

## **YKK Brings Back Real Madrid Coaches to Teach Football to Filipino Kids and Coaches for its CSR Program in Manila**

*“Support Healthy Growth of Children through Sports”*

**MANILA, PHILIPPINES Friday 22 June 2018:** – YKK HOLDING ASIA PTE. LTD. (YHA) and YKK PHILIPPINES, INC. have jointly chosen to continue their collaboration with the Real Madrid Foundation (RMF) for their latest edition of their Corporate Social Responsibility (CSR) initiative. The aim of this program is to support the healthy growth of children through football clinics. This is the event’s 2<sup>nd</sup> time back to the Philippines.

The event, YKK Asia Group Kids Football Clinic (AKFC), brings three coaches from Real Madrid Foundation to Manila to share footballing tips, techniques and basic fundamentals to 300 underprivileged children from three different NGOs over three days of fun and action. The invited RMF coaches, Pablo Gomez Revenga, Santiago Sanchez Martin & Hector Vicente, will also demonstrate and share their world-class training methodologies and training techniques with 30 local coaches on the Friday afternoon. The subsequent two days will be used to engage the participating children in fun and interactive training sessions on Saturday and Sunday.

YKK, who are the industry leaders in fastening products, has taken much thought and care in providing this special opportunity to these underprivileged children in the region whereby they get to rub shoulders with the most multi-titled La Liga team in history; with 33 Championship titles to their club’s name. The first YKK AKFC football clinic was held in the Philippines in April 2012. This second instalment to the *“Pearl of the Orient Seas”*, once again gives local kids and coaches the opportunity to experience world-class football from these invited international coaches.

*“YKK’s presence in the Philippines dates back since 1978, and our growth and success during these 40 years owes a great deal to the local society which our customers and employees also form part of. It is a great opportunity and pleasure for us to give back and help create the initial spark of encouragement for children who do not normally experience big name events due to its exclusivity. This time, it’s their turn to experience greatness.”* Said President of YKK PHILIPPINES, INC., Mr Tadashi Koshio.

*“We have successfully partnered with YHA since 2012 and have had incredible and positive experiences from the Asian countries where the events have been held. Watching the local coaches and children engage and participate in a sport which knows no language or social barriers is the ultimate reward,”* notes Mr. Pablo Gomez Revenga, Real Madrid Foundation’s Technical Management Clinics and International Technical Schools Director.

Mr. Kosuke Miimi, YHA’s President, commented, *“AKFC is an integral program that not only values children, but the community as well. This event gives opportunities to those who normally have lesser chances at sports and brings the community together to celebrate the love of football. We believe that football is a common language that everyone can enjoy regardless of culture, nationality or religion.”*

The clinics draw on YKK’s corporate philosophy of the *“Cycle of Goodness”*, which states that *“No one prospers without rendering benefit to others.”* This same philosophy is the guiding mantra behind the clinics’ success and is its main driving factor to benefit the local community at large.

Each participant in the clinic receives a full set of YKK/Real Madrid Foundation football jersey kit which includes football boots, a cap, socks, and a certificate of participation. Other sporting equipment such as footballs, sports bibs and training cones will also be provided by YKK over the three-day event.

Furthermore, YKK will donate all footballs and training equipment from the event to the participant communities. It is the hope that these equipment will provide a sense of continuity for the YKK CSR program and encourage children across Philippines to dream big and have the love for sports and participation in years to come.

This year, the YKK AKFC press conference will be graced by an esteemed panel of guests, they include:

- a. Mr Tadashi Koshio – *President, YKK Philippines, Inc.*
- b. Mr Augustin A. Villarama – *AVP for Marketing, YKK Philippines, Inc.*
- c. Mr Alson Ng - *Regional Marketing Manager, YKK Asia Group & Brand Strategy in YKK Holding Asia Pte. Ltd*
- d. Mr Pablo Gomez Revenga – *Real Madrid Foundation's Technical Management Clinics and International Technical Schools Directore*
- e. *Mr Edwin B Gastanes – General Secretary, Philippine Football Federation*

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### **Event Schedule**

#### **Coaches Clinic**

Date : 22<sup>nd</sup> June, 2018

Venue : McKinley Hill Stadium

Time : 2.30pm – 5.30pm

Address: Campus Avenue, Taguig, 1630 Metro Manila, Philippines

#### **Kids Clinic**

Date : 23<sup>rd</sup> & 24<sup>th</sup> June, 2018

Venue : McKinley Hill Stadium

Time : AM Session (0830hrs - 1130hrs)

PM Session (13:30hrs - 16:30hrs)

Address: Campus Avenue, Taguig, 1630 Metro Manila, Philippines

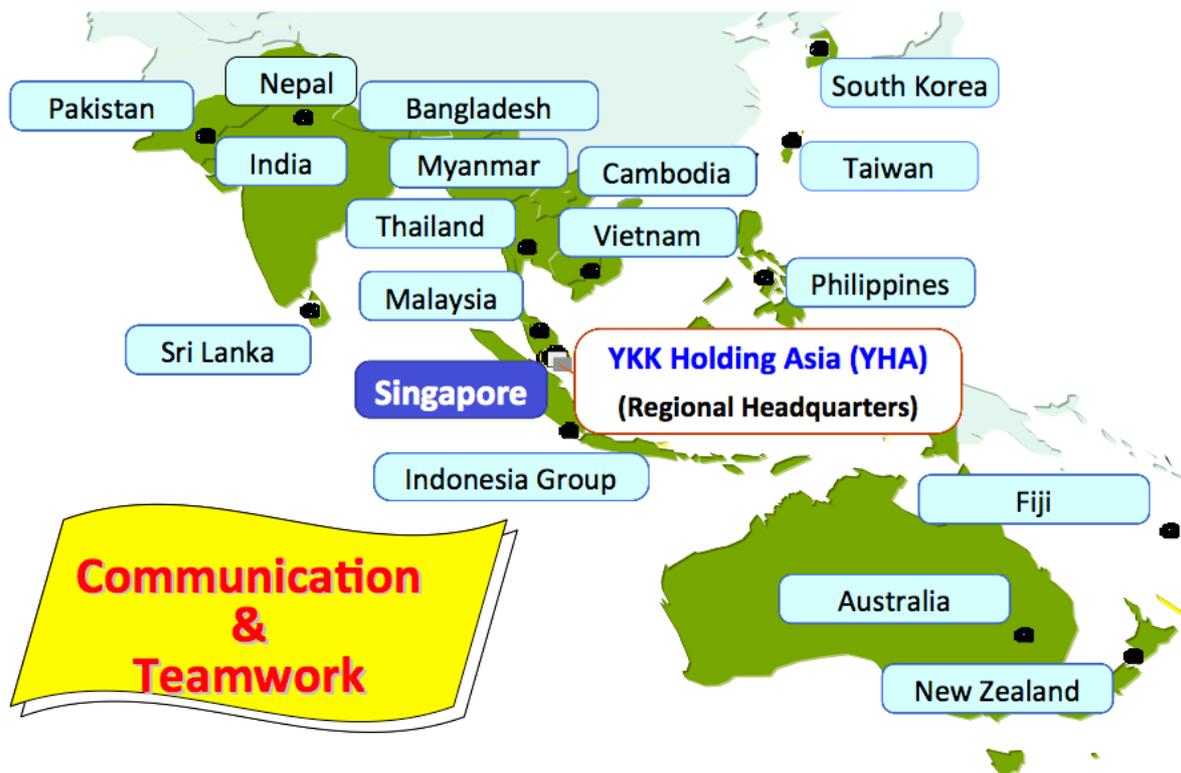
## Corporate & Participant Profiles

### YKK HOLDING ASIA PTE. LTD.

YKK Corporation is a global developer, manufacturer and supplier of quality fastening and architectural products. Currently, YKK group has 111 affiliated companies, in diversified business developments in 73 countries such as Europe, Japan and the Asia Pacific regions.

Established in 1991, YKK HOLDING ASIA PTE. LTD. is a regional management office and headquarters of YKK Corporation for the ASIA region. We have extensive operations in 18 countries and we are responsible for regional support to our subsidiaries.

## YKK ASIA GROUP



### YKK PHILIPPINES, INC.

YKK Philippines, Inc. has remained to be the only manufacturer of fastening products in the Philippines for 40 years. YKK started in the Philippines as a joint venture in the year 1997.

In July 2017 a brand new factory was built inside the First Philippines Industrial Park (FPIP).

It has received several ISO certifications and constantly updates its compliance. YKK remains to be a quality driven company. Attention to nature and our sustainability is always the priority. The new factory is equipped with state of the art machinery manufactured by YKK Japan. To comply with the standards of the zone YKK has provided its water facility that process recycled water at an above compliance standard.

“Little Parts, Big Difference”. Attention to detail is important, coupled with YKK’s mantra “No one prospers without rendering benefits to others” reflects YKK’s care for both products, its people, and its customers.

### **(i). Real Madrid Foundation**

The Real Madrid Foundation seeks to promote our values through sports and education, teaching children human values such as commitment, responsibility and teamwork, which will be central to their success in their future work life.

#### **Pablo Gomez Revenga (Technical Management Director National Area)**

Pablo Gomez Revenga is the Technical Management Clinics and International Technical Schools Director since 2009. He accomplished his MBA in Sports Management and Master in Golf Management in the Universidad Europea de Madrid from 2009 and 2008 respectively. He got his license in Physics and Sports Sciences in the same university in 2007. Since working for the RMF he took part and led more than 40 football clinics worldwide spreading coaching methodologies of Real Madrid.

#### **Hector Vicente (Technical Coach)**

Hector has been a professional coach since 2010; and with the Real Madrid Foundation since 2015. He has been involved in the planning, design and development of the RMF’s coaching program and is the Technical Coach for Clinics in Real Madrid Foundation. Hector’s experience allows him to be in the team that analyses and charts the evolution of players under his charge. He has conducted clinics for the RMF in countries such as Japan, Hong Kong, Korea, Panama and others.

#### **Santiago Sanchez Martin (Technical Coach)**

Santiago Sánchez Martín has served as the primary Coach for Real Madrid Foundation’s development teams since 2001. He currently is chiefly responsible for the roles of the foundation coaches. His professional experiences also puts him in charge of selecting and training new foundation coaches. To date, Santiago has executed and aided the RMF in delivering quality sports clinics to its participants all around the world and he is dedicated in doing so in every clinic he participates in.

## (ii). NGO Profiles

### **Punta Fuego Village Foundation:**

Registered with the Securities and Exchange Commission as a non-stock non-profit corporation in 2002. As a community-based NGO and a member of the Association of Foundations by 2004, it is certified with the first level standards of implementation of child and family welfare programs for disadvantaged kids. One of its primary goals is to improve the quality of basic education at Balaytigue Elementary School. Help deserving youth complete their elementary and secondary education through scholarships. Encourage Out of school Youth to return to school. Provide literacy programs to augment tutorial needs for struggling readers in school. And support the yearly Brigada Skwela Sports Development activities for the Punta Fuego Football School.

### **ChildHope Asia Philippines**

A not-for profit, non-government organization working to promote the welfare of street children in the Philippines and the Asia region. It works toward the liberation of the child from the suffering caused by working and living on the street.

ChildHope was founded in 1986 by individuals from children's agencies who saw the need for an international effort specifically on behalf of street children. Its Board of Directors included representatives from international children's agencies and individuals who work directly with street children. ChildHope Regional Office for Asia was established in July 1989 after the First Regional Conference of Street Children in Asia held in Manila in May of the same year. Participants in the conference recognized ChildHope as the organization that will initiate networking and collaboration among the different agencies working for street children in the Asian region. In 1995, ChildHope officially became ChildHope Asia Philippines, Inc. as registered under the Securities and Exchange Commission.

### **Gawad Kalinga Community Development Foundation, Inc. (GK)**

A Philippine-based movement that aims to end poverty for 5 million families by restoring the dignity of the poor. Since its establishment in 2003, GK has been at the forefront of building safe and productive communities with empowered local leadership – communities who will leave no one behind.

In the past 14 years, GK has built homes and stronger communities. We have seen the restoration of dignity in every slum that we have transformed into peaceful and productive communities, but there are still so many more poor Filipinos who are deprived of their basic right to land and resources, deprived of the capacity to dream and live dignified lives.