shortage
(3) Formulating marketing strategies that utilize content	(3) Creating an environment to facilitate content marketing and supporting sales efforts

DAC, HAKUHODO i-studio and HakuHodo DY Media Partners will continue to reinforce services provided by #SHAKER to better support client companies' sophisticated marketing activities. At the same time, by expanding and further developing cooperative ties with media companies and content holders, the three companies will promote content marketing that helps increase media value of media companies.

(*1) About *Sei-katsu-sha* DATA WORKS™:

An advanced marketing solutions provider that uses Japan's largest database of *sei-katsu-sha* (our term for consumers with a heartbeat) and organically and bilaterally integrates conventional one-way, disjointed marketing strategies and media initiatives to achieve full-funnel results from customer creation and acquisition to nurturing. More than 200 client companies use the solutions we provide.
<http://www.hakuhodody-holdings.co.jp/news/corporate/2018/07/1794.html> (in Japanese)

(*2) News release of Dec. 11, 2017, "DAC and HAKUHODO i-studio form the project team "#SHAKER" to support content marketing" https://www.dac.co.jp/english/press/2017/20171211_shaker

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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

■ HAKUHODO i-studio Inc. <https://www.i-studio.co.jp/en/>

Representative : Seiichi Hirabayashi, President & CEO
Head Office : Yurakucho Building 5F, 1-10-1, Yurakucho, Chiyoda-ku, Tokyo
Established : June 2000
Business : Interactive and creative projects, systems development, CRM

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