

BELLSYSTEM24 Becomes the First Company in the Contact Center Industry to be Certified under the Science Based Targets Initiative

BELLSYSTEM24 HOLDINGS, INC. (Head Office: Minato-ku, Tokyo; President, CEO and Representative Director: Shunsuke Noda; hereinafter "the Company") announced that the greenhouse gas (GHG) emission reduction targets (Scope 1 + Scope 2 + Scope 3) set by the Company have been certified for the first time in the contact center industry in Japan^{*1} under the international Science Based Targets^{*2} (SBT) initiative.



DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

The Company views the climate change problem as one of its critical management issues. It established its Climate Change Policy^{*3} with the target of achieving net zero by 2040. The Company's greenhouse gas emissions reduction targets have now been certified under the SBT initiative as scientifically-based targets consistent with the Paris Agreement.

The Company is promoting the Sustainable Center Initiative to reduce its environmental burden through its business activities and to realize a sustainable society. It will continue to proactively take measures to achieve its targets in the future. For example, it will expand the introduction of renewable energy and more efficiently use energy.

The Company is aiming to realize its purpose to "sustain the prosperity of society, through innovation and communication." Accordingly, it is carrying out business activities to contribute to solving critical social issues including climate change while pursuing profit as a company. The Company will continue to view ESG initiatives as a critical foundation of its growth strategy. By putting this vision into practice, it will accelerate the growth of the Group and develop business with an emphasis placed on providing value to all its stakeholders.

*1: List of SBT-certified companies as of January 11, 2024

*2: This is an international initiative by the CDP, the United Nations Global Compact, the World Resources Institute (WRI) and the World Wildlife Fund (WWF). The initiative defines and promotes the best practices for emission reduction and net zero targets in line with climate science. Please see <http://sciencebasedtargets.org/> for more details.

*3: The Company's Climate Change Policy: <https://www.bell24.co.jp/en/csr/environment/climatechange-index/climatechange-policy/>

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.

Names of companies and products described in this article are registered trademarks or trademarks of their respective companies.

Media contact

Public Relations and Investor Relations Office, BELLSYSTEM24 HOLDINGS, INC.

E-mail: pr@bell24.co.jp / TEL: 03-6896-6199