

## News Release

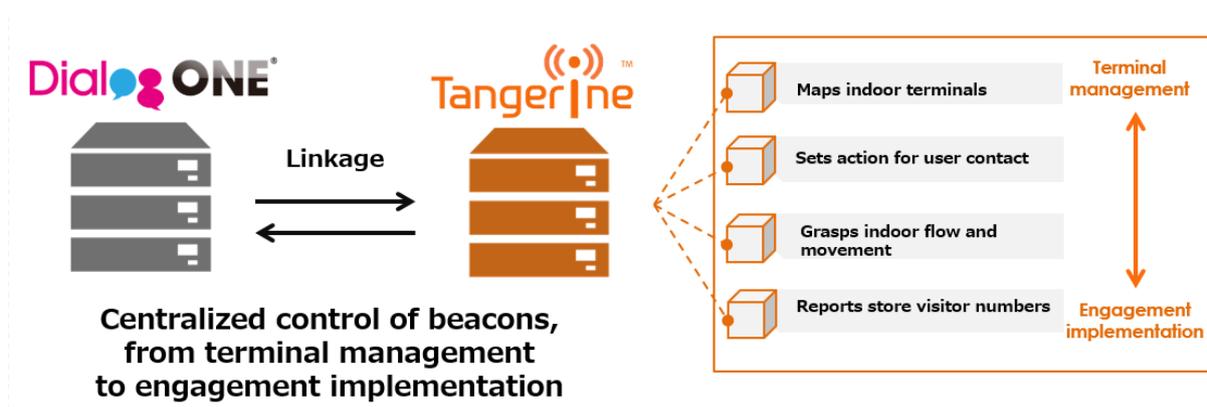
D.A. Consortium Inc.

### DAC's "DialogOne®" begins linkage with Tangerine's real behavior data platform

~to facilitate beacon initiatives that visualize user offline behavior~

**Tokyo, December 10, 2018** --- D.A. Consortium Inc. (DAC) is pleased to announce that it is teaming up with Tangerine, Inc. (Tangerine) to link DAC's messaging service management solution DialogOne® (\*1) with Tangerine's real behavior data platform Tangerine nearME™. DAC and Tangerine formed a capital alliance in August 2018 (\*2).

With this development, companies that have implemented DialogOne® will be able to quickly and easily configurate message delivery and centrally control LINE Beacon, iBeacon and other beacon system terminals (\*3).



DialogOne®, developed and provided by DAC, is a messaging management solution that distributes messages most appropriate to each user by consolidating an advertiser's customer information with information from LINE, Facebook Messenger and other accounts.

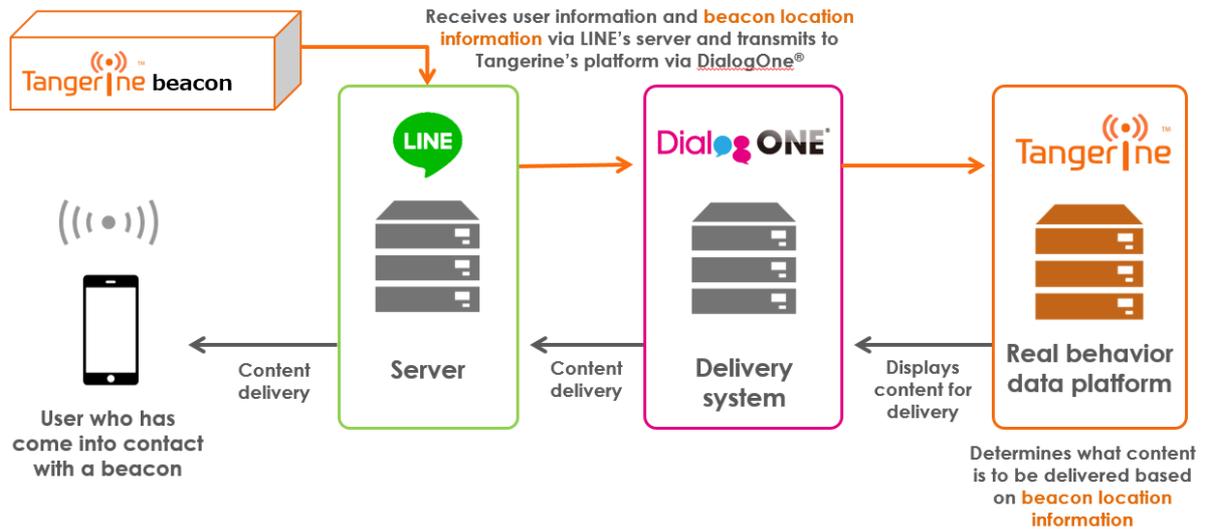
Tangerine's Tangerine nearME™ is a real behavior data platform that uses beacons to accumulate and analyze offline behavior data of *sei-katsu-sha* (our term for consumers that encompasses all aspects of their lives). Tangerine's beacons are being put in place in major retail shops and public facilities nationwide to visualize and analyze *sei-katsu-sha* behavior in offices, stores, train stations, tourist spots and other locations to help promote and improve companies' omnichannel and other marketing initiatives.

Until now, initiatives using beacons required companies to manage individual beacon terminals, such as physically going to each beacon to adjust signal strength. With complicated configurations, placing beacons required overcoming a certain number of hurdles. With this collaboration, however, companies that have implemented DialogOne® will be able to easily and centrally implement and monitor beacon initiatives using Location Journey Builder (\*4), which allows delivery settings when a user comes into contact with a Tangerine nearME™ beacon. On one management screen, companies will be able to implement detailed engagement efforts and delivery settings to users who match specified user profile criteria.

Tangerine's beacon terminals are hybrid types that simultaneously use LINE Beacon and iBeacon. Messages delivered through LINE use LINE Beacon, and using iBeacon at the same time optimizes information delivery analysis and feedback regarding indoor movement, flow

and other behavioral data. Furthermore, Tangerine provides security functions that companies need for any major beacon deployment, such as eco mode as well as measures to prevent beacon spoofing and unauthorized beacon use.

▼ Message delivery flow



With offline and online integrated O2O marketing solutions that enhance communication between advertisers and customers, DAC is striving to contribute to the ongoing evolution of the online advertising market.

(\*1) About DialogOne®: <https://solutions.dac.co.jp/dialogone>

(\*2) News release of August 8, 2018: DAC enters capital partnership with real-world behavior data platform provider Tangerine Inc. [https://www.dac.co.jp/english/press/2018/20180808\\_tangerine](https://www.dac.co.jp/english/press/2018/20180808_tangerine)

(\*3) A terminal that transmits information using Bluetooth signals. It detects users who have entered its transmission range to deliver store information, campaign details and coupons as well as determine whether they have entered the store.

(\*4) Tangerine nearME™ Location Journey Builder is a function that allows companies to configure delivery settings for when a person comes into contact with a beacon at a real store. It combines such triggers as “entered store” or “near beacon” with data related to past store visits for optimized and detailed user engagement initiatives aimed at customers of a real store. For example, it can issue points to customers who have spent at least two minutes in the store or who have approached a specific area or store shelf. By combining in-store behavior data with past store visit history data, it can also send promotional messages to new customers, special sale messages to repeat customers who have not visited the store in the past month, or other types of messages to customers who fulfill specified criteria. This tailored user engagement based on user profiles requires no programming and can be easily set on a cloud-based management screen.

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<About Tangerine Inc.>

Representative : Kiyoto Hirai, President  
 Head Office : Shibuya Mark City W22F, 1-12-1 Dogenzaka, Shibuya-ku, Tokyo  
 Established : March 2014  
 Business : Providing platforms, ad deliveries based on location information and solutions

**<Corporate Information>****■ D.A.Consortium Inc.      <https://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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Established : December 1996  
Business : Online media transaction related business, Solution business,  
Ad Operations Business

※DAC is a 100% subsidiary of D.A.Consortium Holdings Inc

**■ D.A.Consortium Holdings Inc.      <https://www.dac-holdings.co.jp/english>**

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