

March 17, 2025  
SCSK Corporation

## SCSK Corporation, an MLB Official Partner “MLB TOKYO SERIES presented by Guggenheim” key visual is unveiled.

Under the key message “THE MAJOR DREAM,”  
SCSK created a special key visual featuring two Japanese players with  
the slogan, “SCSK is working with MLB to create a future of dreams”.

SCSK Corporation (headquartered in Koto-ku, Tokyo; Takaaki Touma, President & CEO; hereinafter “SCSK”) has unveiled the key visuals for the “MLB TOKYO SERIES presented by Guggenheim,” which will open on Tuesday, March 18th.

The new key visual features two Japanese players, Yoshinobu Yamamoto and Seiya Suzuki, along with Mookie Betts and Teoscar Hernández (Dodgers), who will be on the top of the lineup, also Dansby Swanson and Justin Steele (Cubs), a defensive standout and all star players. The six players make up a powerful visual.

Under the key message of “THE MAJOR DREAM,” SCSK will work to create a future of dreams, the SCSK Group will also take on the challenge of providing the highest quality IT services to its customers and aim for the top of the IT industry, along with MLB’s world-class dreams and performances.



### Development in “MLB TOKYO SERIES presented by Guggenheim”

SCSK and Net One Systems Co., Ltd. (hereinafter referred to as “Net One

Systems”), which became a wholly owned subsidiary of SCSK through the business integration, will display their logos on the official MLB helmets worn by the Los Angeles Dodgers and Chicago Cubs in the “MLB TOKYO SERIES presented by Guggenheim”.



### **Project website**

URL: <https://www.scsk.jp/pr/mlb/index.html>

### **Comments from Uzuma Rawn, MLB Chief Marketing Officer & Senior Vice President, Global Corporate Partnerships**

“We are proud to partner with SCSK in Japan for the historic 2025 MLB Tokyo Series. We look forward to working with SCSK to help grow their brand recognition and reach their marketing goals through baseball. SCSK has shown a passion for our national pastime and we greatly appreciate their support around what is sure to be a thrilling start to the season”.

### **About SCSK Corporation**

SCSK Corporation offers a full lineup of IT services necessary for business, including consulting, system development, verification services, IT infrastructure construction, IT management, IT hardware and software sales, and business process outsourcing (BPO). We also work to solve problems in various industries and societies through IT-based co-creation with customers and society.

<https://www.scsk.jp/>

### **About Net Systems Co., Ltd.**

As a group of ICT connoisseurs with superior technological capabilities and the ability to identify value, Net One Systems, Inc. is committed to contributing to a sustainable society by providing services that create social and economic value through the utilization of ICT. We are constantly identifying the world’s most advanced technological trends, verifying their combinations, and providing our customers with the know-how to utilize them by putting them into practice within our company.

<https://www.netone.co.jp/>

## **Major League Baseball (MLB) Overview**

Major League Baseball (MLB), the oldest professional sports league, is comprised of 30 world-class member teams in the U.S. and Canada. attendance increased for the second consecutive year for the first time in 12 years, with an overall attendance increase of 11%. In addition, 80% of teams welcomed more fans than in the past two seasons as widespread rule changes improved the quality of play on the field. Led by Commissioner Robert D. Manfred, Jr, in addition, 80% of teams welcomed more fans than in the past two seasons. The TV streaming, which has been viewed for more than 4 billion minutes, won the annual award from the Sports Business Journal and CLIOS. With the league's increased marketing efforts and promotion of stars such as 2024 NL MVP Shohei Ohtani and 2024 AL MVP Aaron Judge, MLB has seen a significant increase in viewership, social media, ticket purchases, participation rates and other indicators, MLB has significantly expanded its young fan base. MLB remains committed to making a positive impact on communities in the U.S., Canada, and around the world through its social action program, MLB Together. Building on the continued success of the MLB Network and the MLB Digital Platform, MLB continues to look for more innovative ways for fans to enjoy American baseball and the global game.

For more information about Major League Baseball, visit [www.MLB.com](http://www.MLB.com).

## **Contacts for inquiries about this release**

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