

[Provisional Translation Only]

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Ichigo Becomes J.League Top Partner

Ichigo today signed a partnership agreement with the Japan Professional Football League (J.League), and as a J.League Top Partner will work to support the J.League's vision of promoting sports to benefit local communities.



1. Overview

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 community development.

Ichigo believes that companies exist to serve society. As a sustainable real estate and clean energy company, Ichigo works to fulfill its social responsibilities and contribute to local communities.

Ichigo's values are thus closely aligned with the J.League's mission, and Ichigo looks forward to partnering with the J.League to help build stronger and healthier local communities.



2. Partnership Details

In its mission of promoting community development, the J.League faces growing challenges from deteriorating stadiums, resulting in rising operating and maintenance costs. Ichigo will leverage its real estate expertise, in particular its expertise renovating existing buildings and infrastructure, to help the J.League find solutions to these challenges.

Ichigo already supports outstanding athletes in weightlifting, rifle shooting, and track and field, including weightlifting national champion Hiromi Miyake. Ichigo's partnership with the J.League deepens its commitment to promoting the development of Japanese sports and contributing to more fulfilling and healthier lives for the people of Japan.

3. J.League & Ichigo Senior Management Comments

J.League Chairman Mitsuru Murai:

Since its founding in 1993, the J.League has pursued a 100-Year Vision of promoting the development of sports rooted in daily life, sports which fans actively watch, discuss, and support. A JPX-Nikkei 400 company, Ichigo employs a number of Japan's top athletes and is working to support a thriving sports culture in Japan. In its core real estate business, Ichigo's initiatives to promote community and regional development throughout Japan are also fully aligned with the J.League's 100-Year Vision. We have thus agreed to this partnership. Through our partnership with Ichigo, the J.League and its clubs will continue to promote the values of sports and sportsmanship.

Ichigo President Takuma Hasegawa:

The J.League takes a community-first approach in helping local communities develop economically and build a brighter future. This approach matches Ichigo's commitment to giving back to society by working to create richer, more fulfilling lives for the people of Japan. Our shared missions made this partnership possible. Ichigo works to support local communities and contribute to regional development through its sustainable real estate and clean energy businesses. As a J.League Top Partner, Ichigo looks forward to deploying its real estate expertise to support the J.League and its clubs located in 39 of Japan's 47 prefectures nationally and contribute to the health of local residents and the prosperity of communities across Japan.



(Center) J.League Chairman Mitsuru Murai; (Right) Ichigo President Takuma Hasegawa;
(Left) Ichigo Executive Vice President & COO Minoru Ishihara