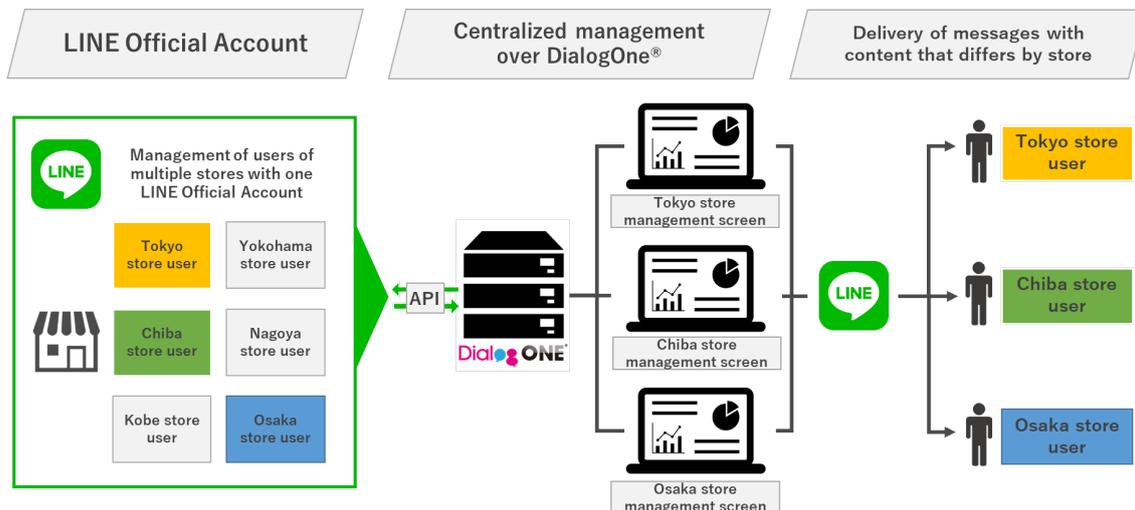


News Release

D.A.Consortium Inc.

DAC introduces “DialogOne® for Store Management” ~to consolidate multiple store accounts for centralized management~

Tokyo, September 26, 2019 --- D.A.Consortium Inc. (DAC) is pleased to announce the introduction of DialogOne® Store Management. This multiple-store package enables companies with more than one store to consolidate individually operated LINE@Accounts (*1) of each store for centralized management of LINE Official Accounts.



DialogOne® (*2) is a messaging management solution developed and provided by DAC that consolidates an advertiser’s customer information with LINE and Facebook Messenger account information to deliver messages most appropriate to the user.

In the past, companies with multiple stores had to create a LINE@Account for each store and messages were commonly delivered in isolation at the discretion of each store. For this reason, there were several limitations. For example, messages common to all stores could not be delivered simultaneously, messages sent from each of the stores were inconsistent and not unified in terms of appearance, information about users registered as friends was divided by store, and information across different stores was difficult to manage.

With DialogOne® Store Management, companies can consolidate the individual LINE@Account of each of their stores into one LINE Official Account to enable simultaneous delivery of messages to users. In addition, by using the inflow pathway function of DialogOne® (*3), users registered as friends are linked to each store by inflow pathway. This makes it possible to deliver store messages to individual users who frequent that store or deliver messages only to customers of a particular store for more effective and smooth delivery that meets the company’s needs.

DAC will continue to expand DialogOne® functions and enhance its solutions that support client companies' marketing activities.

- (*1) Users of LINE@Account must change over to LINE Official Account any time before January 13, 2020. As of September 2019. https://www.linebiz.com/lineat_migration/ (Japanese)
【LINE】LINE Official Account, a new platform, begins today. LINE Official Account and LINE@ to be fully integrated
<https://linecorp.com/ja/pr/news/ja/2019/2677> (Japanese)
- (*2) About DialogOne® <https://solutions.dac.co.jp/dialogone> (Japanese)
- (*3) September 19, 2019 news release : DAC's DialogOne ® to begin offering a function that identifies inflow pathways to LINE official accounts
https://www.dac.co.jp/press/2019/20190919_done

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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 as a media rep during the early days of online advertising, DAC has played a key role in the market's formation and the industry's growth. Currently, DAC offers a wide variety of advertising-related digital marketing services both domestically and abroad.

DAC provides seamless services to publishers, ad agencies and other partner companies by offering comprehensive support for ad transaction related services, from purchasing and selling ad space to consultation, planning, operations and results analysis. The company is also engaged in creative production that maximizes the media's characteristics, the development and provision of solutions that bridge a wealth of data with advanced technology, the support of global promotions and other services.

Under the brand slogan, "**Empowering the digital future**," DAC will pursue and lead the future of marketing through innovations that create new businesses.

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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。