

News Release

August 25, 2026
Proterial, Ltd.

Title Sponsor of IZUMO OROCHI FES 2026, One of the Biggest Music Festivals in the San'in Region

Proterial, Ltd. (hereinafter, “Proterial”) announces that it will be participating in “Proterial presents IZUMO OROCHI FES 2026,” one of the biggest music festivals in the San'in region, as title sponsor.



IZUMO OROCHI FES is a music festival organized by San-in Chuo Television Broadcasting (TSK). It started in 2024 with the aim of “energizing the San'in region with music” as no big music festival had existed in the region up to that point.

Proterial has as its main factory for specialty steel the Yasugi Works, which has its roots in the Unpaku-Steel Limited partnership that was founded in Yasugi, Shimane Prefecture in 1899 (Meiji 32), and so has been active in the San'in region for more than a century, developing alongside the local community. Proterial supports the idea of “energizing the San'in region with music” because of gratitude to the region that has been the company's companion for such a long time as well as a wish for the region to be revitalized, and this is what motivated Proterial's decision to support the event as title sponsor.

This will be the third year of IZUMO OROCHI FES as it has grown to become one of the San'in region's biggest and most well-visited music festivals. Taking part as title sponsor this time, Proterial intends to promote the event so that as many visitors as possible can enjoy it and as a way to help the San'in region thrive even more.

Proterial, Ltd.

Toyosu Prime Square, 5-6-36 Toyosu, Koto-ku, Tokyo 135-0061, Japan
www.proterial.com/e

■ Event Outline

Event name:	Proterial presents IZUMO OROCHI FES 2026
Date:	September 26 (Sat) to 27 (Sun), 2026
Venue:	Matsue City General Gymnasium
Organizers:	San-in Chuo Television Broadcasting (TSK), FM-Sanin
Title sponsor:	Proterial, Ltd.

Official website: <https://izumoorochifes.jp/>

Media Inquiries: Corporate Communications Dept.

https://www.cntct.proterial.com/contact/publish/inquiry_eng?g=01&c=001-01

Customer Inquiries: <https://www.proterial.com/e/contact/>

■ About Proterial

PROTERIAL

The Thinking Behind our Company Name

“Proterial” combines “**pro-**” with the word “**material.**”

“Pro-” represents elements of our Values:

- **Unparalleled Professionalism**
- **Unbounded Progressiveness**
- **Unleashing Proactiveness**

“Material” refers to the high-performance materials that our original technologies produce and underpinned by the three pros. With our focus on solving customer issues and bringing new levels of value, we promise to contribute to the realization of a sustainable society through the products and services that embody our philosophy.

■ Proterial, Ltd. — Company Overview

Founded : June 1910 (The current legal entity was formally established in April 2021.)

Head office: Toyosu Prime Square, 5-6-36 Toyosu, Koto-ku, Tokyo 135-0061, Japan

Capital : 1,000 million yen (as of July 1, 2026)

Representative : Sean M. Stack

Representative Director, Chairperson, President, & CEO

Sales revenue: 747.3 billion yen (Term ended March 2026)

History: 1910: Founded as Tobata Foundry Co.

1937: Merged with Hitachi, Ltd.

1956: Established separately as Hitachi Metals Industries, Ltd.

2023: Renamed from Hitachi Metals, Ltd. to Proterial, Ltd.

Proterial is a participant of the United Nations Global Compact and adheres to its principles-based approach to responsible business.

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