

## News Release

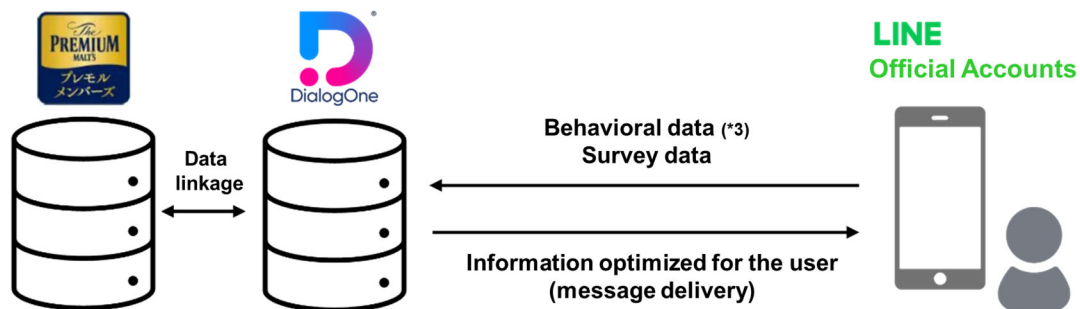
D.A.Consortium Inc.

# DAC wins Engagement certification badge as a Technology Partner under the LINE Biz Partner Program

~In recognition for its work with Suntory, DAC now has the highest number of LINE certification badges in Japan~

**Tokyo, October 18, 2022** -- D.A.Consortium Inc. (DAC) is pleased to announce that it has been awarded the Engagement certification badge 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. This certification badge was given to DAC for its LINE initiatives for Suntory Premium Malts Members(\*1). As a result, DAC has four certification badges as a company and five certification badges as a group, the highest number of certification badges for any one company or group(\*2).

### <Premium Malts Members LINE initiatives schematic diagram>

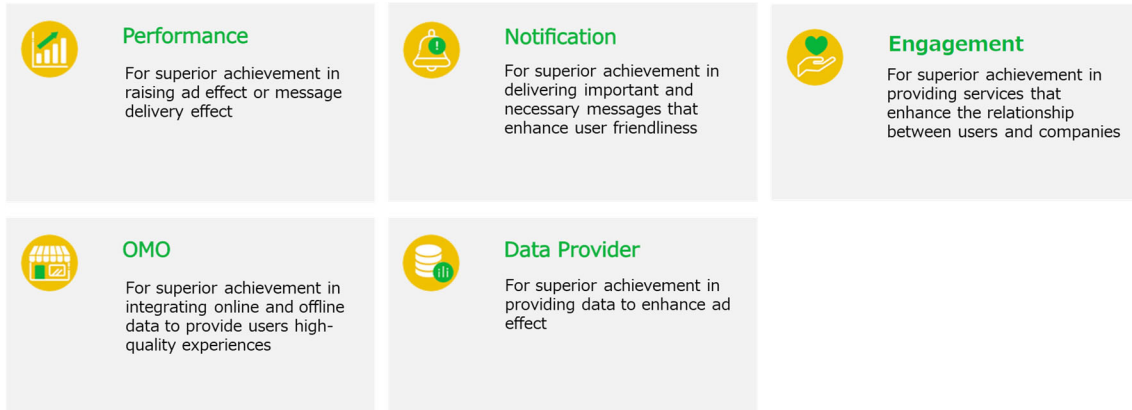


Ever since LINE introduced corporate services in 2012, DAC has promoted one-to-one communication between users and companies that utilize LINE through DialogOne<sup>®</sup>(\*4), which it developed and provides. In addition, with the DMP AudienceOne<sup>®</sup>(\*5), DAC is collaborating with numerous 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. In July, DAC was also certified as a partner under the Govtech Partner Program<sup>®</sup>(\*6), which LINE newly established to recognize partner companies that provide national and local governments technical support in utilizing LINE Official Accounts.

Suntory implemented DAC's DialogOne<sup>®</sup> with the February 2022 launch of its Premium Malts Members marketing initiatives. DAC supports Suntory in LINE marketing activities aimed to connect with users at a variety of touch points, such as retail stores, restaurants, real events and online content. In addition to providing engaging experiences related to beer and the fun of collecting points over LINE, DAC supports the planning and execution of other LINE marketing programs that resonate with users. In

recognition of these efforts, DAC's DialogOne® was awarded an Engagement certification badge.

### <DAC Group's LINE Certification Badges>



DAC and the DAC Group will continue to work in close partnership with LINE to provide a variety of solutions that support client companies' marketing activities.

- (\*1) Premium Malts LINE Official Account, "Premium Malts Members"  
<https://www.suntory.co.jp/beer/thepremiummalts/members/>
- (\*2) News release of April 5, 2022 : 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 ~  
[https://www.dac.co.jp/english/press/2022/20220405\\_linetechbadge](https://www.dac.co.jp/english/press/2022/20220405_linetechbadge)
- (\*3) Only includes information with user consent.
- (\*4) 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)
- (\*5) 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)
- (※6) News release of July 27, 2022 : DAC certified as a LINE Govtech Partner for supporting governments that utilize LINE Official Accounts  
[https://www.dac.co.jp/english/press/2022/20220727\\_govtechpartner](https://www.dac.co.jp/english/press/2022/20220727_govtechpartner)

#### ■ LINE Biz Partner Program

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, Local Sales Partner, and Best LINE Mini App) as well as Technology Partners and Planning Partners.

\* Certification is conferred on Sales Partners (Sales Partner, Local Sales Partner, and Best LINE Mini App Award) as well as Technology Partners and Planning Partners.

\* In 2022, Technology Partners and Planning Partners were not included in the 2022 Partner Awards.

### ■ 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, such as LINE Mini App, a platform that enables companies to provide their own services over LINE.

Certification is based on the ability to share specifications of tools that are linked with LINE, the skills and resources to respond to changes in LINE specifications, and the capacity to maintain requested technical specifications. Certification badges are given to partners who are above a certain level of achievement.

#### <Technology Partner certification badges>

### Certification Badges

~Awarded to partner companies for achievement above a specified level~

 <p><b>Performance</b></p> <p>For superior achievement in raising ad effect or message delivery effect</p>	 <p><b>Customer Care</b></p> <p>For superior achievement in enhancing operational efficiencies in customer care and raising user satisfaction levels</p>	 <p><b>IoT</b></p> <p>For superior achievement in bringing together products and LINE to provide convenient experiences</p>
 <p><b>OMO</b></p> <p>For superior achievement in integrating online and offline data to provide users high-quality experiences</p>	 <p><b>Commerce</b></p> <p>For superior achievement in providing users smooth online purchasing (settlement) and reservation experiences</p>	 <p><b>Measurement</b></p> <p>For superior achievement in measuring, mining and visualizing acquired information</p>
 <p><b>Data Provider</b></p> <p>For superior achievement in providing data to enhance ad effect</p>	 <p><b>Engagement</b></p> <p>For superior achievement in providing services that enhance the relationship between users and companies</p>	 <p><b>Notification</b></p> <p>For superior achievement in delivering important and necessary messages that enhance user friendliness</p>

### ■ Govtech Partner Program

The Govtech Partner Program was newly established with the aim to support administrative DX by promoting the development of easy-to-use LINE environments for national and local governments. Under this program, LINE Technology Partners that provide national and local governments technical support in utilizing their LINE Official Accounts and who have fulfilled certain criteria are certified as Govtech Partners.

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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.

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President, Executive Officer, CEO & CCO (Chief Compliance Officer)  
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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。