

MEDIA CONTACT

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Executing an outsourcing agreement with a 10-year-old girl “Juju Noda” whose dream is to become the first woman Japanese Formula One driver and also a Formula E driver.

G Three Holdings CORPORATION (President and Chief Executive Officer Yasushi Okuda) has announced to execute an outsourcing agreement with Noda Racing Consultants (Chief Executive Officer Masae Noda) .



1. Overview and the background of this agreement

One of the Formula series, Formula E, officially the FIA Formula E Championship, is a class of auto racing that uses only Electric-Powered cars. The series was conceived in 2012, and the inaugural championship started in Beijing on 13 September 2014. The series is sanctioned by the FIA. Alejandro Agag is the current CEO of Formula E. What’s remarkable about Formula E series is that it can be held in the urban areas, not in circuits because of the silent exhaust sound, and zero emission.

From the viewpoint of promoting the use of renewable energy and reducing the environmental impact, G Three Holdings CORPORATION is convinced that the development of electric vehicles including Formula E machines is closely related with the efforts concerning global environmental issues, such as reduction of greenhouse gas emissions and promotion of saving energy and natural resources. By supporting this 11-year-old girl, Juju Noda, who is challenging not only Formula One but also Formula E, we hope more and more people will be interested not only in her but also in an environmental issue.

G Three holdings CORPORATION has the right to discuss and negotiate about the contract on behalf of Noda Racing Consultants known as NRC when getting sponsors. We are to give our wholehearted support to this dream of a 11-year-old girl “Juju”.

Also, SBY takes advantage of acquired skills and knowledge to increase her fan base and supporters as a show business person. SBY plays the important role of communication and PR to the media, builds and runs the official website, the official fan site and the official SNS and develops official goods and so on.



2. Juju(Juju Noda) Professional Racing driver

Juju Noda is a second daughter of Hideki Noda, who was a Formula One racing driver. Although she is only 11 years old girl, she is challenging to be the first Japanese woman Formula One and Formula E driver to win the race.

On 23rd of April 2017, Juju made her debut win at the youngest age ever as a professional racing driver in Okayama International Circuit. The maximum speed at that race was 240km/h with her F4 machine.

She started playing with a cart and started driving in races by the age of 3. As piling up wins, she decided to be a professional racing driver when she was 5. She started a full-fledged training with her father, Hideki Noda using a F4 machine when she turned 9. Now, she is a focus of the public attention as a promising young girl.

G Three Holdings CORPORATION give a full support to “Juju”, also give development and support on new business and products in the future growth area of environment-related business.

【FOR MORE INFORMATION】

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