

Hakuhodo DY Media Partners and Treasure Data Inc. form capital and business partnership
in the data analysis and application business

Hakuhodo DY Media Partners (head office: Minato-ku, Tokyo; Hisao Oomori, President and CEO) has agreed to form a capital and business partnership with Treasure Data Inc. (head office: California USA, CEO: Hironobu Yoshikawa) in the data analysis and application business.

Driven by our mid-term business plan (a five-year plan launched in March 2015), the Hakuhodo DY Group is committed to strengthening its *sei-katsu-sha* data-driven marketing capabilities.

Evolving digital technology is generating vast amounts of data related to the *sei-katsu-sha* behavior: web browsing, EC site shopping, and etc. Collecting and analyzing such data that can be utilized for marketing by advertisers as well as media companies has become a crucial priority.

The capital and business partnership with Treasure Data Inc., a US based company providing advanced data breakdown and analysis solutions, will enable Hakuhodo DY Media Partners to utilize Treasure Data's data breakdown and analysis expertise and work together with Treasure Data on supporting the development of data management platform (DMP) and marketing solutions by advertisers and media companies. It will also help in developing new businesses.

■ Synergy effects to be achieved through the capital and business partnership

(1) Accelerating data-driven marketing

The partnership will support advertiser and media company's data-driven marketing by combining Treasure Data Inc.'s data collection and analysis expertise with our marketing functions as well as our extensive network with media companies, content holders, and other stakeholders. The two companies will work together in supporting advertiser's private DMP^{*1} construction, advertiser and media company's data analysis, marketing design, and etc.

(2) Using data to create new services

As we see more flow of Big Data in the IoT^{*2} sector, we HDYMP will leverage our expertise in data analysis and application of data to marketing, and Treasure Data Inc. will leverage its expertise in the data analysis infrastructure and technology to discover ways to make use of Big Data marketing and support marketing activities of our advertisers and media companies.

*1 Private DMP: the framework within which a business gathers, accumulates, and analyzes the various data (access logs, customer data, etc.) that it possesses in order to optimize web advertising exposure, develop website content, and etc.

*2 IoT is short for "Internet of Things". Businesses use IoT data (for example, automobile driving data, data that show system operating conditions, and so on) to develop new business opportunities and to conduct marketing.

For more information contact:

Hakuhodo DY Media Partners Public Relations Group
c/o Yamasaki/Mitsuishi, Tel: +81-3-6441-9347

■ Reference

Treasure Data Inc.

- Founded in December 2011 in Mountain View, CA, USA. The company employs several well-known database engineers and has a branch office in Tokyo's Marunouchi district.
- In the latter half of 2012, began providing commercial services.
- Singlehandedly collects, stores, and analyzes Big Data, and was the first in the industry to provide cloud management services.
- Provides cloud services that can be used immediately.
- Clients currently include hundreds of businesses, mostly US and Japan based, across a wide range of fields, including media and advertising, games, electronics, and retailing.

General information

1. Company name: Treasure Data Inc.

2. CEO: Hironobu Yoshikawa

3. Main office address: 201 San Antonio Circle #172 Mountain View, CA 94040

Japan: Marunouchi Building 34F, Marunouchi 2-4-1, Chiyoda-ku, Tokyo, 100-6324