

## **News Release**

D.A. Consortium Inc.

### **DAC becomes an official club partner of Albirex Niigata**

**Tokyo, September 1, 2022** – D.A. Consortium Inc. (DAC) is pleased to announce that it has concluded an official club partner agreement with Albirex Niigata, a J-League professional soccer club.



Ever since establishing the DAC Niigata Office (\*1) in 2019, DAC has worked with educational and other organizations in Niigata Prefecture and Niigata City to hire and nurture digital marketing talent. Under the concept “Digital Marketing in Niigata,” DAC is currently enhancing its recruiting efforts with the goal to hire 400 personnel by 2024(\*2).

Albirex Niigata began activities as a professional soccer club in 1996 with a club mission to develop people who can inspire dreams, to build a vibrant city and to create a rich sports culture. Albirex Niigata is a highly popular J-League team, registering number one in terms of home game attendance during the 2021 season and currently rapidly advancing this season in the J2 League. With the entire Niigata Prefecture as its hometown, Albirex Niigata team players serve as local ambassadors in numerous community-based activities, such as helping disseminate information about towns and districts in Niigata.

DAC has set out as its mission, “Empowering the digital future”, with a desire to harness the power of digital technology to enrich life and society. In support of Albirex Niigata’s club mission to build a vibrant city, DAC has decided to become an official club partner. Working with Albirex Niigata, DAC hopes to contribute to the development and revitalization of the Niigata community.

■ Comment from Yuzo Tanaka, president, executive officer, CEO and CCO of DAC

I have loved sports ever since I was a child and believe in its huge potential to invigorate and inspire. Through our partnership with Albirex Niigata, we hope that more people in Niigata will come to know of DAC. Given that Albirex Niigata first began to play as a professional soccer team in 1996, the same year that DAC was established, I cannot help but feel a special bond. The DAC Niigata Office is now in its fourth year and continues to grow in the region. We will do our best to support Albirex Niigata as it

strives to get promoted to the J1 League.

DAC will continue to work with Niigata Prefecture to nurture digital marketing personnel in the Niigata region and create a vibrant environment that contributes to the digital future.

(\*1) December 13, 2018, press release:

DAC establishes the "DAC Niigata Office," a trading desk specializing in performance-based ads  
[https://www.dac.co.jp/index.php/press/2018/20181213\\_niigata](https://www.dac.co.jp/index.php/press/2018/20181213_niigata)

(\*2) DAC Niigata Office recruitment site: <https://career.dac.co.jp/niigata/>  
DAC also supports the Niigata City Marathon.

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<Albirex Niigata> <https://www.albirex.co.jp/en/>

A J-League soccer club with the entire Niigata Prefecture as its hometown.

Representative : Yukio Nakano, President

Head Office : Denka Big Swan Stadium, 67-12 Seigoro, Chuo-ku, Niigata City, Niigata

Established : 1996

Club mission :

To develop people who can inspire dreams for the children of the future

To work with the community to build a vibrant city

To create a rich sports culture that brings together the local region with the world

#### <Corporate Information>

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

Established in 1996 during the early days of online advertising, DAC has led the formation and growth of the digital marketing industry by steadily expanding its operations with the increased digitalization of information and lifestyles.

Utilizing a wealth of knowledge and experience in digital advertising, advanced technological development skills, and strong relationships media companies, platformers and other technology partners, DAC provides global and comprehensive digital marketing services, such as supporting company data utilization, designing promotional initiatives, and developing and constructing marketing systems.

Guided by the mission, "**Empowering the digital future**," DAC will continue to be a leader in creating new forms of digital ads and marketing that provide new value to society.

Representative : Yuzo Tanaka,

President, Executive Officer, 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

For inquiries regarding this News Release

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