

Production and Release of New Corporate Image Videos

- Supporting company athletes balance corporate club activities and work life -

SENKO Group Holdings Co., Ltd. (Head office, Koto-ku, Tokyo; President, Yasuhisa Fukuda; “SENKO Group”) has produced corporate image videos showcasing young employees involved in corporate club activities, and released them on its official website and its YouTube channel.



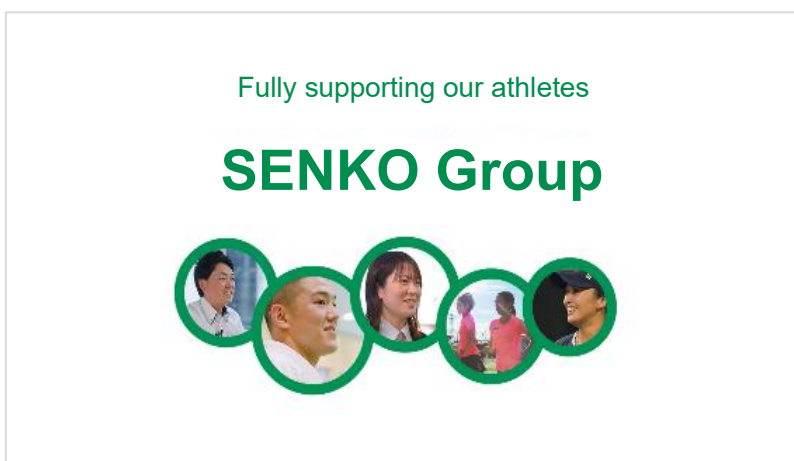
The SENKO Group has focused on enhancing its employee health management, with efforts including the announcement of its Senko Group Holdings Health Management Declaration and being certified for five consecutive years as a 2022 Certified Health and Productivity Management Outstanding Organization (White 500) (Large Enterprise Category) jointly run by the Ministry of Economy, Trade and Industry (METI) and the Nippon Kenko Kaigi.

It has encouraged cultural and sports activities as part of these efforts, with a judo club established in 2008, followed by a golf club, kendo club, tennis club, and a track & field club as a way of supporting company athletes balancing corporate club activities and work life. It also plays an active role contributing to social sports and cultural activities by sponsoring events like professional female Go tournaments and amateur tennis competitions.

The released video features five employees who are members of corporate club teams. They talk about the way they approach their work duties as well as their goals and dreams, and scenes show them putting in all their effort toward their specific tasks and training sessions. The video is designed to give viewers an insight into the SENKO Group’s corporate culture by showcasing the level of determination of these athletes. A television commercial titled “Fully supporting our athletes” has also been created and is available on YouTube and on TV.

The SENKO Group supports people in their daily lives through its businesses in the logistics, trading and commerce, living support, and business support domains, and plans to continue producing promotional material like this with the aim of boosting its corporate awareness in line with the slogan “Commonplace Care With You.”

* The Certified Health and Productivity Management Outstanding Organizations Recognition Program is a program that began in 2017 that recognizes large enterprises, small-medium enterprises and other organizations implementing outstanding health management based on health-related activities in regional communities or for promoting health-conscious activities led by the Nippon Kenko Kaigi. "White 500" refers to the top 500 organizations recognized by the Ministry of Economy, Trade and Industry as Certified Health & Productivity Management Outstanding Organizations, among which the SENKO Group and SENKO Co., Ltd. have received recognition.



<Related Links>

- SENKO Group Holdings Co., Ltd. Official website "Media gallery"

<https://www.senkogrouphd.co.jp/about/mediagallery/>

- SENKO Group official YouTube channel

<https://www.youtube.com/channel/UCwJV2VmhnCHYS5IKSYU1kBA>

- CSR News "SENKO Group Holdings Co., Ltd. and SENKO Co., Ltd. Recognized for Fifth Consecutive Year as "2022 Certified Health and Productivity Management Outstanding Organization (White 500)"

<https://www.senkogrouphd.co.jp/csr/news/assets/a48e55678f6043f7cb8f5aff8ae17f61c85afdfc.pdf>

- SENKO Judo Club official site

<https://www.senko.co.jp/judo/>

- SENKO Golf Club official site

<https://www.senko.co.jp/golf/>

- Runtec Kendo Club official site

<http://www.runtec.co.jp/kendo/>

- SENKO Track & Field Club official site

https://www.senko.co.jp/track_field/