

## **News Release**

D.A.Consortium Inc.

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

**Tokyo, January 7, 2021** --- D.A.Consortium Inc. (DAC) is proud to announce that it has been awarded Premier Partner 2020 by Baidu Japan, the Japanese subsidiary of Baidu, China’s largest search engine. At the same time, two members of DAC’s Global Business Group, Toshiko Ito of the Global Media Department and Han Mei of the Global Sales Department 1, have 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 2020, six companies among Baidu’s selected key agencies (\*1) were presented this award. This is the sixth time for DAC as a group to win this award in recognition of its ability to manage Baidu ad solutions, for its webinars, events, and other proactive initiatives to raise awareness of Baidu products, and for its contributions to expand into new industries, such as finance and real estate.

Created last year, the Special Individual Award was conferred upon one DAC individual last year and two DAC individuals this year. This award reflects Baidu’s appreciation for the ability to organize and hold events in a difficult pandemic environment, to make a diverse range of proposals, and in-depth knowledge and understanding of Baidu’s 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 formed strategic digital marketing partnerships (\*2) with several major Chinese companies to respond to both Chinese inbound and outbound ad placement needs.

DAC is also working with Baidu on the operation of baifenbai (\*3), a cross-border EC service for the Chinese market created in August 2019. DAC provides comprehensive support to Japanese companies targeting the Chinese market on baifenbai, from promotion planning and product site development to ad management. DAC uses Baidu’s big data, media and marketing tools for promotion.

In addition, DAC has created the [DAC Cross Border Marketing Site](#) to support the overseas digital marketing efforts of companies and local governments. The site provides information about Baidu and more than 300 other foreign media that DAC works with, as well as the latest overseas digital marketing trends.

DAC will continue to collaborate with DAC Beijing to offer 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](https://www.dac.co.jp/english/press/2018/20180905_baidu)
- (\*2) 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](https://www.dac.co.jp/english/press/2018/20180418_tencent)  
News release of July 8, 2019: DAC and iClick Interactive Asia, China’s largest independent data marketing solutions company, form an exclusive strategic technological development partnership  
[https://www.dac.co.jp/index.php/press/2019/20190708\\_iclick](https://www.dac.co.jp/index.php/press/2019/20190708_iclick) (Japanese)
- (\*3) News release of October 22, 2020: DAC offers an EC solution for baifenbai, Baidu Japan’s cross-border EC site [https://www.dac.co.jp/english/press/2020/20201022\\_baifenbai](https://www.dac.co.jp/english/press/2020/20201022_baifenbai)

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### <Baidu Japan Inc.>

Baidu Japan is the Japanese subsidiary of Baidu, Inc. (headquarters: Beijing, China; chairman and CEO: Robin Li), 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 44 million downloads (as of November 2020). 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/>

Since its establishment in 1996 during the early days of online advertising, DAC is leading the industry in market formation and growth as it steadily expands its operations with the digital transformation of information and lifestyles.

Currently, DAC operates advertising and marketing businesses centered on digital technology both in Japan and overseas. The company provides comprehensive support, from consulting and planning to ad space purchasing, selling, management and results analysis. With a firm understanding of the characteristics of different media, DAC also produces creative, develops and provides solutions that bridge its wealth of data with advanced technologies, and supports global promotional initiatives.

With the mission, “**Empowering the digital future,**” DAC will continue to be at the forefront in



creating new forms of advertising and marketing and providing new value to society.

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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。