

November 26, 2021
dip Corporation

Dip obtains certification as a 'DX Certified Business' under Ministry of Economy, Trade and Industry regulations

Dip Corporation (hereinafter referred to as 'dip') is pleased to announce that it has been certified as a 'DX Certified Business' under the DX Certification System established by the Ministry of Economy, Trade and Industry in November 2021.



Beginning in 2019, under the vision of becoming a 'Labor force solution company', dip launched a DX business. Our DX services, including 'KOBOT', a service that automates routine tasks for industries and sectors facing labor shortages and operational inefficiency, will complement our personnel recruiting services business, including the recruiting site 'Baitoru', with the aim of contributing solutions to the various issues in the Japanese labor market.

We have also formulated a medium-term management strategy, 'dip2025', which consists of three business strategies and six business foundations. Our strategy for the DX business is to support the introduction of DX by small and medium-sized companies by providing products that are easy to introduce and easy to use on a continuous basis, and to realize a world where 'DX for anyone, anywhere'.

Medium-term Management Strategy : <https://www.dip-net.co.jp/en/ir/management-policy/chukei>

Dip was among the first to focus on applying technology within our own company to develop a 'workforce utilizing digital technology'. Since 2018, we have been focusing on in-house development of CRM (Customer Relationship Management) and SFA (Sales Force

Automation) systems, as well as in-house promotion of DX tools. From 2020, with the aim of further enhancing productivity and creativity, we have continued to improve operations related to the quality and speed of communication, saving approximately 110,000 hours over the course of 2020, with the goal of saving 700,000 hours in 2021 (equivalent to adding approximately 350 personnel).

For more information on our DX initiatives, follow the link below.

DX magazine powered by dip : <https://ainow.ai/dx-magazine/>

These efforts meet the DX certification standards set forth by the Ministry of Economy, Trade and Industry, and have led to the acquisition of certification, based on our disclosure of appropriate information.

< What is the DX Certification System? >

The Ministry of Economy, Trade and Industry (METI) certifies businesses that are ready for DX promotion (DXReady) based on the 'Act for Partial Revision of the Act on Promotion of Information Processing' by formulating a vision, announcing it, and developing a system based on social transformation through digital technology.

Outline of our company

Under the vision of becoming a 'Labor force solution company', dip operates a personnel recruiting service business and a DX business as a 'general trading company of labor force'. Based on our corporate philosophy, 'Here at dip, we want to tap into dreams, ideas and passion to create a better society', we will contribute to the realization of a sustainable society through our business activities.

<u>Company name:</u>	dip Corporation
<u>Representative:</u>	Hideki Tomita, Representative Director, President and CEO
<u>Headquarters:</u>	Roppongi Grand Tower 31F, 3-2-1 Roppongi, Minato-ku, Tokyo Tel: +81-3-5114-1177 (main)
<u>Established:</u>	March 1997
<u>Capital:</u>	1,085 million yen (as of February 28, 2021)
<u>Number of employees:</u>	2,173(full-time employees as of April 1, 2021) *Excluding contract, part-time and temporary employees

Business activities: Operation of job information sites such as "Baitoru", "Baitoru NEXT", "Baitoru PRO", and "Hatarako-net", a nurse career change support service, and development and provision of DX services including KOBOT and others.

Stock exchange listing: Tokyo Stock Exchange (First Section)

Net sales: Net sales of 32.4 billion yen (fiscal year ended February 28, 2021)

URL: <https://www.dip-net.co.jp/en/>

< Contact >

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(Note) English documents are prepared as a courtesy to our stakeholders. In the event of any inconsistency between English-language documents and the Japanese-language documents, the Japanese-language documents will prevail.