



# Make World Better

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

<b>Company Name</b>	SUNNY SIDE UP GROUP Inc.
<b>President</b>	Etsuko Tsugihara
<b>Established</b>	July 1, 1985
<b>Capital</b>	550 million yen (As of the end of June 2025)
<b>Employees</b>	403 (As of the end of June 2025)
<b>Consolidated Subsidiaries</b>	SUNNY SIDE UP Inc. Kumnamu Entertainment, Inc. steady study Ltd. AIRSIDE INC. Good & Co., Inc. TKG Consulting Inc. SUNNY SIDE UP KOREA, INC. FLYPAN, INC.

<b>Headquarters</b>	〒151-0051 Prime Sendagaya Building, 4-23-5 Sendagaya, Shibuya-ku, Tokyo
	151-0051, Japan TEL : 03-6894-3232 (main) FAX : 03-5413-3052

<b>Affiliation/Membership</b>	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)
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<b>Associate Companies</b>	AnyUp Inc.
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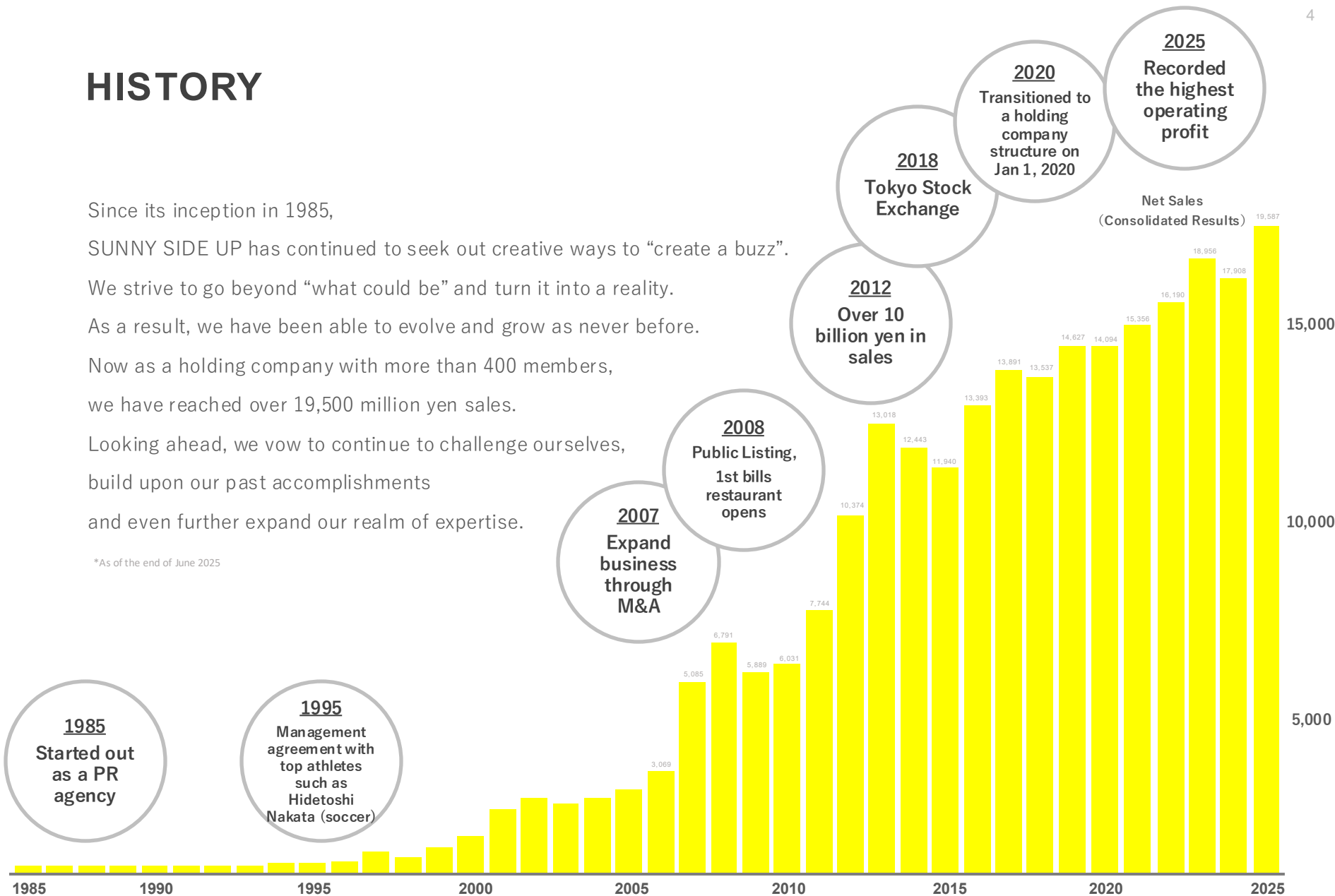
SUNNY SIDE UP GROUP Inc. is listed on the Standard Market of the Tokyo Stock Exchange (code 2180)



# HISTORY

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 400 members, we have reached over 19,500 million yen sales. Looking ahead, we vow to continue to challenge ourselves, build upon our past accomplishments and even further expand our realm of expertise.

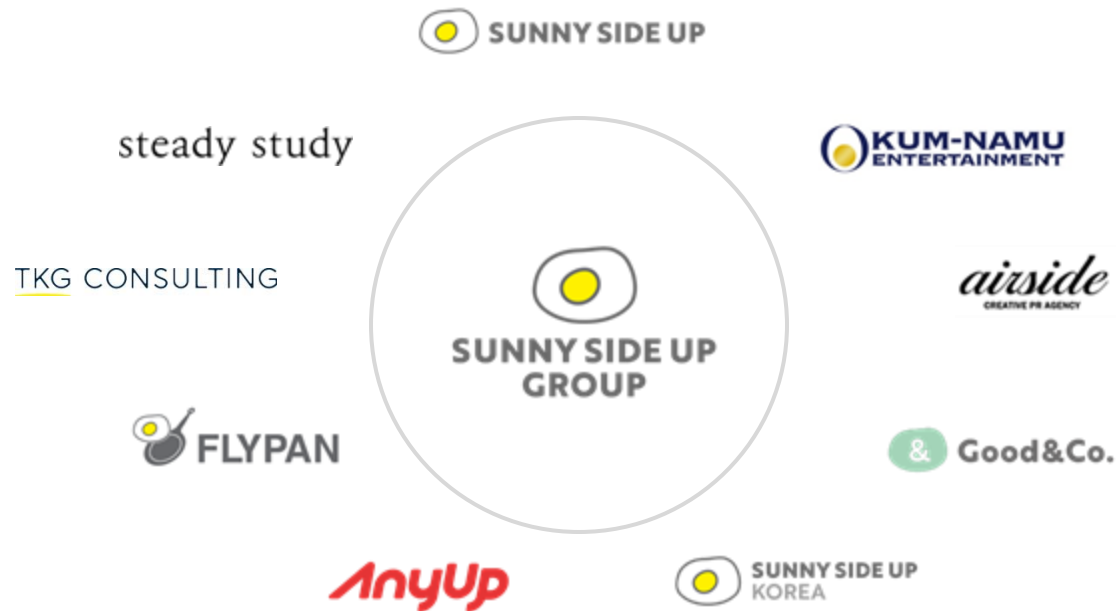
\*As of the end of June 2025



\* Million Japanese yen

# GROUP COMPANIES

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 FIELD

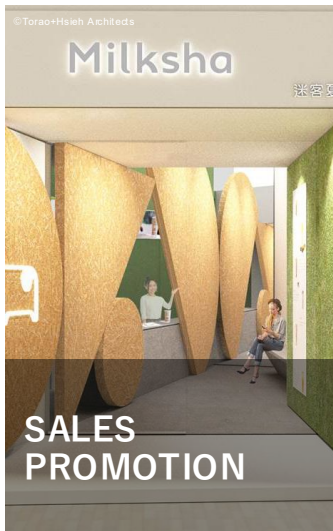
Our expertise is Public Relations and any related area of business. However, in our never ending pursuit of excitement and innovation, we continue to evolve and grow to meet and exceed the needs of our clients.



## PUBLIC RELATIONS

**Innovative Planning and Execution**

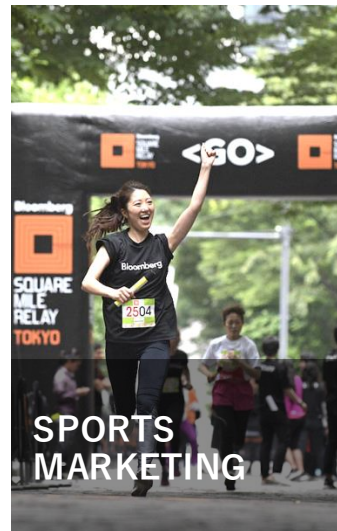
- PR Strategy Proposals
- Media Targets
- Event Planning
- Risk Management
- Corporate PR, ETC.



## SALES PROMOTION

**From the Internet to the Sales Floor**

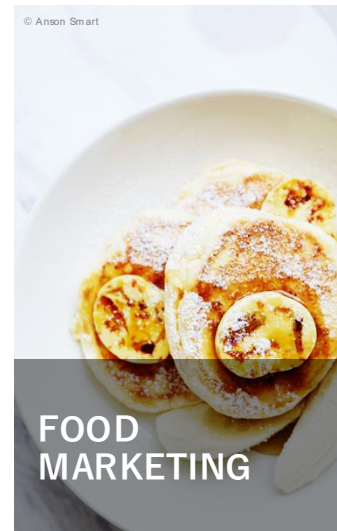
- Promotional Strategy Proposal
- Promotional Campaigns
- Events
- Store Sales
- Use of Social Media, ETC.



## SPORTS MARKETING

**Matching Sports to Maximize Brand Appeal**

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



## FOOD MARKETING

**Food Branding that Creates a Trend**

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



## BUSINESS DEVELOPMENT

**Adding Value from a PR Viewpoint**

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

# SERVICE

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.

## CAMPAIGN

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

## EVENT

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

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 DEVELOPEMENT

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

## MEDIA

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.

## SOCIAL

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

# EXPERTISE

“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  
**250**  
per year

Clients  
**200**  
per year

Ranking  
**30th**  
3<sup>rd</sup> in Asia

\*PRWeek Agency Business Report 2023

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## 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.

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## 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.
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## 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.

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## 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.
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# 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!”

 <p>東京で働く、 自分らしく、</p> <p>Tokyo Metropolitan Government Tokyo Women’s Participation Promotion Award Grand Prize</p>	 <p>IPRA Golden World Awards 2023 “Uber Eats Space Delivery”</p>	 <p>Provoke Media Global Top 250 PR Agency Rankings 2023 30th</p>	 <p>PRWeek Agency Business Report 2023 30th</p>	 <p>Weekly Toyo Keizai Published on November 19<sup>th</sup>, 2022 PR Company Ranking 1st</p>	 <p>Campaign Asia Pacific Agency of the Year 2022 Japan/ Korea BEST PLACE TO WORK Commendation</p>
 <p>IPRA Golden World Awards 2022 Corporate communications – Agency</p>	 <p>PRWEEK Asia Best Places to Work 2021 Large Agency</p>	 <p>Public Relations Society of Japan PR Awards 2020 3 Silvers</p>	 <p>Campaign Asia Pacific Agency of the Year 2020 Japan/ Korea Gold / Bronze</p>	 <p>IPRA Golden World Awards 2018 2019 2020</p>	 <p>Agency of the Year 2019 Independent Agency of the Year 2 Golds / Silver</p>
 <p>The Holmes Report Best Agency to Work For Asia-Pacific Honorable Mention</p>	 <p>Public Relations Society of Japan PR Awards 2017 Silver [Anger Management]</p>	 <p>Stevie® Awards 2017 International Business Awards Gold / Silver / Bronze</p>	 <p>Stevie® Awards for Women In Business Gold / Silver</p>	 <p>JAPAN WOMEN AWARD 2016 2nd / Special Recognition</p>	 <p>Great Place to Work® Best Workplaces 2014 3rd</p>

# SSU PEOPLE

## Athletes & Specialists

### ● Management



**Kentaro Asahi**  
Former Beach Volleyball Player



**Natsuki Iijima**  
Writer



**Hiroko Iijima**  
Essayist



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



**Daisuke Ejima**  
Professional Swimmer



**Miyu Kato**  
Professional  
Tennis Player



**Takeru Kitazono**  
Gymnast



**Satoshi Saida**  
Wheelchair Tennis Player



**Mayumi Tsuchida**  
Wheelchair Basketball Player



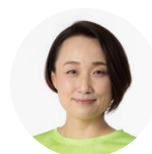
**Kotaro Tokuda**  
Freestyle Football Player



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



**Takumi Nakamura**  
Professional Surfer



**Miho Nijo**  
Wheelchair Tennis Player



**Allen Hachimura**  
Basketball Player



**Miwa Harimoto**  
Table Tennis Player



**Masakiyo Maezono**  
Sports Journalist



**Isao Yoneda**  
Mental Trainer

### ● Specialists



**Junko Koshino**  
Fashion Designer



**Atsushi Takahashi**  
Dancer



**SUNNY SIDE UP GROUP Inc.**

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