

# Sports Initiatives

The Group supports healthy minds and bodies by promoting regional areas and providing opportunities to enjoy sports through its participation in the operation of a professional baseball team, the Hokkaido Nippon-Ham Fighters, and the J.League's Cerezo OSAKA, whose operation the Company supports as a partner company.

WEB <https://www.nipponham.co.jp/eng/csr/social/sports/>

## HOKKAIDO NIPPON-HAM FIGHTERS

The corporate philosophy of the Hokkaido Nippon-Ham Fighters is "Sports Community," meaning a society where sports are incorporated in daily life. The team and front office work together to provide fan services that put fans first, in order to operate as a community-oriented team. In the 2017 season, the team recorded a total attendance of 2,080,000 (second in the Pacific League), exceeding the previous season. The team is gaining attention as the only professional baseball team in Hokkaido.

One of the community efforts supporting this is our initiative to designate "support ambassadors" for the 179 municipalities in Hokkaido, which we started in 2013. This is a major 10-year project, where every year, players from the Hokkaido Nippon-Ham Fighters act as support ambassadors to 18 municipalities in Hokkaido, promoting municipal development while interacting with people of the local community; over the course of the project, we will have collaborated with every municipality in Hokkaido.

We have also created the Fighters' Fund from a portion of the proceeds from the ticket and merchandise sales of the Hokkaido Nippon-Ham Fighters, as well as revenue from charity auctions,



with the goal of supporting the health of the youth who lead Hokkaido in the future and their families. The fund supports activities in the fields of Sports, Nature, and Living.

The Hokkaido Nippon-Ham Fighters aims to achieve a Sports Community to promote CSR activities based on solving social issues, creating opportunities for exercise, and fusing food, sports, and health.



Announcement of new players

WEB <http://www.fighters.co.jp/> (Japanese and Chinese only)

## J.LEAGUE CERezo OSAKA

Cerezo OSAKA won the J.League YBC Levain Cup for the 2017 season, capturing the first title in the club's history. Then on January 1, 2018, the team went to the finals of the 97th Emperor's Cup, winning a hard-fought match that went into extra time, capturing its second crown and marking a historic year for the club.

Regarding athlete development, Cerezo OSAKA Academy has built an environment enabling stable development. Cerezo OSAKA Academy includes U-18 and Nadeshiko League Div. 1 team Cerezo Osaka Sakai Ladies, and was the first in the J.League to split off operations of all development organizations,

including youth, from the main team. Accomplishments of academy graduates include contributing to victories by Cerezo OSAKA's main teams and in international matches, representing a major success for Cerezo OSAKA, which aims to be a developmental club.



97th Emperor's Cup award ceremony ©CEREZO OSAKA

WEB <http://eng.cerezo.jp/>

## NUTRITIONAL SUPPORT FOR ATHLETES

Registered dietitians from the Research and Development Center provide nutritional support to players on the Hokkaido Nippon-Ham Fighters and Cerezo OSAKA teams. In 2017, they also started giving nutritional support to the athletes of the Japanese professional basketball B League team Kagawa Five

Arrows. RDC provided nutritional support to 316 athletes in 2017.

