

Corporate

TDK announces chance to win tickets to the World Athletics Championships Tokyo 25

- TDK supports the World Athletics Championships Tokyo25 as an Official Partner
- Win tickets to the World Athletic Championship through a quiz campaign
- A javelin throwing experience held at the TDK Museum will take place from June 24 to the end of December

June 5, 2025

TDK Corporation (TSE:6762) launches a quiz campaign today with a chance of winning tickets to the World Athletic Championships Tokyo 25 (hereinafter referred to as the "World Athletics Championships") to celebrate the 100 day countdown until the start of the 20th edition of the championships, held in Tokyo from 13 to 21 September 2025. In addition, the TDK Museum (Nikaho City, Akita Prefecture) will hold a hands-on attraction from June 24 to the end of December.



TDK will celebrate its 90th anniversary in 2025 alongside the World Athletics Championships. TDK has produced numerous technologies and products over the years through dedication and repeated trial and error, similar to an athlete's attitude, pursuing a path of transforming themselves by attempting to push their abilities to the limit. Many of the next generation desire to become athletes who compete at the World Athletics Championships. In doing so, they will take their first steps with courage and passion to become who they want to be. TDK hopes to support both current and future athletes in their transformation through TDK's theme for the World Athletics Championships, "Transformation starts from the passion within." (Find more details about the activities at [World Athletics Championships](#)).

Campaign to win the tickets

As part of TDK's activities through the World Athletics Championships, TDK has launched a campaign "TDK X World Athletics Championships Quiz Challenge" on a dedicated page on the TDK website. By answering the quiz about the World Athletics Championships and the company, 90 people in 45 groups will be selected by lottery to receive tickets to the National Stadium. It is applicable exclusively to residents of Japan. The deadline for submissions is July 31. For more information, please see the campaign page below:

Link: TDK x World Athletics Championship Quiz Challenge (<https://www.tdk.com/ja/athletic/cp-ticket/index.html>)

Experience-based attractions at the TDK Museum

To commemorate the World Athletics Championships Tokyo 25, the TDK Museum (Nikaho City, Akita Prefecture) will hold a special event, the World Javelin Throw Stadium in Athletics, from June 24 to the end of December. This event is a hands-on attraction in which participants throw a "spear" equipped with TDK's accelerometer and compete for a flight distance calculated based on the movement.



Link: TDK Museum event page (<https://www.tdk.com/museum/en/>)

TDK has supported the World Athletics Championships since the first event in 1983. At the Tokyo edition, TDK plans to sponsor the men's events in a variety of ways, including sponsoring bibs, displaying TDK logo on various boards inside the stadium and along the road races, and sponsoring the new world record program.

Through TDK's sponsorship of the World Athletics Championships, TDK continues to take on the challenge of realizing a better future by supporting athletes who are pushing their limits and supporting the young people who will lead the next generation.

About TDK Corporation

TDK Corporation is a world leader in electronic solutions for the smart society based in Tokyo, Japan. Built on a foundation of material sciences mastery, TDK welcomes societal transformation by resolutely remaining at the forefront of technological evolution. It was established in 1935 to commercialize ferrite, a key material in electronic and magnetic products. TDK's comprehensive, innovation-driven portfolio features passive components such as ceramic, aluminum electrolytic and film capacitors, as well as magnetics, high-frequency, and piezo and protection devices. The product spectrum also includes sensors and sensor systems such as temperature and pressure, magnetic, and MEMS sensors. In addition, TDK provides power supplies and energy devices, magnetic heads, software and more. These products are marketed under the product brands TDK, EPCOS, InvenSense, Micronas, Tronics, and TDK-Lambda. TDK focuses on demanding markets in automotive, industrial and consumer electronics, and information and communication technology. The company has a network of design and manufacturing locations and sales offices in Asia, Europe, and in North and South America. In fiscal 2025, TDK posted total sales of USD 14.4 billion and employed about 105,000 people worldwide.

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