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## FOR IMMEDIATE RELEASE

### **“Advancing Infectious Disease Countermeasures for Elite Athletes with MA-T<sup>®</sup> Technology**

### **Earth Corporation, Keiji Suzuki (Head Coach of Japan’s Men’s National Judo Team), and McCain Advisory Launch a Pioneering Collaboration”**

TOKYO, Japan – Earth Corporation (Headquarters: Chiyoda-ku, Tokyo; President: Katsunori Kawabata; “Earth Corporation”), in collaboration with McCain Advisory Co., Ltd. (Headquarters: Shibuya-ku, Tokyo; Co-Founders: Jack McCain, Masahiro Momono, Chris Masuyama; “McCain Advisory”) and Keiji Suzuki, Head Coach of the All Japan Judo Men’s Team, is launching an innovative infection control initiative for athletes. The project will leverage MA-T<sup>®</sup> technology to help athletes maintain peak physical condition.



[Insert photo of the group taken on August 22nd:  
(From left to right) McCain Advisory Co-Founders Chris Masuyama, Jack McCain,  
Katsunori Kawabata, President and CEO of Earth Corporation,  
Keiji Suzuki, Head Coach of the All Japan Judo Men’s Team,  
McCain Advisory Co-Founders Masahiro Momono.]

## **【Background and Objectives of the Collaboration】**

### **➤ Addressing Infection Risks for Athletes through MA-T<sup>®</sup> Technology**

Athletes are constantly exposed to the risk of infectious diseases due to intensive training, communal living, and international travel. In particular, periods of weight reduction before competitions and the physical strain of training camps can lower immunity, making athletes more susceptible to infection. As a result, it is not uncommon for training to be disrupted or for athletes to miss official competitions. In fact, there have been cases where Japanese national representatives were forced to withdraw from world championships due to infectious diseases.

### ➤ **Wheelchair Disinfection and Support for Para-Athletes**

MA-T<sup>®</sup> technology has already begun to be applied in the disinfection of wheelchairs. For para-athletes, a wheelchair is more than just equipment—it is an extension of their body, and its hygienic management is directly linked to achieving peak performance. Because MA-T<sup>®</sup> has corrosion resistance comparable to water, it is unlikely to damage delicate wheelchair materials. Through this initiative, we aim to create an environment where para-athletes can focus on competition with greater peace of mind.

In addition, a portion of sales from wheelchair disinfection products is being considered for donation—through McCain Advisory—to support athletes’ activities. This initiative will contribute to the promotion of para-sports and the creation of a society where all athletes can perform at their best.

### **【Roles of Each Partner】**

- **Earth Corporation:** Responsible for the core technological development and supply of MA-T<sup>®</sup> formulations. The company will provide technical support and the latest research to meet the needs of athletes.
- **Mr. Keiji Suzuki (Head Coach, Japan Men’s National Judo Team) (Note 2):** From his position as national head coach, he will evaluate and guide the practical application of MA-T<sup>®</sup> in training environments. Leveraging his own experience and influence, he will work to foster awareness and build trust for MA-T<sup>®</sup> within the athlete community and broader society.
- **McCain Advisory (Note 3):** Will establish a framework for collaboration between Japan and the United States, and lead public relations and marketing activities aimed at raising global awareness and brand recognition of MA-T<sup>®</sup>. The company will actively disseminate information to sports and health-related media outlets.

### **【Future Plans】**

The initiative will begin with the introduction of MA-T<sup>®</sup> to the Japan National Judo Team to demonstrate its effectiveness. Looking ahead, we’re also considering expanding to other sports organizations and international competition venues. Beyond athletes, MA-T<sup>®</sup> will also be made available to the general public, with a commitment to contributing to sustainability.

### **【Note 1: About MA-T<sup>®</sup>】**

MA-T<sup>®</sup> (Matching Transformation System<sup>®</sup>) is Japan’s first oxidation-control technology capable of stably generating trace amounts of radicals on demand. It combines high disinfection and deodorization performance with safety, and has already been widely implemented across a variety of sectors including healthcare, dentistry, nursing care, food hygiene, hospitality, and aviation services.

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To promote the social implementation of MA-T<sup>®</sup>, the Japan MA-T Industrial Association (<https://matjapan.jp>) was established in November 2020 as an industry-academia-government consortium. The association oversees quality assurance and proper usage certification systems, conducts joint research and pilot studies with industry partners, and advances efforts toward the establishment of international standards.

Earth Corporation has already been recognized for its MA-T<sup>®</sup> initiatives, receiving the Prime Minister's Award at the 6th Cabinet Office Japan Open Innovation Prize and the Minister for National Resilience Award at the 11th Japan Resilience Awards, and continues to drive the social implementation of this technology.

### **【Note 2: About Keiji Suzuki】**

Keiji Suzuki is the current Head Coach of Japan's Men's National Judo Team and a gold medalist in the men's over 100 kg category at a major international sporting event held in Athens in 2004. He is the first male judoka to win world titles in three different weight classes across the Olympics and World Championships. Currently a professor in the Faculty of Physical Education at Kokushikan University, he has been serving as national head coach since 2021, dedicating his efforts to maintaining Japan's world-leading judo performance and fostering its further development with an eye on upcoming world-class sporting events and beyond.

### **【Note 3: About McCain Advisory】**

McCain Advisory is a mission-driven strategic consulting firm with offices in both the United States and Japan. Operating at the intersection of public policy, global business, and cultural diplomacy, the firm supports clients with tailor-made strategies. Leveraging the agility of a boutique consultancy and extensive networks in Washington, D.C. and Tokyo, McCain Advisory provides services in government relations, reputation management, international expansion, and leadership development. With strong ethics and analytical rigor grounded in experience across military, government, and business sectors, the firm is committed to enabling long-term value creation and advancing social missions.

- Headquarters: Yebisu Garden Place Tower, 18th Floor, 4-20-3 Ebisu, Shibuya-ku, Tokyo
- Established: July 2025
- Representatives: Co-CEOs Jack McCain, Masahiro Momono, and Chris Masuyama
- Services: Strategic consulting in public policy, global business, and cultural diplomacy, including government relations, reputation management, international expansion, and leadership development

### **【Contact Information】**

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