

March 15, 2021

KIMICA Corporation Received the “TOKYO Telework Award”

We are proud to announce that KIMICA Corporation has received the “Tokyo Telework Award” Promotion Award on March 15, 2021.

This award recognizes companies that promote and advance telework activities in an attempt to popularize the “Telework Tokyo Rule” set forth by the Tokyo Metropolitan Government in efforts to curb the impacts of the COVID-19 pandemic. KIMICA Corporation converted our operations to be compatible with telework in March of 2020, as soon as the COVID-19 infections began to spread in Japan. Since then, we have worked diligently with the goal of maintaining and improving operational efficiency, cultivating new clients, and growing employee satisfaction. We are proud to say that public response to our efforts have so far been overwhelmingly positive as it gains widespread recognition, as is demonstrated in the reception of this award.

Improving Operational Efficiency

Since 2019 before the COVID-19 pandemic, KIMICA Corporation has been working to reconstruct and reimagine the workplace, through the implementation of portable laptops and company-issued cell phones, and the integration of business communication platforms and collaboration software. We had also been moving away from paper-based operations, relying instead on more digital and online tools through the use of cloud services and in rebuilding VPNs. This allowed a swift transition in March of 2020, and over time, to make teleworking a standard for many aspects of our operations (excluding manufacturing and quality control departments which require in-person operations).

We have challenged and successfully moved beyond the stereotype that “business negotiations and meetings must be held in-person,” allowing us to reallocate the time and effort that was previously dedicated to transportation through the use of online conference and chat features. Furthermore, we have found that these changes have had an unintended yet welcome effect of improving internal communications and relationships, as well as increasing efficiency through a removal of dependency on paper-based operations.

Cultivating New Clients

In order to effectively develop sales activities in the teleworking environment, the Marketing Team was established in September 2020. The Marketing Team has been working to 1) digitize all catalogs and pamphlets to be downloadable from our website, 2) make the information on our website available in multiple languages, 3) establish a social media presence on Twitter, Instagram, and YouTube to gain wider public recognition, and 4) triple the frequency of updates on our website compared to the previous

KIMICA Corporation | 2-4-1, Yaesu, Chuo-ku, Tokyo | 104-0028 | JAPAN

+81-3-3548-1941 | <https://kimica-algin.com/>

year. External media coverage of our company has increased as well since our Marketing Team began to strengthen our online presence (13 mentions in 2020 and 18 already in the first two months of 2021, compared to 1 mention in 2019) . Conversion to telework has therefore given us the opportunity to cultivate and explore new clients and demands in a way that may not have been apparent before.

Growing Employee Satisfaction

When we conducted an employee survey in February 2021, 93.2% responded that they “approved the company’s response to the COVID-19 pandemic”. With the implementation of telework, many employees have expressed an improvement in their work-life balance, with some sharing that they have been able to allocate more time to personal and professional development activities. So far, KIMICA Corporation has hosted 28 online lunch seminars, and each time, the majority of employees with company laptops voluntarily participate. This has been seen to visibly foster a sense of unity and growth in the organization. Starting April 2021, as we plan to continue teleworking beyond the COVID-19 pandemic, KIMICA Corporation is looking to make our human resource operations even more transparent and innovative.

During the COVID-19 pandemic and beyond, KIMICA Corporation will fulfill our responsibility as Japan’s only alginate production and supply base, and will continue to actively strive to reform the workplace as we have through the implementation of telework.

【About KIMICA Corporation】

KIMICA Corporation was the first company to industrially produce alginate, a natural polysaccharide, and has been distributing alginate for 80 years since. KIMICA is the only company in Japan that produces alginate, and the sales share in the domestic market has grown to over 80%. In fields where high grade and high quality are required for foods and pharmaceuticals, we are proud to have the world's top production volume.

With a production system that ensures a stable supply and a research system that promises high quality, we are able to offer a wide range of thickening polysaccharides in addition to alginate such as chitin, chitosan, CMC, and xanthan gum. We are also able to support a wide range of production needs, from small-quantity spot production to mass production.

【Contact Us】

KIMICA Corporation, Project Promotion Lead: Zentaro Kasahara

Phone : +81-0439-87-1131 E-mail : kasahara-z@kimica.jp