

Supporting the Dreams and Challenges of Junior Tennis Players with Global Ambitions

NOK Continues Sponsorship of Yoshi's Cup 2024 for the Fourth Year

NOK Corporation (Headquarters: Shibadaimon, Minato-ku, Tokyo; Representative Director, Group Chief Executive Officer: Masao Tsuru; hereinafter "NOK") is proud to continue its sponsorship of Yoshi's Cup 2024, scheduled to be held on Saturday, December 14, and Sunday, December 15, at the MORIPARK Tennis Garden in Akishima City, Tokyo. This marks the fourth year of NOK's sponsorship since the tournament's inception in 2021, demonstrating our ongoing commitment to supporting junior tennis players aiming to compete on the global stage.



The Yoshi's Cup logo

Yoshi's Cup was founded by professional tennis player Yoshihito Nishioka to nurture Japanese tennis players capable of thriving internationally. This unique tournament brings together eight of Japan's most promising junior players aged 16 or under, each aspiring to make their mark on the world stage. All matches will be streamed live on Yoshihito Nishioka's YouTube channel (<https://www.youtube.com/channel/UCyGxHSHAJ SukCPrhufLzITg>).

■ A commitment to event sponsorship

With its mission of "Essential Core Manufacturing – The manufacture of pivotal products that shape society," the NOK Group is committed to supporting the next generation of young talent worldwide, empowering their challenges and contributing to society. NOK has aligned with the vision of Yoshi's Cup, which backs junior tennis players aspiring to succeed on the global stage and has sponsored the tournament since its inaugural event in 2021.

From the third tournament onward, NOK's Values, RESPECT, IGNITE, EXPLORE, and EXCEED, have been

displayed on the tournament courts. These values, which Yoshihito Nishioka also identifies with as an athlete, aim to inspire players to embrace these principles throughout their matches. The initiative encourages players to grow not only in their performance but also in their personal development.

■ About Yoshi's Cup

Yoshi's Cup is a junior tennis tournament founded in 2021 by professional tennis player Yoshihito Nishioka, who is currently ranked 70th in the world. The tournament's aspiration is to lay a foundation for the next generation of players to succeed on the global stage. Now in its fourth year, the tournament features eight junior players aged 16 or under from across Japan, handpicked by Nishioka based on their achievements and performances.

Winners receive 4,000,000 yen in activity support funds, which can be used for travel expenses, coaching fees, and more. Additionally, participants are offered opportunities such as wild card entries into tournaments on the ITF World Tennis Tour and a short-term training program at the world-renowned IMG Academy, where Nishioka himself trained.

Through these initiatives, Yoshi's Cup aims to provide promising young players with a stepping stone to thrive on the global stage.

■ Event Details: Yoshi's Cup 2024

- **Event Name:** Yoshi's Cup 2024
- **Date:** Saturday, December 14 – Sunday, December 15, 2024, 13:00–19:00
- **Venue:** MORIPARK Tennis Garden Indoor Court (600 Tanaka-cho, Akishima City, Tokyo)
- **Match Streaming URL:** <https://www.youtube.com/channel/UCyGxHSHAJSusCPrhufLzITg>
(Yoshihito Nishioka YouTube – Yoshi's Channel)

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■ About NOK Group

The NOK Group is dedicated to "Essential Core Manufacturing — The manufacture of pivotal products that shape society." Through this approach the Group demonstrates its commitment to providing greater safety and comfort, the cornerstones of a prosperous society. The NOK Group consists of 93 companies located in 15 countries and regions with approximately 38,000 employees. Product development is built upon a robust base of foundational research, resulting in large-scale, stable and high-quality production. Moving forward, the Group will continue to provide technologies and products for all industrial areas, including automobiles and other mobility sectors, electronic products - centered on PCs and smartphones, office automation equipment, medical and healthcare devices, industrial robots, and satellites.