

## Partner Agreement with New Rugby League

November 10, 2021 - Nikkei Inc. (Head Office: Chiyoda-ku, Tokyo; President & CEO: Tsuyoshi Hasebe) has signed an agreement to become a business co-creation partner of Japan Rugby League One (JRLO, "League One"), a general incorporated association that will be the main body of the new rugby league.

In the fall of 2019, the Rugby World Cup 2019 in Japan, the first to be held in Asia, concluded with the great achievement of the Japanese national team advancing to the final tournament for the first time. At the same time, a new rugby league concept was launched to further develop and create new business value, and Nikkei has been deepening its relationship with the rugby world, which is preparing to establish a new league.

From now on, through advertising projects and events, we will support the activities of League One, whose slogans are "For All" and "The world's best, starting in your city". Through daily newsletters and other media, we will not only report on the activities of the team and players, but also on the activities of sponsors and other related parties.

In addition, based on the philosophy of business co-creation, we will also work with League One and its sponsors to create new business and social value through rugby.



---

### **About Nikkei**

Nikkei is a world-renowned media brand for Asian news, respected for quality journalism and for being a trusted provider of business news and information. Founded as a market news provider in Japan in 1876, Nikkei has grown into one of the world's largest media corporations, with 37 foreign editorial bureaus and approximately 1,500 journalists worldwide. Nikkei acquired the Financial Times in 2015.

### **Contact**

Public Relations Office

Nikkei Inc.

[pr@nex.nikkei.co.jp](mailto:pr@nex.nikkei.co.jp)

<https://www.nikkei.co.jp/nikkeiinfo/en/>