

BELLSYSTEM24, Inc.

## BELLSYSTEM24 participates in RAINBOW FESTA 2021, an event to create a place to celebrate and share "sexual diversity"

---

BELLSYSTEM24, Inc. (Headquarters: Minato Ward, Tokyo; President, CEO and Representative Director: Shunsuke Noda; hereinafter, "we") participated in RAINBOW FESTA 2021, a place to celebrate and share the "sexual diversity" of all people including LGBTQ and other sexual minorities (hereinafter, "LGBTQ") on October 9, 2021.

RAINBOW FESTA is one of the biggest events of its kind in Kansai region and has been held every year since 2013, aiming to provide an opportunity for providing information from LGBTQ and surrounding people or organizations, interaction among participants, and establishment of their networks through a "parade" that marches through the center of Osaka City, and exhibition booths of various companies and organizations. Due to the impacts of the COVID-19, the event has been held online since 2020 for the purpose of preventing infections, and attracted 968 participants this year.



The day of RAINBOW FESTA 2021

We have set the "Creating a people-friendly workplace/community where diverse employees can enjoy working in a safe and supportive environment." as one of our principles of conduct. We felt that the awareness-raising campaign for LGBTQ via RAINBOW FESTA shared a philosophy with our principle, and thus, participated in the event by submitting our corporate logo to the online venue and holding a "Students x Companies Talk," etc. In the talk, a BELLSYSTEM24 employee attended as one of the panelists and answered questions from students regarding the importance of a pleasant working environment for LGBTQ, etc.

To date, we have received "Gold" (highest class) in the "PRIDE index," an index for evaluating activities for LGBTQ, for the second straight year through various activities such as coverage of employees who have a same-sex partner or de facto marriage partner in our benefit package. In addition, we expressed our support for "Business for Marriage Equality," a campaign for equality in marriage, in 2021.

Going forward, we will continue to work to create an environment where employees from a variety of backgrounds can work for the long term with a sense of security.

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

BELLSYSTEM24 Inc. has more than 30,000 employees across Japan and have provided various services as a point of contact between companies and consumers since starting Japan's first full-scale call center service in 1982. In 2020, we set expansion of home-based contact centers to 4,000 seats, promotion of DX including data utilization, and strengthening of strategic and other alliances as our priority measures in the Mid-Term Management Plan 2022.

As an industry leader, we will continue to perform our mission of "Supporting Social Affluence with Innovation and Communication" through the development and provision of various solutions based on the operational knowledge accumulated by multiplying People by Technology.

---

#### **Media contact**

PR/IR Division, BELLSYSTEM24 Holdings, Inc.  
Email:pr@bell24.co.jp / TEL: 03-6896-6199