

**SUNNY SIDE UP
GROUP**

Good Vibes. Good Future.

Since 1985, we have created moments of fun and excitement that move people and inspire positive change.

When people are moved, actions change, and the world becomes a better place.

Believing in the power of PR and communication, we continue to create hope for tomorrow as the Good Impact Group, committed to creating positive impact on society.

Good Impact Group — SUNNY SIDE UP GROUP

COMPANY PROFILE

Company Name	SUNNY SIDE UP GROUP Inc.	Headquarters	〒151-0051 Prime 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	550 million yen (As of the end of June 2025)	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)
Employees	403 (As of the end of June 2025)		
Consolidated Subsidiaries	SUNNY SIDE UP Inc. BILCOM, Inc. Kumnamu Entertainment, Inc. steady study Ltd. FLYPAN, INC. SUNNY SIDE UP KOREA, INC. AIRSIDE INC. Good & Co.,Inc. TKG Consulting Inc.		
Associate Companies	AnyUp Inc. KEI CONCEPT Japan, Inc.		

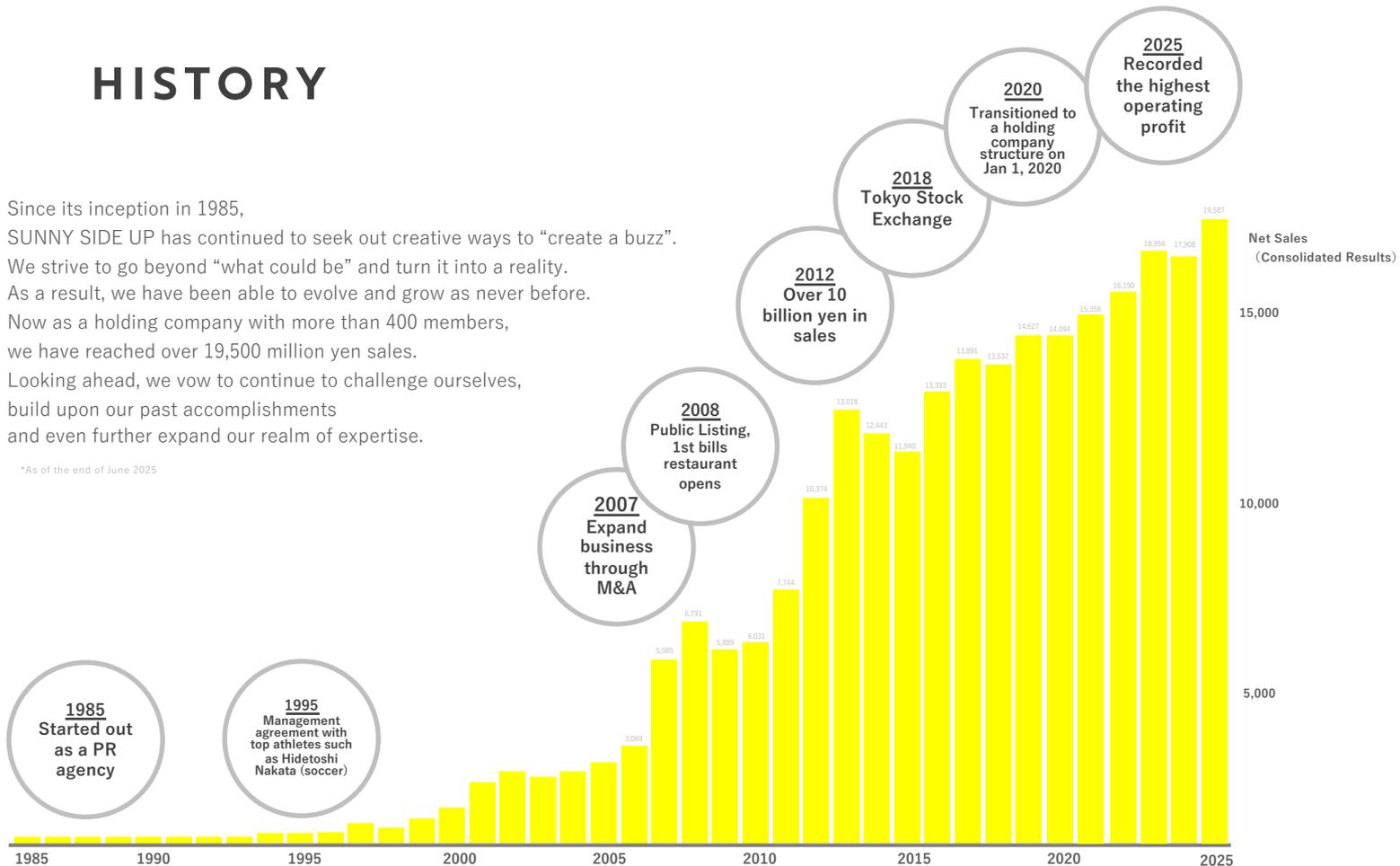
SUNNY SIDE UP GROUP Inc. is listed on the Standard Market
of the Tokyo Stock Exchange (code 2180)



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



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 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.

 <p>PUBLIC RELATIONS</p>	 <p>SALES PROMOTION</p>	 <p>SPORTS MARKETING</p>	 <p>FOOD MARKETING</p>	 <p>BUSINESS DEVELOPMENT</p>
<p>Innovative Planning and Execution</p> <ul style="list-style-type: none"> ● PR Strategy Proposals ● Media Targets ● Event Planning ● Risk Management ● Corporate PR, ETC. 	<p>From the Internet to the Sales Floor</p> <ul style="list-style-type: none"> ● Promotional Strategy Proposal ● Promotional Campaigns ● Events ● Store Sales ● Use of Social Media, ETC. 	<p>Matching Sports to Maximize Brand Appeal</p> <ul style="list-style-type: none"> ● Sports Consulting ● Sports Event Planning and Operation ● Athlete Content Development ● Athlete Management, ETC. 	<p>Food Branding that Creates a Trend</p> <ul style="list-style-type: none"> ● Brand Development ● Store Development ● bills Planning and Management, ETC. 	<p>Adding Value from a PR Viewpoint</p> <ul style="list-style-type: none"> ● 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!



*PRWeek Agency Business Report 2023

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.

5. Taking on New Challenges Every Day!

We are constantly expanding our business horizons—from devising ideas and matching opportunities that didn't exist yesterday to developing original content and media businesses. We continue to challenge ourselves daily to create "new and fun excitement" that truly moves people.

SOCIAL ACTION

We have established a cross-group organization and are promoting sustainable work styles for ourselves while expanding our business domains.

ORGANIZATION

Corporate Initiatives

2021 -

Something Good

～なにかできること、ひとつ～

Newly established the "Social Good Promotion Office" to drive solutions for social issues using PR expertise and insights.



Book also published

PROJECT

Business Projects

2005



WHITE BAND PROJECT

Rolled out the "White Band Project," a major global advocacy campaign for poverty eradication that mobilized 6 million people in Japan.

WORKSTYLE

Welfare & Office

2011 -



32の制度

SUNNY'S
32 BENEFITS

Launched the unique "32 Employee Benefits", featuring Broken Heart Leave, Matchmaking Leave, Partnership Recognition, and Sleep Incentives.

2021 -

& Good&Co.

Launched "Good & Co.," a group company developing platforms for solving social issues.

2020 -



"SDGs"を分かりやすく。 SDGs MAGAZINE

Launched "SDGs MAGAZINE," a web magazine conveying SDGs in a "more fun and easy-to-understand" way.

2015 -



Dear WOMAN

Adopted the "Dear WOMAN System" to expand life choices, including subsidies for egg freezing (2015) and AMH/semen testing (2022).

2022 -



日本ウェルリビング推進機構 Japan Well-living Foundation

Established the "Japan Well-living Foundation" to create opportunities for awareness and behavioral change for organizations designing "Well-living" for individuals.

2021 -

W society

Launched "W society" with the slogan "Changing the future of women with society," designing "Well-living" for individuals by addressing women's physical, mental, and social issues.

2020



Renovated the office for the "New Normal" era centered around a "Central Kitchen" where people and ideas gather. Creating a comfortable environment to maximize performance.

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>東京で輝く、 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 19th, 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

● Management



Kentaro Asahi
Former Beach
Volleyball Player



Miyu Kato
Professional
Tennis Player



Hidetoshi Nakata
NPO
TAKE ACTION FOUNDATION
Representative Director



**Masakiyo
Maezono**
Sports Journalist



Natsuki Iijima
Writer



Takeru Kitazono
Gymnast



Takumi Nakamura
Professional Surfer



Isao Yoneda
Mental Trainer



Hiroko Iijima
Essayist



Satoshi Saida
Wheelchair Tennis Player



Miho Nijo
Wheelchair Tennis Player



Ryota Igarashi
Former Professional
Baseball Player(Pitcher)



Mayumi Tsuchida
Wheelchair Basketball Player



Allen Hachimura
Basketball Player



Daisuke Ejima
Professional
Swimmer



Kotaro Tokuda
Freestyle Football
Player



Miwa Harimoto
Table Tennis Player

● Specialists



Junko Koshino
Fashion Designer



ATSUSHI TAKAHASHI
Dancer



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