

【NEWS RELEASE】

August 6, 2025

Sumitomo Mitsui Banking Corporation

Partnership Agreement with Toyota Alvark Tokyo Co., Ltd.

Sumitomo Mitsui Banking Corporation, Ltd. (President & CEO: Akihiro Fukutome, hereinafter “SMBC”), a subsidiary of Sumitomo Mitsui Financial Group, Ltd. (President & Group CEO: Toru Nakashima, hereinafter “SMBC Group”) has entered into a partnership agreement with Toyota Alvark Tokyo Co., Ltd. (President & CEO: Kunihiro Hayashi, hereinafter “Alvark Tokyo”), with the aim of revitalizing sports and, through that, contributing to Japan’s regrowth.

SMBC Group has empathized with and supported sported activities that share the same philosophy and values as the group, such as the Japan Professional Baseball Series, the Japan Rugby Team, the professional dance league D.LEAGUE and so on. In addition, SMBC Group is working to strengthen and expand support for athletes through the University Sports Support Program (*1), and to participate in corporate sports by having SMBC TOKYO SOLCA, SMBC's women's basketball team, join the W League (*2).

Through these sports-related initiatives, SMBC Group has come to recognize once again that sports have multifaceted characteristics that contribute to the acceptance of diverse values and the creation of a sense of unity, and that they have the power to inspire and energize people and deepen community ties. SMBC Group has set "Creating Social Value" as one of the pillars of its management in its current medium-term management plan, and is also working to utilize these characteristics of sports to solve social issues.

SMBC Group is also working to advance Japan's cashless society by providing customers with more convenient and rewarding shopping and leisure experiences through its comprehensive financial service for individual customers, "Olive." The group also goes beyond the boundaries of finance and payments to create customer experience in everyday life, including non-financial aspects, to enrich customers' lives. By expanding these initiatives into the sports scene and accelerating new customer experiences through Olive, SMBC Group hopes to invigorate sports and lead to their further development.

Alvark Tokyo has set three priority social issues to address – “health”, “growth”, and the “environment” - and worked to resolve these issues in collaboration with partner companies and government agencies. SMBC empathizes with Alvark Tokyo's recognition of issues and initiatives, and will use TOYOTA ARENA TOKYO as a stage to promote basketball and the entire sports world, and together pave the way for the future of sports in Japan.

“TOYOTA ARENA TOKYO”, a new arena operated by Alvark Tokyo, is based on the concept of "Betting on Possibilities," with key themes of "sports," "mobility," and "sustainability." The arena serves as the home arena for Alvark Tokyo, a professional basketball club that belongs to the B.LEAGUE, and is also be used for a variety of sports and music events. With this partnership agreement approaching, SMBC Group aims to propose new ways to enjoy watching “sports”, one of our key themes.

SMBC and Alvark Tokyo will jointly pursue the following three main initiative.

(1) Opening of "SMBC SKY LOUNGE" at TOTOTA ARENA TOKYO.

"SMBC SKY LOUNGE" will open on the top floor of the arena. In this open space, visitors can enjoy limited collaboration food and drinks such as "Olive Nanza" with plenty of olives and "Matcha Drink" made with Uji matcha, as well as a photo spot in collaboration with players, Alvark Tokyo mascot Luke, and SMBC. There will also be an "Olive Counter" on the top floor, where visitors can enjoy food and drinks while overlooking the entire arena. This will provide a special experience for all visitors.



(2) Sponsored Match "SMBC SPECIAL GAME"

This year, SMBC will host a sponsored match as the game day partner for the Alvark Tokyo home game on Saturday, November 1st. Limited-edition novelty items will be distributed to all attendees to liven up the game. Furthermore, on both Saturday, November 1st and Sunday, November 2nd, a double-header will be held, with an SMBC TOKYO SOLUA home game in the afternoon and an Alvark Tokyo home game in the evening, making it a weekend of basketball.

(3) Creating opportunities for internal and external interaction through sports

SMBC and Alvark Tokyo will engage in initiatives that utilize the content of both companies, such as promoting interactions between Alvark Tokyo and university students through SMBC's university sports support program, and "Shaka-kachi DAY" (*3), an event by SMBC Group employees aimed at creating social values.

*1 University Sports Support Program

See the news release from SMBC Group and SMBC dated May 8th, 2024, “Launch of the University Sports Support Program.”

(https://www.smbc.co.jp/news_e/pdf/e20240508_01.pdf)

*2 Joining the W LEAGUE

See the news release from SMBC dated April 23rd, 2024, “Announcement of Women’s Basketball Club Joining the W LEAGUE.”

(https://www.smbc.co.jp/news_e/pdf/e20240423_01.pdf)

*3 Shaka-kachi DAY

This day is the day when SMBC Group employees around the world put their own “Creating Social Value.” (Shaka-kachi) into practice.

See “SMBC Group special Website “Shaka-kachi DAY.”

([Shaka-kachi DAY | SMBC Group](#))

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