

April 7, 2026

Dentsu Sports & Entertainment to Support the Development of the Pickleball Industry through Investment in PICKLEBALL ONE

Dentsu Group Inc. (Brand: dentsu; Headquarters: Dentsu Group Inc.; Location: Minato-ku, Tokyo; President & Global CEO: Takeshi Sano; hereinafter “the Company”; Dentsu Group Inc. and its group companies are collectively referred to as “dentsu”) announced that dentsu Sports & Entertainment (hereafter “dentsu S&E”) has made an investment in PICKLEBALL ONE, Inc. (hereafter “PICKLEBALL ONE”) as one of dentsu’s group-wide initiatives in the sports and entertainment domain being advanced under its Mid-term Management Plan, aiming to further deepen “Integrated Growth Solutions,” the core concept of the Company’s business strategy.

In pickleball—a sport that has been rapidly growing in popularity both in Japan and globally—dentsu S&E will leverage the expertise and know-how it has cultivated in sports marketing to provide comprehensive support, spanning from promotion of the sport and fan base development to strengthen its competitive value. In addition, dentsu S&E will create opportunities to enhance the value of companies involved in pickleball. By broadening touchpoints with consumers and increasing awareness to foster highly engaged communities of players and fans, dentsu S&E aims to create and expand a new pickleball-based sports market.

To date, dentsu has advanced its sports business through a dual-track approach: business investments such as growth support for sports organizations and IPs, including rights acquisitions, alongside the provision of solutions to client companies. Furthermore, through initiatives such as building portfolios that span the IP value chain, dentsu has focused on supporting IP growth while strengthening uniqueness and expanding the sports industry by creating new business opportunities. The investment in PICKLEBALL ONE is one such initiative under this strategy, aiming to create new markets and expand value in emerging sports domains.

Against the backdrop of the rapid global growth of the pickleball market, PICKLEBALL ONE recognizes the Japanese pickleball industry as being in its “kickoff phase” and is prioritizing the creation of the industry itself in its business development. Through this investment, the Company will collaborate closely with other investors to establish a growth foundation for the pickleball industry in Japan. This will include developing urban hubs, forming corporate communities, improving the playing environment, expanding awareness through media, and strengthening e-commerce and equipment sales.

Dentsu views pickleball as a new sport that not only offers the joy of playing but also naturally connects people and fosters community. The establishment and social integration of this sport in Japan is expected to contribute to the growth of the overall sports industry.

Centered on dentsu S&E, dentsu will continue to support the dissemination and value enhancement of pickleball, unlocking its diverse potential and contributing to the creation of a new sports culture in Japan.

Profile of PICKLEBALL ONE

Company Name:	PICKLEBALL ONE, Inc.
Location:	B1F, Uchisaiwaicho Heiwa Building, 1-5-2 Uchisaiwaicho, Chiyoda-ku, Tokyo 100-0011, Japan
Date of Establishment:	July 2023
Representative:	Shusaku Kumakura, Representative Director
Line of Business:	Sports court operations; event planning and management; media operations; and shop operations
URL:	https://company.pickle-one.com/ (Only in Japanese)



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