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Hakuhodo DY Holdings Inc.

**Hakuhodo DY Holdings enters into technology partnership with
STRATACACHE, the world's leading digital signage technology company**
**Collaboration to enhance path to purchase marketing capabilities and support retailers' digital
transformation**

Hakuhodo DY Holdings Inc. (Minato-ku, Tokyo; Masayuki Mizushima, President) is pleased to announce that it has entered into a technology partnership with the US-based digital signage firm STRATACACHE Inc. (headquarters Ohio, USA; Chris Riegel, CEO), with the aims of implementing path to purchase marketing utilizing digital signage and shopper behavior measurement technology and providing technological support for retailers' digital transformation. Through the partnership, Hakuhodo DY Holdings and companies in the Hakuhodo DY Group will develop solutions and provide services utilizing STRATACACHE technology.

As the influence of digital information on shopping has grown in recent years with advances in information terminals, technologies at retail stores and other information touchpoints on the path to purchase are set to become even more important, as are marketing activities that use these technologies.

STRATACACHE, the world's leading digital signage solution provider with comprehensive solutions including both hardware and software, provides technology services to help retailers improve customer experience. Solutions include technology to deliver in-store promotions based on shopper characteristics, interactive screens with sensor technology that provide real-time product information and tablet devices linked to availability and other information that supports customer service. The Hakuhodo DY Group brings marketing methods that have been developed by the Hakuhodo DY Holdings Group's Digital Location Media Business Center to provide *sei-katsu-sha* with new discoveries based on an integrated approach to the path to purchase within and outside the store, and media business development capabilities that create information touchpoints on the path to purchase. Marrying STRATACACHE's technology solutions and the Hakuhodo DY Group's marketing methods and media business development capabilities, the collaboration will enable the design of customer experiences through to implementation of technologies all in one-stop, opening up new marketing opportunities.

The two companies will collaborate in researching new ways to utilize technology on the path to purchase and developing technology solutions in Japan and Asia, including Greater China and Southeast Asia. Group companies under the two companies will deliver services designed for retailers, manufacturers, and media companies. In this way, the collaboration is expected to further propel path to purchase marketing.