

**PRESS RELEASE**

To All Press Members



December 15, 2023

dip Corporation

---

**"I want to work with people who are working hard towards their dreams"  
Shohei Ohtani becomes dip's brand ambassador !**

---

dip Corporation (Headquarters: Minato-ku, Representative Director, President, and CEO Hideki Tomita, hereinafter referred to as "dip") is pleased to announce Major League Player, Shohei Ohtani as its new brand ambassador.



We operate human resource services and DX businesses with the vision of becoming a "labor force solution company," aiming to realize a society where everyone can feel the joy and happiness of working by solving various problems in the labor market.

Shohei Ohtani has a big dream of becoming the world's best professional baseball player, his idea of playing as a two-way player has surprised the world, his passion warms the world, and he embodies dip's company name, "dream," "idea," and "passion."



“I empathize with dip's corporate attitude of supporting people's dreams and would like to support them.”

Shohei Ohtani will appear in a TV commercial featuring the phrase, "**Let's find the job that will make your dreams come true**" which is the slogan of the recruitment service operated by our company. This commercial is filled with Shohei Ohtani's passion: “I want to work with people who are working hard towards their dreams.”



### ■ Shohei Ohtani & dip Hideki Tomita Philosophy Talk Movie




(Taken on November 29, 2023)

We value our philosophy (corporate philosophy), and we asked Mr. Ohtani, along with our company's founder and president, Hideki Tomita to talk about dip's philosophy, relating with Mr. Ohtani's own philosophy.

【dip brand ambassador Shohei Ohtani Talking about the philosophy】

<https://www.youtube.com/watch?v=YrTD5yW9PrA>

 <small>Labor force solution company</small>	
<b>Corporate Philosophy</b>	Here at dip, we want to tap into <b>dreams, ideas and passion</b> to create a better society.
<b>Vision</b>	<b>Labor force solution company</b> Through the provision of human resource services and DX services, and by working to solve various problems in the labor market, we aim to realize a society in which everyone can experience the joy and happiness of work.
<b>Brand Statement</b>	<b>One to One Satisfaction</b> We pursue 'user-first' services that are accessible to each and every one of our customers. We will achieve 'No. 1 satisfaction' for everyone involved in our business. Based on the belief that 'people are everything and people are assets,' we aim to be 'No. 1 in employee well-being'
<b>dip WAY</b>	<b>dream</b> We have our own dreams. We talk about our dreams. We strive to make our dreams come true. We never give up along the way. <b>idea</b> Ideas are the source of growth and development. We will create a free and vigorous corporate culture overflowing with diversity and as innovators in the field, we will pursue the creation of valuable services. <b>passion</b> Being passionate about our work encourages the people around us to be passionate. Praise one another generously, celebrate joy, recognize worry, encourage each other and discuss everything. Maintaining unity, we continue to win the victory through our teamwork and leadership.
<b>Founder's Spirit</b>	<b>See tough situations as opportunities</b> Turn difficulties into opportunities through a change in mindset. Under every circumstance, be vigilant; don't let your guard down. Take a bird's-eye view of things from every angle and then pioneer your own way. <b>Continue to take on new challenges</b> No matter the situation, do not be afraid of failure; persevere boldly. Solve social issues as an innovator with the spirit of a pioneer. <b>Never give up</b> With a strong will and dedicated action, keep going. Never give up. If you fail, learn. Complete greater achievements. <b>Go beyond expectations</b> Do not just accept, "think" and drive value from your own ideas. Exceed expectations. Propel your own growth. <b>Enjoy your work, enjoy your life</b> It is our goal that every employee enjoys both work and private life, and leads a happy life, fulfilled both physically and mentally. <b>Each employee has a role to play in creating dip.</b> Cultivate your individuality in the philosophy we share. Make your mark in building our future.

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

The conversation with the company's philosophy was filmed on November 29, 2023. Mr. Ohtani also passionately talked about the WBC, his thoughts on becoming the home run king, and winning the MVP award.

With our philosophy as the foundation of our business, we have been speedily implementing various measures to solve social issues. (※1)

From March 2020, for part-time and fixed-term workers who were working through our service and have been affected by the coronavirus facing economic instability, we implemented a "Financial Assistance for Absence from Work due to Infection with the New Coronavirus" program, offering the half-month income required for the treatment period. We have continued this measure for over two years. (※2)

Since December 2021, we have been proposing to our clients to increase hourly wage rates to improve the treatment of part-time and fixed-term workers. And now we are encouraging our clients to incorporate DEI (Diversity, Equity, and Inclusion) into their corporate culture and organization. As for future activities, from January 2024, we plan to launch Japan's first interactive part-time job search engine, "Baitoru AI-Agent," which utilizes generative AI technology. Through this service, we will offer jobs that better match each individual's wishes, supporting people working towards their dreams.

(※1) Document attached later.

(※2) <https://www.dip-net.co.jp/news/1345> (This support has ended as of April 2022.)

### ■Brand Statement

As the labor market undergoes major changes due to advances in AI and technology, our company has already begun to embrace challenges with an eye to the future. We will open up a new era with AI, and under our brand statement, "One to One Satisfaction" we will work closely with every person and continue to support people working towards their dreams.

### ■Company Profile

Company Name : dip Corporation

Representative: Hideki Tomita (President and CEO)

Head Office : 31F Roppongi Grand Tower, 3-2-1 Roppongi, Minato-ku, Tokyo, 106-6231

TEL : 03-5114-1177 (main)

Founded : March 1997

Business activities : Operation of job information sites "Baitoru", "Baitoru NEXT", "Baitoru PRO", "Hatarako.net", nurse career change support service "Nurse de Hatarako", etc., development and provision of DX service "KOBOT", etc.

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