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Press Release

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(Code No. 9697 TSE Prime)

## **Capcom Signs Official Sponsorship Deal with Japan Volleyball Association**

- Creator of entertainment culture to support the blazing-hot matches of  
Japan men's and women's national teams as a Top Partner -

Capcom Co., Ltd. (Capcom) today announced that as of April 2022 it has entered into a 3-year official sponsorship deal with the Japan Volleyball Association (Chairman: Shunichi Kawai; Shibuya-ku, Tokyo; JVA, below), establishing Capcom as a JVA official sponsor (Top Partner).

With its corporate philosophy of being a Creator of Entertainment Culture that Stimulates Your Senses, Capcom aims to contribute to building a richer society by delivering smiles and excitement to more than 200 countries and regions around the world through its superior game content. Guided by this philosophy, and sharing in the JVA goal of fostering humanity while contributing to both the healthy development of children and young people as well as to the mental and physical growth of the nation through the greater promotion and advancement of the sport of volleyball, Capcom decided to support the international activities of the Japan men's and women's national volleyball teams and the promotion of the sport of volleyball.

In entering into this deal, Capcom has been established as a highest-tier official sponsor (Top Partner) of the JVA, the organization representing and supervising the sport of volleyball in Japan, which in turn is the sport that boasts the world's largest number of players. Going forward, Capcom will join with the fans in cheering on the Japan men's national team, *Ryujin Nippon*, and the Japan women's national team, *Hinotori Nippon*, as they engage in heated competitions across the globe, starting with the FIVB Volleyball Nations League 2022, which kicks off in May 2022. Capcom will also support the various activities carried out by the JVA to advance the sport of volleyball among people of all ages.

Driven by its philosophy of being a Creator of Entertainment Culture that Stimulates Your Senses, Capcom will work as a responsible corporate citizen to continue promoting both sports and culture.



Japan Volleyball Association



Japan Men's and Women's Volleyball  
National Team Uniforms

**Inquiries regarding the above information may be directed to:**

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