



Integrated Report 2020

### **Corporate Philosophy**

Mission

# Inspiring the world with entrepreneurship

### Vision

# To create a strong and great company

#### Creed

Hinerankai In Kansai dialect, this means "Think outside the box."

### Code of Conduct The Septeni Way

### Speed

Speed is preferred – even if it comes with a little bit of roughness – over sophisticated but slow.

We place speed first and follow a process of repeated trial and error in an effort to achieve a higher level of completion.

# Stretch

Setting challenging targets We believe it is important to make innovations that meet challenging targets. The steady accumulation of day-to-day changes ultimately leads to remarkable growth.

### Partnership

Achieving mutual growth We all work hard, in competition and in cooperation, from the perspective of the management team to build a better company.

#### Fair & Open Make things simple and easy for anybody to understand.

We ensure fairness and openness in constructing an environment and relations.

### Diversity

#### Using diversity as a competitive edge

We respect all human rights and mutually recognize diversity. We work to realize working styles in which individuals can exhibit and apply their respective strengths.

# Passion

#### Remaining passionate

We believe that passion will help us increase our capacity and consistently produce positive results. We continue our own personal development to stimulate corporate growth and contribute to society.

## Free & Rule

#### Freedom within discipline

The decisions we make are not dictated by whether something is beneficial, but whether it is right. We comply with the corresponding regulations and ordinance and with the spirit of law, while concentrating on doing our jobs seriously yet happily.

SEPTENI

OUR MISSION

### Contents

Message from the Chief Executive Officer	3
Feature: Group Company Leaders Discuss the First Step to a Vibrant Future	7
A 30-Year Track Record of Challenge and Creativity	15
The Power to Grow by Addressing Change	16
Our Value Creation Model	17
Overview and Progress of Midterm Business Policies	18
Strategy by Business	
Digital Marketing Business	20
Media Platform Business	22
Strengths That Are the Source of Value Creation	24
An Outside Director's Perspective on the Septeni Group's Human Resources and Corporate Culture	28
Processes That Are the Source of Value Creation	
CSR	31
Corporate Governance	33
Consolidated Financial and Non-Financial Highlights (IFRS)	36

### **Editorial Policy**

The Septeni Group aims to help realize a sustainable society by working to resolve social issues through its businesses. We publish the Integrated Report to give our stakeholders an overall understanding of the Group's progress and value creation through its business activities. This report presents management policies and business strategies from a mediumto-long-term perspective, as well as financial and non-financial information, using as reference the International Integrated Reporting Framework issued by the International Integrated Reporting Council and the Guidance for Integrated Corporate Disclosure and Company–Investor Dialogue for Collaborative Value Creation compiled by the Ministry of Economy, Trade and Industry of Japan. For more detailed IR and CSR information, please visit our website.



#### **Forward-Looking Statements**

Statements other than historical facts contained in this report are forward-looking statements that have been prepared on the basis of certain assumptions and the judgments of the Company's management derived from currently available information. Therefore, information such as actual business results announced in the future may differ depending on various factors, and the Company is not responsible for any damages resulting from the use of the information in this report.



Importance to management High

Septeni Group Website https://www.septeni-holdings.co.jp/en



Investor Relations https://www.septeni-holdings.co.jp/en/ir/

CSR https://www.septeni-holdings.co.jp/en/csr/

Storie(s) (Japanese only) https://note.com/septeni\_group