

April 1, 2016

Hakuhodo DY Media Partners Inc.

Yahoo Japan Corporation

D.A. Consortium Inc.

**Hakuhodo DY Media Partners, Yahoo! JAPAN, and DAC Establish
Handy Marketing Inc. to Research and Develop Marketing Solutions**

With the objective of expanding data marketing, Hakuhodo DY Media Partners Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: Hisao Omori; “Hakuhodo DY Media Partners”), Yahoo Japan Corporation (Headquarters: Minato-ku, Tokyo; President & CEO: Manabu Miyasaka; “Yahoo! JAPAN”), and D.A. Consortium Inc. (Headquarters: Shibuya-ku, Tokyo; President & CEO: Hirotake Yajima; “DAC”) have agreed to jointly establish Handy Marketing Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: Masuhiro Oohori) to research and develop marketing solutions and related services.

Nowadays, the interests of advertisers in digital marketing lie in integrated planning with mass advertising and practicing data-driven marketing. The three companies of Hakuhodo DY Media Partners, Yahoo! JAPAN, and DAC will develop planning tools that utilize each company’s knowledge on data analysis and planning to the fullest extent, and develop relevant services.

■ Company Outline

- Company name: Handy Marketing Inc.
- Location: Minato-ku, Tokyo
- Date established: April 1, 2016 (planned)
- Capital: 200 million yen
- Investment ratio: Hakuhodo DY Media Partners 50.1%, Yahoo! JAPAN 49%, DAC 0.9%
- Description of business: Marketing solution research, development, and analysis
- List of directors: President & CEO Masuhiro Oohori (Hakuhodo DY Media Partners)
Executive Vice President Takeshi Amano (Yahoo! JAPAN)

Hakuhodo DY Media Partners Inc.

Representative: President & CEO Hisao Omori

Headquarters address: Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo

Established: December 2003

Description of business: Handling of advertising media, etc.

Yahoo Japan Corporation

Representative: President & CEO Manabu Miyasaka

Headquarters address: Midtown Tower, 9-7-1 Akasaka, Minato-ku, Tokyo

Established: January 1996

Description of business: Internet advertising business, e-commerce business, member services business, etc.

D.A. Consortium Inc.

Representative: President & CEO Hirotake Yajima

Headquarters address: YGP Tower 33F, 4-20-3 Ebisu, Shibuya-ku, Tokyo

Established: December 1996

Description of business: Internet media representative business, advertising technology business, operations business, etc.