

Saitama Super Arena

Value Up Naming Rights Partner Application Guidelines

Since its opening in 2000, Saitama Super Arena has contributed to Japan's entertainment industry for 25 years as the largest multi-purpose arena in Japan, hosting music concerts by domestic and international artists and sporting events, including world championships such as the Tokyo 2020 Olympic Games.

The evolution of large-scale venues worldwide in recent years has been remarkable. In order for Saitama Super Arena to continue to be a venue chosen by the global entertainment industry and to play a role in providing high-quality entertainment to the metropolitan area, we plan to carry out a major renovation of the arena from 2026 to 2027.

We aim to use this opportunity not merely for routine maintenance but to transform Saitama Super Arena into “a unique cultural and entertainment hub in the world” and “a stage for creating a future towards sustainable regional and societal development.” In collaboration with Saitama Prefecture and the designated manager of the arena (Saitama Arena Co., Ltd.), we are seeking new proposals that utilize private resources to enhance the competitiveness and added value of the venue and partners to use the nickname of this venue as follows.

1. Organizing body

Designated Manager of Saitama Super Arena and Keyaki Plaza
Saitama Arena Co., Ltd. (hereinafter referred to as “we” or the
“Company”)

(Company profile) <https://www.saitama-arena.co.jp/company/>

2. Naming rights venue

(1) Name of the venue

Saitama Super Arena (Keyaki Plaza is not included)

(2) Location

8 Shintoshin, Chuo-ku, Saitama City, Saitama Prefecture

(3) Venue owner

Saitama Prefecture (hereinafter referred to as the “Prefecture”)

(4) Venue overview

As per Appendix 1 “Overview of the Target venue”

3. Overview of request for proposals

(1) Eligibility requirements

- A. The details of the eligibility criteria are as outlined in Appendix 2, 'Eligibility Criteria'.
- B. It doesn't matter if the applicant is domestic or international.
- C. If you are applying as a group, please note the following:
 - (a) All corporations and other organizations (hereinafter referred to as “Corporations, Etc.”) that make up the group must be eligible to apply.
 - (b) A Corporations, Etc. to represent the group must be designated.
 - (c) A Corporation, Etc. that applies individually cannot become a member of a group.
 - (d) It is not possible to be a member of multiple groups simultaneously.

(2) Application details

The Company is seeking proposals for the following initiatives aimed at enhancing the value of Saitama Super Arena, increasing satisfaction among users and visitors, and promoting sustainable development and value co-creation in collaboration with the Prefecture and private businesses.

In addition, applications must include proposals for both of the following ① and ②: (i.e., proposals for only one of the two items are not accepted.)

- ① A partnership to purchase the right to give nicknames to Saitama Super Arena facilities (hereinafter referred to as “Naming Rights”)
- ② A proposal that will contribute to strengthening the competitiveness and added value of the venue by utilizing the resources of private businesses that are compatible with the future vision of Saitama Super Arena and the direction of new investment.

(3) Application conditions, etc.

① Partnerships to purchase Naming Rights

<Basic Rights>

(Amounts are per year, excluding tax)

Subject	Desired Amount	Contract Period	Scheduled Start Date
Naming Rights for the venue (Saitama Super Arena)	500,000,000yen or more*	5 to 10 years	April 2027

(Notes)

- * The applicant may apply even if the proposed amount of the naming rights fee is less than the desired amount set by the Company. However, the minimum amount for the Naming Rights for the venue nickname is 300,000,000 yen, and applications below this amount will not be accepted. Please note that the proposed amount of the naming rights fee must not include national and local consumption taxes. National and local consumption taxes will be charged separately at the time of payment.
- * Please note that although applications for the contract period exceeding 10 years will not be accepted, if you wish to renew the contract after the contract period expires, you will be granted preferential negotiation rights. However, this does not guarantee that the contract will be renewed.
- * The contract expiration date will be March 31st of the final fiscal year (April to March) of the contract.
- * The use of the granted rights is scheduled to begin in April 2027, after the venue is closed for major renovation work, but this may change depending on the progress of the work. If there is a change in the start date, we will discuss appropriate actions, such as adjustments to the contract amount or contract period.
- * Applications are also open for those wishing to use the nickname of the venue during the closure period for major renovation work in fiscal year 2026. In this case, as long as the contract period from April 2027 is within 10 years, it is acceptable for the contract period to exceed 10 years, including fiscal year 2026.

<Optional Rights>

Regarding the following optional rights, we plan to set a separate period for sales and offers as needed. In addition to the basic rights being solicited, if you wish to acquire the following optional rights, please express your intentions during the preliminary consultation.

Furthermore, at the time of formal application, please specify the optional rights you wish to acquire in the Saitama Super Arena Value-Up Naming Rights Partner Application Form (Form 2) and the Proposal Document (optional format).

Regarding the optional rights, they will be granted only if the proposal meets the eligibility criteria for the basic rights and if the proposer becomes the naming rights partner of the facility.

(Amounts are per year, excluding tax)

subject	Sales price	Scheduled start date
Naming Rights for Gate A	80,000,000 yen	April 2027
Naming Rights for Gate B	30,000,000 yen	
Naming Rights for Gate N	30,000,000 yen	
Naming Rights for the 3rd floor West Outdoor Space	10,000,000 yen	
Naming Rights for the 3rd floor Lounge	25,000,000 yen	
Naming Rights for the 5th floor North Concourse Space Gate	35,000,000 yen	
Naming Rights for the 1st floor South Indoor Space	40,000,000 yen	

*The contract period must be the same as the contract period you propose for the basic rights.

* The basic rights and optional rights do not confer exclusivity within the business category. For the optional rights that are not contracted this time, we intend to offer them separately. The eligibility criteria for such sales will be consistent with those specified in Section 3(1) of these guidelines.

*The “Naming Rights for the 3rd floor West Outdoor Space,” “Naming Rights for the 3rd floor Lounge,” “Naming Rights for the 5th floor

North Concourse Space Gate,” and “Naming Rights for the 1st floor South Indoor Space” include brand activation rights (marketing activities such as using the space to promote its products and provide experience opportunities to the visitors). When utilizing the brand activation rights that involve the provision of food and beverages, the outsourcing of services to the Company’s food and beverage vendors will be discussed.

The “3rd floor West Outdoor Space,” “5th floor North Concourse Space,” and “1st floor South Indoor Space” are currently not equipped as activation spaces. Therefore, any necessary improvements for utilizing the brand activation rights, including the “3rd floor Lounge,” will be carried out by the Company at the expense of the naming rights partner in principle. (In this case, the costs will be borne by the naming rights partner separately from the naming rights fee.) However, based on discussions regarding the proposal, the Company may bear the costs related to infrastructure improvements.

In addition, with regard to brand activation rights, there may be dates on which they cannot be used depending on discussions with event organizers.

- ② Proposals that utilize the applicant company’s resources to strengthen the venue competitiveness and increase its added value Please refer to the reference material “Saitama Super Arena Value-Up Naming Rights Partner Offering Prospectus” and propose the introduction of facilities and services that are compatible with the future vision and new investment direction of Saitama Super Arena and contribute to strengthening competitiveness and increasing added value that could become a new selling point of the venue. Please proactively propose initiatives that contribute to strengthening competitiveness and increasing added value by using ideas that utilize the resources of the applicant company.

In principle, the costs associated with the implementation and maintenance will be borne by the naming rights partner. However, based on discussions regarding the proposal, the Company may bear

the costs related to infrastructure improvements.

In addition, if you wish to make a proposal that utilizes space, etc. that is subject to optional rights, you will need to purchase those rights.

<Reposting the opening of the Application Guidelines>

“A unique cultural and entertainment hub in the world”

“A stage for creating a future towards sustainable regional and societal development”

(Reference: Examples of Initiatives)

1. **Improving the Fan Experience:** Providing visitors with immersive and special moments.
2. **Strengthening Hospitality Functions:** Implementation of environments and services to cater to the varied needs of visitors.
3. **Utilizing ICT and AI:** Improving services for visitors and enhancing arena operations efficiency through the use of the latest technologies.
4. **Sustainability initiatives:** Realizing a large-scale arena that minimizes environmental impact.
5. **Function as a precinct hub:** Establishing a hub for collaboration, aggregation, and dissemination of content and technology held by local residents and businesses.
6. **Expansion of accessibility:** Creating an arena where everyone, regardless of age, children, or disabilities, can feel safe and comfortable.

In the proposal document (any format), please indicate the specific proposal details, management structure, operation methods, implementation timeline, and cost-sharing approach. Additionally, please describe the anticipated effects of the implementation, such as profitability, venue utilization rate, user and visitor satisfaction, and the number of visitors.

4. Nickname

(1) Naming conditions

A. The name given by Corporations, Etc. is a nickname and therefore

will not result in a change to the name of the venue as stipulated in the ordinance (Saitama Super Arena).

- B. In principle, nicknames cannot be changed during the contract period.
- C. When displaying the nickname, the official name (Saitama Super Arena) may also be included.
- D. In the case of international events, etc., there may be restrictions on the use of nicknames that include company names, product or brand names, etc. in the venue name.

(2) Nicknames that are prohibited from use

Any nickname that is determined to fall under any of the following categories is prohibited from being named or used:

- A. Those that violate laws or regulations or have the potential to do so
- B. Those that disrupt public order or morals or have the potential to do so
- C. Those that may infringe on fundamental human rights or have the potential to do so
- D. Those with political implications
- E. Those with religious implications
- F. Those that advocate specific ideologies or positions on social issues
- G. Those deemed inappropriate for use as nicknames for prefectural assets
- H. Those that infringe on third-party trademark rights and other rights

(3) Scope of the nickname

The nickname can include a corporate name, product name, brand name, etc. However, it must be easy for the general public to understand. Corporate or brand logos can also be used. Upon the selection of the naming rights partner, the venue logo will be designed by our company or Saitama Prefecture, reflecting the preferences of the preferred candidate. The ownership and management of assets, including trademark rights, will be retained by our company or Saitama Prefecture.

5. Where the nickname will be displayed
(benefits for the naming rights partner)

(1) Nickname display

- A. The places where the nickname of the venue etc. can be displayed are the exterior walls of the venue, signs within the premises, guide boards within the venue, printed materials, etc. (pamphlets, posters, flyers, the Company's and Prefecture's websites, etc.). The specific locations of the signs and guide boards are as shown in the "Nickname Display Locations" column of Appendix 1 "Overview of the Target venue".
- B. The scope, timing and content of construction work involving installation, modification and restoration of venue name signs, etc. will be decided by the Company in consultation with the Prefecture, which is the owner of the venue, and other relevant organizations. Additionally, prior to the installation of outdoor advertisements, the Company will decide the details in consultation with the relevant office in Saitama City (Saitama City Southern Urban Planning Office, Urban Planning Guidance Division) where the venue is located.
- C. The display of the nickname on printed materials such as flyers only applies to materials created after the use of the nickname begins. The naming rights partner may change the display on existing printed materials at their own expense.
- D. If you wish to make changes to the signs on surrounding road signs, etc., the Company will consult with the Prefecture and related authorities and make changes if they are possible.

(2) Proposal for granting merit

If there are other places you would like the nickname to be displayed in addition to the places we have indicated, or if you would like to receive partnership benefits in addition to the nickname, please make a proposal regarding that content. After the preferred negotiation right holder is selected, a separate discussion will be held to determine whether or not the benefits will be granted. Please note that we cannot guarantee that the content of your proposal will be

realized.

Examples of anticipated benefits:

Priority negotiations for venue utilization dates, provision of brand activation space and advertising signboards, hosting events utilization of Keyaki Hiroba, sponsorship of our own independent projects, etc.

(3) Efforts by the Prefecture and the Company to popularize the nickname

A. Once the naming rights partner is determined, the announcement will be made through the distribution of materials to media outlets and publication on the website, among other methods.

B. To promote and establish the nickname, it will be used in various public relations activities, and efforts will be made to encourage its use by media and municipalities within the Prefecture.

6. Regarding the burden of expenses incurred in displaying the nickname

(1) Expenses borne by the naming rights partner

A. Regarding the following maintenance work related to the venue, in addition to the naming rights fee, the naming rights partner shall bear the costs separately, and the Company will implement the maintenance work.

(a) Installation, removal, or modification of venue signs and venue renovations, etc. in conjunction with the use of the nickname, etc.

(b) Maintenance and management of signs, etc. installed or altered at venue, including repairs

(c) Restoration of venue signs and other facilities to their original state upon expiration of the contract period

B. If costs are incurred in conjunction with the display of nicknames, etc., on the following items, the naming rights partner shall bear the costs, and the Company will implement measures.

(a) Items subject to regulations under the Outdoor Advertising Ordinance

- (b) Changes to names on road signs and other information displays
- (c) Use of administrative property that requires permission to use
(when using the grounds of a public facility for the installation of a venue sign, etc.)
- C. Any other costs that arise as a result of implementing the measure at the request of the naming rights partner shall be borne by the naming rights partner, and who will implement the measure will be determined through consultation depending on the content of the measure.
Example: Design commission fees incurred by updating the design of existing printed materials, etc., renovation costs incurred by significantly renewing the venue website (<https://www.saitama-arena.co.jp/arena/>), etc.
- D. If damage is caused to a third party by an introduced signboard, etc., due to reasons attributable to the naming rights partner, or if the nickname infringes the trademark rights of a third party, the naming rights partner shall bear the costs. If any other risks arise that are not specified in these guidelines or the contract, the naming rights partner and the Company will discuss and decide on the matter.

(2) To be borne by our company or the prefecture

The costs associated with changes to the display on our company's and the prefecture's websites, printed materials, and prefectural public relations papers will be borne by our company or the prefecture. However, printed materials will be subject to creation after the nickname usage begins, and the costs associated with changes to the display on existing printed materials will be borne by the naming rights holder.

(3) Other

Other details regarding costs associated with using the nickname will be determined through discussion between the Company and naming rights partner.

(Cost burden/Who will implement)

Category	Cost burden	Who will implement
Installation of signs inside and outside the sites (venue signs, road signs) *1	Naming rights partner	Our company
Venue sign design	Naming rights partner } *2	Naming rights partner
Restoration to original condition after the contract period ends	Naming rights partner }	Our company
Display of printed materials such as pamphlets created by the Company or the Prefecture, and on websites *3	Our company or the prefecture	Our company or the prefecture
Creation of a logo for the venue	Our company or the prefecture	Our company or the prefecture
Other initiatives to be implemented at the request of the naming rights partner	Naming rights partner } *2	Subject to negotiation

*1 Any changes to signs inside and outside the site, such as road signs, will be made in consultation with the Prefecture and related organizations, and changes will be made to signs that can be changed. In addition, regarding the installation of new signs, etc., discussions will be held on whether or not they can be installed.

*2 This fee will be charged separately in addition to the naming rights fee.

*3 Limited to new productions after the contract is signed.

7. Use of naming rights fees, etc.

Capital investments for venue maintenance, repairs, competitiveness

enhancement, and value addition.

8. Application procedure

(1) Application period

①Pre-consultation (Entry sheet submission period September 30, 2025 (Tuesday))

From May 13, 2025 (Tuesday) to October 31, 2025 (Friday)

②Formal application (①Prior consultation required)

From June 13, 2025 (Friday) to November 28, 2025 (Friday).

(2) How to apply

Before officially applying, please be sure to submit the “Entry Sheet (Form 1)”. Based on the entry sheet, we will confirm the compatibility of your proposal with our business through preliminary consultations and discussions. To officially apply, prior consultation is required, and you must fill in the necessary information on the Saitama Super Arena Naming Rights Partner Application Form (Form 2) and submit it by email.

However, even if the submission is made by email, the “Certificate of Registered Matters (Certificate of All Historical Matters)” and the “Payment Certificate for Corporate Tax, Corporate Prefectural Inhabitant Tax, Corporate Enterprise Tax, Consumption Tax and Local Consumption Tax” must be submitted in person or by postal mail.

When submitting by email, please inform us by phone call.

In addition, if you are applying as a group, please submit documents related to all constituent Corporations, Etc.

A. Documents to be submitted

- ① Saitama Super Arena Value-Up Naming Rights Partner Application Form (Form 2)
- ② Profile of Corporations, Etc. (Form 3)
- ③ Pledge (Form 4)
- ④ Proposal document (Content of the proposal related to the application conditions described in ① and ② of Section 3(3)) (any format)

- ⑤ Concepts, activities, and future plans regarding contributions to the precinct and utilization of venue (any format)
 - ⑥ List of officers (Form 5)
 - ⑦ If a product name is used as the nickname, a description of the product
 - ⑧ Company overview and future business plan (medium-term business plan and business strategy, etc., formulated with the next 3 to 5 years in mind)
 - ⑨ Financial statements for the last three years
 - ⑩ Certificate of registered matters (certificate of all historical matters)
 - ⑪ Certificate of payment of corporate tax, prefectural corporate inhabitant tax, corporate business tax, consumption tax and local consumption tax
- * For corporate tax, consumption tax and local consumption tax, please submit a tax payment certificate (3-3) issued by the tax office.
 - * For prefectural corporate inhabitant tax and corporate enterprise tax, please submit tax payment certificates for the most recent three fiscal years issued by a prefectural tax office, etc.
 - * In addition to the documents listed above, we may ask you to submit additional materials as necessary.

B. Submission and Contact Information

8 Shintoshin, Chuo-ku, Saitama City, Saitama Prefecture
Saitama Arena Co., Ltd. Management and Finance Division
TEL: 048-600-3011

Email: partner@saitama-arena.co.jp

* If you bring the document in person, the reception hours are 9:00-12:00 and 13:00-18:00 (Saturdays, Sundays, and holidays are also accepted)

If you would like to bring your own documents in person, please let us know in advance the date and time you would like to visit.

*If sending by postal mail, please write "Partnership application form and related documents enclosed" on the envelope.

*If you send by email, please write "Partnership Application Related Documents" in the subject line.

C. Acceptance of questions

Questions regarding the contents of these Application Guidelines will be accepted as follows:

(A) Question submission period

From Tuesday, May 13, 2025, to Friday, November 14, 2025.

(B) How to register

If you have any questions regarding the contents of these Application Guidelines, please send an email with the subject line below.

(Subject): Question regarding Saitama Super Arena partnership

(Address): partner@saitama-arena.co.jp

(C) Method of response

Questions and answers will be published on our website (the name of the questioner will not be displayed). Please note that questions and answers regarding individual proposals will not be made public.

(<https://www.saitama-arena.co.jp/partner/>)

D. Other

The documents and information submitted by applicants will not be used for any purpose other than the purpose of introducing the Value Up and Naming Rights Partnership.

9. Important points to note when applying

- (1) Once an application has been submitted, it will not be possible to resubmit or revise any documents (except for minor revisions).
- (2) If you decline after submitting your application, please submit a notice of decline (any format).
- (3) Applicants will be responsible for all costs related to the application. The submitted documents will not be returned.
- (4) If any false statements are made in the documents submitted, the applicant is found to be ineligible, or any other irregularities are found, the applicant will be disqualified.
- (5) If we deem it necessary for the review, we may request you to submit additional documents.
- (6) After the contract is concluded, if it is discovered that a false application has been made or that the applicant's eligibility has been lost, or if there is a risk of damaging the image of the Prefecture, the

Company, or the venue due to conduct that undermines social credibility, or if it is deemed inappropriate to have the naming rights, the contract may be terminated. In this case, the costs necessary to restore the property to its original state with regard to the termination of the contract shall be borne by the naming rights partner.

- (7) This recruitment is conducted as an initiative to appropriately maintain and update the facilities and equipment of Saitama Super Arena, and to enhance the attractiveness and value of the facility in the future. It is not intended to change our company's management or existing operations.

10. Venue tours

If you wish to request a tour of the venue, we will accept applications as follows.

(1) Venue tour application period

From Tuesday, May 13, 2025, to Tuesday, September 30, 2025.

(2) How to apply

Please contact us by email with the following:

(Subject): Request to visit Saitama Super Arena - Partnership project

(Address): partner@saitama-arena.co.jp

(Body of message): Preferred date and time of visit (first to third choice), number of people planning to visit, name of person in charge of the visit, phone number, and email address

11. Selection method, etc.

A selection committee will be established, and based on the submitted documents and presentation content, the following selection criteria will be used to comprehensively evaluate the naming rights fee, contract period, appropriateness of the nickname, proposals contributing to competitiveness enhancement, social and regional contribution activities, and management stability, among other factors, to select the preferred negotiation rights holder from the applicants.

As a result of the review, we may decide not to select a preferred

negotiation right holder from among the applicants in certain cases, such as where applicants have extremely low scores in any item of the selection criteria.

Even if there is only one applicant, a selection committee will be set up to conduct the review.

[Selection Criteria] *For details, please refer to the Selection Criteria Table (Attachment 3)

item	Scoring		perspective
Naming rights fee Contract period	40	40	Appropriateness in light of the application conditions (desired amount: 500 million yen or more per year, contract period: 5 to 10 years, starting date: April 2027, etc.) <Calculation Method> The valuation amount calculated by following formula: Application amount from April 2027 onwards × (contract period + (10 years - contract period) × 1/2) + Application amount during fiscal year 2026 will be evaluated relatively.
Nickname Branding Social precinct contribution	20	15	Friendliness and ease of calling Consistency with the purpose of establishing the venue, and compatibility between the applicant's management philosophy and the purpose of the proposal and the management and business of Saitama Super Arena Philosophy and achievements regarding contributions to society and the precinct, etc.
		5	If the nickname makes use of the current name recognition of Saitama Super Arena
Proposals that contribute to strengthening competitiveness and increasing added value, etc.	40	20	The future vision aimed by the facility, compatibility with the direction of new investments. [Basic points] <div style="border: 1px dashed black; padding: 5px;"> <Quoting the opening sentence of the Application Guidelines> “A unique cultural and entertainment hub in the world” “A stage for creating a future towards sustainable regional and societal development” </div> Effects of implementation (improved profitability)

			and utilization rate, improved visitor and user satisfaction, sustainability, impact on the precinct area, etc.), management structure, operation method, implementation timeline, cost burden considerations, etc.
		20	Novelty and topicality of the proposal from the perspective of the measures for stadiums/arenas [Additional points] Initiatives that will create unique selling points as a stadium/arena (introduction of new technology, contribution to the precinct community, environmental considerations, etc.)
Management stability, etc.	Feasibility		Stability and soundness of management based on past financial status and future business plans, ability to pay naming rights fees, existence of past scandals, etc.

- (1) A minimum standard score will be set for each item, and preferred negotiation rights holder who do not meet that standard will not be selected. Additionally, for proposals that contribute to strengthening competitiveness and enhancing added value, we will evaluate additional points for proposals that have a base score of 10 points or more.
- (2) All applicants will be notified of the selection results in writing.
- (3) Upon determining the preferred negotiation rights holder, the Prefecture and the Company will engage in individual negotiations with the preferred negotiation rights holder to finalize the value-enhanced naming rights business contract. Once a tripartite agreement is reached, the naming rights holder will be officially confirmed. Should the negotiations fail to result in an agreement, the next highest-ranked candidate in the negotiation priority order may be elevated to the preferred negotiation rights holder, and in such case, negotiations will proceed accordingly.
- (4) The selected naming rights partner will be announced on the Company's and the Prefecture's websites, and information will be provided to the mass media. Please note that application details and selection results may be made public, except for information

relating to corporations and the affairs or business conducted thereby that should be protected, in accordance with our information disclosure policies.

12. Offering schedule

- (1) Venue tour : May 13, 2025 - September 30, 2025
 - (2) Entry sheet submission period : May 13, 2025 to September 30, 2025
 - (3) Prior consultation period : May 13, 2025 to October 31, 2025
 - (4) Question reception period : May 13, 2025 - November 14, 2025
 - (5) Briefing session : May 20, 2025
 - (6) Official application period : June 13, 2025 to November 28, 2025
 - (7) First screening (formality review based on documents): Early to mid-December 2025 (tentative)
 - (8) Second screening (content review including presentations) Mid to late December 2025 (tentative)
 - (9) Notification of results: Early January 2026 (tentative)
 - (10) Discussions with candidates: Around mid-January 2026 (tentative)
 - (11) Contract conclusion: Mid-February 2026 (tentative)
- *After the first screening, the schedule may be subject to change depending on the number of applicants and the status of discussions with candidates.

13 Reference materials

- (1) Saitama Super Arena Value-Up Naming Rights Partner Offering Prospectus
- (2) Q&A about offering
(Updated regularly <https://www.saitama-arena.co.jp/partner/>)
- (3) Saitama City Outdoor Advertising Ordinance
(<https://www.city.saitama.lg.jp/001/010/004/p030742.html>)
- (4) Company Overview (<https://www.saitama-arena.co.jp/company/>)

※ Please use Japanese for inquiries, pre-consultation, application forms, and presentations on the day.