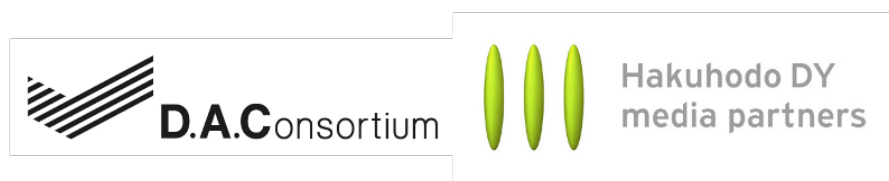


Hakuhodo DY Media Partners Inc.
D.A.Consortium Inc.

Hakuhodo DY Media Partners and DAC certified as a CX Partner of LY Corporation

Tokyo, October 3, 2023 --- Hakuhodo DY Media Partners Inc. (Hakuhodo DY Media Partners) and D.A.Consortium Inc. (DAC) are proud to announce that they have been certified as a CX Partner of LY Corporation, which certifies partner companies that specialize in the operation, support and research of various corporate services offered by LY Corporation.



■ CX Partners

CX Partners are partner companies recognized for helping client companies resolve management issues through LINE services, such as individual and corporate LINE Official Account services, LINE Ads (programmatic ads), LINE Mini App (a platform that enables companies to provide services via LINE), and Business Manager (a data utilization platform that integrates and manages LINE internal and external data). Partners who make significant contributions to client corporate value using LINE marketing and data solutions are recognized as CX Partners for “creating new corporate added value.”

Hakuhodo DY Media Partners and DAC utilize DialogOne[®](*1), a CX promotion solution, to enable one-to-one communication between users and companies via LINE. With our strength in account management using the latest technologies, we have supported numerous companies in their CX efforts in Japan.

Hakuhodo DY Media Partners is one of the few companies in Japan that is able to use LINE DATA SOLUTION. By bridging our own *sei-katsu-sha** data with LINE’s proprietary data, we can provide a visual image of the effects of tele-digital and offline behavior, user insight and other factors for more effective marketing initiatives(*2). In collaboration with DAC, Hakuhodo DY Media Partners has a team structure with experience in utilizing many data clean rooms and the ability to handle everything from planning to execution of analytical methods.

**sei-katsu-sha = a term the Hakuhodo DY Group uses to describe people not simply as consumers, but as fully rounded individuals with their own lifestyles, aspirations and dreams*

DAC has been recognized as the highest-ranking Premier Technology Partner(*3) for fiscal 2023. Under the certification badge program for certified companies, DAC has been awarded four certification badges as a company, the most for any one company in Japan, and five certification badges as a group, the most for any one group(*4). In recognition of these achievements, both companies were awarded the CX Partner certification.

Hakuhodo DY Media Partners and DAC will continue to work with LY Corporation in a strong partnership to actively help companies resolve their management issues with

LINE marketing and data solutions.

- (*1) DialogOne® is a messaging management solution that is linked with the communication platform, LINE. By combining customer information owned by companies and government agencies with social account and other information, DialogOne® enables more sophisticated use of LINE. With an extensive track record in terms of implementation, a broad range of functions, and highly advanced technologies, it provides companies and government agencies comprehensive support for their CRM initiatives.
<https://solutions.dac.co.jp/dialogone> (Japanese)
- (*2) <https://solutions.dac.co.jp/data-clean-room> (Japanese)
- (*3) News release of May 22, 2023 : DAC certified Premier Technology Partner, communications category, under the LINE Biz Partner Program
https://www.dac.co.jp/english/press/2023/20230522_lineaward
- (*4) News release of October 18, 2022 : DAC wins Engagement certification badge as a Technology Partner under the LINE Biz Partner Program
https://www.dac.co.jp/english/press/2022/20221018_linetechbadge

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