

## **News Release**

D.A.Consortium Inc.

### **DAC becomes an Albirex Niigata digital marketing partner**

**Tokyo, February 15, 2023** – D.A.Consortium Inc. (DAC) is pleased to announce that it has concluded a digital marketing partner agreement with Albirex Niigata, a J-League professional soccer club.



Last season, Albirex Niigata won the J2 League championship, scoring the highest number of goals and the fewest number of conceded goals. This earned them promotion to the J1 League for the first time in six years. Under the 2023 season slogan, “Another Leap Forward!,” Albirex Niigata is expected to continue its strong performance.

In February 2019, DAC established the DAC Niigata Office under the concept, “Digital Marketing in Niigata.” Now in its fifth year in Niigata, DAC continues to provide ad management support. With plans to expand the scope of operations to include ad sales support, business improvement support and other areas, DAC is enhancing its recruitment efforts and relocating its offices in February.

Albirex Niigata’s club concept is to build a vibrant city, and because DAC shares this desire, we became an official Albirex Niigata club partner in September 2022(\*). This season, to support the club’s management in a location of greater proximity, DAC has concluded an agreement with Albirex Niigata to harness its knowledge and experience in digital marketing as a digital marketing partner. With this agreement, we will lead the rapidly progressing DX transformation of the sports world and create new opportunities for people to enjoy sports not only during the actual games, but also before and after them. As a member of the Albirex family, we fully and passionately support Albirex Niigata as it progresses in the J1 League.

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

I had the privilege of watching last season's final game at Denka Big Swan Stadium and was amazed how powerful and unified the fans were in their support. It was a great feeling to celebrate simultaneously Albirex Niigata's J2 championship<sup>1</sup> and their promotion to the J1 League. At DAC, we believe that "digital technology is built from people's feelings." Digital technology makes feelings and passion even more important. With a desire to work with Albirex Niigata to celebrate the 2023 season, we decided to show our support by becoming a digital marketing partner. Let's fill the Big Swan Stadium with the energy and passion of our cheering.

Through sports promotion and digital marketing, DAC will continue to contribute to the local community and take on various challenges in Niigata.

(\*) News release of September 1, 2022 : DAC becomes an official club partner of Albirex Niigata  
[https://www.dac.co.jp/english/press/2022/20220901\\_albirex](https://www.dac.co.jp/english/press/2022/20220901_albirex)

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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

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**Empowering the digital future**

デジタルの未来に、もっと力を。