

News Release

D.A.Consortium Inc.

Torchlight Inc.

DAC and Torchlight launch a Meta-certified Facebook·Instagram training program

**~Supporting development of digital skills for small- and mid-sized
companies in multiple languages ~**

Tokyo, May 25, 2022 – D.A.Consortium Inc. (DAC) and Torchlight Inc. (Torchlight) are pleased to announce that 17 employees have acquired Lead Trainer status in the Meta Blueprint Trainer Network program offered by Meta Platforms Inc. (Meta). The Trainer Network program was created to support Meta Certified trainers to help people and businesses in their communities. With this, DAC and Torchlight will begin offering training programs to small- and mid-sized companies that conduct marketing in Japan or overseas. These programs will impart knowledge of solutions and a comprehensive range of digital marketing skills, from ad and account management to shopping, creative planning and other, to effectively utilize Facebook and Instagram.

■ Meta Blueprint Trainer Network

The Trainer Network is a global program for Meta(*1) certified individuals who wish to provide digital marketing training to people and companies in their communities. With this program, Meta-certified Lead Trainers are given access to the official training materials library that covers Facebook, Instagram, Messenger, and WhatsApp digital marketing skills. In addition, they can exchange information and opinions with other trainer groups around the world to effectively support community members and businesses.

(Official website: <https://www.facebook.com/business/learn/trainer-network>)



Training Program for Certified Lead Trainers

- ✓ Regular Meta Blueprint course training seminars
- ✓ DAC/Torchlight ad operation service
- ✓ Solution service and knowledge outside of ad operation

Facebook/Instagram is an ideal platform for companies to utilize their official accounts to manage ads and their shop, content delivery and other forms of full-funnel marketing, from branding to conversion. Small- and mid-sized companies, in particular, are using the platform as a tool to acquire new customers and conduct customer relations. With its use spreading even among employees not directly involved in digital marketing, the need for educating and nurturing employees in digital technology is growing.

Since 2020, DAC and Torchlight have been supporting skill development of digital marketing employees with training programs specializing in programmatic ads. Both companies use Meta Blueprint, Meta's official educational program, for skill development and are actively nurturing digital literacy among its employees, such as by encouraging Meta certification(*2). As a result, both companies now have 17 members with Lead Trainer certification. These certified members comprise of employees who are able to manage advertising campaigns, support official account managements, provide in-

house training, communicate multi languages.

■ Service outline

DAC and Torchlight will offer a unique curriculum that combines Meta Trainer Network's educational content with on-the-job training programs. In addition, the two companies will work with other companies, government bodies and support organizations to provide individualized programs tailored to the target audience.

<Program example>

How to utilize Meta platform for your marketing/Meta trainer supervised:

- Introduction of Meta platform
- Ad operation service, ad operation tool, "Sherpa"
- Creative service, "Quick Video"
- Data feed support tool "seil Powered by Sherpa," indispensable for Instagram shopping
- Training programs in English, Chinese, Thai, Indonesian, etc.

The first online training program is scheduled to begin on June, 15, 2022.

■ "Creative Best Practices for Small- to Mid-Sized Businesses" conducted by Meta-certified Lead Trainers.

Date and time: June 15, 2022, 13:00~14:00

To apply: <https://solutions.dac.co.jp/seminar/blueprint-seminar-0615>

Language of instruction: Japanese

The course is targeted to individuals who are:

- Involved in or considering official account management
- Facing issues regarding employee digital education
- Digital marketing beginners
- Involved in social media content creation

DAC and Torchlight will continue to actively utilize Meta's Training Network program and promote the digital transformation of our client companies by developing digital skills and providing solutions necessary for digital marketing.

(*1) About Meta Blueprint, Meta's official educational program

<https://www.facebook.com/business/learn>

(*2) About Meta's authorized certification program

<https://www.facebook.com/business/learn/certification>

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<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

■ **Torchlight Inc.**

<http://www.torchlight.co.jp/>

Representative : Satoshi Kumada, Representative Director and President
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Established : October 2008
Business : Ad Solution business, Account Solution business,
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Empowering the digital future

デジタルの未来に、もっと力を。