

## DMM, STVV, Candee, and transcosmos launch Connected Stadium business in Belgium

**- Offer new sports experience with the power of Japanese IT -**

DMM.com , LLC (Headquarters: Tokyo, Japan; President and CEO: Takanori Katagiri, DMM), Koninklijke Sint-Truidense Voetbalvereniging NV (Headquarters: Sint-Truiden, Belgium; CEO: Takayuki Tateishi, STVV), Candee, Inc. (Headquarters: Tokyo, Japan; CEO: Kazuki Kogishi, Candee) and transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda, transcosmos) are delighted to announce that the four companies will launch “Connected Stadium business” which aims at bringing ICT (Information and Communication Technology) into the stadium of the Belgian First Division Side Sint-Truiden VV, a professional football club operated by STVV.

### ■ About Connected Stadium business

With high-speed internet access in the stadium, the companies are now developing STVV official apps that will let stadium visitors enjoy various game experiences that include buying game tickets, booking parking, and purchasing foods and beverages as well as stadium limited items via their smartphones with the use of digital technology. Through the apps, the companies plan to bring convenience to sports fans in the stadium as well as offering content and services that boost fan engagement before, during and after the game. Starting from the stadium, the companies aim to activate neighboring areas and communities, and ultimately grow together with the communities.



### ■ Role of each company

DMM acquired the ownership of Koninklijke Sint-Truidense Voetbalvereniging NV (Headquarters: Sint-Truiden, Belgium), an operating company of Belgian First Division Side STVV (Sint-Truiden VV), in November 2017. DMM will drive and facilitate the Connected Stadium business by offering IT support and development resources to STVV.

STVV manages the club with a community-based approach and aims to become an ambassador between Japan and Belgium. STVV offers its proven know-how in operating a football club and is in charge of the stadium operations after the implementation of the STVV official apps content.

With its proven record in video marketing services in the overseas sports industry, Candee actively conducts market research on overseas case studies and performs marketing activities. Candee is in charge of the overall business management of the Connected Stadium business whilst providing ideas to help enrich the content of the STVV official apps. Taking this opportunity, Candee signed an official sponsorship agreement with STVV.

transcosmos helps develop and operate the STVV official apps, the first initiative under the Connected Stadium business. The company also offers end-to-end services that range from a consulting service for technology implementation to operations. More specifically, its services include implementation of "QuickTicket", an e-ticketing system offered by its subsidiary playground CO., LTD., digitalization of "Jeton", a local currency used in the stadium, enrichment of digital content such as videos, and enhancement of sales activities.

### **■About STVV (Sint-Truiden VV)**

Founded in 1924, Sint-Truidense Voetbalvereniging, commonly known as Sint-Truiden or STVV is a Belgian professional football club which plays in the Belgian First Division. In November 2017, DMM acquired the ownership of the club and in 2018, Takayuki Tateishi, a former General Manager of FC Tokyo became its CEO. Mr. Tateishi sets out 5 management pillars, namely, strengthen the top team, enrich STVV academy, build a new business scheme and achieve technological innovation by introducing IT.



\* Company names and product or service names used here are trademarks or registered trademarks of respective companies.

### **■ Company Overview**

<DMM.com, LLC>

Headquarters: 24F, Sumitomo Fudosan Roppongi Grand Tower, 3-2-1, Roppongi, Minato-ku, Tokyo, Japan

Business: Internet services

Representative: Takanori Katagiri

Corporate website: <https://dmm-corp.com/en/>

<Koninklijke Sint-Truidense Voetbalvereniging NV>

Headquarters: Secretariaat STVV, Tiensesteenweg 168-170 B-3800 Sint-Truiden

Business: Football club operations and management

Representative: Takayuki Tateishi

Corporate website: <https://www.stvv.com/en>

<Candee, Inc.>

Headquarters: 2F, Minami Aoyama MR building, 3-2-2, Minami Aoyama, Minato-ku, Tokyo, Japan

Business: Media, video marketing support, and talent management

Representative: Kazuki Kogishi

Corporate website: <http://candee.co.jp/>

<transcosmos inc. >

Headquarters: 3-25-18, Shibuya, Shibuya-ku, Tokyo, Japan

Business: Internet services

Representative: Masataka Okuda

Corporate website: <http://www.trans-cosmos.co.jp/english/>

## ■ **Media Contact**

<DMM.com, LLC Public Relations department>

24F, Sumitomo Fudosan Roppongi Grand Tower, 3-2-1, Roppongi, Minato-ku, Tokyo, 106-6224 Japan

Tel: +81-3-5797-8926 (weekday from 10:00 am to 19:00 pm)

E-mail: [release-dmm@dmm.com](mailto:release-dmm@dmm.com)

Press room: <https://dmm-corp.com/press/>

<Koninklijke Sint-Truidense Voetbalvereniging NV>

Secretariaat STVV, Tiensesteenweg 168-170 B-3800 Sint-Truiden

Tel: 011.68.12.34

E-mail: [info@stvv.com](mailto:info@stvv.com)

Press room: <https://www.stvv.com/en>

<Candee Inc. Public Relations>

6F, Hulic Minami Aoyama building, 2-27-25, Minami Aoyama, Minato-ku, Tokyo, 107-0062 Japan

Tel: +81-3-6434-7303

E-mail: [pr@candee.co.jp](mailto:pr@candee.co.jp)

Press room: <https://candee.co.jp/news/?cat=release>

<transcosmos inc. Public Relations & Advertising Department>

3-25-18, Shibuya, Shibuya-ku, Tokyo, 150-8530 Japan

Tel: +81-3-4363-0123

E-mail: [pressroom@trans-cosmos.co.jp](mailto:pressroom@trans-cosmos.co.jp)

Press room: <https://www.trans-cosmos.co.jp/english/newstopic/>