

News Release

D.A.C Consortium Inc.

DAC to co-sponsor as a main partner the Japan Inter-Corporate Premium Challenge Games in Niigata

~DAC's para athlete Mikio Ikeda to compete in the men's 100m~

Tokyo, July 3, 2023--- D.A.C Consortium Inc. (DAC) is pleased to announce that it will co-sponsor as a main partner the Japan Inter-Corporate Premium Challenge Games in Niigata, a track and field competition to be held on July 15th (Saturday) and 16th (Sunday). DAC's Mikio Ikeda, a para athlete, will compete in the men's 100m.

実業団 Premium Challenge Games in NIIGATA



In addition to general track and field events, the Japan Inter-Corporate Premium Challenge Games in Niigata holds para events for those with disabilities and deaf events for those with hearing impairments. The games will be live streamed on YouTube to enable athletes and all those who support them experience the power and potential of sports.

DAC is a comprehensive global digital marketing company with digital advertising, data business and solutions development operations. In Niigata, DAC established an office in 2019 at the invitation of Niigata Prefecture and Niigata City, where we are expanding our business operations and workforce. With a desire to support Niigata's further development, we have been co-sponsoring the Niigata City Marathon since last year and supporting the J-League team Albirex Niigata as their digital marketing partner. In

addition, from the perspective of diversity and inclusion, we decided to become a co-sponsor of the Japan Inter-Corporate Premium Challenge Games in Niigata. Among the events to be staged, DAC will sponsor the DAC Challenge with events in the 100m (men's, women's, men's Para/Deaf, women's Para/Deaf) and long jump (men's, women's, men's Para/Deaf, women's Para/Deaf) categories.

Our sponsorship of this competition is enabling us to contribute to some of the 17 SDG goals, namely, Goal 3: Good Health and Well-Being; Goal 11: Sustainable Cities and Communities; and Goal 17: Partnerships for the Goals.

DAC will continue to utilize its know-how of digital marketing acquired through many years of experience to nurture digital human resources and contribute to the local revitalization, development and sustainability of Niigata Prefecture and Niigata City.

■ DAC athlete Mikio Ikeda



Affiliation: D.A.Consortium Inc.
Specialty: 100m dash (T64), 400m, Japan record holder
Birthdate: December 16, 1996

Official homepage: <https://ikeda-mikio.com/>

Major events as a Japan national team member:

- 2013 Asian Youth Para Games, Kuala Lumpur, gold medal (100m and 200m)
- 2016 IWAS U23 World Games, Prague, silver medal (400m), bronze medal (100m and 200m)
- 2017 Nitro Athletics, Melbourne, third place (200m), 6th place (100m)
- 2017 World Para Athletics Championships, London, bronze medal (4 x 100m relay)

■ Japan Inter-Corporate Premium Challenge Games in Niigata

Organizers: Japan industrial track & field association, Hokuriku industrial track & field association, Niigata athletics association

Co-sponsor: Niigata industrial track & field association

V e n u e : Denka Big Swan Stadium (Niigata City, Niigata Prefecture)

Event dates: July 15 (Saturday), July 16 (Sunday)

Events to be staged: [Inter-Corporate] (Men) 100m, 110mH, long jump, 4×100mR, javelin throw; (Women) 100m, 100mH, high jump, pole vault, long jump, triple jump, shot put, discus throw, hammer throw, javelin throw; [Para/Deaf] (Men) 100m, long jump; (Women) 100m, long jump



★URL for live streaming:
<https://www.youtube.com/@jaaf.niigata/featured>

Niigata athletics associations' official YouTube channel. Individual contents will be set up for distribution a few days before the event.

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<Corporate Information>

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

Our sponsorship of this competition is enabling us to contribute to
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 with 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,
Representative Director, President, 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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Empowering the digital future

デジタルの未来に、もっと力を。