

Management Philosophy

■ Basic Management Philosophy

The volume of customer satisfaction is the volume of our existence value, and the growth of each individual creates that volume and the future.

■ Purpose of Management

<Commitment to our clients>

- Always grasp trends in the world and continuously provide high-quality and high-value services by fusing human and technology.
- Build true partnerships that our customers trust.

< Commitment to Employees >

- Employees are the greatest asset with unlimited possibilities, and we spare no effort to provide the education support necessary for personal growth.
- Give opportunities fairly and provide appropriate reward and new growth opportunities based on performance and ability.

< Commitment to Society >

- We will increase corporate value through the growth of the Group and contribute to the progress of society.

Corporate Vision

Believe in the power of sports, pursue the power of sports to the fullest, and build a sustainable sports culture.

Origin of Business

Dreams Become Reality

Origin of Business

[Dream Making, Human Resource Development, Urban Development]

If "people" with "dreams" gather, a healthy "town" will naturally be created.

The power to consolidate this kind of energy is hidden in sports.

How precious it is to have sports at the heart of those communities.

J. League launched its "100-Year Vision" a quarter of a century ago,

And now, the culture of the J. League is taking root all over the country.
Only a single action is the first step in fostering a rich sports culture in our city.
And I believe that this action will be a legacy to the children who will lead the next
generation.

「Energize Japan with sports」

This thought is the origin of everything we do.

Our Mission

Practicing of SDGs / ESG centered on sports

Position sports as a target for ESG investment and work to develop a sustainable market.

EGS Sports investment.

Environment

- Safety, Security, and Consideration for the environment
- Recyclable artificial turf
- Natural turf without pesticides
- Reduction of CO2 emissions
- Use of renewable energy, etc.

Social

- Contribution to local communities
- Creating dreams for the next generation
- Career advancement
- Work, Life, Balance
- Consideration for the working environment

Governance

- Compliance with laws and regulations
- Proactive information disclosure

- Exclusion of harassment
- Anti-corruption

Our greatest mission is to position sports companies (sports market) as investment targets in consideration of the state of ESG.

Corporate message

As a mission to be born, raised, and live in the present day, we must leave a good company to the next generation.

As a sports policy company, we are not only working on economic scales, but also to play a role in building a prosperous society where you can feel the warmth and relationship with people.

Anyone can have a desire to make money. However, we must not let that greed be limited to self-interest. Aiming for the public good with "greed" that is good for people. The altruistic spirit circulates and brings benefits to oneself, and also spreads the benefits greatly.

"Altruism" has something in common with sportsmanship. What we can understand because we were raised in the sports world. Quantify the value of the sports world, as a benefit company that creates shared value with society, we would like to continue to be a company that brightens and inspire the future of Japan.

Noguchi Masakatsu

Founder Representative Director

Born June 17, 1977, in Saga prefecture. Graduated from Waseda University Graduate School.

As a company specializing in sports policy, with the theme of quantifying the value of the sports world founded Rita Japan in 2010.

Mainly from the perspective of CSV, working on building a business model that meets the detailed needs of clients ranging from local governments, sports organizations, and companies, and building a regional revitalization model through new public-private partnerships.

Company Profile

HEAD OFFICE / Business Headquarters

Company name	RITA JAPAN Inc.
Location	〒105-0012 7F YSK Building 1-3-11 Shibadaimon, Minato-ku, Tokyo
Established	April 21, 2011
Capital	JPY 15,000,000

Business content

Sports Policy

- Planning, drafting and practicing SDGs / ESG centered on sports
- Planning, drafting and practicing CSV/CSR centered on sports
- Planning, proposing and practicing sports benefits
- Planning, proposing and practicing stock-type sports business
- Sports policy support for sports associations, sports companies and local governments

sports marketing

- Advertising strategy and sales promotion support specializing in sports solutions
- Promotion, training and sales support for sports and health-related companies
- Planning and management of sports, health and regional revitalization events
- Video, graphic design, web planning and production
- Various advertisements, publications, editorial planning

sports health solutions

- Planning and operation of sports facilities
- Planning and sales of sports-related products
- Research, development and sales of environmentally friendly artificial turf
- Research, development and sales of environmentally friendly natural turf
- Research, development and sales of hybrid environmental turf

BRANCH

Saga Branch Office: Training Center / RET® Exhibition Hall

Rita Japan Building, 214 Fukumo, Omachi-machi, Kishima-gun, Saga Prefecture

GROUP COMPANY

SINGAPORE / FIT-SPIRATIONAL PTE.LTD

18 Robinson Road #20-02, 18 Robinson, Singapore 048547 Aoyama Sogo Accounting Office
Singapore Pte. Ltd.

G Y M

Valley Point

Valley Point Shopping Centre 491 River Valley Road, #02-02 River Valley, Central
Singapore

Tiong Bahru Plaza

302 Tiong Bahru Road #01-128/129 Tiong Bahru Plaza Tiong Bahru Plaza, South West