

News Release

D.A.Consortium Inc.
TimeTree, Inc.

DAC and TimeTree introduce “MIRAI_DSP,” an ad delivery service that utilizes the calendar sharing app TimeTree

~For ad delivery that captures user moments based on future data~

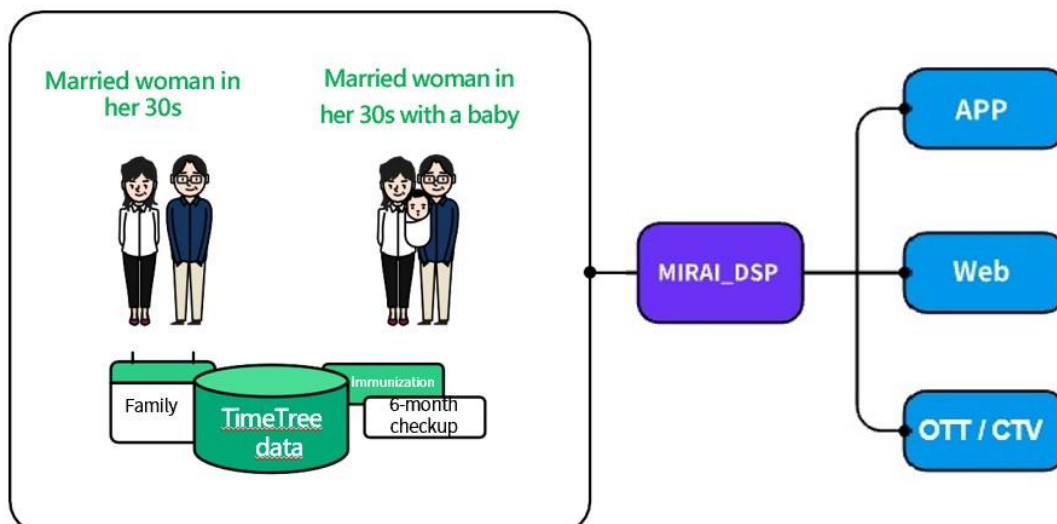
Tokyo, October 4, 2023 --- D.A.Consortium Inc. (DAC) and TimeTree, Inc. (TimeTree) are proud to announce the joint development and introduction of MIRAI_DSP, an ad delivery service that utilizes the calendar sharing app TimeTree. With “future data”(*1) related to TimeTree user schedules and DAC’s various ad platforms, the new service is able to provide highly precise targeting and a wide range of ad deliveries that capture user moments.

■ TimeTree

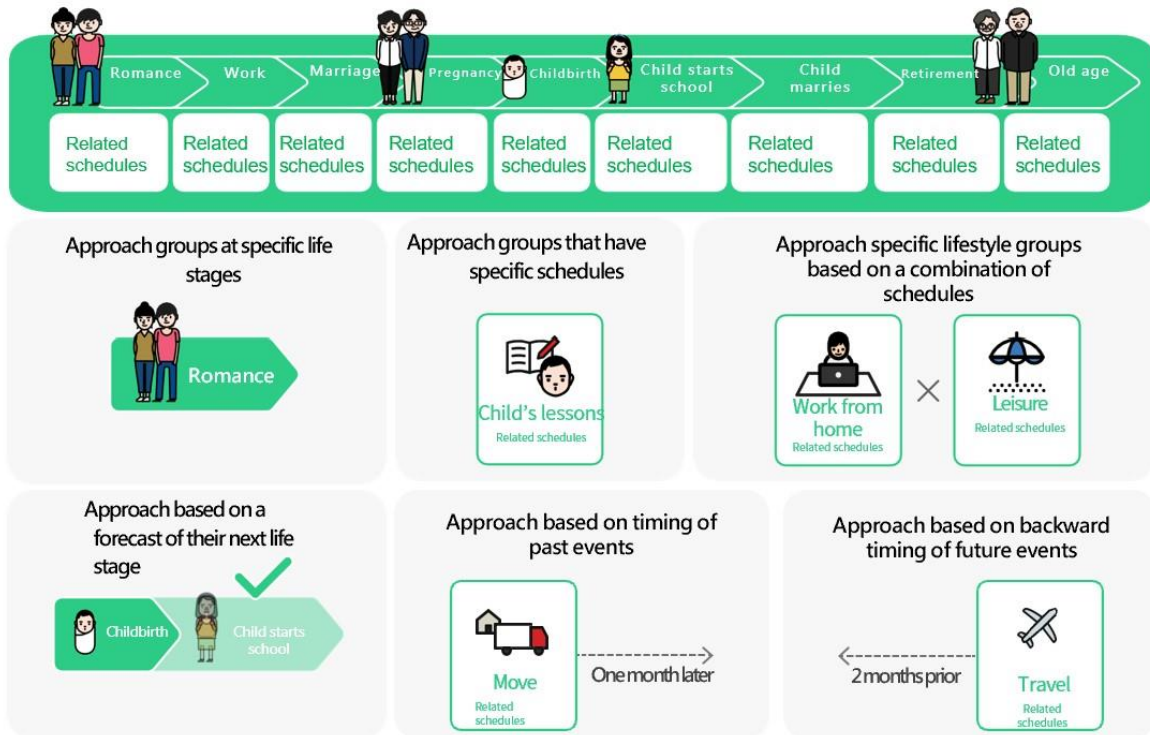
TimeTree is a calendar sharing app developed and operated by the company TimeTree. Based on the concept of sharing and communication, this calendar service enables easy sharing of schedules among many people and the creation of multiple calendars for different purposes. TimeTree has more than 50 million registered users globally, of which approximately half are in Japan.(*2)

■ MIRAI_DSP

MIRAI_DSP is an ad delivery system jointly developed by TimeTree and DAC. Based on an algorithm that predicts user behavior and purchases, MIRAI_DSP generates segments for highly accurate targeting. The algorithm utilizes not only past actual data but also future data, in other words, appointments and life events that TimeTree users have saved in their calendars, to predict future user behavior, such as when they might buy a product or use a service. Because this new system gives users valuable information related to their schedules at the optimal timing, advertisers can conduct effective marketing that reaches out to high-potential customers, thus providing benefits to both sides. In addition to supporting the development, DAC is also working with TimeTree to sell MIRAI_DSP.



TimeTree data characteristics



With the aim to evolve as Japan's only future data ad platform and expand operations, DAC and TimeTree will continue to promote post-cookie initiatives and enhance the accuracy of the MIRAI_DSP algorithm to provide ad deliveries that meet the needs of a variety of industries and business types.

(*1) User-permitted data for utilization (<https://timetreeapp.com/intl/ja/terms/privacy>)

(*2) <https://timetreeapp.com/intl/ja>

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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 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.

- 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

■ **TimeTree, Inc.** <https://timetreeapp.com/intl/ja/corporate>

TimeTree, Inc. develops and operates the calendar sharing application “TimeTree” with a mission, “Connecting your time with time-related information about people, events, services and various media content around you, so that you can make better choices for a better tomorrow”.

Since “TimeTree” is designed to be shared with someone else, you can easily share your schedule with multiple people, such as family members, partners, hobby groups, colleagues and others, and can create multiple calendars for different purposes.

The service was first introduced on March 24, 2015, and has more than 50 million registered users globally as of September 2023. As a “wall calendar in your smartphone”, “TimeTree” is widely used by users in their daily lives.

Representative : Yasuto Fukagawa, President & CEO
Head Office : Shinjuku Kokusai Building Annex 503, 6-6-3, Nishi-Shinjuku, Shinjuku-ku,
Tokyo
Established : September 1, 2014
Business : Development and operation of the calendar sharing app TimeTree

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