

January 29, 2020

Company name: ES-CON JAPAN Ltd.
Representative: Takatoshi Ito, President &
Representative Director
(TSE 1st Section, code: 8892)

**Notice on Acquisition of Naming Rights to New Ballpark of Hokkaido Nippon-Ham Fighters
- To Be Named “ES CON FIELD HOKKAIDO”-**

ES-CON JAPAN Ltd. (ES-CON JAPAN) announces that it has concluded a naming rights agreement for the new ballpark of Hokkaido Nippon-Ham Fighters planned to be constructed and opened in Kitahiroshima City in Hokkaido in 2023 with Hokkaido Nippon-Ham Fighters Baseball Club Co., Ltd. (location: Sapporo City, Hokkaido; Representative: Koji Kawamura, President) and Fighters Sports & Entertainment Co., Ltd. (location: Sapporo City, Hokkaido; Representative: Koji Kawamura, President), which manages the HOKKAIDO BALLPARK F VILLAGE and owns/operates the ballpark.



Perspective drawing of the new ballpark (exterior view)

The name of the new ballpark will be “**ES CON FIELD HOKKAIDO.**”

The area surrounding the ballpark is an important base as a planned site for a sports park in Kitahiroshima City and is part of a large-scale development area for HOKKAIDO BALLPARK F VILLAGE (total development area: approx. 36.7 ha) with construction of a new station also planned. ES-CON JAPAN is scheduled to participate in the development of various real estate in the area such as a hotel on the land of approximately 9,400 m² adjoining the ballpark. ES-CON JAPAN will seize this opportunity to start also supporting sports, cultural promotion, etc. for the happiness of the residents of Hokkaido and contribute to revitalization and development of the entire community.

ES-CON JAPAN has set responding to social issues through promotion of ESG as one of its management strategies in the Medium-Term Management Plan currently being implemented. In line with such, ES-CON JAPAN participated in GRESB Real Estate “Developer Assessment” and became the first Japanese business company to receive “Green Star” and “2 Star” ratings. Furthermore, ES-CON JAPAN developed an eco-friendly condominium qualified as a ZEH (Net Zero Energy House) and engaged in collaborative research on environmental design standards, etc. with a research laboratory from a university, among other ESG activities. The development project in Hokkaido this time around is considered also as a project for social contribution under ESG activities.

Going forward, ES-CON JAPAN will seek sustainable growth of the company through proactive contributions to society in the form community-based activities.

<A promotional video for the new ballpark will be available for viewing on ES-CON JAPAN’s website from 16:00 on January 29, 2020>

<https://www.es-conjapan.co.jp/english/>

【Overview of the Naming Rights and New Ballpark】

Name of ballpark:	ES CON FIELD HOKKAIDO
Period of contract:	Long-term contract of 10 years or more starting from January 2020
Project partner:	Hokkaido Nippon-Ham Fighters Baseball Club Co., Ltd. Fighters Sports & Entertainment Co., Ltd.
Location:	Inside Kitahiroshima Sports Park (Kyoei, Kitahiroshima City, Hokkaido)
Transportation:	Approx. 22-minute walk from Kita-Hiroshima Station on the JR Chitose Line Approx. 2-minute walk from the new station to be constructed near the ballpark
Building Area:	Approx. 50,000 m ²
Capacity:	Approx. 35,000
Number of Floors:	6 stories above ground (70 meters from the ground) and 2 below (field)
Specifications:	Retractable roof, natural grass

【Logo for the New Ballpark】



Adopting the silhouette of the symbolic retractable roof of the new ballpark with a seven-pointed star, a symbol of Hokkaido, as an accent, the logo carries a design that is simple and universal. The logo will be placed on the facade of the new ballpark and also appear in signboard advertisements at JR New Chitose Airport Station from February 2020. The new ballpark will become globally recognized through promotional activities not only in Japan but also in major regions overseas. It aims to be a new destination in Hokkaido to be chosen by the world.



Perspective drawings of the new ballpark

<Inquiries Concerning this Press Release>

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