

A 30-Year Track Record of Challenge and Creativity

The Septeni Group celebrated its 30th anniversary in 2020. From day one, we have grown while evolving our core business from recruitment consulting to the Direct Marketing Business to the Internet Advertising Business. The Septeni Group will continue to identify new growth opportunities arising from social change, and will consistently provide services that meet the needs of the times and exceed client expectations. We are committed to becoming a group of companies that society, industry and our stakeholders rely on.

2020
30th
Anniversary

2012 onward

Entered Our Next Growth Phase through a Capital and Business Alliance with the Dentsu Group, in Addition to Organic Growth through a Focus on Growth Areas

While focusing on smartphone advertising and social media-related services such as Facebook, which were high-growth fields at the time, and expanding overseas, mainly in North America and Asia, we were also aggressively developing a new business, the manga content business, to become a second pillar of our operations alongside the advertising business. We launched this business in 2013.

As the digital shift accelerates and the digital advertising market expands, our new priority domains are brand advertising and e-commerce advertising, where needs are increasing, and where we intend to grow our business. We have also been in a business alliance with the Dentsu Group since January 2019, and through this alliance as well as organic business growth we will accelerate the growth of the Group with the aim of taking our business development one step further.

2012 Mar.	Began conducting the Internet Advertising Business outside Japan
2013 Feb.	Established COMICSMART, Inc. and started the Manga Content Business
Mar.	Established SEPTENI TECHNOLOGY CO., LTD. (currently FLINTERS VIETNAM CO., LTD.)
Oct.	Established Vivivit, Inc.
2014 Jan.	Established Septeni Original, Inc. (currently FLINTERS, Inc.)
Oct.	Sold all shares of SEPTENI DIRECTMARKETING CO., LTD.
	Established gooddo Inc.
2016 Oct.	Established TowaStela, Inc.
	Acquired the shares of Lion Digital Global LTD. through Septeni Asia Pacific Pte. Ltd. and made it a subsidiary
2017 Apr.	Established Septeni Ad Creative, Inc.
Sep.	Established Delight Tube, Inc.
2018 Jan.	Established Milogos, Inc.
Apr.	Established SIGNCOSIGN, INC.
Oct.	SEPTENI HOLDINGS CO., LTD. entered a capital and business alliance with Dentsu Inc. (currently Dentsu Group Inc.)
2019 Jan.	Established Septeni Incubate, Inc.
2020 Mar.	Established PERF, Inc.
Oct.	Established LIVAND, Inc.
Nov.	Established Alphable, Inc.
2021 Jan.	Established Septeni Data Solutions, Inc.
	Established Human Capital Lab, Inc.

2000–2011

Achieved Strong Growth through the Internet Advertising Business

In 2000, current Representative Director Koki Sato started the Internet Advertising Business as a new business. The Septeni Group grew rapidly as it continued to steadily scale up its business operations for a speedy response to the expansion of the Internet advertising market and constantly changing advertising needs. In addition to opening regional bases, we also expanded our business domains through M&A and other methods.

2000 Apr.	Started the Internet Advertising Business
2001 Aug.	Listed on JASDAQ
2003 Jul.	Established Osaka sales office (currently Kansai Branch office of SEPTENI CO., LTD.)
2004 Jun.	Acquired Tricorn Corporation as a subsidiary
2005 Jan.	Established SEPTENI CROSSGATE CO., LTD.
2006 Apr.	Established SEPTENI DIRECTMARKETING CO., LTD.
Oct.	Became a holding company under the trade name SEPTENI HOLDINGS CO., LTD.
	The Internet Advertising Business was taken over by SEPTENI CO., LTD. through an incorporation-type company split, and the Direct Marketing Business was taken over by SEPTENI DIRECTMARKETING CO., LTD. through an absorption-type company split
2009 Oct.	Established MANGO Inc.
2010 Nov.	Established High Score, Inc.
2011 Oct.	Established SEPTENI VENTURES Co., Ltd.

Founded in 1990

Establishment of SUB & LIMINAL CO., LTD.

In 1990, our founder Mamoru Nanamura established SUB & LIMINAL CO., LTD., a forerunner of SEPTENI HOLDINGS CO., LTD., to embark on the recruitment consulting business. In 1993, we launched the Direct Marketing Business (an agency service for sending direct mail). Business grew steadily, laying the foundation of the Septeni Group.



Mamoru Nanamura,
Founder of the Company

Creed
ひねらんかい

The Septeni Group is not affiliated with any conglomerate. We commenced business with hardly any capital, human resources or operations. Our staff's wisdom and ideas alone were our initial assets. We have adopted this phrase as our corporate creed and constantly bear this inaugural spirit in mind as we continue to grow.



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The Power to Grow by Addressing Change

The Septeni Group started its Internet businesses in 2000. Since then, the Internet has made broad and deep inroads into people's lives and brought about changes in all industries, becoming information infrastructure essential to today's society. At the same time, the Internet advertising market has grown rapidly and the Internet is establishing a position as the largest medium in Japan's advertising market. The Group has continued to grow in tandem with changes in society and market expansion.

Average annual growth rates of net sales and operating profit since the fiscal year ended September 2000

Net sales: approx. **15%** Operating profit: approx. **14%**

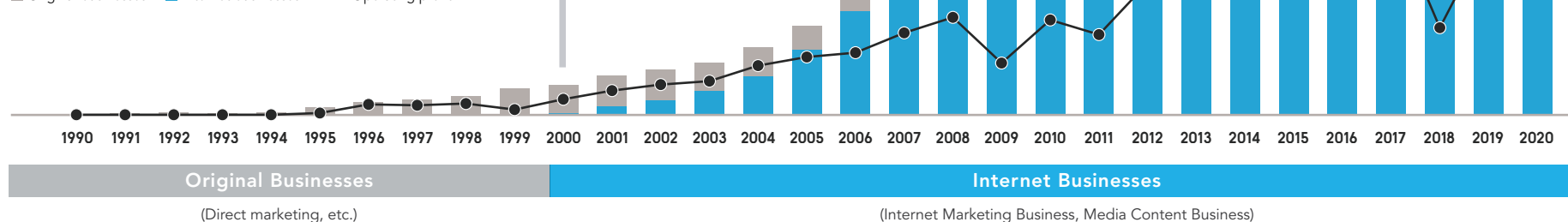
Net sales
FY ended Sept. 2000 **15.6 times**
¥4.9 billion → **¥76.5 billion**

Operating profit
FY ended Sept. 2000 **13.6 times**
¥0.18 billion → **¥2.45 billion**

Note: Figures presented are based on Japanese GAAP for the fiscal year ended September 2000 and IFRS for the fiscal year ended September 2020.

Net Sales and Operating Profit

■ Original businesses ■ Internet businesses ● Operating profit



1994–1998

Internet usage becomes widespread anytime and anywhere
Era of banner ads

1994 Dial-up connection through telephone lines begins
1995 Windows 95 is launched

1999–2003

The Internet becomes available anytime and anywhere
Diversification of advertising methods (affiliate marketing, listings)

1999 Advent of i-mode, which enables sending and receiving of email and web browsing using mobile phones
2001 Spread of ADSL increases communication speed and lowers prices for home Internet environments

2004–2007

Dawn of social media
Attempts at cross-advertising with existing media

2004 onward
Successive launches of social media platforms, including Facebook, mixi, YouTube and Twitter

2008–2013

Evolution of ad technology
Conceptual shift from “buying ad space” to “buying a number of people to reach with information”

2008 iPhone 3G is launched
Influx of financial engineering professionals into the Internet market triggered by the global financial crisis
2011 LINE services begin

2014–

Double-digit growth in Internet advertising expenditures continues, with mobile advertising driving market expansion

The COVID-19 pandemic accelerates the digital shift and DX
2017 Internet advertising in Japan approaches the level of television advertising in terms of advertising expenditures
2019 Internet advertising accounts for a greater proportion of Japan's total advertising expenditures than TV media



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Our Value Creation Model

The Septeni Group's most important asset is its human resources. We hire human resources who possess a good sense of ownership and a strong entrepreneurial spirit, then utilize our extensive human resource database and technologies to optimally deploy and train employees so that each of them can demonstrate peak performance naturally. Moreover, through our unique corporate culture of "tough, gentle and fun," we create new businesses (applications) that are just slightly ahead of the times to empower various stakeholders and industries. In doing so, we aim to carry out our Mission of "Inspiring the world with entrepreneurship."

