



# NEWS RELEASE

17 NOVEMBER 2025

## ATP & NITTO DENKO CORPORATION EXTEND LANDMARK PARTNERSHIP THROUGH 2030

**LONDON** - The ATP and Nitto Denko Corporation have today announced a multi-year extension of their highly successful partnership. Nitto will continue as Gold Partner of the ATP Tour through 2030, and Title Partner of the Nitto ATP Finals, ATP's season-ending event.

As Title Partner of the Nitto ATP Finals since 2017, Nitto has been instrumental in elevating the ATP's flagship tournament, set to take place in Italy for the next five years. Over the past eight editions, Nitto has helped welcome more than a million fans on site, playing a pivotal role in the event's success – first in London, and since 2021 in Turin.



Nitto President and CEO Hideo Takasaki presenting the Nitto ATP Finals trophy to 2025 champion Jannik Sinner.

Nitto will maintain prominent visibility across on-court and in-venue touchpoints at the event, including in the Fan Village, where fans can engage directly with the brand and the theme of sustainability.

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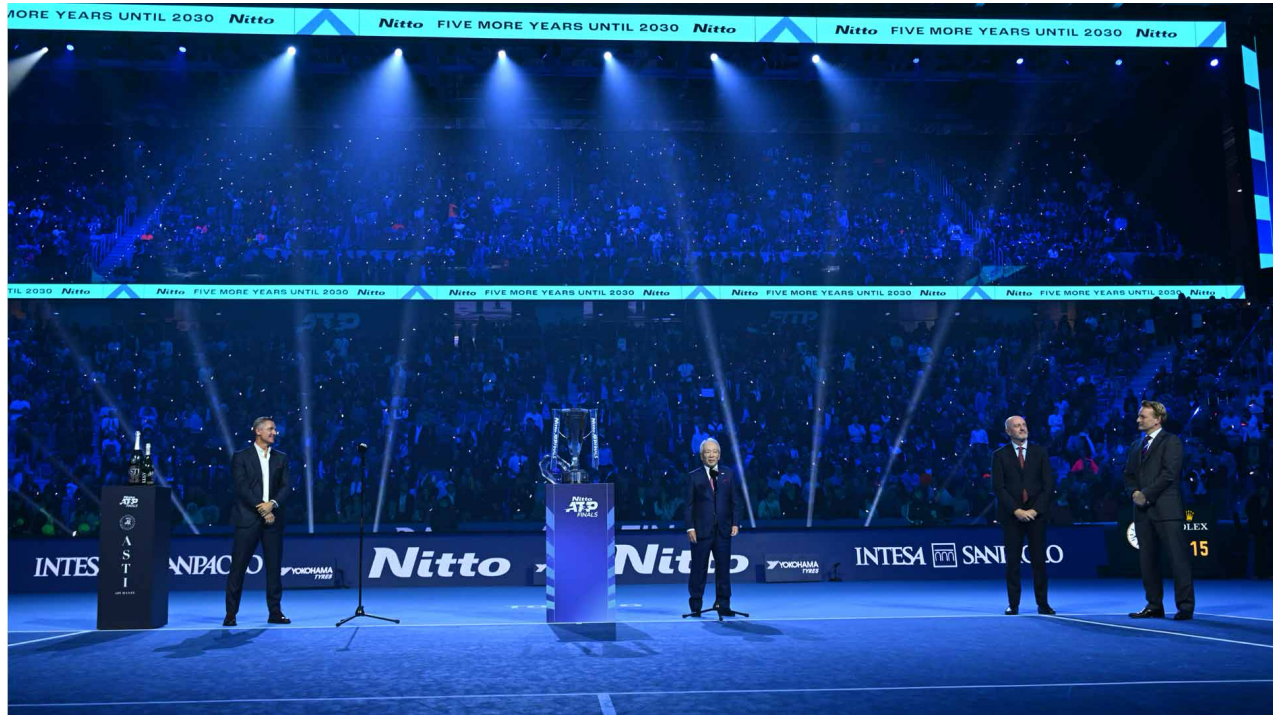
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Guided by its ambition to be a top ESG company, Nitto continues to drive innovation at the Nitto ATP Finals, pioneering a range of social and environmental initiatives. Highlights include the Nitto ATP Finals Innovation Summit, an annual conference bringing together thought leaders to explore solutions to sustainability challenges, and the Nitto ATP Finals Torino Green Project, a collaboration between Nitto, FITP, and the City of Turin, aimed at reducing CO2 emissions and promoting environmental sustainability within the host city. Nitto has also invited children and families from U.G.I. ODV, a Turin-based charity supporting children with cancer, to attend matches and walk hand-in-hand with the players onto court.



**Eno Polo, ATP CEO**, said: "Nitto has been our trusted partner for almost a decade now. Their commitment to the Nitto ATP Finals has helped make it what it is today – a world-class experience for both fans and players. Their impact doesn't stop there – they've fully embraced sustainability, leading the way in building an event that drives real, positive change. We're proud to keep working with a partner equally invested in pushing our sport to new heights."

**Hideo Takasaki, Nitto President and CEO**, said: "We are pleased to announce to our stakeholders the continuation of our title sponsorship of the Nitto ATP Finals. Since the inception of our partnership in 2017, we have consistently supported players striving for excellence, recognizing parallels with our own Global Niche Top™ strategy. Furthermore, the players' bold pursuit of challenges has fostered a culture of taking on challenges within the Nitto Group, transcending organizational boundaries, and has served as a profound source of inspiration. We remain committed to drive to further growth and hope this tournament continues to deliver amazement and inspiration to fans around the world."

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Beyond the Finals, Nitto will continue to benefit from year-round brand exposure across the ATP Tour's digital and social platforms and on-court visibility during medical timeouts through dedicated branding for ATP physiotherapists.

Further expanding its footprint in tennis, Nitto also becomes an Official Partner of the Kinoshita Group Japan Open Tennis Championships, an ATP 500 event held in Tokyo.

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## About The ATP

The ATP's mission is to serve tennis. As governing body of the ATP Tour and Challenger Tour we entertain a billion global fans, showcase the world's greatest players at prestigious tournaments, and inspire the game's next generation. From the United Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and PIF ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead to the Nitto ATP Finals, our prestigious season finale held in Turin, Italy. Featuring only the season's best 8 singles players and doubles teams, the tournament sees the crowning of the year-end ATP World No. 1, presented by PIF, the ultimate achievement in tennis. For more information, please visit [www.ATPTour.com](http://www.ATPTour.com).

## About Nitto Denko Corporation

Nitto is a Japanese manufacturer of high-performance materials established in 1918. Globally, it supplies a wide range of products and services—including optical materials such as polarizing films used in display devices, circuit boards, industrial tapes, and medical-related products and services—based on its core technologies cultivated over the years. Staying true to the brand's slogan, "Innovation for Customers," Nitto continues to contribute to a better society and environment through its innovative products and services. Now we aim to be an essential top ESG company, simultaneously solving social issues and creating economic value. For details, please visit our official website ([www.nitto.com/](http://www.nitto.com/)) or this special website by Nitto ([www.nitto.com/NittoATPFinals/](http://www.nitto.com/NittoATPFinals/)).

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