NEWS RELEASE

Niterra Co., Ltd.

Niterra Announces Global Gold Sponsorship for
"Startup World Cup 2024", the World's Largest Pitch Contest

NAGOYA, JAPAN, July 12, 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 its inaugural sponsorship as a global gold sponsor of the "Startup World Cup 2024." The event is organized by Pegasus Tech Ventures, a venture capital firm based in Silicon Valley, USA (Founder and CEO: Anis Uzzaman, Headquarters: California, USA).



"Startup World Cup 2024" Global Gold Sponsor Logo

◆Sponsorship Background:

In April 2021, Niterra established a CVC (Corporate Venture Capital) fund with Pegasus Tech Ventures, with a total investment amount of up to $100 million. The fund aims to accelerate new business creation and provide funding and business collaboration to venture companies with cutting-edge technologies from around the world.

Pegasus Tech Ventures: https://www.pegasustechventures.com/?lang=en

Niterra shares Pegasus Tech Ventures' vision of fostering the entrepreneurial spirit, as demonstrated by their investments in over 260 venture companies, primarily in the United States, Japan, and Asia. Through this sponsorship of the world's largest business pitch contest, the "Startup World Cup," organized by Pegasus Tech Ventures, Niterra aims to support companies and individuals who challenge themselves by creating new business models.

◆About the "Startup World Cup":
As the world's largest startup pitch contest aimed at building the global startup ecosystem and fostering entrepreneurial spirit, this year marks the 6th edition, and regional competitions will be held in over 100 countries and regions worldwide.
Official website: https://www.startupworldcup.io/

Some of the main regional competitions include:

[Startup World Cup 2024 Silicon Valley (USA) Regional]
Date & Time: Aug. 1, 2024 (Thursday), 5:00pm to 8:30pm
Venue: Computer History Museum
1401 North Shoreline Boulevard Mountain View, CA 94043 United States
Organizer: Pegasus Tech Ventures
Silicon Valley Regional Official Website: https://www.startupworldcup.io/silicon-valley-regional

[Startup World Cup 2024 Berlin (Germany) Regional]
Date & Time: Sep. 10, 2024 (Tuesday), 9:00am to 7:30pm
Venue: Seminaris Campus Hotel Berlin
Organizer: Pegasus Tech Ventures
Berlin Regional Official Website: https://www.startupworldcup.io/berlin-regional

Grand Finale:

[Startup World Cup 2024 Grand Finale]
Date & Time: Oct. 4, 2024 (Friday), 9:00am to 6:00pm
Venue: Hilton San Francisco
333 O'Farrell St, San Francisco, CA 94102 United States
Organizer: Pegasus Tech Ventures
Grand Finale Official Website: https://www.startupworldcup.io/grand-finale

Niterra Group is committed to contributing to realizing a sustainable society and becoming a company that illuminates the earth. With this vision in mind, they continue to challenge themselves to wholeheartedly create new value in the future.

About Niterra
Founded in Nagoya, Japan in 1936, Niterra Co., Ltd. (formerly NGK SPARK PLUG CO., LTD.) is renowned for its NGK-branded spark plugs and NTK-branded ceramic products. Niterra, 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," Niterra 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). Niterra has 32 bases in Japan and 61 overseas, and approximately 16,000 employees worldwide. Please visit https://www.ngkntk.co.jp/english/.