

SUNNY SIDE UP Launches Partnership with GL events, One of the World's Largest Events Companies

The joint effort will meet the high demand for events around the world ahead of the 2020 Olympics in Tokyo, and provide a full package that covers development, management, and PR for global events.

SUNNY SIDE UP Inc. (Headquarters: Shibuya-ku, Tokyo; President: Etsuko Tsugihara) has agreed to partner with GL events SA (Headquarters: Lyon, France; President of GL events Live & Deputy Managing Director of GL events Group: Olivier Ferraton) and GL events Japan KK (General Manager: Guillaume Massard), one of the world's largest events companies, for the development, management and PR of global events to be held in 2020 in Japan.

With the Rugby World Cup coming in 2019 and the Tokyo Olympic and Paralympic Games in 2020 just around the corner, the world's eyes are on Japan. The economic impact to be generated in Japan until 2030 by the Tokyo Olympic and Paralympic Games is estimated at approximately 32 trillion yen*, and the government has set a target of receiving 40 million inbound tourists a year by 2020.

But the huge business opportunity that 2020 represents goes far beyond a mere sports festival. 2020 will be the year when Japan becomes the center of attention: the entire nation will become an enormous medium for tourism-oriented countries as well as for global companies around the world. Outside of the field of sports, many countries and companies will come to Japan to set up country houses, pavilions and other establishments to promote their appeal, turning Japan, in a sense, into a showcase for the world.

In anticipation of this increased demand for events in Japan – both related to sports and independent of sports – SUNNY SIDE UP and GL events have decided to combine their expertise and launch a joint business.

GL events is a firm that provides integrated solutions and services for a variety of worldwide events. Ever since the company was founded in 1978, it has been involved in the planning, development, construction and management of large-scale events around the globe. With 3,900 employees and more than 90 offices around the world, the company stands unparalleled in its field.

*Source: Economic ripple effects from Tokyo 2020 Olympic and Paralympic Games (Issued by Tokyo Metropolitan Government in 2017)

Meanwhile, SUNNY SIDE UP has accumulated a wealth of PR expertise and resources through its experience in management and PR activities for large-scale events, including Japan's first RockCorps, an event combining music and corporate social responsibility (CSR) that has been held in 10 countries, and the YOU MAKE SHIBUYA COUNTDOWN, a countdown event held on New Year's Eve in Shibuya that draws around 100,000 participants.

By combining GL events' expertise in creative & strategic content for brand activation, planning, development, construction, and management with SUNNY SIDE UP's PR marketing capability in a wide array of fields, the partnership will be able to provide the complete package – from development and management to global event PR – and will be fully capable of meeting global-scale needs.

By 2020, the companies will be providing a full set of support solutions – including venue proposals to host country houses and/or sponsors for brand activation, creative & strategic content, production, facility management, and PR – for country houses and pavilions established by a variety of different nations and for events hosted by sponsors and global companies. From 2020 onward, the partnership's diverse business will be developed cross-sectionally in other fields with high growth potential, making full use of the resources and expertise it has acquired.

About the partnership, Olivier Ferraton, Deputy Managing Director of GL events Group, said, "As the world begins to focus on Japan toward 2020, we have been looking for the ideal partner to establish ourselves as the leaders in the market. SUNNY SIDE UP shares a very similar corporate philosophy and has an unbeatable track record of knowledge and experience in sporting events and global PR, so this joint business venture with them has great meaning for both companies. I am confident that it represents the most powerful partnership necessary to meet the demand for global scale events not limited to 2020."

Etsuko Tsugihara, President and CEO, SUNNY SIDE UP Inc., was equally enthusiastic about the partnership and what it means for both the company and Japan: "We are extremely happy to have agreed on a business partnership with GL events, a company that has put on so many world-class events. The 1964 Tokyo Olympics were a major turning point for Japan, while in 2020, we are a mature country that is welcoming guests from around the world. Throughout the process there will be unique challenges, and each one of us as Japanese will have to ask ourselves what riches we can leave behind.

Through this partnership with GL events, we will bring new perspectives and ideas, add knowledge, and awaken the potential lying within us, adding to all of the sports, entertainment, and PR knowhow that we have cultivated over the years. "Omotenashi" is not just about the economic results of 2020, it can also develop a generation of devoted fans of Japan. I think that by making the Games a reality, we will develop our talent, confidence, and pride. That is our Olympic legacy."

■ About GL events SA

Headquartered in Lyon, France, GL events SA is a leading global events company that excels in the planning and management of international sports and entertainment events. Since its foundation in 1978, it has been involved in the planning, development, construction and management of large-scale events held around the world, and its event portfolio includes the Olympic Games, the World Cup and the F1 Grand Prix. The company has achieved remarkable successes, particularly in sports events: at the past two Olympic Games in Rio de Janeiro and in London, the company undertook over 70% of the events' setup. The company achieved sales exceeding 125 billion yen in 2017, and has 3,900 employees working at more than 90 offices around the world.

<http://www.gl-events.com/>

Name of company: GL events SA

Chairman: Olivier Ginon

President of GL events Live

and Deputy Managing Director: Olivier Ferraton (and CEO GL events Live)

Founded: December 7, 1978

Capital: 12,293 million yen

Number of employees: 3,900

Business areas: Planning, Development, Construction and Management of global events

Headquarters: Lyon, France

■ About SUNNY SIDE UP Inc.

SUNNY SIDE UP Inc.'s slogan is "Creating a buzz with fun and excitement," and since it was founded in 1985, it has inspired a wide range of movements through its own marketing communication expertise, including promotions and sports marketing leveraged by its PR perspectives and strategic PR. In addition to its track record as a PR company, it has even launched its own project, the operation of the all-day casual dining restaurant "bills," and has engaged in the operation and PR of large-scale events such as RockCorps supported by JT, a music event that has developed a new kind of volunteer, and YOU MAKE SHIBUYA COUNTDOWN, a countdown event held on New Year's Eve in Shibuya that draws around 100,000 participants. SUNNY SIDE UP was also ranked 17th in the PRWeek Agency Business Report 2017 (the highest ranked in Japan), and has been listed publicly on JASDAQ since 2008.

<http://www.ssu.co.jp/eng/>

Name of company: SUNNY SIDE UP Inc.

President: Etsuko Tsugihara

Founded: July 1, 1985

Capital: 483 million yen

Number of employees: 168 (as of June 30, 2017)

Business areas: PR, Promotion, Sports Marketing, Food Marketing

Headquarters: JPR Sendagaya Building, 7th Floor, 4-23-5 Sendagaya, Shibuya-ku, Tokyo, 151-0051

<Contact details concerning this matter>

SUNNY SIDE UP Inc. Personnel in charge of PR Group: Okuyama and Osaki

TEL: +81 (3) -6894-3232 | FAX: +81 (3) -5413-3050 | E-MAIL: koho@ssu.co.jp