

May 20, 2020

Toppan Printing Co., Ltd.

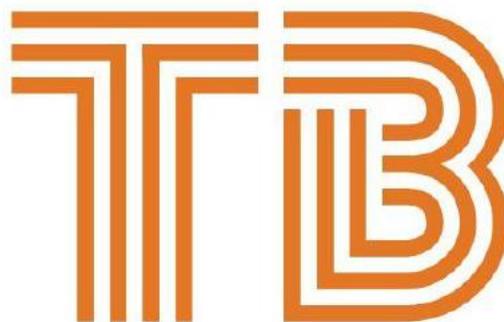
BELLSYSTEM24 Holdings, Inc.

## **Toppan Printing and BELLSYSTEM24 Establish New BPO Company**

### **Supporting DX**

TB Next Communications Co., Ltd. established as a next-generation BPO service company that consolidates the resources of both companies and promotes companies' digital transformations.

Toppan Printing Co., Ltd. (Head office: Chiyoda Ward, Tokyo; President & Representative Director: Hideharu Maro; Hereafter, "Toppan Printing") and BELLSYSTEM24 Holdings, Inc. (Head office: Chuo Ward, Tokyo; President, CEO and Representative Director: Tsuge Ichiro; Hereafter, "BELLSYSTEM24") have collaborated in back-office, contact center, and other areas of operations since November 2017, when they concluded a business and capital alliance agreement. Now, to further accelerate and maximize synergy, the companies have concluded a joint-venture contract establishing TB Next Communications Co., Ltd., a new company specialized in the field of BPO and supporting the digital transformation (DX) of companies, on Friday, May 1, 2020.



## **TB Next Communications**

TB Next Communications Co., Ltd. logo

### **■ Background behind the establishment**

Toppan Printing and BELLSYSTEM24 concluded a business and capital alliance in November 2017 and have advanced an alliance utilizing the strengths of both companies in field of BPO. However, workstyle reforms and the labor shortage caused by the shrinking working-age population have become social issues. The market environment surrounding BPO demands a transformation from conventional labor-intensive BPO services (services with a high percentage of human operations) to knowledge-intensive BPO services (operations utilizing knowledge and expertise or operations using AI, IoT, and other leading-edge

technologies).

The new company will not only foster differentiation from other companies using the advanced security infrastructure of Toppan Printing, expand business opportunities using its wide network, and utilize its operation design capabilities but also promptly respond to issues in society and realize the evolution of next-generation BPO services by integrating the knowledge BELLSYSTEM24 has accumulated in its over 30 years of contact center operations.

## ■ About TB Next Communications Co., Ltd.

### •Vision

#### "Pursuing Value Creating Operations"

TB Next Communications Co., Ltd. will flexibly respond to the changing times and pursue operations that are always optimized through its robust design capabilities and the latest technologies.

By doing so, the company aims to join with its customers in the creation of new value.

### •Company name and logo concept

The company name is a combination of "TB," which indicates the fusing of the strengths of both companies, and "next communications," to express the realization of the relationships between client companies and consumers through the provision of next-generation BPO services.

The logo uses multiple lines to represent value being created jointly by Toppan Printing and BELLSYSTEM24 as well as by the new company and customers, together.

## ■ Statements from representatives

•Hiroyasu Sakata, President and Representative Director, TB Next Communications Co., Ltd.

"We have established the new company, aiming to fuse the resources of Toppan Printing and BELLSYSTEM24 and consolidate their extensive operational frameworks and expertise across diverse industries. Making full use of these resources, we would like to support the realization of our customers' business plans as they imagine them, in an optimal way by leveraging new ideas and technologies to assist their growth and development in the current era of the acceleration of the digitization of business processes."

•Hiroyuki Saito, Vice President and Representative Director, TB Next Communications Co., Ltd.

"Amid the drastically changing market trends and environment surrounding consumers, both companies have determined that it was necessary to establish a joint venture, fusing their current business models and also realizing next-generation digital communications at an early stage, moving beyond the existing capital and business alliance. TB Next Communications Co., Ltd. is a company that consolidates the methods developed by Toppan Printing and BELLSYSTEM24 in the BPO business. Under the mission of 'Contributing to the growth of our customers' businesses through the utilization of audio, text, and image data,' we will support growth for our customers' businesses."

## ■ Future targets

We will expand BPO services globally to companies and organizations in a wide range of business categories, including local governments and financial institutions. We will contribute to the promotion of DX within many companies and aim to achieve sales of 15 billion yen in FY2022.

**■ Outline of TB Next Communications Co., Ltd.**

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|---|--|
| Name                                      | TB Next Communications Co., Ltd.   |
| Head office address                       | 1-3-3 Suido, Bunkyo Ward, Tokyo  |
| Representative                            | Hiroyasu Sakata, President and Representative Director   |
| Description of business                   | Outsourcing and consulting services mainly targeting administrative and call center operations |
| Established on                            | May 1, 2020  |
| Major shareholders and shareholding ratio | Toppan Printing Co., Ltd.: 51%, BELLSYSTEM24 Holdings, Inc.: 49%                               |
| Corporate site                            | <a href="http://www.tbncom.jp">http://www.tbncom.jp</a>  |

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\* The information in this press release is current as of the date of publication and is subject to change without notice.

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