

## **ACOM Launches a New Project “Challenge What You Want to Start”**

ACOM is proud to initiate a new project “Challenge What You Want to Start” (herein after, “Project”) in order to create a society where everyone in Japan can try something new. Through this Project, ACOM will continue to foster the brand “Hajimete-no (first time at) ACOM.”

### 1. Overview of the Project

#### (1) Campaign of supporting “New Challenge”

ACOM will look for participants who are wishing to start something they’ve never tried and provide those who are elected an opportunity to be coached by the professional in each field.

#### **【Application Overview of the Project】**

Application Period: From November 18<sup>th</sup>, 2021 to January 31<sup>st</sup>, 2022

Number of Applicants: 10 people (Planned)

Required Qualification: Age over 20 and those who agrees to the Term of Application

Application Form: Please fill in the form from the website below.

Website : <https://acom-hajimetaikoto.com/>

#### (2) Announcement of Ranking for “New Challenge”

We will conduct a survey from people in Japan regarding “What I wish to start in 2022” and host an event on January 11<sup>th</sup>, 2022 to announce the result of the survey.

### 2. Regarding Brand New Commercial

With respect to starting the Project, ACOM will launch a brand-new commercial this November (from November 18<sup>th</sup> online, and from November 28<sup>th</sup> on TV). The content will be focused on ACOM encouraging people who keep challenging new things while failing, which represent the realization of society that anyone can “Challenge What You Want to Start.”