

Near Pte. Ltd.  
 Hakuhodo Inc.  
 Hakuhodo DY Media Partners Inc.  
 D.A. Consortium Inc.

## Launching Joint Development of Media Service Utilizing Outdoor Behavioral Data

Near Pte. Ltd. in Singapore, in partnership with Hakuhodo Inc., Hakuhodo DY Media Partners Inc. and D.A. Consortium Inc. (hereinafter "DAC"), will begin co-development of a media service that utilizes outdoor behavioral data.

Near's Allspark, that holds location data obtained from smartphones, will be coordinated with DAC's AudienceOne®, which holds online behavioral data from over 400 million UBs per month. Data distribution will be controlled via Hakuhodo DY Group's outdoor information distribution platform. Through this, it will be possible to coordinate advertisement distribution using DSP within Allspark, MarketOne® (DAC's DSP), as well as other enabling us to provide media services that utilize outdoor and online behavioral data.

### ■ Joint development/tie-up media services ■

#### (1) Online communication originating from offline behavior (offline to online)

As we can create customer segments based on outdoor behavior data and distribute online ads to the relevant target, we can make use of information that cuts across various customer points of contact both offline and online, such as encouraging customers whose frequency of visits to real stores has declined to visit the stores again by making offers through online points of contact (website and digital ads).

#### (2) Offline communication originating from online behavior (online to offline)

As we can make use of outdoor behavior data that has not been adequately utilized before as marketing data, we can design communication measures with mutual cooperation between offline and online, such as placing emphasis on trial offers and sample distribution so as to send customers whose main channel of purchase is EC to the real stores.

#### (3) Outdoor communication through online×offline

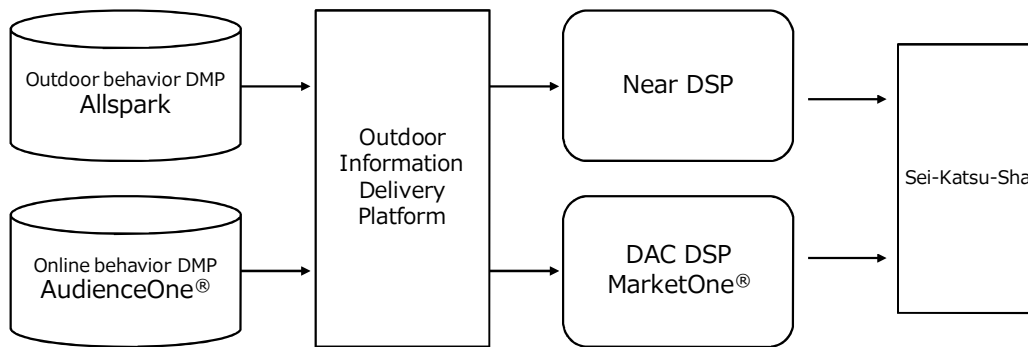
We can get a grasp on the behavior history of consumers such as visits to stores and landmarks and means of transportation through location information that "Allspark" possesses, and at the same time, we can identify the interests and preferences of consumers through web behavior data that "AudienceOne®" possesses, which is why we can distribute the optimal information to individual consumers. For example, we can distribute ads that match the attributes of individuals in a target area by collaborating with transportation ads such as posters in train stations and hanging ads in trains. In this way, a synergistic effect with ad development in the conventional offline media can be expected.

In the development of this media service, we will make use of the outdoor information distribution platform developed by Hakuhodo DY holdings' Marketing Technology Center. This outdoor information distribution platform can achieve a high degree of freedom and flexibility with respect to information distribution in outdoor settings, such as changing the information to be distributed based on sensor information such as GPS, Wi-Fi, iBeacon and past behavior history. In addition, DAC will be responsible for the operation of the outdoor information distribution platform.

### ■ Contact ■

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Hakuhodo Inc.	PR Office	Fujii	03-6441-6161
Hakuhodo DY Media Partners Inc.	PR Office	Yamasaki	03-6441-9347
D.A. Consortium Inc.	PR Representatives	Kitaura/Ota	03-5449-6300

■ The framework of this media development ■



■ About Allspark and AudienceOne® ■

-Allspark

Allspark is a Mobile-first Audience Cloud that lets you visualize, engage and analyze audience data including their location, behavior, demography and interest. Allspark gives users the freedom to blend these data sets to create effective audience segments and obtain insights that can be used to power strategy, marketing and operations.

Allspark users can also create their Private Audience Cloud by adding their data in the product to get customised insights, act on them and measure results. Allspark is powered by the Near platform.

- AudienceOne®

A data management platform that collects and analyzes advertisement distribution results, social media data, and data from third party partner companies to be used for various marketing measures such as discovering potential customers or converting existing ones into loyal customers, etc. The collected audience data can be used to create a diverse range of audience segments, and enables further analysis based on segment demographics and inflow keywords.

AudienceOne® is the top DMP in Japan in terms of the volume of data collected, obtaining audience and app data from over 4 million unique browsers and storing over 1 trillion data records.

■ The role of each company ■

Near Pte. Ltd.: To provide Mobile-first Audience Cloud “Allspark” and the DSP services.

HAKUHODO Inc.: To design communications services

Hakuhodo DY Media Partners Inc.: To provide a media service

D.A.Consortium Inc.: To provide a Web-based DMP “AudienceOne®” and a DSP “MarketOne®.”

■ **Company overview** ■

- Near Pte. Ltd.

Representative Founder & CEO Anil Mathews; Regional Director for Japan: Hisashi Inotani  
Headquarters 35th Floor, UOB Plaza 1, 80 Raffles Place, Singapore  
Tokyo Office 8<sup>th</sup> Floor, Humax Ebisu Building, 1-1-1 Ebisu-Minami, Shibuya-ku  
Established November 2012

Business description

Near is the largest location intelligence platform providing real-time information on places, people and products. The Near platform powers Allspark, its flagship product enabling customers to visualize, engage and analyze audience data including their location and behavior for data-driven decisions.

Founded in 2012, Near is headquartered in Singapore with a presence across Australia, South East Asia, Japan, India and Europe. To date, the company has more than 700 million profiled audiences and has put it to work for marquee brands.

Near is backed by investments from leading venture capitalists. Visit [www.near.co](http://www.near.co) to find out more.

- Hakuholdo Inc.

Representative President & CEO Hirokazu Toda  
Headquarters Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo  
Established October 1895  
Business description Provision of comprehensive marketing communication services to advertisers

- Hakuholdo DY Media Partners Inc.

Representative President & CEO Hisao Oomori  
Headquarters Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo  
Established December 2003  
Business description Advertising media activities, etc.

- D.A. Consortium Inc.

Representative President & CEO Hirotake Yajima  
Headquarters 33rd Floor, YGP Tower, 4-20-3 Ebisu, Shibuya-ku, Tokyo  
Established December 1996  
Business description Online media representation business, ad technology business, operation business, etc.