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Brand Strategy Dept.
Nitto Denko Corporation

Nitto Extend Partnership with the ATP until 2025

Nitto Denko Corporation (Headquarters: Osaka; President, CEO & COO: Hideo Takasaki; "Nitto", hereafter) has today announced a five-year extension of their highly successful partnership with the ATP until 2025. The extension will see Nitto continue as title partner of the season-ending Nitto ATP Finals, in partnership with the ATP, the Italian Tennis Federation (FIT), and the City of Turin. Nitto will also become a year-round Gold Partner of the ATP Tour and its Official Athletic Tape Sponsor.

The Nitto ATP Finals is the year-end finale of the ATP Tour season, where the world's best men's players battle it out for the Tour's most prestigious title. Nitto's approach, of amazing and inspiring people through its innovative products and services, shares many commonalities with the Nitto ATP Finals, where the world's top players strive to become the best of the best, inspiring fans with their performance. Based on this Nitto has been sponsoring the event since 2017, with our vision of "supporting those who take on challenges."

From 2021-2025 the Nitto ATP Finals will be held in Turin, in collaboration with the ATP, FIT and City of Turin. In addition, by becoming a year-round Gold Partner and Official Athletic Tape Sponsor of the ATP Tour from 2021, Nitto will provide its athletic taping products to the ATP Medical Team to support many tennis players throughout the season.

Hideo Takasaki, Nitto President, CEO & COO, said: "We are delighted and excited to be extending our partnership with the ATP and our long-term commitment to the Nitto ATP Finals. As a Gold Partner of the ATP Tour and its Official Athletic Tape Sponsor, we look forward to supporting tennis players participating on Tour, throughout the season. In Turin, a city with a strong spirit of innovation, we are confident the Nitto ATP Finals will be an event that amazes and inspires people all over the world."

Andrea Gaudenzi, ATP Chairman, said : "We are very proud to extend our partnership with Nitto for five more years. Nitto are global industry leaders and have fully embraced their sponsorship of our season-ending event since our partnership began three years ago. Together with the FIT, we look to build upon that relationship and the record growth the event has achieved during its time in London. We also look forward to working closely with

Nitto as our year-round Tour partner, as they assist in protecting players' health by providing top quality athletic taping related products for use at events across the season."



Chiara Appendino, Mayor of Turin, said: "Turin is excited to welcome the Nitto ATP Finals in 2021 and write the next chapter in the event's rich history. To be doing so with the long-term commitment of a world-leading partner like Nitto is a real statement of belief in Turin's ability to deliver an exceptional and innovative event."

Angelo Binaghi, FIT President, said: "We would like to thank Nitto for their invaluable commitment and support of the ATP Finals. The event has already received tremendous commercial interests from major global brands and will be a historic milestone for tennis in Italy, helping to inspire the next generations of players and fans."

The Nitto ATP Finals in 2019 delivered record social and digital engagement, including 400 million impressions, 69 million video views and 12 million social interactions via ATP Tour and Tennis TV channels.

Link to video

www.nitto.com/NittoATPFinals/

■ About The ATP

The ATP is the governing body of the men's professional tennis circuits — the ATP Tour, the ATP Challenger Tour and the ATP Champions Tour. With 64 tournaments in 30 countries, the ATP Tour showcases the finest male athletes competing in the world's most exciting venues. From Australia to Europe and the Americas to Asia, the stars of

the 2020 ATP Tour will battle for prestigious titles and FedEx ATP Rankings points at ATP Masters 1000, 500 and 250 events, as well as Grand Slams (non-ATP events). The 2020 season launched in January with the inaugural ATP Cup in Australia and will culminate with only the world's top 8 qualified singles players and doubles teams competing for the last title of the season at the Nitto ATP Finals in November. Held at The O2 in London, the event will officially crown the 2020 ATP World No. 1. For more information, please visit www.ATPTour.com.

■ About Nitto (Nitto Denko Corporation)

Since its founding in 1918, Nitto has been a manufacturer of highly functional materials that have been deployed into a wide range of global industries, from electronics, automotive, environmental, to healthcare. Based on four core technologies: adhesion, coating, polymer function control, and polymer analysis & evaluation, Nitto provides customers with various products such as polarizing films, which are indispensable for screen displays of smartphones and TVs, industrial adhesive tapes, automobile parts, and medical supplies. Under the brand slogan of "Innovation for Customers", Nitto is contributing to a better life by solving social issues and improving corporate value.

For details, please visit our official website (www.nitto.com) or this special website by Nitto (www.nitto.com/NittoATPFinals)