

## **News Release**

D.A.Consortium Inc.

### **DAC and Yoshidumi Holdings establish a new company** **~to provide consulting services specializing in Google™ technologies~**

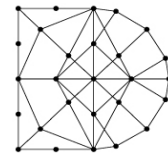
**Tokyo, March 30, 2020** -- D.A.Consortium Inc. (DAC) is pleased to announce that it has joined hands with Yoshidumi Holdings to establish D.Table Inc. (D.Table), a joint venture company that will work with Cloud Ace, Inc. (Cloud Ace), a Yoshidumi Holdings group company, to offer consulting services specializing in Google technologies from April 2020.

With the popularization of data-driven marketing, more companies want to create customer data platforms (CDPs) that comprehensively manage their customer data. In the Japan market, there is a growing need to develop CDPs that utilize Google Cloud Platform™ because of its cost effectiveness in linking with Google ads. However, this has exposed such issues as the lack of human resources as well as design skills of people involved in development. In addition, it has raised questions of how these CDPs will be effectively utilized after launch.

Against this backdrop, DAC has decided to provide a diverse range of consulting services that harness our experience with Google Marketing Platform (\*1), an integrated platform that focuses on digital marketing ads and analysis, as well as Cloud Ace's experience with Google Cloud Platform (\*2), a Google infrastructure.

#### ■ About the new company

Name : D.Table Inc.  
Representative : Yuka Oyama, President  
Head Office : Yebisu Garden Place Tower, 4-20-3, Ebisu,  
Shibuya-ku, Tokyo  
Established : February 2020 (service starts in April)  
Business : Google technology-specific consulting services



**D.Table**  
Everything on One Table

In order to support client company needs from both the digital marketing and data foundation building sides, the new company D.Table will provide consulting services related to Google Marketing Platform and Google Cloud Platform by tapping DAC's and Cloud Ace's respective strengths.

Furthermore, with the capacity to make high-caliber proposals using the wealth of data of DAC's DMP AudienceOne® (\*3), D.Table will be able to respond to complex CDP requirements.

With the establishment of this joint venture company, DAC hopes to contribute to more effective digital marketing activities of advertiser companies and enhanced media value and profitability of media companies.

※ Google and Google Cloud Platform are registered trademarks of Google LLC.

- (\*1) For details about Google Marketing Platform, please refer to the following:  
<https://marketingplatform.google.com/intl/ja/about/>
- (\*2) For details about Google Cloud Platform, please refer to the following:  
<https://cloud.google.com/gcp/>
- (\*3) AudienceOne® is one of Japan's largest data management platforms (DMP) with over 100 million mobile ad IDs and other data. In addition to online data related to hobbies and interests, it can link purchasing data, postal code data and other offline data and with a patented technology, can conduct cross estimations over smartphone applications and browsers. Because of its wealth of high-quality data that can be flexibly customized for analysis and delivery to create a wide variety of segments, it is frequently used to develop new ad products. <https://solutions.dac.co.jp/audienceone>

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**<Yoshidumi Holdings> <https://www.yoshidumi.co.jp/>**

Representative : Ayatoshi Yoshidumi, President & CEO  
Head Office : 2-6-2, Otemachi, Chiyoda-ku, Tokyo  
Established : October 2018  
Business : Management of the group company and related operations, proposal of business strategies

**<Cloud Ace, Inc.> <https://www.cloud-ace.jp/>**

A Google Cloud managed service provider with a wealth of experience in Google Cloud Platform implementation, operating support and systems development.

Representative : Makoto Aoki, President  
Head Office : 2-6-2, Otemachi, Chiyoda-ku, Tokyo  
Established : November 2016

**<Corporate Information>**

**■ D.A.C Consortium Inc. <https://www.dac.co.jp/english/>**

D.A.C 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。