

News Release

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

Hakuhodo DY Media Partners and DAC become the exclusive Japan agent for Good-Loop

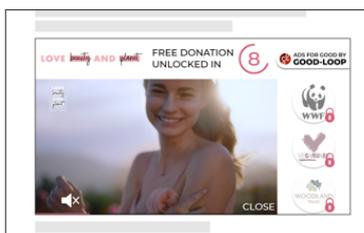
Tokyo, November 9, 2021 --- Hakuhodo DY Media Partners Inc. (Hakuhodo DY Media Partners) and D.A. Consortium Inc. (DAC) are pleased to announce that they have formed a business partnership agreement with the UK company Good-Loop Ltd. (Good-Loop) to exclusively offer Good-Loop donation ads for the Japanese market.

Good-Loop donation ads are a video ad solution that links *sei-katsu-sha* (a term Hakuhodo uses to denote people with lives, aspirations and dreams, not simply “consumers”) with advertisers and charitable organizations. Whenever a *sei-katsu-sha* views a Good-Loop video ad, the advertiser donates to a specific organization. Widely used already in Europe and North America, this solution simultaneously achieves both ad marketing effect and social good and is being used by numerous advertisers. With Good-Loop donation ads, just by watching ads, *sei-katsu-sha* can select an organization and donate to their cause, thereby enabling them to easily participate in SDG and social good initiatives. For advertisers, Good-Loop donation ads provide a means to promote social contribution activities with *sei-katsu-sha*.

▼How Good-Loop ads work

① View a video ad

Along with the display of the Good-Loop logo, a 10-second countdown begins



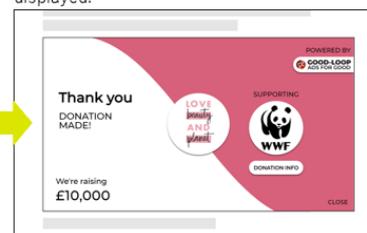
② Selection unlocked

After the countdown is complete, users select one of three charitable causes.



③ Thank you screen

A screen with the selected cause and the donation amount from the ad revenue is displayed.



Sei-katsu-sha can select from one of three plans. Good-Loop works with over 60 global charitable organizations so that *sei-katsu-sha* can flexibly choose the cause they wish to donate to.



Hakuhodo DY Media Partners, which provides new value to media communication, and DAC, with its expertise in digital advertising, will offer Japanese companies Good-Loop donation ads and promote their use in the Japanese market. In addition to regular ad reports, they will provide original social impact reports to help advertisers visualize their level of achievement in terms of social contribution activities.

Hakuhodo DY Media Partners and DAC will continue to engage in initiatives that create new value to advertising.

<About Good-Loop>

Founded in October 2016 by Amy Williams and Daniel Winterstein, Good-Loop Ltd. provides a digital advertising donation platform. Based in the UK, the company has operations in Europe and North America where it implements marketing support and societal contribution initiatives. In 2018, CEO and Founder Amy Williams was selected for the Forbes 30 Under 30 – Europe – Media & Marketing.

- Head Office : Edinburgh, UK
- Representative : Amy Williams, CEO and Founder
- Established : October 2016
- Business : Provides creative digital advertising solutions that enable ad viewers to make donations

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<Corporate Information>

■ **Hakuhodo DY Media Partners Inc.** <https://www.hakuhodody-media.co.jp/english/>

- Representative : Hirotake Yajima, President & CEO
- Head Office : Akasaka Biz Tower, 3-1, Akasaka 5-chome, Minato-ku, Tokyo
- Established : December 2003
- Business : Advertising, sales promotion and public relations involving newspapers, magazines, TV, the internet, outdoor and other media

■ **D.A. Consortium Inc.** <https://www.dac.co.jp/english/>

- Representative : Masaya Shimada, 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



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