

The Source of the Tokyo Dome Group's Corporate Value

Aiming to Enrich Society

The Seven Elements of Tokyo Dome Group's Corporate Value

The corporate value of the Tokyo Dome Group is based on the expertise and trust built up over many years as a leading company in the Japanese leisure industry. Throughout its history, the Group has developed mutually beneficial and close relationships with a broad range of stakeholder groups. The source of this corporate value comprises the following seven key elements.

- ✓ 1. Contributing to the Development of Professional Baseball in Japan
- ✓ 2. Realizing Synergies from Tokyo Dome City
- ✓ 3. Providing Places of Recreation and Relaxation
- ✓ 4. Creating Exciting Destinations
- ✓ **5. Spurring Creativity and Cultural Development**
- ✓ 6. Focusing on Safety and Fulfillment of Our Public Mission
- ✓ 7. Recognizing the Importance of Regulating Development and Long-Term Planning



1988

- World Heavyweight Boxing Title Match**
- International Marching Band Pageant and THE ALFEE

1989

- MONSTER TRUCK**
- NFL Toshiba American Bowl '89

Special Feature

Strengths of the Tokyo Dome Group

✓ Spurring Creativity and Cultural Development

We Provide New Value to Customers by Independently Planning and Promoting a Myriad of Events

From the Tokyo Dome Group's perspective, the sports events, concerts and other events held at its facilities can be divided into two categories: (1) "rented-venue events," whereby the Group rents a venue to an outside promoter who organizes an event; and (2) "independently promoted events," whereby the Group itself plans and promotes events at its own venues. Centered on the facilities within Tokyo Dome City, the Tokyo Dome Group independently organizes a broad array of events with high entertainment value. By providing customers with new value, we spur creativity and cultural development and aim to enrich society.



1996

- Tokyo Dome Cup
- NFL American Bowl '96
- Michael Jackson**
- X JAPAN
- Tableware Festival '96

**Major Events
Sponsored by
Tokyo Dome**



1990

- Sharp World Soccer '90**
- NFL Toshiba American Bowl '90
- U.S. OFF ROAD CHAMPIONSHIPS
- The Rolling Stones
- David Bowie



1991

- NFL Toshiba American Bowl '91
- World Soccer '91
- WWF Pro Wrestling
- Playboy Jazz Festival '91**
- George Michael
- Paul Simon



1992

- NFL American Bowl '92
- GUNS N' ROSES
- Prince**
- Playboy Jazz Festival '92
- Michael Jackson



1993

- Suntory Dynamic NFL American Bowl '93
- GUNS N' ROSES '93
- Simon and Garfunkel
- Madonna**
- Tableware Festival '93



1994

- Summer Cup '94
- NFL American Bowl '94**
- X JAPAN
- Tableware Festival '94



1995

- LUNA SEA
- X JAPAN**
- Tableware Festival '95



1997

- L'Arc-en-Ciel
- X JAPAN
- Tableware Festival '97**



1998

- NFL American Bowl '98
- U2
- The Rolling Stones**
- Tableware Festival '98



2002

- Tableware Festival '02
- Tokyo International Quilt Festival '02**



2009

- Eastern League Baseball Tournament
- Tableware Festival '09
- Tokyo International Quilt Festival '09
- Tokyo Furusato Matsuri (Tokyo Hometown Festival) '09**

Note: Items in red appear in the photos.