
Onkyo Corporation announcing license agreement with ELARABY in Egypt

Onkyo Corporation (Location: Chuo-ku, Osaka-shi, Osaka, Japan, President: Munenori Otsuki, hereinafter referred to as “we”, “us” or “our”) announces that we concluded the license agreement with ELARABY UNITED COMPANY FOR INDUSTRIAL AND COMMERCIAL INVESTMENT (Location: Cairo, the Arab Republic of Egypt, hereinafter referred to as “ELARABY”) that is the member of ELARABY Group regarding “Powered by Onkyo” today.

P O W E R E D B Y
ONKYO

We agreed with ELARABY that ELARABY uses “Powered by Onkyo” for TVs that are manufactured and sold by ELARABY and concluded the license agreement. On August 17, 2025, ELARABY - including its affiliate, KAJITO Corporation - and we held a signing ceremony for the license agreement in connection with TICAD9 and the 12th JEBC-EJBC Joint Conference.

By concluding this license agreement, ELARABY adds the value of “sound” to its TVs by using “Powered by Onkyo” and aims to increase selling units and we aim to increase our brand recognition by “Powered by Onkyo” used by ELARABY. Based on this license agreement, ELARABY and we will cooperate regarding ELARABY selling its TVs.

We will announce the details of TVs sold by ELARABY and selling schedule of it later.

About ELARABY Group <https://www.elarabygroup.com/en/about>

Since its founding in 1964, ELARABY has evolved from a joint-stock family business into one of the largest family-owned corporations in Egypt, the Middle East, and Africa.

Today, ELARABY Group is powered by a dedicated team of over 45,000 employees, spread across 15 companies. With cutting-edge facilities covering more than a million square meters and 36 state-of-the-art factories across four regions, our production capacity is unmatched. ELARABY’s influence extends far beyond borders, with partnerships with over 500 suppliers and operations in more than 60 countries, spanning Africa, the Middle East, and Eastern

Europe. 16 renowned global brands trust us as partners, reflecting our shared commitment to excellence.

Recognized for innovation, quality, and trust, ELARABY continues to be a leading name in trade and industry across Egypt, Africa, and the Middle East.

About Onkyo

We are operating R&D business and marketing business under our slogan “Change the world with sound”.

In R&D business, based on “sound” and “vibration” technology that have been developed in R&D of Onkyo brand audio products and speakers, we are performing R&D in fields of medical treatment, food, industry and infrastructure and providing R&D achievements to our customers.

In marketing business, we are planning and selling collaboration products with animations, VTubers and the like and operating stores and EC sites.

We are performing marketing for increasing Onkyo brand recognition as one with R&D department and marketing department. Please expect our business development in the future.

Contact information

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Intellectual property and legal, R&D, Onkyo corporation