

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

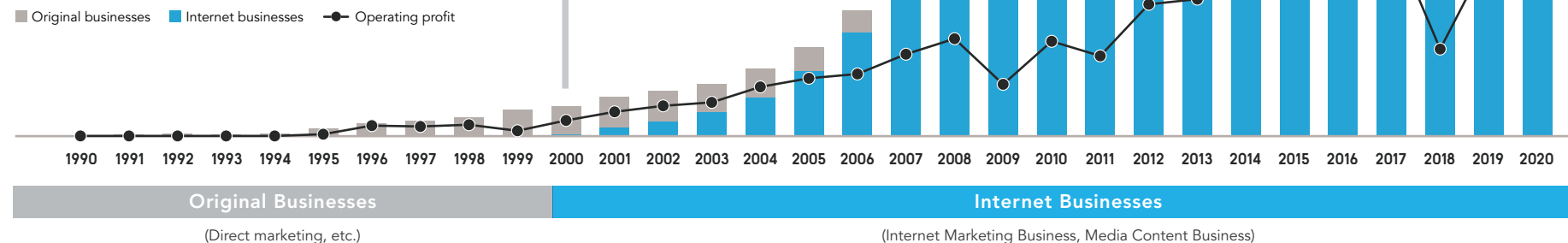
Net sales: approx. **15%** Operating profit: approx. **14%**

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



1994–1998

Internet usage becomes widespread among the general public
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