

News Release

D.A.Consortium Inc.

Washington Post's Arc Publishing rebrands as Arc XP

~offered by DAC to Japanese companies to promote DX~

Tokyo, June 3, 2021 – D.A.Consortium Inc. (DAC) is pleased to announce that Arc Publishing, a core business management solution service developed by WP Company LLC (aka, the Washington Post; hereinafter, WP) has been rebranded as Arc XP to better reflect its ability to support digital transformation (DX) of its client companies. As an exclusive WP partner, DAC introduced and has been offering this solution to the Japanese market since February 2019.* It will now begin providing Arc XP, a comprehensive platform that manages content, e-commerce and digital experiences, to a wider range of companies pursuing DX.



Arc Publishing is a SaaS core operations management solution developed for Washington Post, a major US newspaper, to comprehensively manage all aspects of a newspaper's operations on the cloud, from developing articles and managing photos to editing, proofreading and other production processes. It also handles video content and live feeds sent by on-site reporters. The solution is currently being utilized by more than 1,500 sites in 24 countries worldwide and has significantly contributed to the DX of the publishing industry.

With the rapid DX of telework and companies, there is an urgent need to create underlying systems to support it not only for media companies but others, as well. With this in mind, WP decided to build upon Arc XP's current functions and strengths and rebrand it as a comprehensive platform that manages digital assets of all companies, regardless of industry or business type.

Currently, Arc XP has a monthly global reach of more than 1.5 billion people. It can be seamlessly linked with Salesforce, Splunk and numerous other technology partner companies. In addition, Arc XP offers an advanced technical environment with flexible access to more than 100 Amazon Web Services (AWS) products.

British Petroleum (a major UK oil and gas-related company) was one of the first to adopt Arc XP, which it uses to communicate with its more than 80,000 employees worldwide. Previously, the company had problems with its distribution of newsletters, mail and other content. The process was cumbersome to manage and frequently, information was not conveyed to the appropriate party at the appropriate timing. However, with Arc XP, British Petroleum has been able to advance its DX and more effectively and efficiently manage and distribute content.

In this manner, Arc XP is able to help maximize a company's human and management resources and continuously improve business operational processes and performance. With AI, machine learning and other technologies, Arc XP can cross-manage multiple

sites and applications to offer a number of different functions that increase the profitability of subscriptions and advertising. Because it is a SaaS service, companies always have access to the latest updated version, minimizing the burden and costs associated with system management.

DAC will continue to work with WP as a partner to promote the implementation of Arc XP in Japanese companies by enhancing Japanese-language technical and other forms of support. In addition, DAC is committed to supporting the growth and operational improvements of all our client companies that are promoting DX to improve productivity and profitability.

(*) News release of February 13, 2019 : DAC and The Washington Post partner to make Arc Publishing available in Japan
https://www.dac.co.jp/english/press/2019/20190213_arcpublishing

#####

<The Washington Post (WP Company LLC)> <https://www.washingtonpost.com/>

Representative : Fredrick Ryan(CEO)
Head Office : 1301 K Street, N.W., Washington, D.C. 20071, USA
Established : 1877
Business : Newspaper publishing, Online media operation

<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.

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。