

BELLSYSTEM24HD to Open "BellKids Toyosaki Day-Care" in Okinawa The first location is in Okinawa Prefecture, where day-care needs are particularly high

BELLSYSTEM24 Holdings, Inc (Representative Director, President, CEO: Tsuge Ichiro; Headquarters: Chuo Ward, Tokyo; Referred to below as "BELLSYSTEM24 HD") will open a day-care center called "BellKids Toyosaki Day-Care" in its Toyosaki Solution Center this spring with capacity for 19 children. The day-care center will be opened in order to help employees return to their jobs after pregnancy or child-care leave, as well as to support them in balancing work with child-care. The day-care center will be open to all employees, regardless of their contract type or gender.



Image of BellKids Toyosaki

According to a survey by the Ministry of Health, Labor, and Welfare, Okinawa Prefecture has the second highest number, after Tokyo Prefecture, of children and infants currently on a day-care waiting list: approximately 2,500 children. Many people at BELLSYSTEM24 HD who have children or infants too young for primary school say that they would like to work near their children if possible and that they would like to return to the same job after giving birth. With these needs in mind, BellKids Toyosaki Day-Care will accept infants as young as six months old, allowing for the smallest possible blank period before returning to work. Also, with the day-care center in the same building as their workplace, employees will enjoy being able to commute with their children, as well as work nearby. This will contribute to employees not only being more likely to return to their jobs after giving birth, but also to demonstrating increased productivity.

Furthermore, BellKids Toyosaki Day-Care uses funding from the Japanese Government's Cabinet Office as part of the Cabinet's "Corporate-Led Day-Care Initiative." This will allow BellKids Toyosaki Day-Care to be provided with the same quality of service as certified day-care centers, but at the same or lower cost, making for an affordable as well as convenient solution to help employees balance work and child-care. BELLSYSTEM24 HD has 30 centers around the country, with plans to add day-care centers in the same buildings, using its first day-care center as a model case.

BELLSYSTEM24 HD doesn't just support workers balancing child-care and their work through day-care centers, it also supports workers through work at home and a flex-time system without a set "core time." BELLSYSTEM24 HD uses these systems to support diverse workstyles, even being certified by the Ministry of Internal Affairs and Communications as a "100 Telework Pioneer" company. BELLSYSTEM24 HD considers its *Personnel x Centers* strategy, which includes making environments that are easier to work in, to be a central pillar of its growth strategy. BELLSYSTEM24 HD will continue improving the availability of a variety of potential work-styles, making for environments that both employees and staff can continue to feel comfortable working in.

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[Inquiries Relating to this Press Release]

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