

January 22, 2016

Nikkei Inc.

Nikkei Becomes a Tokyo 2020 Official Partner in the Newspapers category

Nikkei Inc., Japan's largest business media group, announced that it has concluded an agreement with The Tokyo Organising Committee of the Olympic and Paralympic Games. As a Tokyo 2020 Official Partner in the Newspapers category, Nikkei will provide full support to secure operation of the Tokyo 2020 Olympic and Paralympic Games and the successful performance of Japanese athletes.

Nikkei will contribute to the success of the Games through symposiums and events. Moreover, through prints and online, Nikkei will provide in-depth reportages about the performances of Japanese athletes as well as latest developments in Japan's economy and changing society towards 2020.



JOC·JPC / Tokyo 2020 Official Newspaper Partner

Outline of Agreement

Contract Program

Tokyo 2020 Sponsorship Programme

Coverage

Official Partner (Newspapers Category)

Nikkei will have the right to use relevant titles and logos to promote sales of products permitted in its designated category, promote the Olympic and Paralympic movements, support athletes representing Japan, as well as strive for the success of the Tokyo 2020 Olympic and Paralympic Games.

Period

From January 21, 2016 to December 31, 2020

Area of Activity

Japan

About Nikkei Inc.

Nikkei Inc. celebrates the 140th anniversary of its foundation in 2016. Since launching its first newspaper, *The Chugai Bukka Shimpo* (Domestic and Foreign Prices News) in 1876, Nikkei has committed to journalism focusing on business and economy, adopting “Fair and impartial” as its corporate creed. Nikkei’s flagship newspaper, *The Nikkei*, and specialized titles *The Nikkei Business Daily*, *The Nikkei MJ (Marketing Journal)* and *The Nikkei VERITAS*, are its core publications. Nikkei is also expanding its digital business and global journalism by launching the Nikkei Online Edition www.nikkei.com as well as an English-language publication *Nikkei Asian Review* in both print and digital editions. The company recently welcomed the Financial Times Group as its latest group member. The Nikkei Group constantly strives to fulfill the increasingly sophisticated needs of its readers and to become the premier multi-platform media organization by making optimal use of Nikkei group companies’ talents, contents and digital technologies.

Nikkei Inc. official website: <http://www.nikkei.co.jp/nikkeiinfo/en/>