NEWS RELEASE

BI.Garage Launches "BIG MINING" Ad Product
Utilizing Digital Garage Group's Big Data
- Business Intelligence Support for Corporate Marketing Activities -

BI.Garage, Inc. (Head Office: Shibuya-ku, Tokyo, Japan; President: Kaoru Hayashi; henceforth "BI.Garage") has launched "BIG MINING," an ad product that makes use of big data held by Digital Garage Group companies (henceforth "the DG Group") to deliver optimal solutions for corporate marketing activities.

The new ad product, BIG MINING, supports the marketing activities of corporations with business intelligence. It involves the establishment of a data management platform (DMP) for integrating, accumulating and performing combined analysis of big data, namely media audience data[1] and online payment data held by the DG Group as well as audience data held by corporations, in order to identify the most suitable target segments for each corporation. These identified target segments are then delivered using a method such as a demand-side platform (DSP), achieving maximum marketing effects.[2]

BIG MINING is available through DG&Ibex Company, the web-marketing business unit of Digital Garage, Inc. (TSE JASDAQ 4819; Head Office: Shibuya-ku, Tokyo, Japan; President & Group CEO: Kaoru Hayashi; henceforth "DG"), as well as two advertising agencies, Dentsu Inc. and Asatsu-DK Inc. Plans will be provided for corporations in a wide range of business categories and conditions and developed to match particular requirements concerning parameters such as time, budgets and numerical targets.

BI.Garage's mission is to provide corporate clients with "serendipity" (discovery, or unexpected good fortune), which they have yet to discover themselves, through multifaceted analysis of the diverse data available to group companies and strategic partners. As the "ultimate business partner," BI.Garage strives to expand business and contribute to the development of the industry by putting forward advertising and marketing approaches to bring clients closer to consumers.

Product Outline
Integrated analysis of big data and provision of optimal marketing plans, from proposal to implementation
  - Identification of the most suitable target segments through analysis of audience data held by the DG Group
  - Identification of the most suitable target segments through analysis of audience data held by corporations
  - Planning, delivery and operation of audience-targeted advertising for identified target segments
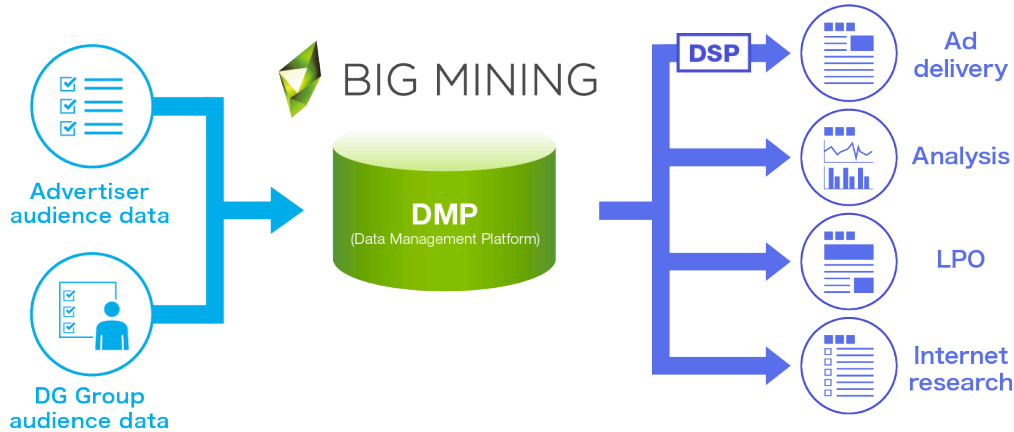
1. Audience data: A general term for data such as content browsing history, search history, access source history, ad reach and response history, other online behavior history, subscriber data, and CRM data.
2. To develop this product, technology was licensed from strategic partner Intimate Merger Inc.

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DMP-based targeted ad delivery via a DSP

About BI.Garage

BI.Garage, Inc. is a data science company established through a joint venture between Digital Garage, Inc., Dentsu Inc., Cyber Communications Inc. and Asatsu-DK Inc.

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President	Kaoru Hayashi
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URL	http://bi.garage.co.jp
Established	August 2006
Business area	Data science business, social media-related ad products based on audience data, and the development and marketing of web advertising technologies
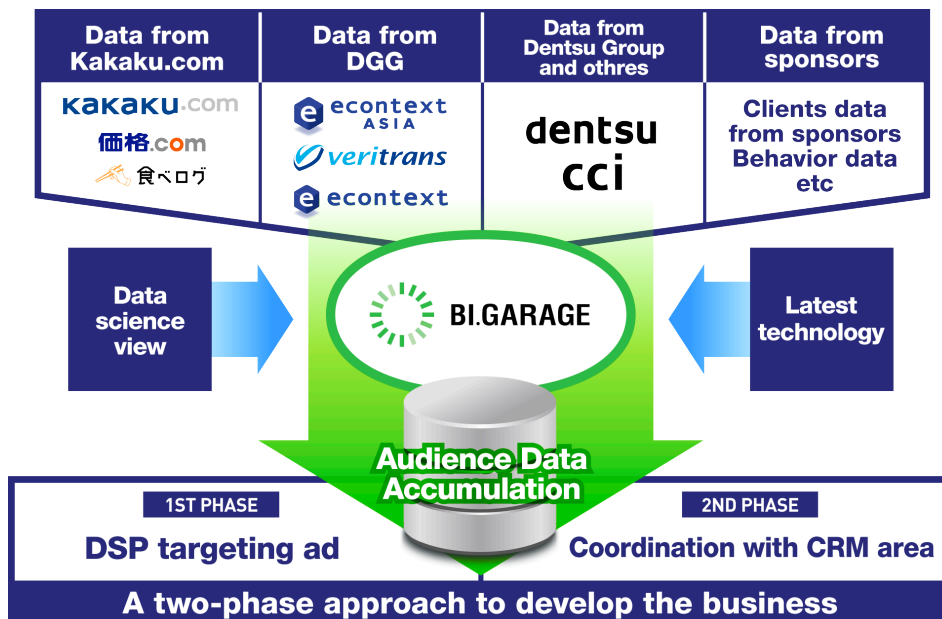
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