Make The World
More Sustainable

[Provisional Translation Only]
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Launch of Ichigo J.League Shareholder Program

Earlier this year, Ichigo Office's sponsor, Ichigo (2337), became a Top Partner of the J.League, Japan's professional soccer league, in support of the J.League's vision of enriching and enhancing local communities through the promotion of sports.

Today, Ichigo launched a Shareholder Program in which Ichigo is distributing free tickets to every J.League game to Ichigo, Ichigo Office (8975), Ichigo Hotel (3463), and Ichigo Green (9282) shareholders. The Shareholder Program offers Ichigo's shareholders the opportunity via a lottery to attend the roughly 1,000 J.League games, featuring all 55 J.League clubs across the J1, J2, and J3 Leagues.

Ichigo Office has decided to express appreciation to its shareholders by making it possible for them to join the Shareholder Program. Ichigo Office will incur no expenses from this participation.

Ichigo's Shareholder Program represents two firsts for Japanese shareholder programs:

1) Ichigo is the first Japanese company to include not just its own shareholders, but also the shareholders of the REITs and YieldCo that it manages, in its shareholder program. This reflects Ichigo's deeply-held commitment as a fiduciary to serve and grow value for all shareholders.

2) Ichigo is the first company to offer shareholders free tickets to all 55 J.League clubs and all J.League games. (There have been instances of companies distributing tickets for specific J.League clubs, but until now no company has ever inclusively provided tickets for all 55 J.League clubs and games.) Ichigo is giving away roughly 4,000 tickets, or about four tickets for every game, providing Ichigo's shareholders the opportunity to show support for every J.League club across Japan.



Shareholder Program Overview

1. Objective

Ichigo Office is joining the Shareholder Program to express its thanks to Ichigo Office shareholders and further its mission of promoting local community development.

2. Details

Eligible Shareholders

Shareholders eligible for the Shareholder Program are all Ichigo Office shareholders as of the final day of the most recent half-year fiscal period, namely:

April 30, 2019 (Initial Shareholder Program eligibility: through January 31, 2020)

Application Start Date

October 1, 2019

Application Process

Shareholders can simultaneously apply for tickets for one game in each of the J1, J2, and J3 Leagues even if the games are scheduled on the same day. The tickets are freely transferable to family and friends.

To apply for tickets, shareholders can create an account using their shareholder credentials at the below Shareholder Program website (Japanese only). The website was launched today and is accessible via the below URL or QR code. The website is also accessible to the general public to provide the opportunity to learn about the Shareholder Program.

Ichigo J.League Shareholder Program Website
www.ichigo-jleague.jp



3. Earnings Outlook

The Shareholder Program will have no impact on Ichigo Office's October 2019 and April 2020 fiscal period earnings forecasts announced in "April 2019 Fiscal period Earnings" on June 14 2019. Ichigo Office is launching the Shareholder Program to express its thanks to Ichigo Office shareholders and further its mission of promoting local community development.

Shareholder Program Website Image



株主・投資主の皆様には、いちご（2337）、いちごオフィス（8975）、いちごホテル（3463）、いちごグリーン（9282）を日頃より応援いただきまして、心より感謝申し上げます。
いちごでは、Jリーグの「トップパートナー」就任に伴い、株主・投資主の皆様への感謝の気持ちを込めて、Jリーグの試合チケットを株主・投資主優待として抽選式で贈呈いたします。是非、奮ってご応募ください。



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