

KOWA COMPANY, LTD. ANNOUNCES MULTI-YEAR SPONSORSHIP AGREEMENT UNITING ITS ESPACIO HOTEL BRAND AND SCUDERIA FERRARI HP
Partnership Is An Historic First For A Japanese Hotel Brand And Ferrari

TOKYO (April 1, 2025) – Kowa Company, Ltd., a Japanese multinational business established in 1894, has announced an historic multi-year sponsorship agreement with Ferrari. Under the agreement, Kowa's ultra-luxury ESPACIO hotel brand will become an Official Partner of Scuderia Ferrari HP, one of the world's premier F1 teams, beginning with the 2025 race season.

This partnership between Kowa and Ferrari is a first for a Japanese hotel brand, creating a unique synergy between luxury hospitality and the highest class of racing on the international stage.

“We are extremely proud of starting this exciting new partnership. Scuderia Ferrari HP's commitment to uncompromising quality aligns well with ESPACIO's philosophy of branding spaces, and we anticipate development beyond the hotel segment,” said Hiroyuki Tabuchi, Head of Hospitality at Kowa.

ESPACIO, a brand offering unparalleled hotels and service, and Scuderia Ferrari HP, one of the world's leading F1 teams, will work together to deliver exclusive high-end experiences to Ferrari owners and racing enthusiasts worldwide.

“This is a milestone in the world of luxury branding and motorsports, and ESPACIO's association with the legendary Scuderia Ferrari HP will enhance the ESPACIO brand's visibility and prestige worldwide,” said Tabuchi.

ESPACIO, meaning “space” or “universe” in Spanish, embodies the pursuit of exceptional spaces and unrivalled hospitality. Launched in 2019, the brand offers a collection of exquisite hotels:

- **ESPACIO The Jewel of Waikiki**, an Omotenashi-inspired ultra-luxury hotel on Waikiki Beach with nine suites on nine floors. Voted #1 Hotel in Hawaii by *Condé Nast Traveler* readers, it is the only hotel in Hawaii to hold the Forbes 5-Star distinction for both its hotel and restaurant.
- **ESPACIO The Hakone Geihinkan Rin-Pou-Ki-Ryu**: A secluded private villa surrounded by nature, the nine-suite retreat blends meticulous organic design with top-tier wellness programming and culinary excellence in a one-of-a-kind natural paradise. Guests arrive via a dedicated monorail, immersing themselves in tranquil surroundings while experiencing ultimate private luxury.
- **ESPACIO Nagoya Castle (Opening Fall 2025)**: A premier luxury hotel located adjacent to the Nagoya Castle moat, a site with a 260-year history linked to the Owari Tokugawa Family. Acquired by Kowa in 2013, the location previously hosted the renowned Hotel Nagoya Castle until 2020. The new hotel aims to preserve the tradition and spirit of hospitality while becoming a new landmark in the region.

- **ESPACIO Floor at Nagoya Kanko Hotel:** Launched in 2021 as a “hotel within a hotel’ concept on the 9th to 11th floors. The ESPACIO Floor offers a new form of hospitality, blending relaxation with the convenience of a second home or office.

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