

News Release

D.A.Consortium Inc.

DAC certified by Chinese search engine Baidu as a “Premier Partner” for the fourth time

Tokyo, February 1, 2019 --- D.A.Consortium Inc. (DAC) is proud to announce that it has been awarded Premier Partner 2018 by Baidu Japan, the Japanese subsidiary of Baidu, China's largest search engine.



[Baidu Japan Official Partner] <https://www.baidu.jp/info/ad/agency.php> (in Japanese)

This award is given to outstanding agencies based on a comprehensive evaluation of actual sales, management and operation of Baidu listing ads, Baidu ad network ads, Baidu in-feed ads and other Baidu ad products. In 2018, three companies among Baidu's selected key agencies (*1) were presented this award. This is the fourth time for a DAC group company to win this award, with its subsidiary IREP Co., Ltd., having won the award in 2011, 2016 and 2017.

Since 2001, DAC has been purchasing foreign media ad space and in response to steadily increasing cross-border needs, has enhanced its digital marketing solutions.

In terms of the Chinese market, DAC established D.A.Consortium Beijing CO., LTD.(DAC Beijing) in 2005, created an operations team of native Chinese speakers at the DAC headquarters and began offering Irasshaimase Japan!™(*2), an inbound marketing solution, in 2016.

Since 2009, one of DAC's group companies IREP Co., Ltd., has been providing Baidu listing ad services and has worked to accumulate expertise on Baidu's advertising by encouraging employees to acquire certification, such as Baidu Certified SEM Specialist or Baidu Certified Search Promoter. DAC collaborates with DAC Beijing to manage Baidu ads for both Chinese and Japanese companies as a key ad agency. The two companies also work together to provide detailed services to companies wishing to promote to Chinese-speaking travelers to Japan.

DAC will bring together its group powers to continue offering high-quality, cross-border solutions that meet the needs of ad agencies and client companies and that comprehensively support the expansion of Japanese companies' digital marketing activities aimed at China.

- (*1) News release of September 5, 2018: DAC certified as “Key Agency” of Baidu Japan, Baidu, China’s number one search engine https://www.dac.co.jp/english/press/2018/20180905_baidu
- (*2) News release of July 19, 2016: “Irasshaimase Japan!™ (Welcome to Japan!)” launched, an all-in-one digital marketing solutions for the inbound tourism business https://www.dac.co.jp/english/press/2016/20160719_inbound

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<Baidu Japan Inc.>

Baidu Japan is the Japanese subsidiary of Baidu, Inc. (headquarters: Beijing, China; chairman and CEO: Robin Li), the world’s second largest search engine in terms of market share and a company listed on NASDAQ of the United States. Since its establishment in December 2006, Baidu Japan has supported corporate clients in their marketing efforts in China and has developed inbound cross-border EC strategies, listing ads, ad network ads and other Internet advertising products aimed at Chinese-speaking countries. In addition, it offers the hugely popular Japanese keyboard emoji app Simeji (Android version since December 2011, iOS version since September 2014), which has a cumulative 33 million downloads (as of October 2018). In May 2015, Baidu Japan acquired popIn Inc. (headquarters: Minato Ward, Tokyo; Representative Director: Tao Cheng), which provides a Web media recommendation engine, online advertising and smartphone advertising.

<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

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

■ D.A.Consortium Holdings Inc.

<https://www.dac-holdings.co.jp/english>

Representative : Masaya Shimada, Representative Director & President
Head Office : Yebisu Garden Place Tower, 4-20-3, Ebisu, Shibuya-ku, Tokyo
Established : October 2016

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