

PRESS RELEASE

Tokyo, Japan/ August 9, 2024, LIVE BOARD,INC.

Live Board

LIVE BOARD has concluded an Official Supplier Agreement with SUNROCKERS SHIBUYA, a professional basketball team affiliated with B.LEAGUE.



LIVE BOARD,INC is pleased to announce that it has signed an Official Supplier Agreement with SUNROCKERS SHIBUYA for the 2024-25 season.

<Contract Summary>

Contract details: Official supplier contract

Contract period: 2024-25 season

▼Contents of the agreement

SUNROCKERS SHIBUYA: Placement of the "LIVE BOARD" logo on various publicity materials

LIVE BOARD: Distribution of "SUNROCKERS SHIBUYA contents" on LIVE BOARD's digital out of home (DOOH) screens in Shibuya, Gaienmae, and Omotesando

◆SUNROCKERS SHIBUYA Comment

Thank you very much for signing an official supplier agreement with SUNROCKERS SHIBUYA.

We are very pleased to be able to work together with you as a partner to promote Shibuya.

SUNROCKERS SHIBUYA will do our best to achieve our long-cherished goal of winning the league championship for the first time, so please give us your warm support.

◆Comment from Jun Sakurai, President and Representative Director of LIVE BOARD

We are thrilled to partner with SUNROCKERS SHIBUYA. As our company is headquartered in Shibuya Ward, Tokyo, we are very pleased to be able to contribute to the revitalization of the local professional basketball team. We have installed and own several DOOH screens around the Aoyama Gakuin Memorial Hall, the home arena of the SUNROCKERS SHIBUYA. We hope that by utilizing these screens to broadcast SUNROCKERS SHIBUYA content, we can create excitement in the area around the venue and in Shibuya, the home town of the SUNROCKERS SHIBUYA. We hope that we can live up to the expectations of the people involved with SUNROCKERS SHIBUYA, and that the SUNROCKERS family can enjoy the event as well.

◆About SUNROCKERS SHIBUYA

A club in the B.LEAGUE B1 professional basketball league, with its hometown in Shibuya-ku, Tokyo.

The HITACHI SUNROCKERS, an industrial basketball club with a long history, entered the B1 League, the pinnacle of the professional basketball league, as " SUNROCKERS SHIBUYA " when the B.LEAGUE was launched in 2016.

From 2022, the club will become a member of the SEGA SAMMY Group, and is aiming to win its first league championship as one team.

<https://www.sunrockers.jp/>

◆About LIVE BOARD, INC.

An operator of a digital OOH ad network that achieves data-driven targeting and effectiveness verification.

LIVE BOARD is the first company in Japan to achieve impression (VAC)-based advertisement delivery in OOH. We deploy advertisement delivery and billing systems in accordance with actual conditions that are based on the estimated number of viewers "at that time, in that place, and for that specific ad," even during the COVID-19 pandemic, when people's movement patterns are prone to change. In addition, by combining big data from Japan's largest carriers with our own network, which includes a wide range of digital OOH across Japan, including outdoor, indoor, train, and station OOH ads, we have been able to deliver personalized ads, such as targeting by gender and age, that was not possible with traditional OOH.

Company Name : LIVE BOARD, INC

Business Details : DOOH Advertising Distribution Platform Management, DOOH Advertising Media Development, DOOH Advertising Space Sales

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