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BELLSYSTEM24 HOLDINGS, INC.

BELLSYSTEM24 Strengthens “Sustainable Center” Initiatives at Kobe Solution Center to Advance a Sustainable Society

—Concrete Initiatives in Two Key Areas:
“Diversity in People and Workstyles” and “Global Environment Protection”—

BELLSYSTEM24 HOLDINGS, INC. (Head Office: Minato-ku, Tokyo; President, CEO and Representative Director: Hiroshi Kajiwara; hereinafter “the Company”) is promoting its “Sustainable Center” initiatives at the Kobe Solution Center (Sanda, Hyogo Prefecture), one of its contact centers, as part of its efforts to help realize a sustainable society.

The initiatives focus on four priority areas: Diversity in People and Workstyles, Education and Training, Global Environment Protection, and Community Contribution. The Company is pleased to announce that new initiatives have recently been implemented in two of these areas.



Cultivating vegetables
with LED farming



Generating renewable energy
with solar power

■ Initiative Overview

1. Promoting Diversity in People and Workstyles

Since opening in 1999 as a community-based center, the Kobe Solution Center has provided stable employment in the region for over 25 years. Today, it continues to serve as a workplace where diverse talent, including senior generations, play an active role. In May 2025, the Center introduced an LED-based indoor hydroponic farm and an in-house café to further expand opportunities for people with disabilities and other diverse groups.

The LED farm, installed within the office space, absorbs indoor CO₂ to improve the workplace environment and produces fresh vegetables, which are regularly sold in-house—helping to promote the health and wellness of employees.

The in-house café provides opportunities for people with disabilities to work as baristas. It offers products from QUON Chocolate,* with whom the Company has jointly operated a chocolate factory in Toyohashi, Aichi Prefecture, since 2018. These products are served to both employees and visitors.

* About QUON Chocolate: A brand launched by the general incorporated association LaBarca Group, QUON Chocolate provides employment opportunities for people with disabilities, individuals facing various challenges, and their families

2. Protecting the Global Environment

The Company aims to achieve company-wide carbon neutrality by 2040. While renewable energy has already been introduced at its facilities, the Kobe Solution Center has taken a further step by not only using but also generating renewable energy. In February 2025, solar power systems were installed in the Center's parking and bicycle areas. The electricity generated is used to power the LED farm, ensuring that the initiative is sustained by clean energy.

Other environmental measures include the installation of vending machines designed to reduce food loss and those that absorb CO₂—both helping to lower the Center's environmental footprint.



Left: In-house café



Center: Food-loss reduction vending machine



Right: CO₂-absorbing vending machine

■ Future Outlook

Moving forward, the Kobe Solution Center will further develop its “Sustainable Center” initiatives as a new model of regional contribution—one that eliminates traditional boundaries between business and society. By rolling out these pioneering initiatives nationwide, the Company will continue to accelerate its contribution toward building a sustainable society.

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

In 1982, BELLSYSTEM24, Inc. launched its first full-fledged call center service in Japan. Since then, we have built a communications platform that connects businesses with consumers, creating an industry-standard BPO centered on contact centers. Today, by combining highly skilled human resources with cutting-edge technology, we continue to evolve as your integrated BPO partner. From innovating customer experiences to optimizing business processes, we support clients' digital transformation and accelerates their business evolution as a strategic partner in building next-generation competitiveness.

Guided by our purpose—“Sustain the prosperity of society, through innovation and communication”—we develop new solutions to address social needs and contributes to the realization of a sustainable society.

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