






# Processes That Are the Source of Value Creation

## CSR

### CSR Policy

We believe that helping to resolve social issues through our businesses is a means of fulfilling our responsibilities to society and stakeholders that best reflects the Septeni Group. Through this approach to CSR, we aim to realize a sustainable society as well as the Septeni Group's Mission of "Inspiring the world with entrepreneurship." We will continue to carry out CSR activities centered on this approach.

### Priority Challenges and Initiatives

Priority Challenge (Related SDGs)	Social Value Provided	Main Initiatives in the Fiscal Year Ended September 2020
<b>Diversity and Inclusion</b> 	<ul style="list-style-type: none"> <li>Contribution to creating a society in which everyone can participate</li> <li>Contribution to improving labor productivity</li> </ul>	<p><b>Promotion of women's participation</b>                      Promotion of Group-wide support for women's careers, including an online seminar on "Building Careers for Women's Participation" given by an external lecturer</p> <p><b>LGBT initiatives</b>                      Ongoing awareness-raising activities through LGBT &amp; Allies Network; received the Gold Award (highest rating) on the PRIDE INDEX for the third consecutive year</p> <p><b>Measures against discrimination and harassment</b>                      Implementation of anti-harassment training for managers and e-learning for all employees</p>
<b>Support for Culture, Sports and the Entertainment Industry</b> 	<ul style="list-style-type: none"> <li>Contribution to creating a fulfilling society</li> <li>Contribution to industrial development through DX</li> </ul>	<p><b>Support for culture</b>                      Provision of the "RouteM" manga artist development support program, which has more than 100 exclusive participants                      Hosting of classes at an art university to support creative students</p> <p><b>Support for sports</b>                      Provision of support for top sabre fencer Shihomi Fukushima; formation of SEPTENI RAPTURES professional dance team                      Note: From the fiscal year ending September 2021, we are adding support for the entertainment industry.</p>
<b>Support the Sound Development of the Digital Advertising Industry</b> 	<ul style="list-style-type: none"> <li>Contribution to creating a safe and secure digital society</li> </ul>	<p>Implementation of in-house educational activities using owned media and e-learning for all employees, and external activities including speaking at seminars</p>
<b>Industry Development through Utilization of AI</b> 	<ul style="list-style-type: none"> <li>Generation of innovation</li> <li>Contribution to improving labor productivity</li> </ul>	<p><b>Utilization/application of data in HR technology</b>                      Formulation and publication of Digital HR Guidelines for safe and secure handling of data</p> <p><b>Utilization/application of data in digital marketing</b>                      Provision of original AI and data &amp; solutions such as PRECOG and Odd-AI to corporate advertisers</p>
<b>Development of High-Quality Human Resources</b> 	<ul style="list-style-type: none"> <li>Contribution to improving labor productivity</li> <li>Contribution to revitalization of regions outside of major urban centers</li> </ul>	<p>Promotion of initiatives based on research at the Human Capital Lab, including expansion of the target area for online recruiting in response to the COVID-19 pandemic, and development and implementation of an original online selection process in collaboration with Group company MANGO, Inc. In recognition of its efforts, Septeni received the Excellence Award for Recruiting at the 5th HR Technology Awards sponsored by the Ministry of Economy, Trade and Industry (fifth consecutive year to receive an HR Technology Award).</p>



## Highlights

### Development of High-Quality Human Resources

Research concepts, research themes and initiatives based on research

At the Human Capital Lab, which we established in 2016 as our research and development division, we use AI (i.e., machine learning) and other means to integrate and analyze the extensive volume of human resource data that we have accumulated. Based on this, we conduct ongoing research to shed light on the structure of human resource development in growth industries from a scientific perspective and widely share the results.



**Ken Kubo**

SEPTENI HOLDINGS CO., LTD.

The Company-wide introduction of telework in response to the COVID-19 pandemic has significantly changed the ways we communicate within the Company. Employees have not all adapted in the same way to this change in working conditions—their behavior tends to differ depending on their personality and individual traits. I thought that conducting an analysis might help us optimize human resource development and management for a telework environment, so I carried out a study of the impact of the telework environment on the adaptation of new employees to their workplace.

When we released my report on the study results, it received a very strong response. We want to continue providing valuable information to both employees and society at large through various kinds of research.

Based on Human Capital Lab research, since recruitment of 2018 graduates, we have been conducting online recruiting for students living in regions outside major urban centers, who would otherwise face substantial burdens in terms of time and costs. In February 2020, in response to the COVID-19 pandemic we decided to leverage this know-how to bring new graduate recruiting online for students living in all regions. We conducted recruiting activities that kept the need to visit the Company to a minimum so that students could take part in the selection process with peace of mind.



**Nozomi Hirano**

SEPTENI HOLDINGS CO., LTD.

We published more detailed data on recruiting and selection as well as information to help students understand the Company so that they could be confident in their choice of companies to apply to. In terms of individual feedback to new employees, we provided personal career simulations based on the information they gave during the selection process. Many students said that the information we provided was persuasive and reassuring.

I will keep in mind the need to provide information more openly as I continue working to support each employee's growth and participation.

### Diversity and Inclusion

Main initiative

We believe that the independent and valuable work of employees from various backgrounds contributes to business results, leading in turn to the sustainable growth of the Group. Based on this belief, we promote and support diverse work styles, as stated in "Diversity," which is part of our code of conduct, the Septeni Way.



Group representative Koki Sato and Outside Director Etsuko Okajima conducted an online diversity workshop, with the aim of instilling understanding of the significance of diversity and inclusion. Approximately 200 employees attended.

### Support for Culture and Sports

Main initiative

We support the activities of our human resources in a wide range of endeavors including individual and team sports and the arts. From the fiscal year ending September 2021, we are adding support for the entertainment industry.



**Shihomi Fukushima**

SEPTENI HOLDINGS CO., LTD.

I won in my category at the All Japan Fencing Championships in September 2020, achieving my second victory there in four years. The tournament was presented online only, but my co-workers at the Septeni Group supported me by watching my matches via streaming from the preliminary round, which was very encouraging. After winning, I received many messages. Some told me how inspired and impressed they were by my swordplay, and I was delighted to know that I could make people feel that way. I will continue doing my best to inspire and thrill more and more people through fencing.