

News Release

D.A.Consortium Inc.

DAC certified by Chinese search engine Baidu as a “Premier Partner” for the fifth time

Tokyo, January 23, 2020 --- D.A.Consortium Inc. (DAC) is proud to announce that it has been awarded Premier Partner 2019 by Baidu Japan, the Japanese subsidiary of Baidu, China’s largest search engine. At the same time, Cong Helin, Director of DAC’s Global Sales Department, Global Business Group, has been awarded the Special Individual Award, which is conferred on individuals who have made a special contribution to Baidu.



The Premier Partner award is given to outstanding agencies based on a comprehensive evaluation of actual sales, management and operation of Baidu listing ads, Baidu ad network ads, Baidu in-feed ads and other Baidu ad products. In 2019, four companies among Baidu’s selected key agencies (*1) were presented this award. This is the fifth consecutive time for DAC to win this award in recognition of its ability to manage Baidu ad solutions and its proactive initiatives related to new Baidu products.

Since 2001, DAC has been purchasing foreign media ad space and in response to steadily increasing cross-border needs, has enhanced its digital marketing solutions for overseas markets.

In terms of the Chinese market, DAC established Digital Advertising Consortium Beijing in 2005, created an operations team of native Chinese speakers at the DAC headquarters and began offering Irasshaimase JAPAN!™(*2), an inbound marketing solution, in 2016. Furthermore, DAC has formed strategic digital marketing partnerships (*3) with several major Chinese companies to respond to both Chinese inbound and outbound ad placement needs.

DAC collaborates with DAC Beijing to manage Baidu ads for both Chinese and Japanese companies as a key ad agency. The two companies also work together to provide detailed services to companies wishing to conduct promotional activities aimed at Chinese-speaking travelers to Japan.

This year with a forecasted increase in the influx of overseas visitors to Japan, DAC will bring together its group powers to continue offering high-quality, cross-border solutions that meet the needs of ad agencies and client companies and that comprehensively support corporate digital marketing activities.

(*1) News release of September 5, 2018: DAC certified as “Key Agency” of Baidu Japan, Baidu, China’s

- number one search engine https://www.dac.co.jp/english/press/2018/20180905_baidu
- (*2) News release of July 19, 2016: "Irasshaimase Japan!™ (Welcome to Japan!)" launched, an all-in-one digital marketing solutions for the inbound tourism business
https://www.dac.co.jp/english/press/2016/20160719_inbound
- (*3) News release of April 18, 2018: DAC formed the only "Preferential Partnership" in Japan with Tencent
https://www.dac.co.jp/english/press/2018/20180418_tencent
- News release of July 8, 2019: DAC forms exclusive strategic partnership with iClick Interactive Asia, China's largest independent data marketing solutions company
https://www.dac.co.jp/index.php/press/2019/20190708_iclick (Japanese)

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<Baidu Japan Inc.>

Baidu Japan is the Japanese subsidiary of Baidu, Inc. (headquarters: Beijing, China; chairman and CEO: Robin Li), the China's largest search engine in terms of market share and a company listed on NASDAQ of the United States. Since its establishment in December 2006, Baidu Japan has supported corporate clients in their marketing efforts in China and has developed inbound cross-border EC strategies, listing ads, ad network ads and other Internet advertising products aimed at Chinese-speaking countries. In addition, it offers the hugely popular Japanese keyboard emoji app Simeji (Android version since December 2011, iOS version since September 2014), which has a cumulative 38 million downloads (as of October 2019). In May 2015, Baidu Japan acquired popIn Inc. (headquarters: Minato Ward, Tokyo; Representative Director: Tao Cheng), which provides a Web media recommendation engine, online advertising and smartphone advertising.

<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
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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。