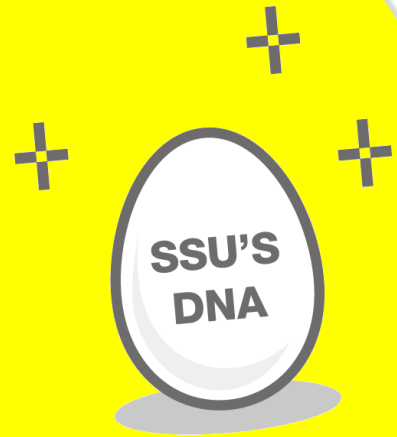


**SUNNY SIDE UP**

SUNNY SIDE UP, INC.

たのしい  
さわぎを  
おこしたい

Let's have fun!



What is SUNNY SIDE UP all about?  
It's not an easy question and one that many of our staff struggle with  
because we are continuously evolving and expanding

"We're not just a PR agency but a PR enterprise"  
"We represent athletes and other notable personalities"  
"We want to deliver a WOW factor"  
"We like to be different and to stand out from the crowd"

In other words, SUNNY SIDE UP is a company trying to create a buzz,  
with fun, excitement and an element of surprise.

# Company Profile

Company Name SUNNY SIDE UP, INC.

President Etsuko Tsugihara

Established July 1, 1985

Capital 489 million yen

Employees 195 (As of June,2018)  
(SSU Group) 447 (As of June,2018)

Consolidated Subsidiaries wise integration co., ltd.  
FLYPAN, INC.  
SSU HAWAII, INC.  
Kumnamu Entertainment, Inc.  
SUNNY SIDE UP KOREA, INC.  
SUNNY SIDE UP CAREER, INC.  
SCRAMBLE, INC.  
AIRSIDE INC.

Associate Companies ENGAWA Co., Ltd.  
OKINAWA INITIATIVE, Inc.

Affiliation/Membership KEIDANREN (Japan Business Federation)  
The Tokyo Chamber of Commerce and Industry  
The Public Relations Society of Japan (PRSJ)  
JAPAN SOCIETY OF SPORTS INDUSTRY  
International Public Relations Association (IPRA)

Headquarters 〒151-0051  
JPR Sendagaya Building, 7<sup>th</sup> Floor  
4-23-5 Sendagaya, Shibuya-ku, Tokyo  
151-0051, Japan  
TEL : 03-6864-1234 (main)  
FAX : 03-5413-3052

Osaka Branch 〒550-0002  
MY Edobori Building, 7<sup>th</sup> Floor  
1-25-31 Edobori Nishi-ku,  
Osaka-shi, Osaka  
550-0002, Japan  
TEL : 06-6147-3932  
FAX : 06-6449-9977



Welcome to SSU where  
everyday is a new encounter



Former National Stadium –  
Center of all the excitement in 2020!



Our office is full of  
fun sunny-side up  
goods



## ISO27001Certified

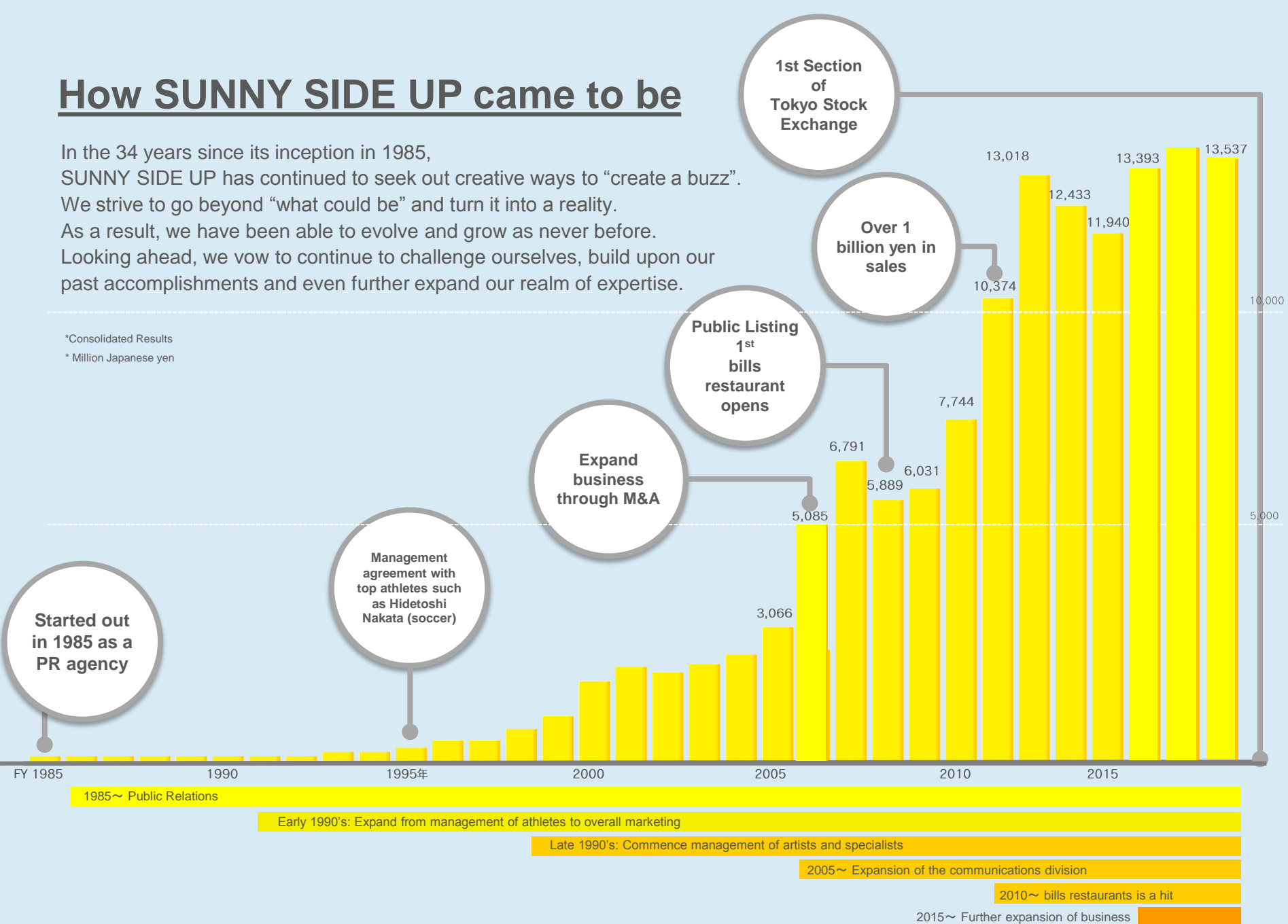
Information leakage is a serious matter in modern society. At SSU, we have taken aggressive steps to tighten our security, and as a result, we were granted a global standard of data security certification in March 2008. (ISO / IEC 27001:2005 / JIS Q 27001:2006)

# How SUNNY SIDE UP came to be

In the 34 years since its inception in 1985, SUNNY SIDE UP has continued to seek out creative ways to “create a buzz”. We strive to go beyond “what could be” and turn it into a reality. As a result, we have been able to evolve and grow as never before. Looking ahead, we vow to continue to challenge ourselves, build upon our past accomplishments and even further expand our realm of expertise.

\*Consolidated Results

\* Million Japanese yen



# Business Fields

Our expertise is Public Relations and any related area of business. However, in our never ending pursuit of excitement and innovation, we continue to evolve and grow to meet and exceed the needs of our clients.



## **Innovative Planning and Execution**

- PR Strategy Proposals
- Media Targets
- Event Planning
- Risk Management
- Corporate PR, ETC.



## **Extensive Media Network**

- Dedicated Media Specialists
- Exposure to all Types of Media
- Instant Access to Top Media Outlets
- Media Strategy and Planning, ETC.



## **From the Internet to the Sales Floor**

- Promotional Strategy Proposal
- Promotional Campaigns
- Events
- Store Sales
- Use of Social Media, ETC.



## **Adding Value from a PR Viewpoint**

- Business Development Consulting
- Business Start-Up and Operation
- Partnership and Alliances
- Funding / M&A, ETC.



## **Matching Sports to Maximize Brand Appeal**

- Sports Consulting
- Sports Event Planning and Operation
- Athlete Content Development
- Athlete Management, ETC.



## **Food Branding that Creates a Trend**

- Brand Development
- Store Development
- bills Planning and Management, ETC.



# Our Services

We are constantly expanding and improving our services so that we can keep up with the fast pace of the market, and fulfill our clients' marketing communication needs.

## PLANNING

An inspiration leads to a concept, which eventually grows into a story. We will provide the best solution for your marketing needs.



## PUBLIC RELATIONS

We separate ourselves from the rest of the pack by consistently provoking emotions that not only reaches but also captures the target market.



## SPORTS

We are Sports Marketing Professionals, prepared to change the overall concept of marketing and PR., particularly for the year 2020.



## PROMOTIONS

With our expertise in creating ideas, we can help create and run an effective promotional campaign that grips at the heart of the consumer.



## EVENTS

Whether it be a corporation, a brand or an individual, we can plan and deliver that one of a kind event that leads to lasting connections.



## PRODUCT

We are determined to offer product marketing that not only creates a buzz, but is of an undeniable quality.



## CASTING

Relying on our extensive network, SSU can provide the people and connections that maximizes the value of the brand or service.



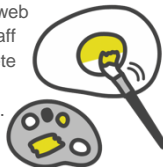
## DIGITAL MARKETING

Our integrated proposal will include all facets of digital communication, with the goal of stimulating the user's desire to share information in many outlets.



## CREATIVE

From video to print to web design, our creative staff will provide the complete package, giving our clients the added edge.



## BUSINESS DEVELOPMENT

Working from our unique background in PR, we aim to produce new business opportunities that create a wave.



## MEDIA MARKETING

In order to reach a market that is both far and wide, our media proposal will include all ranges of media based on our extensive laundry list of contacts.



## COMMUNITY SERVICE

We actively tackle social issues that enable corporations to make lasting contributions to society.



# Why choose SUNNY SIDE UP?

“Let’s Have Fun!” – our company slogan has pushed us to explore beyond the norm and expand into new areas. Take advantage of our vast connections and reputable background to get the results you want!

Events  
**100**

Number of PR events in 1 year.  
We are constantly planning and holding events that “create a buzz”.

Clients  
**200**

We work with more than 200 clients every year in a wide range of industries, keeping us fresh and up to date.

Ranking  
**17th**

We are 17th in PR Week Agency Ranking. There is value in what we do – creating a buzz and increasing sales.

Team  
**447**

SSU Group has become global with a strong team of over 450!

Traded  
**1st**

As of December 3rd, 2018, SSU has been assigned to the 1st section of the Tokyo Stock Exchange

## 1. Lasting Results and Extensive Background

- The numbers are a testament to the high level of service and products we are known for regardless of the format or target market.
- We have the experience and connections that enable us to offer the perfect solution for your marketing and PR needs.

## 2. Integrated Solutions

- We are known for presenting proposals that go beyond the norm in order to achieve the desired effect.
- SSU offers in-house specialists who can handle all realms of PR and Marketing, from planning to design to programming.

## 3. Dedicated Media Solutions Specialists

- Unlike most PR firms, we have a group of staff dedicated to media marketing who can provide the connections and skills to maximize media exposure for our clients.
- Our activities allow us to reach several hundred thousand media specialists every year.

## 4. Pioneers in Sports Marketing

- Sports Marketing has become the norm, but SSU was the first PR firm to delve into this area, taking advantage of the strengths and appeal of sports for more than 20 years.

# Our Awards

We are honored to be recognized for our work in the PR and Sales Promotion arena, as well as for providing an employee friendly environment for our team members. This is all part of our goal to “Let’s have Fun!



Great Place to Work®  
Best Workplaces 2014  
3rd



Holmes Report  
GLOBAL TOP 250  
PR AGENCY RANKING 2016  
19th



PRWEEK Asia  
Best Places to Work 2016



Stevie® Awards 2016  
International Business Awards  
Bronze



Stevie® Awards  
for Women In Business  
Gold



Stevie® Awards  
for Women In Business  
Silver



JAPAN WOMEN AWARD 2016  
2nd/Special Recognition



Stevie® Asia-Pacific Awards  
Silver



Stevie® Asia-Pacific Awards  
Bronze



Stevie® Awards 2017  
International Business Awards  
Gold



Stevie® Awards 2017  
International Business Awards  
Silver



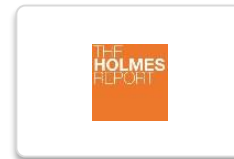
Stevie® Awards 2017  
International Business Awards  
Bronze



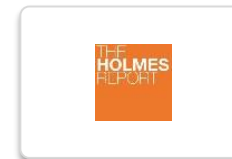
Public Relations Society of Japan  
PR Awards 2017 Silver  
[Anger Management]



PRWEEK Agency Business  
Report 2018  
20th



The Holmes Report  
Best Agency to Work For Asia-Pacific  
Honorable Mention



The Holmes Report  
GLOBAL TOP 250  
PR AGENCY RANKING 2018  
19th



IPRA Golden World Awards  
[CRAFT SAKE WEEK]



# Athletes & Specialists

## ●Management



**Kentaro Asahi**  
Former Beach Volleyball Player



**Natsuki Iijima**  
Writer



**Hiroko Iijima**  
Essayist



**Ryota Igarashi**  
Professional Baseball Player  
(Pitcher)



**Satoko Urata**  
Professional Beach  
Volleyball Player



**Daisuke Ejima**  
Professional Swimmer



**Satoshi Saida**  
Wheelchair Tennis Player



**Kenzo Shirai**  
Gymnast



**Mayumi Tsuchida**  
Wheelchair Basketball Player



**Shota Tezuka**  
Professional Wakeboarder



**Kotaro Tokuda**  
Freestyle Football Player



**Hidetoshi Nakata**  
NPO  
TAKE ACTION FOUNDATION  
Representative Director



**Takumi Nakamura**  
Professional Surfer



**Miho Nijo**  
Wheelchair Tennis Player



**Masakiyo Maezono**  
Sports Journalist



**Isao Yoneda**  
Mental Trainer

## ●Alliance



**Naoko Sato**  
Former Professional  
Tennis Player



**Kazuyoshi Tokumoto**  
Long Distance Runner



**Takaharu Nakai**  
Professional  
Snowboarder

## ●Specialists



**Taro Kamitani**  
Tiara Designer



**Junko Koshino**  
Fashion Designer



**Katsuyuki Seto**  
3D Sound Designer

## Our promise to you

What can we offer you?

The curiosity, creativity, and motivation  
that is the driving force behind our pursuit of  
something new and different.

### Let's Have Fun!!

We will continue to invest in people power.

The power to make people happy,  
to form a connection and create a buzz.