

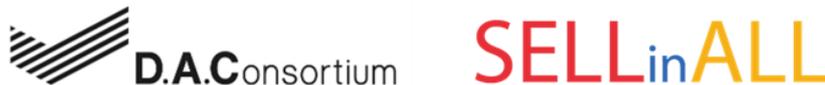
## **News Release**

D.A. Consortium Inc.

# **DAC forms a strategic alliance with a major Southeast Asian EC enabler to enhance EC marketing services**

**~Joint development of an integrated dashboard~**

**Tokyo, May 11, 2022** – D.A. Consortium Inc. (DAC) is pleased to announce that it has formed a business tie-up with SELLinALL, a Singapore-based e-commerce (EC) enabler that operates throughout Southeast Asia. With this strategic partnership, the two companies aim to enhance their EC marketing services for the Southeast Asian market.



The Southeast Asian EC market is expanding significantly and with the added impact of COVID-19, EC retail GMV (gross merchandise volume) rose rapidly in 2020 and has since registered double-digit growth. By 2025, the market is forecasted to be US\$234 billion(\*1). SELLinALL, which was established in Singapore in 2015, is an EC enabler highly regarded for its ability to develop EC integrated management platforms and EC marketplace operational support services, which it provides in Southeast Asia to such companies as Amazon, eBay, Lazada, Shopee and many others. Currently, SELLinALL has operations and provides services in Thailand, Indonesia, Malaysia, Vietnam, and the Philippines. DAC established DAC Asia in Singapore in 2012 and has steadily expanded its operations in Southeast Asia. To further enhance its EC marketing services, DAC has decided to form a strategic business alliance with SELLinALL.

With this alliance, both companies will harness their respective strengths – DAC’s digital marketing knowledge and experience and SELLinALL’s EC operational support services and systems development capabilities – to provide comprehensive, one-stop EC marketing solutions.

### **■ Main services provided**

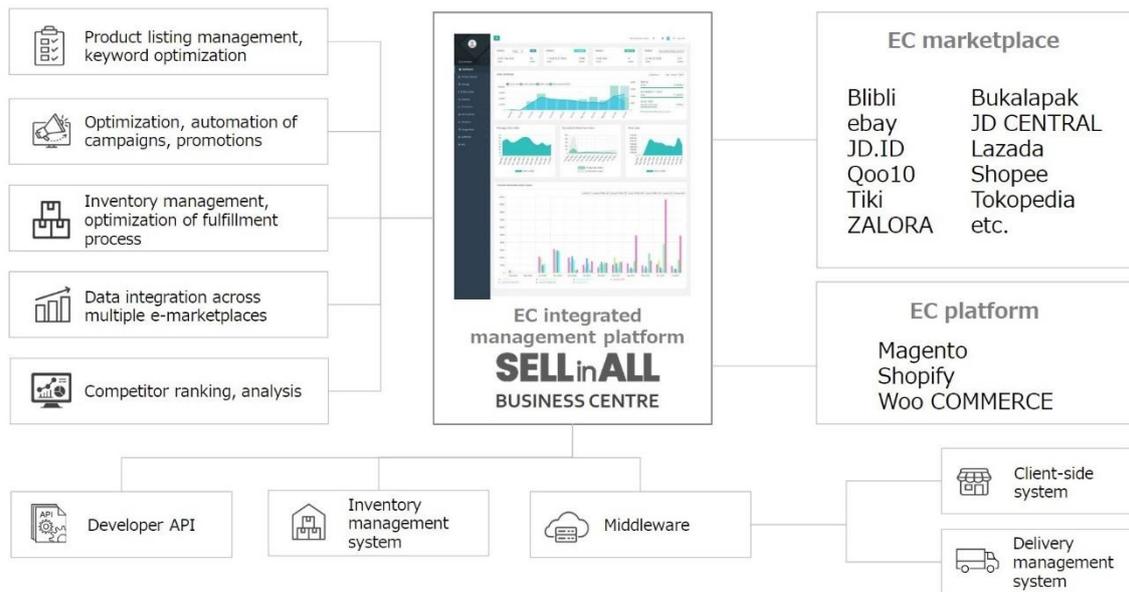
#### **① EC marketing consulting + execution**

- Utilization of Business Centre, SELLinALL’s EC integrated management platform
  - ⇒ A service that efficiently manages and operates online stores across multiple EC marketplaces and its own EC site.
- Comprehensive promotion (strategy proposals and implementation) that incorporates DAC’s EC digital marketing services
  - ⇒ One-stop support, from ad planning and ad delivery to EC site operational services

#### **【About Business Centre】**

Main functions: Order management, product list creation/optimization, inventory/warehouse control, ad/campaign management within the marketplace, integrated payment, etc.

Business partners: API connected with 43 EC marketplaces and platforms in 13 countries (Bibli, Bukalapak, eBay, JD, Lazada, Qoo10, Shopee, Tiki, Tokopedia, Zalora, Shopify, Magento, Woo Commerce, etc.)



### ② **EC x marketing data integrated dashboard**

- Bridges various types of marketing data, such as ad effect data, with EC purchase data
  - ⇒ An integrated dashboard that analyzes data using several different angles, including DAC's proprietary analytical methods
- Visualization of EC-specific analyses(\*2)
  - ⇒ Multifaceted support of client EC marketing decision making by combining information on daily changes in sales and ad effect

### ③ **EC marketplace competitor analytical services**

- Analytical information on competitors based on the tracking of sales trends of competitor brands within the EC marketplace, market share, hit product rankings for each product category and other information
  - ⇒ Contributing to the formulation of sales strategies that take into account competitor trends
  - With graphs and diagrams displayed on the screen according to the products and stores selected to enable comparisons, this also contributes to the reduction of hours needed to create reports

#### ■ **Comment from Vikraman Ilango of SELLinALL**

By bringing together DAC's digital marketing expertise with SELLinALL's EC services, I am confident that we can provide the perfect solutions to create sales demand. This collaboration is one element of our vision to work with our brand and business partners to increase EC sales and scale up their businesses. Starting with Southeast Asia, we have our sights on the entire world. We look forward to working with DAC in our mutual pursuit of this vision.

DAC will continue to work with SELLinALL to develop services and solutions in the cross-border EC marketing field and support our client companies' overseas market digital marketing initiatives.

(\* 1) e-ConomySEA 2021 : [https://services.google.com/fh/files/misc/e\\_conomy\\_sea\\_2021\\_report.pdf](https://services.google.com/fh/files/misc/e_conomy_sea_2021_report.pdf)

(\* 2) RFM analysis, co-occurrence analysis, new customer/repeat customer analysis, competitor analysis, inventory analysis, and others.

**<About SELLinALL> <https://www.sellinall.com/>**

SELLinALL is an EC enabler founded in 2015 by CEO Vikraman Ilango. Based in Singapore, the company has operations throughout Southeast Asia. With its EC integrated management platform that showcases its development capabilities and EC marketplace/EC site operation support services tailored to each country's situation, the company supports its client companies' EC marketing initiatives.

Representative: Vikraman Ilango  
Headquarters location: Singapore  
Establishment: October 2015  
Business description: EC integrated management platform businesses, EC marketplace/EC site management support services

**<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](#)

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**Empowering the digital future**

デジタルの未来に、もっと力を。