

Japan National Stadium Entertainment Co., Ltd.
Mitsubishi UFJ Financial Group, Inc.

MUFG to be First National Stadium Partner Striving to Create New Cultural Value Through Transformation as the “MUFG Stadium” From 2026



Tokyo, October 15, 2025 --- Japan National Stadium Entertainment Co., Ltd. (JNSE) and Mitsubishi UFJ Financial Group, Inc. (MUFG) today announced that they have signed the first top-tier partnership agreement as a National Stadium Partner, which aims to evolve Japan's National Stadium into a world-class stadium.

National Stadium Partners are a co-creation framework designed to generate new social value for the National Stadium in collaboration with JNSE. It aims to contribute to solving social issues and revitalizing local communities by bringing together the expertise and assets of partners while preserving the National Stadium's public nature.

JNSE and MUFG will continue to uphold the history and tradition of the National Stadium. Together with various stakeholders, they will accelerate activities in the development of sports and entertainment, as well as in nurturing the next generation, environmental conservation, cultural exchange, local collaboration, and business co-creation.

Furthermore, through this partnership agreement with MUFG, starting in January 2026 the National Stadium's name^{*1} will become “MUFG Stadium.” Together with additional National Stadium Partners who will join in the future^{*2}, they will work to create value for the stadium and communicate its social significance, undertaking the challenge of transforming it into a stadium the whole world can be proud of.

^{*1} The official name remains National Stadium. When required for operations based on Clean Stadium regulations set by sports federations and other bodies, or rules compliant with them, the name National Stadium will be used.

^{*2} Multiple companies are anticipated, and we aim to finalize contracts within fiscal year 2026.

Stadium renaming

English name	MUFG Stadium
Contract period	January 1, 2026-December 31, 2030 (5 years)

JNSE website: <https://jns-e.com/mufgstadium/>

MUFG website:

<https://www.mufg.jp/profile/brand/sponsorship/mufgstadium/index.html>

■ Stadium operations from fiscal year 2026

Under the new “MUFG Stadium” name, the National Stadium will evolve beyond being merely a venue for competition into a future-oriented stadium connecting culture, economy, community, and society at large.

Preparations are steadily progressing for the full-scale operation of the stadium starting in fiscal year 2026, including attracting diverse events in sports, music and beyond, upgrading ICT infrastructure, expanding hospitality areas, renovating food and beverage offerings within the stadium, and strengthening collaboration with the local community.

The period marking the starting point of this evolution and the grouping of symbolic projects representing this is named “National Stadium Next.” National Stadium Next is the collective term for multiple initiatives that enhance the National Stadium's social value and redefine its role as “a place where people's hopes and excitement intersect.” Beyond these physical updates, there will also be co-creative activities with diverse stakeholders in key areas such as enhancing the National Stadium's value and solving social issues.

Co-creation initiative examples

Leveraging both companies' business foundations and social contribution track records*, JNSE and MUFG will pursue initiatives from the following two perspectives. They will promote MUFG Stadium domestically and internationally as a hub for co-creation that continuously generates social value.

1. Initiatives to enhance the value of the National Stadium

- Introduce cutting-edge ICT and other facilities and support for technological development and proof-of-concepts
- Create new business value leveraging stadium foot traffic and commercial flow
- Develop acceleration activities, etc., to foster new industries and startups
- Leverage the extensive network of an integrated financial group to connect the industry, government and academic communities
- Expand the National Stadium's development model to sports facilities across Japan, elevating the sports industry with a focus on revitalizing local communities

2. Initiatives to contribute to solving social issues

- Realize ideas for utilizing the stadium that reflect the voices of citizens and local communities
- Support the next generation through sports, and develop the stadium as a global hub for promoting regional revitalization and cultural heritage—values central to Japan
- Provide opportunities for everyone involved in sports to deepen their life and career planning as well as financial literacy

* For details on the various social contribution activities MUFG has conducted to date, please refer to this link:
<https://www.mufg.jp/csr/contribution/priorityareas/index.html>

■ Comments from the companies involved

Koji Takeuchi, President and CEO, Japan National Stadium Entertainment Co., Ltd.

“We wholeheartedly welcome MUFG as a National Stadium Partner. Their commitment extends beyond financial expertise to actively promoting culture and regional collaboration—values that strongly resonate with our vision for the National Stadium. We are deeply encouraged and pleased to embark on this journey together.

“The National Stadium has long been the ‘sacred ground of Japanese sports,’ hosting track and field, soccer, rugby, and more, while also being a ‘stage of dreams’ for the music and entertainment industries. We intend to preserve this glorious tradition and history and further develop it.

We will fulfill the stadium’s role as the ‘heart of society,’ connecting sports, music, culture, and the local community. We will realize a vision of the passion of sports and the inspiration of culture being shared by society as a whole.”

Hiroki Kamezawa, Member of the Board of Directors, President & Group CEO, Mitsubishi UFJ Financial Group, Inc.

“We hold deep respect for the history of countless moving moments and iconic scenes the National Stadium has produced, and for all the athletes, fans, and stakeholders who have supported this venue. We are honored to become a National Stadium Partner and participate in JNSE's vision to evolve the National Stadium into a world-class stadium.

“MUFG, guided by our purpose ‘committed to empowering a brighter future,’ is a globally integrated financial group that supports industries and fosters growth. Our strength lies in our ability to build broad connections with all stakeholders from a neutral standpoint. Leveraging our group's business foundation and track record in social contribution activities, we will work alongside various industries, organizations, and stakeholders to realize the National Stadium's new vision and concept, aiming to solve social issues and foster innovation. Our group's 150,000 employees will dedicate themselves with purpose, resolve, and responsibility to create a stadium that is beloved and resonates with people.”

Yoshiaki Maeda, President and CEO, NTT DOCOMO, Inc. (representative of JNSE constituent companies)

“Through stadium operations, we will accelerate the growth of the sports world and the creation of social value.”

“Guided by this conviction, we and the three other JNSE constituent companies chose to participate in operating the National Stadium, establishing JNSE last year. We aim to solidify the National Stadium as a world-class stadium by leveraging the assets each member company possesses—including advanced ICT technology, facility maintenance and management expertise, extensive knowledge of regional revitalization projects, and proven track record in event operations as a content provider—to the fullest.”

“We are extremely pleased and heartened to welcome MUFG as a powerful partner

for realizing this vision. Together, we will strive to ensure that MUFG Stadium, as Japan's flagship stadium, continues to be a stage that moves everyone's hearts while contributing to the development of the sports and entertainment industry."

Satoshi Ashidate, President and CEO, Japan Sport Council

"We express our respect for JNSE's ambitious stadium reform efforts, which propose a pioneering business model demonstrating the stadium's potential for development to society and aim to transform it from a cost center to a profit center. We understand this selection of a National Stadium Partner is part of that initiative."

"We look forward to further progress toward realizing a stadium that is cherished and embraced by the people of Tokyo, Japan and the world."

Yoshikazu Nonomura, Chairman, Japan Professional Football League

"The National Stadium holds special memories and emotions for Japanese soccer. I am reassured by and look forward to this iconic stadium entering a new phase under the powerful partnership between JNSE and MUFG."

"There is a growing global movement to enhance stadium value through naming rights while preserving the history and traditions that breathe life into the venue. I feel this marks the first step for Japan's National Stadium toward a new standard."

"I hope this initiative will elevate the value of not only Japanese soccer but all sports, enriching future stadium experiences and relationships with fans."

Kengo Kuma, Architect, Kengo Kuma & Associates

"While working on the design of the National Stadium, I constantly pondered what Japan is. While there are various buildings bearing the name 'national,' the nature of the facility itself—where tens of thousands gather and cheer—is deeply connected to how we define Japan."

"We proposed an open and horizontal space using wood from all 47 prefectures. This space can serve not only for sports but also as a vessel for culture. With the addition of a new, powerful private partner, this vessel will further unleash its potential and shine."

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About Japan National Stadium Entertainment

Japan National Stadium Entertainment was established in April 2025 as a special purpose company to operate the National Stadium. It is funded by four companies: NTT Docomo, Inc., Maeda Corporation, SMFL Mirai Partners Co., Ltd., and the Japan Professional Football League.

Building upon the vision of the previous operator, the Japan Sport Council, we will incorporate the unique perspectives and expertise of private enterprises to achieve greater operational efficiency and revenue growth for the stadium.

We will carry forward the National Stadium's distinguished legacy while creating new value through hosting top-tier sporting and cultural events, providing next-generation stadium experiences, and fostering community connections across geographies.

Website: <https://jns-e.com/>

Trade name	Japan National Stadium Entertainment, Inc.
Head office location	10-1 Kasumigaokacho, Shinjuku-ku, Tokyo 160-0013
Investor companies	NTT Docomo, Inc. Maeda Construction Co., Ltd. SMFL Mirai Partners Co., Ltd. Japan Professional Football League
Business purpose	Japan National Stadium general management, operation, maintenance and optional operations
President and CEO	Koji Takeuchi

About MUFG

Mitsubishi UFJ Financial Group, Inc. (MUFG) is one of the world's leading financial groups. Headquartered in Tokyo and with over 360 years of history, MUFG has a global network with approximately 2,000 locations in more than 40 countries. The Group has about 150,000 employees and offers services including commercial banking, trust banking, securities, credit cards, consumer finance, asset management, and leasing. The Group aims to "be the world's most trusted financial group" through close collaboration among our operating companies and flexibly respond to all of the financial needs of our clients, serving society, and fostering shared and sustainable growth for a better world. MUFG's shares trade on the Tokyo, Nagoya, and New York stock exchanges.

For more information, visit <https://www.mufg.jp/english> or <https://www.mufg.jp/profile/brand/sponsorship/mufgstadium/index.html>.

Company name	Mitsubishi UFJ Financial Group, Inc.
Address	1-4-5, Marunouchi, Chiyoda-ku, Tokyo, Japan

Major subsidiaries and group companies	MUFG Bank, Mitsubishi UFJ Trust and Banking, Mitsubishi UFJ Securities Holdings, Mitsubishi UFJ NICOS, Mitsubishi UFJ Asset Management, ACOM, etc.
Business purpose	MUFG manages the affairs of its subsidiaries within the group and the business of the group as a whole along with all relevant ancillary business.
Member of the Board of Directors, President & Group CEO	Hironori Kamezawa