

News Release

D.A.Consortium Inc.

DAC and Presco introduce a cross-border EC solution for the Taiwan market

Tokyo, June 28, 2022 --- D.A.Consortium Inc. (DAC) is pleased to announce that its consolidated subsidiary D.A.Consortium Taiwan (DAC Taiwan) will work with Presco Netmarketing, Inc. (Presco), a member of Uni-President Enterprises Corporation (Uni-President), to jointly introduce a cross-border EC solution for Japanese companies wishing to operate in the Taiwan market.

■ Background

With the impact of restricted overseas travel due to the COVID pandemic, the cross-border EC market has expanded rapidly. In Taiwan, there is a particularly strong demand for Japanese products. The 2021 EC market growth rate was 125% compared to the previous year and is continuing to maintain this high rate(*1), drawing the interest of many companies.

DAC provides digital advertising, marketing and solutions services globally, with an emphasis on the Asian region. In Taiwan, DAC Taiwan supports both local and Japanese-affiliated client companies with comprehensive promotional support, from consulting and media planning to advertising media purchasing, operating and analysis.

Presco is a subsidiary of Uni-President, a major food conglomerate that operates 7-Eleven in Taiwan. With strengths in order management, distribution fulfillment and EC marketing consulting, Presco is a comprehensive EC management company that provides a wide variety of services for Uni-President group and other companies.

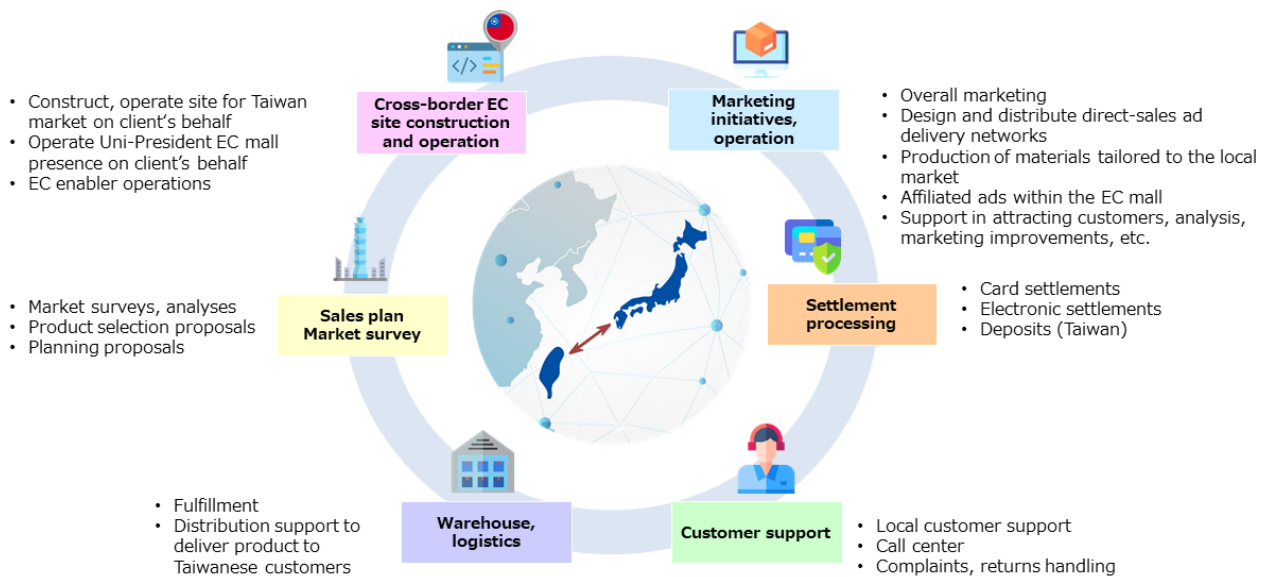
This collaboration will bring together DAC and DAC Taiwan's knowledge and experience in digital marketing with Presco's comprehensive EC management skills to provide cross-border EC solutions to Japanese-affiliated companies who wish to enter the Taiwan market.

■ Service characteristics

(1) One-stop solution services, from sales plan proposals and EC site construction/operation to trade logistics, marketing and customer support for Japanese companies wishing to sell products in the Taiwan market

- Market survey analysis and sales plan proposals using Presco's Taiwan EC-related data
- Taiwan cross-border EC site construction and operation, management of EC malls aimed at Taiwanese consumers
- Order management, inventory management, delivery and distribution fulfillment
- Marketing strategy proposals, ad campaign design and management, ad operation
- Linked with major settlement systems in the Taiwan market
- Call centers, high-quality customer support

Solutions Diagram



(2) Compatible with both the Japan inventory model of EC sales and the Taiwan inventory model of import sales

- **Japan inventory model**

A cross-border EC model where products are stored in warehouses in Japan and sent directly to the consumer in Taiwan upon receipt of the order. In addition to the company's own site, products can be sold on Presco-operated EC malls (7-Eleven, Cosmed, etc.). While up until now, Presco-operated EC malls only listed products that were already imported into Taiwan, with this collaboration, Presco will list and sell products that are directly sent from Japan. In addition, products listed on 7-Eleven pamphlets can be pre-ordered.

- **Taiwan inventory model**

Total support to enter the Taiwan market, including import application registration needed when exporting products to Taiwan, customs, management of major EC malls (momo, shopee, PChome, etc.) on the client's behalf and distribution fulfillment. By linking with Uni-President's API, we have access to Taiwan's largest distribution network and settlement systems and can also enable receipt of packages at all 7-Eleven stores in Taiwan.

DAC will continue to develop EC marketing services and solutions for Japanese companies wishing to expand overseas to support our client companies' global digital marketing activities.

(*1) Press release by the Ministry of Economic Affairs, Republic of China:

<https://www.moea.gov.tw/Mns/populace/home/Home.aspx>

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PRESCO®

<Presco> <https://www.presco.ws/english/>

Presco was established in 2000 as a wholly owned subsidiary of Uni-President Enterprises Corporation (Taiwan Stock Exchange 1216). With operations in Taiwan, it is involved in EC-related businesses, such as distribution fulfillment, settlement systems, EC mall site operations and other EC-marketing-related services. Group-affiliated companies in the retail industry include convenience stores (7-Eleven Taiwan), department stores (Uni-President Department Store), Starbucks and Cosmed; in the distribution industry, Yamato TA-Q-Bin (President Transnet Corporation); and in the EC industry, online malls such as Books.com.tw, 7-11.com.tw and Pickup.com.tw.

Company name : Presco Netmarketing, Inc.
Head Office : Taipei, Taiwan
Established : 2000
Business : eCommerce, eService, eMarketing, etc.

<Corporate Information>

■ **D.A. Consortium Inc.** <https://www.dac.co.jp/english/>

Established in 1996 during the early days of online advertising, DAC has led the formation and growth of the digital marketing industry by steadily expanding its operations with the increased digitalization of information and lifestyles.

Utilizing a wealth of knowledge and experience in digital advertising, advanced technological development skills, and strong relationships media companies, platformers and other technology partners, DAC provides global and comprehensive digital marketing services, such as supporting company data utilization, designing promotional initiatives, and developing and constructing marketing systems.

Guided by the mission, "**Empowering the digital future**," DAC will continue to be a leader in creating new forms of digital ads and marketing that provide new value to society.

Representative : Yuzo Tanaka,
President, Executive Officer, 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

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Empowering the digital future

デジタルの未来に、もっと力を。