

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

Ichigo was certified as a Tokyo Metropolitan Government Sports Promotion Company this year for the sixth year in a row.

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.sports-tokyo-info.metro.tokyo.lg.jp/company

Ichigo's Sports-Related Initiatives

1. Promoting Sports: Weightlifting, Rifle Shooting, and Track and Field

Ichigo has a weightlifting team, a rifle shooting team, and a track and field team. Ichigo hires and supports athletes training to compete at the international level. Ichigo is also a sponsor of the Japan Weightlifting Association, Japan Rifle Shooting 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 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).

As part of its commitment to promote community development, Ichigo provided "Ichigo cars" to three J. League clubs this year in order to support the management of their soccer academies and their engagement with local communities.

Ichigo also works to promote community development via soccer by supporting soccer clubs including Tegevajaro Miyazaki (Miyazaki Prefecture), which made its J.League debut, and Nankatsu SC (Tokyo), which is working towards a J.League debut.

3. Sports Business Promotion Division

Ichigo established the Sports Business Promotion Division to serve society and promote sports via our businesses. Ichigo contributes towards building a sustainable society as a means to establish an infrastructure that supports the health of Japan, local community development, and stronger athletic performance.

4. Sports Activities for Employees

Ichigo sponsors clubs for its employees to play sports such as soccer, running, and golf. These teams play games with other corporate teams and some also participate in tournaments. Ichigo has also held stretching exercises, self-defense, and yoga classes for its employees to promote health and interaction amongst employees. These activities were suspended due to Covid, but will resume when it becomes safe to do so.

5. New Normal

Despite ongoing Covid restrictions, Ichigo continued its shareholder program of providing free J.League game tickets, via lottery, to shareholders and distributed approximately 4,000 tickets this year, providing our shareholders opportunities to watch the J.League games. To support the health of our employees, we have been sharing YouTube videos that provide options on relieving the lack of exercise while working from home.

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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