

## **SENKO Certified as Ministry of Economy, Trade and Industry's "DX Certified Business Operator"**

SENKO Group Holdings Co., Ltd. (Head office: Koto-ku, Tokyo; President: Yasuhisa Fukuda; "SENKO GHD") was certified as a "DX certified business operator" on February 1 based on the Digital Transformation (DX) Certification System established by the Ministry of Economy, Trade and Industry.



To encourage companies to implement their own DX-related initiatives, the Ministry of Economy, Trade and Industry established the DX certification system, based on the "Act on the Promotion of Information Processing," in which the government certifies "Companies that are deemed to be in a state of readiness for transforming their own business using digital technology (DX-Ready)."

To achieve its DX Strategy, the SENKO Group is strategically reforming its business services using digital technology, with the aim of creating new value to secure a more competitive position. Topics under this DX Strategy include promoting DX that supports group-wide business transformation, maintaining and strengthening the business competitive edge by utilizing digital data, securing new customers, creating new businesses by leveraging new digital technologies, and enhancing productivity by utilizing digital technologies.

Since launching its DX Promotion Project in 2021, the SENKO Group has been using AI to predict cargo volumes, digitalizing expense calculations, and training human resources for DX. These initiatives have been recognized and led to the granting of this certification.

Going forward, the SENKO Group is proactively working on its DX Strategy to facilitate automation and labor-saving efforts, with the view to enhancing corporate value while also contributing to the development of a sustainable society.

End.