

Hakuhodo DY ONE Concludes a Brand Partnership with Pro Basketball Team Altiri Chiba for the 2025–26 Season

～Will Promote Sports, Contribute to Communities Together as Both Aim for No. 1～

Tokyo, September 11, 2025 – Hakuhodo DY ONE is pleased to announce that it has concluded a brand partnership agreement with pro basketball team Altiri Chiba for the 2025–26 season. Altiri Chiba is owned by Chiba-based Altiri, Inc.



Altiri Chiba is dedicated to building a team that captivates fans around the world. Inspired by that vision, it aims to become an essential part of the cultural infrastructure by bringing people together through sports and stirring the souls of all who watch it play. Since the team's establishment, it has relentlessly pursued the dream of winning the B1 championship within five years of entering the league. Having just been promoted to the B1 division, it will embark on a new challenge in the 2025–26 season as it debuts at the top level of the game.

Hakuhodo DY ONE for its part, which was formed through a merger in April 2024,^{*1} continues to reinvent itself as it pursues the challenge of becoming the best digital marketing company out there. While active in different fields, the two partners have one thing in common: both are always up for a challenge, determined to be the best

at what they do. We at HakuHodo DY ONE identify with Altiri Chiba's ubuntu spirit and the team's single-minded focus on its goals; hence we have been its brand partner since the 2022–23 season.*² We will continue to support Altiri Chiba on and off the court in the 2025–26 season.

Altiri Chiba is now aiming to make waves on the global stage. We at HakuHodo DY ONE will be there by its side, taking on our own challenges while contributing to communities by promoting sports.

Altiri Chiba's 2025-26 season schedule:

<https://altiri.jp/news/2025-26/0725?nf=0> (Japanese only)

*1 See the news release here: https://www.hakuhodody-one.co.jp/en/news/notice_20240401227/.

*2 During the 2022–23 and 2023–24 seasons, the brand partnership was concluded under the name IREP Co., Ltd.

■About Altiri Chiba (<https://altiri.jp/>)

A professional basketball club that calls the city of Chiba home, dedicated to becoming a team that captivates fans around the world. This vision inspires the team's name and logo. The name "Altiri" means "attract" in Esperanto. The logo consists of a stylized shield, symbolizing victory and courage, and two letters—letters being the wellspring of culture. Sports have the power to stir the souls of all they touch. By harnessing that power, the team seeks to captivate the hearts of people in its hometown of Chiba and throughout Chiba Prefecture, and win over basketball fans everywhere. It harbors ambitions of going global from Chiba.

Company name: Altiri, Inc.

Address: 22nd floor, Chiba Port Side Tower, 1-35 Tonya-cho, Chuo-ku, Chiba-shi, Chiba Prefecture

CEO: Yoshihide Arai

Founded: July 2020

Line of business: Running a professional basketball team

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<Corporate Information >

■HakuHodo DY ONE Inc. <https://www.hakuhodody-one.co.jp/en/>

HakuHodo DY ONE leverages its expertise and know-how in digital advertising, cultivated since the early days of internet advertising, to provide integrated digital marketing services. With strengths in marketing strategy formulation, creativity, advanced operational management, technological development, and close relationships with media companies and platforms, we offer comprehensive support for digital-driven marketing strategies and technology utilization to both Japanese and international clients.

As we move forward as the "Digital Core" of the HakuHodo DY Group, we aim to become the industry's leading digital marketing company by consolidating the group's knowledge and resources and combining high-level expertise with strong proposal capabilities.

By positioning ourselves as an Integrated Strategy Partner, we will continuously challenge and advance ourselves to be our clients' one and only "ONE" for their sustainable growth and enhancement of corporate value.

Location	: Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo 107-6316, Japan
Representative	: Yuzo Tanaka, Chairman of the Board, Representative Director Hiroto Kosaka, President, Representative Director
Shareholders	: 100% owned by the HakuHodo DY Group
Employees	: 3,172 (April 1, 2025, forecast)
Start of integration	: April 1, 2024
Business	: Planning, consulting, agency operations and investment activities related to all aspects of digital marketing

For inquiries regarding this News Release

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