

## **BELLSYSTEM24 Selected as a Constituent of the ESG Investment Indexes, FTSE Blossom Japan Index and FTSE Blossom Japan Sector Relative Index**

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BELLSYSTEM24 HOLDINGS, INC. (Head office: Minato-ku, Tokyo; President, CEO and Representative Director: Shunsuke Noda; hereinafter “the Company”) announced that it has been selected to be a constituent of the FTSE Blossom Japan Index and the FTSE Blossom Japan Sector Relative Index, stock indexes that select Japanese companies that satisfy the global ESG (Environment, Society, and Governance) standards.

It is the first time the Company has been selected for the FTSE Blossom Japan Index and the second consecutive year it has been selected for the FTSE Blossom Japan Sector Relative Index.



**FTSE Blossom  
Japan**



**FTSE Blossom  
Japan Sector  
Relative Index**

The FTSE Blossom Japan Index and FTSE Blossom Japan Sector Relative Index reflect the performance of Japanese companies that excel in ESG initiatives as part of the FTSE Blossom Japan Index Series developed by a global index provider called FTSE Russell. Of these indexes, the FTSE Blossom Japan Index is constructed to be industry neutral. It is comprised of Japanese companies with an ESG score of at least 3.3. These indexes are also used by the Government Pension Investment Fund (GPIF), which manages and operates Japanese public pension reserves, as one of its investment decision criteria in its ESG investment operations.

The Company has been selected to be a constituent of the S&P/JPX Carbon Efficient Index and the Morningstar Japan ex-REIT Gender Diversity Tilt Index (GenDiJ). With the selection to the FTSE Blossom Japan Index and the FTSE Blossom Japan Sector Relative Index, the Company has been selected to be a constituent of four of the ESG indexes used by the GPIF.

While pursuing profit as a company, the Company, based on critical issues, promotes business activities which also lead to solving social issues, aiming to realize its purpose, “sustain the prosperity of society, through innovation and communication.” The Company will continue to consider ESG initiatives as an important bedrock of its growth strategy. Accordingly, by putting its purpose into practice, it will continue to accelerate the pace of the growth of its Group and develop business with an emphasis on providing value to all its stakeholders going forward, in addition to contributing to society.

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

In 1982, BELLSYSTEM24 launched its first full-fledged call center service in Japan. Since then, we have developed a wide range of outsourcing businesses centered on contact centers that serve as points of contact between businesses and consumers, creating an industry-standard model. Based on the operational expertise we have cultivated by combining the strengths of "people" and "technology," we will realize our "sustain the prosperity of society, through innovation and communication," which is our purpose, by developing and providing various solutions.

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