

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.



SEPTENI

Integrated Report 2020

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