



TryHard Delivers Record-Setting 4,000-Drone Show at 10th Anniversary SBI Fireworks Festival

August 24, 2026

Collaboration with EHang and SKYTEK combines advanced aerial technology with TryHard’s full-scale production and execution capabilities

OSAKA, Japan, Aug. 24, 2026 (GLOBE NEWSWIRE) -- TryHard Holdings Limited (“TryHard” or the “Company”) (Nasdaq: THH), a lifestyle entertainment platform in Japan, today announced the successful presentation of a record-setting 4,000-drone light show at the 10th anniversary SBI Fireworks Festival held on August 22, 2026, at SENNAN LONG PARK in Sennan, Osaka.

The synchronized drone formation successfully completed its performance and set a new Japanese record for the scale of a drone formation show. Presented alongside the festival’s signature fireworks and live music, the performance created a large-scale audiovisual experience combining technology, traditional summer entertainment and live performance.

A 4,000-drone formation illuminates the night sky over Sennan, Osaka, in celebration of the 10th anniversary of the SBI Fireworks Festival.



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The event marked the first implementation of the strategic collaboration among SBI MUSIC CIRCUS Inc. (“SBI MUSIC CIRCUS”), Guangzhou EHang Egret Media Technology Co., Ltd. (“EHang Egret”), a subsidiary of EHang Holdings Limited (Nasdaq: EH) (“EHang”), and SKYTEK Co., Ltd. (“SKYTEK”), following the parties’

Fireworks Festival in Sennan, Osaka.

The 10th anniversary SBI Fireworks Festival combines large-scale fireworks, live entertainment and

memorandum of understanding (“MOU”) to jointly develop drone light show entertainment opportunities in Japan.

A New Dimension for a 10-Year Entertainment Platform

The SBI Fireworks Festival traces its origins to the finale fireworks presented at MUSIC CIRCUS in 2016. Over the past decade, the event and its predecessor formats have attracted more than 665,000 attendees and featured over 1,000 artists.

For its 10th anniversary, the 4,000-drone performance introduced a new technology-driven dimension to the event. Centered on the theme of “biological evolution,” synchronized drones created moving imagery depicting a journey from the deep sea, across land and ultimately toward the moon.

**technology-driven experiences at
SENNAN LONG PARK in Sennan,
Osaka.**



The 10th anniversary SBI Fireworks Festival combines large-scale fireworks, live entertainment and technology-driven experiences at SENNAN LONG PARK in Sennan, Osaka.



Thousands of synchronized drones form large-scale aerial imagery during the record-setting 4,000-drone light show at the SBI Fireworks Festival in Sennan, Osaka.

Rakuyo Otsuki, Chief Executive Officer of TryHard, commented: “The 10th anniversary of the SBI Fireworks Festival was an important opportunity for us to take an established entertainment experience in a new direction. By combining our event production capabilities with EHang’s technology and SKYTEK’s local expertise, we were able to deliver a new dimension of large-scale entertainment in Sennan.”

Full-Scale Production and Execution

TryHard Japan Co., Ltd. (“TryHard Japan”), the Company’s wholly owned operating subsidiary, was responsible for the planning, production and operation of the SBI Fireworks Festival. Drawing on its experience in the full-scale production and execution of major entertainment events, TryHard Japan integrated the aerial performance into the broader festival program and coordinated its presentation alongside the event’s fireworks, music and live entertainment.



The 10th anniversary SBI Fireworks Festival combines large-scale fireworks, live entertainment and technology-driven experiences at SENNAN LONG PARK in Sennan, Osaka.

Bringing Together Technology and Local Expertise

EHang Egret provided the drone formation technology and aerial performance expertise for the record-setting show, while SKYTEK supported local planning and coordination, regulatory compliance and on-the-ground implementation.

For TryHard, the successful performance demonstrates how technology-driven content can add a new dimension to established entertainment IP. Building on this format, TryHard sees opportunities to integrate similar experiences into future live events and other entertainment applications in Japan, expanding the range of experiences it can offer audiences and commercial partners.

About TryHard Holdings Limited

TryHard Holdings Limited is a lifestyle entertainment company in Japan with operations spanning nightclub management, event production and consulting, subleasing and entertainment venue management.

Through its wholly owned subsidiary, TryHard Japan Co., Ltd., the Company plans, produces and operates large-scale music festivals, live entertainment events and cultural programs across Japan. The Company continues to expand its entertainment platform through differentiated content, strategic collaborations and technology-driven audience experiences.

About EHang Holdings Limited

EHang (Nasdaq: EH) is the world's leading advanced air mobility ("AAM") technology platform company, committed to making safe, autonomous, and eco-friendly air mobility accessible to everyone. The company develops and manufactures a diversified portfolio of pilotless electric vertical take-off and landing aircraft for a wide range of use cases, including aerial tourism, intra-city transport, intercity travel, logistics and emergency firefighting. For more information, please visit www.ehang.com.

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Investors are advised to refer to the Company’s filings made with the U.S. Securities and Exchange Commission when making investment decisions, which are available for review at www.sec.gov.

This release does not constitute an offer to sell or solicit an offer to buy any securities, nor does it represent a public offering under Financial Instruments and Exchange Act of Japan.

Photos accompanying this announcement are available at:

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