

January 31, 2018
Recruit Holdings Co., Ltd.

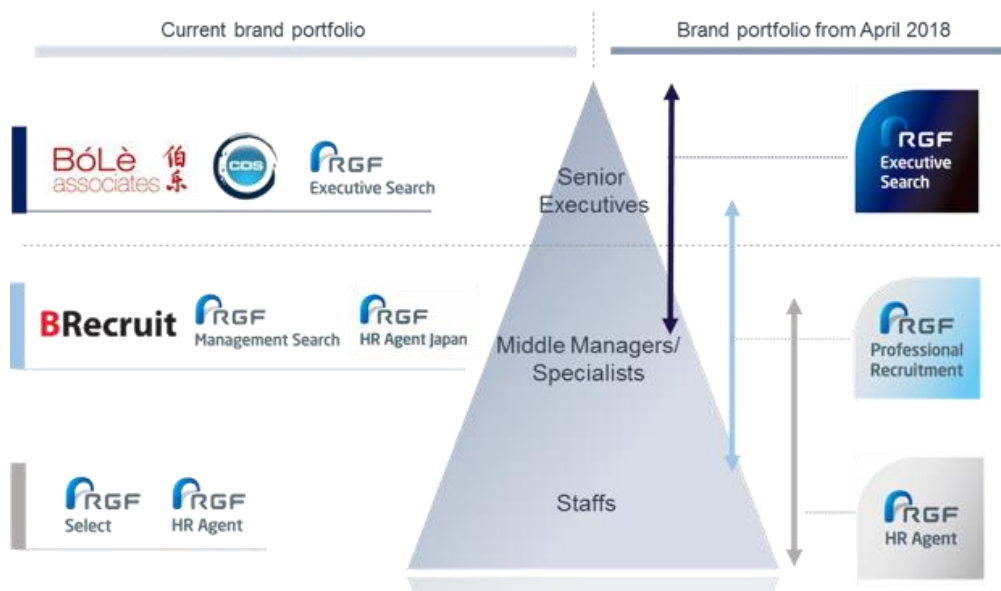
Recruit Group Integrates Overseas Brands to Enhance Permanent Recruitment and Executive Search Services in Asia

Permanent recruiting services aim to meet diverse employment needs, strengthen organizational leadership and governance

Recruit Holdings Co., Ltd. (Headquarters: Chiyoda-ku, Tokyo; President and CEO: Masumi Minegishi) announces that, from April 2018, its wholly owned Asian subsidiary, RGF Hong Kong Limited (“RGF”; Headquarters: Hong Kong; President: Takashi Kuzuhara, www.rgf-hr.com/), will integrate its brands and strengthen organizational governance to enhance its range of permanent recruiting services, from executive to staff, across Asia.

1. Brand Integration Plan

RGF’s seven existing brands will be integrated into three service brands: RGF Executive Search, RGF Professional Recruitment, and RGF HR Agent.



Bó Lè Associates, which provides executive search services primarily in China, Hong Kong, and Taiwan, will become part of the RGF Executive Search brand, and BRecruit, which provides manager and specialist recruitment services to local and global companies in mainland China, will become part of the RGF Professional Recruitment brand. The names and brands of these two companies, however, will remain unchanged.

Characteristics of each service brand are as follows:



RGF Executive Search: Executive search brand aimed primarily at foreign-owned and local companies seeking leaders for senior executive to mid-level management roles.



RGF Professional Recruitment: Recruitment brand aimed at personnel for mid-level management to specialist roles. Will enable foreign-owned and local companies to find the best local, bilingual staff quickly from RGF’s extensive jobseeker database



RGF HR Agent: Aimed primarily at Japanese companies with offices abroad and positions that require Japanese or Japanese-speaking personnel. Will draw on a deep understanding of Japanese companies and vast database of Japanese-speaking personnel to find the best candidates

“This brand integration will reinforce RGF’s competitive advantage, which stems from the Recruit Group’s unique expertise and track record spanning about 60 years in the recruitment business, as well as its investments in IT,” says Takashi Kuzuhara, President of RGF Hong Kong Limited. “Another major strength is our robust network among executive and specialist personnel, and our extensive database of bilingual talent in Asia, which we have cultivated together with the companies we have acquired over more than 20 years. We will continue to grow our 1,300-plus-strong workforce as we strive to deliver even higher quality recruitment services to companies and jobseekers in Asia.”

2. RGF’s History and Permanent Recruiting Market Trends

In response to the rising need for full-time employees in Asia, RGF began offering Japanese-speaking recruitment services in Shanghai in 2006 as part of the Recruit Group’s international operations. As business expanded in the region, RGF also acquired CDSi (Japan) in 2008, Bó Lè Associates (China) , BRecruit (China), and the franchise operations of a leading search firm in India in 2013. Through a local-to-local focus on the permanent recruiting market in each individual city and country, the company has helped make the optimal match of personnel to companies. Today, it provides services in 11 countries and markets, and 26 cities, drawing on local market knowledge amassed over many years, as well as broad networking capabilities. In Asia, the company has placed over 40,000 personnel—from executives through to staff, establishing a strong reputation as a trusted recruitment services provider.

The rapid shift toward localization at global companies and globalization among local companies in Asia has fueled substantial growth in the permanent recruiting market. Demand for employment from people who wish to acquire global experience, regardless of job function and tenure in the workplace, is also on the rise, and this trend is expected to accelerate. Through its range of permanent recruiting services, from executive to staff, RGF aims to deliver optimal, cross-border recruitment solutions that transcend national and city boundaries. RGF will integrate its service brands to match the characteristics of target market participants, both jobseekers and companies seeking to hire. RGF will also strengthen organizational governance in conjunction with this move. Enhancing RGF’s services in this manner will enable recruitment officers to search for the best personnel at every level from across all of Asia through its closest regional location. It will also rapidly connect jobseekers with opportunities for career advancement across national and city borders.

3. Company Name Changes

In conjunction with the brand integration, the following six companies (headquarter and certain group companies) will be renamed as of April 1, 2018.

Country	Current Company Name	Company Name from April 2018
Hong Kong -Headquarter	RGF Hong Kong Limited	RGF International Recruitment Holdings Limited
Indonesia (Jakarta)	PT BO LE INDONESIA	PT RGF Executive Search Indonesia
Malaysia (Kuala Lumpur)	BO LE ASSOCIATES SDN. BHD	RGF Executive Search Malaysia Sdn. Bhd
Thailand (Bangkok)	Bo Le Associates Executive Recruitment (Thailand) Limited	RGF Executive Recruitment (Thailand) Limited
Singapore	RGF HR AGENT SINGAPORE PTE. LTD.	RGF Talent Solutions Singapore Pte. Ltd.
Japan (Tokyo and Osaka)	CDSi K.K.	RGF Talent Solutions Japan K.K.

About the Recruit Group

Founded in 1960, the Recruit Group creates and provides platforms that connect companies and consumers. Headquartered in Tokyo, Japan, the Group operates a wide range of services, including HR technology, recruitment advertisement, employment placement, staffing, housing and real estate, bridal, travel, dining, beauty, and others. The Group has more than 45,000 employees and operates in more than 60 countries. For more information, please visit the company’s website at www.recruit-rgf.com For more information on RGF International Recruitment Business, please visit www.rgf-hr.com/

Inquiries:

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