

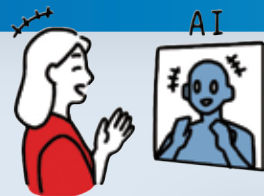
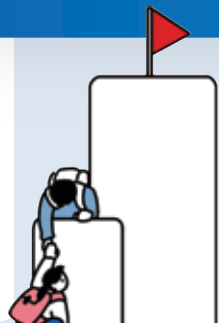
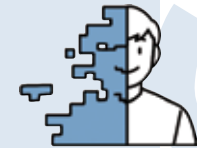
# TO INSPIRE THE WORLD WITH ENTREPRENEURSHIP



## Septeni Group Mission

# To inspire the world with entrepreneurship

We recognize each other's personality, leverage synergies of individuality and expertise, continue enjoying and pursuing greater opportunities, and will empower people and industries through our business.



## Septeni Group Vision

### To be a place where people are empowered to create a new era

It expresses our desire to position the Group as a place where people with a high sense of ownership and a strong entrepreneurial spirit grow through business and create a new era.

### To open the door to a “nameraka” future with creativity and technology

Through creativity and technology, the source of the Group’s business value, we aim to create a better future, broaden the “door to the future,” pass through the door together with stakeholders, and coexist and prosper together.

### To make a complex world bright and simple through the power of digital

It represents our stance to take on challenges in response to social issues while valuing the distinctive qualities of “Septeni.”

\*“nameraka”

We define “nameraka” as a harmonious state without friction and barriers.

► The illustrations in this publication represent the Septeni Group’s vision. To enhance understanding and foster a sense of familiarity with our vision, we have created these visual representations. Please refer to the following for more details on their creation.  
[https://note.com/septeni\\_group/n/nbdbc9d66d76e](https://note.com/septeni_group/n/nbdbc9d66d76e) (Only available in Japanese)

# History of the Septeni Group

## Key Events

While maintaining the “Hinerankai” (Think outside the box) that has been imbued in us since our founding, we have continued to grow through change.

# 1990

Foundation

ひねらんかい

Creed  
In Kansai dialect, this means  
“Think outside the box.”



# 2000

Launched the Internet  
Advertising Business

# 2001

Listed on JASDAQ



Previous corporate logo

# 2006

Became a holding company  
under the trade name  
SEPTENI HOLDINGS CO., LTD.

# 2018

Entered a capital and business  
alliance with Dentsu Inc.  
(currently Dentsu Group Inc.)



# 2024

Change of representative  
director and change of  
management structure



# Group Company

## Group Overview

We have changed our reportable segments beginning with the fiscal year ended December 2025.

▶ For details, see [p. 23](#).

### Marketing Communication Segment



### Direct Business Segment



**dentsu**  
direct      **dentsu**  
elfto architect

### Data & Solutions Segment



**FLINTERS**      **TRICORN**      **Septeni Cross Gate**

### Other Business

**vivivit**      Human Capital Lab      **SEPTENI INCUBATE**

### Equity-Method Associates

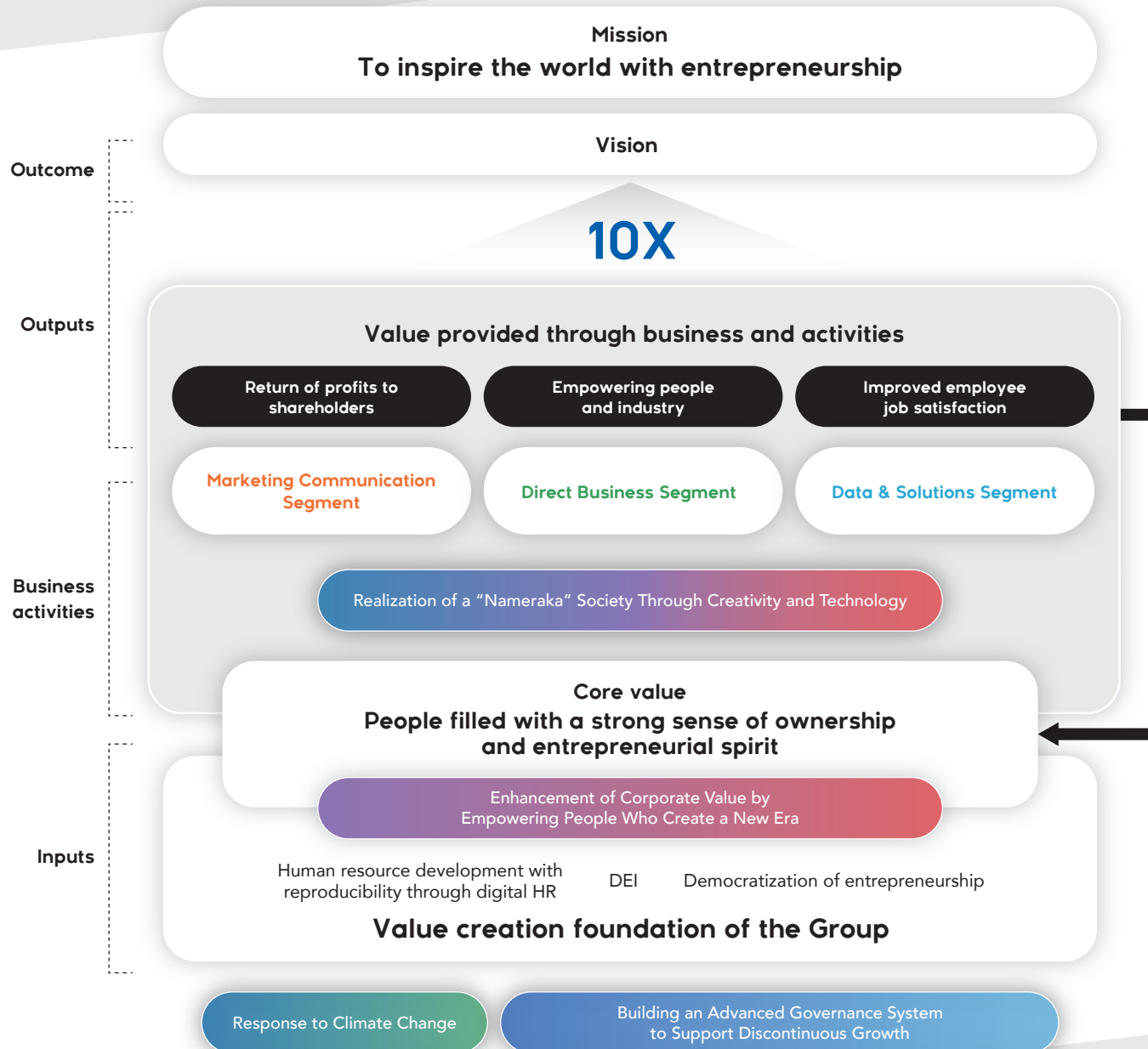
**DENTSU DIGITAL**      **PRIMECROSS**  
& and factory      **COMISMA**      **Q&A**

### Septeni Holdings Co., Ltd. (Holding Company)



# Overview

## Value Creation Process to Realize Our Mission



## Value Creation by the Septeni Group

Our Group's core value is "people filled with a strong sense of ownership and entrepreneurial spirit." Our foundation for value creation enables us to maximize our human capital, and by conducting business activities based on this foundation, we can increase the value we provide to our stakeholders. We are striving to achieve our vision and realize our mission.