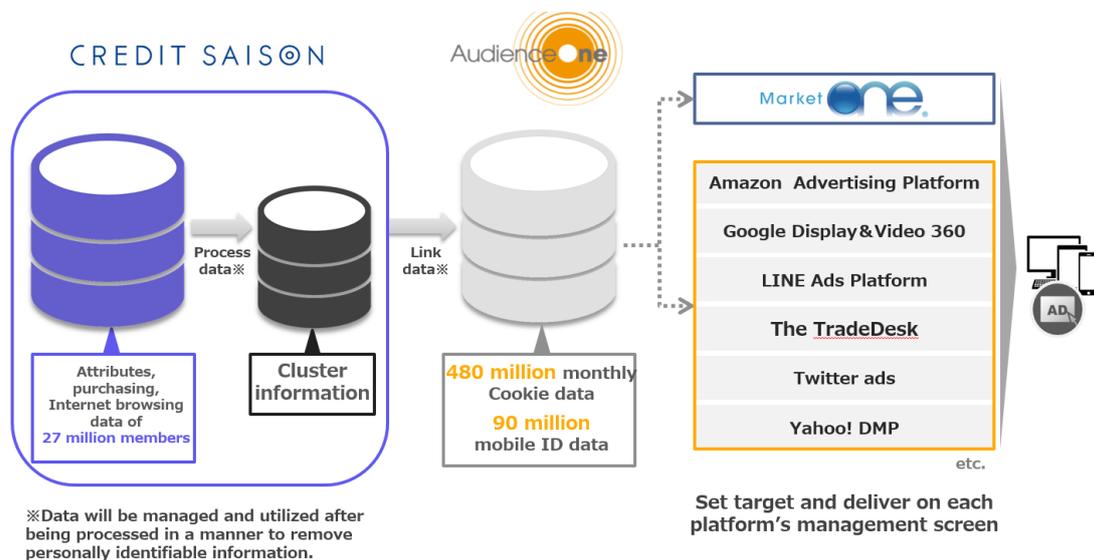


## DAC's "AudienceOne" begins coordination with Credit Saison's Big Data

**Tokyo, November 6, 2018** --- D.A.Consortium Inc. (DAC) is pleased to announce a collaboration with Credit Saison Co., Ltd., to begin joint product development and management of data operations. With this, client companies will be able to utilize Credit Saison's offline/online purchasing Big Data through DAC's data management platform (DMP) AudienceOne(\*1) and deliver ads on MarketOne(\*2) as well as a number of other platforms(\*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. Credit Saison is one of Japan's largest credit card service companies with approximately 27 million members, primarily trend-conscious women in their 30s to 50s with a strong penchant for spending.

With this collaboration, Credit Saison's Big Data related to purchases will be processed into clusters with no personally identifiable information for personalized, optimized ad delivery. Cluster information will include member attributes, card settlements, Internet service usage (website browsing) and other data. Companies can use this information to deliver ads on a number of different platforms that are linked with AudienceOne.

DAC and Credit Saison will work to combine AudienceOne data related to lifestyles, preferences and other information with Credit Saison's Big Data related to purchases to provide client companies added-value customer analysis reports and other enhanced services. Furthermore, DAC will harness its know-how as a media representative to support Credit Saison's efforts to increase media profitability by providing ad servers and other services.

DAC will support the optimization of client companies' marketing activities and customer relations through the use and application of data to contribute to the ongoing evolution of the online advertising market.

- (\*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) A demand-side platform (DSP) provided by DAC's consolidated subsidiary Platform One, Inc. <https://marketone.jp/support/index.html> (in Japanese)
- (\*3) Data will be managed and utilized after being processed in a manner to remove personally identifiable information.

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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  
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Established : December 1996  
Business : Online media transaction related business, Solution business,  
Ad Operations Business

##### <Credit Saison Co.,Ltd.> <https://corporate.saisoncard.co.jp/en/>

Representative : Hiroshi Rinno, President and CEO  
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