

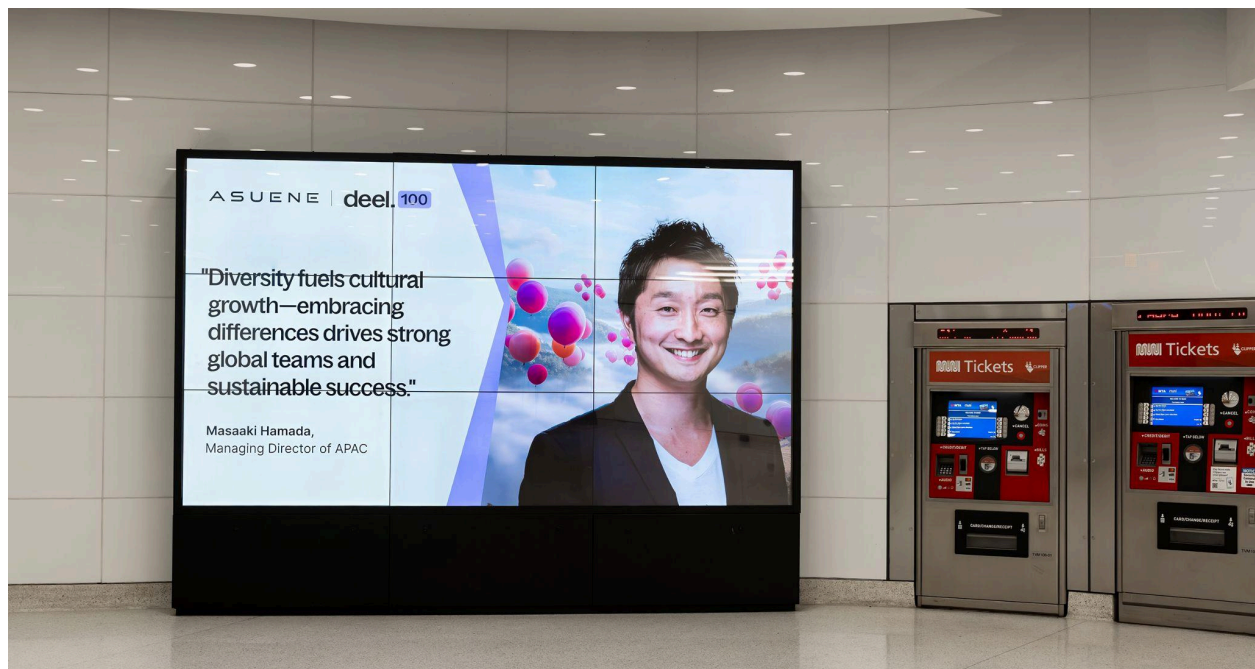
For Immediate Release
Oct 9, 2025

ASUENE Featured in Deel's "deel100" Campaign at San Francisco's Union Square Station Showcasing 100 Global Hiring Innovators

ASUENE Inc. is pleased to announce its selection in "deel100," a global campaign launched by Deel Inc., the all-in-one payroll and HR platform for global teams.

The deel100 campaign recognizes 100 pioneering companies driving the future of work by leveraging Deel's platform and leading innovation in global workforce management. As part of this initiative, these companies are celebrated as key innovators shaping the workforce of the future.

The campaign is being showcased to audiences globally, including New York, San Francisco, Sydney and Singapore.



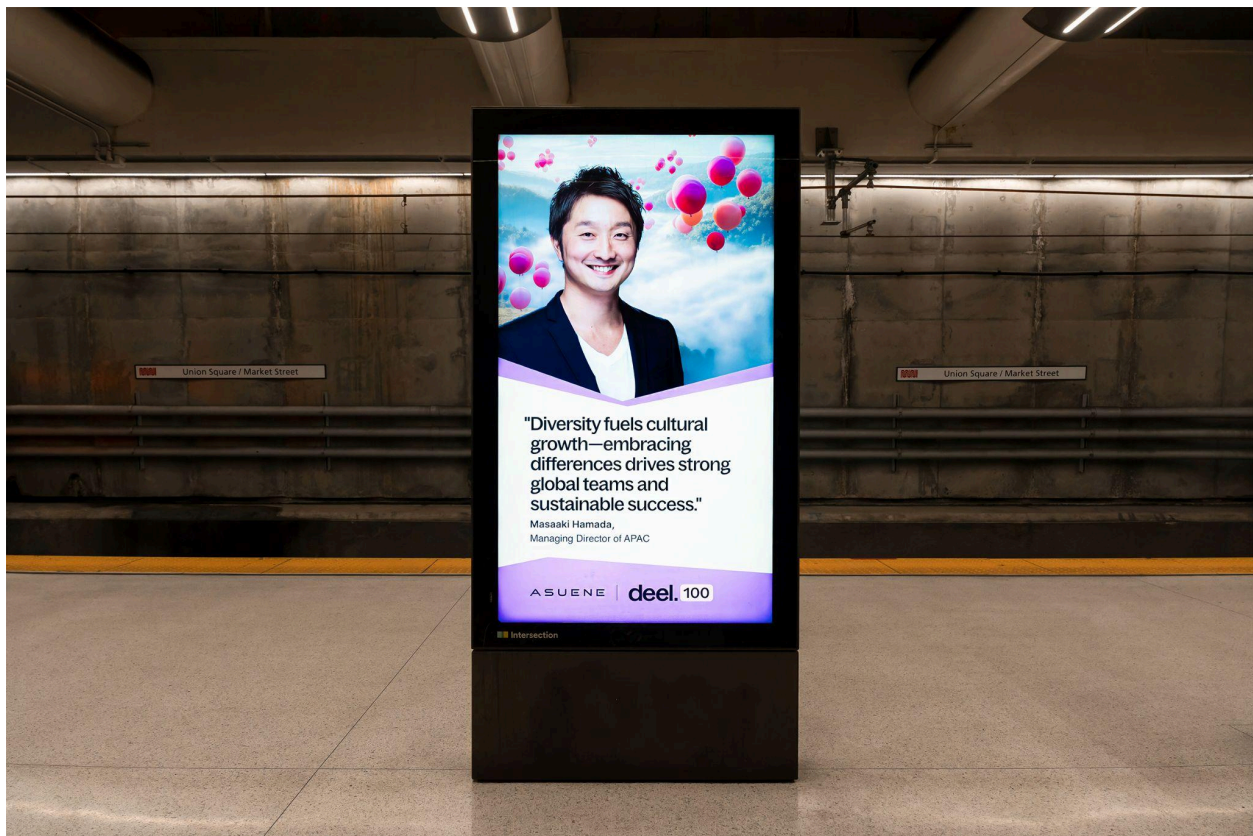
ASUENE APAC / Managing Director Masaki Hamada, Featured at San Francisco's Union Square Station

Background of the Campaign Participation

Globalization and digital transformation have made workforce and labor management increasingly complex. As sustainability gains momentum, building a sustainable society demands collaboration among diverse talents.

ASUENE operates in six countries including Japan, Singapore, U.S, Thailand, U.K, and the Philippines, serving over 30,000 companies. To drive global growth, we hire diverse talent in

each region and have built a strong local track record. With this, ASUENE was selected by Deel for the “deel100” campaign. This recognition reinforces our commitment to leading cross-border collaboration and advancing a sustainable future.



Upcoming ASUENE Appearance Schedule

- San Francisco: Municipal subway stations, international airport, and more — until October 26
- Singapore: Raffles Place — October 20 to November 16

About “deel100”

“deel100” is a global campaign by Deel that recognizes 100 companies for their leadership in global workforce management. These companies, driving the future of work across borders, are featured worldwide and on Deel’s official digital channels.

The campaign highlights organizations that continue to innovate in human capital management and pioneer new approaches to work in a diverse, evolving labor landscape.

ASUENE

deel. 100

Celebrating
the best in
Global HR and Payroll

ASUENE Company Profile

ASUENE Inc. is a leading Climate Tech company in Japan with the mission of "Changing the world for the next generation". We provide "ASUENE", a carbon accounting platform to measure, report and reduce carbon emissions of companies and we contribute to the net zero society.

Company name: ASUENE Inc.

Representative: Founder, CEO & COO Kohei Nishiwada

Date of establishment: October, 2019

Headquarters: WeWork, KDX Toranomon 1Chome Building 4F, 1-10-5 Toranomon, Minato-Ku

URL: <https://corp.asuene.com/en>

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