



INTERNATIONAL HADO FEDERATION (IHF)

- International governing body of HADO-
- Manages official rules and regulations-
- Provides certifications-
- Appoints officials for international tournaments -
- Approves tournament host cities and venues-

INTERNATIONAL ECOSYSTEM OF THE HADO SPORTS



HADO Future Sports Limited
HONGKONG

LONG-TERM RIGHTS TO RULES AND REGULATIONS

RIGHT TO HOST
TOURNAMENTS

NEXT HOST CITY



INTERNATIONAL HADO FEDERATION
CHAIRMAN: FUKUDA HIROSHI



HADO FUTURE SPORTS LIMITED
SECRETARY GENERAL: LIM SING KENT



HADO INTERNATIONAL FEDERATION
SINGAPORE

RIGHTS TO RULES AND REGULATIONS

**INTERNATIONAL IHF
MEMBERS**



FOUNDATION & STRATEGIC DIRECTION (IHF)



FOUNDATION & STRATEGIC DIRECTION (IHF)

- The International HADO Federation (IHF) is a non-profit international governing body dedicated to regulating, developing, and promoting HADO worldwide.
- It sets official rules and standards, provides certifications, and oversees international competitions to ensure consistency and fair play.

VISION

- To establish HADO as a globally recognized sport that integrates technology, physical activity, and innovation.
- To lead the evolution of Tech-Sports as a new category in international competition.

MISSION

- To govern and standardize HADO worldwide through unified rules and systems.
- To promote fair, safe, and inclusive competitions across all regions.
- To support the development of athletes, officials, and national federations.
- To expand HADO into education, community programs, and international sporting events.

OUR PURPOSE

- To connect the digital and physical worlds through sport.
- To inspire the next generation with a new form of active competition.
- To build a sustainable global ecosystem for HADO and future sports.

GOVERNANCE & STRUCTURE (IHF)

ORGANIZATION STRUCTURE



PRESIDENT: FUKUDA HIROSHI



VICE PRESIDENT: Andrew Kan

BOARD MEMBER



FUKUDA HIROSHI



Andrew Kan



LIM SING KENT



Jocelyn Bouchet

COMMITTEE

TBD

ROLES & RESPONSIBILITIES

International governing body of HADO

- Oversees global development of HADO

Manages official rules and regulations

- Sets and maintains competition rules and standards

Provides certifications

- Certifies players, officials, and programs

Appoints officials for international tournaments

- Assigns referees and technical officials

Assigns referees and technical officials

- Confirms qualified host locations and facilities



OFFICIAL INTERNATIONAL HADO TOURNAMENT





上海广播电视台
SMG

五星体育
great sports

上海赛事
SHANGHAI SPORTS

55 上海
SHOPPING

SHANGHAI
SERVICE CONSUMPTION
CENTRAL LABORATORIES

尚海运动
SHANGHAI SPORTS CONSUMPTION FESTIVAL
尚海运动委员会

赛事正式名称：2025HADO世冠杯

HADO **MEAT**
Bright
光明肉业

WORLD CUP 2025
HADO VIRTUAL SPORTS FESTIVAL

光明肉业，波动出击!!

ADDRESS:

500 DONGDAMING ROAD,
HONGKOU DISTRICT, SHANGHAI, CHINA

ORGANIZERS :

MELEAP CHINA INC.
INTERNATIONAL HADO FEDERATION
HADO WORLD CUP ORGANIZING COMMITTEE

SUPERVISING ORGANIZATION :

SHANGHAI SPORTS BUREAU
SHANGHAI MUNICIPAL COMMISSION OF COMMERCE
PEOPLE'S GOVERNMENT OF HONGKOU DISTRICT, SHANGHAI

独家冠名:

MEAT
Bright
光明肉业



100% MADE OF NEW ZEALAND

Tournament Data Overview

Total Impressions

As of now, HADO has reached over 100 million people worldwide. Through a comprehensive, multi-level communication strategy, event information has been disseminated across every corner of the globe, allowing the influence of the HADO World Cup to ripple outward continuously

Brand Collaboration

30+ Sponsoring Partners. The participation of leading brands has provided strong backing for the event while creating mutually beneficial, win-win collaborations.

Offline Participants

30,000+ attendees, with over 15,000 deeply engaged in HADO interactive activities. The vibrant on-site atmosphere and diverse experiential programs attracted a large number of spectators to participate firsthand and experience the unique charm of virtual sports.

Scale of Global Participation

Participants from 18 countries and regions worldwide, with over 500 domestic and international athletes and more than 100 teams competing on the same stage. More than 150 matches were held, showcasing the event's strong international presence and broad global appeal.

Online social media engagement

2,000,000+ online interactions, with netizens actively sharing and discussing the event across social media platforms. This strong wave of online engagement generated powerful digital momentum and continuously elevated the event's visibility and popularity.

2025 HWC SCALE & ACHIEVEMENTS



The tournament attracted participants from 18 countries and regions, with over 500 elite players forming more than 100 teams. This fully demonstrated the event's global influence and established the HADO World Cup as a truly international sporting spectacle.

COMPETITION HIGHLIGHTS AND INDUSTRY IMPACT



For the first time, the “International Teams × Mass Participation” dual-track model was realized, with over 30,000 on-site spectators. This created a vibrant atmosphere of nationwide engagement in sports competitions, deeply embedding HADO into public awareness and igniting enthusiasm for athletic participation.

Thanks to its unique competitive format and technological appeal, HADO has become a “digital language” connecting the world. The International HADO Federation has announced the inclusion of the Shanghai model into global tournament standards, enhancing China’s influence in international virtual sports and laying a solid foundation for the development of China’s virtual sports industry.

COLLABORATING BRAND





HADO: A TECH SPORT THAT SPEAKS TO THE WORLD

>>>> **3500w+ 40+**

Global Player

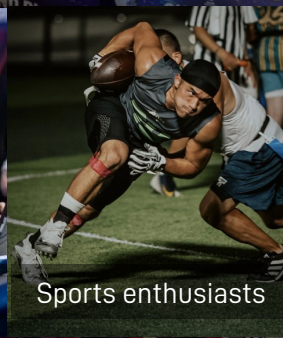
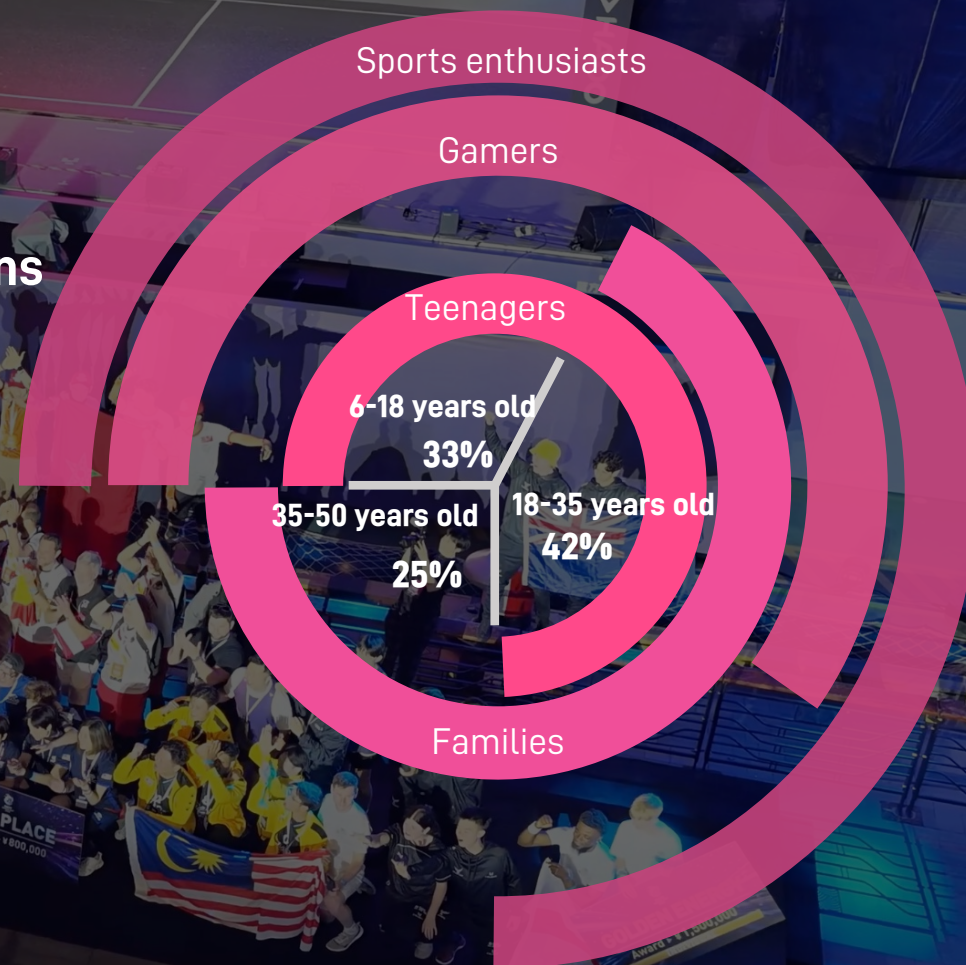
Countries and Regions

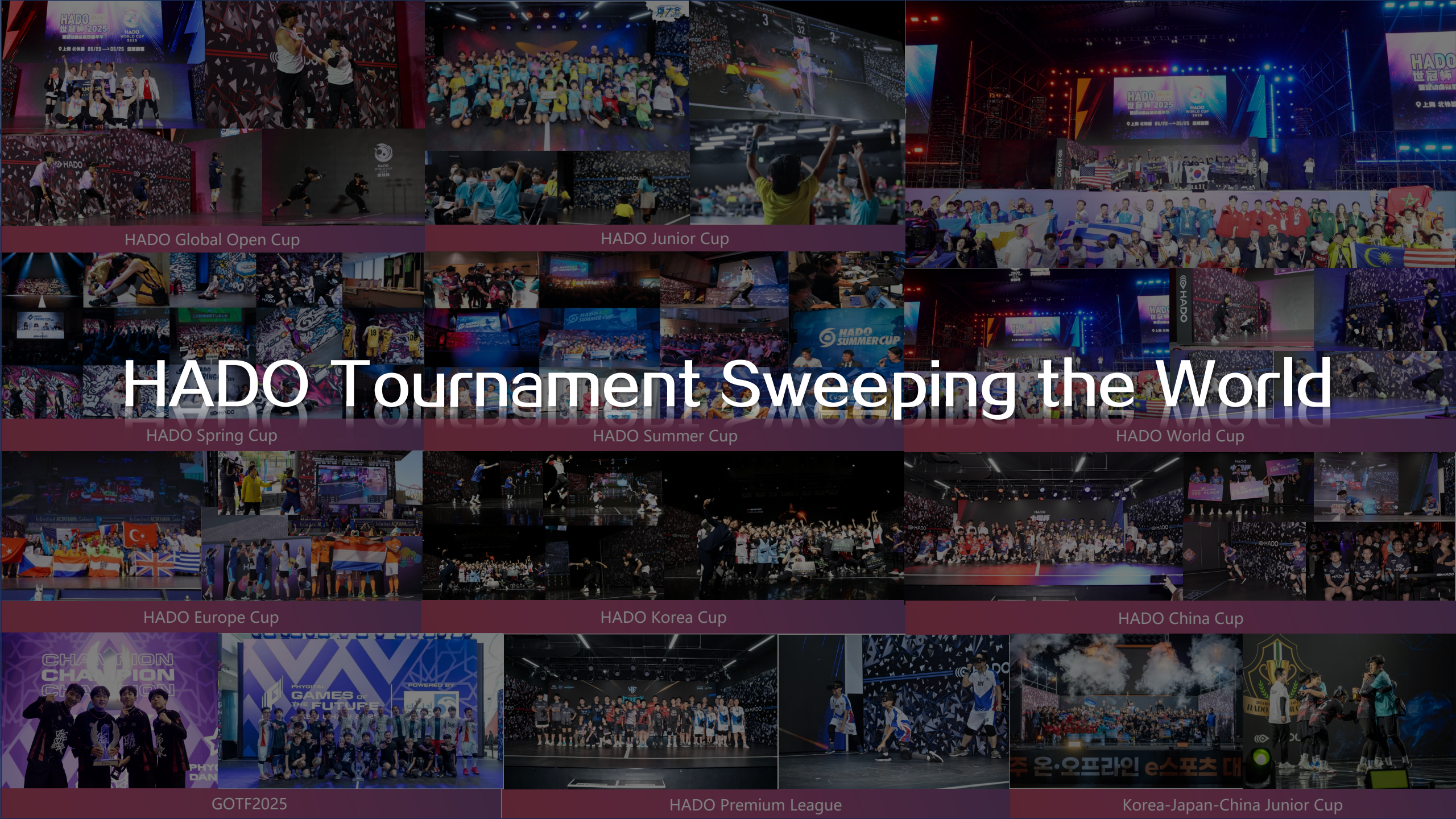
800+

HADO Courts

90

Tournament





HADO Global Open Cup

HADO Junior Cup

HADO World Cup

HADO Spring Cup

HADO Summer Cup

HADO Europe Cup

HADO Korea Cup

HADO China Cup

GOTF2025

HADO Premium League

Korea-Japan-China Junior Cup



THE HADO WORLD CUP REPRESENTS THE HIGHEST
LEVEL OF HADO COMPETITION WORLDWIDE

2025 HADO WORLD CUP DATA

Total Impressions

30+ Sponsors

Brand Partnerships

Over 100 million
worldwide

Global Participation
Scale

18 countries and
regions | 100+ teams |
150+ matches

Offline Participants

30,000+ attendees

Online Social Media
Engagement

Over 2 million
interactions on social
media

Game Of The Future 2025



China-Japan-Korea 2025 Junior Cup



HADO Europe Cup



HADO China-Korea Battle of Champions





TOURNAMENT PLANNING

Tournament Schedule

2025		2026												2027	
11	12	1	2	3	4	5	6	7	8	9	10	11	12		





20
26

HADO WORLD CUP

HADO GLOBAL OPEN CUP

HADO WORLD SCHOOL TOURNAMENT

HADO VIRTUAL SPORTS FESTIVAL



October 2026 (5days)



Shanghai · China (TBC)



Over 50,000 offline participants

World-Class

Technology Sports

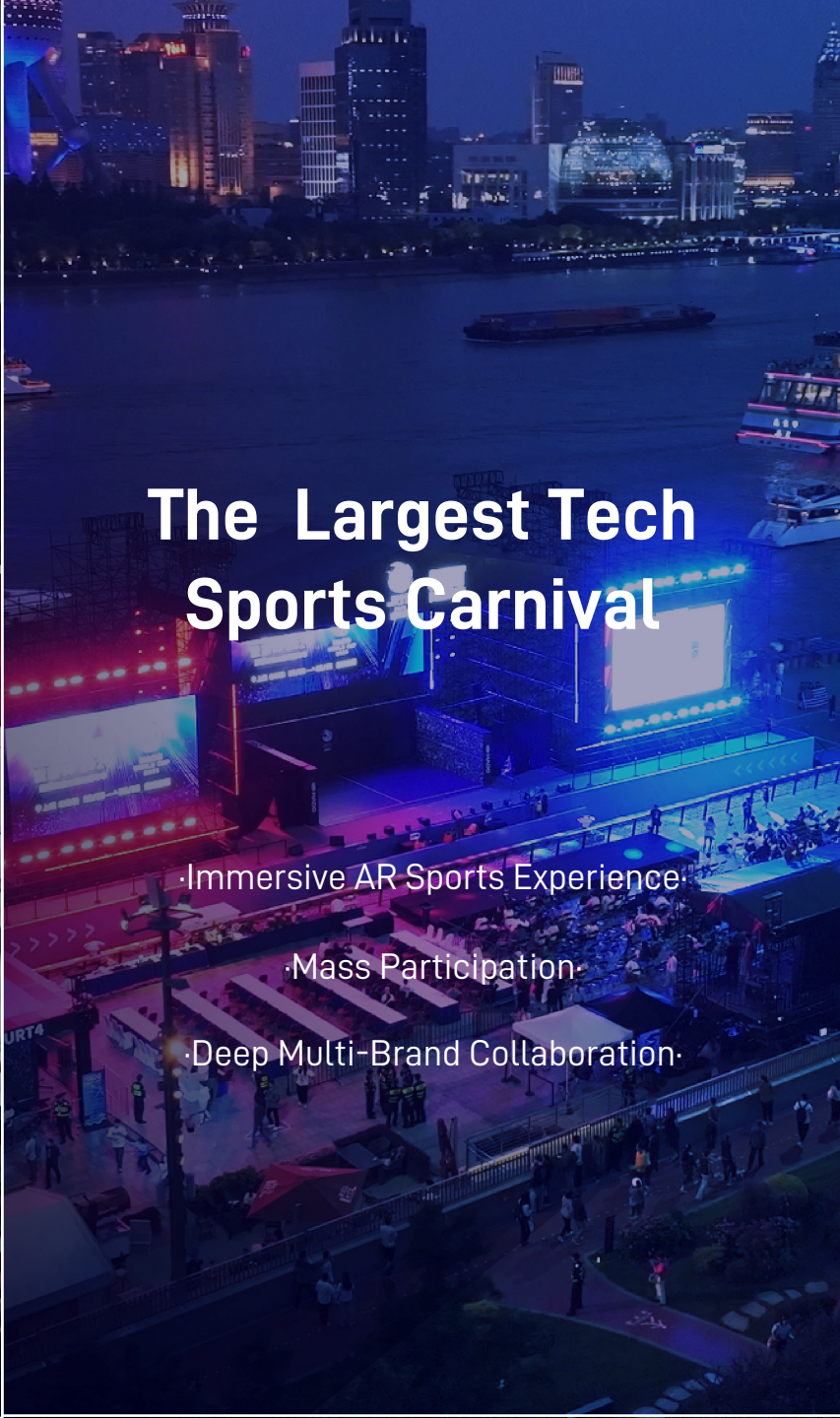
Competirion

Entertainment



World-Class Youth Competition

- HADO World Cup·
- HADO Global Open Cup·
- World School Tournament·



The Largest Tech Sports Carnival

- Immersive AR Sports Experience·
- Mass Participation·
- Deep Multi-Brand Collaboration·



Cross-Industry Ecosystem Development

- Industry Synergy·
- Integration of Culture and Tourism·
- Education and Talent Development·



Expected Participating
Teams

TEAMS

★ **200**

From Clubs Around the World



Expected Participating
Countries/Regions

COUNTRY/REGION

★ **300**

Countries and Regions Across All 7
Continents



Competition Duration

COMPETITION DAYS

★ **5**

The Longest HADO
International Tournament



Expected On-site and
Online Audience

AUDIENCES

★ **300M**

Online and Offline Audience,
Domestic and International





The World's First AR Campus League

Education

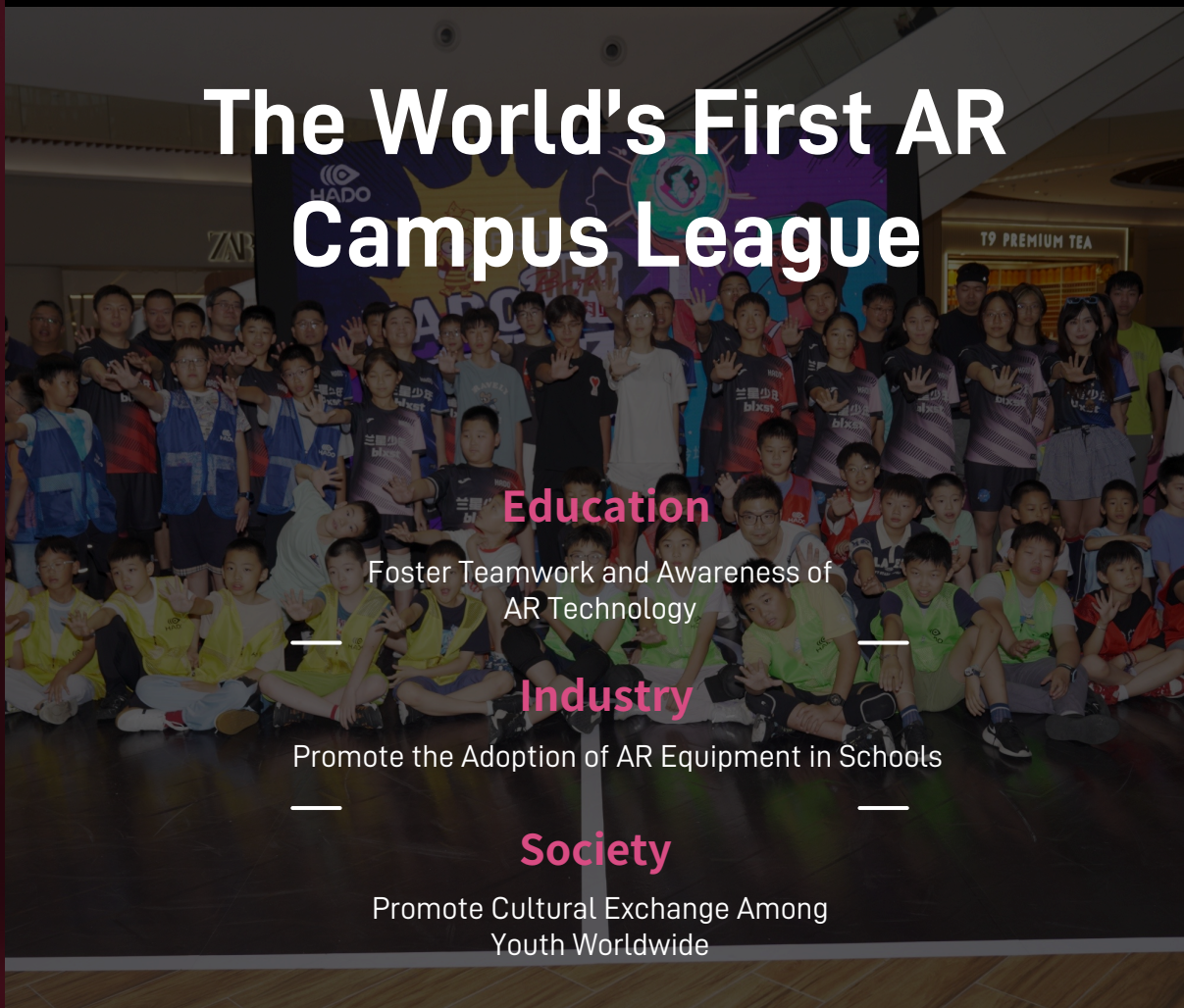
Foster Teamwork and Awareness of AR Technology

Industry

Promote the Adoption of AR Equipment in Schools

Society

Promote Cultural Exchange Among Youth Worldwide



02

BEYOND SPORTS



200+

Global Participating Teams

40

Finals Slots

30

Covered Countries and Regions

6

Continental Regions

**North
America**

20
Teams

**South
America**

15
Teams

Europe

40
Teams

Others

15
Teams

China

60
Teams

APAC

50
Teams



Second Half of 2025

Registration channels will open simultaneously across six global regions, with partner schools in each region organizing on-campus selections. Registered teams are required to submit basic information and training videos.

Second Half of 2026

Each region will hold provincial championships to select regional representative teams. A best-of-three (BO3) format will be used to ensure fair competition.

Regional Registration
Opens

City Qualifiers

Regional
Championships

Global
Championship

First Half of 2025

Each city will hold round-robin group matches, with elimination rates set according to the number of participants. A single-elimination format will be used to select provincial representative teams.

First Half of 2026

The runner-up and third-place teams from each region will participate in the Global Campus Championship.

China-Japan-Korea 2026 Junior Cup



Continuous dissemination through the full-media matrix,
with multi-threaded penetration into the minds of domestic and
international audiences.



Global media promotion

Authoritative release of event videos: **500+** Online media coverage **100+** Trend/fashion media **50+**

