

Ichigo Acquires Ownership of J.League J3 Club Tegevajaro Miyazaki

Miyako City Co., Ltd. (“Miyako City”), Ichigo’s wholly-owned subsidiary, acquired ownership of Tegevajaro Miyazaki Inc. a company that owns and manages the J.League J3 soccer club, Tegevajaro Miyazaki, on December 13, 2023. In tandem with this acquisition, Ichigo also acquired Lychee Park Inc. (President & Representative Director: Hiroyuki Matsumura), a company commissioned by the town of Shintomicho to manage the Unilever Stadium Shintomi, the home stadium of Tegevajaro Miyazaki.



Ownership Rationale

Ichigo is a sustainable infrastructure company dedicated to contributing to a sustainable society via its businesses centered on real estate and clean energy.

Ichigo believes real estate serves as critical infrastructure to enhance and enrich the lives of individuals and communities. Ichigo has moved beyond the traditional view of real estate as simply physical buildings and land to one in which Ichigo more broadly provides key infrastructure that is fundamental to people’s lives. As a sustainable infrastructure company, Ichigo works to support the sustainable development of neighborhoods and communities.

Miyako City is Ichigo’s sustainable infrastructure hub in Miyazaki Prefecture that operates Miyako City mall, Miyazaki’s first major shopping mall, deeply rooted in the local community. Miyako City mall celebrated its 50th anniversary this year.

As part of its initiatives as a sustainable infrastructure company, Ichigo promotes sports via its sports teams: weightlifting, rifle shooting, track and field, and the recently established tennis teams, all based in Miyazaki, with the goal of developing top-class athletes. Ichigo is also a J.League Top Partner. 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. Ichigo believes companies exist to serve society, and our mission is to serve society via our businesses. 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 has collaborated with many clubs as a Top Partner to contribute to enriching and enhancing local communities, and also collaborated with Tegevajaro Miyazaki as a sponsor, supporting their business development, stadium construction, and fan base expansion.

Based on these past developments, Ichigo held discussions with Emotent Co., Ltd., the former shareholder of Tegevajaro Miyazaki, and has decided to acquire 100% of its shares and obtain ownership of the club to support the sustainable development of Miyazaki.

Ichigo's Club Management Policy

Based on Ichigo's corporate philosophy and its vision as a sustainable infrastructure company, Ichigo will carry on Tegevajaro Miyazaki's club slogan, "Sincerity."

Ichigo has built strong partnerships with local government entities, the Miyazaki Prefecture Football Association, and other organizations, and together with fans, supporters, sponsors, and volunteers, Ichigo aims to establish Tegevajaro Miyazaki as a community-based sports club that promotes soccer amongst Miyazaki's youth and is further loved by the local community.

Specifically, Ichigo will send its employees engaged in sports business promotion to Tegevajaro Miyazaki to strengthen the organization, and will improve players' training environment.

Ichigo will leverage its business network in Miyazaki that it has built over the course of 50 years to create synergies with its group companies operating in Miyazaki, Miyako City, which operates a shopping mall, Ichigo ECO Energy, part of the clean energy business, Miyazaki Sunshine FM, which operates a FM radio station, and Ichigo Potager, part of the agriculture business, and further grow fans, supporters, and sponsors.

In implementing the above initiatives, Ichigo will focus on developing Tegevajaro Miyazaki's capital policy. Ichigo will continue to operate as a responsible company going forward, and will establish a shareholder structure that will allow Tegevajaro Miyazaki to be a beloved local sports club. In order to shift to an "all-Miyazaki" structure where local government entities and companies that are essential to Miyazaki's government and business will acquire shares, Ichigo will increase capital via issuing new shares to these local government entities and companies to establish a club that is rooted in the local community and supported by its shareholders.



Tegevajaro Miyazaki Official Website (Japanese only)
www.tegevajaro.com

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