

News Release

D.A.Consortium Inc.

DAC awarded 6th consecutive highest Diamond status under the LINE Biz Partner Program

Tokyo, February 27, 2020--- D.A.Consortium Inc. (DAC) is pleased to announce that it has been awarded the highest Diamond status in the communications category as a Technology Partner under the LINE Biz Partner Program, which certifies partner companies that develop and sell various corporate services offered by LINE Corporation. This is the sixth consecutive time that DAC has been awarded the highest rank.

TECH
PARTNER
LINE



LINE implemented the LINE Biz Partner Program with the aim to actively promote sales of and functional additions and enhancements to the various corporate services it offers. The program certifies and awards ad agencies and service developers in each partner classification – Sales Partner, Technology Partner and Planning Partner.

Certification is given to Planning Partners and for Sales Partners and Technology Partners, certification is divided into three different categories – communications category, advertising category and sales promotion/OMO category.

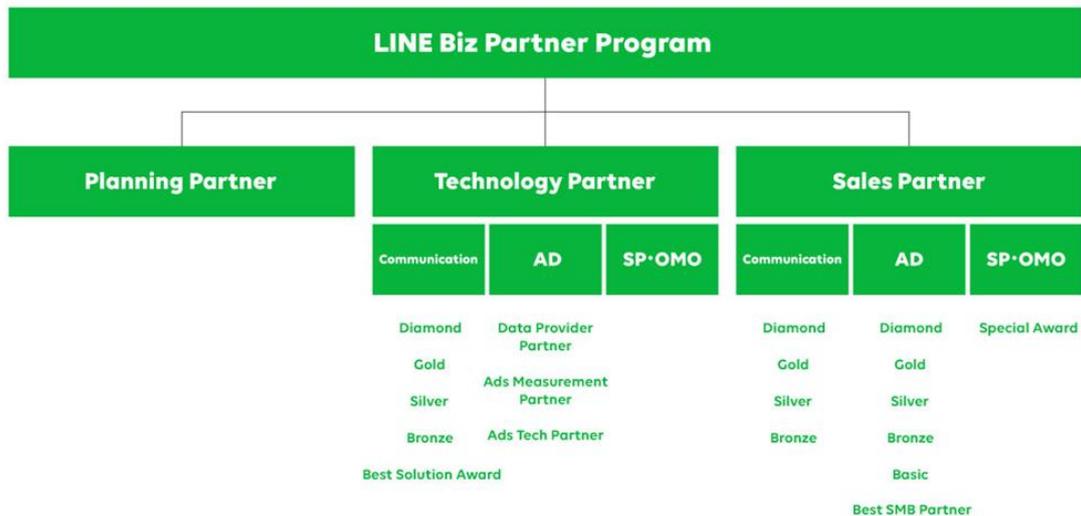
*Certifications for Technology Partner advertising and sales promotion/OMO categories and for Planning Partner were not included in the Partner Awards this time.

Ever since LINE began offering advertising services in 2012, DAC has worked with various ad agencies. As a certified LINE Business Connect Partner Program** 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. In recognition of these ongoing efforts, DAC was awarded the highest ranked Diamond Technology Partner in the communications category under the LINE Biz Partner Program.

**Naming as of 2014. Currently named LINE Official Account.

The Technology Partner communications category covers companies that provide services linked with LINE official account API-related services. For LINE official account ad services, certification is determined based on a company's ability to share LINE-related tool specifications upon request, its level of skill resources to respond to changes in LINE specifications, and its capacity to maintain required technology specifications. Exceptional partners are awarded Diamond, Gold, Silver or Bronze rankings.

■ LINE Biz Partner Program



■ Comment from Yuki Ikehata, Executive Officer, LINE Corporation

D.A.Consortium's API-related tool DialogOne® is used by numerous advertisers on LINE official account's new platform, supporting not only company marketing efforts but also significantly contributing to the popularization of LINE services that use API.

This term, DAC has implemented many new initiatives in the consumer goods industry utilizing LINE technology, such as those aimed to further customer relations. Because of their wealth of experience, new approaches and high-quality technological support, we decided to certify DAC as a Technology Partner with the highest Diamond rank for the sixth consecutive time. We look forward to continuing to work with DAC and strengthening our collaboration with the growth of LINE's platform.

■ DAC Group awards

【DAC: DialogOne®】

- February 2020: Diamond Technology Partner in the communications category
- Aug. 2019: Diamond Technology Partner in the LINE Account Connect category (*2)
- Feb. 2019: Diamond Technology Partner in the LINE Account Connect category and Planning Partner in the same category (*3)
- Aug. 2018: Diamond Sales Partner in the LINE Account Connect category (*4)
- Feb. 2018: Diamond in the LINE Account Connect category (*5)
- Feb. 2017: Platinum Partner in the LINE Business Connect Partner Award Program (*6)

【DAC: 「AudienceOne®」(*7)】

- Aug. 2018: Data Provider Partner in the LINE Ads Platform category (※4)
- Oct. 2017: Data Provider Partner in the Marketing Partner Program of the LINE Ads Platform category (※8)

【Torchlight Inc. : Sherpa】

- February 2020: Basic Sales Partner in the advertising category
- Aug 2019: Basic Sales Partner in the LINE Ads Platform category(*9)
- Aug 2018: Ad Tech partner in the LINE Ads Platform category (*4)
- May 2018: Ad Tech partner in the LINE Ads Platform category (*10)

Backed by our strong partnership with LINE, DAC will continue to support corporate marketing activities by providing a wide range of solutions.

- (*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> (Japanese)
- (*2) https://www.dac.co.jp/press/2019/20190827_lineaward
- (*3) https://www.dac.co.jp/press/2019/20190214_done_award
- (*4) https://www.dac.co.jp/press/2018/20180824_award
- (*5) https://www.dac.co.jp/press/2018/20180222_award
- (*6) https://www.dac.co.jp/press/2017/20170223_award
- (*7) DAC's AudienceOne® is Japan's largest Data Management Platform (DMP) with over 100 million monthly mobile ad IDs and 2 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> (Japanese only)
- (*8) https://www.dac.co.jp/press/2017/20171023_aone
- (*9) <https://www.torchlight.co.jp/news/20190827-2.html>
- (*10) https://www.dac.co.jp/press/2018/20180508_torchlight

#####

<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

D.A.Consortium Inc.

Corporate Strategy Group Public Relations / E-mail : ir_inf@dac.co.jp

Empowering the digital future

デジタルの未来に、もっと力を。