

# News Release



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FOR IMMEDIATE RELEASE

## **Earth Corporation to Serve as Bronze Sponsor of the "Sedona Forum – Tokyo" Hosted by the McCain Institute and the International House of Japan ~Contributing to Global Infectious Disease Prevention Through MA-T®, as Part of Its U.S.–Japan Expansion Efforts~**

Tokyo, Japan —Earth Corporation (Headquarters: Chiyoda-ku, Tokyo; President & Representative Director: Katsunori Kawabata; hereinafter "Earth Corporation") announced that it has decided to serve as a Bronze Sponsor of Sedona Forum Tokyo, an international policy forum scheduled to be held on January 15, 2026, at the International House of Japan (I-House) in Roppongi, Tokyo, hosted by the McCain Institute and the I-House.

Sedona Forum Tokyo represents the first occasion on which the Sedona Forum—traditionally hosted by the McCain Institute annually in Sedona, Arizona—will be convened outside the United States. In support of the Forum's mission and objectives, Earth Corporation has chosen to sponsor this landmark event.



### **[About Sedona Forum Tokyo]**

The Sedona Forum is an international policy dialogue convened each spring in Sedona, Arizona, by the McCain Institute<sup>\*1</sup> in the United States, a nonpartisan organization tank that carries forward the ideals of the late U.S. Senator John McCain. Jack McCain, CEO of McCain Advisory, is a board member of the Institute.

The Forum brings together leaders from the United States and around the world, providing a platform for candid discussions on a wide range of pressing global challenges.

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Past Sedona Forum participants have included former U.S. President Joe Biden, former U.K. Prime Minister Tony Blair, and Dr. Denis Mukwege of the Democratic Republic of the Congo, among policymakers, thought leaders, and humanitarian leaders from various fields.

The Tokyo edition marks the first time the Sedona Forum will be held outside the United States. Approximately 100 participants from Japan, the United States, and countries across Asia are expected to attend, with the agenda focusing on the most critical global and regional security issues.

**[Background and Purpose of the Sponsorship ~Contributing to Global Infectious Disease Solutions Through MA-T® Technology~]**

Guided by its corporate philosophy of *“Standing alongside life and daily living, and realizing coexistence with the Earth,”* Earth Corporation operates as a total infection care company committed to addressing infectious disease challenges worldwide. In alignment with the purpose of the Sedona Forum, the Company has chosen to participate as a Bronze Sponsor. Addressing global challenges requires collaboration that transcends national borders. Through its participation in the Sedona Forum, a global platform for dialogue, Earth Corporation seeks to contribute to the international community. This sponsorship also forms part of the company’s broader efforts to apply its innovative infection control technology, MA-T®<sup>2</sup>, to global infectious disease prevention, with a particular focus on future deployment in both Japan and the United States.

To strengthen its organizational framework for overseas expansion, Earth Corporation is advancing collaboration with McCain Advisory<sup>\*3</sup>, a support partner of the Forum. Going forward, the Company will continue to promote initiatives aimed at safeguarding human health and safety through collaboration with a wide range of domestic and international partners.

**\* 1 About the McCain Institute (<https://www.mccaininstitute.org/>)**

The McCain Institute is a nonpartisan organization inspired by Senator John McCain and his family’s dedication to public service. Part of Arizona State University and based in Washington, D.C., the McCain Institute’s programs defend democracy, advance human rights and freedom, and empower character-driven leaders. The organization’s unique power to convene leaders across the global political spectrum enables it to make a real impact on the world’s most pressing challenges. Like Senator McCain, the McCain Institute is fighting to create a free, safe, and just world for all.

\* 2 MA-T® (Matching Transformation System®) is Japan's first oxidation-control technology capable of stably generating amounts of aqueous 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, elder care, food safety, hospitality, and aviation services.

To promote the real-world implementation of MA-T®, 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® 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 real-world implementation of this technology.

◆6th Japan Open Innovation Awards (Prime Minister's Award):

<https://corp.earth.jp/jp/news/2024/pdf/20240219-01.pdf>

◆11th Japan Resilience Awards (Minister for National Resilience Award):

[https://www.cas.go.jp/jp/seisaku/kokudo\\_kyoujinka/award/index.html](https://www.cas.go.jp/jp/seisaku/kokudo_kyoujinka/award/index.html)

### \* 3 About McCain Advisory

*Trusted Counsel. Global Perspective.*

McCain Advisory is a mission-driven strategic consulting firm with offices in both the United States and Japan. The firm supports clients across public policy, government relations, international business strategy, and intellectual property and creative content. Drawing on deep understanding of institutions, policies, and markets in both countries, McCain Advisory develops and executes actionable strategies.

The firm provides advisory services including political risk analysis, policy monitoring, reputation-building support, and assistance in the global development of intellectual property and cultural assets, offering tailored, long-term partnership-based consulting.

*Trusted Counsel. Global Perspective.*

- Headquarters: Yebisu Garden Place Tower 18th Floor, 4-20-3 Ebisu, Shibuya-ku, Tokyo, Japan
- Established: May 2025
- Representatives: Co-Founders Jack McCain, Masahiro Momono, and Chris Masuyama
- Business Areas: Public policy and government relations consulting; political risk and policy analysis; Japan-U.S. business strategy advisory; intellectual property and creative content strategy and execution support

### **[Contact Information]**

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