

BELLSYSTEM24 Selected as a Constituent of the ESG Investment Index, FTSE Blossom Japan Sector Relative Index

BELLSYSTEM24 Holdings, Inc. (Headquarters: Minato Ward, Tokyo; President, CEO and Representative Director: Shunsuke Noda; hereinafter, "the Company") announced that, for the first time, it has been selected to be a constituent of the FTSE Blossom Japan Sector Relative Index, a stock index that selects Japanese companies that satisfy the global ESG (Environment, Society, and Governance) standards.

Developed by FTSE Russell, a global index provider, FTSE Blossom Japan Sector Relative Index reflects the performance of Japanese companies which are relatively excellent in environmental, social, and governance (ESG) initiatives in their respective sectors. The index is constructed to be sector neutral.

The index is also used by the Government Pension Investment Fund (GPIF) which manages and operates Japanese public pension reserves as one of its investment decision criteria in its ESG investment operations.



**FTSE Blossom
Japan Sector
Relative Index**

FTSE Blossom Japan Sector Relative Index logo mark

The Company operates a business focusing on the provision of value to all of its stakeholders based on important social issues, aiming to realize its corporate philosophy, "Supporting Social Affluence with Innovation and Communication." Going forward, the Company will continue to consider ESG initiatives as an important bedrock of its growth strategy and contribute to society while enabling these initiatives to lead to the growth of the Group.

About BELLSYSTEM24: Corporate website: <https://www.bell24.co.jp/ja/>

BELLSYSTEM24 Inc. has more than 30,000 employees across Japan and have provided various services as a point of contact between companies and consumers since starting Japan's first full-scale call center service in 1982. In 2020, we set expansion of home-based contact centers to 4,000 seats, promotion of DX including data utilization, and strengthening of strategic and other alliances as our priority measures in the Mid-Term Management Plan 2022.

As an industry leader, we will continue to perform our mission of "Supporting Social Affluence with Innovation and Communication" through the development and provision of various solutions based on the operational knowledge accumulated by multiplying People by Technology.

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