

## Information about Nitto

Nitto is a Japanese manufacturer of high-performance materials. Globally, it supplies a wide range of products, such as polarizing films, indispensable for smartphone and TV displays, industrial adhesive tapes, automotive components and medical supplies.

Since its founding in 1918, the Nitto Group has continued to establish itself as a manufacturer of high-performance materials by applying its technology to the development of new materials and functions.

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, while maintaining its priorities on the customers and the public.

As the title partner of the Nitto ATP Finals, Nitto is proud to support events that share its passion for challenges. Nitto believes that tennis results and corporate results require the same commitment: in both cases the goal is excellence in one's own court.

Since its inception in 2017, Nitto has provided a range of activities to support athletes, tournament staff and fans around the world, working together to make it the best and largest indoor tennis tournament globally.

In addition, starting in 2021, Nitto has supplied its taping products for athletics, which have been adopted by the ATP medical team, as the official sports tape of the ATP Tour. In this way, Nitto also contributes to health and safety of professional tennis players around the world.

At the 2021 Nitto ATP Finals in Turin, Nitto has excitingly implemented sustainability activities below;

- Riding an energy-generating bicycle at Piazza San Carlo that provides participants with an understanding of how much pedaling is required to produce energy and the importance of sustainable resources,
- Used tennis balls, that would have otherwise been discarded, are reborn as they are recycled into handmade arts and crafts, such as pencil cases and flowerpots, or new works of art,
- Installing the garbage bins, which uses solar power to compress garbage by itself and contributes to raising awareness of waste separation at the venue



Nitto will also accelerate its support activities to make the tournament even more sustainable this year.

Nitto: innovation that shapes the future.

For more information, visit the Nitto official website <https://www.nitto.com/>  
or the dedicated website of the Nitto ATP Finals <https://www.nitto.com/eu/en/NittoATPFinals/>