

NOK Signs Club Partnership Agreement with Kawasaki Frontale

First Partnership with Soccer Club from Japan's Top Division League

NOK Corporation (Headquarters: Shibadaimon, Minato-ku, Tokyo; President, Representative Director, Group Chief Executive Officer: Masao Tsuru; hereinafter referred to as "NOK") has signed a club partnership agreement with Kawasaki Frontale Co., Ltd. (Headquarters: Takatsu-ku, Kawasaki City, Kanagawa Prefecture; President and Representative Director: Akihiro Yoshida; hereinafter "Kawasaki Frontale") for the 2025 season. This marks NOK's first-ever partnership agreement with a J1 League club, Japan's top professional football division.

As part of this agreement, the NOK logo will be displayed on signage in the main stand of Kawasaki Frontale's home stadium, Uvance Todoroki Stadium by Fujitsu from Saturday, February 15.



Design of stadium signage

NOK and Kawasaki Frontale began their collaboration in June 2024 with a partnership featuring NOK's KKOOR hair ties. Guided by the mission "To put more smiles on the faces of people and the city with the power of sports," Kawasaki Frontale has continued to grow while earning strong support from both the local community and its fans. The club has also established itself as a leader in community-driven initiatives, consistently recognized as a team that makes a significant impact*.

As a company known for its unique technologies and products, NOK is committed to remaining an essential presence across industries and regions worldwide. Through this collaboration, both organizations aim to grow together while supporting Kawasaki Frontale's continued success.

* Ranked No. 1 for 10 consecutive years in the J.League Spectator Survey:

https://www.frontale.co.jp/with_kawasaki/regional_no1.html (Japanese only)

For inquiries related to this press release:

Corporate Communications, Corporate Affairs Group, CEO Office, NOK Corporation

TEL: +81 3-5405-6372 Email: mb_nok_corporate_affairs@jp.nokgrp.com

■ About Kawasaki Frontale

- League: J1 League
- Hometown: Kawasaki City, Kanagawa Prefecture
- URL:<https://www.frontale.co.jp/>



©KAWASAKI FRONTALE

■ 2025 Season NOK Partnership Overview

- Partnership Category: Club Partner
- Logo Placement: Main stand signage at Uvance Todoroki Stadium by Fujitsu
(1-1 Todoroki, Nakahara-ku, Kawasaki City, Kanagawa Prefecture)

■ KKOOR × Kawasaki Frontale Collaboration

- Product Lineup: Three variations inspired by the three team mascots
 - Fron-ta Set: Two hair ties (light blue and white)
 - Cabrera Set: Two hair ties (light blue and clear (semi-transparent))
 - Warun-ta Set: Two hair ties (purple and black)
- Where to Buy:
 - Kawasaki Frontale Official Shop AZZURRO NERO
(1008-2 Shinmaruko-cho, Nakahara-ku, Kawasaki City, Kanagawa, Japan / Musashi-Kosugi Station)
 - Kawasaki Frontale Official Web Shop AZZURRO NERO
<https://azzurronero.jp/> (Japanese only)
- Price: 550 yen (tax included)



Package designs for the KKOOR X Kawasaki Frontale hair ties

■ About hair tie “KKOOR”

The KKOOR hair tie is NOK's first B2C product and has been on the market since February 2024. Since releasing the product, NOK has been collaborating with various sports teams.

The hair tie is made from NOK's newly developed silicone rubber and features a unique star-shaped cross-section that provides a secure hold while allowing for easy removal. Its excellent durability and resistance to sweat and water make it ideal for everyday use as well as more active environments like sports, saunas, and beach outings.

■ 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.