

<PRESS RELEASE>

To the press and whom it may concern,

dip

Labor force solution company

October 1, 2019
DIP Corporation

DIP's Corporate Logo and the Corporate Website Have Been Redesigned in
Recognition of the Milestone Expansion of Its Business.
The Shape and Color of the New Corporate Logo Change Interactively When Touched

DIP Corporation (hereinafter "DIP"), Headquarters: Minato-ku, Tokyo, Japan; President and CEO: Hideki Tomita, announced on Tuesday, October 1 that it has renewed its corporate logo and its corporate website. Having launched a new business developing and offering AI/RPA services in addition to its existing human resources services, DIP is expanding its business domain. In light of this expansion, we believed that it was necessary to redefine our future vision and present a concept that our employees can rally behind. Accordingly, we decided upon, "Labor force solution company" as our new vision. In keeping with this renewed corporate vision, we have also renewed our logo and website to showcase DIP's new corporate vision to stakeholders outside the company.



DIP Corporate Interactive Logo (Corporate Site): <https://www.dip-net.co.jp>

DIP Corporate Interactive Logo (PC Site): <https://press.dip-net.co.jp>

■ Comment from Hideki Tomita, President and CEO

The Japanese labor market has been experiencing continuous and rapid changes due to factors such as the shortage of workers resulting from a declining and aging population, the nationwide promotion of work style reforms, and an increase in the number of foreign workers. In consideration of these changes, we launched an AI/RPA service in 2019 and have decided upon "Labor force solution company" as our new corporate vision. It is our objective to act as a "General Trading Company Dealing in Labor Force", and service our client companies not only by supporting them in their employment of human resources, but also by assisting them to improve efficiency in their operations through automation and the increased use of AI/RPA. As a symbol of our evolution, we have decided to redesign our corporate logo.

It is expected that many existing business operations will be replaced by AI/RPA. It is also expected that, for human labor, creative jobs that capitalize on the individuality of each employee will increase. In addition to continuously offering solutions to the labor force issues facing our clients, we will tackle the challenges of how workers should develop themselves for the future, and how DIP should support them. In this manner, we will continue to hold steadfast to our corporate philosophy and work toward the improvement of society with 'dreams, ideas, and passion'.

■The Redesigned Corporate Logo and Corporate Website

The new corporate logo has already been unveiled on our revamped corporate website and on digital signage installed in the entrance lobby at our headquarters to ensure the logo is presented to all stakeholders. The three essences making up the company name DIP: 'dreams (blue), ideas (green), and passion (red)', are expressed by the three primary colors of light, and the elements constituting digital media. The "DIP" logo, made up of particles of light, allows people to interact with it online in a personal way. When the logo is touched by a user anywhere in the world, it creates a change in the shape and color, producing an infinite number of variations in the logo. The new corporate logo and the corporate website were produced by teamLab, a globally famous art-collective, in order to publicize the next stage of DIP's development.



Image Movie: DIP Company Interactive Logo: Demonstration: <https://youtu.be/dmerNRtMfFM>

DIP Company Motion Logo: https://youtu.be/zbFACc_rDZs

DIP Company Interactive Logo: Hands-on Experience: <https://youtu.be/rrS173fWA1c>

■Comment from Mr. Toshiyuki Inoko, Representative Director of teamLab

When a society reaches the point at which new technologies such as AI and RPA take the place of the human work force, the concept of jobs that we hold at present will drastically change. We believe that in such a future, working will become very creative and collaborative. The future image of work may be closer to what society thought of as play in the past. In producing DIP's new corporate logo, we decided upon a concept that is linked to the world and changes shape and color when touched by users, allowing them to enjoy the variations of the logo together. Since DIP's businesses and its points of contact with its clients and other stakeholders are realized substantially through digital media, we decided to express the logo with the colors of light, which become brighter and whiter when mixed together rather than with the conventional colors of print media or physical substances that become darker and blacker when mixed together. We created an interactive logo that is always linked to the world, moved and changed by the will of people, rather than a traditional logo that is static and isolated from people.

■ “Digital Signage” Allowing Visitors to Touch Our New Corporate Logo and “Digital Collection Wall” Unveiled at DIP’s Headquarters

In accordance with the renewal of our corporate logo, digital signage has been installed in the entrance lobby of our Headquarters, displaying the new corporate logo. The logo displayed on the digital signage is formed with finer-grained particles, enabling a more beautiful display of the logo’s motion. In addition, a “Digital Collection Wall” has been introduced, which allows visitors to view videos introducing them to DIP’s services and advertisements. Please feel free to interact with and enjoy the signage when you visit our Headquarters.



The Digital Collection Wall is a touch panel-type signage using the Digital Information Wall software engine. Users are allowed to intuitively select images from a vast catalog, enlarge the selected images merely by touching on them, and take their time enjoying the images. The entire screen reacts interactively with the user, and the signage makes the entire space a colorful work of public art.

Digital Information Wall : <https://www.team-lab.com/digital-collection-wall/>

■ General description of teamLab

teamLab is the corporate arm of the art-collective teamLab, and conducts activities in the field of art. It offers digital solutions using the most advanced technologies, develops large-scale systems, produces digital products, develops urban projects, and designs architectural spaces. teamLab is an ultra-technologist group that includes specialists from diverse digital fields, such as artists, programmers, engineers, CG animators, mathematicians, and architects. Crossing the borders between art, science, technology, and creativity, teamLab has been conducting its activities under the concept of group creation.

URL : <http://www.team-lab.com/>

■Company Profile

DIP operates Baitoru, a job information platform for part time employees, Hatarako.net, a job information platform for regular, dispatch and part-time employees, Baitoru NEXT, a job information platform for regular and contract employees, and a job agency site for nurses, Nurse de hatarako. We aim to create a better society through our services that provide significant convenience for our users and clients. DIP was listed on the Mothers Stock Exchange in May 2004 and on the first section of the Tokyo Stock Exchange in December 2013. DIP posted sales of ¥42,176 million in the fiscal year 2019.

In 2016 we established dip AI. Lab, operating Japan's first AI specialized media AINOW, and Japan's first AI specialized incubation program AI.Accelerator. In April 2019 DIP established an AI/RPA division in response to the growing labor shortage associated with the declining birthrate and aging population in Japan and the expansion of the AI / RPA market. This division has developed, and is now marketing, the FAST RPA KOBOT based on the concept that any corporation regardless of size should be able to utilize the advantages of RPA at a reasonable cost and burden of implementation.

Company name: DIP Corporation

CEO: President and CEO Hideki Tomita

Location: 3-2-1 Roppongi, Minato-ku, Tokyo, Japan

Phone: +81-3-5114-1177

Founded: March 1997

Capital: ¥1,085 million (As of end of May 2019)

Number of Employees: 1,967 (As of April 1st, fulltime)

Business: Operating job information platforms Baitoru, Baitoru NEXT, Hatarako.net, and nurse agency site etc.

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

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

Contact

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