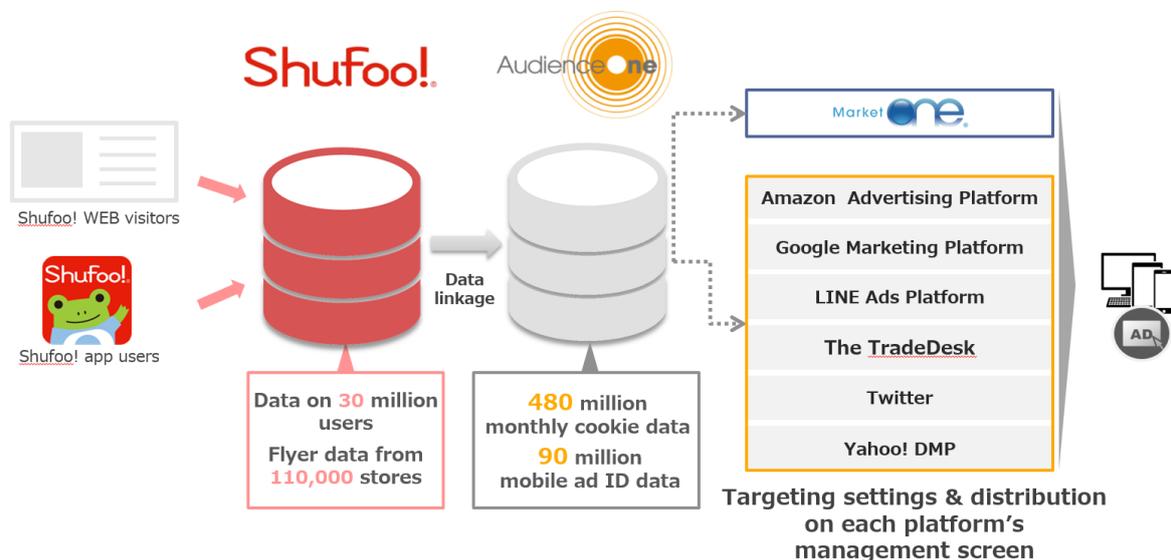


News Release

D.A.Consortium Inc.

DAC's "AudienceOne" and Toppan's "Shufoo!DMP" begin collaboration
~for ad delivery to homemakers with high purchase intent~

Tokyo, October 3, 2018 --- D.A.Consortium Inc. (DAC) is pleased to announce that it will begin a tie-up of its data management platform (DMP) AudienceOne (*1) with Shufoo!DMP (*2) offered by Toppan Printing Co., Ltd. (Toppan). This will enable client companies to deliver ads that target homemakers who use Shufoo! and have high purchase intent on a number of different platforms, including MarketOne® (*3).



AudienceOne, developed and provided by DAC, is one of Japan's largest data management platforms (DMP) with a huge volume of data related to its 480 million monthly unique browser cookies, 90 million mobile ad IDs, and more than 1 trillion data points, which it analyzes to provide high-definition third-party data. Toppan's Shufoo!DMP is a platform that accumulates user logs from Shufoo!, an electronic flyer service Toppan operates. Shufoo! has 30 million users, primarily women in their 30s and 40s with infants or pre-school children and high purchase intent. By accumulating individual user data regarding logs and maintaining data on analyses of daily shopping patterns, areas, and category of stores browsed, they are able to provide segmented user information for effective targeting to homemakers who are most likely to purchase goods.

This collaboration will allow segmented delivery beyond just "women over 30" who are believed to make up a higher proportion of those with young children. Instead, it will allow segmented ad delivery to actual Shufoo! users with high purchase intent, thus enabling companies to conduct more effective and efficient initiatives.

Specifically, with flyer browsing information of Shufoo! service users, the service can create specific segments, such as "users who show interest in drugstore flyers" or "users who are considering furniture purchases." Furthermore, by cross referencing such information with postal code information of DAC's AudienceOne users, the service can provide pinpointed ad

delivery information about “users who live in the vicinity and look at flyers” to aid local retail stores and logistics service providers in their efforts to attract more customers.

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 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> (in Japanese)
- (*2) Shufoo! Web site <http://www.shufoo.net/> (in Japanese)
- (*3) A demand-side platform (DSP) provided by DAC’s consolidated subsidiary, Platform One Inc. <https://marketone.jp/support/index.html>

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<Toppan Printing Co., Ltd.> <https://www.toppan.co.jp/en/>

Representative : Shingo Kaneko, President & Representative Director
Head Office : 1, Kanda Izumi-cho, Chiyoda-ku, Tokyo
Established : 1900
Business : The Toppan Group has grown beyond its traditional printing business and now offers a broad range of products and services with printing technologies at their core in the Information & Communication, Living & Industry, and Electronics segments.

<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

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