PRESS RELEASE

24 August, 2017

Notice Regarding Forming Regional Partner Agreements in 4 Asian Countries with Popular German Football Club Borussia Dortmund: Working Together with the Team with the Highest Average Attendance Per Match in European Football

OUTSOURCING Inc. (head office: Chiyoda-Ku, Tokyo, Chairman and CEO: Haruhiko Doi, listed on the TSE First Section: Securities Code 2427, hereinafter “the Company”) hereby announces that the Company has concluded Regional Partner Agreements with German Powerhouse Professional Football Club Borussia Dortmund (hereinafter “BVB”) in the 4 countries of Japan, Indonesia, Thailand, and Vietnam in the field of HR Services.



Photo left: Mr. Carsten Cramer, Marketing Director BVB

Photo right: Mr. Wolfgang Jakob, Regional Director of Orizon GmbH

■1. Regarding Regional Partner Agreements

(1) Background

BVB is said to be the football club with the most enthusiastic fans in the world, having on its roster players including Japan national team player Shinji Kagawa (midfielder) and German national team players Marco Reus (vice captain, forward) and Mario Götze (midfielder). The embodiment of challenge is symbolized by the *‘Yellow Wall’* behind the goal created by 25,000 enthusiastic fans and supporters, inspiring fans around the world as a true competitor. In addition, BVB is focused on nurturing young players, and while striving to be the best club in the world every day, there are also many competitive challenger companies represented among partner firms, consistently embodying club philosophy.

The Company is building the future through nurturing human resources, is promoting business expansion globally from Asia to worldwide, and is accelerating measures to implement its medium-term management plan “VISION 2020: Tackling New Frontiers” which has set forth challenging targets.

Both parties share many common points in efforts to challenge, and leading German HR Services provider Orizon Group which became a consolidated subsidiary of the Company in January 2017 has had the opportunity to be a sponsor of the DFL-Supercup, or *German Super Cup*, which has led to forming Regional Partner Agreements in 4 countries in the Company’s core focus market in Asia. In BVB’s club history, this is the first time to conclude Regional Partner Agreements in 4 countries simultaneously, and in Asia including Japan, the Company becomes the first partner from the HR Services industry.

(2) Objectives and Future Outlook

Through this initiative, BVB aims to strengthen the club’s ties with Asia and increase BVB fans in Asia. In Southeast Asia in particular, popularity of European football has even greater fervor than in Japan, and the Company concluded that this is a meaningful partnership for market strategy in Asia. Going forward, both parties plan cooperation in not only Japan but also Indonesia, Thailand and Vietnam to enhance efforts to mutually increase value-added.

The Company was founded in Shizuoka City, one of the most popular cities for football in Japan, acquiring the naming rights for Stadium Nihondaira in Shizuoka before relocating its head office to Tokyo, and through sports promotion activities such as for football, the Company is realizing a point of differentiation on the recruitment scene as well as raising name recognition.

Through these new Regional Partner Agreements, the Company is planning as a first round of collaboration leveraging BVB’s brand image combining enthusiasm and challenging spirit for use in the recruitment of new graduates (**note 1*). In addition, since this can be expected to have appeal with the latent population of sports fans, in the future the Company will aim to leverage this in order to raise name recognition as well as corporate value. Please watch for future developments from this joint collaboration.

*(*Note 1) Reference: specially established websites for outsourcing recruitment*

Specially established website for new graduate recruitment URL: https://アウトソーシング.jp

Specially established website for general recruitment URL: https://アウトソーシング.jp/special/

Please see the recruitment videos posted on the specially established website for new graduate recruitment touting the slogan “*Your challenging spirit will be put to work every day*”, which have helped drive a 600% increase YoY in new graduate entries. (Only available in Japanese)

■ 2. Regarding Borussia Dortmund

Name	Ballspiel-Verein Borussia 09 e.V. Dortmund（nickname BVB）
Established	1909
League Affiliation	Bundesliga (*Federal League*, the top tier in German football)
Home	Hometown: Dortmund, North Rhine-Westphalia, Germany Home Stadium: Westfalenstadion (Signal Iduna Park seats 81,316)
Average attendance per match	80,000 (home league games in the 2016-17 season)
Major title won	Budesliga 8 times, DFP-Pokal (German Cup) 4 times, DFL-Supercup (German Super Cup) 5 times, UEFA Champions League 1 time, Toyota Cup 1 time
Brand Identity	1　Intensity 2　Authenticity 3　Ambition 4　Bonding Force

■ 3. Corporate Profile

Company Name	OUTSOURCING Inc.
Head Office	19F Marunouchi Trust Tower Main Bldg., 1-8-3 Marunouchi, Chiyoda-ku, Tokyo
Capital Stock	¥7,040 million（as of 30 June, 2017）
Established	January 1997
Representative	Haruhiko Doi, Chairman&CEO
Total Employee (Consolidated)	57,726 (as of 30 June, 2017)
Main Business	Domestic Engineering Outsourcing Business Domestic Manufacturing Outsourcing Business Domestic Service Operations Outsourcing Business Domestic Administrative Outsourcing Business Domestic Recruiting and Placing Business Overseas Engineering Outsourcing Business Overseas Manufacturing and Service Operations Outsourcing Business

■ For inquiries regarding this announcement:

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For inquiries about recruitment, please contact the call center.
OUTSOURCING Inc. Call Center
Toll-free number: 0120-89-4651 (Domestic only)

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