

BECAMEX TOKYU and KAWASAKI FRONTALE signed a cooperation agreement
to establish the first football school from a J-League club in Vietnam
- Create a favorable living environment in Binh Duong New City through football -

BECAMEX TOKYU CO., LTD.
 TOKYU CORPORATION
 KAWASAKI FRONTALE Co., Ltd.

In Binh Duong New City, Binh Duong Province, Vietnam, BECAMEX TOKYU CO., LTD. (hereinafter referred to as “BECAMEX TOKYU”) - a subsidiary of TOKYU CORPORATION (hereinafter referred to as “TOKYU”) have been developing an urban area in Binh Duong New City, and KAWASAKI FRONTALE CO., LTD. (hereinafter referred to as “KAWASAKI FRONTALE”) that has a number of active facilities along the TOKYU Line, officially signed a cooperation agreement in May 2021, to establish the first football school from a J-League club in Vietnam in this year’s autumn.

KAWASAKI FRONTALE, the organization that have been promoting football in Binh Duong New City since 2013, and BECAMEX TOKYU hope that via the cooperation for this project, besides the nurturing and developing high quality football players, they can also contribute to the development of the city through football, and assist the growth of the children, who are going play an important roles in the future of Binh Duong New City.

At the beginning of the project, two coaches from KAWASAKI FRONTALE would come to Binh Duong New City to directly train and instruct the children living in Vietnam under the 3 points of KAWASAKI FRONTALE - “Technique”, “Rule/Principle”, and “Sociality”, then nurture each one’s personality in the football school.

Since 2012, TOKYU and BECAMEX TOKYU have been developing an urban area project "TOKYU Garden City" in Binh Duong New City (total area of 1,000 ha) fusing the local’s culture and customs with their experience from their project "TOKYU Tama Denen Garden City" in Japan. In the near future, the company would contribute further to the development of Binh Duong New City by boosting the residential and commercial projects, as well as the new bus systems, and developing services for the living.

After their team had participated in the friendly championship “TOKYU Binh Duong Garden City Cup 2013” with BFC (BECAMEX Binh Duong FC) as the top team, KAWASAKI FRONTALE has been continuously engaging in many activities throughout Vietnam, including hosting football classes for children in Vietnam, sending their coaches to Vietnam’s football academies, organizing the “U-13 International Youth Cup”. Starting from Binh Duong New City where the football school is located in, KAWASAKI FRONTALE would take action in promoting football throughout Vietnam.

In the future, BECAMEX TOKYU, TOKYU, and KAWASAKI FRONTALE would create a favorable living environment in Binh Duong New City through football.

Detailed information is as the attachment.



▲ KAWASAKI FRONTALE Football Clinic in Việt Nam (in 2014)

For questions regarding this release, please contact:

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【Attachment】

■ About the “Football School Project”

- Opening: 2021’s autumn
- Location: Binh Duong New City, Binh Duong Province, Vietnam
- In charge of Operation: BECAMEX TOKYU CO., LTD.
- Training outsource (Plan): KAWASAKI FRONTALE

■About BECAMEX TOKYU CO., LTD.

Company Name	BECAMEX TOKYU CO., LTD.
Address	SORA gardens Lot C18-Hung Vuong Boulevard, Binh Duong New City, Hoa Phu Ward, Thu Dau Mot Town, Binh Duong Province, Vietnam
Representative	General Director - Mr. Oh Dongkun
Scope of Business	Real estate investment / Real estate sales / Real estate leasing
Investment Capital	VND 8,600,000 billion
Establishment Date	March 1, 2012
Investment Ratio	TOKYU Corporation 65% BECAMEX IDC Corp 35%

■ Vè KAWASAKI FRONTALE

Football Club Name	KAWASAKI FRONTALE
Address	4-8-52 Suenaga, Takatsu District, Kawasaki City, Kanagawa Prefecture 〒213-0013
Representative	President and General Director – Mr. Warashina Yoshihiro
Establishment Date	November 21, 1996
Hometown	Kawasaki City, Kanagawa Prefecture
Official Website	http://www.frontale.co.jp/
Main Achievements	J1 League Champion (In 2017, 2018, 2020) Emperor’s Cup Champion (In 2020) J League YBC Levain Cup Champion (In 2019) Fuji Xerox Super Cup Champion (In 2019 and 2021)

【Reference】

■ Achievements of TOKYU in Binh Duong New City

Since 2012, TOKYU has been progressing the developments that include residential low-rise and high-rise housing projects or commercial facilities in Binh Duong New City (which total area is 1,000 ha). In 2014, a bus system was put into operation as a public transportation for Binh Duong New City.



▲ Projects being developed in Binh Duong New City



▲ The bus line KAZE SHUTTLE

■ KAWASAKI FRONTALE's Activities in Vietnam

2013 TOKYU Binh Duong Garden City Cup 2013

2014 KAWASAKI FRONTALE Football Clinic football activity in Vietnam

From 2014-2017 KAWASAKI FRONTALE played in U-13 Cup in Vietnam

From 2015-2019 Football exchange activities by The Japan Foundation Asia Center (send short-term coaches, invite to Japan)

From 2017~2019 Vietnam-Japan Culture Exchange Festival in Da Nang (Football Clinic, participation in the U-12 International Youth Cup)

From 2018~2020 Plan and organize the U-13 International Youth Cup Vietnam-Japan, with the participation of KAWASAKI FRONTALE's U-13 team

Từ 2018~2020 Organize visits to orphanages (in Da Nang and Binh Duong)



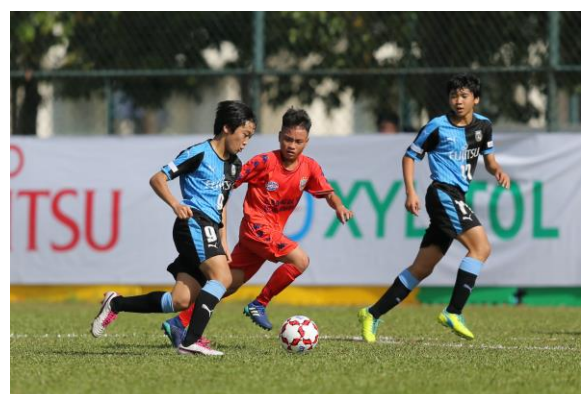
▲ TOKYU Binh Duong Garden City Cup 2013 (2013)



▲ KAWASAKI FRONTALE Football Clinic in Vietnam (2014)



▲ KAWASAKI FRONTALE played in U-13 Cup in Vietnam (2017)



▲ U-13 International Youth Cup Vietnam-Japan (2018)

■ Activities between KAWASAKI FRONTALE and TOKYU Group up to now:

KAWASAKI FRONTALE has a number of facilities located along the TOKYU Line, and has cooperated with TOKYU Group in many other activities and projects. Especially, the main collaboration is the Musashi-Kosugi station on the Meguro Line - Toyoko Line, which is the closest station to “KAWASAKI Todoroki Stadium” - KAWASAKI FRONTALE’s main stadium.

▪ AZZURRO NERO×FRO CAFE

The café under elevated north exit of Musashi-Kosugi Station on the Meguro Line - Toyoko Line was opened in April 2020 with the concept of "liveliness with the energy of sports". The store with official merchandises of KAWASAKI FRONTALE "Azzurro Nero" that was loved for 14 years by the fans, were closed then moved in December, 2019. For the first time ever, KAWASAKI FRONTALE officially collaborated with “FRO CAFE”, and form a new get-together motif of public bathhouse.



▲「FRO CAFE」

▪ KENGO HISTORY WALL / 2021 SEASON GUIDE

An exhibition that marks the 18 years of the player Kengo Nakamura, who announced his retirement in 2020. The exhibition is on the wall of the new construction of Kosugi Core Park in front of Musashi-Kosugi Station on the Toyoko Line and Meguro Line.

Moreover, for the time being, KAWASAKI FRONTALE is also exhibiting the content of the 4 championships that the club participates in 2021.



▲Kengo History Wall / 2021 Season Guide

▪ Collaborations at Motosumiyoshi station, Musashi-Kosugi station, Shin Maruko station on Toyoko Line

The song played at the stations of Motosumiyoshi, Musashi-Kosugi, Shin Maruko on Toyoko Line, is the supporter song of KAWASAKI FRONTALE.

In addition, the waiting room inside the ticket gate at Musashi-Kosugi station is partly decorated with images of KAWASAKI FRONTALE’s players.



▲ Decoration at the waiting room inside the ticket gate at Musashi-Kosugi station (Photo from October 2019)

▪ KAWASAKI FRONTALE Wrapping Bus

KAWASAKI FRONTALE Home Game is launched with the purpose of making the atmosphere in the areas more exciting. The first KAWASAKI FRONTALE Wrapping Bus was born from this campaign, and it’s operated as normal bus line, or airport coach, or just runs around Kawasaki even when no Home Game event takes place.



▲KAWASAKI FRONTALE Wrapping Bus