



## CORPORATE PROFILE



**PURPOSE**

**Sustain the prosperity of society,  
through innovation and Communication**

**CORPORATE VOICE**

**Every voice matters.**

**VALUES****Dialogue**

Engaging to better understand concerns and ideas,  
working together towards resolutions and success.

**Creativity**

Fusing workplace competence with evolving technology  
to create unmatched value.

**Diversity**

Creating workplaces that enable each employee  
to thrive as individuals and discover hidden potential.

**Partners in success**

Committing to using our cumulative experience  
to achieve optimal solutions and success for our customers.

**Co-creating prosperity**

Increasing the experiential value of products and services  
to support precious moments for all.



## MESSAGE FROM MANAGEMENT

*We support the growth of our client companies by optimizing contact points between client companies and consumers.*

*“Sustain the prosperity of society, through innovation and communication”*

*That is our mission at BELLSYSTEM24.*



President, Representative Director  
BELLSYSTEM24, Inc.

**Hiroshi Kajiware**

Since the COVID-19 pandemic, society and people's lives have changed significantly. Not limited to lifestyles, corporate activities have also seen dramatic change as rapid advancements in digitalization have energized discussion about technology utilization and subsequent potential for new opportunities. We believe this environment of uncertainty presents opportunities for change. I think that companies that are capable of adapting flexibly are the ones that will survive.

With the increasing importance of non-face-to-face communication for the contact center industry, new client needs are emerging from a desire to capitalize on the contact points between businesses and consumers.

The forward-looking initiatives we undertook in the areas of solutions and personnel development to support digitalization and alliances with leading technology companies are coming to fruition, and the timing is now ripe to promote digital transformation (DX) for contact centers.

Working to realize our corporate vision of sustain the prosperity of society, through innovation and communication, we will apply our track record of success as communication professionals to achieve innovation by creating a new business model that is not bound by conventional frameworks. Our mission is to support consumers and, by extension, all of society by providing support to client companies in every industry, including government, healthcare, telecommunications, distribution, and finance.

By undertaking various initiatives to create a people-friendly work environment, employees can work with a long-term sense of purpose. We are creating a virtuous cycle through which growth in practical experience leads to improvements in our service quality, which in turn allows us to provide high-quality services to client companies.

We are promoting the development of a workplace (community) that enables various work styles for diverse human resources. We aim to achieve sustainable growth as a company and for society by improving our corporate value and by contributing to solving the problems inherent in society.

Since the COVID-19 pandemic, social structures has changed significantly. Our industry facing pressure to implement reforms such as promoting DX and expand at-home contact centers. Amid such changes in social structures, we will combine our track record and knowledge of the CRM business with the business know-how of the ITOCHU Group to optimize and create greater value for the points of contact between client companies and consumers.

With the growth of the contact center outsourcing market propelling us, we will pursue sustainable growth for this business model, which has already become a part of social infrastructure. At the same time, we will maximize our synergy with major shareholders such as ITOCHU and TOPPAN. To make the most of advanced operational skills human resources, we will use new technologies such as voice recognition, AI, and RPA to rapidly advance DX to promote the creation of next-generation contact centers. Through these efforts, we will work to improve our corporate value and provide new value to society.

To meet the expectations of all our stakeholders, including client companies, consumers, suppliers, local communities, and shareholders, Group officers and employees will unite to achieve sustainable growth and maximize our corporate value. We would like to ask our shareholders for their continued support and encouragement.

# ABOUT THE BELLSYSTEM24 GROUP

# SINCE 1982

**1982**

BELLSYSTEM24, Inc. founded in Nishi Shinjuku, Shinjuku-ku.

Launched a 24-hour proxy telephone answering service utilizing a call-transfer system

**1983**

Launches TV Shopping Order Call Center Service

**1984**

Launched English-language telephone receptionist and interpretation business

**1993**

Launches Election Polling Service

Launched a service targeting mobile network operators

**2011**

Establishes special subsidiary BELL Soleil Inc.

Launched Bell@Home, a home-based call center service

**2014**

Capital participation by ITOCHU Corporation

**2015**

Listed on the 1st Section of Tokyo Stock Exchange

**2016**

Launched eBellCloud, a cloud-based call center platform

**2017**

Opens "BellKids Toyosaki Day-Care" in Okinawa

Capital participation by TOPPAN PRINTING (currently TOPPAN Inc.)

Expands BPO Business with CTC, "CTC First Contact" to be made into a joint subsidiary

Invested in HoaSao (Vietnam), and launched business

**2020**

Invested in TrueTouch Co., Ltd., a major contact center operator in Thailand

Established a branch in Taiwan

Established TB Next Communications, a joint venture with TOPPAN PRINTING (currently TOPPAN Inc.)

**2022**

Established Horizon One, a joint venture with Layers Consulting Co., Ltd.

**2023**

Acquired THINKER Inc. as a subsidiary

Additional investment in Vietnam's "Hoa Sao" and making it a subsidiary. Company name changed to BELLSYSTEM24 VIETNAM Inc.

**2024**

Making Taiwan branch a subsidiary. Company name changed to BELLSYSTEM24 TAIWAN, Inc.

**2025**

Acquired SKY Perfect Customer-relations Corporation



1986	
No. of agents	
Approx. <b>1,000</b>	
No. of centers	Sales revenue
<b>8</b>	<b>2.7 billion yen</b>

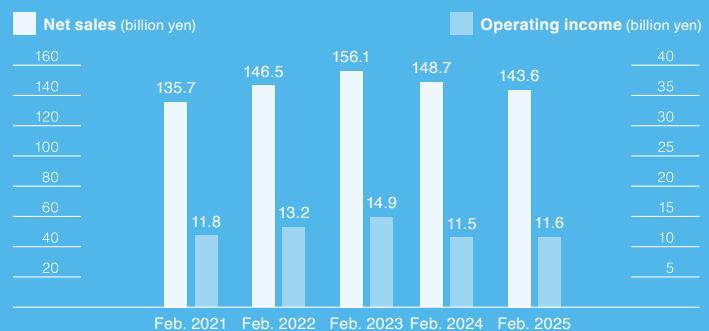


2016	
No. of agents	
Approx. <b>25,000</b>	
No. of centers	Sales revenue
<b>26</b>	<b>102.5 billion yen</b>



2025	
No. of agents	
Approx. <b>30,000</b>	
No. of centers	Sales revenue
<b>35</b>	<b>143.6 billion yen</b>

## Transitions in net sales and operating income



## BELLSYSTEM24 STRENGTHS

History

**43**  
years

Annual contracts

Approx.  
**3,000**

Call center seats

Approx.  
**19,000**

(in Japan)  
(end of February 2025)

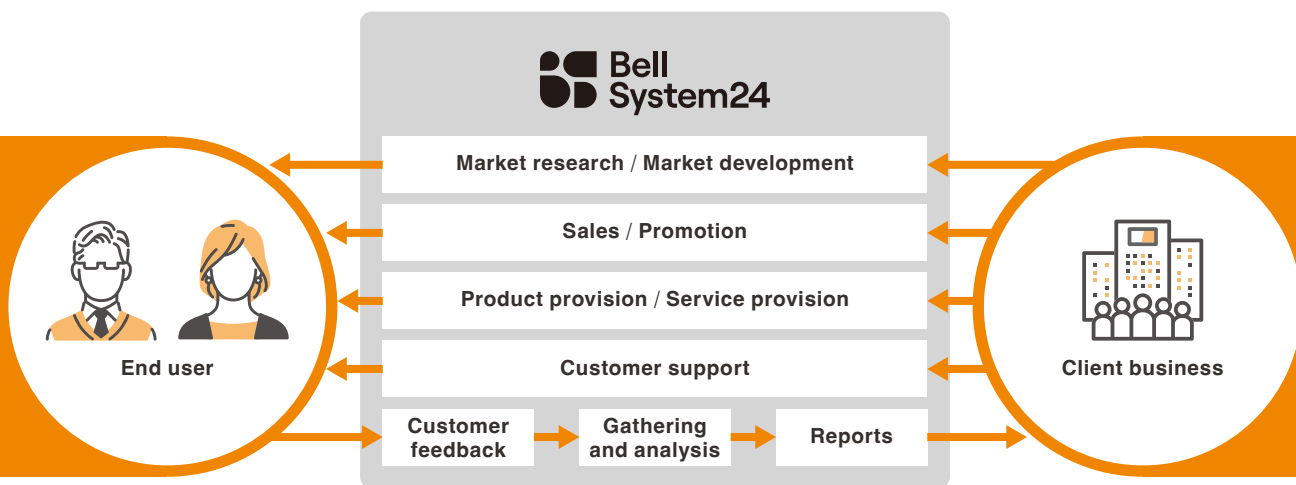
No. of agents

Approx.  
**30,000**

(consolidated group)  
(end of February 2025)

### Business model

BELLSYSTEM24 Group business is the design, proposal, and implementation of communications between client companies and end users. We utilize every type of communication channel to help build trust.



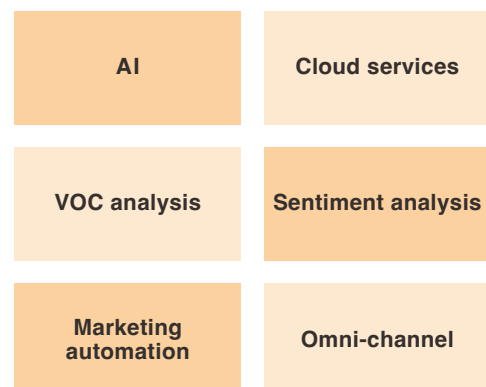
### Business domains

Consumer contact points are critical regardless of the client company's business model or industry. We manage projects for a wide variety of industries, and present optimal solutions for various client companies based on our experience and accumulated knowledge.



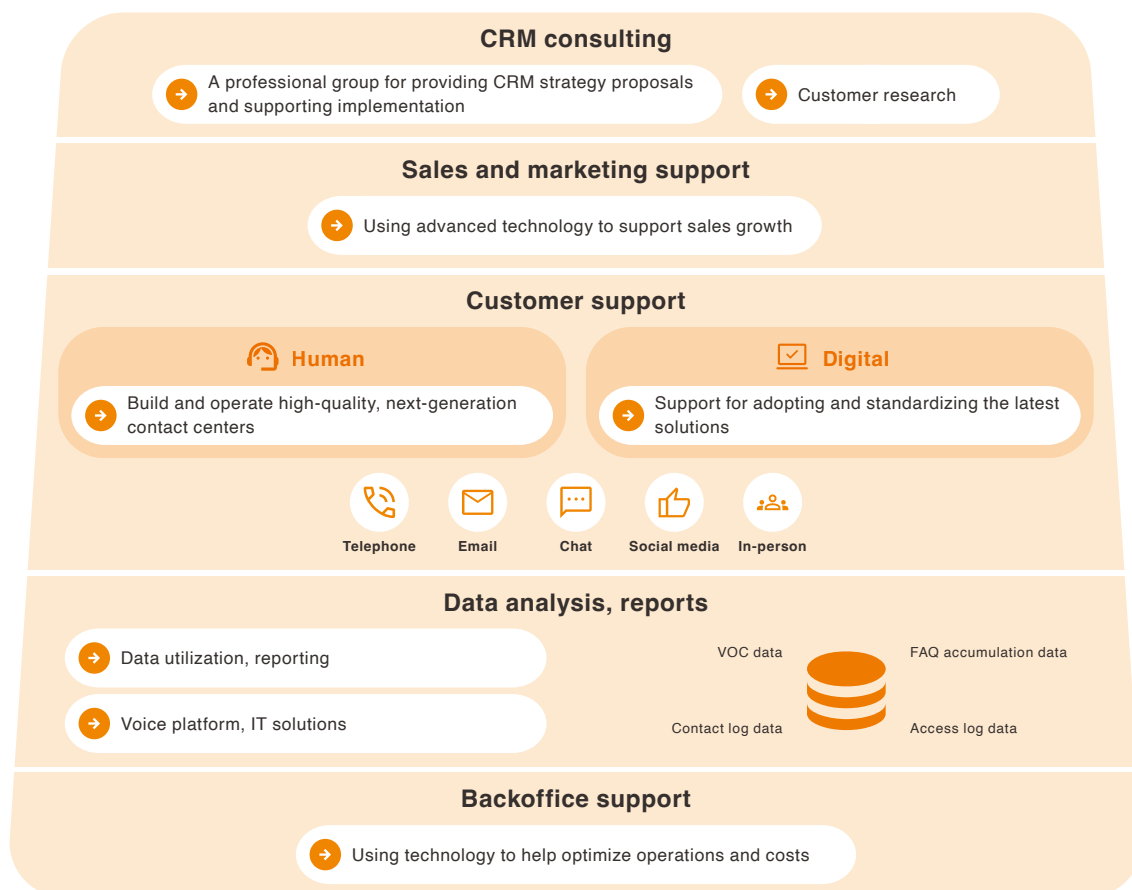
### CRM technology

Combining advanced technology with the wealth of experience we have accumulated over the years to significantly expand our CRM solutions. We provide customer experiences that exceed end-user expectations and value that exceeds client company expectations.



## BELLSYSTEM24 GROUP SERVICES

The BELLSYSTEM24 Group provides all the services client companies need to optimize communication. Our services range from detailed consulting focused on optimizing contact points with consumers to sales and marketing support, including inside sales, incorporating various solutions. We have a proven track record of offering customer support services and provide customer feedback (VOC) analysis to help map out future strategy. We also provide proposals and back-office support to promote operational efficiency and cost optimization.



## Solutions categories

1	CRM consulting	Strategy consulting
		Operations consulting
		Solutions delivery
		Customer success
2	Data utilization Cloud services	Voice platform solutions
		CRM solutions
		Voice DX solutions
		Automated response solutions
3	Sales Marketing	CDP (Customer Data Platform)
		New customer development, appointment services
		Up-sales, cross-sales
		Field sales
4	Contact centers	Online content production, sales support
		Online customer service
		At-home contact centers
		DX contact centers (DX direct centers)
		Inbound
		Outbound
		Emergency contact centers (recalls)
		Text communication
		Telephone reception service, e-Secretary
		Small center package LCC

5	Back office	Work optimization solutions
		Internal help desks
		Accounting, HR BPO
		Data entry
6	Global services	Global
		Multi-language contact centers
7	Medical Health-related solutions	Clinical development support
		Medical contact centers
		Medical marketing
		Wellness and healthcare services
		Medical Office BPO service
		Quality and information security
8	Worker dispatch	BS Medical Express (monthly magazine)
		Worker dispatch








See our official website  
for details on our solutions.  
[www.solution.bell24.co.jp](http://www.solution.bell24.co.jp)



## EXPANDING BUSINESS DOMAINS THROUGH ALLIANCES WITH DIVERSE GROUP AND PARTNER COMPANIES

In Japan, we are collaborating with shareholders ITOCHU Corporation and TOPPAN, as well as various other providers of AI solutions, marketing, and consulting with the goal of achieving innovation for contact points with consumers and providing new services. Overseas, We collaborate with major local outsourcing companies, mainly in the ASEAN region, and utilize our business methods to expand local business. As a provider of offshore services for the Japanese market and as a partner to businesses looking to break into overseas markets, we provide various functions to client companies in Japan.

### Outsourcing domain expansion

	BELLSYSTEM24	
	BELLSYSTEM24 HOLDINGS	Customer support
	SKY Perfect Customer-relations Corporation	
	Joint venture with SKY Perfect JSAT	Customer support
CTC First Contact Corporation	CTC First Contact	
	Joint venture with ITOCHU Techno-Solutions SYGMAXYZ Holdings	IT help desks
	TB Next Communications	
	Joint venture with TOPPAN	Next-generation BPO
	Horizon One	
	Joint venture with Layers Consulting	HR, Accounting
	THINKER Inc.	
	BELLSYSTEM24 HOLDINGS	Data marketing

Group total  
**40,000**

Thailand

Vietnam

Taiwan

	BELLSYSTEM24, TAIWAN	
	BELLSYSTEM24 HOLDINGS	Customer support
	BELLSYSTEM24 VIETNAM	*Largest in Vietnam
	BELLSYSTEM24 HOLDINGS	Customer support
	True Touch	*Largest in Thailand
	Joint venture with True Corporation	Customer support

**Capturing growth in emerging markets through business with top local companies**



## LIST OF GROUP COMPANIES

The BELLSYSTEM24 Group serves as a business partner to our client companies by optimizing and revitalizing the contact points between business and consumer to help increase sales and reduce costs.



### **BELLSYSTEM24, Inc.**

Providing contact center outsourcing, contact center solutions, consulting services, worker dispatching services, CRO services, and more.

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



### **SKY Perfect Customer-relations Corp.**

Providing management of customer centers for the multi-channel pay TV service “SKY PerfecTV!” and other companies, along with consulting and training services related to customer center operations.

<https://www.spcc-sp.com>



### **CTCファーストコンタクト株式会社**

### **CTC First Contact Corporation**

Uses technical strengths as an internationally certified HDI support center to provide technical help desk and a range of other services, including BPO services, manual creation, and education and training.

<http://www.firstcontact.co.jp>



### **TB Next Communications**

### **TB Next Communications Co., Ltd.**

Fusing the resources of TOPPAN and BELLSYSTEM24 to provide next-generation BPO services for supporting the promotion of DX at various companies.

<https://www.tbncom.co.jp>



### **Horizon One Corporation**

A one-stop provider for consulting to BPO services in the HR and accounting fields.

<https://www.horizonone.co.jp>



### **THINKER Inc.**

Supports the promotion and success of digital transformation (DX) in marketing for clients through data marketing which utilizes AI solutions developed in-house.

<https://thinker-inc.jp>



## LIST OF GROUP COMPANIES



### **BELL Soleil Inc.**

Special subsidiary aimed at increasing employment of human resources with disabilities, this company actively provides employment opportunities to people with disabilities.

<https://www.bellsoleil.co.jp>



### **BELLSYSTEM24 VIETNAM Inc.**

Outsourcing and consulting services relating to CRM solutions, as well as off-shore services for Japan, etc.

<https://bell24vietnam.vn>



### **BELLSYSTEM24 TAIWAN, Inc.**

Outsourcing and consulting services relating to CRM solutions, EC construction, EC management agency, Advertisement and Promotion, SNS marketing, Offline and direct promotionas, etc.

<https://www.bell24-linghua.com>



### **True Touch Co., Ltd.**

Providing contact center outsourcing services, hardware and equipment procurement and setup, facility rental, education and training, and mobile communications recording services in Thailand.

<https://www.truetouch.co.th>



\*Received the Kanto New Office Incentive Award, 2022 Nikkei New Office Awards

SC : Solution Center  
SO : Small Office  
Bellbiz : Recruitment Center

## Hokkaido

- 📍 Sapporo 2nd Head Office
- 📍 Hokkaido Office
- 📍 Sapporo SC 1
- 📍 Sapporo SC 2
- 📍 Sapporo SC 3
- 📍 Sapporo SC 4
- 📍 Sapporo SC 5
- 📍 Asahikawa SC
- 📍 Bellbiz Sapporo
- 📍 Bellbiz Asahikawa

## Chugoku

- 📍 Chugoku Office
- 📍 Matsue SC
- 📍 Hiroshima SC 1
- 📍 Hiroshima SC 3
- 📍 Bellbiz Matsue
- 📍 Bellbiz Hiroshima

## Hokuriku

- 📍 Kanazawa SC
- 📍 Bellbiz Kanazawa

## Tohoku

- 📍 Tohoku Office
- 📍 Sendai SC 1
- 📍 Sendai SC 2
- 📍 Bellbiz Sendai

## Kyushu

- 📍 Kyushu Office
- 📍 Fukuoka SC 1
- 📍 Fukuoka SC 2
- 📍 Fukuoka SC 3
- 📍 Fukuoka SC 4
- 📍 Fukuoka SC 5
- 📍 Fukuoka SC 6
- 📍 Bellbiz Fukuoka
- 📍 Bellbiz Momochi
- 📍 Bellbiz Yawata
- 📍 Bellbiz Kumamoto

## Shikoku

- 📍 Takamatsu SC

## Chubu

- 📍 Chubu Office
- 📍 Nagoya SC
- 📍 Bellbiz Nagoya

## Kansai

- 📍 Kansai Office
- 📍 Osaka SC 1
- 📍 Osaka SC 2
- 📍 Bellbiz Osaka
- 📍 Kobe SC
- 📍 Bellbiz Sanda

## Head Office

6F Kamiyacho Trust Tower  
4-1-1, Toranomon, Minato-ku,  
Tokyo



## Tokyo Metro





















- 📍 Saitama SC
- 📍 Nakano SC
- 📍 Bunkyo SC
- 📍 Ikebukuro SC 1
- 📍 Ikebukuro SC 3
- 📍 Kawasaki SC
- 📍 Minatomirai SC
- 📍 Bellbiz Tokyo
- 📍 Bellbiz Yokohama
- 📍 Kohoku SO

## Okinawa

- 📍 Okinawa SC 1
- 📍 Okinawa SC 2
- 📍 Toyosaki SC
- 📍 Noborikawa SC
- 📍 Bellbiz Okinawa
- 📍 Bellbiz Tomigusuku
- 📍 Bellbiz Noborikawa



## EVALUATION BY SOCIETY

	<b>FTSE Blossom Japan Index</b>		<b>FTSE Blossom Japan Sector Relative Index</b>		<b>MSCI ESG RATINGS</b>		<b>2024 CONSTITUENT MSCI日本株 ESGセレクト・リーダーズ指数</b>
FTSE Blossom Japan Index		FTSE Blossom Japan Sector Relative Index		MSCI ESG RATINGS		MSCI NIHONKABU ESG SELECT LEADERS INDEX	
	<b>ISS ESG Corporate Rating</b> (as of April 12th, 2024)		<b>CDP</b>		<b>S&amp;P/JPX</b>		<b>Morningstar Japan ex-REIT Gender Diversity Tilt Index</b>
ISS ESG Corporate Rating (as of April 12th, 2024)		CDP		S&P/JPX		Morningstar Japan ex-REIT Gender Diversity Tilt Index	
	<b>J-Win Diversity Award 2023</b>		<b>D&amp;I AWARD BEST WORKPLACE</b>		<b>Eruboshi</b>		<b>Platinum Kurumin</b>
J-WIN Diversity Award		D&I AWARD BEST WORKPLACE		Eruboshi		Platinum Kurumin	
	<b>NADESHIKO BRAND 2019</b>		<b>PRIDE Index</b>		<b>Safety and Health Superior Enterprise Mark</b>		<b>2025 健康経営優良法人 KENKO Investment for Health 大規模法人部門</b>
Nadeshiko Brand		PRIDE Index		Safety and Health Superior Enterprise Mark		Certified Health & Productivity Management Outstanding Organizations Recognition Program	
	<b>Human Capital Management Quality 2024 (Silver)</b>		<b>The White Company Certification</b>		<b>SPORTS YELL COMPANY</b>		<b>KidZania</b>
Human Capital Management Quality 2024 (Silver)		The White Company Certification		SPORTS YELL COMPANY		KidZania	

## THIRD-PARTY CERTIFICATION

					
IS 581337 / ISO 27001			FS 735176 / ISO 9001		21000419(10)
ISO27001 <sup>*1</sup>			ISO9001 <sup>*2</sup>		PrivacyMark

<sup>\*1</sup> IS581337/ISO27001 : ● The provision of CRM and BPO solution service ● The provision of CRO service ● The system design / development and system operation / maintenance associated with CRM and BPO solution service and CRO service ● The adoption of communicators and labor management

<sup>\*2</sup> FS735176/ISO9001 : Provision of the following services related to pharmaceutical-related business at Bunkyo, Saitama, Osaka No.1, Osaka No.2 and Fukuoka No.4 Solution Centers: Central registration business, emergency contact reception business, allocation-related business, medical information service business

## INITIATIVES IN WHICH WE ARE PARTICIPATING

**WE SUPPORT**



United Nations Global Compact  
(UNGC)

In support of

**WOMEN'S  
EMPOWERMENT  
PRINCIPLES**

Established by UN Women and the  
UN Global Compact Office

Women's Empowerment Principles  
(WEPs)



Task Force on Climate-related  
Financial Disclosures  
(TCFD)



Carbon Disclosure Project  
(CDP)



Japan Climate Leader's Partnership  
(JCLP)



Japan Climate Initiative  
(JCI)



Business for Marriage Equality

Business for Marriage Equality



**Sport in Life**

Sports in Life

# COMPANY OVERVIEW (as of end of February, 2024)

## BELLSYSTEM24 HOLDINGS, INC.

Headquarter	6F, Kamiyacho Trust Tower, 4-1-1, Toranomom, Minato-ku, Tokyo
Businesses	Formulation of the group's strategies, overall control of group companies, optimal distribution of the group's management resources
Capital	27,035 million yen
Number of Employees	264 / Consolidated group: 33,243 * Number of employees includes indefinite-term employment contract employees and fixed-term employment contract employees (average number of employees)
Banking relations	Mizuho Bank, Ltd., MUFG Bank, Ltd., Sumitomo Mitsui Banking Corporation

## Executives

### Director

Representative Director	Hiroshi Kajiware
Director	Toyohisa Tsuji
Director	Takehiko Go
Outside Director	Masato Horiuchi
Outside Director	Kenji Umekawa
Outside Director	Nobuya Ishizaka
Outside Director	Aki Tsurumaki
Outside Director	Makiko Takahashi

### Corporate Auditor

Corporate Auditor	Satoko Hamaguchi
Outside Corporate Auditor	Yoshiko Hayama
Outside Corporate Auditor	Kenichiro Soma

### Corporate Officer

President, CEO	Hiroshi Kajiware
Corporate Officer SVP	Toyohisa Tsuji
Corporate Officer SVP, CHRO	Takehiko Go
Corporate Officer SVP, CSO, CRO	Shinsuke Kageyama
Corporate Officer SVP	Kimito Matsunaga
Corporate Officer, CFO	Masaaki Obayashi
Corporate Officer	Ai Narita
Corporate Officer, CIO	Fumihiko Hasegawa

## Stock Information

Total number of authorized shares	280,000,000 shares
Total number of issued shares	73,753,310 shares
No. of directors and shareholders	12,302

### Major shareholders

Shareholder name	No. of shares held (1,000 shares)	Holding ratio (%)
ITOCHU Corporation	30,030	40.72
TOPPAN INC.	10,570	14.33
Custody Bank of Japan, Ltd. (Trust Account)	9,433	12.79
The Master Trust Bank of Japan, Ltd. (Trust Account)	5,557	7.54
THE NOMURA TRUST AND BANKING CO., LTD. AS THE TRUSTEE OF REPURCHASE AGREEMENT MOTHER FUND	937	1.27

## BELLSYSTEM24, Inc.

Headquarter	6F, Kamiyacho Trust Tower, 4-1-1, Toranomom, Minato-ku, Tokyo
Businesses	Outsourcing services, technology services, consulting services, worker dispatching services, paid job placement services, and CRO services related to CRM solutions. Planning, production and sales of various content using the Internet and other media, and operation of related services.
License No.	Worker Dispatching Business License No.: Dispatching 13-305502 / Paid Job Placement Business License No. 13-Yu-306362
Date of establishment	September 20, 1982
Capital	100 million yen
Number of Employees	28,908 * Number of employees includes indefinite-term employment contract employees and fixed-term employment contract employees (average number of employees)

## Director

President, Representative Director	Hiroshi Kajiware	Corporate Officer EVP	Takehiko Go	Corporate Officer EVP	Kimito Matsunaga
Corporate Officer EVP	Kenichi Ooya	Corporate Officer	Takayuki Hirano	Corporate Officer	Hiroshi Kato
Corporate Officer	Ai Narita	Corporate Officer	Yutaka Yoshida	Corporate Officer	Saburo Kiyota

