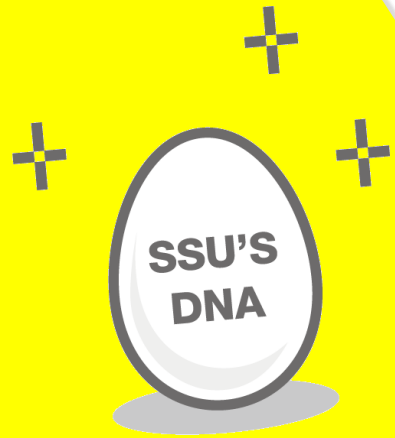


SUNNY SIDE UP

SUNNY SIDE UP Inc.

たのしい
さわぎを
おこしたい
Let's have fun!



What is SUNNY SIDE UP all about?
It's not an easy question and one that many of our staff struggle with
because we are continuously evolving and expanding

"We're not just a PR agency but a PR enterprise"
"We represent athletes and other notable personalities"
"We want to deliver a WOW factor"
"We like to be different and to stand out from the crowd"

In other words, SUNNY SIDE UP is a company trying to create a buzz,
with fun, excitement and an element of surprise.

Company Profile

Company Name SUNNY SIDE UP, INC.

President Etsuko Tsugihara

Established July 1, 1985

Capital 461 million yen

Employees 159 (As of January, 2016)

Consolidated Subsidiaries wise integration co., ltd.
FLYPAN, INC.
SSU HAWAII, INC.
Kumnamu Entertainment, Inc.
SUNNY SIDE UP KOREA, INC.
SUNNY SIDE UP CAREER, INC.
SCRAMBLE, INC.
AIRSIDE INC.
ENGAWA Co., Ltd.
OKINAWA INITIATIVE, Inc.

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

Headquarters 〒151-0051
JPR Sendagaya Building, 7th Floor
4-23-5 Sendagaya, Shibuya-ku, Tokyo
151-0051, Japan
TEL : 03-6864-1234 (main)
FAX : 03-5413-3052

Osaka Branch 〒550-0002
MY Edobori Building, 7th Floor
1-25-31 Edobori Nishi-ku,
Osaka-shi, Osaka
550-0002, Japan
TEL : 06-6147-3932
FAX : 06-6449-9977



Welcome to SSU where everyday is a new encounter



Former National Stadium –
Center of all the excitement in 2020!



Our office is full of fun sunny-side up goods



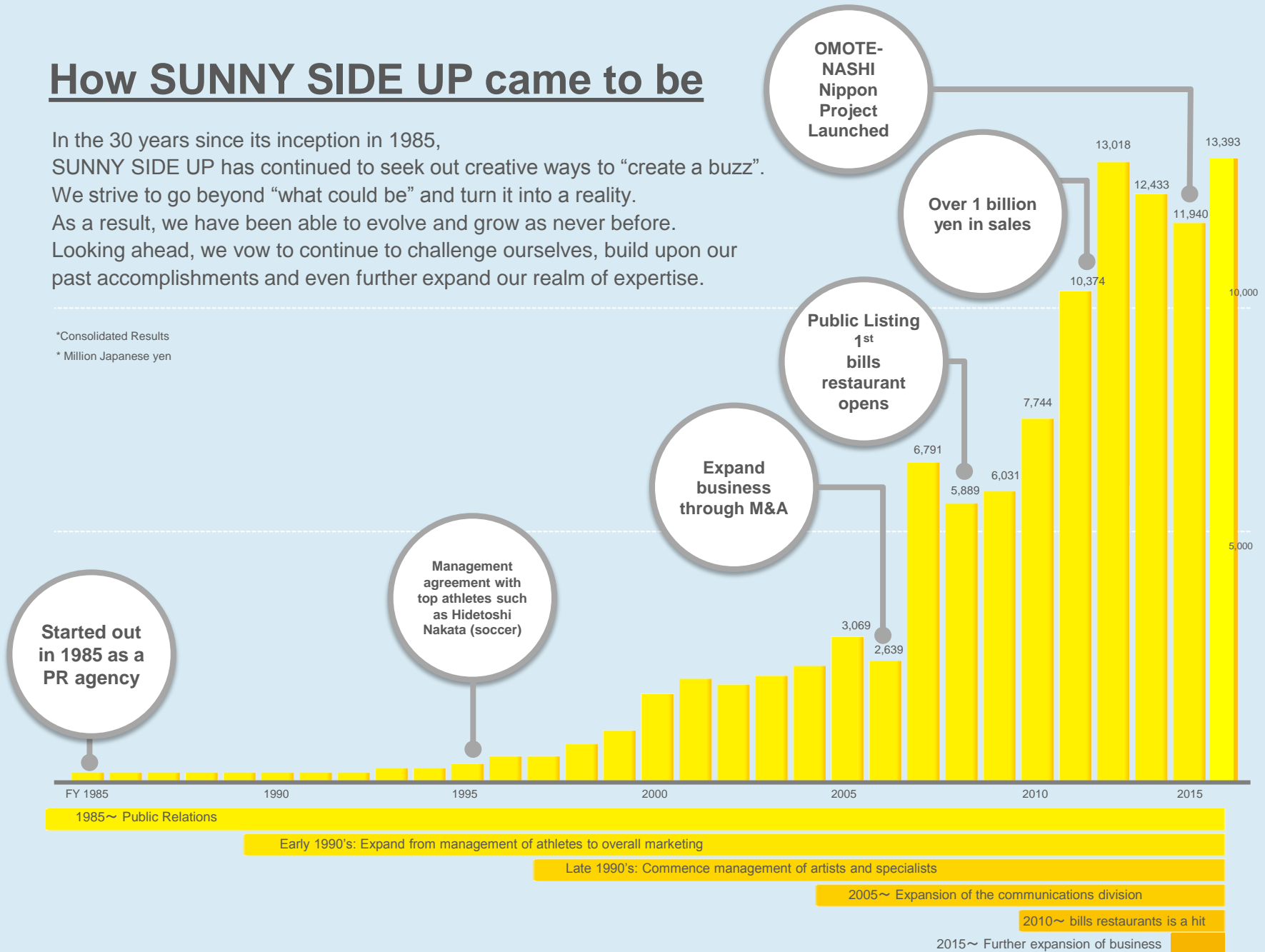
ISO27001Certified

Information leakage is a serious matter in modern society. At SSU, we have taken aggressive steps to tighten our security, and as a result, we were granted a global standard of data security certification in March 2008. (ISO / IEC 27001:2005 / JIS Q 27001:2006)

How SUNNY SIDE UP came to be

In the 30 years 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. Looking ahead, we vow to continue to challenge ourselves, build upon our past accomplishments and even further expand our realm of expertise.

*Consolidated Results
* Million Japanese yen



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.



Innovative Planning and Execution

- PR Strategy Proposals
- Media Targets
- Event Planning • Risk Management
- Corporate PR, ETC.



Extensive Media Network

- Dedicated Media Specialists
- Exposure to all types of media
- Instant access to top media outlets
- Media strategy and planning, ETC.



From the Internet to the Sales Floor

- Promotional Strategy Proposal
- Promotional Campaigns
- Events • Store sales
- Use of Social Media, ETC.



Adding Value from a PR Viewpoint

- Business Development Consulting
- Business Start-Up and Operation
- Partnership and Alliances
- Funding /M&A, ETC.



Matching Sports to Maximize Brand Appeal

- Business Development Consulting
- Business Start-Up and Operation
- Partnership and Alliances
- Funding / M&A, ETC.



Food Branding that Creates a Trend

- Brand Development
- Store Development
- bills planning and management, ETC.

Our Services

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.



PROMOTIONS

With our expertise in creating ideas, we can help create and run an effective promotional campaign that grips at the heart of the consumer.



EVENTS

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.



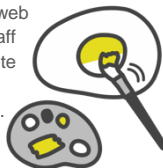
DIGITAL MARKETING

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.



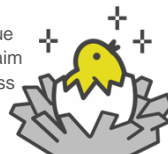
CREATIVE

From video to print to web design, our creative staff will provide the complete package, giving our clients the added edge.



BUSINESS DEVELOPMENT

Working from our unique background in PR, we aim to produce new business opportunities that create a wave.



MEDIA MARKETING

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.



COMMUNITY SERVICE

We actively tackle social issues that enable corporations to make lasting contributions to society.



Why choose SUNNY SIDE UP?

“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!



**Events
100**

Number of PR events in 1 year.
We are constantly planning and holding events that “create a buzz”.



**Clients
200**

We work with more than 200 clients every year in a wide range of industries, keeping us fresh and up to date.

**Sales
No. 1**



Our status as the top PR firm, combined with our desire to constantly evolve , enables SSU to offer our clients a unique set of skills and services.

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. Our Challenge Continues!

- Our ultimate goal is to create a buzz – the kind that is fun and exciting, captures attention and leaves an impact.
To this end, we will continue to come up with innovative ideas and proposals to expand the realm of business opportunities, not only for us but our clients.

Our 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!



“Great Place to Work® 2014” <3rd>

Great Place to Work® SSU was ranked 3rd in Japan



“GLOBAL TOP 250 PR AGENCY RANKING 2016” “<19th>

“GLOBAL TOP 250 PR AGENCY RANKING 2016” by the Holmes Report. 19th in the world, No. 1 in Japan!



“PRWeek Asia Best Places to Work 2016”

SSU was the only Japanese PR agency to be chosen for “PRWeek Asia Best Places to Work 2016” .10 agencies were chosen throughout Asia based on surveys taken by employees, and SSU was chosen as one of 3 mid-size agencies.



“Stevie® Awards 2016 International Business Awards” <Bronze>

SSU is the first Japanese PR agency to be chosen as Public Relations Agency of the Year (China, Japan and Korea) in the International Business Awards. The Stevie Awards is known as the Academy Award of business.



“Stevie® Awards for Women In Business 2016” <Gold>

SSU received the Gold award at the Stevie® Awards for Women In Business in the “Women-Run Workplace of the Year – More than 10 employees” category. This is a first for a Japanese corporation.



“Stevie® Awards for Women In Business 2016” <Silver>

Our Founder and President, Etsuko Tsugihara, also received a Silver award in the “Female Executive of the Year in Asia, Australia or New Zealand” .



“JAPAN WOMEN AWARD 2016” <2nd> <Special Recognition>

SSU received 2nd place honors at the “JAPAN WOMEN AWARD 2016” sponsored by Forbes JAPAN, as a female friendly corporation (less than 300 employees). SSU also received special recognition for its unique employee benefits plan.



“2017 Stevie Asia-Pacific Awards” <Silver> <Bronze>

SSU received a Silver award in the “Most Innovative Public Relations Agency of the Year” category, and a Bronze award in the “Award for Innovation in the Use of Events” category for its ongoing involvement in “YOU MAKE SHIBUYA Countdown 2016-2017” .

所属アスリート・スペシャリスト

● マネジメント



Kentaro Asahi
Former Beach Volleyball Player



Natsuki Iijima
Writer



Hiroko Iijima
Essayist



Ryota Igarashi
Professional Baseball Player
(Pitcher)



Satoko Urata
Professional Beach
Volleyball Player



Daisuke Ejima
Professional Swimmer



Satoshi Saida
Wheelchair Tennis Player



Mayumi Tsuchida
Wheelchair Basketball Player



Shota Tezuka
Professional Wakeboarder



Kotaro Tokuda
Freestyle Football Player



Hidetoshi Nakata
NPO
TAKE ACTION FOUNDATION
Representative Director



Takumi Nakamura
Professional Surfer



Miho Nijo
Wheelchair Tennis Player



Masakiyo Maezono
Sports Journalist



Isao Yoneda
Mental Trainer

● アライアンス



Kazuyoshi Tokumoto
Long Distance Runner



Naoko Sato
Former Professional
Tennis Player



Takaharu Nakai
Professional
Snowboarder

● スペシャリスト



Katsuyuki Seto
3D Sound Designer



Taro Kamitani
Tiara Designer



Junko Koshino
Fashion Designer

Our promise to you

What can we offer you?

The curiosity, creativity, and motivation that is the driving force behind our pursuit of something new and different.

Let's Have Fun!!

We will continue to invest in people power.
The power to make people happy,
to form a connection and create a buzz.