

# Press Release



April 5, 2024

To whom it may concern

Nippon Steel Trading Corporation

Finnish Pork Brand "PURE RARE" Becomes Silver Sponsor for Sint-Truidense V.V.  
for the 2023-2024 Season

We hereby announce that the high-quality Finnish pork brand "PURE RARE" (by ATRIA) has signed a silver sponsorship agreement with the Belgian First Division soccer club "Sint-Truidense V.V. (STVV)" on February 8th (Thursday) for the 2023-2024 season.

"PURE RARE" is exclusively distributed in Japan by Nippon Steel Trading Corporation Co., Ltd.'s Food stuffs Division (hereinafter "NST").

"PURE RARE", which is free from growth promoters and antibiotics, offers a nutritionally balanced and ethical choice for consumers, including athletes, ensuring a safe and enjoyable dining experience. In the future, we plan to provide "PURE RARE" to STVV to support the players in delivering their best performance.

NST is committed to expanding the sales of products that align with the Sustainable Development Goals (SDGs), and this sponsorship agreement will serve as a catalyst for further market development and expansion. We will also intensify our efforts in food education activities through events.

Furthermore, through the promotion of "PURE RARE," we will continue to provide new values and solutions for food that prioritize the environment and safety.

## ■ About Sint-Truidense V.V. (STVV)

STVV is a historic club founded in 1924 and has been under the management of the Japanese company DMM.com since 2017. The club is home to many Japanese players and is recognized as a bridge between Japan and Belgium.



League	: Belgian Pro League Division 1
Owner	: DMM.com LLC (acquired management rights in November 2017)
CEO	: Takayuki Tateishi (appointed in 2018)
Main Players	: Shinji Okazaki, Ryotaro Ito, Ryoya Ogawa, Rihito Yamamoto, Joel Chima Fujita, Zion Suzuki, and others
2022-23 Season Results	: 12th place (11 wins, 9 draws, 14 losses / Goal difference -3 / 37 goals scored, 40 goals conceded)

<Reference URLs>

- Nippon Steel Trading is Exhibiting PURE RARE pork,  
Produced Without the Use of Growth Hormones or Antibiotics, at a Leading Sports and Health Industry  
Trade Show

[https://www.nst.nipponsteel.com/en/news/2023/230720\\_1331.html](https://www.nst.nipponsteel.com/en/news/2023/230720_1331.html)

- Contributing to a Recycling-Oriented Society and Sustainable Living

<https://www.nst.nipponsteel.com/en/sustainability/social/recycling.html>

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