

13th July 2023

Press Release

Himaraya Co., Ltd.

Announcement of sponsorship contract with ZOOS LLC, a 3X3 basketball team management company.

Himaraya Co., Ltd. (TYO 7514, Head Office: Gifu City, Gifu Prefecture, Japan), a general sporting goods retailer and e-commerce operator, proudly announces the signing of a sponsorship contract with ZOOS LLC.

ZOOS LLC, the operating company behind the Japanese-German 3X3 basketball club "Düsseldorf ZOOS" and the vibrant lifestyle basketball community "ZOOS Girls," is headed by Ms. Aoi Katsura, an accomplished 3X3 basketball player.

Together, we aim to foster a more inclusive and diverse women's sports environment by overcoming challenges typically faced by women, such as life stages. Our shared mission is to "Redesigning the sports environment for women," creating an atmosphere that empowers and supports women in sports.

Himaraya's collaboration with Ms. Katsura and project ZOOS, renowned for their dedication to empowering women, aligns perfectly with our company's longstanding commitment to creating happiness through sports and achieving success for our valued customers and employees.

We are excited about the opportunities this collaboration brings and are confident that together, Himaraya and ZOOS LLC will make substantial contributions to transforming the women's sports landscape.

[About the video]

To commemorate the signing of this partnership, we have produced a video of a conversation between Ms. Katsura and Manabu Oda, President and CEO-Elect of Himaraya Co., Ltd. (currently General Manager of the President's Office and General Manager of the Sales Division).

<https://youtu.be/pQMZri4oE64>



About ZOOS LLC

ZOOS LLC is the operating company behind the Japanese-German 3X3 basketball club, "Düsseldorf ZOOS," and the dynamic lifestyle basketball community, "ZOOS Girls." Led by accomplished 3X3 basketball player Ms. Aoi Katsura, ZOOS LLC aims to empower women through sports and create a more inclusive sports environment. ZOOS' official website: <https://zoosjp.com/>



About Himaraya Co., Ltd.

Himaraya Co., Ltd. is a leading general sporting goods retailer and e-commerce operator based in Gifu City, Gifu Prefecture, Japan. With our wide range of quality products and commitment to customer satisfaction, we strive to create happiness through sports.

Himaraya's official website: <https://www.hmry.jp>