

 Hamee

Sustainability Report 2021 Vol.1



**SUSTAINABLE
DEVELOPMENT
GOALS**

Next Engine as a social infrastructure

Japan is one of the world's leading countries with a declining birthrate and aging population, and a shortage of as many as 6.44 million workers is forecast in 2030. People are expected to change their working styles and it will become essential to conduct their work more efficiently. The Next Engine, a SaaS type platform that we develop in house, can be accessed anywhere with an Internet environment, and can conduct business operations, whether at home or at the nearest station. It is also possible to continue corporate activities even when commuting becomes impossible due to large-scale disasters, terrorism, the spread of infectious diseases, etc. We believe that it is a part of the BCP and a social infrastructure in modern times.

Our connections with people (employees, business partners, local communities, shareholders, etc.) are essential for developing social support services, such as Next Engine, RUKAMO, and hometown tax payment support services. In particular, we place the highest priority on links with the employees who support our business operations, and we will focus on evolving and growing each link and conduct our business accordingly.

Toward Solving Social Issues

In addition to the above, society faces a variety of issues that are currently underway on a global scale, such as global warming. To resolve these issues, we intend to utilize the management resources of existing businesses and work to resolve social issues.



President and Representative, Hamee Corp.
Atsushi Higuchi

Social



Building Strong Infrastructure in the EC Market



[Next Engine](#)

Supporting Children's ICT Education with Safe and Secure IT Products



[Hamic](#)

Supporting Hometown Tax Payment Management



[Hometown Tax Payment Support Service](#)

Initiatives that Link with Local Communities



[Third founding city](#)



[Think MIRAI ODAWARA2030](#)



[AIR in Hamee](#)



[Shonan Bellmare Futsal Club](#)



[Odawara Castle Tower](#)



[Odawara Citrus Club](#)

Work Style



["Flexible commuting to HQ"](#)
["Introduced telework"](#)
["Allowance for Odawara living"](#)



It was selected as the Digital Transformation stock selected by METI and the Tokyo Stock Exchange. 35 companies were selected as "DX Stocks 2020" among the approximately 3,700 domestic listed companies on the Tokyo Stock Exchange (First, Second, Mothers section and JASDAQ)

Sustainable Management

Environment

Sustainable ethical EC



Governance

[Corporate Governance Report](#)

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Building Strong Infrastructure in the EC Market

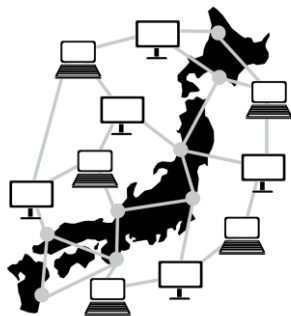
Next Engine



We play an important infrastructure as a system that supports the EC business, which enables efficient business continuity without choosing a location.

Leveraging our in-house expertise in online shop management, we have developed and provided the Next Engine cloud (SaaS) type e-commerce platform, supporting 4,351 online shoppers nationwide (as of October 2020).

In Japan, where there are many natural disasters and the world's top-class falling birthrate and aging population, even the Internet is connected, it plays an important infrastructure as a system that supports the EC business, enabling efficient business continuity without choosing a location.



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



With the expertise cultivated through experience in EC management Supporting Hometown Tax Payment Management

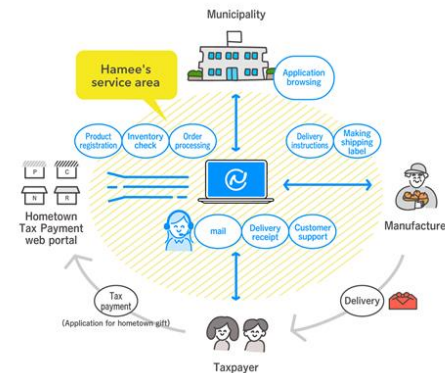
Hometown Tax payment Support Service



Promoting Inclusive and Sustainable Industrialization

Through centralized management of multiple portals and agency services utilizing operational expertise, supporting Hometown Tax Payment Management.

Next Engine which are cloud (SaaS) EC platforms, is a significant infrastructure for Hometown Tax Payment Management that enables us not only to improve business flows through "Integration" and "Automation," but also to continue operations in natural disasters and other areas.



4 QUALITY EDUCATION



Supporting Children's ICT Education with Safe and Secure IT Products

Hamic



We will support ICT education by providing opportunities for children to touch the IT world in a safe and secure environment so that they are ready to receive IT education.

Provide opportunities for children to touch the IT world in a safe and secure environment, Supporting Domestic ICT Education

In fiscal 2020, new Course of Study incorporating ICT education were launched in elementary schools, and children are now required to acquire the IT capabilities necessary for their lives. Hamee is developing Hamic POCKET, a Pre-smartphone mainly targeting elementary school children, and other products. Through these Hamic products, we will provide opportunities for children to touch the IT world in a safe and secure environment and support domestic ICT education.



Hamic POCKET



Hamic Bear

8 DECENT WORK AND ECONOMIC GROWTH



Work Style

"Flexible commuting to HQ"

"Introduced telework"

"Allowance for Odawara living"



In an employment environment that considers work-life balance
Accelerating Evolution and Growth

In the employment environment for the realization of diversity
Accelerating Evolution and Growth

We are working to improve the employment environment as part of our work style reforms so that each and every employee can work in a flexible manner in line with their respective values and life stages.

Designed under the concept of "Be children! Be Hamee!", the offices provide an environment where employees can work in free styles like children play, and are also fully equipped with a company-led nursery school and café.

In terms of systems, we introduced a flexible working hours system in October 2019. In May 2020, we established the "Allowance for Odawara living", which provides allowances to employees in the Odawara region, and are promoting close proximity to work and living in Odawara, which is rich in nature. At the same time, we plan to introduce a "telework system" and other systems so that we can select a variety of working styles, and we are accelerating the evolutionary growth of the employment environment to realize diversity.



12 RESPONSIBLE CONSUMPTION AND PRODUCTION

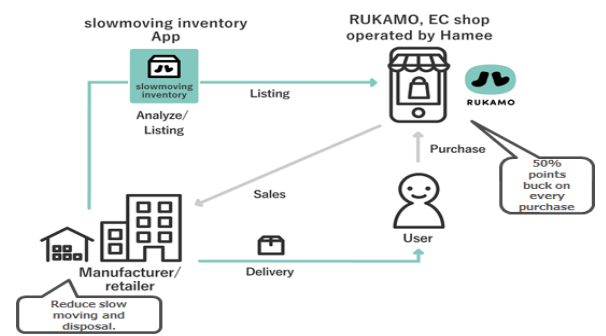
Sustainable ethical EC

RUKAMO

In order to meet SDGs goals of 12 "Responsible consumption and production" We will provide sustainable services.

While reducing waste and effectively utilizing slow-moving inventories in the EC industry as a whole, We will contribute to the further development of the EC industry.

We will develop RUKAMO, a service that sells slow-moving inventory, which many Internet shoppers are plagued by, to users who need it. We will also take on challenges to reduce waste throughout the industry and effectively utilize slow-moving inventory, while contributing to the further development of the e-commerce industry.



Report on Corporate Governance

Basic Policy on Corporate Governance

Our group aims to ignite its own creative soul, maximize customer experience value through products and services, and embody the creation of creative flames, with the mission to "Ignite your creativity". For the continuous development of the company and the increase of shareholder value, strengthening the system concerning corporate governance and promoting the management philosophy are the most important management issues. In addition, the Company is working to ensure the soundness and transparency of management by enhancing the supervisory function of the Board of Directors by using outside directors and outside auditors.

