

July 2, 2026

Sompo Holdings, Inc.

**Global Partnership Agreement with "Captain Tsubasa"
– Sharing the New Group Vision with the World through
Stories of Challenge and Growth –**

Sompo Holdings, Inc. (Group CEO, Director, President and Representative Executive Officer: Mikio Okumura; hereinafter "Sompo Holdings") has signed a global partnership agreement with "Captain Tsubasa," a popular football manga loved by generations worldwide. As a partner that embodies our new Group Vision, "The vision to unlock possibilities," "Captain Tsubasa" will play a central role in the various activities and content we roll out going forward.



1. Background and Purpose of the Global Partnership Agreement

Centered around the main character, Tsubasa Ozora, "Captain Tsubasa" depicts the relentless challenges, irreplaceable bonds with peers, overcoming difficulties regardless of the obstacles faced, and the leap from Japan to the world stage. It continues to give people all over the world dreams, hope, and the courage to take a step forward.

The story of "Captain Tsubasa" is universal. At the same time, it deeply resonates with our Group Vision, "The vision to unlock possibilities." In a modern society marked by rapid change and growing uncertainty, it is more important than ever for each individual to unlock their potential and pioneer the future. Through the story of "Captain Tsubasa," Sompo Group aims to communicate its strong commitment to encouraging and supporting those taking on challenges.

2. Key Initiatives

"Captain Tsubasa" will serve as a unifying icon for the entire Sompo Group, as we work to integrate various sports-related initiatives previously led separately by Group companies. This partnership is an opportunity to improve our collective brand value and foster a greater sense of internal unity. In addition to developing multifaceted communications that combine in-person and digital channels, we aim to further cultivate a corporate culture that encourages employees to take on challenges.

- **Utilization in Sports Events and Nurturing the Next Generation**

We will promote collaboration with "Captain Tsubasa" at sports-related events nationwide, including the "SOMPO Ball Game Festa," where children can experience various ball games. Through the joy of sports, cooperation with peers, and the experience of challenging one's own potential, we will support the growth of the next generation who will shape the future.

- **Sharing Athletes' Stories of Challenge and Growth**

We will launch an interview series where top athletes influenced by "Captain Tsubasa" share their personal experiences on the importance of taking on challenges. These authentic stories of perseverance aim to inspire individuals to step up and unlock their potential.

- **Sponsorship of "Nankatsu SC" Men's and Women's Teams**

We will commence sponsorship of "Nankatsu SC" and "Nankatsu SC WINGS," both of which Yoichi Takahashi, the creator of "Captain Tsubasa," serves as chairman. As both teams continue their efforts to enter the J.League and achieve promotion to the first division of the Nadeshiko League, respectively, they embody on the field the message conveyed by "Captain Tsubasa". Sompo Group will support their endeavors and help bring the story of "Captain Tsubasa" into the real world.

- **Projects to Resolve Social Issues**

As an initiative to address social issues through sports, we are promoting "OUR STORIES," a co-creation project involving various stakeholders. To date, under the theme of improving the environment for women's sports, not only have we helped bring to light issues based on the voices of those involved but we have also prompted society to reflect on these issues. Utilizing this global partnership, we will further expand the project's reach and deepen our circle of co-creation, striving to create an environment where everyone can take on challenges in their own way.

- **Global Communication Rollout**

Through the globally beloved "Captain Tsubasa," we will share our Group Vision, "The vision to unlock possibilities," not only in Japan but also internationally. Utilizing digital content, social media, events, and internal communications, we will widely share Sompo Group's commitment to facing challenges to realize the future we seek to create.

3. Comments from Relevant Parties

<Mikio Okumura, Group CEO, Sampo Holdings, Inc.>

We are truly delighted to have signed a global partnership agreement with “Captain Tsubasa,” a universally beloved series that continues to strive for ever greater goals. The way Tsubasa Ozora grows together with his friends and takes on challenges on the world stage deeply resonates with Sampo Group's vision, “The vision to unlock possibilities.”

At Sampo Group, we believe in the power of sports to move people's hearts, generate the courage to take on challenges, and connect people across generations, regions, and borders. Through this global partnership, we will share the pursuit of dreams depicted in “Captain Tsubasa” from Japan to the world. Furthermore, through our sponsorship of Nankatsu SC and Nankatsu SC WINGS, football clubs led by Mr. Yoichi Takahashi, we will support their endeavors as they bring the world of “Captain Tsubasa” to life on the actual field. Additionally, through initiatives such as SOMPO Ball Game Festa and “OUR STORIES” project, we will continue to help nurture the next generation all over Japan and address social issues surrounding sports.

Together with “Captain Tsubasa,” Sampo Group will deliver the message underlying “The vision to unlock possibilities,” aiming to realize a society where each individual can believe in their own potential and take on challenges for their future.

<Yoichi Takahashi, creator of "Captain Tsubasa" and Representative of Nankatsu SC>

It is a great honor to see a partnership agreement between Sampo Group and “Captain Tsubasa.” The story of Tsubasa and his friends has consistently shown that no matter how difficult the situation is, you can realize dreams larger than you ever imagined by not giving up on your challenges and by working together with peers and even rivals. I am incredibly excited to know that this story overlaps with Sampo Group's powerful vision and that Tsubasa will be able to help deliver the message to many more people. I am also deeply grateful for the warm support provided to both the men's and women's teams of Nankatsu SC, who continue to challenge themselves daily to reach higher levels of competition. Believing in the power of sports to connect people and inspire dreams, we will strongly promote initiatives that support and uplift local communities alongside everyone at Sampo Group.

*May 20, 2026 News & Topics: [Notice Regarding Change of Company Name and Partial Amendment to the Articles of Incorporation](#)

■Sampo Group sports website (in Japanese): [“Unlocking Possibilities Through Sports”](#)

■Sampo Stories feature article: [“Kicking off a future of possibilities with Captain Tsubasa”](#)