

# ADK Purpose Action Report

Creating experiences to enrich lives.  
A Report on ADK Group Actions Driven by Our Purpose



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**Our Purpose defines our business vision  
and underlies our ideal,  
forming the basis of our Group activities.**

**The ADK Purpose**  
**Creating experiences to enrich lives.**

The ADK Group Business Vision

**Creating Customer Experiences  
to build Customer Equity for brands**

The ADK Group Value

**ADK Dyna-MIX: Accepting and exchanging  
diverse individuality and talent to continue  
creating experiences to be valued**

# ADK Client Projects

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The following pages introduce some examples of projects promoting SDGs for betterment of society, undertaken by clients with assistance from ADK.

(Listed in Japanese phonetic order)

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# AEON Hokkaido Co., Ltd.

## Passing-on Smiles Project



北海道のえがおを集めて、みらいのえがおにつなげよう！

**① smile = ① dinner**

A project where posting one person's smile turned into a meal for one at a Children's Diner in Hokkaido

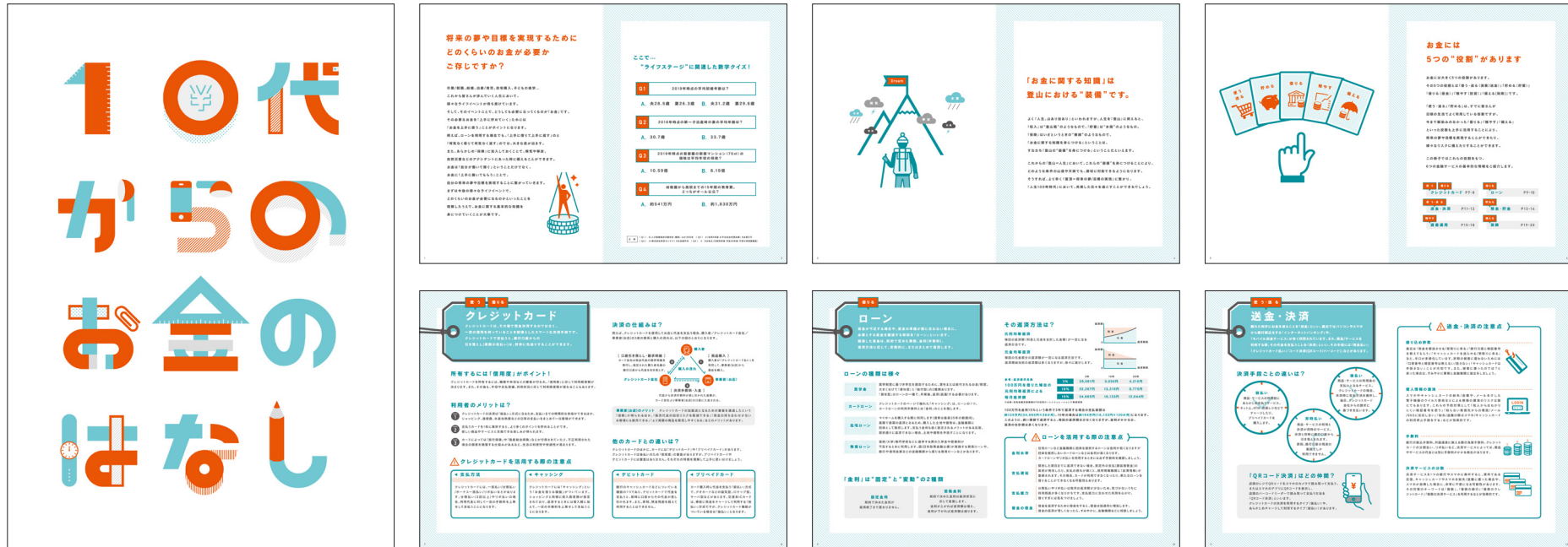
AEON Hokkaido has played an active role in shaping a sustainable world with their Food business, including local production for local consumption initiatives that revitalize local producers and growing areas. Seeking solutions for food issues, they have collaborated with media to conduct a project to raise public interest and encourage proactive participation in Children's Diner activities.

Tying in with Hokkaido Broadcasting Corporation's 70th anniversary, the 1 Smile for 1 Dinner project asked people to upload their smile or a photo that would make others smile. For every smile or smile-generating photo posted, 500JPY was donated to the Hokkaido Network Office of the Children's Diner as "a smile passed on." ADK provided support from the planning stages through overall design, implementation and operation of the project.



# au Financial Holdings Corporation

## Financial Education Content: Talking Money to Teenagers



In order to support higher financial literacy among young people, an original financial educational booklet was created by the au Financial Group

Financial literacy is low in Japan, and we are quite behind in financial education. Especially among children living in Children's Homes, there are many who leave the homes upon graduation from high-school without receiving sufficient financial education, making them vulnerable to money-related problems. Feeling that contribution to raising financial literacy among young people would be important for a sustainable future, au Financial Holdings created an au Financial Group original financial booklet. Through the Japan Children's Home Foundation, a total of 3,500 booklets were donated to 600 Children's Homes and 15 universities. ADK was involved in the planning and production of the booklets.

## Japan Association for the 2025 World Exposition

## Official Logomark Licensed Merchandise for Osaka Kansai Expo



### To raise momentum for EXPO 2025 Osaka Kansai, official logomark merchandise was designed and sold for a limited time only

As part of PR activities for EXPO 2025 Osaka Kansai, this project was conducted with the Japan Association for the 2025 World Exposition to raise brand value and anticipation toward the EXPO through limited-time only sales of original official logomark merchandise. ADK Group companies worked together to produce the entire project, including planning, creative development and sales promotion utilizing merchandise-development skills nurtured through our IP management business. Reflecting the “Designing Future Society for Our Lives” theme of the Osaka Kansai EXPO, products utilizing environmentally conscious materials such as recycled paper, recycled plastic bottles, residual thread, organic cotton, etc. were developed for the limited-time only pop-up shop, which was itself constructed using recyclable building material.

# Kosé Corporation

## Thank the Sea Project



## A project commemorating the 25th anniversary of Prédia to protect the brand's origin, "rich blessings from the sea"

To commemorate the 25th anniversary of Prédia, an SDG initiative was launched to give back to the sea, which is the origin of the brand, and to give shape to the brand's appreciation toward users. Used Prédia plastic packages were collected and donations were made to marine conservation groups based on the amount collected. Upcycling was conducted using the collected packages. ADK was involved from the planning stages. Brand loyalty was raised through ideas generating affinity and sympathy, focusing on the brand origin of the ocean. Store traffic was increased through strategic storefronts and promotions that allowed co-creation with target customers. This co-creation type of SDG project enhanced experiential value and increased the fan-base of the brand.



# National Mutual Insurance Federation of Agricultural Cooperatives (JA)

## JA x Fischer's "Traffic safety is a joint effort." Traffic Safety Awareness Campaign for Fall



The communication power of Fischer's was utilized to bring awareness of the contest and traffic safety

### YouTube Collab video



Fischer's, a group popular across generations, learn traffic safety and create traffic safety posters on their YouTube channel.

### Posters are utilized to spread information through media



OOH and Newspaper ads  
The posters were placed in nationwide media



Social Networking/Websites  
Campaigns utilizing the posters

### Campaign participants became collaboration partners to convey traffic safety



Posters were displayed in schools, driving schools, police stations, etc.



Various media supported the campaign through PR exposure and publicity

## Video creators Fischer's offered a way to enjoy learning about traffic safety anytime, anywhere, for a co-creation campaign that involved many supporters

The pandemic decreased opportunities for children to receive education on traffic safety, resulting in a higher probability of traffic accidents. This project developed a digital method to allow children to learn about traffic safety anytime and anywhere, in an enjoyable way. As part of traffic safety education and the 50th anniversary of the JA National Elementary and Junior High School Traffic Safety Poster Contest, ADK was involved from planning through execution. By featuring the video creators Fischer's with a Youtube tie-in at the core, the campaign was executed via 5 central newspaper ads, OOH ads at 7 areas nation-wide, a Twitter campaign, and other activities. Although this was passive learning, by having Fischer's, popular among elementary and junior-high children, convey the importance of traffic safety in an entertaining manner, this campaign presented a proactive way to think about traffic safety. This became a co-creation campaign with JA at the core, involving many supporters such as driving schools, elementary and junior high-schools across the nation, prefectural police, and various media.

# National Mutual Insurance Federation of Agricultural Cooperatives (JA)

## JA National Elementary & Junior High School Traffic Safety Poster Contest Bus Wrapping



Contest participation and traffic safety were promoted by showing children's enthusiastic contest efforts

### Instagram Campaign



Applications were called out for photos of children creating posters for the traffic safety poster contest.

Along with finalist posters, photos sent in were used on exterior wrapping for line buses across the nation.

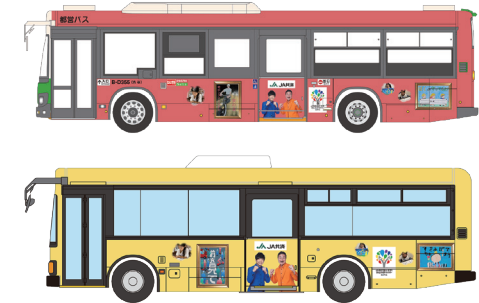
### Information dissemination through Instagrammers



### Utilization of Instagrammers

Instagrammers with children posted their children creating posters for the contest.

### Buses with wrapping drove across the nation with traffic safety messages



By utilizing contest finalist posters, and photos of children creating the posters, the buses with wrapping carried the children's wishes for traffic safety in 7 areas across the nation.

## A project utilizing “A Traffic Safety Bus that carries the children's wishes,” aimed at contributing to communities so that citizens can live with peace of mind

An Instagram campaign was conducted, calling for photos of children creating posters for the Traffic Safety Poster Contest. Line buses decorated with exterior wrapping using photos sent in to apply for the campaign and finalist posters created by children for the National Elementary & Junior High School Traffic Safety Poster Campaign were operated for one month in seven areas across the nation. ADK was involved from planning through execution, generating the motivation to apply for the poster contest. The objective was also to create opportunities for participants to think about traffic safety. Many campaign participants and contest winners uploaded happy comments about their work or photos being transformed into bus wrapping.

# Unilever Japan K.K.

## Dove OFF-TIME for MOM



### A Twitter gift campaign offering Moms the experience of turning bath-time into relaxing OFF-time

Dove conducts campaigns worldwide with the concept, Real Beauty. The reality in Japan is that Moms are too busy and cannot find the time to take care of themselves. Dove wanted to provide these Moms with time for themselves, and ADK came up with the idea of promoting bath-time for Moms, called Bath-time is OFF-Time for Moms. (OFF-ro – let's take time off – also means “bath.”) This Twitter gift campaign gave 4 hours of baby-sitting service to mothers who couldn't even relax during bath-time, allowing them to take some OFF-time (relaxing bath-time). An experiential movie with Mom celebrity Miki Fujimoto was also launched, bringing sympathetic responses from many Moms for a campaign that was very much in touch with the reality of their everyday lives.

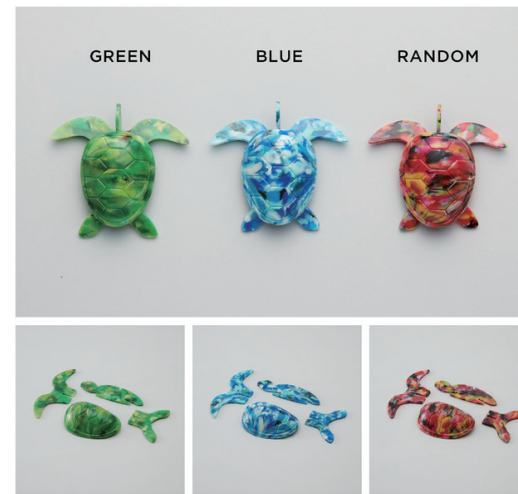


# RePLAMO

In collaboration with Specified NPO  
“greenbird”

# RePLAMO

## Plastic Models Made from Plastic Waste



## A collaboration between ADK Creative Boutique CHERRY and Specified NPO greenbird, supporting brand communication for environmental efforts

Numerous efforts aim to reduce plastic waste, such as abolition of plastic straws and charging for shopping bags. However, plastic waste still has tremendous impact on our environment and biological ecosystems. That is why there was a need to find a way for children, who must live in the future, to think about plastic waste in a positive and enjoyable manner.

This was how the idea for RePLAMO, plastic models made from plastic waste, was created. ADK's creative boutique CHERRY collaborated with the NPO greenbird to launch the sea turtle version of RePLAMO as the first phase. For second and third phases to follow, CHERRY is accepting sponsorship applications from companies and groups. A part of the proceeds from the purchase of RePLAMO models go to supporting activities by specified NPO greenbird.

## Creating Experiences to Enrich Lives and Map a Better Path for Society

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At ADK, we believe that creating experiences to enrich lives through communication can play a powerful role in mapping a better path for society.

Here we introduce socially significant initiatives based on the expertise and creativity of the ADK Group as communications specialists.

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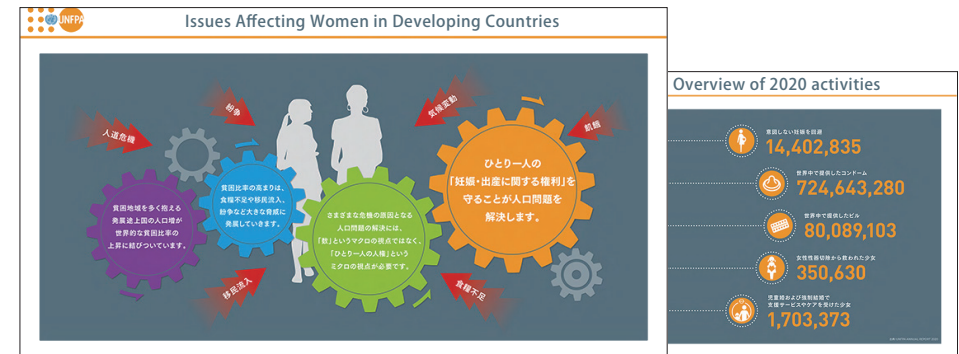
## Partnership with the United Nations Population Fund (UNFPA)

### Ongoing support based on our communications skills



Active in approximately 150 countries worldwide, the United Nations Population Fund (UNFPA) is the United Nations organization dedicated to world population issues, promotion of SRHR (sexual and reproductive health and rights), women's health issues and advancement of gender equality in developing countries. As a partner, ADK assists with strategic communications in Japan to expand awareness and understanding of UNFPA activities.

In 2021, ADK produced infographics which were used to promote UNFPA advocacy.



Production of infographics

## ADK Art Gallery: Introducing and Supporting New Talent



Established in 2014 at the entrance to the ADK Head Office in Toranomon Hills, the ADK Art Gallery displays original works by cutting-edge artists. Selected by ADK art directors in cooperation with Tomio Koyama Gallery, artists are commissioned to create new artwork reflecting the theme, “The Power of Action.” With works changed almost every year, the Art Gallery introduces and supports the vision of talented new artists, offering inspiration to visitors and ADK employees alike.

### Current exhibition

From November 2021, new work by artist Saki Iwamori titled “Gate that Wants to Delight People” is on display at the ADK Art Gallery. Inspired by the ADK Group’s social purpose of “Creating experiences to enrich lives” and the bright light that streams through the large glass windows of the 13th floor entrance, this new work conveys a gate which shows the way for all who pass through, toward the bright light ahead.



©Saki Iwamori photo by Kenji Takahashi

# Consumer Knowledge and Data is Accumulated, Studied, and Provided to Benefit Society in Many Ways



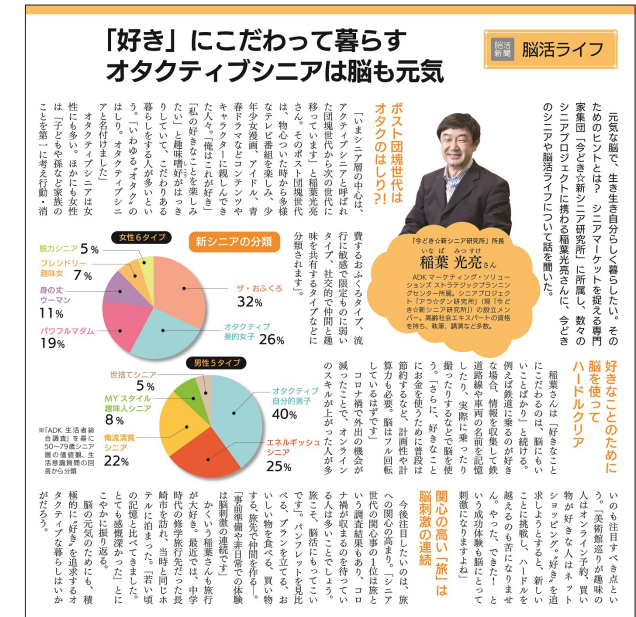
## Contemporary New Seniors Research Lab contributes to revitalization of seniors

ADK's senior-citizens' project – the Contemporary New Seniors Research Lab – makes use of amassed knowledge and data to address senior-oriented marketing issues affecting our clients. We also use our knowhow to help energize Japan, which has become a super-aged society ahead of the world, by participating in numerous activities that revitalize seniors as people and as consumers.

One representative example is our participation in the Brain-energizing Newspaper Project. The project was launched by *The Nishinippon Shimbun* in 2021 as a collaboration with local partners including Fukuoka Prefecture, Fukuoka City, and Kurume University. Looking forward to an era of 100-year lives, the project examines topics of strong interest to all generations including seniors, such as extension of healthy life expectancy and prevention of dementia. Information and content tied to these themes – fitness, diet, sleep, cognitive training and more – are regularly covered in the morning editions of *The Nishinippon Shimbun*, its publications, website, live events, and other activities.

When the project was launching, the Contemporary New Seniors Research Lab supplied original research data and interview studies on the lifestyles and perceptions of today's seniors, and contributed to the project's conceptual development. We also shared our specialist knowledge with *The Nishinippon Shimbun* in interviews on seniors and brain activities. The newspaper turned our knowhow into content in their publications and on their website.

In March 2022, the Brain-energizing Newspaper Fair was held as a live event. ADK provided a speaker for a seminar titled “Fun Brain-Energizing Activities for Today's Seniors.” It examined how the lifestyle perceptions and actions of seniors today hold hints for effectively keeping the brain active and extending healthy lives. The seminar helped seniors recognize and become motivated for living positively and healthily by keeping their brains active and engaged. ADK is expected to remain a proactive and committed participant in the project.



An interview-based article on “Seniors and Brain Activation” published in the Brain-Energizing Newspaper of *The Nishinippon Shimbun*. (Dec. 2021)



ADK seminar at the Brain-energizing Newspaper Fair. (March 2022)

## Encouraging the Ability to Think and Communicate with Programs Developed from an Advertising Agency Perspective



In recent years, the field of education is emphasizing the importance of independent thinking and effective communication. ADK implements ongoing educational initiatives targeting junior and senior high school students, aiming to encourage understanding of the advertising business and provide opportunities for young people to exercise creativity and communication skills.

ADK also organizes workshops to nurture creativity, maximizing knowledge of the children's market accumulated through development of TV anime and other content-related business.

### Work experience workshops for junior high school students

During these three-day workshops, students learn about the services provided by advertising agencies and experience “the power of questions” and “the power of idea-generation,” essential for agency employees. The students also work on creating an ad under the guidance of a creative director. The workshops are structured so that students can experience the roles and pleasures of advertising by devising an idea, creating communication tools, and disseminating the message to the public. (The program was cancelled in 2021 due to the COVID-19 pandemic.)



### Kid's workshops: Sports SDGs Academy

In August 2021, a workshop with a theme of “Resolving Social Issues through the Power of Sports” was held to introduce the power of sports beyond health promotion. Focusing on familiar topics such as radio calisthenics and swimming classes, children were encouraged to think about what they can do to resolve social issues and deepen their understanding of connections between sports and society.



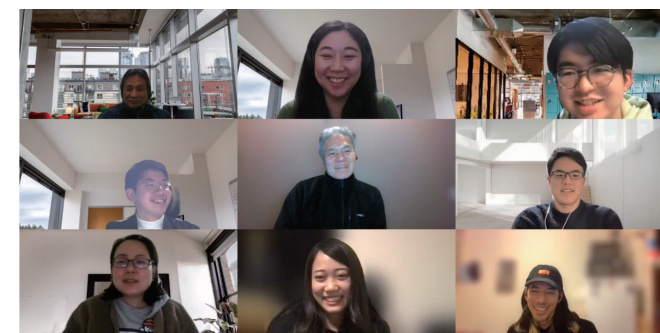


## Offering Our Experience and Knowhow in Data Analysis and Marketing to Develop Collaborations with Universities and Research Organizations



### Academic exchange agreements with Waseda University and Musashi University

Aiming to expand the horizons of data science use in Japan and contribute to the advancement of scientific and academic research and education, ADK has entered into academic exchange agreements with Waseda and Musashi Universities. ADK supplies its General Consumer Survey data to these partners for research and educational endeavors. The data is used by the schools' data science competitions as the basis for analysis. ADK also accepts interns from these universities. Through these and other collaborative arrangements, ADK contributes to the advancement of data science education and human-resource development in universities.



Waseda University data science students accepted as interns in February 2022 participating in online discussions

### Participation in the University of Tokyo's UTokyo MDS Consortium

ADK participates in the UTokyo MDS Consortium (MDS Consortium), an industry-and-education cooperative organized by the University of Tokyo Mathematics and Informatics Center (MI Center). The MI Center is an organization spanning the entire University to promote data science education, a field in which demand has been steadily rising. The MDS Consortium was established to enable industry partners to support the MI Center, while the Consortium supports industry in developing human resources for data sciences, a key issue for many businesses. ADK provides the Consortium with proprietary General Consumer Survey data as an element of support for University educational activities. The ADK-provided data is used for intramural data science contests. ADK also supports the University's PBL (Project-Based Learning) initiatives by accepting students in in-house training programs. ADK is nurturing closer ties in other ways such as joining employee education trials for participating business partners conducted by the University.

### University of Tokyo Graduate School of Mathematical Sciences Scholarships

As one aspect of ADK support for data science education, we provide scholarship funding for Master's students in the University of Tokyo Graduate School of Mathematics and Science. (Program concluded as of March 2021)

## ADK Supports Second Harvest Japan in Developing a Nationwide Food Safety Network



Second Harvest Japan (2hj) is Japan's first food bank, taking in still edible foodstuffs that would otherwise go to waste for a variety of reasons and providing them to people that need them. ADK Creative One joined 2hj in forming a project team. It developed communication tools for promoting awareness and understanding about 2hj's community-supportive activities. The first step ADK Creative One took was to produce briefing material for educational meetings on the operation of food pantries where anyone can obtain food when they need help. Before these meetings, instructional materials and data had been scattered throughout 2hj's various sections. ADK gathered and examined the information and condensed it in an easily understood package for everyone, especially those hoping to participate in the initiative. In designing this information package, we applied innovative approaches to facilitate communication and comprehension.

We remain committed to working alongside 2hj in applying our strengths in creativity and idea generation to help solve social issues surrounding food and hunger.



## Publication of *From Minami Sanriku* Photo Collection



To support the recovery of Minami Sanriku, a town in Miyagi Prefecture that was devastated by the Great East Japan Earthquake of 2011, ADK continues to publish *From Minami Sanriku*, a series of photo collections taken by local photographer Shinichi Sato who has captured images of his hometown since the earthquake. Volumes 1 through 5 have been released to date. In addition to documenting the progress of restoration in the area, the volumes convey the appeal of Minami Sanriku as a destination through Sato's letters and photographs, functioning as guidebooks that he hopes will encourage as many people as possible to visit the region.



## Experiences to Enrich the Lives of Every Employee

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Work styles and the workplace environment are vital aspects  
of corporate sustainability.

The ADK group is engaged in a variety of initiatives to provide enriching  
experiences for our employees in both day-to-day endeavors and life at work.

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We implement a variety of work-positive policies and systems that focus on ensuring employees that their contributions are worthwhile and that they can feel secure as they continue their careers.

## Initiatives to Promote Healthy, Wholesome Work Styles

Aiming to become a network-style organization in which every employee collaborates autonomously, ADK employees are urged to embrace healthy and productive work styles that respect the discretion of each individual. We also encourage employees to take paid vacations by designating company-wide days off, paid vacation encouragement days, and random vacation days as part of our drive to instill healthy and sound work styles.

### Developing a hybrid work system that accommodates diverse values and work styles

- With the growing spread of the COVID-19 pandemic in 2020, ADK promptly enacted a company-wide work-from-home system with no restrictions on eligibility. Going forward, we are preparing an advanced hybrid working system based on the knowhow we have cultivated to date. This will allow employees to proactively and autonomously choose where and when to work according to their organizational and individual work conditions and situations.

### Multifaceted support for mental and physical well-being

- ADK is upgrading support systems for employee mental health through programs such as consultations with occupational health physicians, counselling services, and video-learning programs for self- and line-care.
- Online health seminars are held regularly to help employees maintain and improve their health. In 2021, eight such seminars were held. To address the lack of communication among employees and prevent loss of fitness arising from work-from-home programs, we organized the nationwide ADK Run and Walk In-House Contest. (To be held twice – spring and autumn – in 2022.)
- In 2021, 99.9% of all employees underwent regular health checkups.

2018	2019	2020	2021
93.2%	89.4%	98.9%	99.9%

Employee participation rates in regular health checkups

### Creating opportunities for employees and their families to interact

- ADK provides settings for employees to interact such as shashoku (sociable company meals) where employees can enjoy lunch while chatting directly with the President.
- An annual office-visit day is held for employees’ children. They are invited to visit the head office to observe and experience their parents’ workplace. This summertime event is aimed at strengthening the bond between kids and their working parents. (The event was cancelled in 2021 due to the COVID-19 pandemic.)

## **Adoption of a group-diagnostic tool to ensure healthy working conditions for all employees**

- ADK adopted GEPPPO, an organizational diagnostic tool to progressively achieve healthier and more work-friendly office environments. A monthly survey is conducted to clearly identify issues facing individual employees and the organization as a whole.

## **COVID-19 countermeasures to put the health and safety of employees first**

- The ADK COVID-19 countermeasures information site was launched to educate and caution our employees on COVID-19 prevention.
- ADK recommended working from home depending on the pandemic's intensity. We also undertook measures required to enhance workplace safety such as installing partitions. Also, non-contact thermometers, alcohol-based disinfectants, and disinfectant kits were placed throughout our offices.
- Seating arrangements to ensure distancing were recommended in work spaces including conference rooms.
- Rules were developed and implemented for the use of meeting rooms starting with the banning of seats directly across from other occupants. Limits were set on capacity and length of meetings, and thorough ventilation was recommended.
- Overseas business trips were banned in principle and conditions including a new approval process were established for domestic business trips.



## Aiming for a Well-Balanced Mix of Personal Life and Work

ADK is aiming to create workplaces that enable all employees, including those with childcare or caregiving needs, to live up to their full potential. Recognizing the realities of such familial duties, we provide support so that employees may honor their at-home responsibilities while performing their jobs without undue hardship, including original policies that go above and beyond rules mandated by law.

L Star certification as superior companies for women's employment. (ADK Holdings, ADK Marketing Solutions, ADK Creative One, ADK Emotions)

ADK group companies were certified as superior employers that meet the standards established in the Law for the Promotion of Women's Rights. (L Star: L stands for Lady, Labour and Laudable)



### Preparing an environment to meet childcare needs

To enable our employees to raise their children with minimal stress, we have adopted childcare leave periods and policies that surpass legal requirements.

- Special vacation days for women to visit their obstetrician while pregnant. ★Legally compliant
- Special 7-day paternity leave for male employees upon childbirth by their wives. ★ADK original policy  
This leave lets men accompany their expectant wives to and from hospitals, attend childbirth, and help care for newborn and/or older children before and after their wives' birthing period. In 2021, 62.2% of eligible men took this special leave.
- Short workdays are granted to employees until their child completes their third year of primary school. ★By law, 6-hour workdays are required for employees with children up to three years old
- Employees are exempted from working outside of regular business hours until their child completes their sixth year of primary school. ★By law, applies to employees with children up to three years old
- Employees are permitted up to five days\*<sup>1</sup> of sick/injured childcare leave\*<sup>2</sup>. ★Legally compliant \*<sup>1</sup>: Up to ten days for two or more sick children. \*<sup>2</sup>: Children up to the start of primary school.
- A welfare service Benefit Station was established where employees can obtain a variety of services including childcare-related subsidies.
- Within the ADK portal site, the Childcare Mama and Papa Support Site was launched as an in-house consultation service. ADK also holds social events and workshops for returning employees to encourage sharing of information, activities designed to alleviate the childcare concerns of new mothers and fathers.
- In 2021, 21% of eligible male employees took childcare leave. In 2022, we are targeting 30%.  
Also in 2022, we expect to see 100% use of special leave by men for their wives' childbirth.
- In 2021, 100% of employees returned to work after childbirth or childcare leave.

2019	2020	2021
7.1%	20.6%	21%

Childcare leave use by male employees

## Creating an environment conducive to caregiving

**Recognizing the challenges in balancing work and caregiving, ADK has instituted original policies and extended leave times that go beyond legal requirements.**

- In addition to the 93 days of leave mandated by law, three more months caregiver leave can be taken.
- Employees are permitted up to five days\* of leave for caregiving and other support to family members requiring care. ★[Legally compliant](#)
  - \*Up to ten days for two or more family members needing care.
- A welfare service Benefit Station was established where employees can obtain a variety of services including caregiving-related subsidies.

# Striving for Career Development and Professional Growth

The talent and passion of each and every employee drive ADK's growth. In line with that view, ADK provides all employees opportunities to learn and overcome challenges that are crucial to developing careers as professionals.

## Career Step Program supports every employee in designing career paths

Rather than unilaterally assigning positions according to the company's needs under a job-rotation system, ADK honors employees' career dreams. Interviews are conducted with employees – primarily those in their 20s – on their career aspirations, which are accommodated by matching with our business strategies. We listen to employees' needs and wants, jointly consider the environment they need to achieve their goals, honor their career plans, and assign them to new positions as necessary and when appropriate.

## Personal Career Development Declaration System supports autonomous career planning

- Once a year, all employees review their careers and declare their career plans going forward. We then match our business needs with career aspirations to reassign employees as needed, even transferring them within group companies.

## ADK University – a place to broaden career vision, knowhow, and skills

ADK has constructed a training program to enhance employees' job-performance capabilities. The ADK University instills basic skills needed for professional growth, and polishes skills and knowledge needed to expand business horizons. Working together with both in-house and external experts and with educational organizations, ADK University provides many supportive opportunities for learning and elevating skills in specialist fields.

- Seminars are held monthly on essential business themes such as digital marketing, SDGs, and the latest technological developments.
- We provide a wide range of educational material to support employees studying on their own. These educational programs include a variety of e-learning content and external training courses.
- In-house pro seminars are run by knowledgeable employees to impart immediately useful knowledge and knowhow to their colleagues.
- Subsidies are provided to employees taking educational and accreditation programs for certification in various specializations including marketing.

※In 2021, ADK allocated approx. ¥114.93 million to employee education and training.

## The Growth Stock Nurturing Project promotes mutual growth of new employees and on-the-job training partners

Treating every new employee as a “growth stock” with immense potential, ADK oversees their development under meticulous, one-year training plans. Under our training program, new employees are paired with OJT (on-the-job-training) partners who participate in multiple training sessions to learn knowhow and techniques for guiding new employees. Through this process, the OJT trainers themselves learn to cultivate talent and gain skills for their own growth.

- At the end of their one-year training program, all new employees make a presentation to ADK’s executives on their growth in an event called the Growth Stock Shareholders’ Meeting. Our hope is to encourage all parties to share the same vision of an ideal OJT development system. ADK ascribes to the view that all new employees should be nurtured by the entire company.
- While the OJT partners are senior staff, management are assigned as OJT leaders, with the entire organization participating in the training of new employees. Also, meetings of OJT leaders enable them to share their views on the status of the training system and issues affecting it.
- Separate from the OJT program, new employees are also assigned in-house mentors upon their recruitment. By developing ties apart from business relationships from the earliest possible time, new employees are made to feel welcome to join ADK and keep working. This program is continually reviewed and refined annually for the best results.



# The Environment

We recognize the impact our business activities can have on the environment and are developing initiatives for social contribution and environmental protection.

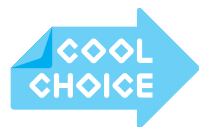
At ADK, every employee recognizes the impact of the communication business on the environment and we have developed a range of initiatives to contribute to society and protect the environment as an extension of our business activities. Through proposals to advertisers and alliances with media and partner companies, we are working to realize effective environment-related communication and contribute to building a sustainable society.

## Data collected in compliance with legislation is submitted to relevant ministries and agencies

- The ADK Head Office submits a “Specific Tenant Global Warming Countermeasure Efforts Report” to the Director of the Kanto Bureau of Economy Trade and Industry via Toranomon Hills (Mori Building).
- In compliance with the Waste Management Law, ADK maintains manifests and submits Industrial Waste Management Reports to the relevant authorities.

## We support COOL CHOICE

ADK supports COOL CHOICE, a national movement promoting a variety of wise choices aimed at reducing greenhouse gas emissions.

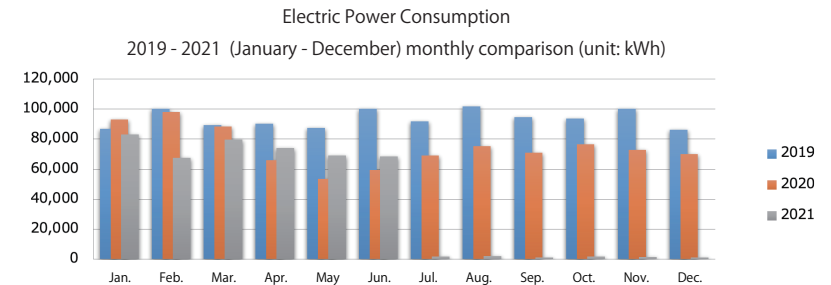


### About COOL CHOICE

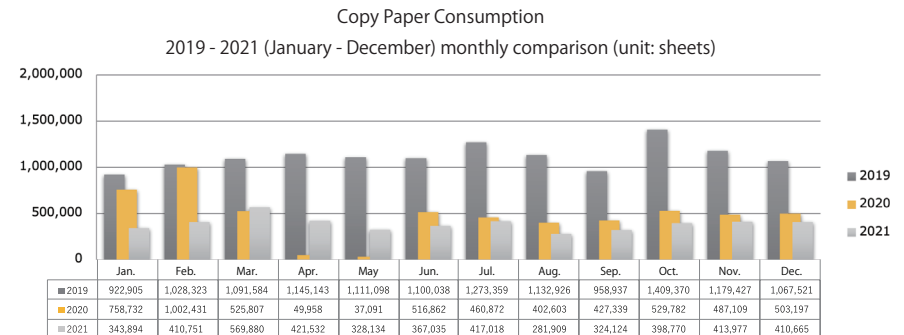
Adopted in 2015, the Paris Agreement is a legally binding international treaty governing efforts to mitigate climate change. In keeping with the Paris Agreement, Japan has set a goal of reducing greenhouse gas emissions by 26% compared to 2013 levels by fiscal 2030. COOL CHOICE is a nationwide campaign to encourage public involvement in reaching these goals.

## Collation and analysis of environmental data enables us to minimize consumption of energy and resources

- ◎ In conjunction with work-style reforms such as No Overtime Days, we are reducing use of electricity by restricting after-hours air conditioning.
- ◎ We are reducing use of electricity by turning off all lights at predetermined times.



- ◎ We implement the “Cool Biz” dress code during summer months.
- ◎ We measure and aim to reduce use of copy paper. Meeting rooms are equipped with monitors and tablets to encourage diverse working styles



- ◎ In addition to increasing the ratio of eco-friendly office products through green purchasing, we are also working to recycle used stationery.
- ◎ At our Head Office, both industrial and general waste are measured as part of ongoing efforts to minimize and control waste.
- ◎ Reference materials and other books that are no longer needed are donated or recycled.

## ADK Holdings Inc.

A pure holding company involved in formulating groupwide strategy and administrative policies, providing back-office functions, creating welcoming, inclusive working environments and promoting healthy working conditions. Also oversees corporate communications functions including activation of internal communications.

## ADK Marketing Solutions Inc.

Provides comprehensive marketing solutions across the entire customer journey. The ADK CONNECT business brand launched in 2021 is the flagship that leads an organization of professionals with highly developed skills in digital and data-driven marketing fields, focusing on providing valuable customer experiences that contribute to clients' business success.

## Overview of Group Companies

Under the pure holding company structure headed by ADK Holdings, the ADK Group encompasses ADK Marketing Solutions Inc., ADK Creative One Inc., and ADK Emotions Inc., three specialized operating companies focusing on the business fields of marketing and content. Based on our declared purpose of **Creating experiences to enrich lives**, we continue to create compelling experiences that move consumers' hearts and minds.



## ADK Creative One Inc.

An integrated creative company that offers planning, creative development, production and implementation services in the creative and promotional realm. Armed with creative ideas that integrate on- and off-line initiatives, the focus is on creating compelling experiences that transform consumers into customers, then into devoted fans.

## ADK Emotions Inc.

Inheriting the DNA of a content business pioneer, ADK Emotions specializes in anime content and rights management, also providing merchandising and e-commerce services that build fan bases and create appealing experiences across a broad range of consumer touchpoints.