

FUJIFILM INSTAX and Undisputed Masters announce Partnership Renewal

Tokyo March 31st, 2023 - FUJIFILM INSTAX and Undisputed Masters are delighted to announce the renewal of their global partnership, maintaining FUJIFILM INSTAX's status as the Headline Partner of the Undisputed Masters.

In 2022 Undisputed and FUJIFILM INSTAX presented a new global series of breaking events. The partnership was well received by the global breaking community. The involvement of its young and diverse global community through competition, content creation and the organisation of side activities such as workshops and talk shows have been key components for the success of the FUJIFILM INSTAX Undisputed Masters events series.

Overview of the significant milestones achieved in 2022

- Over 1000 competitors from 50 countries competed in solo men, solo women and special 8 vs 8 crew battles.
- The world's best breakers, including world and continental champions like Phil Wizard (CAN), Victor (USA), Amir (KAZ), Dany Dann (FRA), Menno (HOL), Ayumi (JAP), Jilou (GER), Nicka (LIT) and Madmax (BEL), joined the FUJIFILM INSTAX Undisputed Masters competitions in London, Amsterdam, Los Angeles and Tokyo.
- Dance federations around the world, especially in Europe, added Undisputed to their event calendars to select top athletes for their national rankings.
- Trivium & Threefold judging system, developed by Undisputed, was successfully implemented and it's now used for Olympic qualifying events as well.

By achieving all of the above milestones, FUJIFILM INSTAX Undisputed Masters truly has become a successful world class event.



2023-2024 season

The 2023-2024 season will see an exciting increase in the number of events from four to six. Sao Paulo the breaking capital of Brazil and Dubai the breaking centre of the Middle East have been added to the calendar. With these additions The FUJIFILM INSTAX Undisputed Masters will connect with new breaking and urban sports communities and reach fan bases across Asia, Europe, South and North America and the Middle East.

The world's best breakers kick off the season on June 18th at the O2 Forum Kentish Town in London followed by The Notorious IBE festival in Holland on August 4,5,6. In the first weekend of October, the FUJIFILM INSTAX Undisputed Masters will bring the battle to New York to celebrate the 50th anniversary of Hip Hop with legendary first-generation breakers, DJ's and MC's. Sao Paulo will follow in November and Dubai will be the penultimate masters in January 2024. The season will finish strong in March 2024 in Tokyo, the home of FUJIFILM INSTAX. All 2023-2024, FUJIFILM INSTAX Undisputed Masters, solo men and - women winners are invited back to compete in Tokyo, to become the series champion.

Tyrone van der Meer, Undisputed Masters, said: "We are delighted to extend our relationship. The anticipation for the new events series from both the Undisputed team and the global community is extremely high. We are looking forward to another year in which our aligned values and mutual respect for the FUJIFILM INSTAX brand will keep strengthening the development of breaking community, culture and competitions."

On the road to breaking's inclusion at the Paris 2024 Olympics the FUJIFILM INSTAX – Undisputed Masters partnership will help grow mainstream awareness for breaking and its unique blend of competition, culture and lifestyle.

Masato Yamamoto, Senior Vice President, FUJIFILM Corporation, said: We are glad to hear that the INSTAX brand was well accepted by the breaking community in a natural manner. While leveraging amazing moves from breaking to promote INSTAX products, we would like to support spreading the culture of breaking which Undisputed values and respects.

FUJIFILM INSTAX recognizes the passion and activity within breaking that is generally reflective of the INSTAX brand values.

ABOUT FUJIFILM

FUJIFILM Corporation, Tokyo, Japan is one of the major operating companies of FUJIFILM Holdings Corporation. FUJIFILM Holdings Corporation, Tokyo, Japan, brings cutting edge solutions to a broad range of global industries by leveraging its depth of knowledge and fundamental technologies developed in its relentless pursuit of innovation. Its proprietary core technologies contribute to the various fields including healthcare, advanced materials, document solutions and imaging. These products and services are based on its extensive portfolio of chemical, mechanical, optical, electronic and imaging technologies. For the year ended March 31, 2021, the company had global revenues of \$21 billion, at an exchange rate of 106 yen to the dollar. Fujifilm is committed to responsible environmental stewardship and good corporate citizenship. For more information, please visit: www.fujifilmholdings.com.

ABOUT INSTAX

For the past 25 years INSTAX, the instant camera brand from FUJIFILM Corporation, has been creating cameras which instantly produce real film photos in either mini, SQUARE and WIDE formats. INSTAX has changed the way people all over the world capture moments since its launch in 1998; resulting in becoming the world leader in instant photography. The flagship products include the mini 12, mini 40, mini Evo, Link printers, SQUARE SQ1, WIDE 300 among others. For more information, please visit <https://www.instax.com>

About Undisputed Masters

Undisputed Masters is a global breaking competition series that was established in 2014 by a joint initiative of some of the world's leading breaking events, judges and competitors. Undisputed has innovated the development of competition rankings and the Trivium judging system that will be used at the Paris 2024 Olympic Games.

The Trivium Judging System is an intuitive digital scoring platform that allows judges to react to breakers in real-time. The system has three key criteria: physical quality, interpretative quality and artistic quality.

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