

BELLSYSTEM24 received for the first time the Human Capital Management Quality (Silver) award in the Human Capital Survey 2023

Promoting initiatives related to human resource development and improved engagement

BELLSYSTEM24 HOLDINGS, INC. (Head Office: Minato-ku, Tokyo; President, CEO and Representative Director: Hiroshi Kajiwara; hereinafter "BELLSYSTEM24") and BELLSYSTEM24, Inc. (Head Office: Minato-ku, Tokyo; President, CEO: Hiroshi Kajiwara) have been certified for the first time with the Human Capital Management Quality (Silver) in the Human Capital Survey 2023, one of Japan's biggest surveys of human capital management and disclosure.



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The Human Capital Survey 2023 is the largest survey in Japan about human capital management initiatives, jointly conducted by the HR Technology Consortium, the HR Research Institute, and MS&AD InterRisk Research & Consulting, Inc. since 2022. It surveys companies' initiatives in the four areas of "promotion of human capital management," "development of a data-driven systems," "implementation of PDCA cycles," and "strategic disclosure and dialog," and based on the results, companies with relatively advanced human capital management initiatives are commended as Human Capital Leaders 2023 and Human Capital Management Quality 2023 Gold/Silver. We were ranked in the top 30 out of 233 respondent companies and were awarded Silver.

About Human Capital Survey 2023: https://www.hrpro.co.jp/human_capital_survey/

Based on our purpose of "Creating Better Communities through Communication," we have formulated our human capital strategy of "building a company which attracts professionals and gives job satisfaction" and are actively investing in the "people" and the "environment" for the company's sustainable growth and development, also working to maximize the work engagement of our employees. The field and the HR department cooperate to promote a variety of initiatives, including the formulation of policies and measures related to human resource development and work styles, the promotion of employee education and well-being, and work style reforms.

About the company's human resource development: <https://www.bell24.co.jp/en/csr/social/development/>

We believe that this award recognizes the high level of our human resource measures aimed at realizing our human capital strategy. More concretely, one of our unique initiatives, the Career Map System, aims to develop "professionals" by classifying the company's jobs into 33 categories and clarifying employee career paths by providing training contents to help them obtain the knowledge and skills required for each job category. Moreover, as an initiative to increase "job satisfaction," we offer the Colorful Meeting where employees of varying backgrounds, such as side jobs, balancing childcare, and LGBTQ, exchange opinions with management to broaden their perspectives, as well as the in-house networking activity MMMC where

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volunteers recruit members to discuss and improve on company-wide issues. Through these and other initiatives, we encourage employees to actively participate in management so as to maximize work engagement.

Going forward, we will continue to actively invest in human capital to provide an environment and opportunities for each and every employee to be able to flourish in their own unique way.

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

In 1982, BELLSYSTEM24 began fully operating its call center services for the first time in Japan. Since then, the company has rolled out wide-ranged outsourcing businesses centering on contact centers, the point of contact between companies and consumers, and created the standard model for the industry. We will continue to implement our mission, Creating Better Communities through Communication through the development and provision of various solutions based on operational knowledge accumulated by combining People and Technology.

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