Make The World
More Sustainable

[Provisional Translation Only]
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Ichigo J.League Shareholder Program Premium Present – Ichigo Kids J.League Events

Ichigo Office's sponsor, Ichigo (2337), is adding a Premium Present to its Ichigo J.League Shareholder Program to give Ichigo shareholders, friends, and family the opportunity to bring their children to special Ichigo Kids J.League Events. In addition to watching J.League matches live at the stadium, the children will meet the players and participate in activities such as joining the players on the field for pre-match warm-ups, escorting the players onto the field during the opening ceremony, and carrying the club flag on the field during the opening ceremony.

Ichigo Office is expressing its appreciation to its shareholders by making it possible for them to join the Ichigo J.League Shareholder Program. Ichigo Office incurs no expenses from this participation.

Ichigo J.League Shareholder Program Website Image



1. Ichigo Kids J.League Event Details

The following Ichigo Kids J.League Events will be held across three J.League matches:

(1) Field Escort

Escort the players onto the field before the match

(2) Flag Ceremony

Carry the club flag onto the field as part of the match's opening ceremony

(3) Center Circle Flag Bearer

Unfurl the club flag to welcome players onto the field as part of the match's opening ceremony

(4) Player Warm-Up

Join the players on the field for their pre-match warm-up

(5) Player High-Fives

High-five the players when they run on to the field

Please note that the Ichigo Kids J.League Events are intended to be for elementary school-age children, so they require accompaniment by an adult. (The accompanying adult will also receive a ticket to the J.League match.)

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, which is April 30, 2019.

Application Process

Shareholders registered by Monday, November 4, 2019 at the Ichigo J.League Shareholder Program Website will receive an online application form by email. Ichigo will announce the event details, including the dates and venues, via the Ichigo J.League Shareholder Program Website on Tuesday, November 5, 2019.

This website is also accessible to the general public to provide the opportunity to learn about Ichigo's Shareholder Program.

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

2. Earnings Outlook

The Shareholder Program has 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. Through the Shareholder Program, Ichigo is expressing its thanks to Ichigo Office shareholders and further its mission of promoting local community development.

Ichigo J.League Shareholder Program Background

Earlier this year, Ichigo 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.

Ichigo's Shareholder Program offers Ichigo's shareholders, as well as Ichigo Office (8975), Ichigo Hotel (3463), and Ichigo Green (9282) shareholders, the opportunity via a lottery to attend c. 1,000 J.League games, featuring all 55 J.League clubs across the J1, J2, and J3 Leagues.

Two Firsts for a Shareholder Program in Japan

Ichigo's Shareholder Program represents two firsts for Japan's 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 Japanese company to offer shareholders free tickets to all 55 J.League clubs and all J.League games (c. 1000). Ichigo is giving away c. 4,000 tickets, providing Ichigo's shareholders the opportunity to show their support for every J.League club across Japan.