

## **News Release**

D.A.Consortium Inc.

### **DAC establishes a new digital ad company in Vietnam**

**Tokyo, August 1, 2022** --- D.A.Consortium Inc. (DAC) is pleased to announce it has established I-DAC VIETNAM (I-DAC VN) to enhance its business operations in Vietnam.



Vietnam has a population of approximately 98 million, of which over 60 percent are 40 years or younger. Its smartphone penetration rate is higher than Japan's and digitalization is expanding rapidly. With an annual projected growth rate of 16~34 percent(\*1), Vietnam is considered one of the most promising markets worldwide.

Ever since establishing DAC Asia Pte. Ltd. (DAC Asia) in Singapore in 2012, DAC has been steadily expanding its digital advertising operations in Southeast Asia. In Vietnam, DAC has already set up R&D operations with DAC Data Technology Vietnam Joint Stock Company(\*2) in Da Nang and Hanoi.

To newly establish I-DAC VN, DAC acquired MicroAd Vietnam Joint Stock Company (MAV), a subsidiary of MicroAd, Inc., and took on the customers and employees of Digital Marketing Vietnam Corporation (DMV), a subsidiary of IREP Co., Ltd., a DAC group company. With offices in Ho Chi Minh and Hanoi I-DAC VN will strive to expand its operations as a comprehensive digital marketing services company.

#### **■ I-DAC VIETNAM**

Representative: Ayumu Nitta  
Offices: Ho Chi Minh, Hanoi (Vietnam)  
Establishment: July 2022  
Business description: Digital advertising operations

Ayumu Nitta, CEO of I-DAC Vietnam, commented on the establishment of the new company as follows: "I-DAC Vietnam brings together MAV's experience in building comprehensive campaigns with DMV's expertise in high-performance programmatic ad management. This enables us to provide high-quality, one-stop services that span from campaign strategy planning to implementation. In addition, harnessing DAC's strong partnerships with global platformers, we can offer our customers in Vietnam advanced data marketing services that utilize data clean rooms and bridge first-party data and platformer data. With the combined strengths of MAV, DMV and DAC, I-DAC VN is committed to leading the development and transformation of the digital advertising market in Vietnam."

DAC and I-DAC VN will continue to work together to contribute to resolving companies' digital marketing issues in the rapidly growing Vietnam market.

### <Ayumu Nitta Profile>

With more than 20 years of experience as a media planner at IPG/InitiativeMedia and WPP/GroupM, Nitta joined Hakuhodo DY Media Partners in 2013. As a media planning team leader managing such product categories as consumer goods, cosmetics, beverages, food and automobiles, he was engaged in the development of DAC's data marketing platform. In 2019, he was made in charge of group company DAC's global business operations. With the establishment of I-DAC VN, Nitta's new mission is to accelerate DAC's and Hakuhodo DY Group's growth in the Vietnam market.

(\* 1) Vietnam Digital Marketing Trends 2021 (<http://www.digitalreport.vn>)

(\* 2) News release of October 5, 2021 : DAC integrates its development operations in Vietnam

[https://www.dac.co.jp/english/press/2021/20211005\\_vietnam](https://www.dac.co.jp/english/press/2021/20211005_vietnam)

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### <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

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。