

SUNNY SIDE UP GROUP

COMPANY PROFILE

たのしいさわぎを おこしたい

Let's have fun!

We have a dream.

“Change the world with the power of PR”.

PR has a power to influence people's mind and action,
and eventually change the world.

As we know that PR has such a power, we believe we can make a change.

By using all communication methods based on PR approach,
we come up with unique solutions and tackle various problems.

As a “PR Communication Group,”
we create fun buzz and new values for the new era.

Company Profile

Company Name	SUNNY SIDE UP GROUP INC.	Headquarters	〒151-0051 JPR Sendagaya Building, 4-23-5 Sendagaya, Shibuya-ku, Tokyo 151-0051, Japan TEL : 03-6894-3232 (main) FAX : 03-5413-3052
President	Etsuko Tsugihara		
Established	July 1, 1985		
Capital	547 million yen (As of January 1 st , 2020)		
Employees	518 (As of January 1 st , 2020)	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)
Consolidated Subsidiaries	SUNNY SIDE UP, INC. wise integration co., ltd. FLYPAN, INC. SSU HAWAII, INC. Bills Waikiki LLC Kumnamu Entertainment, Inc. SUNNY SIDE UP KOREA, INC. SUNNY SIDE UP CAREER, INC. SCRAMBLE, INC. AIRSIDE INC. SUNNY SIDE UP PARTNERS, INC.		
Associate Companies	ENGAWA Co., Ltd. OKINAWA INITIATIVE, Inc. AnyUp, Inc. Grill, Inc.		



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



Our office is full of fun
sunny-side up goods



1st Section of
Tokyo Stock Exchange

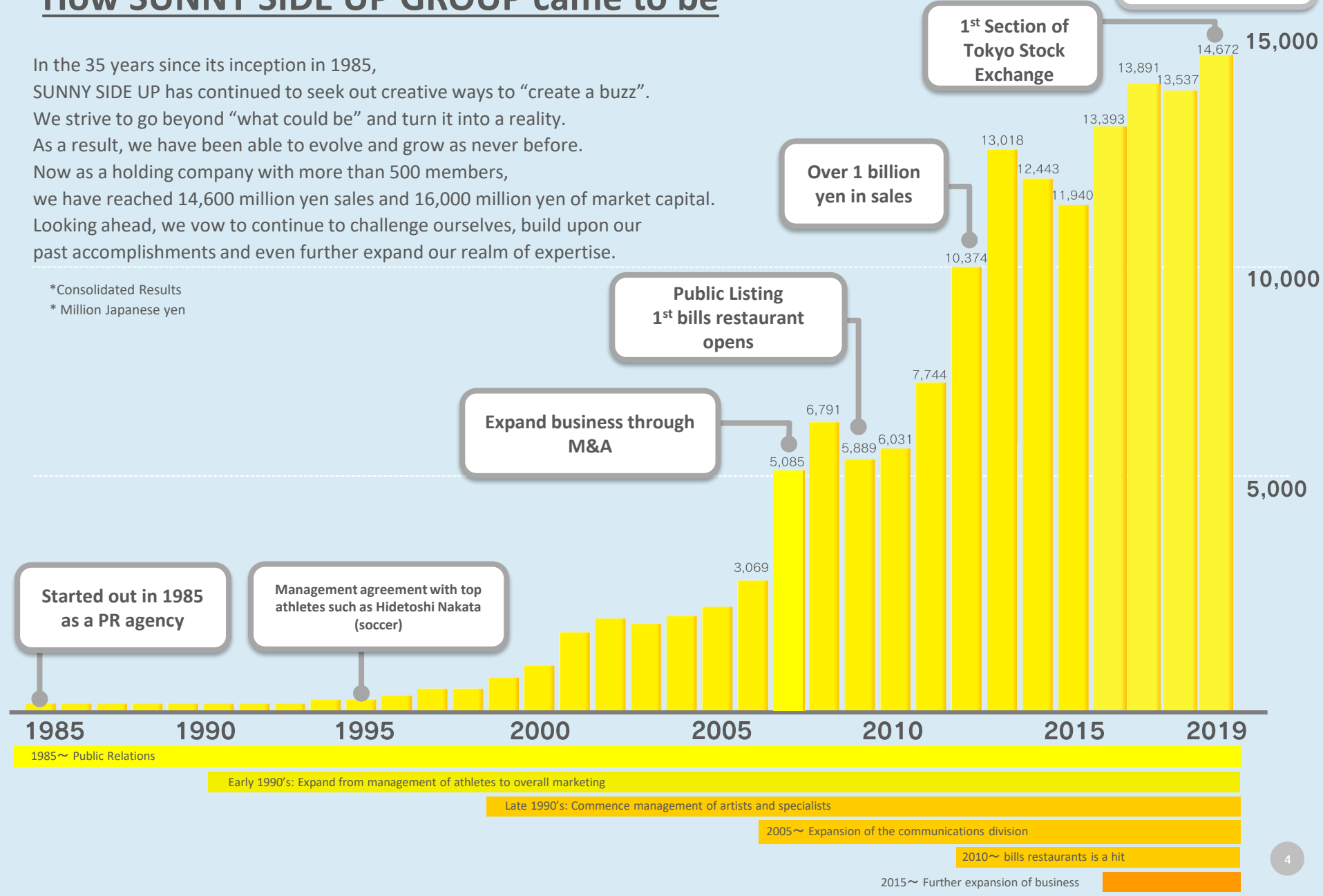


Welcome to SSU where
everyday is a new encounter

How SUNNY SIDE UP GROUP came to be

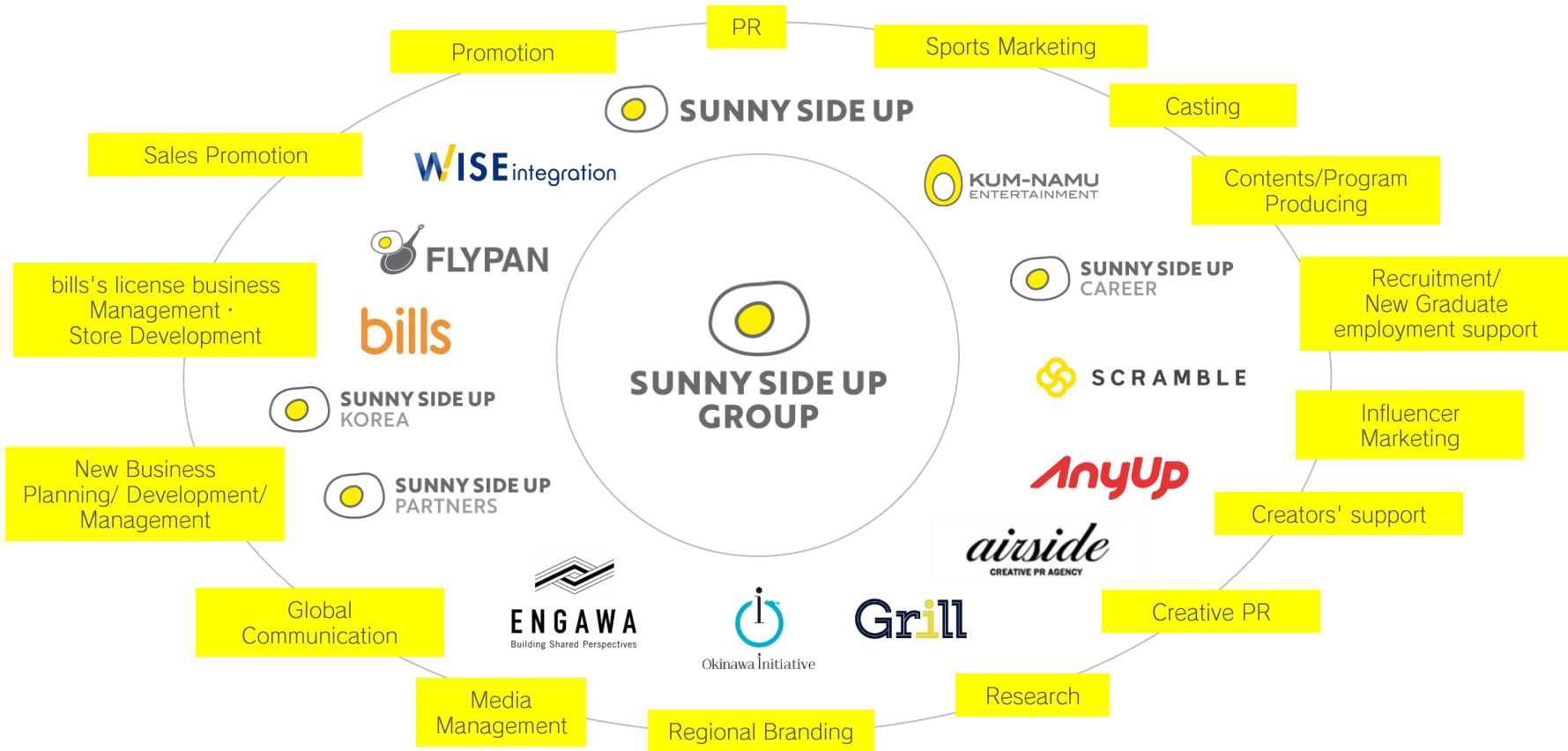
In the 35 years since its inception in 1985, SUNNY SIDE UP has continued to seek out creative ways to “create a buzz”. We strive to go beyond “what could be” and turn it into a reality. As a result, we have been able to evolve and grow as never before. Now as a holding company with more than 500 members, we have reached 14,600 million yen sales and 16,000 million yen of market capital. 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



SUNNY SIDE UP GROUP Business Field

By becoming a holding company and strengthen the networks between each group company,
we maximize individual strength in PR and communication business.
With the group synergy, we will provide the best solution as one team.



We are a PR communication group
which provides unique solutions to various problems
using our strength: multiple communication methods and PR.

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.



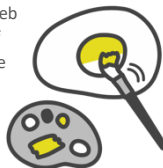
DIGITAL MARKETING

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.



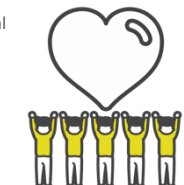
MEDIA MARKETING

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 GROUP?

“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
20th

We are 20th in PR Week Agency Ranking. There is value in what we do – creating a buzz and increasing sales.

Team
518

SSU group members are all over the world

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

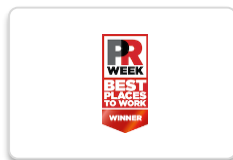
- Sports Marketing has become the norm, but SSU was the first PR firm to delve into this area, taking advantage of the strengths and appeal of sports for more than 20 years.

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



PRWEEK Asia
Best Places to Work 2016



Stevie® Awards 2016
International Business Awards
Bronze



Stevie® Awards
for Women In Business
Gold / Silver



JAPAN WOMEN AWARD 2016
2nd / Special Recognition



Stevie® Asia-Pacific Awards
Silver / Bronze



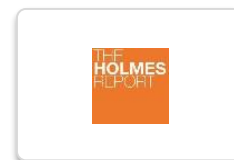
Stevie® Awards 2017
International Business Awards
Gold / Silver / Bronze



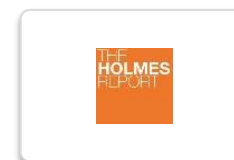
Public Relations Society of Japan
PR Awards 2017 Silver
[Anger Management]



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 2019
20th



IPRA
Golden World Awards 2018
[CRAFT SAKE WEEK]



IPRA
Golden World Awards 2019
[Indeed Japan]
[International Women's Day]



Agency of the Year 2019
Independent Agency of the Year
Gold



Agency of the Year 2019
PR Agency of the Year
Silver



Agency of the Year 2019
Agency Head of the Year
Gold

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



Denis Akimoto
Professional Ice Hockey Player



Kazuyoshi Tokumoto
Long Distance Runner



Naoko Sato
Former Professional
Tennis Player



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.