

May 14, 2021

To All Concerned Parties

Relia, Inc.
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Notification Regarding Establishment of Sustainability Policy

Details

At the meeting of the Board of Directors held on May 14, 2021, the Company gives notification that it has established a Sustainability Policy, as described below.

With a mission of “Sharing inspiration and excitement with more people and corporations, we declare that we will contribute to the further development of society and lead to the happiness of our employees and their families through the growth of our company,” the Company is committed to raising corporate value by working to build relationships built on trust with stakeholders through its business activities. Recently, sustainable growth has come to be demanded even more by society, and to further pursue it, the Company established a Sustainability Policy (refer to Appendix 1).

In establishing this Sustainability Policy, the Company specified materiality in the form of five important management issues. It will contribute to the SDGs in both the process and results of initiatives to solve these material issues and thereby work to solve issues facing society.

Through its business activities, the Company will contribute to realizing a society where all people share a sense of “reliance” with one another, and where such reliance is sustained in the future.

In establishing its Mid-term Management Plan 2023 and Sustainability Policy, the Company has reorganized its system of policies and established new standards of conduct (refer to Appendix 2).

[Appendix 1]

•Background to establishment of Sustainability Policy

The Company has a mission of “Sharing inspiration and excitement with more people and corporations, we declare that we will contribute to the further development of society and lead to the happiness of our employees and their families through the growth of our company” (Philosophy (Mission Statement)), and it works to fulfill this mission by providing BPO services, mainly through its contact centers.

Promoting corporate management based on this mission with an awareness of its own social nature, the Company established a new Sustainability Policy to pursue sustainable growth at a time when it is demanded even more by society in light of various social issues emerging, including climate change caused by carbon dioxide emission and widening socioeconomic disparities.

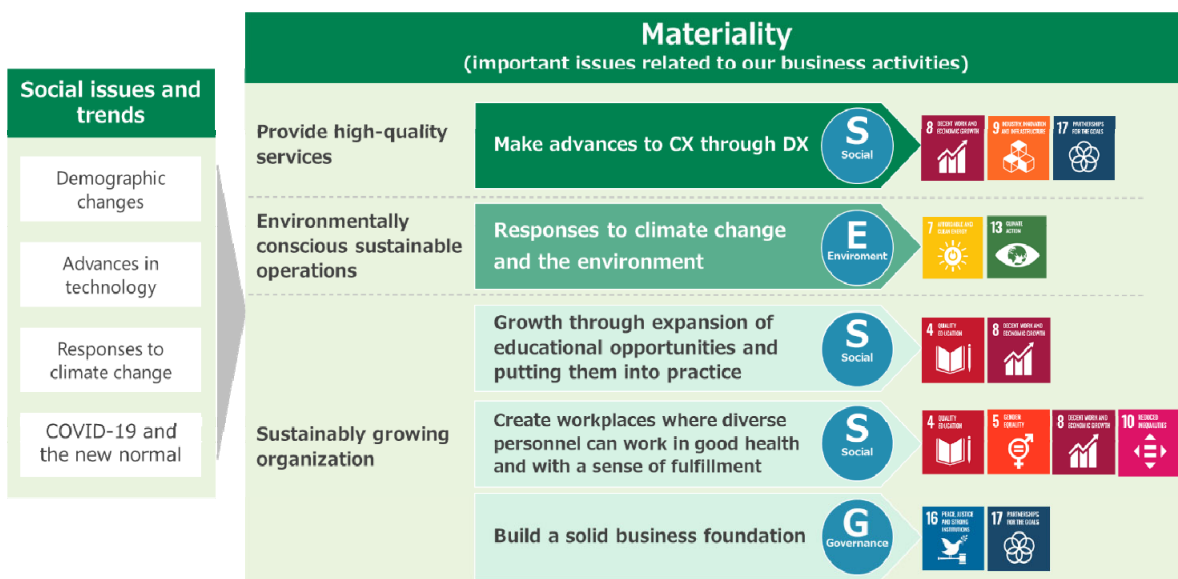
•Sustainability Policy

Sustainable & Reliable Society

Through its business activities, the Company will contribute to realizing a society where all people share a sense of “reliance” with one another, and where such reliance is sustained in the future.

•Materiality (Important Issues Related to Business Activities)

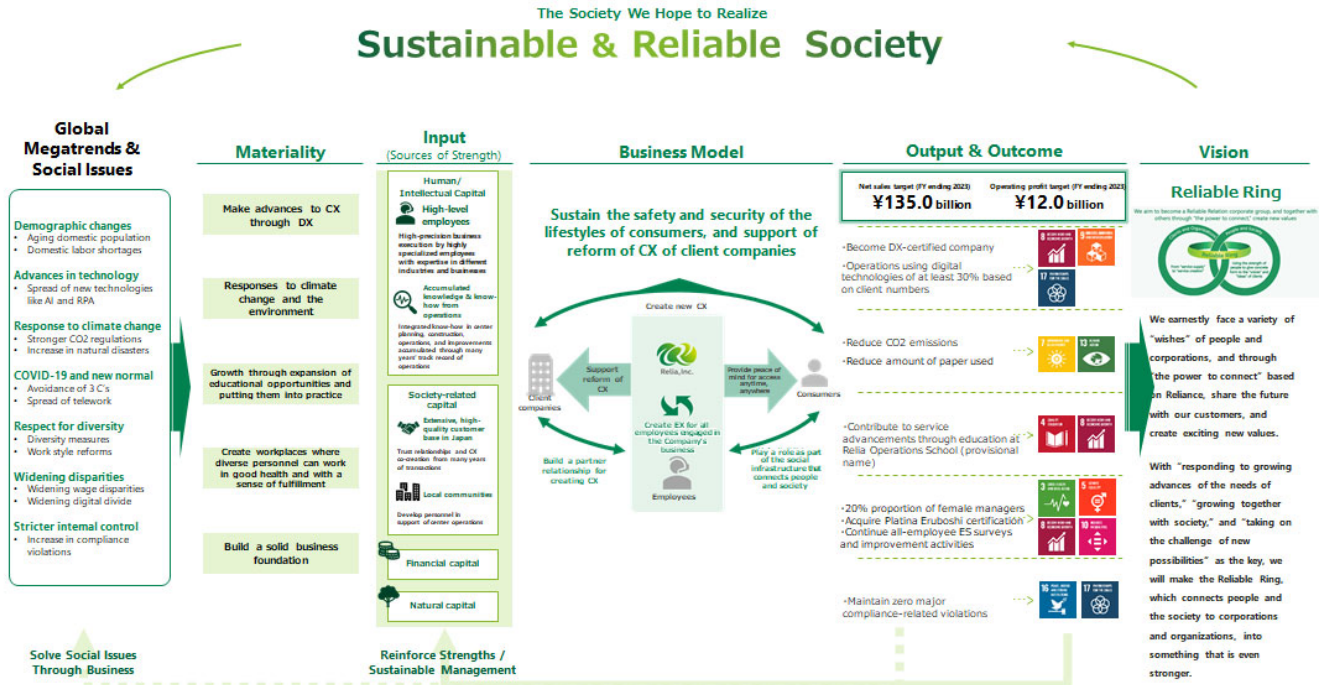
The Company has specified five social issues it is committed to solving based on global megatrends and the impact on society of its business activities. From the standpoint of both the process and results of initiatives to solve these material issues, the Company will contribute to the SDGs and work to solve social issues in order to continue to be a company that is necessary to society.



•Story of Value Creation

The Company has specified five social issues that it is committed to solving and has defined materiality to actively address

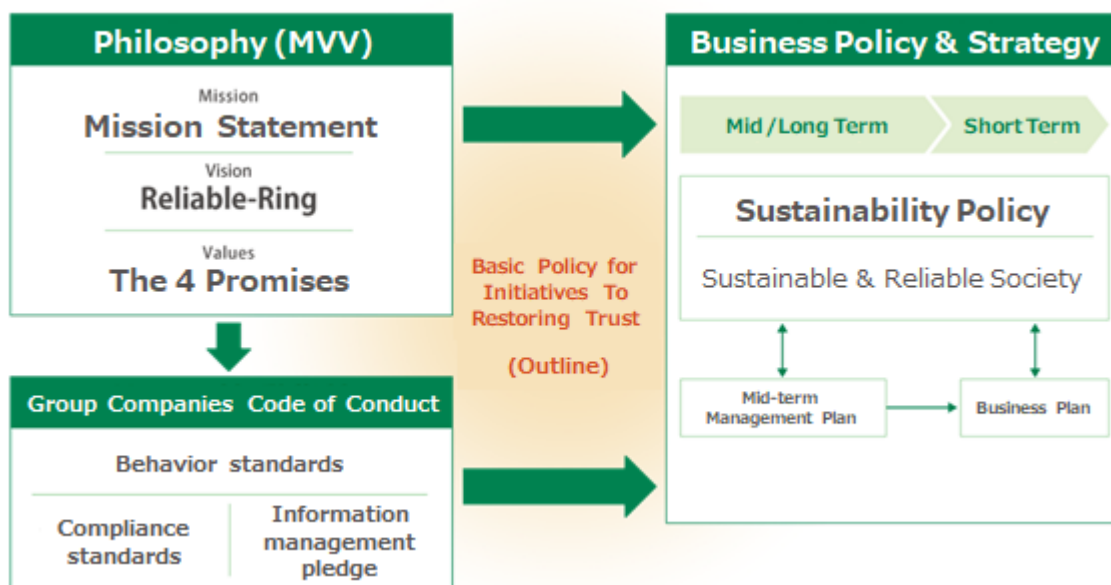
as a company. It will work to achieve both financial and non-financial KPI goals tied to materiality through its business activities. With the aim of realizing the “Reliable Ring,” the Company’s Vision, through this, the Company will promote creation of the “Sustainable & Reliable Society,” the society it hopes to realize.



[Appendix 2]

• About the Company’s Policy System

The Company’s Sustainability Policy is based on its Mission, Vision, and Values (MVV) and its Group Companies Code of Conduct. It is positioned as a part of its business policy and strategy for initiatives over the short to medium and long term. The Sustainability Policy is aimed at realizing a sustainable society through business activities and is recognized as the foundation for the financial and non-financial goals stipulated in the Company’s Mid-term Management Plan. The Outline will serve as moral guidance for strengthening the management foundation and its spirit will be spread throughout the company to permeate it.



• About the New Standards of Conduct

As one of the initiatives for this, standards of conduct have been compiled as a set of important values for employees in actualizing the Company’s philosophy.



We will make the Reliable Ring, which connects people and the society to corporations and organizations, into something that is even stronger.

“And you” expresses our commitment to growing personally through this code of conduct and making the “Reliable Ring” even better with “you” and “I” and everyone.