

May 25, 2017

NITTO DENKO CORPORATION

Brand Strategy Department

Nitto, the First Japanese Title Sponsor for the ATP Finals

~ Nitto Aiming for Global Brand Promotion and to Accelerate Innovation ~

Nitto Denko Corporation (Headquarters: Osaka; President, CEO & COO: Hideo Takasaki; “Nitto”, hereafter) has concluded a four-year title sponsorship contract from 2017 to 2020, with the ATP Finals, the season-ending finale of the ATP World Tour. Nitto will be the first Japanese company as the ATP Finals title sponsor.

The ATP held a press announcement on May 25 (May 25, 6:00 p.m. JST) in London with Mr. Chris Kermode, ATP Executive Chairman & President, Mr. Alex Hill, COO of AEG Europe, who operates The O2 arena, the venue for ATP Finals, Mr. Boris Becker and Mr. Hideo Takasaki, CEO of Nitto, in attendance.



(Photo of the press announcement)

The Nitto ATP Finals is the year-end climax to the men’s professional tennis season, featuring only the world’s best eight qualified singles players and doubles teams as they battle it out for the last title of the year, and the biggest indoor tennis tournament in the world. First-class players from across the globe refine their skills, strive to reach the top, and captivate their fans worldwide across eight days of competition at The O2. We believe this attitude is similar to our corporate attitude (Global Niche Top™ and Area Niche Top™*), as we at Nitto constantly strive for top share in niche fields selected strategically, while improving our technologies.

By sponsoring the “ATP Finals” we will raise Nitto’s brand recognition globally, and we aim to not only expand our business but to promote collaboration with new business partners, and to develop next-generation materials and new technologies where technological advances are integrated to ensure continuous innovation.

Nitto celebrates its 100th anniversary in 2018. In order to maximize the effect of the “ATP Finals” on Nitto’s business growth, as one of the important brand strategies, we will promote various activities that stem from sponsorship activities.

(*”Global Niche Top” and “Area Niche Top” are registered trademarks of Nitto)

■ **Comments at the Press Announcement** (*Partial quotes)

(Hideo Takasaki, Nitto President, CEO & COO)

“We are very proud to become the title sponsor of the ATP Finals. Featuring the world’s top men’s professional tennis players, the ATP Finals fits very well with Nitto’s philosophy, where we challenge ourselves to gain top share by utilizing our unique technology both locally and on a global level. As title sponsor, we hope to accelerate our global brand promotion this year, and for our 100th anniversary in 2018, and beyond.

By sponsoring the ATP Finals, we at Nitto also aim to further increase the popularity of tennis, and we look forward to the emergence of new star players competing in the event.”

(Chris Kermode, ATP Executive Chairman & President)

“We’re delighted to extend our stay in London and to have Nitto come on board as title sponsor over the next four years.” “It’s fantastic news to have such an ambitious and innovative company partner with our season-ending showcase in what is unquestionably one of the most exciting times in men’s professional tennis in recent memory. We look forward to a successful partnership and to the continued growth of our season finale in London.”

■ **Overview of the Agreement**

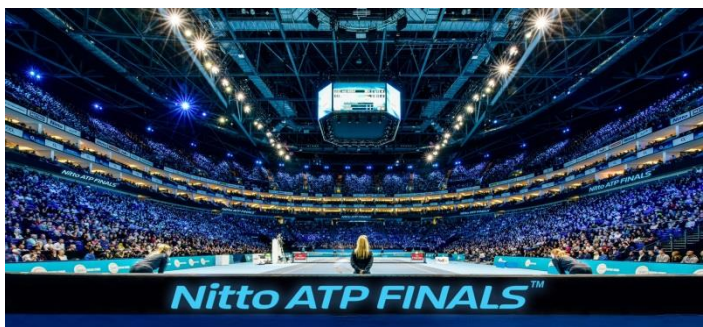
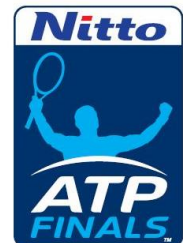
Event name: Nitto ATP Finals

Title: Title Sponsor and Official Diversified Materials Manufacturing Partner of ATP Finals

Duration: From 2017 through 2020

2017 event schedule: Sunday, November 12, 2017 to Sunday, 19, 2017

Event location: The O2 arena in London



■ About Nitto ATP Finals

The Nitto ATP Finals is the year-end climax to the men's professional tennis season, featuring only the world's best eight qualified singles players and doubles teams as they battle it out for the last title of the season. Players compete for Emirates ATP Rankings points throughout the season in a bid to earn one of the eight coveted berths and a chance to win the biggest indoor tennis tournament in the world. Played using a round-robin format, each player plays three matches as they compete for a berth in the knockout semi-finals and beyond. The prestigious tournament has been contested in major cities around the world with a rich history dating back to the birth of The Masters in 1970 in Tokyo. Since 2000 the event has taken place in cities such as Lisbon, Sydney, and Shanghai. In 2009 the tournament was moved to London, where it will be played through 2020. For more information, please visit www.NittoATPFinals.com.

■ About Nitto (NITTO DENKO CORPORATION)

Founded in 1918, and celebrating its 100th anniversary in 2018, Nitto is a diversified materials manufacturer that offers over 13,500 products in over 70 business fields, including electronics, transportation, environment, and life science. Nitto aims to offer value to Green (environment), Clean (new energy) and Fine (life sciences) business markets.

For more details, please visit our corporate website (<https://www.nitto.com/>) or our sponsorship-specific website: <https://www.nitto.com/NittoATPFinals/>