

News Release

D.A.Consortium Inc.

DAC invests in epiST Ventures No.1 Fund, a technology oriented venture capital fund

Tokyo, October 23, 2019 --- D.A.Consortium Inc. (DAC) is pleased to announce its decision to invest in epiST Ventures No.1 Investment Limited Partnership (epiST Ventures No.1 Fund), a fund created by the independent venture capital firm epiST Ventures Inc. (epiST Ventures).

DAC has long undertaken open innovation initiatives, such as working with universities and companies on joint research and new business development, in order to better understand the behavior and interests of *sei-katsu-sha* (our term for consumers that encompasses all aspects of their lives). We do this in an effort to provide services that respond to and are a step ahead of the rapidly changing ad market and *sei-katsu-sha* needs.

The mission of epiST Inc., the parent company of epiST Ventures, is “to enhance industry-academia collaboration and open innovation for the revitalization of Japan’s science and technology.” The investment policy of epiST Ventures No. 1 Fund is to target university-led and engineer-led ventures that are focused on artificial intelligence (AI), IoT, robotics and other themes. In support of these, DAC has decided to invest in the fund.

<epiST Ventures No.1 Fund>

Fund name:	epiST Ventures No.1 Investment Limited Partnership
Date created:	October 2019
Total target fund size:	Over 1 billion yen
Operation period:	10 years (with the possibility of a 2-year extension)

Through epiST Ventures No. 1 Fund’s investment activities, DAC hopes to further contribute to the ecosystem behind Japan’s science and technology revitalization. In addition, through this alliance, we hope to reinforce our own open innovation efforts and develop businesses in line with our brand slogan, “Empowering the Digital Future.”

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<About epiST Ventures Inc.>

Representative : Takashi Uemura, Representative Director
Head Office : FORECAST Shinjuku SOUTH, 4-3-17, Shinjuku, Shinjuku-ku, Tokyo
Established : April 2019
Business : Investing in and supporting the development of technology-related ventures

<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.

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

デジタルの未来に、もっと力を。