

Denka to Become an Official Sponsor of the Japan Association of Athletics Federations

Denka Company Limited (headquarters: Chuo-ku, Tokyo; president: Manabu Yamamoto; hereinafter “Denka”) hereby announces that the Company has decided to become an official sponsor of the Japan Association of Athletics Federations (JAAF).

In response to the Japan Sports Agency’s policies aimed at increasing the general public’s engagement in sports activities, in 2017 the JAAF announced “JAAF VISION2017,” in which the federation lays out its twofold mission of raising Japanese athletes’ competitiveness against their overseas peers and promoting the “Wellness Athletics” concept. The latter advocates the development of a robust sporting environment across a broad range of age groups—from young children to senior citizens—to ensure that people can enjoy athletics regardless of their life stages and thereby lead vibrant lives.

Meanwhile, Denka is implementing “Denka Value-Up,” a management plan supported by the conviction that the fulfillment of its social responsibilities and the pursuit of growth strategies together constitute an essential component of its foundation and the realization of its corporate philosophy. Also, as part of its growth strategies Denka is working to help people enhance their quality of life via its operations in the priority healthcare field. Assisting the JAAF in promoting the “Wellness Athletics” concept coincides with this pursuit and helps position Denka to make greater social contributions in this field.

In anticipation of the upcoming 2020 Tokyo Olympic games, athletics are attracting growing public interests in Japan. Against this backdrop, we will support the JAAF’s efforts to boost the competitiveness of Japanese athletes as well as its pursuit of “Wellness Athletics” aimed at helping enhance people’s well-being by, for example, facilitating the popularization of proper running techniques among all generations.

About Denka Company Limited

In 1915, Denka was founded in Tokyo, Japan as a manufacturer of calcium carbide and fertilizers. Over the course of our century-strong history, we have evolved into a corporate group that operates globally and handles a wide variety of operations, ranging from synthetic rubber and other acetylene derivatives to petrochemicals, electronic materials and polymer processing products to pharmaceuticals. With 42 consolidated subsidiaries worldwide, the Company recorded consolidated net sales for the fiscal year ended March 31, 2018 totaled ¥395.6 billion.

Looking ahead, Denka will continue to take on the challenge of expanding the possibilities of chemistry and, to this end, will relentlessly strive to enhance its manufacturing technologies.

For more information, visit <http://www.denka.co.jp/eng/index.html>.

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