

VECTOR INC.

Financial Results – 1Q FY '22



July 15, 2021

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Quarterly Results

Net Sales

11,140 million JPY
(124.4% YoY)

Gross Profit

7,080 million JPY
(118.2% YoY)

EBITDA*

1,350 million JPY
(Up 1,200 million JPY YoY)

Operating Profit

1,160 million JPY
(Up 1,180 million JPY YoY)

Ordinary Income

1,150 million JPY
(Up 1,150 million JPY YoY)

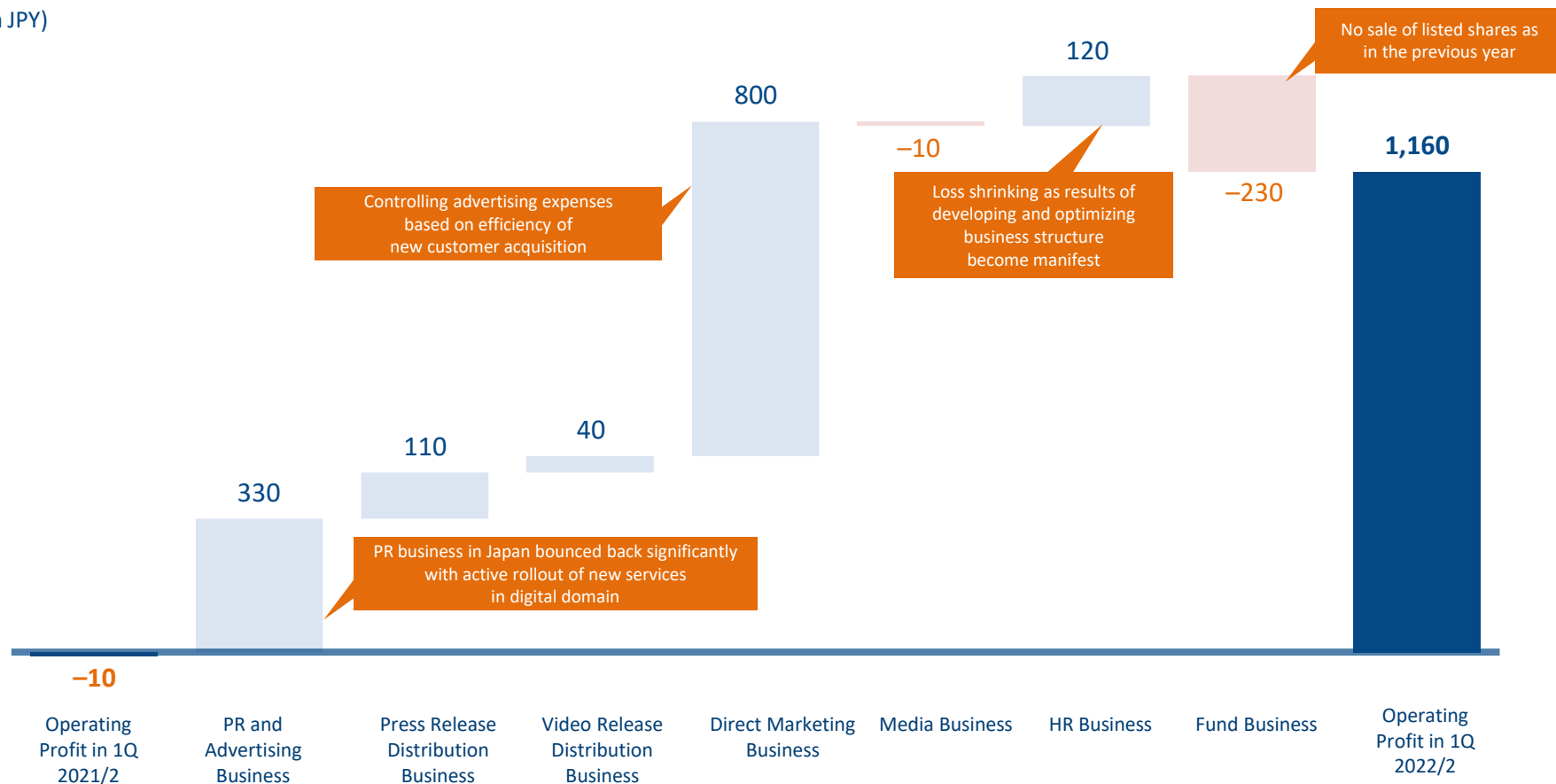
Profit
Attributable to
Owners of Parent

440 million JPY
(Up 600 million JPY YoY)

*EBITDA = Operating profit + Depreciation + Amortization of goodwill

Operating Profit (YoY Trend)

(million JPY)



	Net Sales	Operating Profit	Business Overview for 1Q FY '22
Consolidated Performance	11,140 million JPY (124.4% YoY)	1,160 million JPY (Up 1,180 million JPY YoY)	<ul style="list-style-type: none"> Progress on full-year operating profit target at 29.2% PR and Advertising recovered significantly owing to strong performance in Japan Direct Marketing advertising expenses were controlled based on efficiency of customer acquisition New investment budget of 820 million JPY mostly unspent
PR and Advertising	6,130 million JPY (153.5% YoY)	550 million JPY (255.6% YoY)	<ul style="list-style-type: none"> New record high for quarterly sales PR business in Japan recovered significantly owing to strong performance PR business overseas posted loss due to COVID-19 Taxi Signage is recovering Launched provision of new Hiromeru service
Press Release (PR TIMES)	1,120 million JPY (137.6% YoY)	390 million JPY (141.2% YoY)	<ul style="list-style-type: none"> New record high for quarterly sales Number of user companies surpassed 54,000 Expanded regional development through partnerships with regional banks Continued to actively invest in new businesses
Video Releases (NewsTV)	380 million JPY (108.7% YoY)	10 million JPY (Up 40 million JPY YoY)	<ul style="list-style-type: none"> Profits secured owing to efforts to shift to consulting-type sales continued from the previous year Breaking free from sales proposals attached to presentations Trained sales personnel to strengthen proposal capabilities

1Q Highlights

Direct Marketing

2,940 million JPY
(106.1% YoY)

Operating Profit (Loss)

290 million JPY
(Up 800 million JPY YoY)

Business Overview for 1Q

- Invested in advertising based on efficiency of new customer acquisition, thereby securing profit
- Vitabrid C brand performed well
- Bokanii first-day sales hit 60 million JPY

Media
(Smart Media)

240 million JPY
(114.0% YoY)

0 million JPY
(28.4% YoY)

- Continued to record profit with change in business structure
- Owned media sales were favorable
- Made advance investments to expand CMS functionality
- Rolled out RaaS-based experimental space “no-ma”

HR
(ASHITA-TEAM)

590 million JPY
(81.3% YoY)

(100) million JPY
(Up 120 million JPY YoY)

- Net sales decreased in conjunction with end of cloud system lifetime license sales
- SaaS-based product sales going strong
- Loss shrinking as results of developing and optimizing business structure continued from the previous year become manifest

Fund

10 million JPY
(5.9% YoY)

0 million JPY
(2.0% YoY)

- No sales of shares, which drove results in same period of the previous year

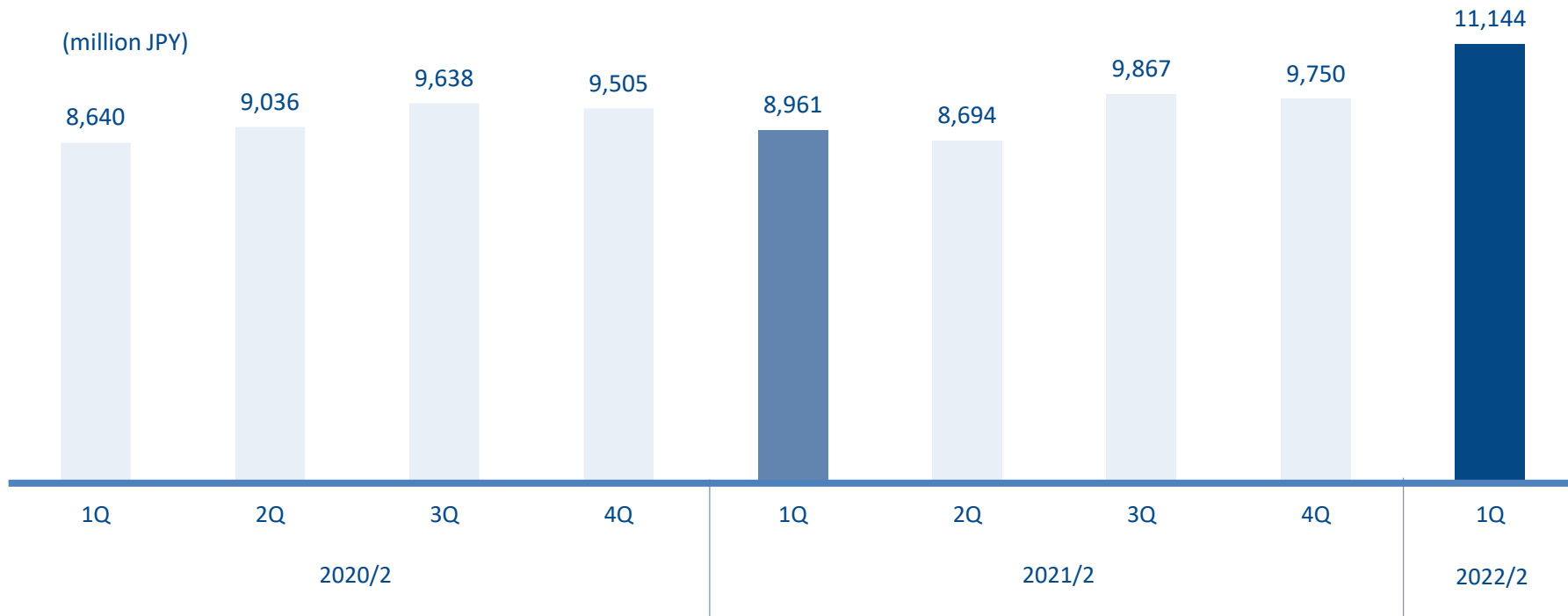
Progress Toward Full-Year Financial Forecasts

Full-Year Financial Forecast for FY '22 (million JPY)	FY '22 (Target)	FY '22 1Q-end	Progress	FY '22 1H Target	FY '22 2H Target
Net sales	47,700	11,144	23.4%	21,910	25,790
Operating profit	4,000	1,167	29.2%	1,070	2,930
Ordinary income	4,000	1,155	28.9%	1,070	2,930
Profit attributable to owners of parent	1,000	443	44.3%	110	890

Currently, the 1H targets for items under operating profit have been met. Although we did not invest the advertising expenses that were expected in the Direct Marketing Business in 1Q, we may resume advertising spending in 2Q depending on the market situation. Therefore, no changes have been made to the financial forecasts.

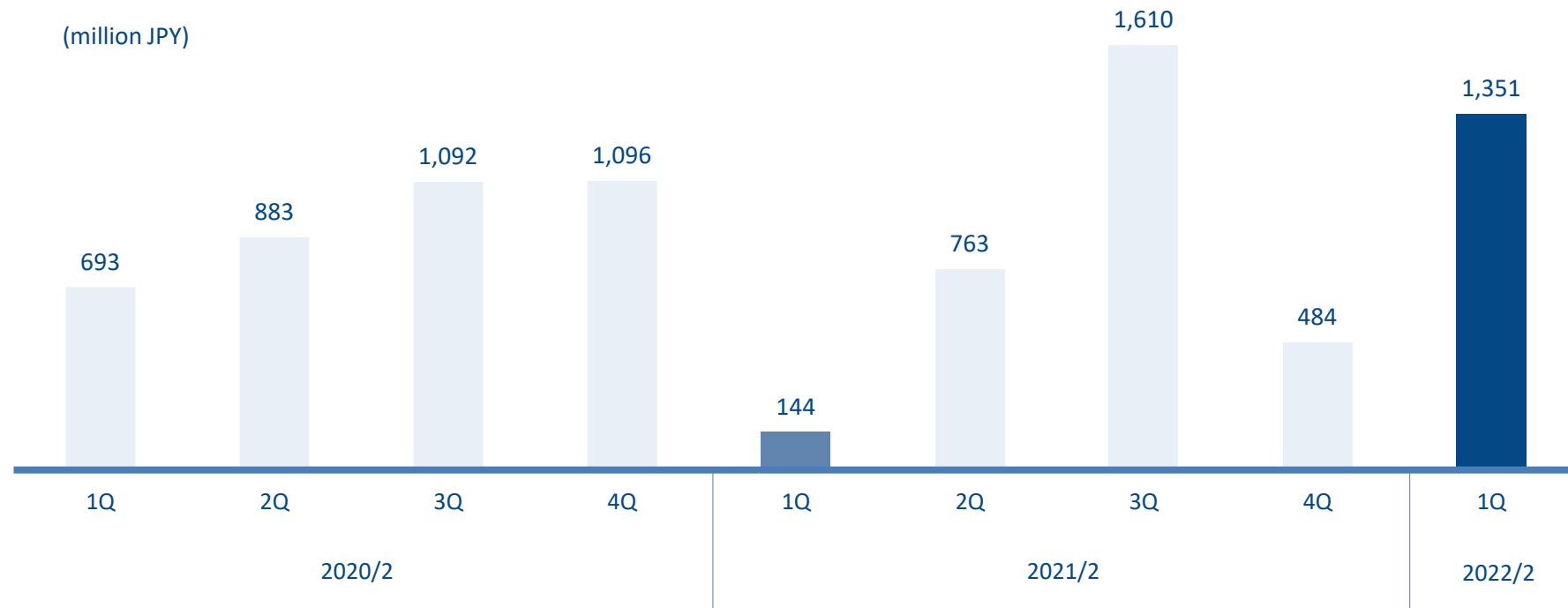
Consolidated Net Sales

Consolidated net sales for 1Q FY2022 **surpassed 10,000 million JPY mark**, reaching **a record high** of **11,144 million JPY** (124.4% YoY).



EBITDA*

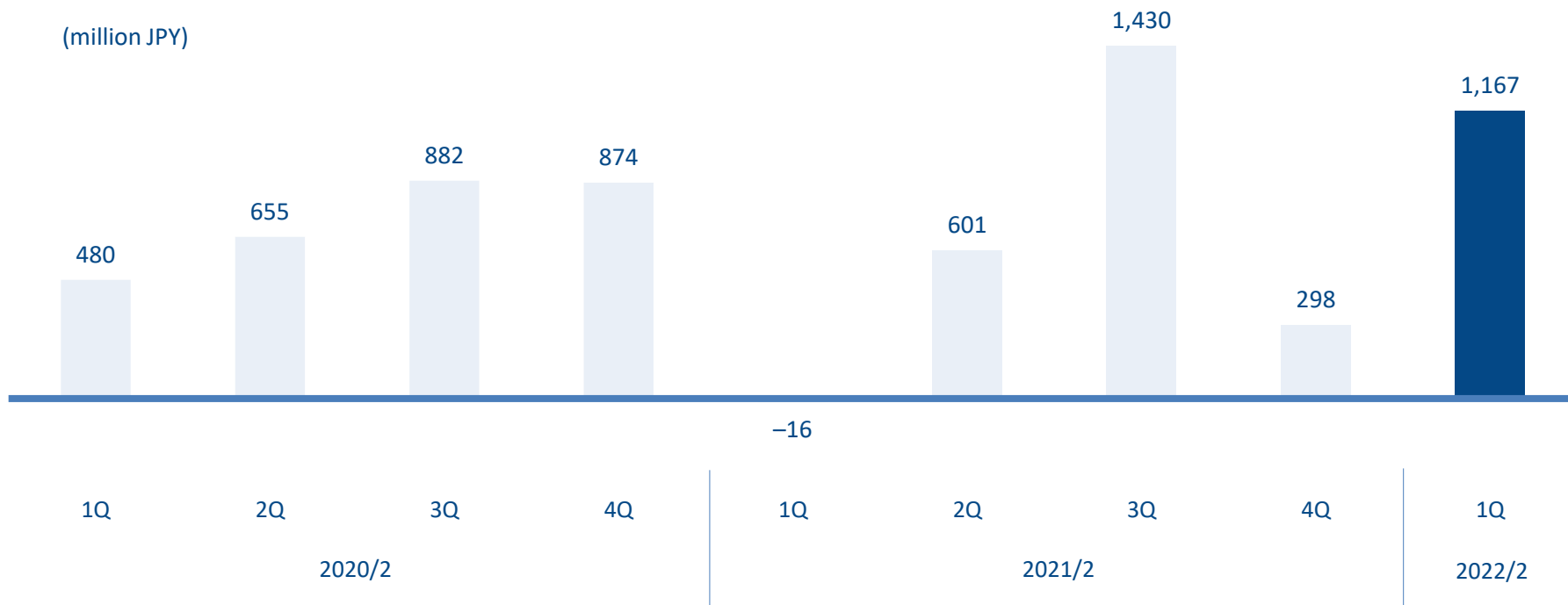
EBITDA for 1Q FY2022 was 1,351 million JPY (up 1,206 million JPY YoY) owing to the increase in consolidated operating profit.



*EBITDA = Operating profit + Depreciation + Amortization of goodwill

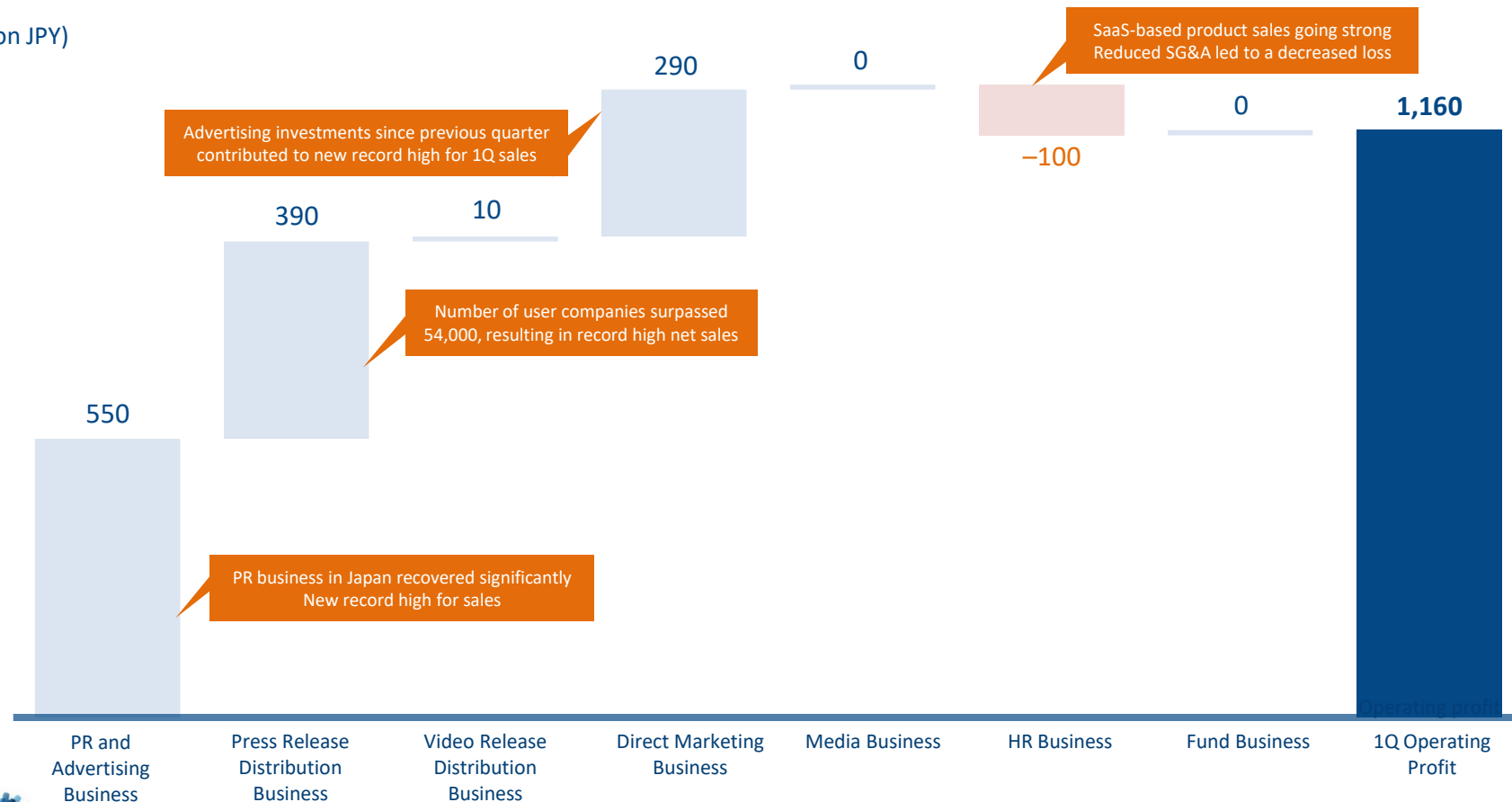
Consolidated Operating Profit

Consolidated operating profit for 1Q FY2022 came in at **1,167** million JPY, **the highest ever for 1Q** (up **1,184** million JPY YoY)



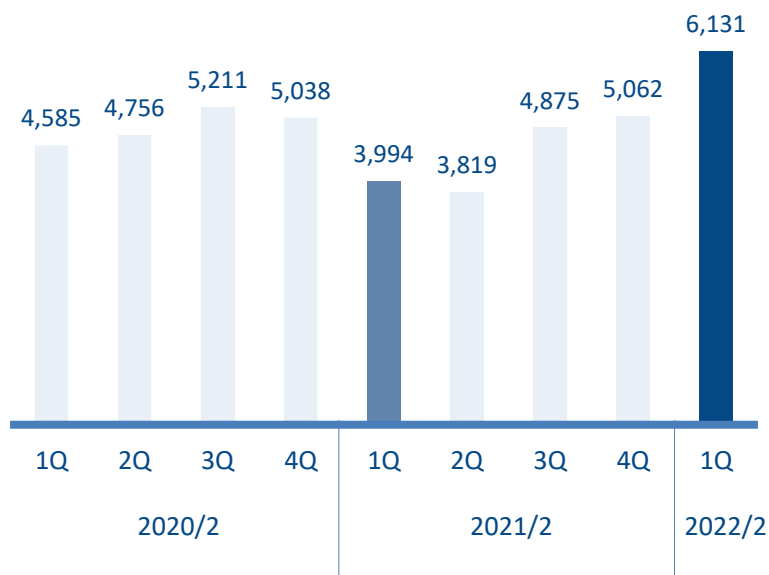
Operating Profit (By Segment)

(million JPY)

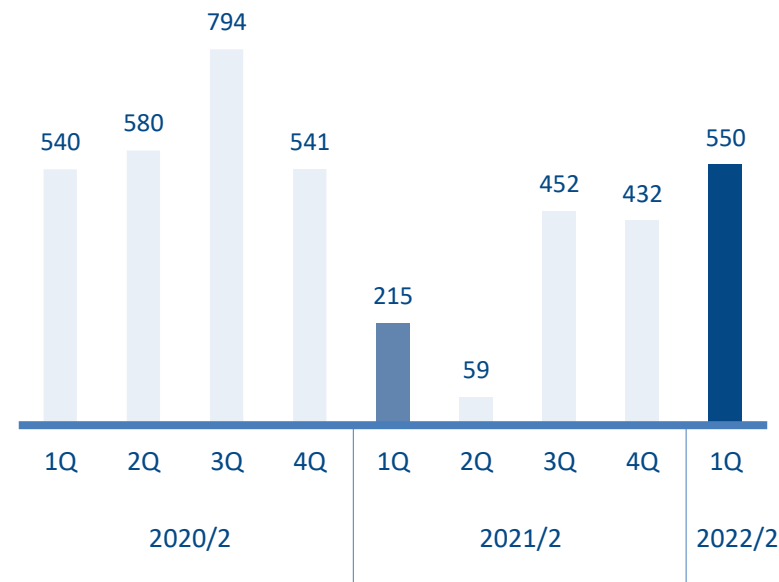


In 1Q FY2022, **sales surpassed the 6,000 million JPY mark for a new record high**, despite the redeclaration of a state of emergency. Also in 2Q and beyond, we will continue to support marketing activities and seek further growth using methods suited to the times.

Net Sales: 6,131 million JPY (153.5% YoY)



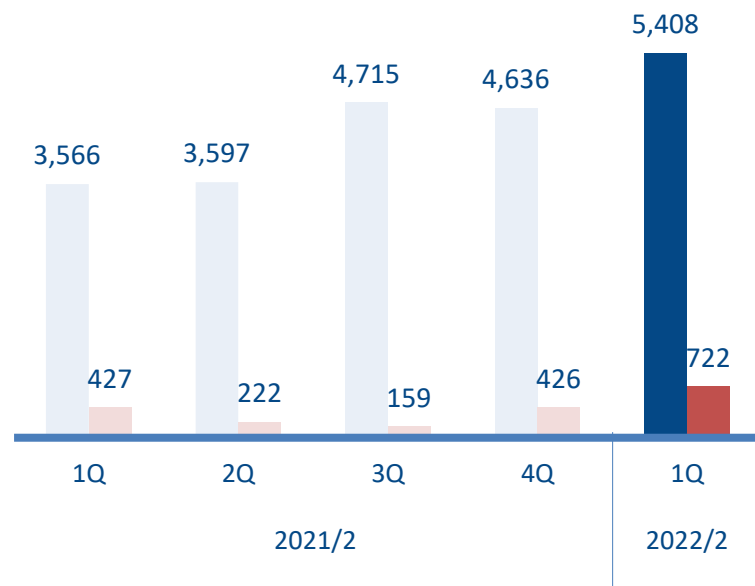
Operating Profit: 550 million JPY (255.6% YoY)



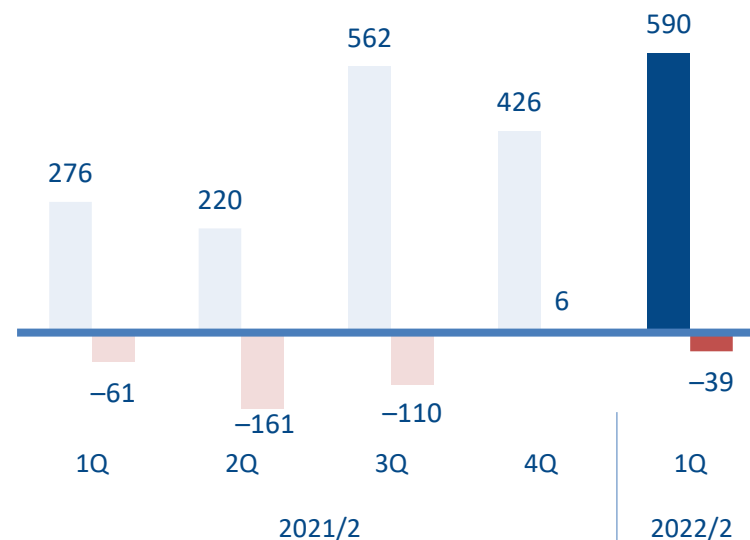
PR and Advertising Business (By Region)

Sales were up YoY in 1Q in the overseas business owing to M&A involving a Korean company, despite the impact of COVID-19. In the overseas business in 2Q and beyond, **we expect a return to profitability in 2H** owing to contribution by the Korean company and companies in each country.

Net Sales: 5,408 million JPY (Japan) / 722 million JPY (overseas)



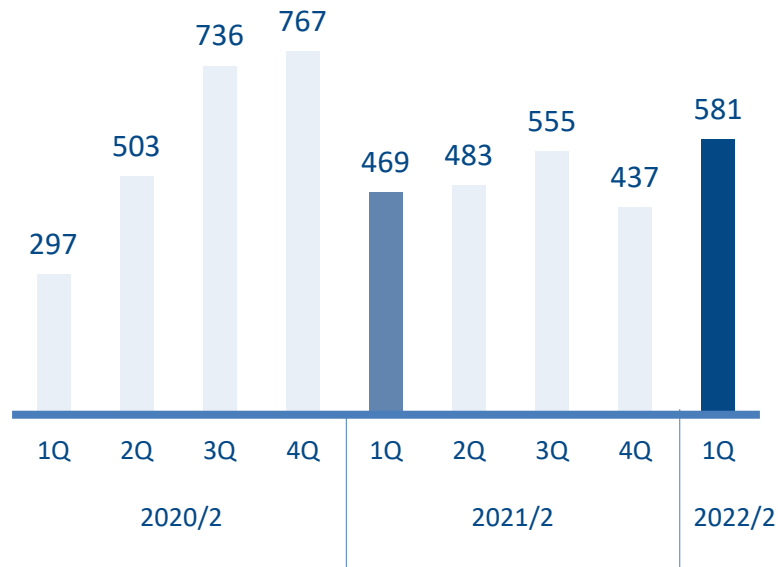
Operating Profit/Loss: 590 million JPY (Japan) / -39 million JPY (overseas)



Taxi Signage Business (News Technology)

In 1Q FY2022, net sales were recovering owing to ad placement demand even during the redeclaration of a state of emergency. In 2Q FY2022 and thereafter, we will develop the vehicle window mobility signage service and work to further expand net sales.

Net Sales: 581 million JPY (123.9% YoY)



GROWTH'



Around 30% of users are heavy taxi users. The high frequency of viewing a video ad when a person uses taxis repeatedly enhances ad recall and understanding.

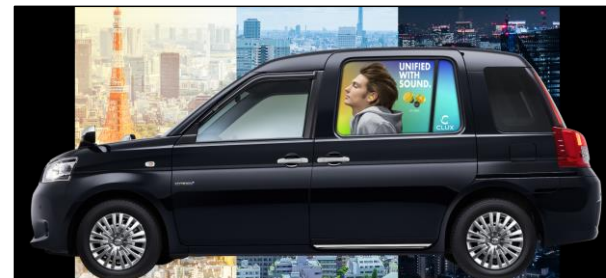
Vehicle Window Mobility Signage Service "Canvas"

Japan's first vehicle window mobility signage service Canvas will be launched in June 2021.

With a high advertising impact utilizing vehicle window signage, we will support a broad range of marketing activities.



Canvas will utilize vacant taxis running in Tokyo, showing advertisements on the back windows and is the first vehicle window mobility signage service in Japan.



Conceptual image

Number of vehicles

100

More to be added gradually

Broadcast time

24/7

Anticipated reach

12 million people

Operating area

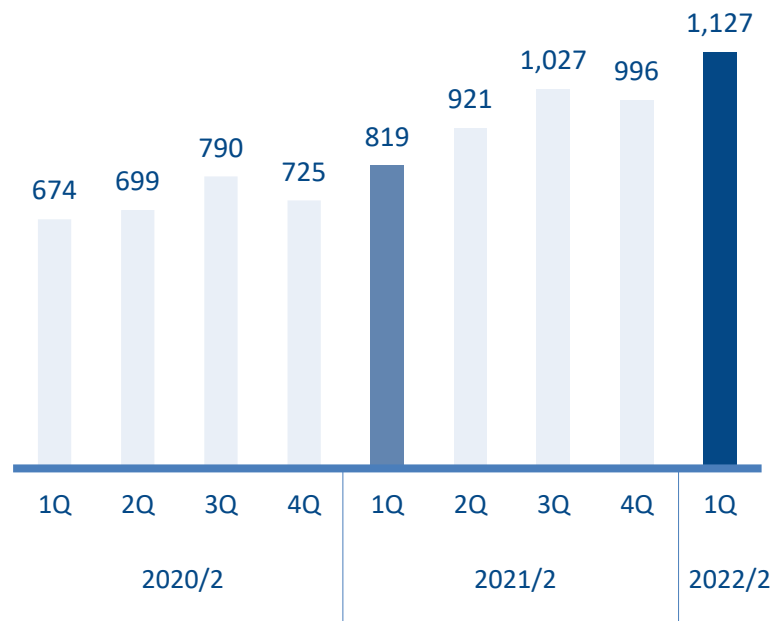
23 wards of Tokyo

Press Release Distribution Business (PR TIMES)

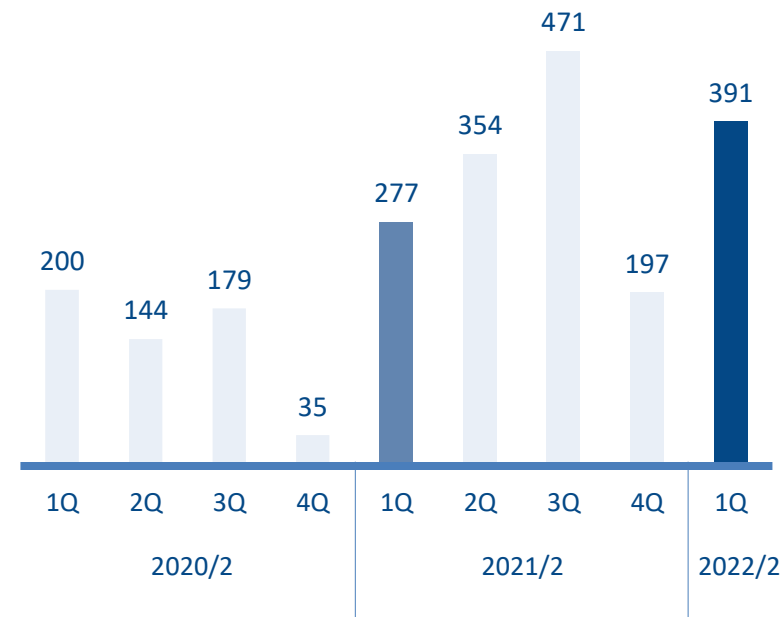
In 1Q FY2022, the number of user companies surpassed 54,000, **resulting in record high net sales.**

In 2Q FY2022 and thereafter, we will make additional improvements to PR TIMES and work to further increase user companies.

Net Sales: 1,127 million JPY (137.6% YoY)



Operating Profit: 391 million JPY (141.2% YoY)



Trend in Number of User Companies

Japan's No. 1 press release distribution platform PR TIMES

More than 54,000 user companies, used by 46% of listed companies

PR TIMES 1st Section, TSE

PR TIMES プレスリリース・ニュースリリース配信サービスPR TIMES

PR TIMESの読み方

料金プラン

ご登録

お問い合わせ

国内シェア **No.1** 上場企業の **46%** が利用

なぜPR TIMESが選ばれるのか？

PR TIMESは2007年にサービス開始し、わずか数年で最もプレスリリースが配信されるサービスに成長しています。

いま、企業の広報やマーケティングを取り巻く環境は大きく変化し、ますます複雑化しています。マスメディアの影響力低下、デジタルメディアの隆起、スマートフォンの普及、生活者による様々なSNSの活用拡大と、情報発信力の競争的な向上など、このような劇的な環境変化の中で、PR TIMESは、新たなマーケティングツールとして進化しています。

主なパブリシティ実績



事例



ブーム後も新しい仕掛けで動きを止めない。「面白い企画」を競うと実現し、商品のロングセラー化を狙う前澤屋



素敵な情報なのに世に出せない。増え続けていた情報を直に出し、従来の2〜3倍のニュースを届け、パナソニック



ケースに応じたさまざまな手法を工夫。興の高い情報発信で、スイーツの魅力を伝える銀座コーナー



ブランドを「守る」より「広める」ことを重視。次代のファン創出を図る高級ブランド「アストンマーティン」

Published in more than 300 publications!



Number of user companies

54,000

May 2021

50,000

Feb. 2021

Aug. 29, 2018
Moved to 1st section, TSE

36,000

Feb. 2020

28,000

Feb. 2019

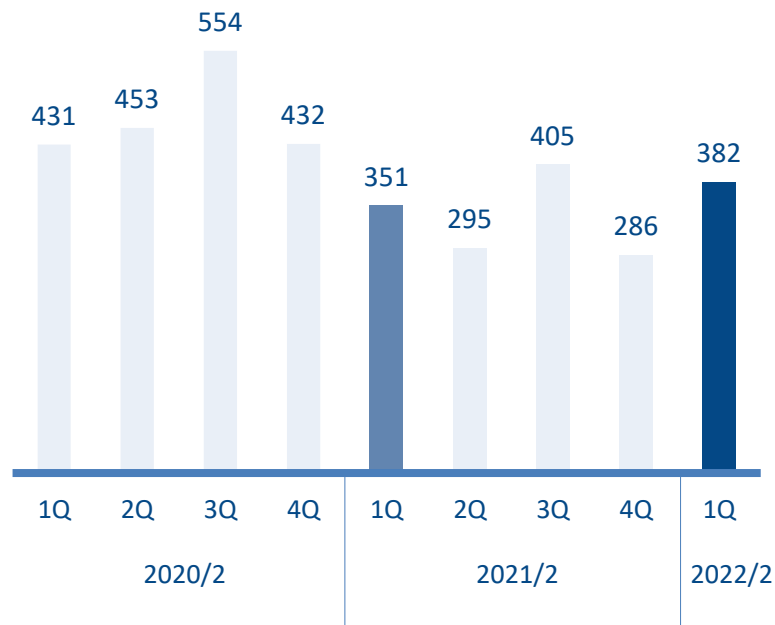
21,000

Feb. 2018

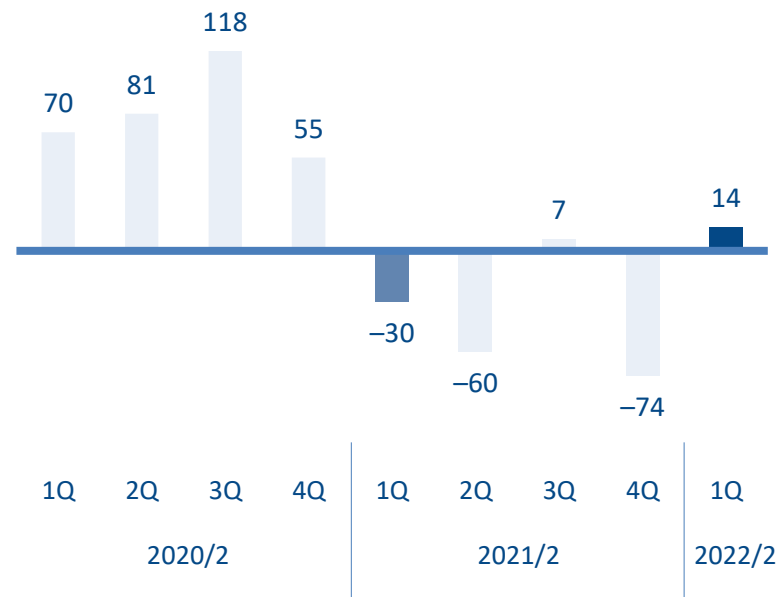
Video Release Distribution Business (News TV)

In 1Q FY2022, the results of shifting to consulting-type sales to resolve issues using video became manifest, ensuring profitability. In 2Q FY2022 and thereafter, we aim to increase orders by training sales personnel and strengthening services, thereby achieving full-year profitability.

Net Sales: 382 million JPY (108.7% YoY)



Operating Profit: 14 million JPY (Up 45 million JPY YoY)



Future Strategy for Video Releases

Breaking free from proposals attached to events and press conferences, we will shift to consulting-type sales in which we solve company problems with videos.

Prevent lost opportunities by promoting the use of videos as solutions based on company needs and expand orders received.

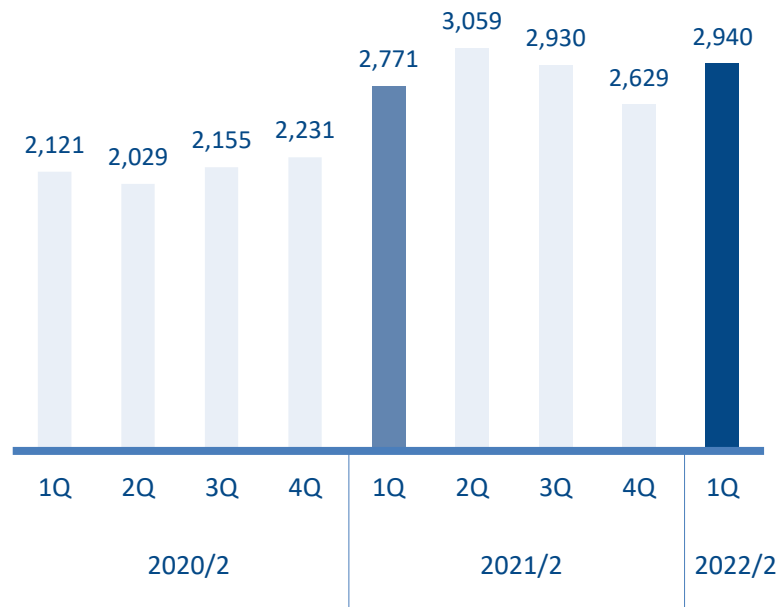


Direct Marketing Business

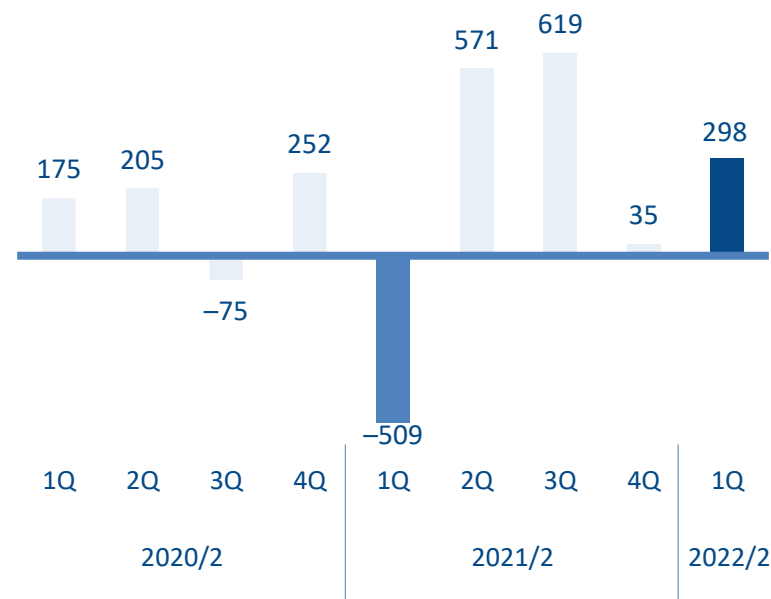
In 1Q FY2022, we invested in advertising based on the efficiency of new customer acquisition, thereby securing profit.

In 2Q FY2022, we will invest in advertising according to market conditions as we seek to acquire more new customers.

Net Sales: 2,940 million JPY (106.1% YoY)



Operating Profit: 298 million JPY (Up 808 million JPY YoY)



We launched the Vitabrid C series using worldwide patented technology, and it is continuing to grow steadily. It is an accumulated earnings model provided via a subscription model, and the total number of products provided **has surpassed 7.5 million.**



The only powder in the world that releases Vitamin C₁₂ over 12 hours. We will develop skin-beautifying cosmetics, hair growth accelerators, and foods with functional claims.

Net sales
9,890 million JPY
Feb. 2021

8,360 million JPY
Feb. 2020

6,510 million JPY
Feb. 2019

2,850 million JPY
Feb. 2018

1,860 million JPY
Feb. 2017



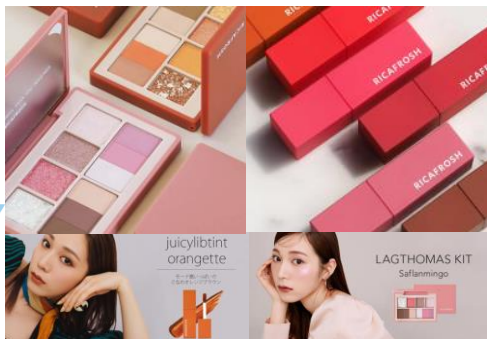
Aim to become D2C platform company centered on D2C brand development business

Continue to develop commerce DX support business to solve customer issues and expand the business foundation.



D2C brand development business

RICAFROSH



Produced by Yuka Furukawa, a popular YouTuber and fashionista.
Cumulative sales reached 700,000 units in just about a year after the launch.



Boka nii

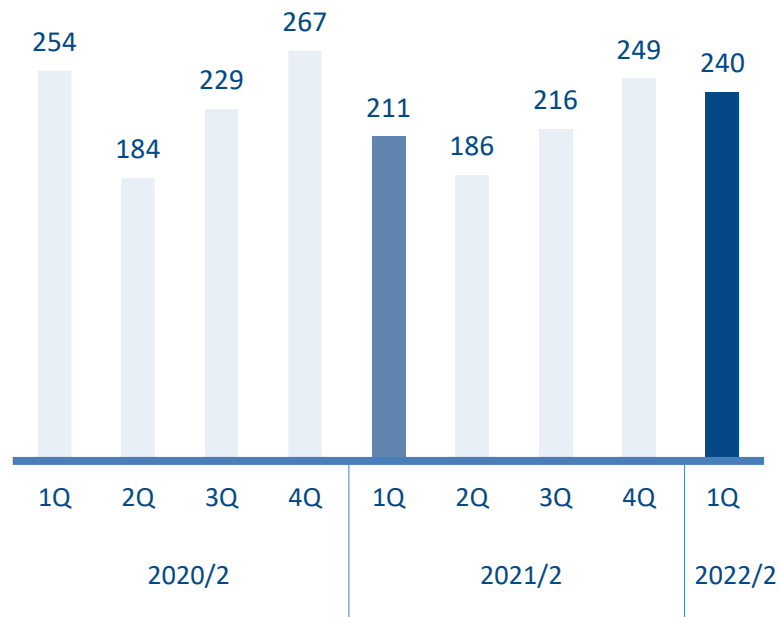


Produced by Generation Z multi-video creator and popular YouTuber Kasu.
Sales reached 60 million JPY on the day of the launch.

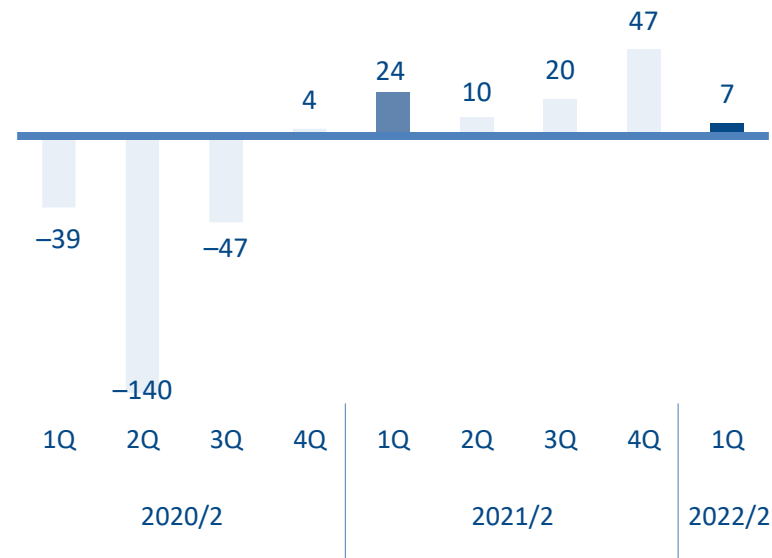
Media Business (Smart Media)

In 1Q FY2022, we secured continued profits while making advance investments to expand SaaS-based CMS functionality.
In 2Q FY2022 and thereafter, we will continue to make advance investments to expand functionality while also focusing on strengthening owned media sales.

Net Sales: 240 million JPY (114.0% YoY)



Operating Profit: 7 million JPY (28.4% YoY)

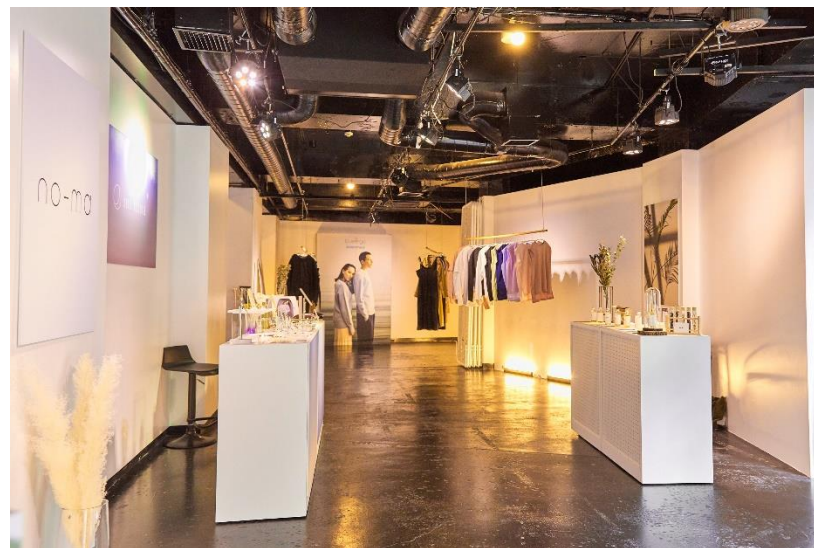


Future Strategy in Media Business

Enhance the functionality of SaaS-based CMS "Clipkit" as a marketing support tool for e-commerce business operators and strengthen sales. Launch new brand "no-ma" as the first solution of the D2C brand promotion support business and support sales promotion with O2O.



Create no-coding-required landing page as a marketing support tool for SaaS-based e-commerce business operators and expand functionality so that everything from articles to advertisements can be ordered with the click of a button.



Open RaaS*-based experiential space no-ma in April 1, 2011, a D2C brand connecting real and virtual worlds, on Spain-zaka Slope in Shibuya in collaboration with Shibuya PARCO.

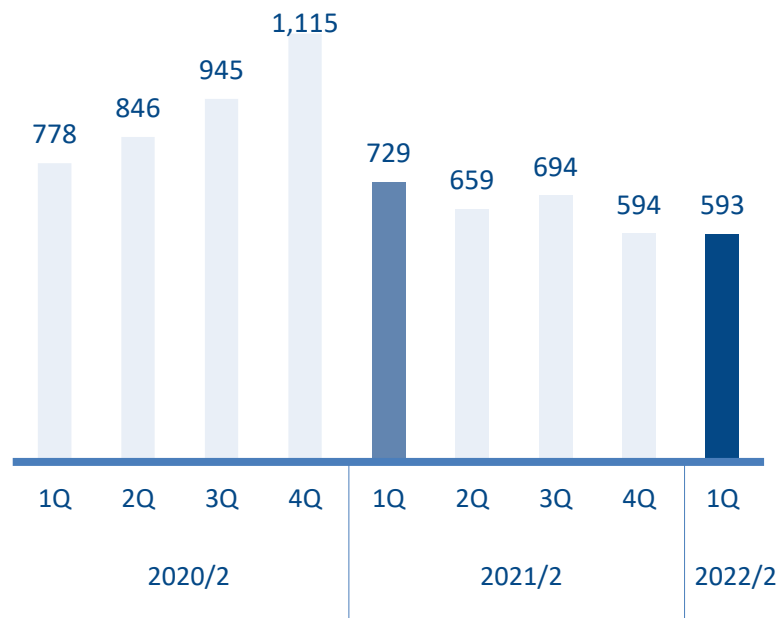
*RaaS: Retail as a Service

Human Resources Business (ASHITA-TEAM)

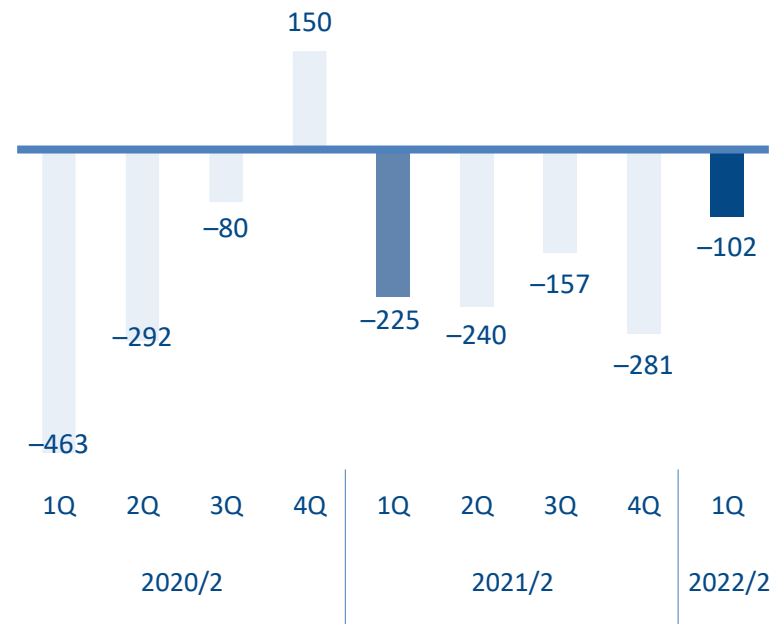
In 1Q FY2022, the results of developing and optimizing the business structure continued from the previous year became manifest, shrinking the loss.

In 2Q FY2022 and thereafter, we will continue to strengthen sales of SaaS-based products and reduce costs as we seek to achieve quarterly profitability early on.

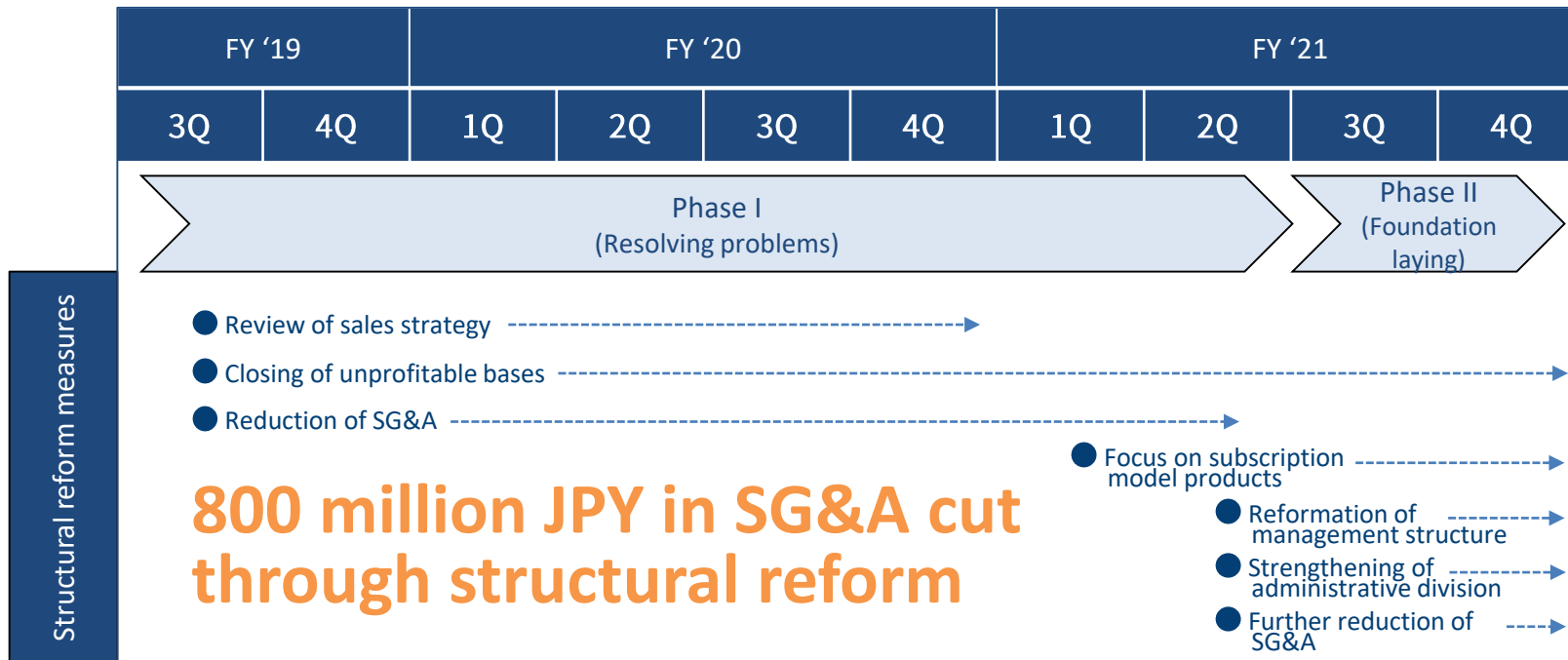
Net Sales: 593 million JPY (81.3% YoY)



Operating Loss: 102 million JPY (Up 122 million JPY YoY)



Past Structural Reform Efforts

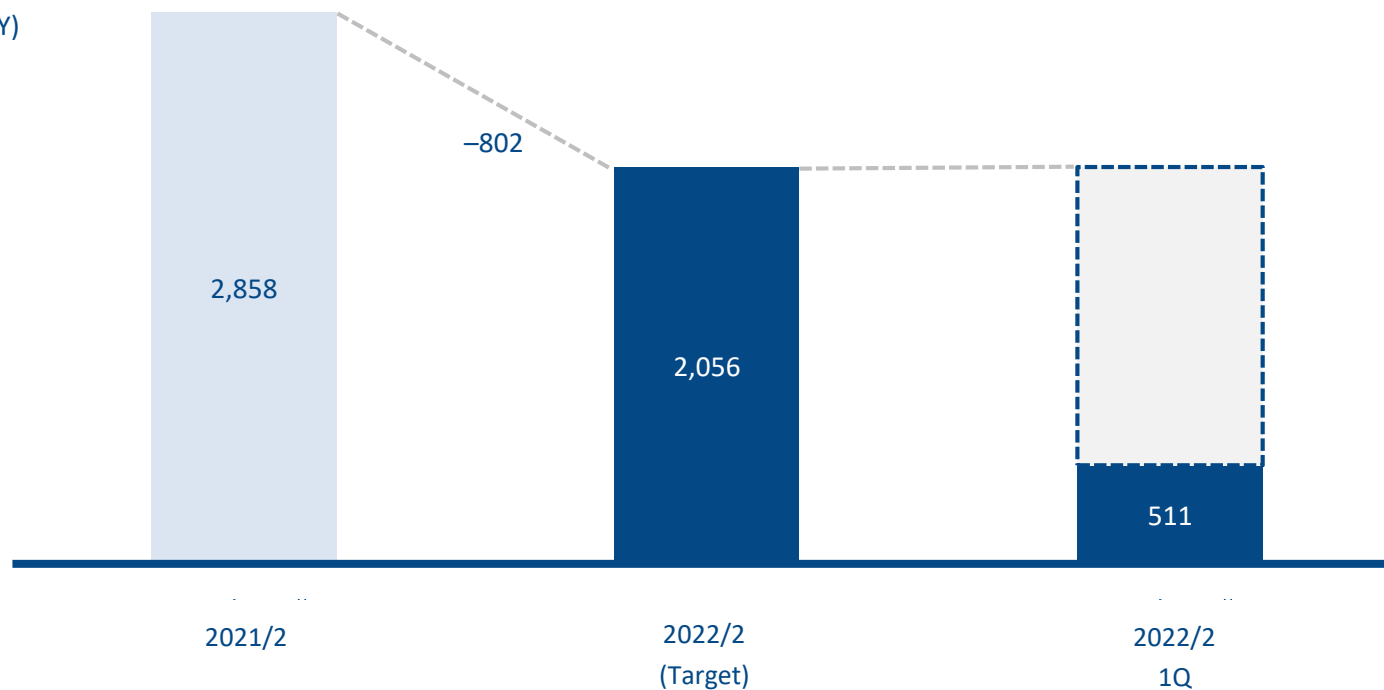


Beginning in FY2019, we worked on closing unprofitable bases and reducing SG&A after reviewing our sales strategy, and starting in 3Q FY2021, we reformed the management structure. **There is now light at the end of the tunnel of structural reform, and full-year profitability is in sight.**

Progress on SG&A Plan for FY2022

Reducing SG&A by 802 million JPY compared to FY2021, the plan for FY2022 is to bring SG&A down to 2,056 million JPY. In 1Q FY2022, SG&A was 511 million JPY, which is **24.8%** of the SG&A plan.

(million JPY)



Human Resources Business Outlook

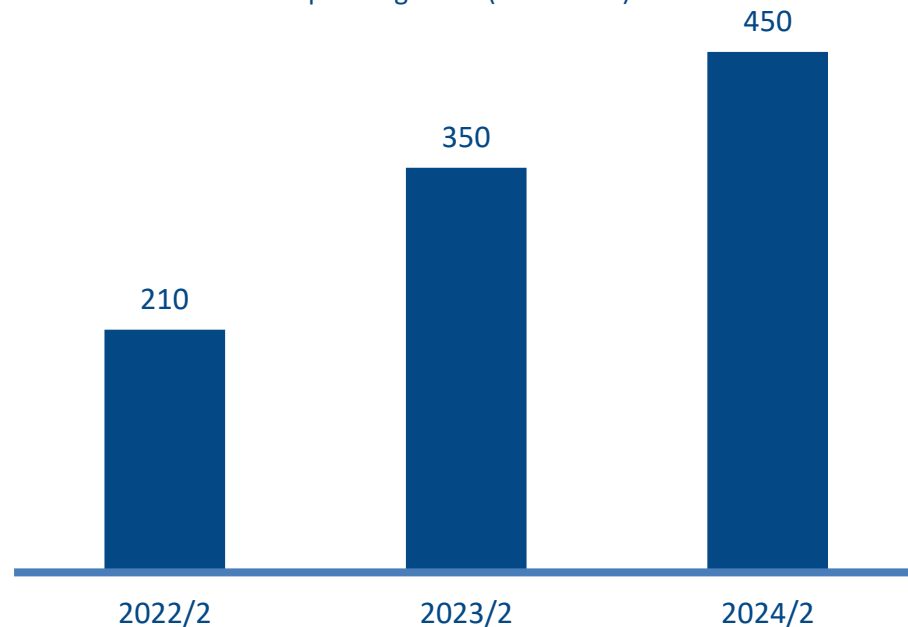
Strengthening sales of SaaS-based products and increasing retention by improving customer satisfaction, we have expanded the subscription ratio and created a stable earnings foundation. Operating profit in FY2024 is projected to climb to 450 million JPY on the back of stable profits achieved by building up subscription earnings.

Personnel evaluation cloud “Ashita Cloud”



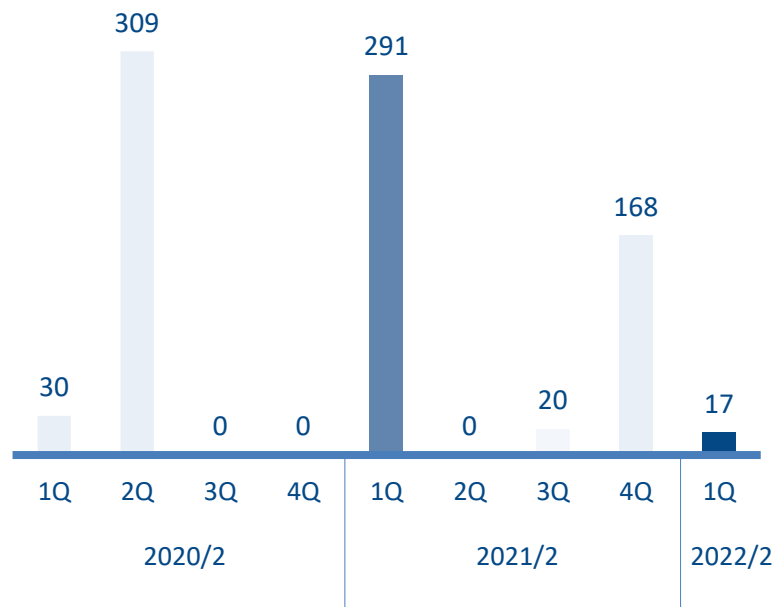
Build up subscription earnings by strengthening sales of SaaS-based products

Operating Profit (million JPY)

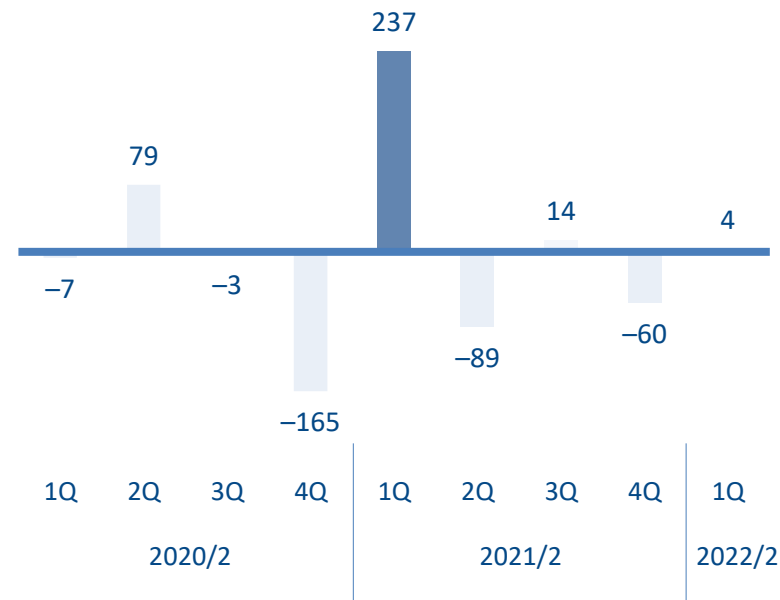


In 1Q FY2022, sales and profit were down YoY as we did not have the sale of shares that drove results the previous year.
In 2Q FY2022 and thereafter, VECTOR intends to sell shares held and record write-downs at the appropriate timing.

Net Sales: 17 million JPY (5.9% YoY)



Operating Profit: 4 million JPY (2.0% YoY)



Consolidated Profit and Loss

(million JPY)	FY '21 1Q	FY '22 1Q	Difference	YoY
Net sales	8,961	11,144	+2,183	124.4%
Gross profit	5,997	7,086	+1,088	118.2%
EBITDA	144	1,351	+1,206	—
Operating profit (loss)	(16)	1,167	+1,184	—
Ordinary income	2	1,155	+1,152	—
Profit before income taxes	75	1,189	+1,113	—
Profit (loss) attributable to owners of parent	(163)	443	+606	—

Consolidated Balance Sheet

(million JPY)	FY '21 Year End	FY '22 1Q End	Difference	YoY Change
Total assets	30,057	30,553	+495	101.6%
Cash and deposits	10,860	10,125	-734	93.2%
Goodwill	595	537	-57	90.3%
Operational investment securities + investment securities	8,057	8,357	+300	103.7%
Other	10,544	11,532	+987	109.4%
Total liabilities	15,202	15,647	+444	102.9%
Borrowings + bonds	6,457	7,454	+996	115.4%
Other	8,744	8,192	-552	93.7%
Net assets	14,854	14,905	+50	100.3%

Medium-term Profit Plan

Medium-term Profit Plan

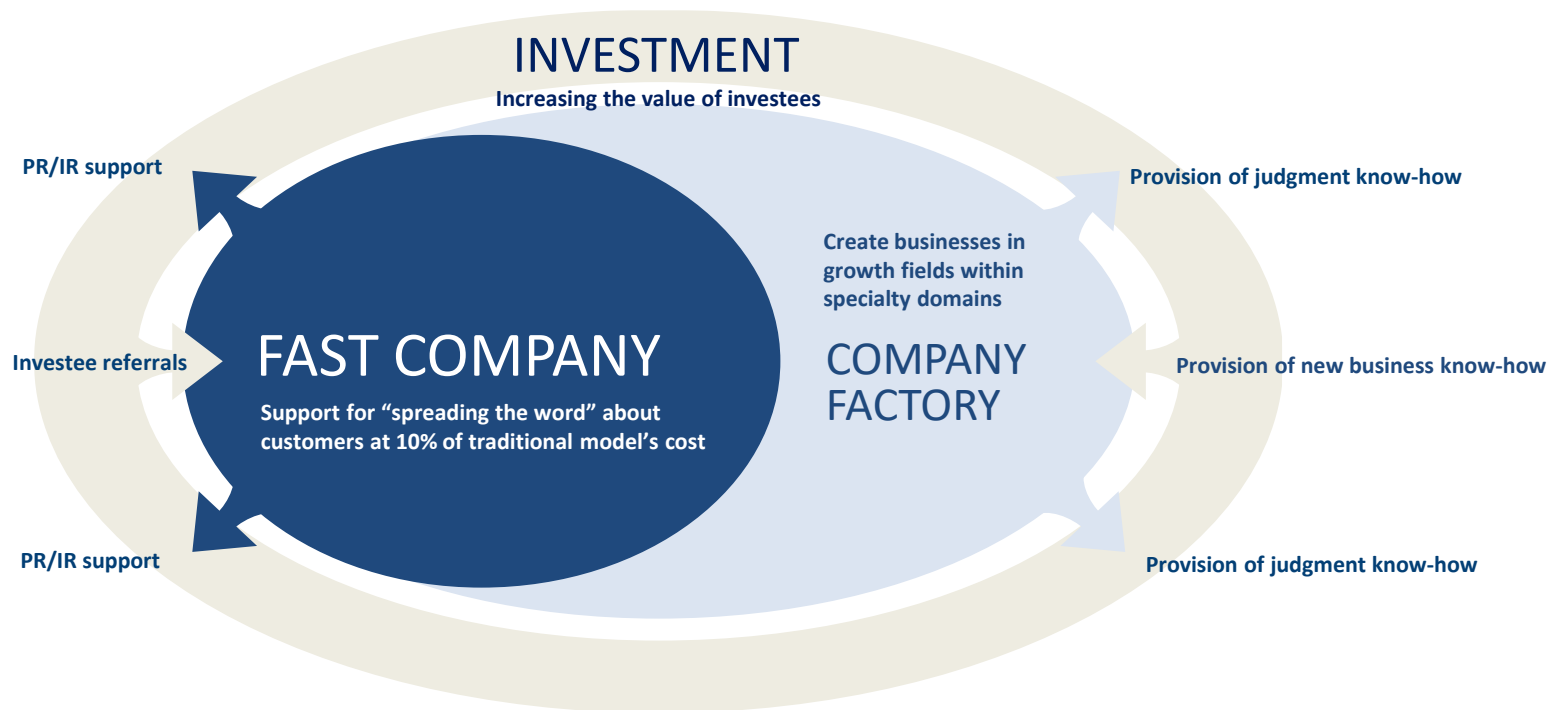
Medium-term Profit Plan (million JPY)	FY '20 (Results)	FY '21 (Results)	FY '22 (Target)	FY '23 (Target)
EBITDA*	3,766	3,003	4,720	6,660
Operating profit	2,891	2,314	4,000	6,000

- In FY2022, the targets are EBITDA of 4,720 million JPY and operating profit of 4,000 million JPY.
- In FY2023, the targets are EBITDA of 6,660 million JPY and operating profit of 6,000 million JPY.
- VECTOR's dividend policy is to ensure a consolidated payout ratio for shareholders aimed at 20%.
- We plan to pay a dividend of 4 JPY per share in FY2022.






*EBITDA = Operating profit + Depreciation + Amortization of goodwill

VECTOR Group Business Concept

Aim for continuous growth of Group profits in the three business domains of **FAST COMPANY**, which seeks to expand the services of existing businesses, **COMPANY FACTORY**, which seeks to create new businesses, and **INVESTMENT**, which seeks to grow our investment business.

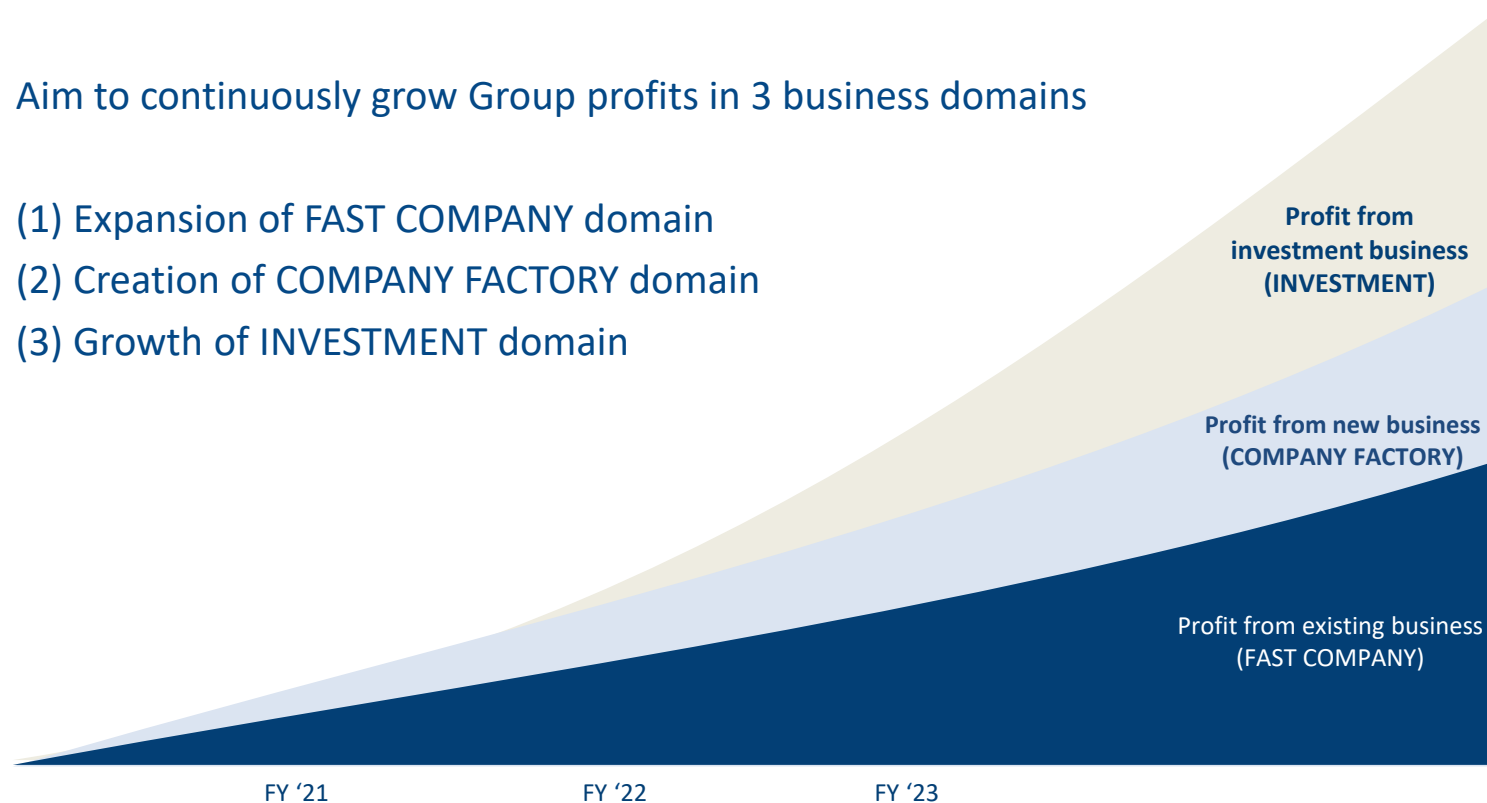


Businesses Comprising VECTOR Group

FAST COMPANY	COMPANY FACTORY			INVESTMENT
PR/Press Video/Media	D2C	HR	New Business	Investment
 <p>FAST COMPANY provides one-stop, comprehensive support for marketing strategies designed to deliver the excellent products, services and solutions of our customers to the world.</p> <div> <div>vector ANTIL</div> <div>vector Platinum</div> <div>vector INITIAL</div> <div>vector SIGNAL</div> <div>PRTIMES</div> <div>Smartmedia</div> <div>NT</div> <div>NEWS TV</div> </div>	 <p>We handle everything in-house, from product planning and production to advertising, marketing, and purchasing in a D2C business having direct contact with customers.</p> <div> <div>Vitabrid C¹² Vitabrid Japan</div> <div>Direct Tech</div> </div>	 <p>Our HR business primarily provides consulting and personnel evaluation cloud solutions to support the introduction and operation of personnel evaluation systems.</p> <div> <div>あしたのチーム</div> </div>	 <p>We grow service domains taking advantage of the business knowhow we have cultivated and start new businesses that leverage Group synergies and partner strengths.</p> <div> <div>MEDICAL TECHNOLOGIES</div> <div>LIVER BANK</div> <div>PrivTech</div> <div>Colorful Tails</div> <div>PERFORMANCE TECHNOLOGIES</div> <div>CYBER SECURITY BANK</div> <div>SolveC</div> </div>	 <p>In our venture company investing activities, we provide investees with support for increasing value along with PR and IR.</p> <div> <div>vector</div> <div>100 capital</div> </div>

Aim to continuously grow Group profits in 3 business domains

- (1) Expansion of FAST COMPANY domain
- (2) Creation of COMPANY FACTORY domain
- (3) Growth of INVESTMENT domain



Company Strategy

Expansion of FAST COMPANY domain

From #1 PR Firm...

PR market in Japan worth 100 billion JPY

A modern office interior with large windows overlooking a city skyline at dusk. The office is furnished with desks, chairs, and a large sculpture made of stacked blocks. The text is overlaid on the image.

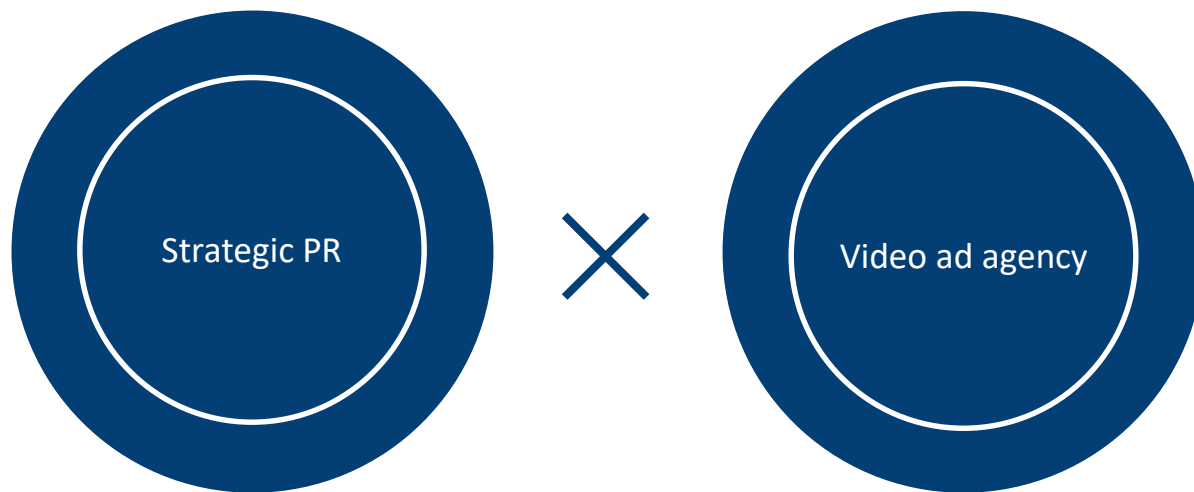
...to a Fast Company in
Advertising Industry
Target advertising market worth 6 trillion JPY

Advertising industry disrupter

“Low Cost” “Middle Quality” “Speedy”

Revolutionize the advertising industry like fast fashion did
in the apparel industry

Accelerate growth as a video ad agency with a strategic PR perspective
with the aim of becoming a “FAST COMPANY” in the advertising industry



"Spreading the word" at about 10% of traditional model's cost

Celebrity Casting					
Cast celebrities for content including Websites, Online Videos and Events.					
Starbank					
Press releases	PR Consulting	Video News	Influencers	Digital Marketing	Risk Management
 <p>#1 press release service in Japan with 50,000 clients. Used by 44% of public-listed corporations, our strong brand reputation and media reach are highly appreciated by our clients.</p> <p>PR TIMES</p>	 <p>From PR planning to execution, our experienced PR consultants apply the most effective communication strategies.</p> <p>vector ANTIL</p> <p>vector Platinum</p> <p>vector INITIAL</p>	 <p>Next-generation communication based on the production and distribution of video news from a PR standpoint, delivering content direct to the target audience.</p> <p>NEWS TV</p>	 <p>Support corporate service/product branding through SNS influencers.</p> <p>Starbank</p>	 <p>Integrated support from website production and system creation to digital promotion; Can also handle owned media creation and operation, and production of PR videos.</p> <p>vector SIGNAL</p> <p>NT</p> <p>Smart media</p>	 <p>Provision of consulting services concerning corporate reputation management and brand security using unique technology based on theory and knowhow built up in the United States.</p> <p>BRAND CONTROL</p>

JPY 0

JPY 50 Million/Year

Expand service domain via “FAST COMPANY”

1
Video News

Produce highly effective video news as a video ad agency based on a PR standpoint and deliver it directly to the target audience.

2
DX

Utilize the digital data accumulated within the VECTOR Group to build a CMP capable of content production, delivery and analysis.

3
Hiromeru

Ad industry e-commerce sites that sell various services of existing businesses (video releases, social media strategies, etc.) online

1 Video News

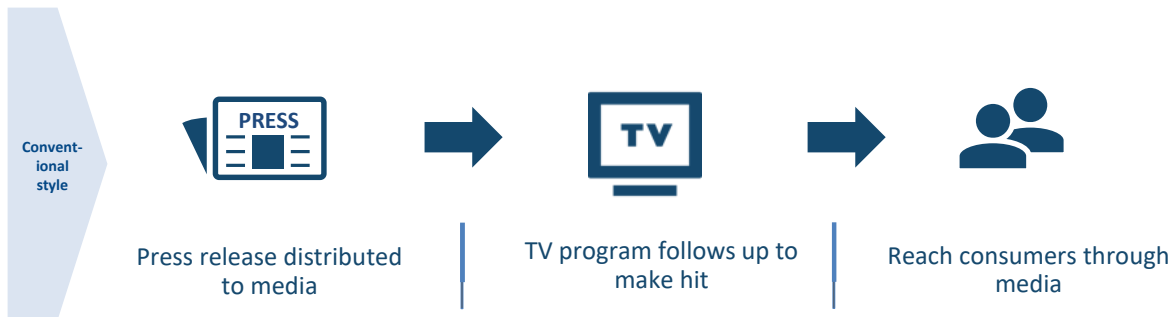
PR and video ad agency

Combine the functions of a video ad agency with conventional strategic PR to cross-sell highly effective video news, thereby improving sales per customer.

Past vs Future Information Dissemination

Information dissemination based on press release

B to B to C



Information dissemination based on video news

B to C to B to C



Video content

Long content

Live distribution

Press conferences

Interviews

Seminars

Documentaries

Programs

Trailer



1-3 minute video news



Appealing Domains to People (Knowhow as a PR company)

Conflict

Celebrity

Beautiful person

New info.

Anniversary

How to

President

World-first

Surprise

Selfie

Challenge

Collaboration

Current events

Comment

Event

Popular

Live content

Empathy

etc.

Distribution

Organic video distribution

Media list

Social media account

Sales leads

In-house (newsletter tools)

Recruitment (Wantedly, etc.)

Media (CompanyTV)

Video advertising distribution

YouTube advertising

Social media advertising

Taxis

DOOH advertising

Media ad space

Community-building

Continuous distribution



Distribution when needed



New community

Thanks to the distribution of "video news," BLUE STAR BURGER created a stir even before it opened. The video was covered by various media, including 15 TV programs. This reflects an age of distributing video content from a PR standpoint.



Key message: Tomoyoshi Nishiyama's biggest challenge of his life as a restaurateur



An effective appeal to the target audience with a 2-minute video news production

Deliver video news en masse to stakeholders with video owned media as hub

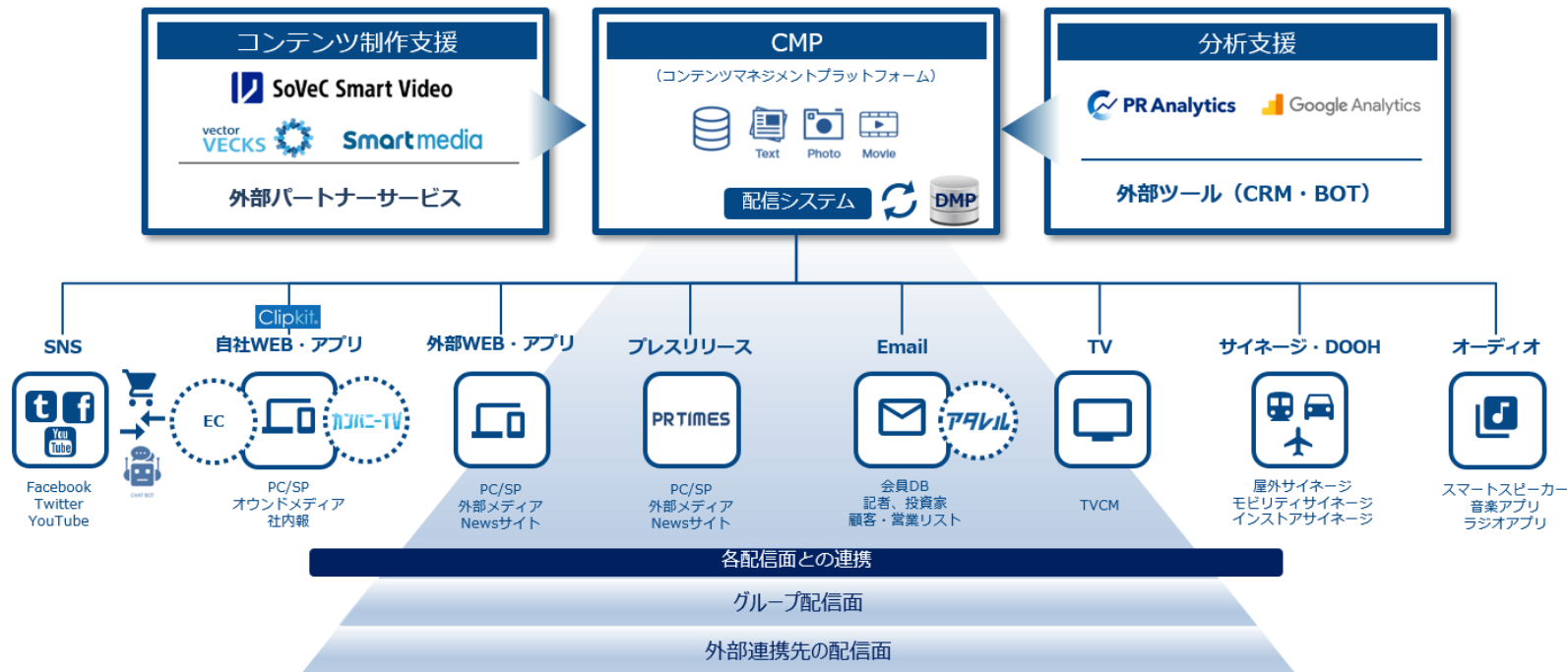


2 DX

DX in the advertising industry

Utilize the digital data accumulated within the VECTOR Group to build a VECTOR PR platform capable of content production, delivery and analysis.

Utilize accumulated digital data to build an optimal comprehensive platform capable of supporting everything from content production and delivery to analysis



3 Hiomeru

Ad industry e-commerce sites

Increase efficiency in sales processes by creating a platform enabling
online ordering of VECTOR Group's PR menu

Launched ad industry e-commerce site Hiromeru on May 10, 2021

hiroxil そのビジネスを簡単に広めよう

コンサルタントに相談する ログアウト 相談カート

目的／業種から探す ▼ メニューから選ぶ ▼

hiroxil 3つの特徴

- 成功事例で見つかるあなたにピッタリのヒロメ方
- 目的に合わせてヒロメ方を検討出来る
- ネットで簡単にプロに相談して注文できる。

<https://hilomel.com/> (in Japanese only)

The efficiency of the sales process will be boosted by securing orders online for PR news.



Providing an extensive, one-stop Hiromeru menu utilizing VECTOR Group services


 そのビジネスを簡単に広めよう

コンサルタントに相談する
 ログアウト
 相談カート

目的／業種から探す ▼
 メニューから選ぶ ▼



ヒロメルが選ばれる理由

PR業界No.1「ベクトルグループ」のサービスを中心にモノを”ヒロメル”ソリューションを数多く掲載しています

プレスリリース (PR TIMES)	ビデオリリース (NewsTV)	レピュテーション マネジメント	TikTok	社内報
PR紹介	TVCM	調査PR	タレントマーケティング	パブリック・アフェアーズ
タレント (Talent Bank)	ドキュメンタリー	リテナーPR	IR活動支援	スポンサーPR
ライブ配信／コマース	インフルエンサー (Influencer Bank)	タクシー広告 (GROWTH)	美容室サインージ (Cover)	CPM／個人情報管理 (Trust360)
SNS運用	記事型サウンドメディア	動画生成ツール (SoVec)	WEB／LP制作	イベントプロモーション (SP)
オンラインセミナー	動画型サウンドメディア (カンパニーTV)	有識者／KOL	CI／ロゴデザイン制作	マーケティング効果／分析
		CM		

Capturing latent demand by selecting suitable methods for expansion based on extensive case studies

タレントを起用したブランディングの事例


ヒロメルTOP > タレントを起用したブランディング



TV, SNSに波及! インスタライブで共感を生んだキャンペーン

入部・アフィリエイト

ASK



No.1
経営者オスメの
ールセンター

片岡愛之助さんを起用したCMで、WEB流入数1.3倍に

IT・テクノロジ

【一円】 ¥60,000,000～



産業界クラウド
あなたの会社を、
もっと健康に。

大手企業からのリード獲得が8倍に!
安達祐実さんを起用した産業界クラウドのタレントコミュニケーション

人材・コンサルティング

【一円】 ¥50,000,000～



C刷新×タレント起用で問合わせ3倍に!
タクシー広告で数多ある競合と差別化に成功

IT・テクノロジ

【一円】 ¥60,000,000～



新展開のR&D
サービスで、数多ある競合と差別化に成功

格安携帯業界でNo.1の加盟店舗数を実現!
フランチャイズ獲得にも寄与するタレント活用事例

ベンチャー・スタートアップ

【一円】 ¥60,000,000～



デザイン建築
デザイン建築
デザイン建築

中村蒼さんを起用して資料請求が増加したデザイン住宅事務所のプロモーション

不動産・建築

【一円】 ¥75,000,000～

コーポレートブランディングの事例

ヒロメルTOP > コーポレートブランディング



RPAをブームに! 新市場の営業とカテゴリリーダーのポジションを確立した上場PR

IT・テクノロジ

ASK



地域行政との連携強化の礎となったユニバーサルのサステナビリティ活動のPR

家庭用品・日用品・インテリア

ASK



ブランドリフトに寄与したアパレル企業のコーポレートサイト刷新事例

ファッション・アクセサリー

【一円】 ¥1,500,000～



計650万リーチを獲得! リブランディングに寄与した期間限定の体験型施設PR

自動車関連

ASK



「住みたい」ではなく「住みやすい」へ。街選びの価値を変えたアワード起点PR。

金融・保険・MAA

【一円】 ¥13,000,000～



大学ブランディングの成功PR事例

大学・教育機関

【一円】 ¥20,000,000～

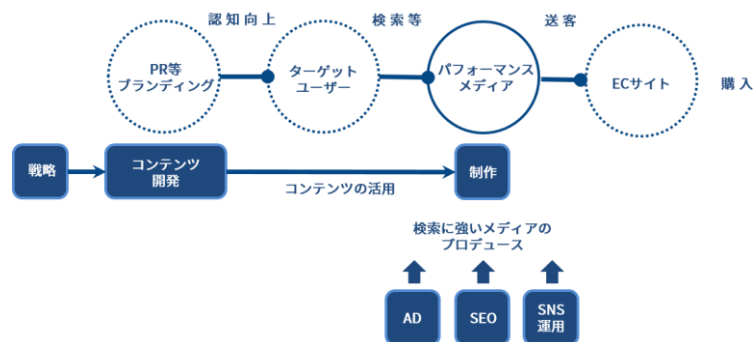
Creation of COMPANY FACTORY Domain

VECTOR established Performance Technologies, a joint venture with DM Solutions, in March 2021 to roll out performance marketing encompassing everything from identification of customer needs to customer acquisition.

PERFORMANCE TECHNOLOGIES

Performance Media Business

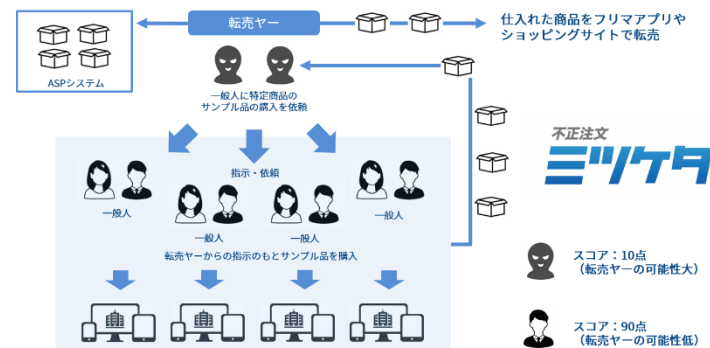
Performance media network structure



By handling everything from strategy design to content development and clean performance-based advertising with PR and affiliate programs, we support customer marketing encompassing everything from identification of customer needs to new customer acquisition.

D2C Performance Marketing Business

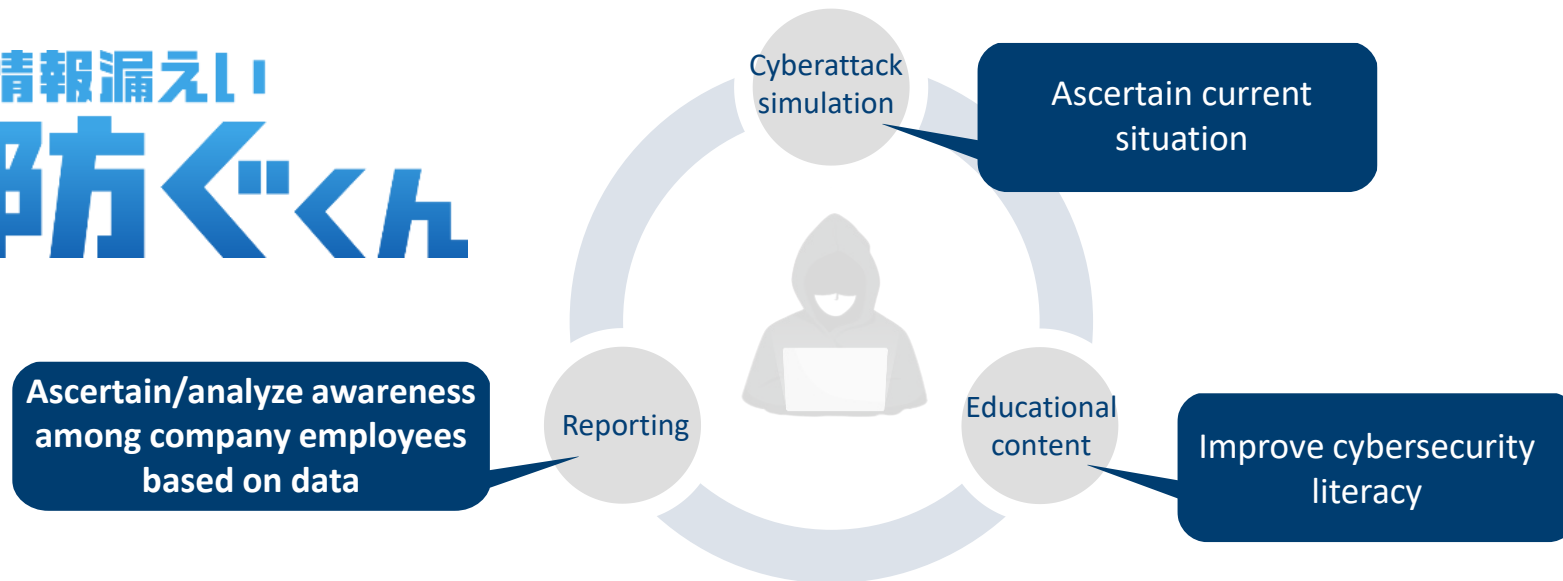
Fraudulent Order Mitsuketa fraud prevention service to discover resale risk



Users purchasing products are evaluated based on proprietary scoring criteria, and those coming in at a certain score or lower are defined as “users intending to resell” and reported to the client company, making it possible to detect risks that lead to resale.

Cyber Security Bank, which offers consulting in the cybersecurity domain, has begun providing Information Leak Preventer, a training service to improve security awareness among employees.

情報漏えい
防ぐくん




Steadily reduce risks of a human nature with **3 services**

Investment Performance

Supporting corporate growth through investment and PR/IR (total of 22 IPOs)
Waqoo and BCC listed on TSE Mothers, making it two IPOs in FY2022

Date of listing	Company name		Market
July 6, 2021	 BCC株式会社	BCC Co.,Ltd.	TSE Mothers
June 29, 2021	 Waqoo	Waqoo, Inc.	TSE Mothers

Solid Track Record of Investment in Growth Fields

 = IPO complete

IoT and Security Systems



AI and Big Data



Marketing and Sales



D2C



Restaurants, Retail, Beauty



Fintech and Real Estate



Human



Sharing Economy



DX



Other toB Services



Other toC Services





The purpose of this document is to provide information on our financial results and does not constitute an offer to sell or solicitation of an offer to purchase any investment security issued by VECTOR. The information and outlook contained in this document have been compiled on the basis of the latest information available at the time of preparation and includes the opinion of management. VECTOR therefore provides no guarantee as to the accuracy of this information and advises that actual performance and results may differ from forward-looking statements due to various factors.