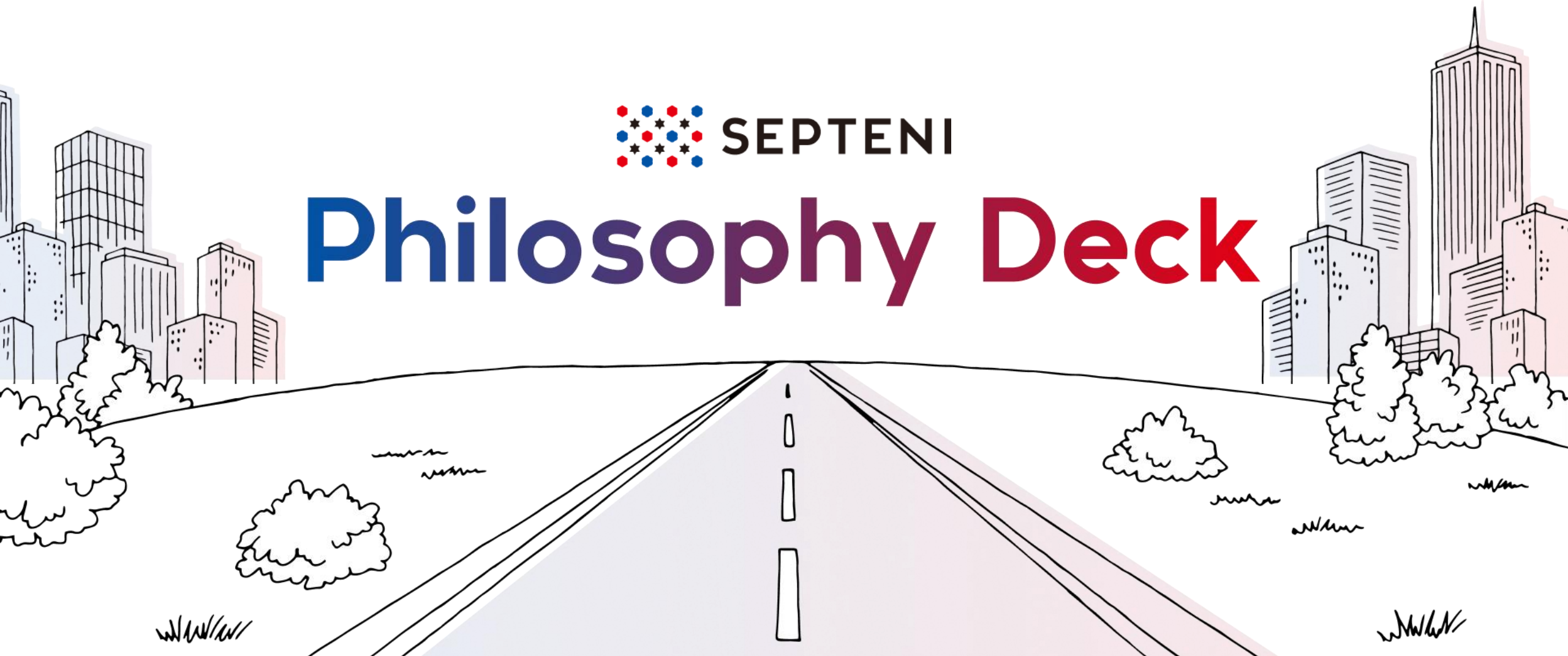




SEPTENI

Philosophy Deck



Philosophy Deck

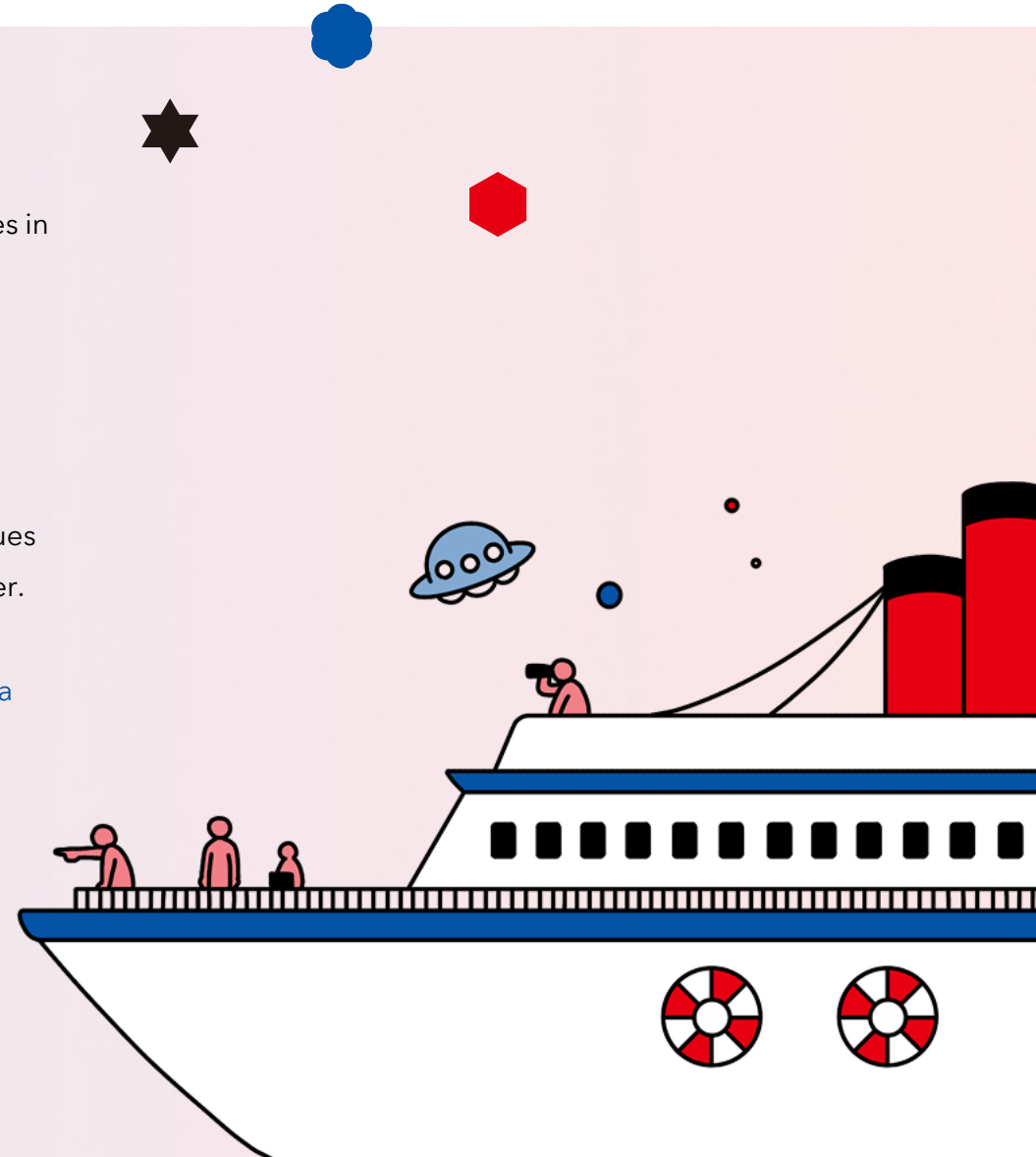
Since its founding in 1990, the Septeni Group has grown by embracing changes in the times and markets while continuously taking on new challenges.

With a renewed management structure in 2024, we entered our third entrepreneurial phase and are now taking steps toward even greater growth.

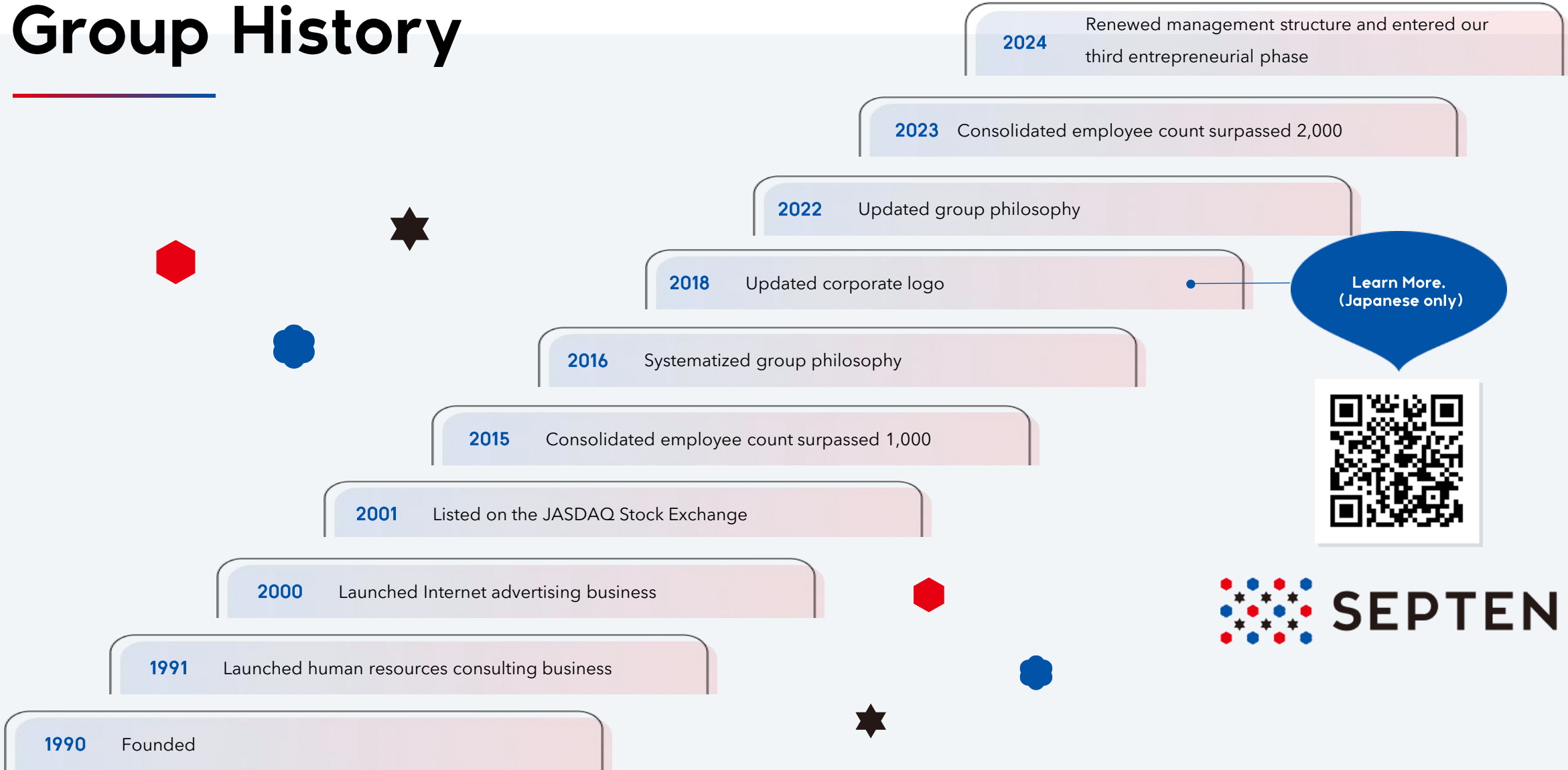
While we continue to enjoy change and create new value, there are certain values that we, as a group, want to hold on to and a future we want to achieve together.

This Philosophy Deck serves as a compass to help us grow together and forge a path to the future.

It is designed to support our individual journeys, helping to guide our daily actions and choices as we work toward the world we want to create.



Group History



Our Values Corporate Philosophy



*open : We aim to make the door bigger so that people can move forward smoothly into the future we pursue.

**"nameraka" : We define "nameraka" as a harmonious state without friction and barriers.

Mission

01

Mission

Our Reason for Being and Our Mission



Mission

To inspire the world with entrepreneurship



What is our purpose?

What is our mission in society?

Our mission answers these questions.

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




Mission

What Entrepreneurship Means to Us


The term entrepreneurship is generally translated as “entrepreneurial spirit,” but in our group, *each individual is encouraged to interpret the term in their own way*, in addition to its general meaning.

In our group, entrepreneurship is not something practiced only by a select few managers or leaders.


It is something that each and every one of us discovers and puts into practice every day, in our own unique way.




A mindset essential for finding joy in our work




Thinking about how to demonstrate my unique value to our clients and to society




The mindset needed to become the person I aspire to be



Embracing and leveraging our individuality



Fostering the next generation



A commitment to pursuing both personal growth and team success

02 Vision

Our Mid-to-Long-Term Vision and Our Desired Contribution to Society

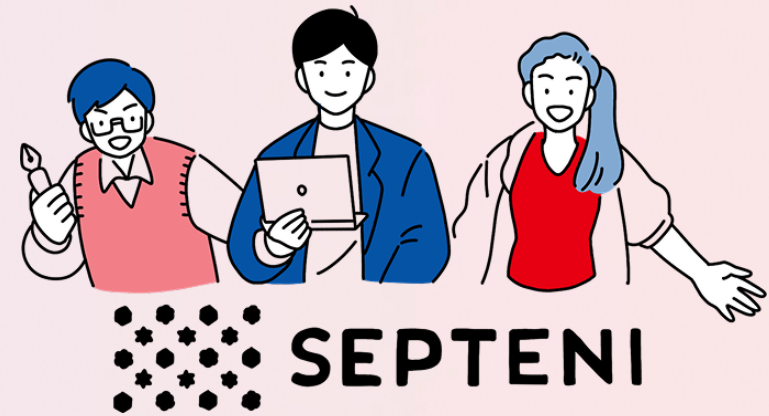


Vision

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

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

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



The Three Components of Our Vision

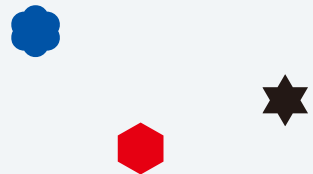


In a rapidly changing society and business environment, the Septeni Group established a new vision in 2022 to more clearly articulate our mid-to-long-term goals and our desired contribution to society, all in pursuit of our mission.

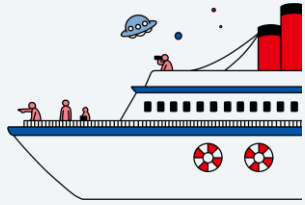
This vision was created by deeply exploring the ideals and values of the entire group and by carefully gathering input from various people, with a special focus on the voices of our employees.

The vision is composed of three phrases:

- The first phrase describes the environment (place) we, as the Septeni Group, aim to create.
- The second phrase represents our core competencies and the value we create from them.
- The third phrase illustrates how we will positively impact society as a whole and “inspire the world.”



Vision The first phrase



A large ship representing our group



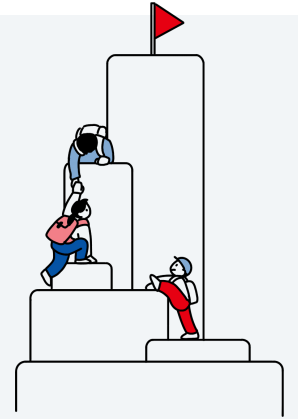
A great team



Learning from everyone



Comprehensive in-house training



Climbing a high mountain together with our members

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

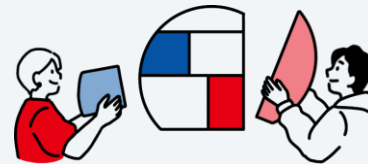
It expresses our desire to position our group as a place where **people filled with a strong sense of ownership and entrepreneurial spirit** grow through business and create a new era.



Each individual in our group



Nurturing the seeds of ideas



Turning ideas into reality as a team



A lighthouse guiding us to a high goal



New business pitch

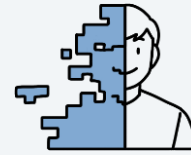
Vision The second phrase



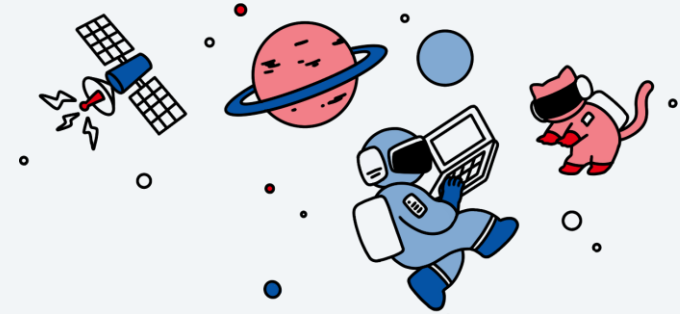
A door to a "nameraka" future



Appreciating art



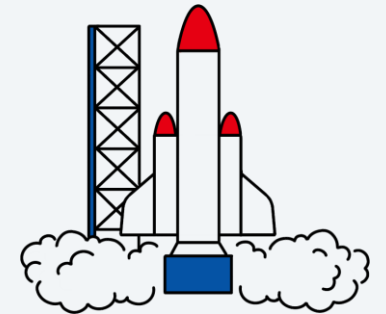
Hyper-humans



Remote work from space

To open the door to a "nameraka" future with creativity and technology

With creativity and technology—the very source of our business value—we aim to create a better future by broadening the "door to the future," walking through it with our stakeholders, and leading to mutual prosperity and shared success.



A launchpad to a "nameraka" future



A high wall or a door to the future



Next-generation mobility



Clean energy of the future

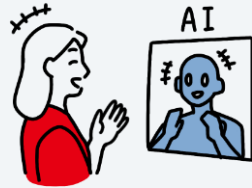


Stepping into the world beyond the door



The shopping experience of the future

Vision The third phrase



The coexistence of humans and AI



Global communication



Communication that transcends all barriers



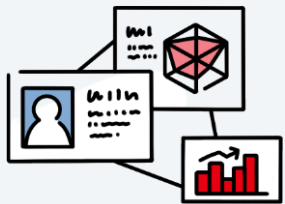
Immersive metaverse experience through VR

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

It represents our commitment to **taking on societal challenges while preserving what makes Septeni unique.**



Exploring with a "Hinerankai" mindset



AI-powered HR



Our engineers



Our digital marketing experts



Looking to both the present and the future



Intentionally creating a simple environment

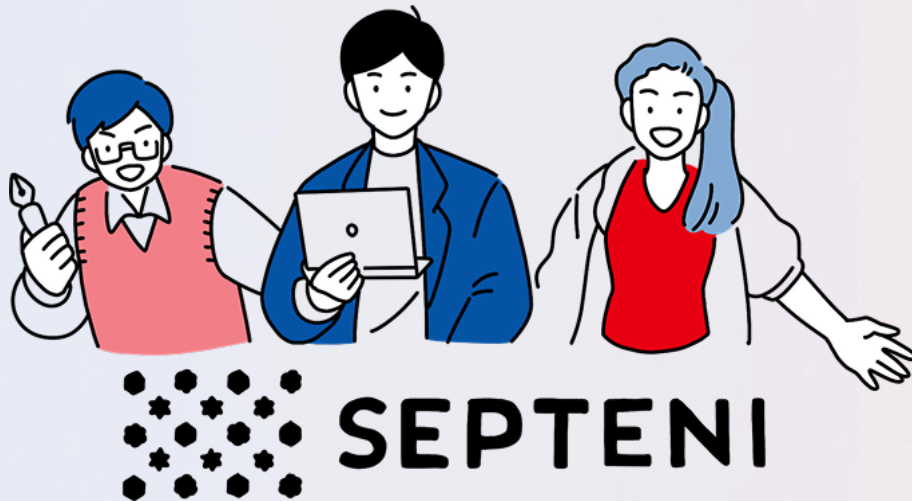
03 Values

Our Identity and Aspirations



Values

Resilient, Caring, Exciting



Resilient

⟨Stability, Grit, Courage⟩

Always embracing an [entrepreneurial spirit](#), choosing the path of greatest change to achieve results.

Caring

⟨Inclusiveness, Cooperation, Adaptability⟩

[Systematizing our successes and growth opportunities](#) and sharing them with everyone [while embracing our diversity](#).

Exciting

⟨Unconventionality, Inspiration, Originality⟩

Taking on challenges that are far from easy, and [enjoying the process as we find our own unique way](#) to get them done.

Values

The Septeni Group has consistently grown by embracing a paradoxical cycle of “change” and “systematization,” leveraging our strengths in vitality and diversity.

As our group continues to expand, a key challenge is how to keep this paradoxical state healthy.

To achieve this, each of us must embody both an “offensive” side (resilient) that embraces change, self-reliance, and challenge, and a “defensive” side (caring) that is open-minded, receptive, and genuinely good-natured.

Furthermore, we want to enjoy the process of balancing change and systematization, sometimes even moving beyond pure logic to tackle things with a cheerful, optimistic spirit.

Our core values of “Resilient, Caring, Exciting” were born from this very idea.

The concept behind these values is also reflected in the Septeni Group logo design.

Find out more about our corporate logo design.
(Japanese only)



Septeni Way

Actions and Principles that Embody “Resilient, Caring, Exciting”

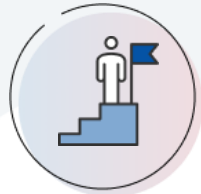
These principles were once known as the “Septeni Way,” and they were cherished as the guiding light for the daily actions of every employee. While their position as a code of conduct has shifted within our current group philosophy, these principles still live within us, defining the Septeni Group’s approach to action and decision-making. By applying these long-standing ideas to our daily activities, we embody the very values we cherish.



Speed

Better Rough and Ready
Than Slow and Perfect.

We prioritize speed and aim for higher quality through a continuous process of trial and error.



Stretch

Aim High.

We relentlessly pursue innovation to clear ambitious goals, turning a constant accumulation of daily changes into remarkable growth.



Partnership

Grow Together.

By embracing a business owner’s mindset, we spur each other on and generate synergy as “ONE SEPTENI,” creating a better future together.



Fair & Open

Clear and Fair.

We foster sustainable trust with our stakeholders by building a fair and open environment and relationship.



Passion

Maintain Passion.

We believe that passion enhances our abilities and serves as the staying power to produce results. Through our own growth, we will drive our group’s growth and contribute to society.



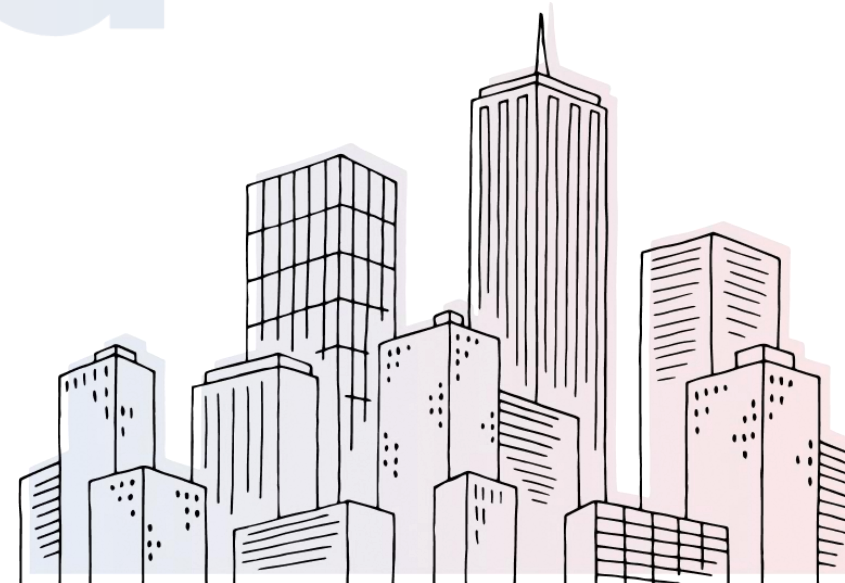
Free & Rule

Discipline and Freedom.

We choose what is right over what is profitable, always maintaining a high sense of ethics. We pursue our work with passion and integrity, balancing discipline with enjoyment.

04 Creed

Septeni Group's DNA



Creed

ひねらんかい

Hinerankai (Think outside the box)

This is our culture of constant ingenuity.

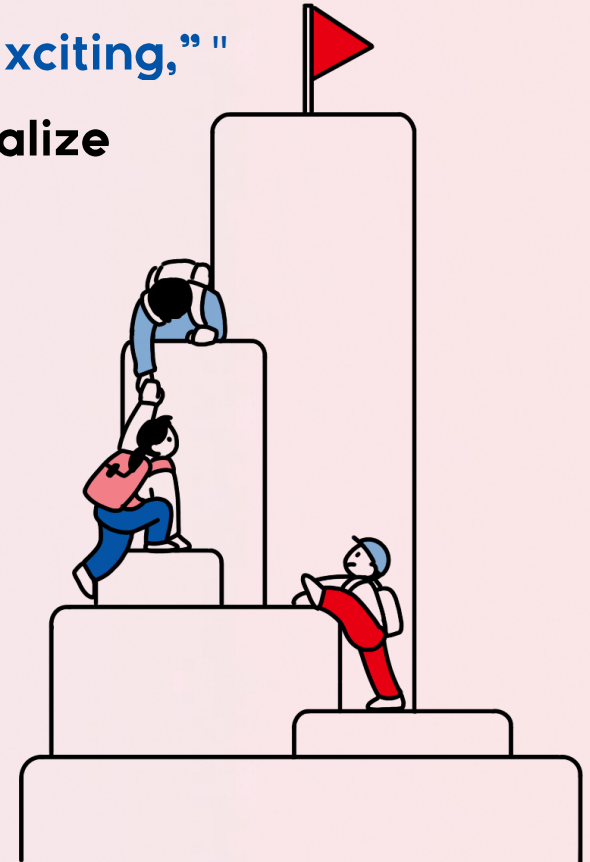
As an independent company, the Septeni Group started with nothing—no capital, no human resources, no business. Our greatest asset was the collective wisdom and ideas of our employees.

We will never forget our founding spirit. We will continue to embrace it as our group's DNA and use change as a catalyst for our future growth.



Philosophy

With our creed of “Hinerankai” and our values of “Resilient, Caring, Exciting,” we work to achieve our vision, our mid-to-long-term North Star, to realize our mission of “To inspire the world with entrepreneurship.”



05

The Connection Between Group Philosophy and Individual Company Philosophies

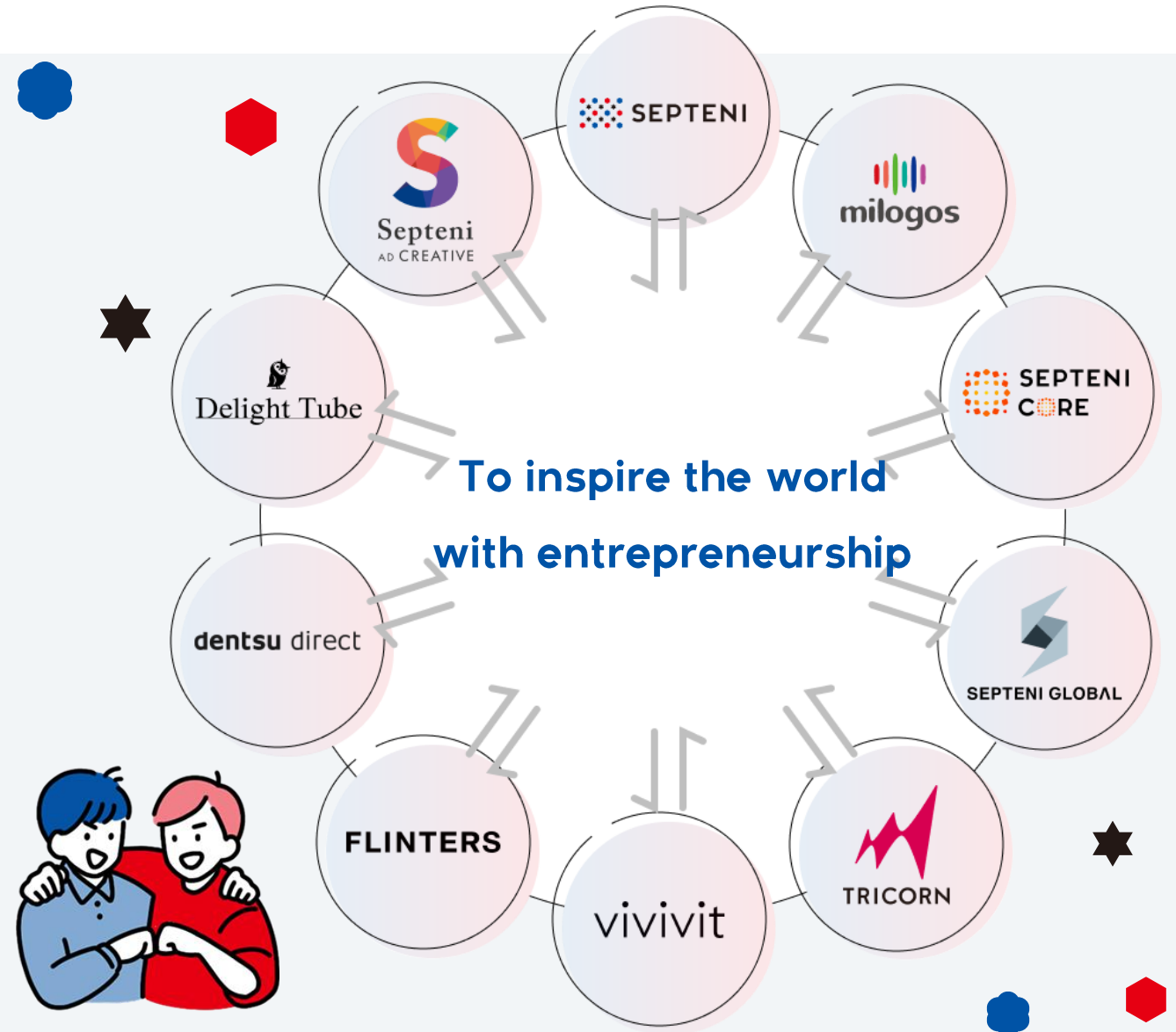


Each Septeni Group company has its own philosophy, stated in its own words, to define its specific mission, future goals, and core values.

This individual philosophy acts as a compass, allowing each company to leverage its unique strengths and create synergy through collaboration.

While we respect the diversity and autonomy of each company, our ultimate shared purpose is articulated in our group philosophy. This approach has fostered the unique sense of unity that defines the Septeni Group.

By continuously challenging ourselves to live up to our own company's philosophy, each one of us contributes to realizing the group philosophy and helps build the future of the entire Septeni Group.



Individual Company Philosophies



SEPTENI CO., LTD.

Corporate Identity : With Next Wisdom
Gazing towards the future of digital marketing, SEPTENI is home to professionals who are passionate about exploring and pioneering innovative digital marketing strategies that drive our client's business to grow and excel in their industry.



Milogos, Inc.

Mission : Sharing prosperity



Lion Digital Global LTD

OUR VALUES :
Do the right thing
Make people grow
Be impactful



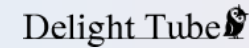
gooddo Inc.

Statement : A good thing, Start here.



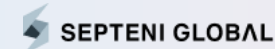
Septeni Ad Creative, Inc.

Vision : To become Japan's most valuable creative company, for the happiness of both our clients and ourselves.



Delight Tube, Inc.

Mission : SHAKE YOUR VALUES



Septeni Global G.K.

Mission : Lead Beyond Borders



3RD GEAR, Inc.

Mission : Bring Fan Experiences Worldwide
The company is responsible for creating fan experiences that promote anime and games worldwide.



Individual Company Philosophies

SIGNCO SIGN

SIGNCOSIGN, INC.

Vision : Sign your voice, live in liberty.

dentsu direct

DENTSU DIRECT INC.

Mission : Enriching society by fostering meaningful user engagement, leveraged by direct marketing.

dentsu
elfto architect

DENTSU ELFTO ARCHITECT INC.

Philosophy : CONNECTING PASSIONS, INSPIRING HEARTS.

FLINTERS

FLINTERS, Inc.
FLINTERS BASE, Inc.

Mission : Let's light the fire that leads to the future

FLINTERS
VIETNAM

FLINTERS VIETNAM CO., LTD.

Mission : Our technology creates excellent products to make customers and us happy.

 **TRICORN**

Tricorn Corporation

Mission : MAKE HARMONY
Transforming Business with Human-Technology Harmony.

vivivit

Vivivit, Inc.

Mission : BE A HUB OF ALL CREATIVES

 **SEPTENI**
INCUBATE

Septeni Incubate, Inc.

Vision : 100 Entrepreneurs

Philosophy

The Septeni Group will continue to evolve and take on new challenges.

Along this journey, there will be times when we feel lost or uncertain. There may even be moments when we feel we must shoulder the burden of entrepreneurship all on our own.

But we are never alone.

We have teammates who are growing with us and a path we can walk together.

By supporting each other, honing our individual skills, and combining our unique strengths, we can generate the power needed to achieve great things.

So, take this Philosophy Deck as your guide, step forward with confidence, and let's create a new future that inspires the world.

Realizing Our Group Philosophy

**Are you, in your own unique way,
taking concrete action
to realize both your personal philosophy
and that of the Septeni Group?**

I am committed to being proactive and **taking full ownership of my work.**

I make a conscious effort to **enjoy working with my teammates**, even when we're flexibly handling difficult projects.

I constantly consider and practice what is best for my own growth. I proactively take on new challenges and work to **build relationships where we can mutually inspire each other.**

I **actively support challenges** and provide guidance to foster growth.

I prioritize working with **greetings and smiles**

Through education and management, I help create an environment where **each person can best demonstrate their value.**

I am always driven by a desire to delight and impress our clients.

I always prioritize **greetings and gratitude.**

I strive to create an environment in my field where **people who will create a new era can grow.**

I broaden my perspective and seek out **"wonderful things"** beyond the world of ad design, using them to influence my work.

I am in a daily process of trial and error as I manage my team for the first time.

I am committed to documenting even the tasks thought to be mine alone, **ensuring a smooth handoff.**

When an idea comes to mind, I reflect it in my work or find ways to **simplify my workflow.**

I maintain **an entrepreneurial spirit** and continuously take on new challenges without hesitation.

I've realized that **guiding our members' growth** while achieving my/my team's mission **is the core of value creation for the entire company.**