

April 26th, 2019

Recruit Holdings Co., Ltd.

Recruit Group's "SDG Domino Effects Through the Ribbon Model" wins award at the Global SDG Awards

Recruit Holdings Co., Ltd. (Headquarters: Chiyoda Ward, Tokyo; President and CEO: Masumi Minegishi) recently won an award at the Global SDG Awards in the SDG 10 category. The Global SDG Awards is an initiative to encourage the private sector to contribute to achieving the United Nations Sustainable Development Goals.

About the Award

The Global SDG Awards is a global award initiative held in Toronto, Canada. It was created to act as a catalyst for companies to contribute to achieving the SDGs. Each of the 17 SDGs has its own category and all submissions were evaluated by teams of over 70 expert judges working in the private sector from 17 countries.

Recruit Group's **SDG Domino Effects Through the Ribbon Model (Contributing to other SDGs through SDG 10)** was selected to win the award in the SDG 10 (Reduced Inequalities) category.

*Please click on the link below for more information.

http://www.csrwire.com/press_releases/41826-The-Global-SDG-Awards-Announces-Winners-of-Its-2018-Sustainability-Leadership-Competition

About the Ribbon Model

What is the SDG Domino Effects Through the Ribbon Model?

As the basic principle of our corporation, Recruit Group is focused on creating new value for our society to contribute to a brighter world where all individuals can live life to the fullest. To achieve this vision, we carry out our businesses using our unique business model called the Ribbon Model by eliminating the inequality of information access and expand opportunities to contribute to SDG 10: Reduced Inequalities.

*The Ribbon Model is a business model in which we create platforms to connect users and clients. The Ribbon Model provides optimal matching scenarios for the benefit of both users and clients, in order to eliminate the inadequacies and inequalities in our society.

By working on SDG 10, Recruit Group also contributes to SDG 5: Gender Equality, SDG 8: Decent Work and Economic Growth, SDG4: Quality Education, and SDG 1: No Poverty through its domino effects. In all this, SDG 13: Climate Action and respect for human rights are at the root of everything we do.

We work on our corporate mission by keeping this domino effects in mind that we believe can ultimately lead to social benefits for all.

*The idea is also presented on the Global SDG Awards homepage.

<https://www.globalsdgawards.com/2018-contenders-detail/?id=52>

*Recruit Lifestyle Co., Ltd.'s submission for SDG 3: Good Health and Well-being for the Global SDG Awards, "Seem", is also presented on the Global SDG Awards homepage.

<https://www.globalsdgawards.com/2018-contenders-detail/?id=70>



[Contact details for inquiries regarding this press release]

<https://recruit-holdings.com/contact/support/>