

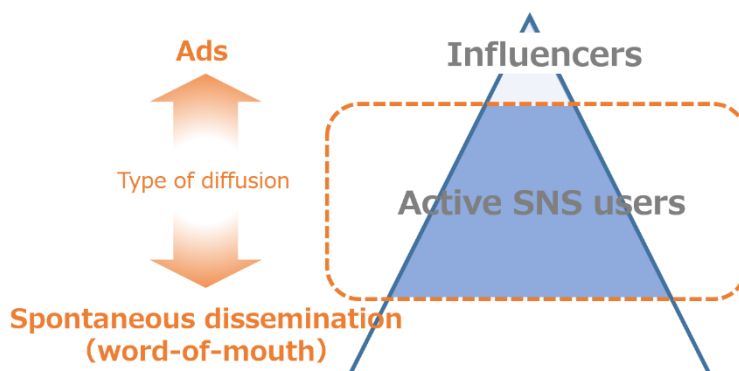
## **News Release**

D.A.Consortium Inc.

### **DAC enters capital alliance with Repohappy, a fan marketing support company**

**Tokyo, December 4, 2018** --- D.A.Consortium Inc. (DAC) is pleased to announce that it has begun a capital alliance with Repohappy, a fan marketing support company, by accepting a third-party allotment of shares. This alliance will further reinforce DAC's services that support client companies' efforts to build strong relationships (engagement) with customers.

#### **[Repohappy's fan marketing support]**



#### **Utilizing a database of active SNS users to contribute to a natural increase in fans**

With the increasing emphasis on digital marketing to improve customer engagement, the need for fan marketing is expected to rise. Fan marketing nurtures core fans for a company or its products among general users rather than just famous people, celebrities or other influencers with tremendous influential power. By utilizing general users' power of dissemination, fan marketing helps enhance customer appeal and naturally expand the fan base.

Repohappy compiles SNS ratings by evaluating and creating a database of Repohappy media users (<https://www.repohappy.com>) in terms of level of activity and ability to create a sensation over SNS. By cultivating fan communities from a core of active SNS users, Repohappy works to support companies in their fan marketing efforts. Currently, Repohappy is utilized by major companies, such as a consumer electronics manufacturer and a beverage maker, and is working to further expand its range of services.

With this alliance, DAC is working to create new ways for companies to connect with *seikatsu-sha* (our term for consumers that encompasses all aspects of their lives) using approaches different from conventional advertising. This will allow us to further strengthen services related to fan marketing and provide a wider range of digital marketing support to companies in the area of engagement building. Furthermore, DAC will explore with Repohappy ways to maximize the potential of our collaboration, for example, by utilizing Repohappy's SNS rating data to measure social marketing impact.

<repohappy inc.> <https://www.repohappy.co.jp/>

Representative : Takeshi Hara, President  
Head Office : Hankyu Five Annex 11F, 1-12, Kakuda-cyo, Kita-ku, Osaka  
Established : April 2016  
Business : Developing and operating SNS rating database, Web services,  
SNS promotion support services, Social media consulting, etc.

<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 enliven 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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**Empowering the digital future**