

News Release

D.A.Consortium Inc.

**For the 4th consecutive time, DAC awarded the highest
Diamond status in LINE Biz-Solutions Partner Program's
LINE Account Connect category**

**~Acquired Diamond status as a "Technology Partner" and newly certified as a
"Planning Partner" in the same category~**

Tokyo, February 14, 2019 --- D.A.Consortium Inc. (DAC) is pleased to announce that it has acquired certification as a Technology Partner* with the highest Diamond ranking in the LINE Account Connect category of the LINE Biz-Solutions Partner Program, which certifies partner companies that develop and sell various corporate services offered by LINE Corporation. This is the fourth consecutive time that DAC has been awarded the highest rank.

Furthermore, DAC has also received certification as a Planning Partner** in the same category.



LINE implemented the LINE Biz-Solutions Partner Program with the aim to actively promote sales of and functional additions and enhancements to the various corporate services it offers. For each product – LINE Account Connect, LINE Ads Platform and LINE Sales Promotion – the program certifies and awards ad agencies and service providers. LINE Sales Promotion, a store-front sales promotion solution, was newly added to the program with this certification.

Certification in the LINE Account Connect category has three classifications – Sales Partner, Planning Partner, Technology Partner; in the LINE Ads Platform, two classifications – Sales Partner and Technology Partner; and in the LINE Sales Promotion, one classification – Sales Partner.

Ever since LINE began offering advertising services in 2012, DAC has worked with various ad agencies as a media representative. In addition, as a LINE Business Connect Partner Program certified company since LINE Business Connect was first offered in 2014, DAC has developed and offered DialogOne® (*1) to support and promote one-to-one communication between companies that use LINE and their users.

As a result of these efforts, DAC was certified the highest ranked Diamond Technology Partner in the LINE Account Connect category. This is the fourth consecutive time DAC been awarded the highest rank. DAC also won certification as a Planning Partner in the same category.

■ DAC Group awards

DAC: **AudienceOne**[®] (*2) , **DialogOne**[®]

- Feb. 2019: Diamond Technology Partner in the LINE Account Connect category and Planning Partner in the same category
- Aug. 2018: Diamond Sales Partner in the LINE Account Connect category and Data Provider Partner in the LINE Ads Platform category (*3)
- Feb. 2018: Diamond in the LINE Account Connect category (*4)
- Oct. 2017: Data Provider Partner in the Marketing Partner Program of the LINE Ads Platform category (*5)
- Feb. 2017: Platinum Partner in the LINE Business Connect Partner Award Program (*6)

Torchlight Inc.: Sherpa

- May 2018: Ad Tech Partner (*4) in the LINE Ads Platform category(*3)
- Aug. 2018: Ad Tech Partner (*4) in the LINE Ads Platform category(*7)

■ Comment from Yuki Ikehata, Executive Officer, LINE Corporation

“With its LINE-compatible API tool DialogOne[®] and other solutions, DAC has supported companies in their one-to-one communication with users. Last year, DAC newly developed a connected service for a major automobile manufacturer that provides LINE users information on predicted travel time and gasoline consumption to a particular destination. Because of this and other services that actively promote new ways to use LINE, we awarded DAC the Best Account Solution Award. In addition to these initiatives, with a wealth of LINE-related service offerings and support experience, we gave DAC the highest Diamond ranking for the fourth consecutive time, this time as a Technology Partner in the LINE Account Connect category. Furthermore, we certified DAC as a Planning Partner in the same LINE Account Connect category for its business solutions that utilize LINE’s platform. We look forward to further strengthening our collaboration with DAC as an important LINE and LINE Account Connect partner.”

By providing various solutions through our strong partnership with LINE, DAC will continue to support corporate marketing activities.

* A Technology Partner in the LINE Account Connect category is a partner that offers services compatible with API-related services on LINE official accounts. Certification of companies that provide advertising services on LINE official accounts is based on whether or not they share LINE-compatible tool specifications on request, have sufficient skill resources to accommodate changes in LINE specifications, and are able to maintain required technical specifications. Certified partner companies enjoy such benefits as being showcased on LINE media and invitations to LINE-sponsored events.

* *A Planning Partner in the LINE Account Connect category is a partner that supports the planning and management of LINE official account advertising products and API-related services. Planning Partner certification of companies that provide advertising services on LINE official accounts is based on whether or not they provide business solutions that take advantage of LINE’s platform, actively participate in LINE study sessions and pursue LINE resources, and other criteria. Certified partner companies enjoy such benefits as being showcased on LINE media and invitations to LINE-sponsored events.

(See the outline of the LINE Biz-Solutions Partner Program (below) for the content of each certification.)

(*1) DialogOne[®] is a messaging management solution compatible with LINE Business Connect and Facebook Messenger. It enables advertisers to make more effective use of their social accounts by combining the customer information in their possession with social account information. That makes it possible to communicate one-to-one with individual users by delivering personalized messages.

<https://solutions.dac.co.jp/dialogone>

(*2) AudienceOne® is Japan's largest Data Management Platform (DMP) with 480M unique browser cookies, 90M mobile ad IDs and 1 trillion data points to provide high-definition third party data through analysis. AudienceOne® integrates various data to analyze and visualize users' behavior, CRM, advertising campaign and panel survey results, which provide marketers an environment where they can pursue new user acquisition and improve LTV of existing users. <https://solutions.dac.co.jp/audienceone>

(*3) https://www.dac.co.jp/english/press/2018/20180824_award

(*4) https://www.dac.co.jp/english/press/2018/20180222_award

(*5) https://www.dac.co.jp/english/press/2017/20171023_aone

(*6) https://www.dac.co.jp/press/2017/20170223_award (in Japanese)

(*7) https://www.dac.co.jp/english/press/2018/20180508_torchlight

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<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 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

For inquiries regarding this News Release

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Empowering the digital future

■ **The LINE Biz-Solutions Partner Program**

The LINE Biz-Solutions Partner Program certifies and recognizes advertising agencies and service developers involved in products for LINE Account Connect, LINE Ads Platform and LINE Sales Promotion. It was introduced with the aim of promoting sales of LINE Corp.'s corporate services and more proactively advancing the addition and upgrading of service features.

From this time, LINE Sales Promotion, a store-front sales promotion solution, was newly added to the program.

Certification in the LINE Account Connect has three classifications - Sales Partner, Planning Partner and Technology Partner; in the LINE Ads Platform, two classifications - Sales Partner and Technology Partner; and in the LINE Sales Promotion, one classification - Sales Partner.

Summary of the LINE Biz-Solutions Partner Program

LINE Account Connect

■ Sales Partner

A Sales Partner is a partner company that sells LINE official account advertising products and API-related services.

Certification of companies that provide advertising services on LINE official accounts is based on sales amount, number of new accounts, average Push (including IFA and others) of owned accounts, delivery numbers and other criteria. Exceptional partners are awarded Diamond or Gold rankings. Depending on their rank, certified partners enjoy such privileges as advance notice of new products, sales support, and invitations to LINE-sponsored events.

■ Planning Partner

A Planning Partner is a partner company that supports the planning and management of LINE official account advertising products and API-related services.

Certification of companies that provide advertising services on LINE official accounts is based on whether or not they provide business solutions that take advantage of LINE's system, actively participate in LINE study sessions and pursue LINE resources, and other criteria. Certified partners enjoy such privileges as being showcased on LINE media and invitations to LINE-sponsored events.

■ Technology Partner

A Technology Partner is a partner company that offers services compatible with LINE official account API-related services.

Certification of companies that provide advertising services on LINE official accounts is based on whether or not they share LINE-compatible tool specifications on request, have sufficient skill resources to accommodate changes in LINE specifications, and are able to maintain required technical specifications. Certified partners enjoy such privileges as being showcased on LINE media and invitations to LINE-sponsored events.

LINE Ads Platform

■ Sales Partner

A Sales Partner is a partner company that is certified based on cumulative sales for every half year of programmatic ads on LINE Ads Platform and other criteria and is given one of five levels of ranking (Diamond, Gold, Silver, Bronze and Basic). Depending on their rank, certified partners enjoy such privileges as advance notice of new products, sales support, and invitations to LINE-sponsored events.

■ Technology Partner

-Data Provider Partner

Companies wishing to register as Data Provider Partners are certified based on the volume of advertising IDs and other data they hold, sales generated from that data, the number of clients using their services, and other criteria. Certified partners are authorized to serve ads on the LINE Ads Platform using their own data.

-Ads Measurement Partner

Ad measurement tool providers wishing to register as Ads Measurement Partners are certified based on the number of businesses and services that use their tools, LINE Ads Platform sales generated through those tools, and other criteria. Certified partners are authorized to supply measurement data and measurement-coordinated features on the LINE Ads Platform.

-Ad Tech Partner

Companies wishing to register as Ad Tech Partners are certified based on sales via API, actual performance improvements, features implemented, and other criteria. Depending on their rank, certified partners enjoy such privileges as looser restrictions on number of API accounts, access to beta features (test features), and product development support.

LINE Sales Promotion

■ Sales Partner

A Sales Partner is a partner company that is certified based on cumulative sales for every half year of LINE Sales Promotion and other criteria. Certified partner companies enjoy such benefits as advance notice of new products, sales support, APIs and invitations to LINE-sponsored events. Furthermore, three levels of ranking (Diamond, Gold, Basic) based on January ~ June 2019 sales performance will be implemented.

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