

News Release

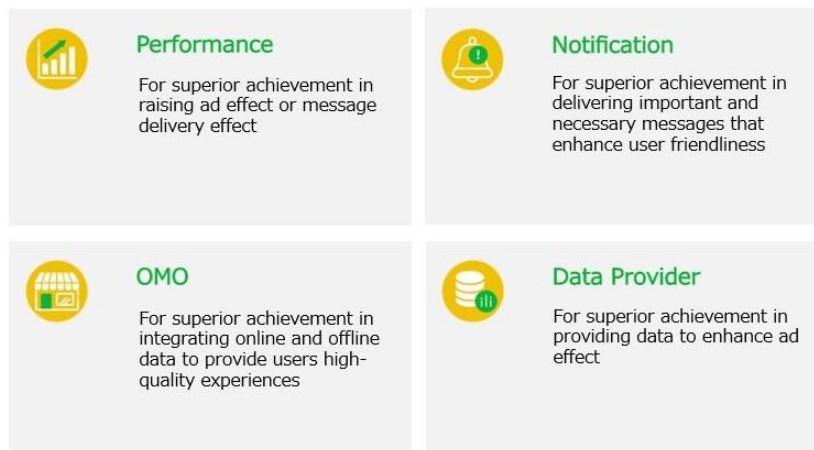
D.A.Consortium Inc.

DAC wins OMO and Notification certification badges as a Technology Partner under the LINE Biz Partner Program

~Including previously awarded badges, the most for any one company with three badges and the highest for a group with four badges~

Tokyo, April 5, 2022 -- D.A.Consortium Inc. (DAC) is pleased to announce that it has been awarded OMO and Notification certification badges 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. In addition to these certification badges, DAC was previously awarded a Data Provider certification badge and DAC's consolidated subsidiary Torchlight Inc. (*1) earned a Performance certification badge. As a result, DAC has three certification badges as a company and four certification badges as a group, the most for any one company or group.

<Four certification badges earned by the DAC group>



■ LINE Biz Partner Program

The LINE Biz Partner Program certifies and awards ad agencies and service developers in each partner category – Sales Partner, Technology Partner, and Planning Partner. LINE implemented this program to actively promote sales of and functional additions and enhancements to the various corporate services it offers. Certification is conferred on three types of Sales Partners (Sales Partner, SMB Sales Partner, and Best Cross Award), three different categories of Technology Partners (Communications, Advertising and Marketing Promotion/OMO) and Planning Partners.

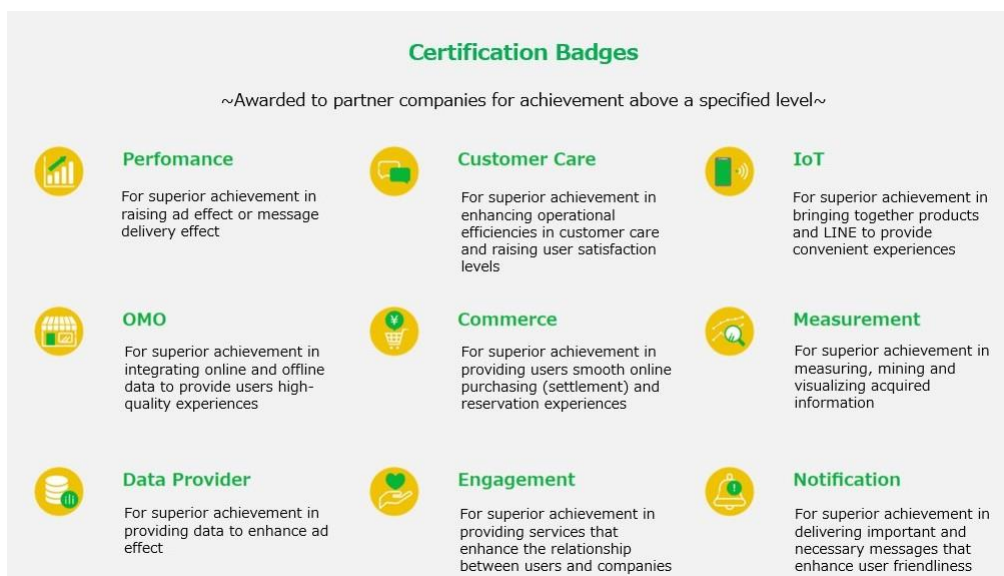
■ About Technology Partners

Technology Partners are companies that provide technical support for individual and corporate LINE Official Account services, LINE Ads programmatic ads, the in-store sales promotion solution LINE de Boshu, and other ad products and API-related services. For LINE API-related services, certification is based on achievements in development and implementation. In the area of solutions, certification badges are given to partners that have reached a certain level of achievement in each solutions category.

Ever since LINE introduced corporate services in 2012, DAC has promoted one-to-one communication between users and companies that utilize LINE through DialogOne®(*2), which it developed and provides. In addition, with the DMP AudienceOne®(*3), DAC is collaborating with numerous companies to support client companies' data-driven marketing activities by enhancing the quality, volume, and variety of offline and online integrated data. In recognition of these ongoing efforts and achievements, DAC was awarded certification this term as a Technology Partner in the Communications Category and Advertising Category.

DAC and the DAC Group will continue to work in close partnership with LINE and support client companies' marketing activities by providing various solutions.

<Technology Partner certification badges>



(*1) News release of March 12, 2020 : DAC Group wins five certification badges as a Technology Partner under the LINE Biz Partner Program ~for Performance, OMO, Data Provider, Engagement and Notification~

https://www.dac.co.jp/english/press/2020/20200312_linetechbadge

(*2) DialogOne® is a messaging management solution for communication platforms such as LINE. By bridging customer data owned by companies and governments with social media account data, this solution enables high-precision utilization of LINE. With a wealth of implementation experience, a comprehensive range of functions, and advanced technical expertise, DAC provides organizations comprehensive and customized CRM support.

<https://solutions.dac.co.jp/dialogone> (Japanese)

(*3) Developed and provided by DAC, AudienceOne® is one of Japan's largest data management platforms (DMP) with over 100 million mobile ad IDs and a huge volume of data, which is analyzed to generate and provide high-precision third-party data. It links, integrates, and analyzes both offline and online purchase history and location data with CRM, ad delivery results, panel research results and a variety of other data to aid in visualization. Using a patented technology, it also features a cross-channel function. With this wealth of linked channels, AudienceOne® offers a full-funnel, high-precision marketing environment with a wide range of measurements, from new customer acquisition to LTV improvements among existing customers. <https://solutions.dac.co.jp/audienceone> (Japanese)

<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 : Yuzo Tanaka, President, CEO & CCO (Chief Compliance Officer)
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。