



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 Kajiwara

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 - 2014

- 1982** Launched 24-Hour call center service using call switching systems
- 2011** Launched Bell@Home, a home-based call center service
- 2014** Receives capital investment from ITOCHU Corporation

No. of agents	Approx. 1,000	No. of centers	8	Sales revenue	2.7 billion yen
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- 2015** Listed to Tokyo Stock Exchange, 1st Section
- 2016** Launched eBellCloud, cloud-based call center platform
- 2017** Received capital investment from Toppan Printing
Acquired stock in CTC First Contact
Invested in Vietnamese company Hoa Sao

No. of agents	Approx. 25,000	No. of centers	26	Sales revenue	102.5 billion yen
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2015 - 2019

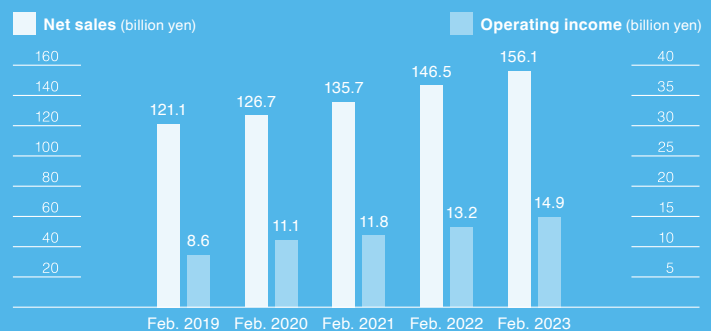


2020 -

- 2020** Invested in major Thai contact center operator True Touch Co., Ltd.
Opened Taiwan Center
Established joint company TB Next Communications with Toppan Printing
Launched provision of next-generation cloud-based call center platform BellCloud+
- 2022** Established joint company Horizon One with Layers Consulting
- 2023** Acquired THINKER Inc. as a subsidiary

No. of agents	Approx. 32,000	No. of centers	37	Sales revenue	156.1 billion yen
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Transitions in net sales and operating income

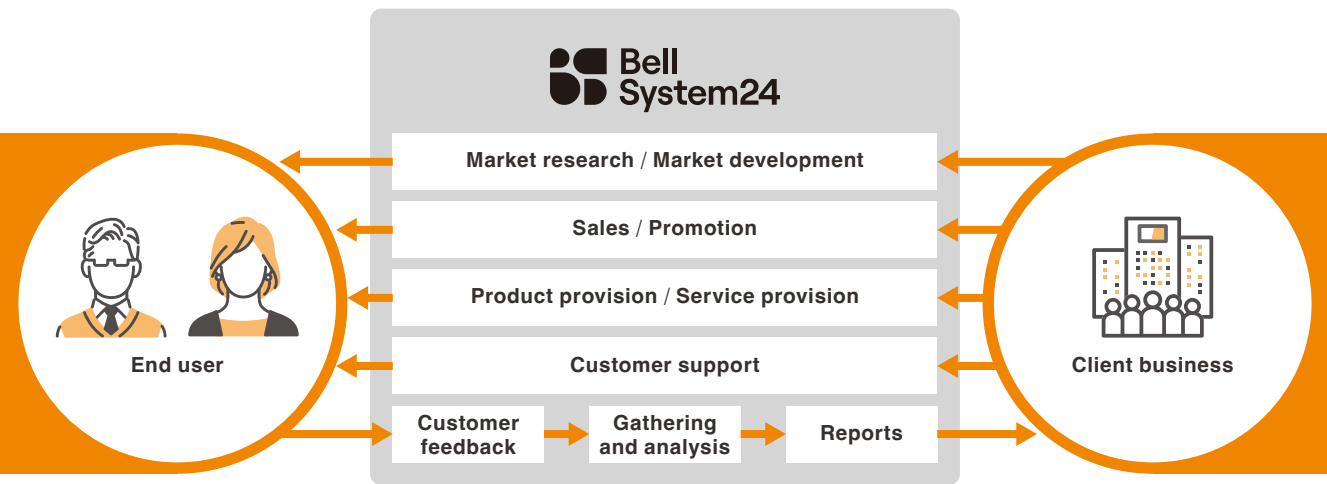


BELLSYSTEM24 STRENGTHS



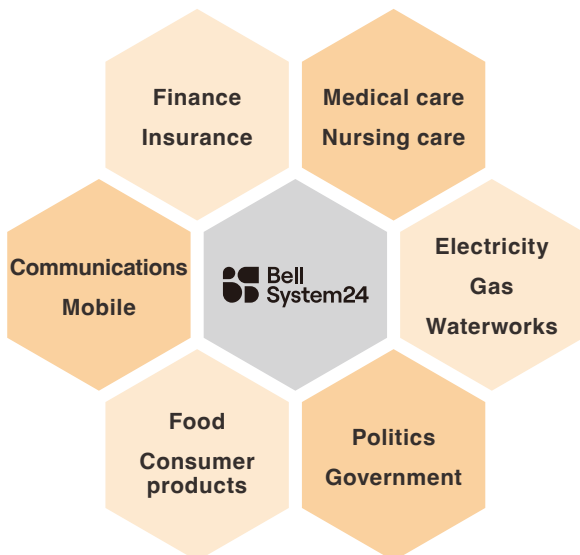
Business model

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.



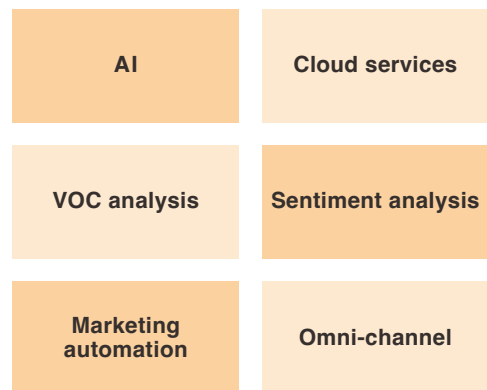
Business domains

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
8	Worker dispatch	Quality and information security
		BS Medical Express (monthly magazine)
		Worker dispatch



See our official website for details on our solutions.
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 Printing, 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

 BELL SYSTEM24 HOLDINGS	Customer support	BELLSYSTEM24 28,000
 Challenging Tomorrow's Changes ITOCHU Techno-Solutions	IT help desks	CTC First Contact 980
 TOPPAN	Next-generation BPO	TB Next Communications 3,000
 Layers Consulting	HR, Accounting	Horizon One
 THINKER Inc.	Data marketing	THINKER Inc.

Group total
41,000



	Customer support	BELLSYSTEM24 Taiwan branch 50
	Customer support	BELLSYSTEM24 VIETNAM 3,100 *Largest in Vietnam
	Customer support	True Touch 5,500 *Largest in Thailand

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>

CTC First Contact Corporation

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 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>



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>



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 2
- 📍 Hiroshima SC 3
- 📍 Bellbiz Matsue
- 📍 Bellbiz Okayama
- 📍 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
- 📍 Bellbiz Takamatsu

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
- 📍 Ikebukuro Sunshine SC
- 📍 Kawasaki SC
- 📍 Minatomirai SC
- 📍 Bellbiz Ikebukuro
- 📍 Bellbiz Yokohama
- 📍 Kohoku SO

Okinawa

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



EVALUATION BY SOCIETY

 <p>MSCI ESG RATINGS BBB</p>	 <p>2024 CONSTITUENT MSCI NIHONKABU ESG SELECT LEADERS INDEX</p>	 <p>FTSE Blossom Japan Index</p>	 <p>FTSE Blossom Japan Sector Relative Index</p>
MSCI ESG RATINGS	MSCI NIHONKABU ESG SELECT LEADERS INDEX	FTSE Blossom Japan Index	FTSE Blossom Japan Sector Relative Index
 <p>CDP DISCLOSER 2023</p>	 <p>S&P/JPX カーボン エフィシエント 指標</p>	 <p>Morningstar Japan ex-REIT Gender Diversity Tilt Index</p>	 <p>J-Win Diversity Award 2023</p>
CDP	S&P/JPX	Morningstar Japan ex-REIT Gender Diversity Tilt Index	J-WIN Diversity Award
 <p>D&I AWARD BEST WORKPLACE for diversity & inclusion 2023</p>	 <p>D&I AWARD SEMI-GRAND PRIZE for diversity & inclusion 2023</p>	 <p>CSR TOYOKEIZAI</p>	 <p>NADESHI BRAND 2019 KO</p>
D&I AWARD BEST WORKPLACE	D&I AWARD SEMI-GRAND PRIZE	Toyo Keizai's CSR Ranking	Nadeshiko Brand
 <p>人的資本経営品質2023</p>	 <p>2024 健康経営優良法人 Health and productivity</p>	 <p>work with Pride PRIDE Index Gold 2023</p>	 <p>Eruboshi</p>
Human Capital Management Quality 2023	Certified Health & Productivity Management Outstanding Organizations Recognition Program	PRIDE Index	Eruboshi
 <p>Platinum Kurumin</p>	 <p>SPORTS YELL COMPANY 2024</p>	 <p>KidZania Tokyo</p>	
Platinum Kurumin	SPORTS YELL COMPANY	KidZania	

THIRD-PARTY CERTIFICATION

   <p>IS 581337 / ISO 27001</p>	 <p>FS 735176 / ISO 9001</p>	 <p>21000419(09)</p>
ISO27001 ^{*1}	ISO9001 ^{*2}	PrivacyMark

*1 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

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

COMPANY OVERVIEW (as of end of February, 2023)

BELLSYSTEM24 HOLDINGS, INC.

Head Office	6F, Kamiyacho Trust Tower, 4-1-1, Toranomon, Minato-ku, Tokyo
Businesses	Formulation of the group's strategies, overall control of group companies, optimal distribution of the group's management resources
Capital	27,022 million yen
No. of employees	Full-time employees: 241 / Consolidated group: Full-time employees: 10,920 (21,209 staff) *As of end of February, 2023 () indicates annual average number of fixed term contract employees
Banking relations	Mizuho Bank, Ltd., MUFG Bank, Ltd., Sumitomo Mitsui Banking Corporation

Executives

Director

Representative Director	Hiroshi Kajiwara
Director	Noriyuki Hayata
Director	Toyohisa Tsuji
Director	Takehiko Go
Outside Director	Ikuo Koshiro
Outside Director	Nobuya Ishizaka
Outside Director	Aki Tsurumaki
Outside Director	Makiko Takahashi

Corporate Officer

President, CEO	Hiroshi Kajiwara
Executive Vice President CCO, CPO, CISO	Noriyuki Hayata
Corporate Officer SVP	Toyohisa Tsuji
Corporate Officer SVP	Takehiko Go
Corporate Officer SVP CIO, CTO, CSO, CRO	Shinsuke Kageyama
Corporate Officer, CFO	Masaaki Obayashi
Corporate Officer	Ai Narita

Corporate Auditor

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

Stock Information

Total number of authorized shares	280,000,000 shares
Total number of issued shares	73,715,734 shares
No. of directors and shareholders	11,101

Major shareholders

Shareholder name	No. of shares held (1,000 shares)	Holding ratio (%)
ITOCHU Corporation	30,030	40.73
TOPPAN INC.	10,570	14.33
Custody Bank of Japan, Ltd. (Trust Account)	9,175	12.44
The Master Trust Bank of Japan, Ltd. (Trust Account)	8,150	11.05
JPMorgan Securities Japan Co., Ltd.	824	1.11

BELLSYSTEM24, Inc.

Head Office	6F, Kamiyacho Trust Tower, 4-1-1, Toranomon, 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
No. of employees	Consolidated group: Full-time employees: 10,920 (21,209 staff) *As of end of February, 2023 () indicates annual average number of fixed term contract employees

Director

President, Representative Director	Hiroshi Kajiwara	Executive Vice President	Noriyuki Hayata	Corporate Officer EVP	Takehiko Go
Corporate Officer EVP	Kimito Matsunaga	Corporate Officer EVP	Toyohisa Tsuji	Corporate Officer SVP	Kenichi Ooya
Corporate Officer SVP	Junpei Yokota	Corporate Officer	Satoru Ishii	Corporate Officer	Fumihiko Hasegawa
Corporate Officer	Takayuki Hirano	Corporate Officer	Masaaki Obayashi	Corporate Officer	Hiroshi Kato
Corporate Officer	Ai Narita				

