

News Release

D.A. Consortium Inc.

DAC certified as EC Support Partner by SME Support, Japan **~Supporting small- and mid-sized companies in their EC efforts** **using Seil Powered by Sherpa~**

Tokyo, August 1, 2023 --- D.A. Consortium Inc. (DAC) is pleased to announce that it has been certified as an EC Support Partner by the Organization for Small & Medium Enterprises and Regional Innovation, Japan (SME Support, Japan)(*1). DAC's EC utilization support efforts are part of an initiative of Hakuodo EC+, a cross-organizational EC project of the Hakuodo DY Group.

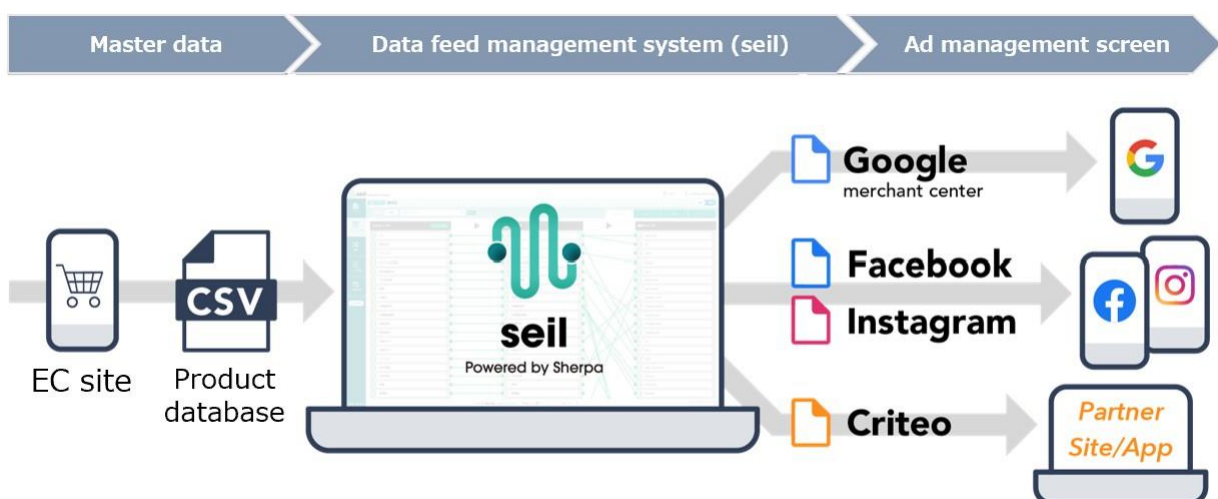
■ EC Support Partner of SME Support, Japan

SME Support, Japan, plays a central role in implementing Japan's national policies related to small- and medium-sized enterprises (SME). One of its efforts is the operation of a portal site called Ebiz(*2), which offers information and advice on ways to use EC in a rapidly growing EC market.

Through the commerce DX organization, Cross Commerce Studio, DAC offers comprehensive consulting services, production support and solution tools for advanced initiatives to help companies in their EC activities. DAC was certified as an EC Support Partner in recognition of its efforts in the growth and development of SME EC malls and company EC sites through the use of Cross Commerce Studio's data feed management tool, Seil Powered by Sherpa.

■ Seil Powered by Sherpa (<https://solutions.dac.co.jp/seil>)

Seil Powered by Sherpa is a data feed management system that automatically generates data feeds necessary for dynamic ads and shopping functions on various platforms to contribute to a company's EC revenues. Backed by a specialized consulting team, the system maximizes ad delivery performance.



DAC will continue to expand the cross-arena functionality of Cross Commerce Studio, enhance its ties with collaborative companies and diversify its service offerings to support client companies' marketing activities.

(*1) Organization for Small & Medium Enterprises and Regional Innovation, Japan: <https://www.smrj.go.jp/> (Japanese)

(*2) EC utilization portal site for SMEs, Ebiz: <https://ec.smrj.go.jp/> (Japanese)

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■ CROSS COMMERCE Studio

DAC's Cross Commerce Studio is a cross-organizational EC commerce support system that seamlessly integrates existing services, tools and solutions related to EC malls, the client company's own EC site and social commerce. By managing and advancing EC marketing initiatives, consulting across different areas of specialty, producing tools and providing other services, we support the optimization of our client companies' EC commerce marketing activities.



https://www.dac.co.jp/press/2022/20220510_ccs (Japanese)

■ HAKUHODO EC+

Hakuhodo EC+ is a cross-organizational EC project that brings together the knowledge and skills of various Hakuhodo DY Group and partner companies to promote value-creating DX in EC. By grasping emerging trends in commerce and the potential of new forms of EC, Hakuhodo EC+ provides full-funnel support for companies' marketing DX and business growth along all aspects of the EC value chain, from market analysis, problem identification, strategy formation and systems development to EC site construction, CRM implementation, new customer acquisition, fulfillment and contact center management. Hakuhodo EC+ is part of Shopper Marketing Initiative®, a strategic organization supported by nine Hakuhodo Group companies that develops new online and offline purchasing experiences for sei-katsu-sha, a term Hakuhodo uses to denote people with lives, aspirations and dreams, not simply "consumers."



<https://www.hakuhodo.co.jp/ecplus>



<https://smi-wow.jp/>

<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 with 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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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。