

BELLSYSTEM24 is awarded the "D&I Award Semi-Grand Prize (Large Enterprise Category)" at the "D&I Awards 2023," a recognition and award program

—Recognized with the "Best Workplace" award, the highest honor, for the third consecutive year—

BELLSYSTEM24 HOLDINGS, INC. (Head office: Minato-ku, Tokyo; President, CEO and Representative Director: Shunsuke Noda; hereinafter "the Company") has been recognized for the third consecutive year with the "Best Workplace (hereinafter referred to as "Best Workplace")*2" award, the highest rating in the D&I Awards (hereinafter referred to as "the Awards")*1, which are presented by JobRainbow Co., Ltd., a D&I training, consulting, and diversity recruitment support company, to evaluate corporate diversity and inclusion efforts. The Company also received the "D&I Awards Semi-Grand Prize (Large Enterprise Category)," which is given to companies that have high diversity scores*3 among certified companies and are making efforts to serve as role models.



This year marks the third year of the Awards as a recognition system for evaluating corporate D&I, and all companies operating in Japan, including those with headquarters overseas, non-profit organizations, research institutions, etc., are eligible, and the D&I efforts are scored using an original evaluation index called the "diversity score" and ranked into four categories according to score, including "Standard," "Beginner," "Advanced," and "Best Workplace". Among the certified companies, those whose initiatives are particularly noteworthy are classified into five categories according to company size and business characteristics, and up to 15 companies are selected to receive the "D&I Award Grand Prize" and "D&I Awards Semi-Grand Prize".

As one of our values, we aim to "be a place where each and every employee is able to be themselves and encounter new possibilities". Until now, the Company has been making various efforts to realize a workplace where each and every employee can work in his or her own way, such as establishing a flexible work schedule with no core hours and a mobile work system, creating an LGBTQ+-friendly workplace by establishing personnel and labor regulations for employees with same-sex partners and common law marriage partners, and establishing an in-house daycare center.

In addition, this year, we implemented various diversity promotion measures such as "Colorful Meetings," which are aimed at broadening mutual insight through exchanges between management and employees from various backgrounds, including side jobs, male maternity leave, and full remote work, the "Rainbow Parade," which celebrates sexual and gender diversity and opposes discrimination and prejudice against LGBTQ+ people, and the "Welcome Back Program," which is aimed at supporting employees returning to work after maternity leave by holding roundtable discussions to share concerns and introducing systems, and we have promoted initiatives on various themes, including an LED vegetable garden at the head office in Kamiyacho by employees with disabilities and participation in the "Challenge Coffee Barista" competition for baristas.

For more details on our initiatives, please refer to the "D&I Awards 2023 Award Report".

<https://diaward.jobrainbow.jp/result>

Upon receiving the award this year, in addition to the level of initiatives in each category such as gender, disability, and multicultural conviviality, the degree of fulfillment of systems, and ingenuity in reflecting employee opinions, the fact that many employees with disabilities are working in general departments and the measures taken to achieve this were particularly highly evaluated.

We will continue our initiatives to create an environment where employees from diverse backgrounds can work safely and comfortably over the long term.

*1 About the D&I Awards: <https://diaward.jobrainbow.jp/>

*2 Definition of the D&I Awards "Best Workplace" certification:

A leading D&I company that promotes D&I at a high level not only in Japan but also on a global scale, where each employee is actively involved as an individual responsible for D&I promotion, not to mention fostering a corporate culture of D&I. D&I's philosophy is reflected in all aspects of its services, operations, and corporate organization, and it is now spreading outside the company as well. (Certified score: 81/100 points out of 100 points)

*3 Diversity score:

An index that visualizes the promotion of corporate diversity formulated by JobRainbow. The 100 items are organized into five elements of diversity, including "gender," "childcare/caregiving," "disabilities," "multicultural conviviality," and "LGBT". It is an indicator that transcends the framework of "minority" and "majority," and serves as a standard for creating a company in which "all people" can play an active role. By adjusting some of the evaluation criteria for initiatives according to the size of the company, the D&I of a more diverse range of companies will be evaluated.

About BELLSYSTEM24 - Company URL: <https://www.bell24.co.jp/>

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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