

News Release

D.A. Consortium Inc.

DAC certified Premier Technology Partner, communications category, under the LINE Biz Partner Program

~The most LINE certification badges in Japan and the 6th time to earn the highest rank~

Tokyo, May 22, 2023 -- D.A. Consortium Inc. (DAC) is pleased to announce that it has been awarded the highest-grade Premier Technology Partner 2023 in the communications category under the LINE Biz Partner Program, which certifies partner companies that develop and sell various corporate services offered by LINE Corporation. Certification badges are awarded to Technology Partners who have fulfilled certain criteria. DAC has four certification badges as a company and five certification badges as a group, the highest for any one company or group in Japan.



■ LINE Biz Partner Program

The LINE Biz Partner Program* certifies and honors advertising agencies and service developers in the Sales Partner and Technology Partner categories with the aim to actively promote sales and the addition/enhancement of functions of LINE's corporate services.

*Certification is conducted in two categories: Sales Partner (Sales Partner, Local Sales Partner, LINE Mini App Sales Partner) and Technology Partner.

*The Planning Partner category, which recognized companies that plan and manage ad products and API-related services for individual and corporate LINE Official Accounts, was abolished this term.

■ Technology Partner

The Technology Partner certification that DAC received recognizes partners that provide companies technical support to implement ad products and API-related services related to individual and corporate LINE Official Accounts, LINE Ads programmatic ads, LINE de Oubo in-store sales promotion solution and LINE Mini App platform for companies to provide their own services on LINE.

Partners are certified based on their ability to share upon request specifications of tools that work with LINE, their skills and resources to respond to changes in LINE specifications and their ability to maintain required technical specifications. Exceptional partners are awarded and certified as Premier or Advanced. In addition, partners who achieve a certain level of performance are also awarded various certification badges.

Ever since LINE introduced ad services in 2012, DAC has worked with advertising agencies to develop solutions that utilize LINE. When LINE began offering LINE Business Connect in 2014, DAC became a certified company under the Business Connect Partner Program and began promoting one-to-one communication between users and

companies that utilize LINE with DialogOne®(*1), which it developed and provides. In addition, under the certified badge program, DAC has been awarded four certification badges as a company and five certification badges as a group, the highest number for any one company or group(*2). In recognition of these achievements, DAC was certified Premier Technology Partner 2023 in the communications category.

DAC will continue to work in close partnership with LINE to provide various solutions that support client company marketing activities.

<DAC Group awards>

[DAC: AudienceOne® (*3) and DialogOne®






- 2023 Premier Technology Partner, LINE Biz Partner Program
- February 2020 Diamond Technology Partner, communications category(*4)
- August 2019 Diamond Technology Partner, LINE Account Connect category(*5)
- February 2019 Diamond Technology Partner and Planning Partner, LINE Account Connect category(*6)
- August 2018 Diamond Sales Partner, LINE Account Connect category, and Data Provider Partner, LINE Ads Platform category(*7)
- February 2018 Diamond, LINE Account Connect category, LINE Biz-Solutions Partner Program(*8)
- October 2017 Data Provider Partner, LINE Ads Platform, Marketing Partner Program(*9)
- February 2017 Platinum Partner, LINE Business Connect Partner Award Program(*10)

[Torchlight Inc.: Sherpa]

- August 2018 Ad Tech Partner, LINE Ads Platform category (*7)
- May 2018 Ad Tech Partner, LINE Ads Platform category(*11)

*In 2021~2022, there was only the Technology Partner certification (there were no rankings of certified companies)

<DAC Group's LINE Certification Badges>

 <p>Performance</p> <p>For superior achievement in raising ad effect or message delivery effect</p>	 <p>Notification</p> <p>For superior achievement in delivering important and necessary messages that enhance user friendliness</p>	 <p>Engagement</p> <p>For superior achievement in providing services that enhance the relationship between users and companies</p>
 <p>OMO</p> <p>For superior achievement in integrating online and offline data to provide users high-quality experiences</p>	 <p>Data Provider</p> <p>For superior achievement in providing data to enhance ad effect</p>	

(*1) 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)

(*2) https://www.dac.co.jp/english/press/2022/20221018_linetechbudge

(*3) 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. <https://solutions.dac.co.jp/audienceone> (Japanese)

- (*4) https://www.dac.co.jp/english/press/2020/20200227_lineaward
- (*5) https://www.dac.co.jp/english/press/2019/20190827_lineaward
- (*6) https://www.dac.co.jp/english/press/2019/20190214_done_award
- (*7) https://www.dac.co.jp/english/press/2018/20180824_award
- (*8) https://www.dac.co.jp/english/press/2018/20180222_award
- (*9) https://www.dac.co.jp/english/press/2017/20171023_aone
- (*10) https://www.dac.co.jp/press/2017/20170223_award (Japanese)
- (*11) https://www.dac.co.jp/english/press/2018/20180508_torchlight

#####

<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,
Representative Director, 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

D.A.Consortium Inc.

Corporate Strategy Group Public Relations / E-mail : ir_inf@dac.co.jp

Empowering the digital future

デジタルの未来に、もっと力を。