

NEWS RELEASE

April 14, 2026

"The Sumo Show HIRAKUZA" Takes Adelaide Fringe by Storm: A Triumphant Overseas Debut with over 10,000 Attendees! Winner of "Pick of The Week" with Numerous 5-Star Ratings

Hanshin Contents Link Corporation (Headquarters: Osaka, Japan; President: Susumu Shimizu) is proud to announce the overwhelming success of its entertainment brand "HIRAKUZA" at its first-ever participation in "Adelaide Fringe," the Southern Hemisphere's largest arts festival held in Adelaide, Australia. From Friday, February 13 to Sunday, March 22, 2026 (including early preview days), the brand presented overseas performances of "The Sumo Show HIRAKUZA". **The run concluded with massive success, drawing over 10,000 attendees across 33 performances and winning the weekly "Pick of The Week" award. Additionally, the show received numerous 5-star ratings from local media outlets.**



"Adelaide Fringe 2026": An International Arts Festival Gathering Over 1,500 Performances
Held in Adelaide, South Australia, the "Adelaide Fringe" is **the largest arts festival in the Southern Hemisphere** where a diverse array of works from around the world gather, making it an international stage that numerous artists and audiences attend every year. In 2026, the festival was held from Friday, February 20 to Sunday, March 22, becoming more diverse and larger in scale than usual with **over 1,500 performances rolled out across more than 500 venues**. In recent years, alongside the quality of the productions, there has been a greater emphasis on the "unique, once-in-a-lifetime experience" rooted in cultural backgrounds and the intuitive entertainment value enjoyed by audiences.

Participating for the first time, "The Sumo Show HIRAKUZA" was highly evaluated not only for the powerful and extraordinary nature inherent in the uniquely Japanese subject of sumo, but also as entertainment that a wide range of audiences could enjoy beyond language and cultural barriers. **This led to attracting over 10,000 visitors, an award win, and high praise from local media.**

***"Pick of the Week"**: An award honoring the week's most outstanding performance, selected from numerous entries as part of the festival's Weekly Awards.

High Praise from Local Media and Attendees

"The Sumo Show HIRAKUZA" received numerous 5-star ratings from local media, as well as high praise from attendees.

Local Media Reviews (Excerpt)

My Adelaide Tribe ★★★★★

"Culture, entertainment, and the overwhelming strength of the sumo wrestlers. An unforgettable experience that exceeds expectations in every aspect."

What's On In Adelaide ★★★★★

"Authentic, incredibly powerful, and outstandingly entertaining. Definitely a must-see show at this year's Fringe."

All About Entertainment ★★★★★

"A highly recommended production that introduces the 1,000-year history of sumo in a fun and educational way."

Glam Adelaide ★★★★★

"It flamboyantly conveys the power and intensity of sumo while also deepening the understanding of tradition and culture."

Voices of Attendees (Excerpt)

- "A valuable and unique opportunity for those who have never seen live sumo to experience it up close while learning."
- "A show the whole family can enjoy. You can learn about sumo in a fun way, and the entertainment value is high. Recommended for all ages."
- "A fun and highly educational experience for sumo beginners. The wrestlers are truly superhuman athletes, and the matches were very engaging."
- "A very fun show that beautifully combines interesting commentary on the sport of sumo with thunderously powerful matches."
- "An absolute must-see show at this year's Adelaide Fringe. A precious opportunity to discover the fascinating world of sumo."
- "An unexpectedly engaging experience. A wonderful surprise at the Fringe, packed exactly half and half with learning and laughter."

This achievement demonstrated the potential of Japanese-originated entertainment overseas, as the show's expression of combining "learning" and "entertainment" based on traditional Japanese culture was widely accepted by international audiences and media on the international stage of the "Adelaide Fringe," resulting in high evaluations and strong attendance. **Moving forward, based on the results and knowledge gained from this performance, we will continue to proactively deliver the appeal of Japanese culture to more people while keeping further overseas expansion in mind.**



Powerful, high-energy bouts.



Interactive Sumo Challenge.

About "The Sumo Show HIRAKUZA"

"The Sumo Show HIRAKUZA" is an interactive entertainment show that reconstructs Japan's traditional culture of sumo so that overseas audiences can easily understand and enjoy it. While introducing sumo movements and rules in an easy-to-understand manner, it provides both learning and fun simultaneously through powerful matches and audience-participation elements. At domestic permanent venues in Japan: "THE SUMO HALL HIRAKUZA OSAKA" in Namba, Osaka (opened May 2024) and "THE SUMO LIVE RESTAURANT HIRAKUZA GINZA TOKYO" in Ginza, Tokyo (opened January 2026); Approximately 84,000 guests from over 120 countries and regions worldwide have enjoyed the show to date, earning high praise centered heavily on inbound tourists.

Under the brand concept of "transmitting new ways to enjoy Japanese culture to the world," the brand will continue to create opportunities to experience traditional Japanese culture, including sumo, and actively promote the appeal of Japanese culture both domestically and internationally.

"The Sumo Show HIRAKUZA" Data

■ Performance Overview

Show Name: The Sumo Show HIRAKUZA

Period: Friday, February 13 to Sunday, March 22, 2026

*Note: The performance period includes early preview days (closed on Mondays)

Number of Performances: 33 performances in total

Venue: The Roundhouse at The Garden of Unearthly Delights

■ Results

Actual Tickets Sold: 10,047 tickets (excluding invitations, etc.)

Awards: Received The Weekly Award – Week 4 "Pick of The Week"

Review Rating: ★5.0 (Local media evaluation)

Media Appearances:

- Wednesday, February 11: Appearance on ABC Radio Adelaide
- Wednesday, February 11: Appearance on Channel 10 Adelaide
- Monday, February 23: Appearance on Channel 10 Adelaide
- Friday, February 27: Live appearance on "Today" *Australia's premier national morning show



The performance venue.



A full house enjoys the performance.



Highlights from our appearance on "Today."

Company Name	HANSHIN CONTENTS LINK CORPORATION
Headquarters	Hanshin Noda Center Building 10F, 1-1-31 Ebie, Fukushima-ku, Osaka City, Japan
Capital fund	¥230 million (100% investment by Hanshin Electric Railway Co., Ltd., a part of Hankyu Hanshin Toho Group)
Business Description	Contents industry, music business, advertising media sales, signage production Our company will utilize the expertise of entertainment show business cultivated through operations.

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