

DAC invests in GIFMAGAZINE, **a company that produces and delivers original GIFs**

Tokyo, January 30, 2019 --- D.A.C Consortium Inc. (DAC) is pleased to announce that it has entered a capital alliance with GIFMAGAZINE, Inc. (GIFMAGAZINE), a company that produces and delivers original GIF content, by accepting a third-party allotment of shares.

GIF (Graphics Interchange Format) is a type of image file format that can support 256 gradations in monochrome images and 256 colors in color images. By displaying multiple images in rapid succession, GIFs can be used for simple animations and are widely embraced and used by primarily SNS users in the United States, China and other foreign countries as a quick and engaging form of expression.



Source: GIFMAGAZINE

GIFMAGAZINE has been involved in efforts to popularize GIFs in Japan ever since they began gaining momentum as a popular communication tool in the West. Through alliances with companies that own rights to movies, TV dramas, characters and other content and by building networks of creators, GIFMAGAZINE creates GIF content that has a unique Japanese cultural influence. GIFMAGAZINE has won regard for its high quality from major entertainment companies, financial institutions, manufacturers and other companies and has produced numerous GIF advertisements.

GIFMAGAZINE will work to promote GIF communication by implementing functions that enable users of LINE and other major communication platforms to easily and quickly exchange GIFs among each other. Through this capital alliance with GIFMAGAZINE, one of Japan's major players in the GIF market, DAC will support client companies' user engagement efforts that utilize GIFs.

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<GIFMAGAZINE, Inc.> <https://gifmagazine.co.jp/>

Representative : Kensuke Ono, CEO
Head Office : Harajuku Sofia Bld., 6-10-11, Jingumae, Shibuya-ku, Tokyo
Established : July 2013
Business : Management of a GIF sharing site, production of GIF ads,
development of applications that use GIFs

<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