

Niterra Co., Ltd.

**Niterra Announces Founding Partnership Agreement with
Aichi International Arena Co., Ltd.**

The partnership aims to develop "IG Arena" into a World-Class Smart Arena

NAGOYA, JAPAN, Nov. 28, 2024 — Niterra Co., Ltd., Japan's leading manufacturer of spark plugs and sensors with an evolving portfolio focused on ceramics and beyond, is pleased to announce that it has signed a Founding Partnership Agreement with Aichi International Arena Co., Ltd. (President: Tokuii Sagi, Headquarters: Naka-ku, Nagoya City) which operates "IG Arena."



■ Contract Period:

5 years after opening in 2025

■ Background of the Partnership

IG Arena strives to become a world-class smart arena, embodying the principles of "GLOBAL - Delivering top-tier entertainment experiences," "SMART - Connecting through innovation and bringing joy," and "COMMUNITY - Serving as a hub for sports and culture, fostering local development." This narrative aligns with Niterra Group's vision of coexistence with Aichi Prefecture, where its headquarters and primary factories are situated, and its aspiration to be a global enterprise that "illuminates the Earth." United by their shared commitment to shine together, they have reached a Founding Partnership agreement.

■ Example of the Partnership

- Gate Naming (Image of Niterra Gate)



Niterrra will continue to challenge itself to create new value with full dedication, based on its belief that it can contribute to the realization of a sustainable society and illuminate the Earth.

<About IG Arena> *The numbers below are approximate.

Japan's largest hybrid oval-shaped entertainment arena is set to be born in Aichi Prefecture in the summer of 2025. Boasting a maximum seating capacity of 17,000 people, it will feature seating arrangements suitable for both sports and concerts, premium dining experiences in suites and lounges, diverse booth setups from partner companies, and a ceiling height of 30 meters, making it a truly global standard arena. The arena will also be the home of the Nagoya Diamond Dolphins basketball team and will host the Nagoya Grand Sumo Tournament in July next year.

In February 2024, the naming rights for IG Arena were announced, with IG Group (UK) becoming the naming sponsor. The exterior and interior design (partially) of the arena will be handled by the architecture and urban design firm Kengo Kuma & Associates.

Operating Entity: Aichi Prefecture

Management and Operation: Aichi International Arena Co., Ltd.

Address: 1-4-1 Meijyo, Kita-ku, Nagoya, Aichi

Number of Floors: 5 floors

Height: Building height: 41m, Arena ceiling height: 30m

Floor Area: 26,500 m²

Total Floor Area: 63,000 m²

Maximum Capacity: 17,000 people (including standing), 15,000 people (seated) during basketball games

Number of Food and Beverage Outlets: 30 sections

URL: ig-arena.jp

<About Aichi International Arena Co., Ltd. (Operating Company)>

The operating company of IG Arena, established through the investment of seven companies.

Established: 2021, Headquarters: Nagoya City, Aichi Prefecture

Consortium Investment Companies: MAEDA CORPORATION , NTT DOCOMO, INC. , Anschutz Sports Holdings (AEG Group), Sumitomo Mitsui Finance and Leasing Company, Limited , TOKYU CORPORATION , CHUBU-NIPPON BROADCASTING CO.,LTD. , Development Bank of Japan Inc.

About Niterrra

Founded in Nagoya, Japan in 1936, Niterrra Co., Ltd. (formerly NGK SPARK PLUG CO., LTD.) is renowned for its NGK-branded spark plugs and NTK-branded ceramic products. Niterrra, a coined word combining the Latin

words "niteo" (shine) and "terra" (Earth), was introduced in April 2023 to express the reborn company's commitment to sustainability through an evolving portfolio focused on ceramics and beyond. Under the corporate message "IGNITE YOUR SPIRIT," Niterrra is now expanding into the growth fields of mobility, healthcare, environment and energy, and communications. The company's consolidated revenues in fiscal 2023 (to March 2024) totaled 614.4 billion yen (4,389 million USD). Niterrra has 32 bases in Japan and 61 overseas, and approximately 16,000 employees worldwide. Please visit <https://www.ngkntk.co.jp/english/>.