

To all parties concerned:

TSUBURAYA FIELDS HOLDINGS INC.

TSUBURAYA FIELDS HOLDINGS Announces Sponsorship of “Neverending Journeys - FINAL FANTASY 40th Anniversary Exhibition-”
-Delivering the World of FINAL FANTASY to Fans Worldwide Through the Power of Entertainment-

TSUBURAYA FIELDS HOLDINGS INC. (hereinafter “TSUBURAYA FIELDS HOLDINGS”) hereby announces its decision to sponsor the **“Neverending Journeys -FINAL FANTASY 40th Anniversary Exhibition-”** (hereinafter “the Event”), a special 40th anniversary exhibition celebrating the globally acclaimed RPG franchise *FINAL FANTASY* created by Square Enix Co., Ltd.

TSUBURAYA FIELDS HOLDINGS is a comprehensive entertainment corporate group with an established track record of creating high-dimensional added value by maximizing the appeal of prominent IP (intellectual property) through multi-faceted product rollouts and creative production. By capitalizing on its proprietary planning capabilities, merchandising expertise, and proven media-mix know-how cultivated over many years, the Group continues to produce and deliver inspiring, innovative entertainment experiences to fans worldwide.

■ **About the *FINAL FANTASY* Series**

Since the release of its first title in 1987, Japan’s iconic RPG series *FINAL FANTASY* has garnered immense critical acclaim from audiences across the globe for its cutting-edge visual technology, distinct and immersive universe, and deep, evocative storytelling. With extensive reach across overseas markets including North America and Europe, it stands today as one of the world’s premier entertainment franchises, continuing its dynamic evolution across diverse media formats.

■ **About the “Neverending Journeys -FINAL FANTASY 40th Anniversary Exhibition-”**

Commemorating four decades of the franchise, the Event is a landmark exhibition where visitors can fully immerse themselves in the trajectory woven by its vast worlds and epic narratives through video, music, experiential attractions, and diverse collaborations. For the first time in the franchise’s 40-year history, the event features a monumental collaboration with cultural properties from the Tokyo National Museum collection. In addition to showcasing its legendary history, the exhibition presents the latest titles, *FINAL FANTASY XIV: EVERCOLD* and *FINAL FANTASY VII REVELATION*. From reuniting with past adventures to discovering new stories yet to unfold—this captivating space allows fans to trace the series’ legacy across past, present, and future.

■ Event Details

Event Name	Neverending Journeys FINAL FANTASY 40th Anniversary Exhibition
Dates	Friday, January 8, 2027 - Sunday, April 4, 2027
Hours	9:30 AM – 5:00 PM * Please check the official website for details regarding closed days and special extended opening hours.
Venue	Tokyo National Museum's Hyokeikan (13-9 Ueno Park, Taito-ku, Tokyo)

Event Details: <https://www.square-enix.com/ff40th/exhibition/en/>



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Through this sponsorship, TSUBURAYA FIELDS HOLDINGS is committed to supporting initiatives that bring the enduring appeal of the *FINAL FANTASY* franchise to an even broader global audience.

TSUBURAYA FIELDS HOLDINGS will fully leverage its comprehensive multimedia execution, creative planning, and production capabilities to continue collaborating closely with leading IP holders, contributing to the further enhancement of intellectual property value. We invite all fans, partners, and stakeholders worldwide to look forward to this milestone event and the future initiatives of our Group.

(For Reference) TSUBURAYA FIELDS HOLDINGS INC.: <https://www.tsuburaya-fields.co.jp/e/>

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