

News Release

D.A. Consortium Inc.

DAC forms capital and business alliance with RERAISE, **an influencer production company** **~to reinforce influencer marketing through TikTok~**

Tokyo, May 30, 2019 --- D.A. Consortium Inc. (DAC) announced today that it has formed a capital and business alliance with RERAISE, a company that offers young-generation influencer marketing services.

With the ever-increasing sophistication of telecommunications infrastructures, video-related media and services have become more popular, content has become more diversified and the overall video ad market has expanded. In particular, there is greater demand for influencer marketing, where influencers with tremendous influential power post video images on social media. To respond to growing advertiser needs, DAC is reinforcing its operations in this area.

RERAISE was established in March 2018 as an influencer production company. With business strengths in such areas as TikTok, a mobile short movie platform that has exploded in growth in recent years, RERAISE manages popular influencers called TikTokers and is involved in creative operations, such as planning and producing popular TikTok content.



With this capital and business alliance, DAC can utilize RERAISE influencers and its know-how in video creative production to develop new cross media and planning services aimed at primarily younger generations. In addition, given that RERAISE entered a capital and business alliance with AMUSE INC. and TV TOKYO Communications Corporation in 2019, DAC will pursue the possibilities of working with both of these shareholder companies to enhance its ability to respond to the diversifying influencer marketing field.

For the healthy development of influencer marketing, DAC will continue to promote the formulation of strict operational rules, the visualization of results and the enhanced functionality of influencer communications and ad creative.

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<RERAISE.inc.> <http://www.reraise.jp>

Representative : Kyota Matayoshi, President
Head Office : Y's TERRACE Harajuku 902, 3-14-3, Sendagaya, Shibuya-ku, Tokyo
Established : March 2018
Business : Production business, Influencer marketing business, School business

<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

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Empowering the digital future

デジタルの未来に、もっと力を。