

News Release

D.A.Consortium Inc.

DAC and the U.S. company MediaMath collaborate on the next generation of advertising solutions for Japan

Tokyo, June 23, 2021 ---D.A.Consortium Inc. (DAC) will work together with MediaMath, the global leader in programmatic ad technology, to establish a new company in Japan.

In recent years, there is an urgent need for programmatic advertising to respond to next-generation demands through the development of optimal services that comply with global standards, the promotion of common IDs and other initiatives. Against this backdrop, MediaMath, which leads the global programmatic advertising market, and DAC, a digital marketing company with online advertising and ad technology businesses in Japan and APAC countries, have agreed to develop a service infrastructure in Japan and collaborate further through the new company.

The new company, MediaMath Japan KK, will leverage the strengths of both DAC and MediaMath to introduce the latest technologies, such as Connected TV (CTV) and Digital Outdoor Advertising (DOOH), in Japan. In addition, the company will provide safe and secure advertising services to consumers and advertisers by improving the transparency of programmatic advertising, by strengthening privacy regulations and by popularizing and expanding a global, cookie-less standard in Japan.

■ About MediaMath Japan KK

Representative : Naoki Toyofuku
Head Office : 3-2-6, Kasumigaseki, Chiyoda-ku, Tokyo
Established : June 2021
Business : Programmatic advertising operations

(*) MediaMath and DAC's programmatic ad initiatives

-MediaMath provides the programmatic advertising delivery platform "Terminal One Marketing Operating System," (T1) which includes DSP and DMP, to brands, listed companies and advertising companies in a wide range of industries. T1 features high transparency and controllability, and the data accumulated in daily operations can be visualized in an easy-to-understand manner on the dashboard, allowing operators to execute fully customized campaigns.

-DAC and Platform One Inc. (P1), a programmatic advertising company established in 2011, developed YieldOne®, one of Japan's largest supply side platforms (SSP), and MarketOne®, a clean and brand-safe DSP. With top-level ad technology development capability in Japan, DAC is dedicated to strengthening brand safety against ad fraud and has strived to not only maximize ad performance but also protect the brand image with private marketplace (PMP)

solutions. In addition, with the integration of AudienceOne®, the largest DMP in Japan, DAC is able to utilize its wealth of data and unique algorithms to drive improved ad delivery and increased media revenues for media companies.

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<About MediaMath> <https://www.mediamath.com/jp>

MediaMath helps the world's top brands deliver personalized digital advertising across all connected touchpoints. Over 9,500 marketers in 42 countries use our enterprise software every day to launch, analyze, and optimize their digital advertising campaigns across display, native, mobile, video, audio, digital out of home, and advanced TV formats. Founded in 2007 as a pioneer in "programmatic" advertising, MediaMath is recognized as a Leader in the Gartner 2020 Magic Quadrant for Ad Tech and has won Best Account Support by a Technology Company for two years in a row in the AdExchanger Awards.

MediaMath initiated an industry-wide effort to create a 100% accountable, addressable and aligned supply chain through SOURCE ecosystem. SOURCE by MediaMath is a technical and commercial framework for agencies, brands, tech companies, and content owners designed to provide long-term sustainable solutions for a clean digital media supply chain with brand-safe, viewable inventory. MediaMath has offices in 15 cities worldwide and is headquartered in New York City. To learn more about how MediaMath helps innovative marketers delight their customers and drive real business outcomes, follow us at @mediamath or visit www.mediamath.com.

<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

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Empowering the digital future

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