

BELLSYSTEM24 Selected for the First Time as a Constituent of the MSCI Nihonkabu ESG Select Leaders Index Used by the GPIF

Selected as a Constituent in Five ESG Investment Indexes Used by the GPIF

BELLSYSTEM24 HOLDINGS, INC. (Head Office: Minato-ku, Tokyo; President, CEO and Representative Director: Shunsuke Noda; hereinafter “the Company”) has been selected for the first time as a constituent of the MSCI Nihonkabu ESG Select Leaders Index (hereinafter “the Index”). The Government Pension Investment Fund (GPIF) announced it will use the Index as a key environmental, social and governance (ESG) index on March 4*1. Being selected to the Index means the Company has now been selected as constituent of five of the ESG indexes*2 used by the GPIF to determine ESG investment.

*1: GPIF press release: https://www.gpif.go.jp/en/investment/esg/20240304_esgindex_review_en.html

*2: The Company has been selected as a constituent of the FTSE Blossom Japan Index, FTSE Blossom Japan Sector Relative Index, S&P/JPX Carbon Efficient Index and Morningstar Japan ex-REIT Gender Diversity Tilt Index (GenDi J). Learn more about these indexes: <https://www.bell24.co.jp/en/csr/evaluation/>

The Index selects companies with a relatively high ESG rating in each industry from the constituents of the parent index. This parent index is the MSCI Japan IMI Index. It is prepared by Morgan Stanley Capital International (MSCI) in the U.S.

- MSCI Nihonkabu ESG Select Leaders Index:

<https://www.msci.com/our-solutions/indexes/nihonkabu-esg-select-leaders-index>

While pursuing profit as a company, the Company, based on material issues, promotes business activities which also lead to solving social issues, aiming to realize its purpose, “sustain the prosperity of society, through innovation and communication.”

The Company will continue to consider ESG initiatives as an important management issue in its growth strategy. Accordingly, by putting its purpose into practice, it will continue to accelerate the pace of the growth of its Group and develop business with an emphasis on providing value to all its stakeholders going forward.

Related Information

- The Company’s sustainability information disclosures: <https://www.bell24.co.jp/en/csr/>

About BELLSYSTEM24

Corporate website: <https://www.bell24.co.jp/en/>

In 1982, BELLSYSTEM24 launched its first full-fledged call center service in Japan. Since then, we have developed a wide range of outsourcing businesses centered on contact centers that serve as points of contact between businesses and consumers, creating an industry-standard model. Based on the operational expertise we have cultivated by combining the strengths of “people” and “technology,” we will realize our “sustain the prosperity of society, through innovation and communication,” which is our purpose, by developing and providing various solutions.

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