

JTB appointed as Non-Exclusive Sales Agent of On Location in Japan for the sale of the FIFA World Cup 26™ Official Hospitality Programme

Tokyo, September 25, 2025 – JTB Corp. announced today that it has become the Japanese Non-Exclusive Sales Agent for the FIFA World Cup 26™ through On Location, which was appointed by FIFA as the Official Hospitality Provider of the tournament.

As an Officially Appointed Non-Exclusive Sales Agent, JTB will be the point of contact in Japan to sell official hospitality packages for the FIFA World Cup 26, which will take place across Canada, Mexico and the United States from 11 June to 19 July 2026.

“We are thrilled to partner with our new international sales agent, JTB, on the FIFA World Cup 26™,” said Alicia Falken, General Manager of On Location’s FIFA World Cup 26 business. “Their expertise in hospitality sales in Japan and deep understanding of their market will be instrumental in ensuring that our clients receive unparalleled service.

“The FIFA World Cup 26 Official Hospitality Programme offers game-changing premium hospitality and once-in-a-lifetime experiences across a wide range of packages, which will celebrate each Host City’s unique culture, attractions and world-class venues.”

Takahiro Fukui, JTB’s Executive Officer, Head of Business Promotion Division, In Charge of Sports Business Strategy, General Manager of Sports Entertainment Co-creation Division added, “JTB will leverage our extensive experience and expertise cultivated through numerous global events, including MLB hospitality programs, Rugby World Cup, and Olympic and Paralympic Games, to deliver the FIFA Official Hospitality Programme to customers in Japan.”

The FIFA World Cup 26 Official Hospitality Programme offers guests ticket-inclusive hospitality packages for individual matches or in bundles, providing them the opportunity to attend several matches in one or more cities, during a particular tournament stage, or to follow a specific national team. In addition to premium seating, hospitality packages may include an on-site concierge service, regionally inspired food and beverages, immersive experiences, special guest appearances, live entertainment, commemorative gifts and more. For more details, visit FIFAWorldCup.com/hospitality.

While there may be offers of unauthorized ticket-inclusive hospitality packages on unofficial platforms, On Location is the only official hospitality provider of the FIFA World Cup 26 and FIFAWorldCup.com/hospitality is the only official hospitality sales page. Hospitality packages and

tickets sourced from unofficial sales channels may not be valid. Authorized global sales agents are published and will be continually updated at FIFAWorldCup.com/hospitality.

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About On Location

On Location is a global leader in premium experiential hospitality, offering ticketing, curated guest experiences, live event production and travel management across sports, entertainment, fashion and culture. On Location provides unrivaled access for corporate clients and fans looking for official, immersive experiences at marquee events, including the Olympic and Paralympic Games, FIFA World Cup 2026, Super Bowl, NCAA Final Four, and more. An official partner and/or service provider to over 150 iconic rights holders, such as the IOC (Milano Cortina 2026, LA 2028), FIFA, NFL, NCAA, UFC and PGA of America, and numerous musical artists and festivals, the company also owns and operates a number of its own unique experiences. On Location is a subsidiary of TKO Group Holdings, Inc. (NYSE: TKO), a premium sports and sports entertainment company.

About JTB

JTB places great importance on contributing to the creation of connections through sports, and global sporting events such as the FIFA World Cup 2026 present the perfect opportunity to realize this philosophy. Through this official hospitality program, we will serve as a bridge connecting people from around the world, creating interactions and memorable experiences. As an officially authorized sales agent, JTB provides customers with a secure environment to purchase hospitality packages with confidence. We are committed to delivering high-quality services to provide soccer fans from around the globe with unforgettable memories.

JTB Corp: <https://www.jtbcorp.jp/en/>

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