

BELLSYSTEM24 certified for a second consecutive year under the large enterprise category of the 2024 Certified Health and Productivity Management Organization Recognition Program by the Ministry of Economy, Trade and Industry and the Nippon Kenko Kaigi

Recognizing BELLSYSTEM24's Health and Productivity Management Strategy Map and disclosure of information on health investment

BELLSYSTEM24 HOLDINGS, INC. (Head Office: Minato-ku, Tokyo; President ,CEO and Representative Director: Shunsuke Noda; hereinafter "BELLSYSTEM24") and BELLSYSTEM24, Inc. (Head Office: Minato-ku, Tokyo; President, CEO: Shunsuke Noda) announces that we have been certified for a second consecutive year under the large enterprise category of the 2024 Certified Health and Productivity Management Organization by the Ministry of Economy, Trade and Industry and the Nippon Kenko Kaigi.



The Certified Health and Productivity Management Organization Recognition Program honors large-scale and small- and medium-scale enterprises that are conducting particularly excellent health management based on the initiatives for regional health problems and the health promotion initiatives noted by Nippon Kenko Kaigi.

* The Japanese term kenkokeiei (health & productivity management) is a registered trademark of Nonprofit Organization Kenkokeiei.

Working toward realizing our purpose of "Creating Better Communities through Communication," we are actively promoting health and productivity management to create an environment where each and every one of our approximately 30,000 employees can flourish in their unique own way, while also working to promote work-life balance and prevent mental health disorders.

In 2023, we clarified our health and productivity management, for example by top management formulating the Health and Declaration of Health and Productivity Management and the Health and Productivity Management Strategy Map, and we have been actively disclosing information on health investments. Moreover, we provide opportunities for managers to learn about health, such as e-learning related to health and productivity management and in-house seminars on the theme of "Women's Health and Well-being." Additionally, we raise awareness of employee health promotion through sports-related initiatives such as team-based walking events in the in-house networking community, disseminating information on health promotion on the company's Slack channel, and regularly conveying information on dietary habits from employees who are certified as registered dietitians.

- BELLSYSTEM24's occupational health and safety & health management initiatives:
<https://www.bell24.co.jp/en/csr/social/safety/>

Moreover, we seek to contribute to the “health” of society as a whole by running Wellness no Sora, a website specializing in providing wellness-related information, and by offering Zutool, a physical condition management app based on barometric pressure forecasts that has been downloaded a total of 15 million times, utilizing the advanced expertise of our employees with medical-related qualifications.

To realize a workplace where our approximately 30,000 employees of diverse backgrounds can work with peace of mind and in good health, we will continue to promote health and productivity management initiatives to maintain and improve employee health.

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

In 1982, BELLSYSTEM24 began fully operating its call center services for the first time in Japan. Since then, the company has rolled out wide-ranged outsourcing businesses centering on contact centers, the point of contact between companies and consumers, and created the standard model for the industry. We will continue to implement our mission, Creating Better Communities through Communication through the development and provision of various solutions based on operational knowledge accumulated by combining People and Technology.

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