

Ichigo Receives Tokyo Metropolitan Government Sports Promotion Company Certification for Ninth Year in a Row

Ichigo was certified as a Tokyo Metropolitan Government Sports Promotion Company this year for the ninth year in a row. The certification is valid until December 31, 2028 because the certification period is three years.

Under the Tokyo Metropolitan Government Sports Promotion Company program, the government certifies companies that promote sports, such as supporting employee engagement in sports.

Ichigo was recognized for its promotion of sports such as athlete employment, sponsorship of sports associations, J.League partnership, sports viewing events and sports activities among Ichigo employees, promotion of local communities via soccer, and other sports-related initiatives described below.



Please refer to the website below for this year's announcement from the Tokyo Metropolitan Government (Japanese only):

www.metro.tokyo.lg.jp/information/press/2025/12/2025120110

Ichigo's Sports-Related Initiatives

1. Promoting Sports: Weightlifting, Track and Field, and Tennis

Ichigo has a weightlifting team, track and field team, and a tennis team. In 2024, Ichigo welcomed Riri Endo and Shizuho Moriyama to the weightlifting and track and field teams, respectively. Ichigo also launched a tennis team with Yuto Oki, a professional tennis player. Ichigo is also a sponsor of the Japan Weightlifting Association and Miyazaki Track and Field Association, further building on our commitment to promote the development of sports.

2. J.League Top Partner and Local Community Promotion via Soccer

Ichigo became a J.League Top Partner in 2019. The J.League's mission is to establish sports clubs that are rooted in local communities, cooperating with local residents, businesses, and governments to promote sports and community development. The J.League's mission is closely aligned with Ichigo's businesses, and our partnership with the J.League deepens our commitment to promote community development.

Ichigo offers a Shareholder Program in which it distributes free tickets to every J.League game totaling 11,000 via a lottery, to express its thanks to its shareholders and also the shareholders of the REITs and a listed solar power producer that it manages, i.e., Ichigo Office (8975), Ichigo Hotel (3463), and Ichigo Green (9282).

In 2025, Ichigo hosted events such as Ichigo Presents Friendly Room designed to allow guests with disabilities to enjoy watching soccer games in a safe and comfortable environment, and Ichigo Presents Talk Show Events where former J.League players spoke about the joy of pursuing one's dreams. Through these events, Ichigo provided opportunities for people to engage with sports through soccer.

3. Sports Activities for Employees

Ichigo sponsors clubs for its employees to play sports such as futsal, running, golf, and baseball. These teams play games against other corporate teams and some also participate in tournaments. Ichigo has also created an original exercise video that is shown before its weekly company-wide online meetings. Together with its employee-athletes, Ichigo participated as a united team in local tug-of-war competitions. In addition, employees attended sporting events in which Ichigo athletes competed to cheer them on. Through these initiatives, Ichigo has promoted and strengthened sports activities within the company.



4. An Office Environment Promoting Physical Activity

In 2024, Ichigo relocated to its new Marunouchi office, where it introduced a free-address system and installed standing tables as well as height-adjustable stools that support active posture and movement. The office features a circulation-style layout centered around the main work area, encouraging employees to walk throughout the office and naturally increase their level of physical activity. In 2025, the office received the highest S-rank certification under the CASBEE Wellness Office Assessment.

Ichigo will continue to promote sports and employee sports engagement. As a sustainable infrastructure company, Ichigo is dedicated to contributing to a sustainable society via offering more enriching experiences to our clients, tenants, and all other stakeholders.

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