

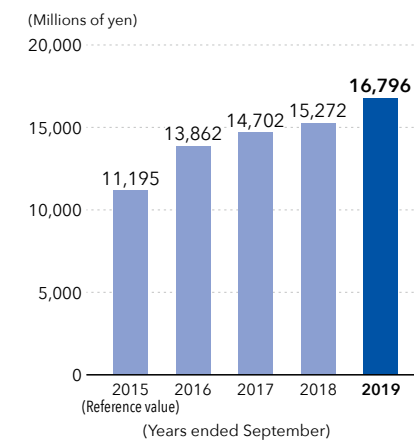
# Consolidated Financial and Non-Financial Highlights (IFRS)

(Unless stated otherwise, all figures in this document are based on units of million yen.)

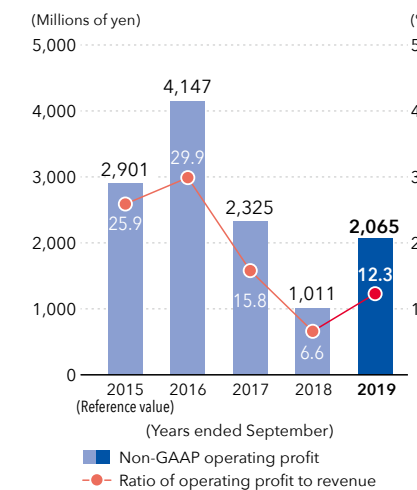
Years ended September	2015	2016	2017	2018	2019
Revenue	11,195	13,862	14,702	15,272	<b>16,796</b>
Gross profit	10,277	12,478	12,989	12,674	<b>13,962</b>
To revenue	91.8%	90.0%	88.3%	83.0%	<b>83.1%</b>
SG&A	7,404	8,350	10,652	11,693	<b>11,924</b>
To revenue	66.1%	60.2%	72.5%	76.6%	<b>71.0%</b>
Non-GAAP operating profit	2,901	4,147	2,325	1,011	<b>2,065</b>
To revenue	25.9%	29.9%	15.8%	6.6%	<b>12.3%</b>
Operating profit	2,533	4,154	2,248	977	<b>183</b>
To revenue	22.6%	30.0%	15.3%	6.4%	<b>1.1%</b>
Profit from continuing operations	1,598	2,717	1,338	847	<b>(542)</b>
To revenue	14.3%	19.6%	9.1%	5.5%	<b>—</b>
Profit (loss) attributable to owners of the parent	2,351	2,519	2,211	847	<b>(547)</b>
To revenue	21.0%	18.2%	15.0%	5.5%	<b>(3.6)%</b>
[Reference] Net sales	61,476	73,203	72,375	72,443	<b>76,501</b>
Total assets	25,635	29,981	32,929	33,371	<b>30,413</b>
Equity attributable to owners of the parent	11,307	14,156	15,172	15,672	<b>14,796</b>
Ratio of equity attributable to owners of the parent to total assets	44.1%	47.2%	46.1%	47.0%	<b>48.7%</b>
Cash flows from (used in) operating activities	1,874	3,209	(808)	(440)	<b>1,258</b>
Cash flows from (used in) investing activities	1,258	(109)	(1,706)	(310)	<b>(205)</b>
Cash flows from (used in) financing activities	(124)	801	2,457	112	<b>(1,411)</b>
Cash and cash equivalents at end of period	11,695	15,481	15,519	14,922	<b>14,488</b>
ROE	23.0%	19.8%	15.1%	5.5%	<b>—</b>
EPS (yen)	18.21	19.43	17.38	6.71	<b>(4.33)</b>
BPS (yen)	87.26	109.13	120.08	124.00	<b>117.02</b>
Dividends per share (yen)	2.8	3.2	3.2	2.0	<b>2.0</b>

- Notes: 1. The Company has applied IFRS since the fiscal year ended September 2016. Figures for the fiscal year ended September 2015 based on IFRS are provided for reference.
2. Following the sale of shares held by the Company of AXEL MARK INC., on November 10, 2016, this company and its subsidiaries have been excluded from the scope of consolidation. As for the trends in profit and loss for the 25th and 26th terms, the comparative periods, the said business was reclassified as discontinued operations and retrospective adjustments were made.
3. Revenue is disclosed here as an IFRS-based indicator instead of traditional net sales, which the Company discloses separately as reference information on a voluntary basis. Only the net margins of advertising agency sales, which account for the majority of the revenue of the Digital Marketing Business, are reflected as revenue from this business.
4. Non-GAAP operating profit is disclosed on a voluntary basis to present actual business conditions more appropriately. Non-GAAP operating profit refers to the profit indicator used to assess ordinary business conditions after adjustments are made to IFRS-based operating profit pertaining to temporary factors such as the amortization of intangible assets, impairment losses, and gains or losses on the sales of fixed assets, which are recognized when acquiring subsidiaries.
5. Figures are rounded to the nearest unit.
6. The Company implemented a 5-for-1 stock split of its common stock on October 1, 2016. EPS, BPS and dividends per share in the above table are calculated on the assumption that the stock split was implemented at the beginning of the fiscal year ended September 2015.

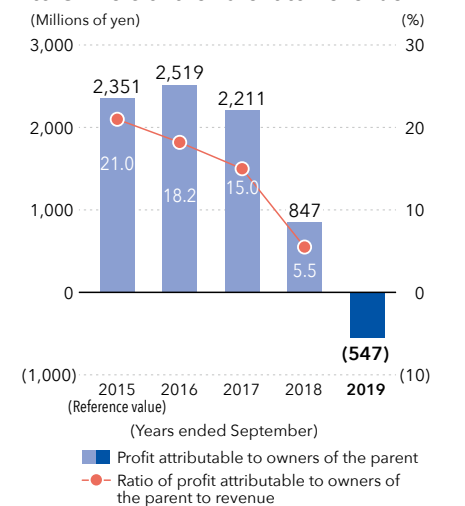
## Revenue



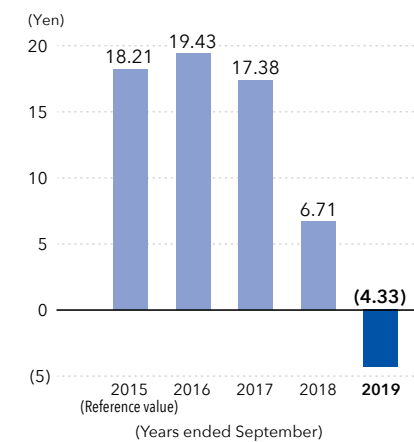
## Non-GAAP Operating Profit/Ratio of Operating Profit to Revenue



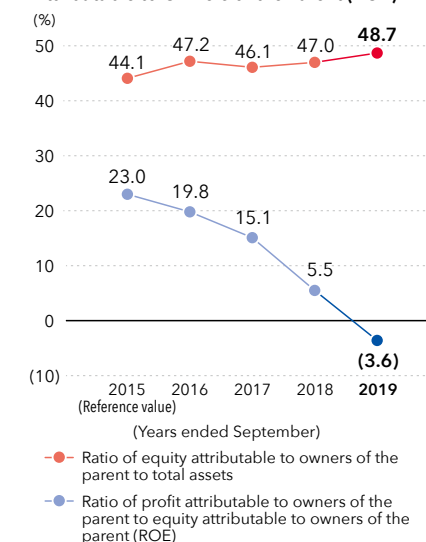
## Profit (Loss) Attributable to Owners of the Parent/Ratio of Profit Attributable to Owners of the Parent to Revenue



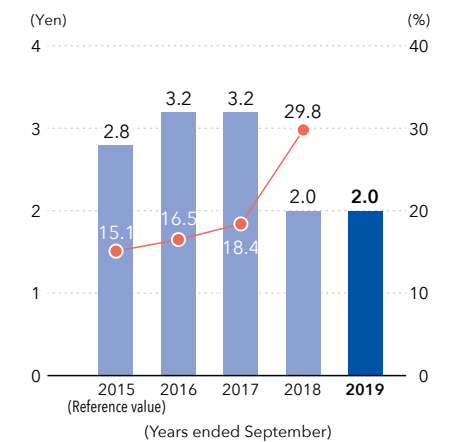
## Basic Earnings per Share (EPS)



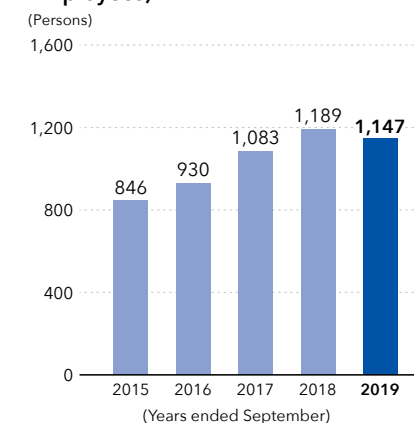
## Ratio of Equity Attributable to Owners of the Parent to Total Assets/Ratio of Profit Attributable to Owners of the Parent to Equity Attributable to Owners of the Parent (ROE)



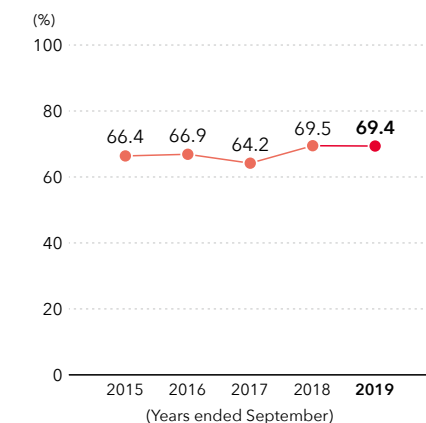
## Dividends per Share/Dividend Payout Ratio



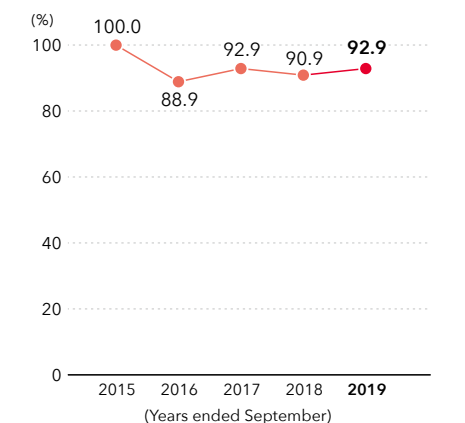
## Number of Employees at the End of the Fiscal Year (Full-Time, Regular Employees)



## Percentage of Paid Leave Taken by Employees\*



## Percentage of Employees Returning to Work after Childcare Leave\*



\* Main Group companies in Japan

























\* Main Group companies in Japan

Corporate Profile

(As of October 1, 2019)

Trade Name	SEPTENI HOLDINGS CO., LTD.	Foundation	October 1990
Headquarters	Sumitomo Fudosan Shinjuku Grand Tower, 8-17-1 Nishishinjuku, Shinjuku-ku, Tokyo	Capital	2,125 million yen
Business Overview	Corporate management and overall control of Group companies through ownership of shares and other forms of equity	Number of Employees (Consolidated)	Full-time, regular employees: 1,147 Total employees: 1,373

List of Group Companies

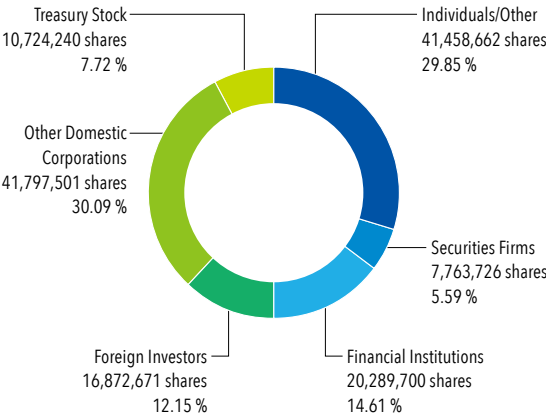
Digital Marketing Business (Domestic)			Digital Marketing Business (Overseas)	
SEPTENI CO., LTD. Digital marketing support business 	Septeni Japan, Inc. Digital marketing support business 	MANGO Inc. Digital performance advertising operation business 	Septeni Asia Pacific Pte. Ltd. Digital marketing support business based in Asia Pacific 	Septeni America, Inc. Digital marketing support business based in North America 
High Score, Inc. Digital marketing support business 	Septeni Original, Inc. Planning and development of web services 	Septeni Ad Creative, Inc. Planning and production of Internet advertisement creatives 	Septeni China Limited Digital marketing support business based in China 	SEPTENI TECHNOLOGY CO., LTD. Planning, development and other web service business 
SEPTENI CROSSGATE CO., LTD. Advertising network and platform business 	Tricorn Corporation Customer relation management (CRM) service business 	Milogos, Inc. Digital marketing support business 	JNJ INTERACTIVE INC. Digital marketing support business based in South Korea 	Lion Digital Global LTD Digital marketing support business based in Southeast Asia 
Media Platform Business				
COMICSMART, Inc. Manga content business 	Vivivit, Inc. Recruitment platform business 	gooddo Inc. Social contribution platform business 	Pharmarket Co., Ltd. Medical platform business 	TowaStela, Inc. Childcare platform business 
Delight Tube, Inc. Planning, production and management of Internet media 	HEDGEHOG PRODUCTS, Inc. App and advertising development business 			
New Business Development				
SEPTENI VENTURES Co., Ltd. New business development/ Incubation support 	SIGNCOSIGN, INC. Co-creation of new business and corporate design 			

Stock Information

(As of September 30, 2019)

Number of Shares Authorized	370,080,000
Number of Shares Issued	138,906,500
Number of Shareholders	7,805

Breakdown of Shareholders and Shares Held

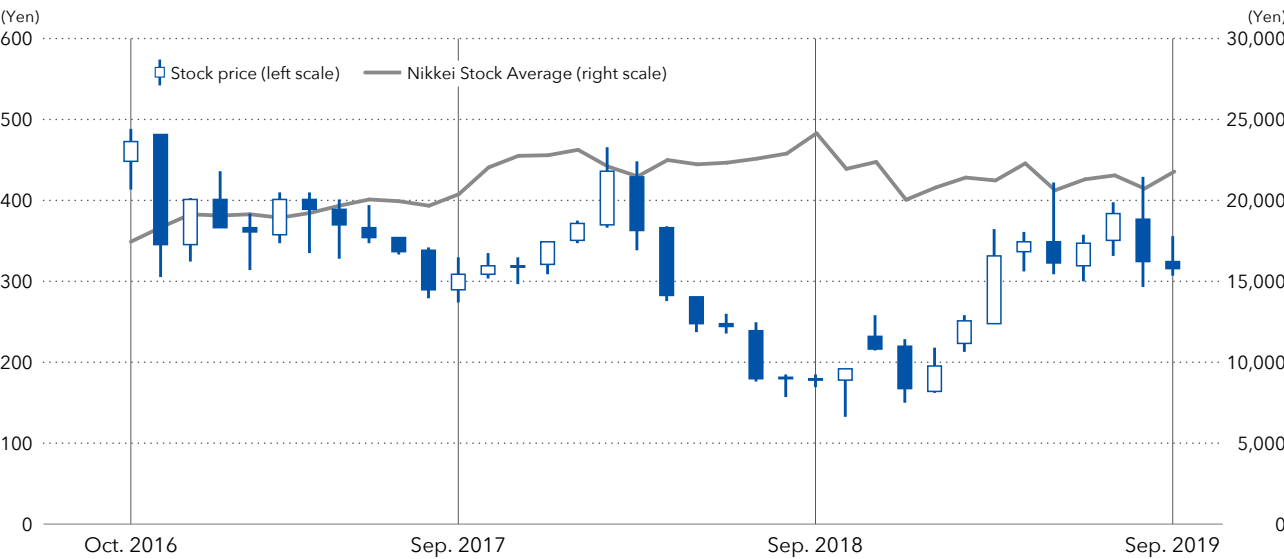


Major Shareholders

Name	Number of shares held	Percentage of total shareholdings (%)
DENTSU INC.	26,895,001	20.98
Village Seven Co., Ltd.	14,719,000	11.48
Mamoru Nanamura	13,950,500	10.88
Japan Trustee Services Bank, Ltd. (Trust Account)	9,428,200	7.36
The Master Trust Bank of Japan, Ltd. (Trust Account)	5,964,900	4.65
GOLDMAN SACHS INTERNATIONAL	3,367,850	2.63
STATE STREET BANK AND TRUST COMPANY 505019	2,133,300	1.66
Hiroshi Shimizu	2,010,000	1.57
The Master Trust Bank of Japan, Ltd. Officer remuneration BIP trust account 76034	1,739,200	1.36
JP Morgan Securities Japan Co., Ltd.	1,667,751	1.30

Note: In addition to shares held by the above major shareholders, the Company holds 10,724,160 shares of treasury stock. The above percentages are calculated excluding treasury stock.

Stock Price Range



Trading Volume

