

PRESS RELEASE

Modis to Begin Airing New Commercial Starring Junichi Okada on March 1 Commercial Establishes Name Change to AKKODiS Consulting in April and the Company's Evolution Into Becoming Japan's "New Brain," Bringing Innovation Throughout the Country

February 22, 2023

Modis Ltd. (Headquarters: Minato-ku, Tokyo; President and CEO: Kenichiro Kawasaki; hereinafter "Modis"), a technology solution provider and group company of the Adecco Group, the global leader in human resource services, will change its company name to AKKODiS Consulting Ltd. and its business brand name from Modis to AKKODiS, on April 1, 2023. In light of this transformation, the company has produced a new commercial starring Junichi Okada, which will begin airing on March 1 in the Tokyo, Nagoya, Osaka, and Fukuoka areas.



Story of New TV Commercial

In beginning this new journey as AKKODiS Consulting Ltd., the company will exit the human resource services industry that it has operated in and be reborn as a consulting firm that provides end-to-end consulting services to support innovation. In the new commercial, Okada, wearing a suit and playing the role of a company COO, is seen thinking about the "lost three decades" of economic stagnation in Japan, and how to solve the growing issues in Japan. As he thinks, a gold Rubik's Cube, meant to symbolize a brilliant problem-solving brain, appears above his head. This imagery expresses how AKKODiS will utilize its consulting ability to serve as a "new brain" bringing innovation to companies, helping Japan—currently struggling under various issues like the declining birth rate/aging population and the shrinking labor force— become the world's "leading problem-solving country."

Details of New TV Commercial

- Commercial Title: "Teaser Version"
- Cast: Junichi Okada
- Airing Start Date: March 1, 2023
- Airing Regions: Kanto area, Kansai area, Chukyo area, Fukuoka Prefecture, Shizuoka Prefecture
- Official website: <https://www.modis.co.jp/akkodis>

Comment from Okada

The shoot was a lot of fun, and everyone on-set seemed so passionate and mature. The company has a strong corporate philosophy—innovation and sense of security, for example—so I thought about how to express the strength of the question, “What will we do about the future of Japan?” in my performance. The copy, “A new brain for Japan” is really striking. I personally would want that brain with me almost all the time. As I get older, I get more people on-site asking me what to do, asking me to make the decisions. When that happens, I sometimes wonder if I’m making the right decisions, so it’d be amazing if I had a brain nearby that would tell me, quite confidently, “This is right.”

Junichi Okada - Profile

Junichi Okada

Actor. Born in Osaka in November 18, 1980. Blood type B. Released his debut CD as a member of the boy band V6 in 1995. Has appeared in numerous TV dramas and movies. Currently a regular member of the TV show “The Profiler – A Life of Dreams and Ambition” (NHK BS Premium) and the radio show “GROWING REED” (J-WAVE). Playing the role of Oda Nobunaga in the NHK historical drama “Dousuru Ieyasu.” His movie, *Hard Days* will be released on May 19 (Fri.).

About Modis Ltd.

Modis Ltd. is a member of the Adecco Group, a global leader in human resource services, and is one of Japan’s largest technology solution providers with over 9,000 engineers and consultants. The combined IT and engineering expertise brings a unique end-to-end solution offering, with four service lines: Consulting, Solutions, Talent, and Academy. Modis contributes to the development of smart industries with its technologies and problem-solving capabilities and strives to realize a society where individuals and organizations can thrive.

As of April 1, 2023, Modis will change its company name to AKKODiS Consulting Ltd. and its business brand name to AKKODiS.

<Modis website> <https://www.modis.co.jp>

<For comments/inquiries about this topic>

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