
**Japan's first “Good Job Bonus” to improve the treatment and status of fixed term workers
dip to launch “Spot Baitoru” on October 1st
---Every good review for spot work will be rewarded with a bonus---**

Today dip Corporation (hereafter “the company”) has launched “Spot Baitoru”, a part-time job service that includes Japan's first (*1) unique “Good Job Bonus” feature. (*2)

- 「Spot Baitoru」 : <https://spot.baitoru.com/fjlist>



In recent years, spot work has become more popular, and the market is expected to expand further. The increase in demand for a more flexible way of working, where people want to make the most of their free time, is thought to be partly due to social conditions such as the tight household budgets caused by the weak yen and high prices, as well as the increase in people working two jobs or making use of free time between other tasks. However, there is concern that the wages for spot work are low.

In light of this situation, and in order to improve conditions for those spot workers who are dedicated to doing a good job, we have today launched “Spot Baitoru”, a spot part-time job service equipped with Japan's first (*1) unique “Good Job Bonus” function. The company, which operates “Baitoru”, one of

Japan's largest part-time job information sites, has a user-first philosophy and a long track record of working to improve the treatment and status of fixed-term employees, with initiatives such as the “dip Incentive Project” (*3), in which our sales representatives negotiate salary increases on behalf of job seekers.

The newly launched “Spot Baitoru” will provide appropriate solutions to users and companies with diverse aspirations, and by providing a “Good Job Bonus” for good work, it will improve the motivation of workers and improve the treatment and status of fixed-term employees. The unique function “Good Job Bonus” is currently patent pending.

(*1) The “Good Job Bonus” is a function that allows workers who receive a “Good” evaluation from their employer (company) after their shift to receive a bonus in addition to their salary. Based on our research, this is the first time in Japan that such a function has been included in a service that handles the transfer of wages for part-time work on a spot basis.

(*2) The service will be launched in a limited area (the 23 wards of Tokyo) and is scheduled to be rolled out nationwide by the end of 2024.

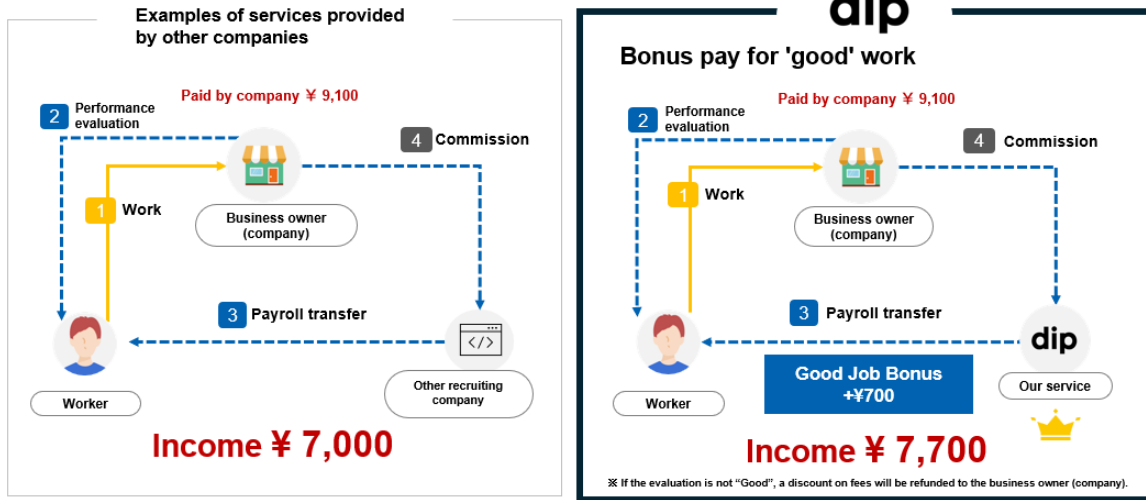
(*3) <https://www.dip-net.co.jp/news/1735>

■ Features of “Spot Baitoru”

①Under Japan's first unique “Good Job Bonus” feature, workers with a good performance evaluation will receive a bonus every time.

At the end of a shift, employers will be asked to evaluate the workers. For workers who receive a “Good” evaluation, our company will provide a bonus on top of their hourly wage. This will lead to an improvement in the motivation of workers, and it is hoped that it will help to secure higher quality workers and improve the rate of repeat customers without placing any additional burden on companies. Conversely, we will discount an amount equivalent to the above bonus from the commission paid by the company. In addition, “Spot Baitoru” is a completely new spot part-time job service that comes with a “Good Job Bonus”, and achieves a win-win relationship for both workers and business owners (companies).

Example: In the case of an hourly wage of 1,400 yen on a 5-hour shift, with a commission of 30%, a total of 9,100 yen is estimated.

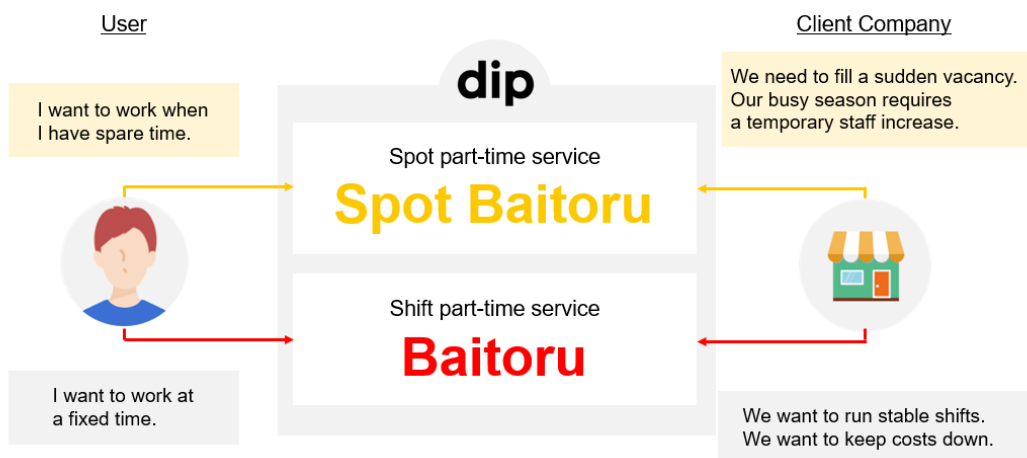


② “Baitoru” has a user base with diverse circumstances, who may want to choose between spot work and shift work.

About 30% of applicants to “Baitoru” are applying for one-off jobs (*4), and according to our research, 55% (*5) of people want to “work regular part-time shifts but also work part-time on an occasional basis in their spare time”, showing that there is a high demand for a combination of part-time shifts and part-time work on an occasional basis. “Baitoru”, which boasts an overwhelming number of users, will now be able to offer both shift work and spot work, making it possible to provide optimal services to users with diverse preferences.

(*4) One-off jobs: Refers to jobs that only last for one day. Calculated from “Baitoru” 2023 data.

(*5) dip Research Institute : <https://dip-soken.com/work/Cw8AqBBv>



③ Extensive customer base with a salesforce of approximately 2,000

At our 35 sales offices nationwide, around 2,000 sales representatives are engaged in sales activities every day, and the number of job postings handled by our company exceeds 1.2 million, with 520,000 postings on “Baitoru” in 210 job categories (*6). We are able to provide our users with a wide range of job options by offering the best solutions to the issues faced by client companies, utilizing the experience and know-how in the area of part-time work that our sales representatives nationwide have cultivated over many years.

(*6) As of September 2024

▼Comments from client companies



While I'm recruiting for my usual part-time positions with Baitoru, it's really convenient to be able to use Spot Baitoru immediately when a shift suddenly becomes available.

While recruiting spot workers, I was troubled by things like people being late without notice or suddenly canceling. Since Spot Baitoru has a "Good Job Bonus", I think people with high motivation will apply, so I have high expectations in terms of the quality of applicants.



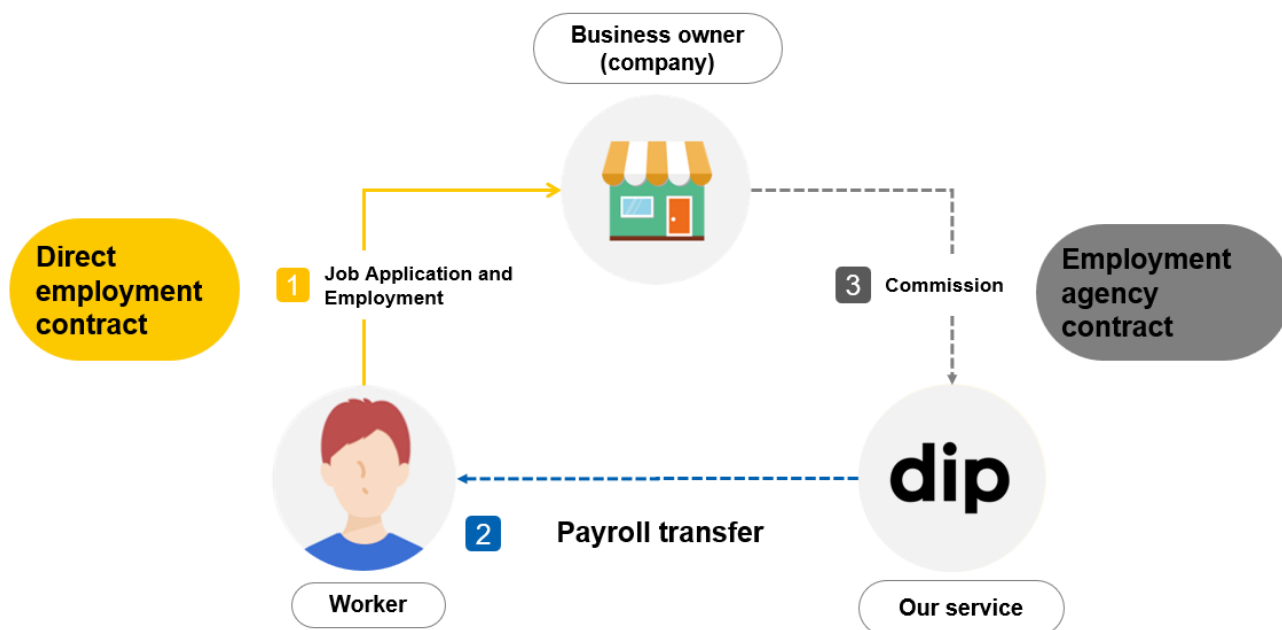
In addition to the usual methods for recruiting part-time workers, the people in charge at Baitoru also provide support. If they can also provide spot workers, I think I can use it with peace of mind.

■ The company is committed to putting our users first, and has a long track record of working to improve the treatment and status of workers with fixed-term employment contracts. In 2013, as part of the "2% inflation target" of Abenomics, we launched the "Raise the Salary" campaign with the aim of improving the treatment of fixed-term workers, and the average hourly wage for job openings posted on "Baitoru" increased by 3.9% in one year. Since 2021, when the COVID-19 pandemic began to abate, we have stepped up efforts on this initiative, and the average hourly wage has risen by 15% over the past two years. (*7) The company then launched the “dip DEI Project”, encouraging client companies to incorporate diversity, fairness and inclusivity into their corporate culture and organizations, resulting in an increase in the number of job openings that can be applied for without entering your age to over 410,000 (*8).

(*7) Comparison between January 2022 and January 2024

(*8) As of September 2024

▼Reference: “Spot Baitoru” business model



Company Profile

dip operates a personnel recruiting service business and a DX business under the vision of becoming a ‘Labor force solution company’ that works to solve various problems in the labor market with the aim of realizing a society in which everyone can experience joy and happiness of work. dip is committed to contribute to the realization of a sustainable society through its business activities under its corporate philosophy, ‘Here at dip, we want to tap into dreams, ideas and passion to create a better society’.

Company name: dip Corporation
Representative: Hideki Tomita, Representative Director, President and CEO
Headquarters: Roppongi Grand Tower 31F, 3-2-1 Roppongi, Minato-ku, Tokyo
Tel: +81-3-5114-1177 (main)
Established: March 1997
Capital: 1,085 million yen (as of February 28, 2024)
Number of employees: 2,964 (full-time employees as of April 1, 2024; excluding contract, part-time and temporary employees)
Business activities: Operation of job information sites such as Baitoru, Baitoru NEXT, Baitoru PRO and Hatarako.net; development and provision of nurse career change support service,

Nurse de Hatarako, and DX service, KOBOT; and others

Stock exchange listing: Tokyo Stock Exchange (Prime Market)

Net sales: 53.7 billion yen (fiscal year ended February 28, 2024)

Corporate website URL: <https://www.dip-net.co.jp/en>

【Contact】

PR Team, dip Corporation : <https://campage.jp/dip/contact>