

PRESS RELEASE

Modis to Begin Airing New “Arrival Version” of Commercial Starring Junichi Okada on April 1

Commercial expresses Modis’ evolution into AKKODiS Consulting, and how the company will use its consulting ability to serve as the new “brain” of the “leading problem-solving country” of Japan

March 30, 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 will begin airing the “Arrival Version” of the new Junichi Okada commercial—part two, following the teaser aired in March 2023—nationwide on April 1.



Story of New TV Commercial

This “Arrival Version” of the new commercial features Okada, wearing a suit and playing the role of a company COO, as in the teaser. While the businesspeople hurriedly passing by in the intersection all have rusty cubes over their heads, Okada himself has a gold Rubik’s Cube, meant to symbolize a brilliant problem-solving brain. Okada is the only one who is able to think meaningfully about the future, and who is thinking about ways to take back the “lost three decades” of economic stagnation in Japan. A new day dawns, and the cube begins to spin at a high speed. This gives the businesspeople around him new “brains,” allowing them to change their mindsets and work to fulfill the country’s potential. In beginning this new journey as AKKODiS Consulting Ltd., the company will be reborn as a consulting firm that provides end-to-end consulting services to support the business transformation of organizations. And as expressed in this new commercial, AKKODiS will serve as a “new brain” bringing innovation to companies, helping Japan—currently struggling under various issues—become the world’s “leading problem-solving country.”

Details of New TV Commercial

- Commercial Title: “Arrival Version”
- Cast: Junichi Okada
- Airing Start Date: April 1, 2023
- Airing Regions: Nationwide

Comment from Okada

When I went in for filming, there were already as many as 100 extras there waiting. Everyone there was so prepared and ready-to-go, as if they were all just waiting for me to come along and do my job, and I felt a real sense of reliability and excitement from everyone there. I also really felt from the atmosphere on-set how passionate AKKODiS and the production staff were in creating this new value, and I felt good and secure while filming. One of the most striking scenes in this commercial is the one with the crowd. There was a real sense of unity when we filmed that scene, with everyone, including the many extras, all working single-mindedly towards that one purpose.

I think building relationships with the people on my teams will help me be more successful in my work as well, so it'd be great if I could use this "problem-solving brain" to come up with ideas and new value that transcend conventional ways of thinking.

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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