

Toyobo Subsidiary Signs Sponsorship Agreement with Italy's Parma Football Club

Toyobo's European subsidiary, TOYOBO Europe GmbH, has announced the signing of a sponsorship agreement with the Parma Football Club, which is one of Italy's Serie A teams. On this occasion, Toyobo has presented the Parma club with training mats containing BREATHAIR[®], which is a three-dimensional spring structure. Going forward, Toyobo will leverage this new relationship to expand sales of BREATHAIR[®].

1. Background of the Agreement

Toyobo's Medium-Term Management Plan calls for "accelerating overseas business development." As part of these initiatives, Toyobo decided to become a sponsor of football clubs that are well-known to people around the world to increase the power of the Toyobo brand and raise awareness of its products. Toyobo decided to conclude a sponsorship agreement with the Parma Football Club, a participating team in Italy's Serie A league, which stands at the top in international rankings. The Parma club is well-known not only in Europe but also in Japan.

2. Main Content of the Sponsorship Agreement

- Preparation of a promotional video
The video will feature Parma team member Paolo De Ceglie and his trainer and will show training mats containing BREATHAIR[®] cushion material.
- Preparation of a poster featuring team member Paolo De Ceglie
- Provision of training mats containing



Promotional poster for BREATHAIR[®] featuring team member Paolo De Ceglie (by courtesy of Toyobo Europe GmbH)

Toyobo's BREATHAIR® cushion materials for the Parma club's exclusive indoor and outdoor training locations

- Installation of a signboard displaying the BREATHAIR® logo in the Parma club's exclusive practice field
- Toyobo also receives permission under the agreement to display the phrase "PARMA OFFICIAL PARTNER" at exhibits and other venues where BREATHAIR® products are shown.

3. Terms of the Agreement

From December 1, 2014 through June 30, 2015

4. Outlook

We will have each of the team athletes and medical staff members use training mats containing BREATHAIR® cushion materials, and then ask their opinions. Toyobo will use this information to make improvements in product development.

In addition, TOYOBO Europe will use this occasion to promote adoption of BREATHAIR® products by other club teams in Europe. The goal for the time being, after this first initiative, will be to strengthen the Toyobo brand and raise the awareness of BREATHAIR® in the field of sports in Europe.

Additional Information

- What is BREATHAIR® ?



BREATHAIR® is a complex three-dimensional spring structure made with fibers spun from Toyobo's PELPRENE®, which is a polyester elastomer. Characteristics of BREATHAIR® include light weight, high resilience and good cushioning characteristics, durability, air permeability, and antibacterial properties. Developed as a replacement for urethane foam cushioning materials, it can be used in a wide range of applications, including bed mats and train seats.

To broaden sales routes in Europe, TOYOBO Europe's plant in Obernburg (Free State of Bavaria) in Germany began the production and sales of BREATHAIR® in 2013.

■ Outline of TOYOBO Europe GmbH

Representative: Masaki Taniguchi

Lines of business: In overall charge of promoting the Toyobo Group's business operations in Europe. Manufacture and sales of industrial materials. Sales of films and functional polymers, life science products, and textiles.

Address: Berliner Allee 22, 40212 Dusseldorf, Germany

Share ownership: Wholly owned subsidiary of Toyobo Co., Ltd.

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