

For immediate release

Prince Chichibu Memorial Rugby Stadium Co., Ltd.
 (List of investors)
 Kajima Corporation
 Mitsui Fudosan Co., Ltd.
 Tokyo Tatemono Co., Ltd.
 Tokyo Dome Corporation

Japan's First All-Weather Multipurpose Indoor Rugby Stadium in Central Tokyo, Jingu Gaien District
 Construction Begins for the New Prince Chichibu Memorial Rugby Stadium (Tentative Name)
 Maintenance and Operation Project

Sumitomo Mitsui Financial Group to Be the TOP Partner

The Current Stadium Name, "Prince Chichibu Memorial Rugby Stadium," Will Remain, and the Secondary Name, "SMBC Olive SQUARE," Will Be Added

Key Points of this Press Release

- Construction of the New Prince Chichibu Memorial Rugby Stadium began on February 3, 2026, and the opening is slated for 2030.
- Japan's first all-weather multipurpose indoor rugby stadium is being built in a convenient location, accessible from four stations on four train lines, in central Tokyo (capacity of approximately 15,000 for rugby matches).
- In addition to rugby matches, the stadium will host a variety of events, primarily music concerts, supported by facilities designed to enhance the spectator experience (capacity of approximately 25,000 for events).
- Sumitomo Mitsui Financial Group has been selected as the TOP partner.

Tokyo, Japan, February 12, 2026 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that on February 3, 2026, Prince Chichibu Memorial Rugby Stadium Co., Ltd., the firm formed by Mitsui Fudosan Co., Ltd., Kajima Corporation (lead), Tokyo Tatemono Co., Ltd., and Tokyo Dome Corporation broke ground on the New Prince Chichibu Memorial Rugby Stadium in Shinjuku-ku, Tokyo. The stadium will be an all-weather multipurpose indoor rugby stadium with a seating capacity of approximately 15,000 for rugby matches and approximately 25,000 for events.

This new facility will carry on the history and spirit of the current Prince Chichibu Memorial Rugby Stadium as the cherished home of rugby. While it will continue to be used as a rugby stadium, its development will also enable advanced facility use, such as supporting various events including concerts, sports events, and trade shows. The opening is slated for 2030 after Phase I construction is complete. (The plaza on the south side of the stadium will be developed in the following Phase II.)

Please also note that Sumitomo Mitsui Financial Group (hereafter "SMBC Group") has been selected as the stadium's TOP partner, which will move the new stadium forward while carrying on its history.

The stadium's secondary name, which will be used along with the long-established name of Prince Chichibu Memorial Rugby Stadium, has been designated as "SMBC Olive SQUARE." From the completion of the stadium to its opening, Prince Chichibu Memorial Rugby Stadium Co., Ltd. will work tirelessly with the TOP partner, SMBC Group, to establish this facility as one that will be loved by many people for years to come.



Exterior rendering

1. Characteristics of the Project

The new stadium will be an all-weather multipurpose indoor rugby stadium located in one of the most convenient locations in Tokyo. It will be an eight-story building with a basement floor. The total floor area will be approximately 785,764 ft² (approximately 73,000 m²). The seating capacity is approximately 15,000 for rugby matches and up to 25,000 for events. Construction will be carried out under the Act on Promotion of Private Finance Initiative (the “PFI Act”). After designing and building the facility and related assets, the project members will transfer the facility ownership to the Japan Sport Council (hereafter “JSC”). At the same time, they will gain the right to operate and maintain the public portion of the facility for 30 years.

(1) Construction plan that respects historical and local characteristics

In line with the Jingu Gaien District urban redevelopment plan, the perimeter road that runs along the sport facility area on the east side of the rugby stadium is designated as the “calm, relaxed axis” and Stadium Street on the west side as the “bustling, energetic axis.” These axes and the new rugby stadium will create a seamlessly blended network in the Jingu Gaien District. It is also designed not to visually overwhelm the surrounding buildings. For example, its eave is set to about the same height as that of MUFG Stadium (Japan National Stadium) and the Meiji Memorial Picture Gallery. Also, it will have a sloped roof with its upper section being finely segmented in the vertical direction. The grand curved roof, shaped by the stand design created for the current Prince Chichibu Memorial Rugby Stadium, will embrace the stadium’s excitement.

(2) Creation of the best rugby environment

As Japan’s first all-weather indoor rugby stadium, it will meet the standards set for international rugby matches and will have approximately 15,000 seats. Featuring symmetrical main stand design on both the east and west sides, the Rugby Tower, from which fans can enjoy matches from the corner areas of the field, and the Field Bar, which offers field-level seating, create an environment in the stadium that delivers comfortable and diverse spectator experiences. At the same time, the feeling of being surrounded by spectators will give the players a sense of exhilaration.

In terms of environmental initiatives, the stadium will be certified as LEED GOLD® and ZEB Ready to achieve world-class performance. At the same time, universal design and the effective use of ICT will ensure that the stadium is an easy-to-use venue for all spectators.



When used for a rugby match



Rugby Tower



Field Bar



VIP Lounge

(3) An entertainment venue that delivers a moving and exciting experience

The stadium can accommodate not only rugby matches but also various types of events such as live performances. With ample space around individual seats and a large approximately 164 ft × 39 ft (50 m × 12 m) display for a wide range of visual presentations, it will create an entertainment space that delivers a moving and exciting experience. The stadium is an all-weather multipurpose indoor rugby stadium that can hold approximately 25,000 visitors. It is located in central Tokyo, making it easy to visit even on weekdays. The goal is to make the stadium the central destination for entertainment by showcasing top-tier artists from Japan and overseas.



When used for a music performance



When used for an exhibition

(4) Outdoor area surrounded by greenery to add vibrancy

The New Prince Chichibu Memorial Rugby Stadium is easily accessible from all directions due to, for example, the space created by opening the southern part of the stadium to seamlessly connect the field to the south plaza (to be developed in Phase II of construction). Together with the adjacent MUFG Stadium (Japan National Stadium) and Meiji Park, the New Prince Chichibu Memorial Rugby Stadium will bring vibrancy to the whole Jingu Gaien District.

Trees on the rugby stadium site will be preserved wherever possible. At the same time, trees to be transplanted to the site will be selected from those planted when Gaien was built to create a high-quality green area in the Jingu Gaien District. The north part of the site will have museum-like functions that will offer information on the history and value of sports in Japan and serve as a hub for cultural exchanges in collaboration with surrounding cultural facilities.



Bird's-eye view



Exterior of the northeast side of the stadium

2. Stadium Symbol

A new symbol has been created in preparation for the future opening of the New Prince Chichibu Memorial Rugby Stadium.

(1) Name

Scrum Arch



(2) Concept

The base of the symbol is the elegant curve of the façade of the New Prince Chichibu Memorial Rugby Stadium. The vertical columns conjure up an image of players in a scrum. The five spaces between the columns represent rugby balls and the gate to the field of dreams. This also symbolizes the five core values of rugby: integrity, passion, solidarity, discipline, and respect. The series of arches represent the flow of emotions and dreams. This symbol proclaims that this stadium is “WHERE DREAMS PLAY”—where dreams come true, and new dreams are born.

3. TOP Partner and the Stadium's Secondary Name

(1) TOP partner

The SMBC Group has been selected as the TOP partner for the New Prince Chichibu Memorial Rugby Stadium. The Group is not only one of the leading financial institutions in Japan but also has an extensive track record in sports sponsorship, especially for rugby, and environmental actions.

(2) Secondary name

SMBC Olive SQUARE

The secondary name of the new rugby stadium has been designated as SMBC Olive SQUARE. While the name beloved by so many, “Prince Chichibu Memorial Rugby Stadium,” will remain, the SMBC Group decided to include in the secondary name the words “Olive,” which symbolizes the group’s spirit of taking on challenges, and “SQUARE,” which represents the group’s wish to make the stadium a next-generation location where many people will gather and encounter new experiences through sports and entertainment.

*The logo and fonts may change.

What is a secondary name?

Aside from the official name, New Prince Chichibu Memorial Rugby Stadium*, a secondary name can be added based on the naming rights to ensure that the project members implement stable facility operation and enhance the facility’s attractiveness in the PFI project. In addition to using the official name, the secondary name will also be used for the diverse usages of the rugby stadium.

*The name “New Prince Chichibu Memorial Rugby Stadium” is tentative as of the release date.

*The name “SMBC Olive SQUARE” will be in effect on the day the stadium opens in May 2030 (scheduled).

(3) Comment by Toru Nakashima, Director President and SMBC Group CEO

It is a great honor for us to be the TOP partner of Prince Chichibu Memorial Rugby Stadium, the home of rugby, at this important milestone marking a new chapter.

We, the SMBC Group, have the vision of becoming “a trusted global solution provider committed to the growth of our customers and advancement of society.” We aim to remain progressive and to keep taking on challenges to help customers and society beyond the limits of the finance domain.

We signed the partnership agreement based on the belief that this is the perfect opportunity to show our progressive efforts and our spirit of taking on challenges.

The core values of the World Rugby Playing Charter and the Five Values shared by our executives have something in common, leading us to believe that the spirit of rugby is also an important spirit to have in business. We, the SMBC Group, as the TOP partner of the New Prince Chichibu Memorial Rugby Stadium, which continues to evolve while carrying on its tradition, will provide a real spectator experience at the stadium, deliver moving new encounters and experiences, and create opportunities for many new challenges.

SMBC Group’s special website (in Japanese)

<https://www.smbc.co.jp/sponsorship/rugby/smbc-olive-square/>

4. Messages from Project Members and Relevant Parties

Message from Kajima Corporation —Connecting ideas and technology—

Under the Kajima Group Vision Statement of “Willingness to take on new challenges leveraging the power of ideas and technology to make imagination and amazement a reality,” Kajima Corporation aspires to always be a company that contributes to society.

In 2030, a New Prince Chichibu Memorial Rugby Stadium will be born in Jingu Gaien, an area of history and culture. As the home of rugby, the current Prince Chichibu Memorial Rugby Stadium has witnessed countless emotional scenes and memorable matches. As its builder, we were a part of that history. We are not only designing and building the present project but will also take part in the operation and management of the stadium. We will pursue universal design, reduced environmental impact, and wellness and comfort for facility users. At the same time, we will carry on the spirit of rugby and sports promotion to create a stadium that is highly regarded internationally, inspires dreams and excitement, and is loved by all for many years to come. We will work with the parties involved to build the New Prince Chichibu Memorial Rugby Stadium while putting safety and quality first.

Message from the Mitsui Fudosan Group (Mitsui Fudosan and Tokyo Dome)
—Urban development leveraging the “power of sports and entertainment”—

In April 2024, Mitsui Fudosan formulated the long-term vision “& INNOVATION 2030.” In it, “Expand into new asset classes” is one of the paths of the business strategy, and accordingly, we aim to create a town in which the power of sports and entertainment is leveraged to maximize the value of real-life experiences.

Now we are seeing the birth of the New Prince Chichibu Memorial Rugby Stadium. It is the first facility to break ground in the Jingu Gaien District Urban Redevelopment Project, which covers Japan’s leading sports cluster. The plan is to carry on the spirit of Prince Chichibu Memorial Rugby Stadium, the home of rugby, and lead it toward new dreams.

Our strength is in creating multifaceted contact points with customers through physical places and rolling out content that generates the value of real-life experiences. We will maximize the appeal of rugby and generate new excitement and emotion through the matches. At the same time, taking advantage of the venue as an all-weather multipurpose indoor rugby stadium, we will hold various events such as concerts throughout the year. The Mitsui Fudosan Group will use the know-how of Tokyo Dome to operate the facility. Since the facility can hold 25,000 visitors in the heart of Tokyo, we will make it the center of sports and entertainment in the Japan of the future.

The Mitsui Fudosan Group, including Tokyo Dome, will continue to contribute to the creation of additional value for society through urban development that leverages the power of sports and entertainment.

Message from Tokyo Tatemono
—The future of the New Prince Chichibu Memorial Rugby Stadium,
a stadium that connects the community to the world—

In its Long-Term Vision for 2030 “Becoming a Next-Generation Developer,” Tokyo Tatemono aims to offer better solutions to problems in society and achieve higher corporate growth through business to be a “good company” for all stakeholders. In the Medium-Term Business Plan (FY2025–FY2027), we have set “Establishment of new business” in the areas of sports, entertainment, wellness, well-being, etc. as a key strategy and are developing business under the theme of, among others, generating the value of place and the value of experience.

As part of this effort, we strive to generate new experience value and evolve the New Prince Chichibu Memorial Rugby Stadium into a place where people gather not just on match days but on ordinary days as well. Our vision is to make the stadium a rugby culture-sharing platform that Japan can boast of to the world and use the power of sports to make Tokyo more vibrant.

We have built ties with the local area through the development and operation of Meiji Park, which was the first Park-PFI project for a Tokyo municipal park and lies adjacent to the New Prince Chichibu Memorial Rugby Stadium. We will leverage this connection to collaborate with the surrounding area to host events and experiences that a wide range of age groups can enjoy, from children to adults, and to create a community that unites the local area, companies, and fans while contributing to local revitalization. Based on these initiatives, we will work with a wide variety of partners to share this new value with the world and enhance the well-being appeal of Tokyo as a global city.

■ **Japan Sport Council**

The New Prince Chichibu Memorial Rugby Stadium is expected to carry out diverse projects and offer high-quality services in order to become a venue that will be enjoyed by many people while maintaining its history and prioritizing its use for rugby matches. We believe that the selection of the TOP partner constitutes an important element of such an endeavor.

We would like to take this opportunity to express our respect for Prince Chichibu Memorial Rugby Stadium Co., Ltd. for arriving at the construction phase after making steady progress in the PFI project. We look forward to the company’s greater role in finishing this rugby stadium, which has been loved by rugby fans as well as by many citizens of Tokyo and Japan.

■ Japan Rugby Football Union

The Japan Rugby Football Union celebrates its 100th anniversary this year. Guided by the mission, “Make rugby the most accessible sport in the world,” we strive every day to expand the rugby community, enhance competitive performance, and ensure that rugby and the social environment where rugby feels accessible contribute to society.

We hope that the New Prince Chichibu Memorial Rugby Stadium, which will continue its history as the home of rugby, will be a place where many spectators can go wild with excitement, feel emotionally moved, and experience something new at the matches. With that hope in mind, we will continue to further promote and develop rugby.

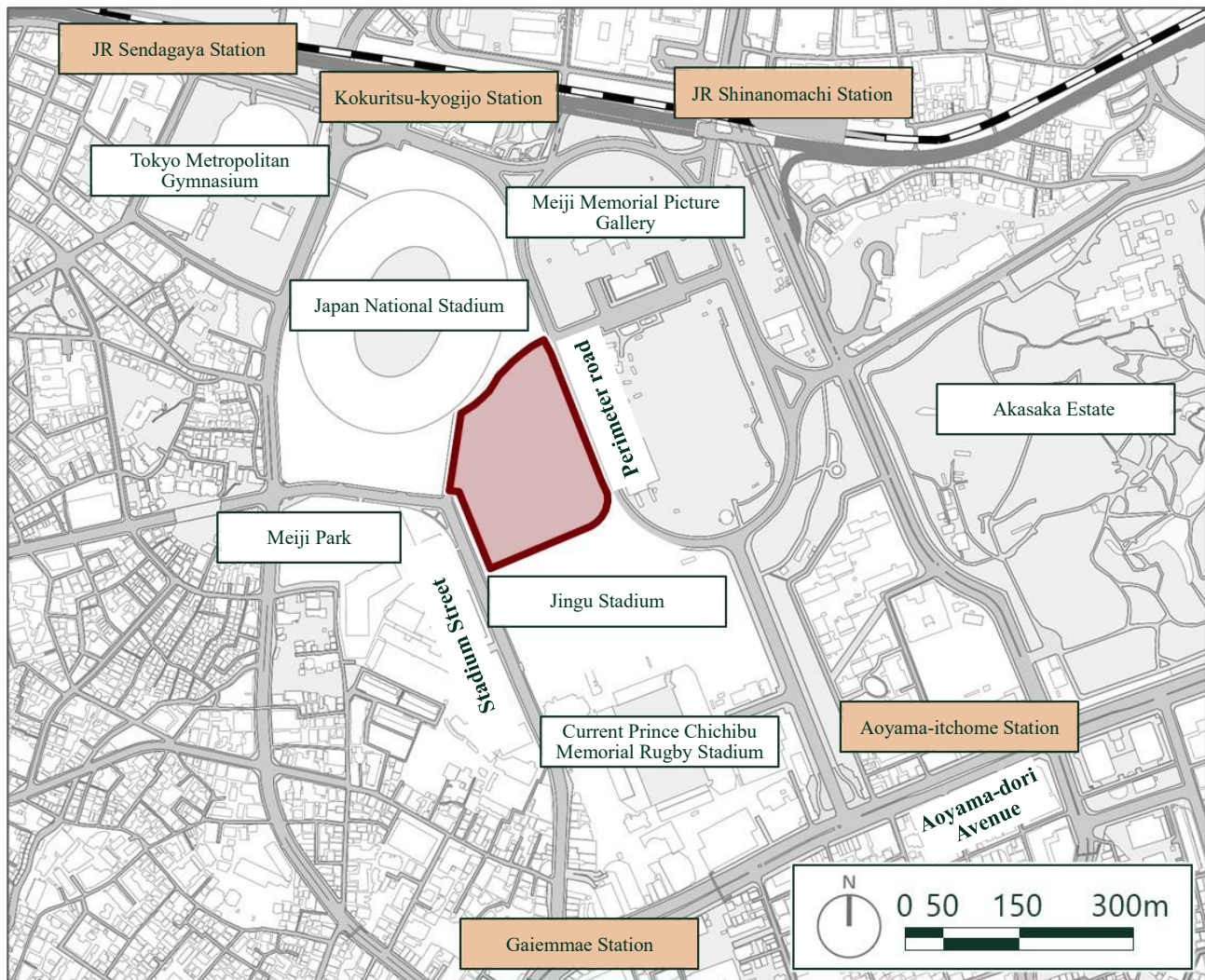
5. Project Overview

Location	3-2, Kasumigaokamachi, Shinjuku-ku, Tokyo
Site area	Planned area for the new rugby stadium: Approx. 370,682 ft ² (34,437.54 m ²) *Approx. 467,974 ft ² (43,476.27 m ²) after Phase II construction
Total floor area	Approx. 785,303 ft ² (72,957.17 m ²)
Height	Approx. 151 ft (46.25 m) (eight stories above ground and one basement level)
Structure	Above ground: reinforced concrete columns and steel beams (concrete filled steel tube columns and steel beams in some parts) Basement: reinforced concrete (concrete filled steel tubes in some parts)
Project owner	Japan Sport Council
Architect	Designed by: Kajima Corporation-Matsuda Hirata Sekkei joint venture design Cooperation from: Naito Architect & Associates, POPULOUS
Builder	Kajima Corporation

Rugby stadium website (in Japanese)

<https://www.chichibunomiya-stadium.jp/>

6. Map



*Regarding images in this press release, plans may change after future consideration and discussion.

*Exterior images in this press release show the appearance upon completion of Phase II construction.

(References)

■ About the Jingu Gaien District Urban Redevelopment Project

The Jingu Gaien District Urban Redevelopment Project aims to create a vibrant, world-class sports and culture hub that maintains the history and lush natural environment of the area.

In this project, historic sports facilities that have been loved by many fans as their home for sports, such as Prince Chichibu Memorial Rugby Stadium and Jingu Stadium, will be redeveloped in phases while taking into consideration the continuity of sports competitions. The New Prince Chichibu Memorial Rugby Stadium will be the first facility to break ground.

<Significance of the Jingu Gaien District Urban Redevelopment Project>

- Continuation of sports competitions at large-scale sports facilities and addressing the aging of these facilities
- Landscape preservation, such as the Four Rows of Ginkgo Trees
- Improvement and expansion of open spaces, such as plazas, and enhancement of pedestrian circulation in the district
- Enhancement of disaster resilience as a wide-area evacuation site, etc.

For more details, please refer to the official Jingu Gaien District Urban Redevelopment Project website.

<https://www.jingugaienmachidukuri.jp/en/>