

## **Tokyo Dome Corporation Signs Memorandum of Understanding with Tiger 11 Sports & Entertainment LLC to Explore Strategic Partnership**

Exploring New Business Opportunities to Strengthen Inbound Growth  
Through Global Networks

Tokyo Dome Corporation (Head Office: Bunkyo-ku, Tokyo; Representative Director President and COO: Tsutomu Nagaoka) today announced that it has signed a Memorandum of Understanding (MOU) with Tiger 11 Sports & Entertainment LLC (Head Office: Beverly Hills, California, USA; CEO: Zack Goldman; hereinafter “Tiger 11”), an advisory firm operating globally across sport, entertainment, and culture, to explore a strategic partnership.

### **1. Background and Existing Collaboration**

Tokyo Dome Corporation has been advancing its inbound strategy to further develop Tokyo Dome City as one of the world’s leading entertainment destinations. Since January of this year, Tokyo Dome has engaged Tiger 11 under a consulting agreement for its global marketing strategy, including a renewal of its digital communication approach utilizing social media platforms. As a result, video views across social media have exceeded 10 million, establishing new methods for connecting Japanese live entertainment with global audiences.

### **2. Overview and Purpose of the MOU**

This MOU builds upon the companies’ existing marketing collaboration and was signed to explore broader possibilities for cooperation across a wide range of business areas. The purpose of the MOU is to confirm and share a common understanding for future strategic collaboration in which both companies work together to identify and explore opportunities that may serve their mutual interests.

Specifically, leveraging Tiger 11’s global connections and expertise, the two companies will focus on evaluating the joint creation of new international sports events, brand IP, and cross-cultural exchange programs that can drive inbound demand. These discussions will also extend to broader commercial and strategic initiatives that may lead to new revenue opportunities and the development of new businesses and services. Any specific initiatives will be reviewed, evaluated, and mutually agreed upon by both companies at a later date.

### **3. Future Outlook**

Through this MOU, Tokyo Dome Corporation aims to utilize Tiger 11’s creative vision and international network—grounded in its global work at the center of entertainment and culture—to pursue new revenue opportunities and further enhance the value of live experiences delivered from Tokyo Dome City to audiences around the world.

#### **4. Comments from Each Company**

##### **Yoshikazu Kitahara, Representative Director Chairman and CEO, Tokyo Dome Corporation**

“We expect that Tiger 11’s high level of expertise and extensive network across the sports and entertainment sectors will play an essential role in advancing the global expansion of Tokyo Dome City. Through this MOU, we look forward to jointly exploring new possibilities for events and content that attract audiences worldwide and to further enhancing the value of live experiences originating from Tokyo Dome City.”

##### **Zack Goldman, Founder & CEO, Tiger 11 Sports & Entertainment LLC**

“Partnering with Tokyo Dome Corporation is truly a dream come true. We are honored to collaborate with one of the world’s most iconic venues and an entertainment city that represents the future of live experiences. We look forward to creating new ventures that deliver unforgettable memories to audiences and partners around the globe.”

#### **5. Company Overview**

##### **Tiger 11 Sports & Entertainment LLC**

Tiger 11 Sports & Entertainment is a California-based investment and advisory firm operating globally at the center of sport, entertainment, and culture. Partnering with leading investors, clubs, leagues, and brands, Tiger 11 develops strategies and business models that drive growth, strengthen communities, and create long-term value through clear insight and creative vision.

\*The contents of this release are subject to change.