

News Release

D.A.Consortium Inc.
Hakuhodo DY digital Inc.

D.A.Consortium Inc. and Hakuhodo DY digital Inc. **merge operations**

Tokyo, February 5, 2019 --- D.A.Consortium Inc. (DAC) and Hakuhodo DY digital Inc. have announced their decision to merge operations. With this merger, the companies will bring together their respective strengths and further enhance their competitiveness in the ever-expanding digital business arena.

The companies will continue all existing businesses and as of April 1, 2019, operate under the name D.A.Consortium Inc. (DAC).

In addition to providing high quality services, DAC will strive to contribute to the growth and development of the online advertising market and digital society.

#####

For inquiries regarding this News Release

D.A.Consortium Inc.

Corporate Strategy Group Public Relations / E-mail: ir_inf@dac.co.jp