



**VECTOR INC.**

Q2 Financial Results Briefing for the Fiscal Year Ending February 2022

October 15, 2021

## Event Summary

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<b>[Company Name]</b>	VECTOR INC.
<b>[Company ID]</b>	6058-QCODE
<b>[Event Language]</b>	JPN
<b>[Event Type]</b>	Earnings Announcement
<b>[Event Name]</b>	Q2 Financial Results Briefing for the Fiscal Year Ending February 2022
<b>[Fiscal Period]</b>	FY2021 Q2
<b>[Date]</b>	October 15, 2021
<b>[Number of Pages]</b>	33
<b>[Time]</b>	16:00 – 16:20 (Total: 20 minutes, Presentation: 20 minutes)
<b>[Venue]</b>	Akasaka Garden City 16F 4-15-1 Akasaka, Minato-ku, Tokyo 107-0052
<b>[Venue Size]</b>	
<b>[Participants]</b>	11
<b>[Number of Speakers]</b>	2 Keiji Nishie Yosuke Goto Founder and Chairman Director, General Manager, Business Administration Division

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## Presentation

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**Moderator:** Ladies and gentlemen, thank you very much for your patience. We will now hold a financial results briefing of VECTOR INC. for Q2 of the fiscal year ending February 28, 2022. Thank you very much for taking time out of your busy schedules to join us today.

Before the start of the briefing session, we would like to inform you of the following. Please refrain from bringing cameras, recording devices, and other items that may be dangerous or interfere with the progress of the event. Also, please set your mobile phone to silent mode.

In addition, we will record the briefing session, while taking into consideration your portrait rights and privacy when handling the recording. Thank you for your understanding.

First of all, let me introduce the attendees from the Company. From the left, facing you is Keiji Nishie, Founder and Chairman of VECTOR INC. Yosuke Goto, Director and General Manager of the Business Administration Division.

In today's briefing, first, Goto, Director and General Manager of the Business Administration Division, will explain the financial results for Q2 of the fiscal year ending February 28, 2022, followed by a presentation by Nishie, Founder and Chairman, on topics including the strategy for [inaudible]. After that, we will have a question and answer session. Thank you very much.

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1. 四半期決算
2. 業績予想の修正
3. 経営戦略
4. 投資実績



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**Goto:** Thank you very much for coming to the financial results briefing today. I am Goto, Director and General Manager of the Business Administration Division. Thank you very much.

Today, we will proceed with the agenda as shown. First, I would like to explain the quarterly financial results.

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## 第2四半期累計期間 連結業績サマリ

売上高	219.3億円 (前年同期比124.2%)	売上 総利益	140.7億円 (前年同期比119.7%)
EBITDA※	27.0億円 (前年同期比297.9%)	営業 利益	22.9億円 (前年同期比392.8%)
経常 利益	21.3億円 (前年同期比24.4億円増)	親会社株主に帰属する 四半期 純利益	6.2億円 (前年同期比18.0億円増)

※ EBITDA = 営業利益 + 減価償却費 + のれん償却費



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In our consolidated results for H1 of the fiscal year, net sales increased by JPY21,930 million and operating profit increased by JPY2,290 million. Our net income, which has been frequently questioned and pointed out by investors, is reaching an appropriate level.

The difference between ordinary income of JPY2,100 million and net income of JPY600 million is roughly JPY900 million in taxes and JPY500 million in income attributable to non-controlling interests. There are a few subsidiaries that continue to be in the red and are unable to accumulate deferred tax assets, but we are making selections and concentrating on our businesses and are on an improving trend, so we believe that the tax rate on a consolidated basis will be appropriate in the future.

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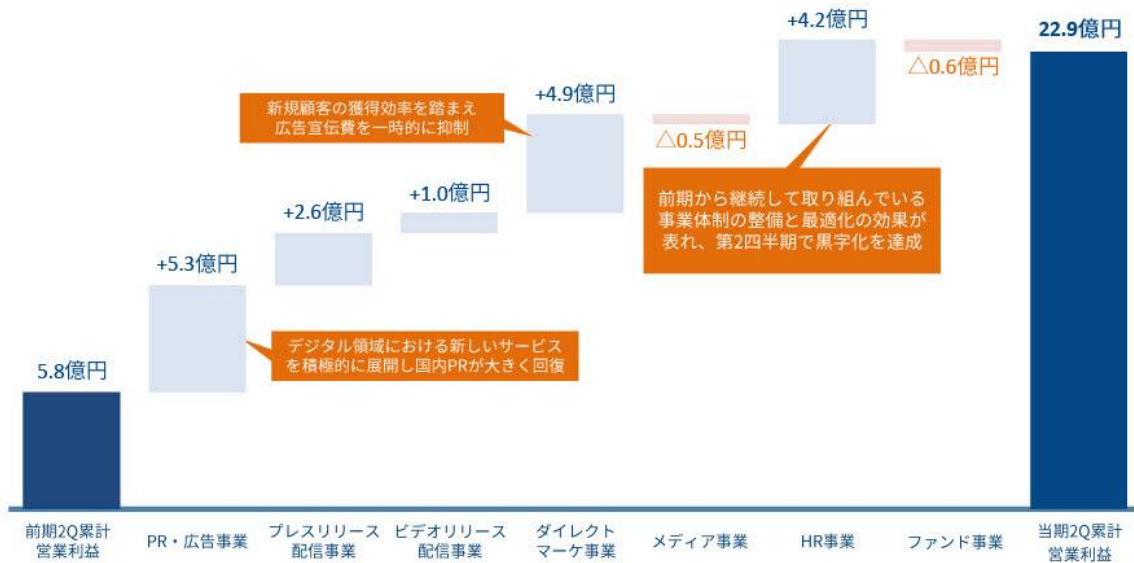
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## 営業利益（前年同期比較）



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Here is a graph comparing operating profit for H1 of the previous fiscal year and H1 of the current fiscal year.

The PR and Advertising business grew significantly as a result of the development of services that integrate digital and PR to meet the needs of clients amid the coronavirus pandemic.

In the Direct Marketing business, we spent heavily on advertising in the previous fiscal year in order to capture the stay-home demand during the early stage of the pandemic, but we were able to generate profits this fiscal year by controlling advertising expenses based on the advertising efficiency of customer acquisition.

In the HR business, profit and loss improved as a result of significant fixed cost reductions.

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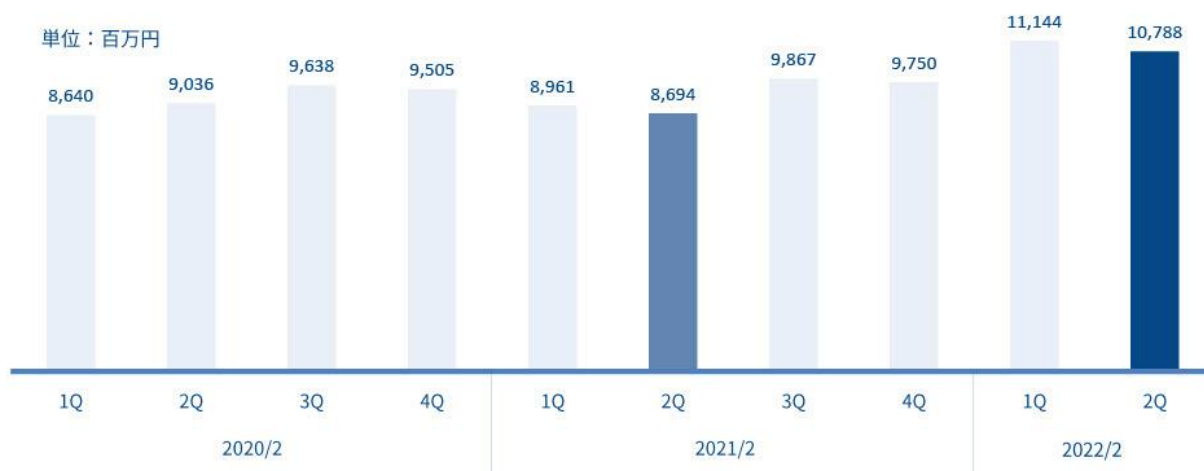
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## 連結売上高推移

2022年2月期第2四半期の連結売上高は、**第1四半期に続き100億円台を突破し、10,788百万円**（前年同期比124.1%）

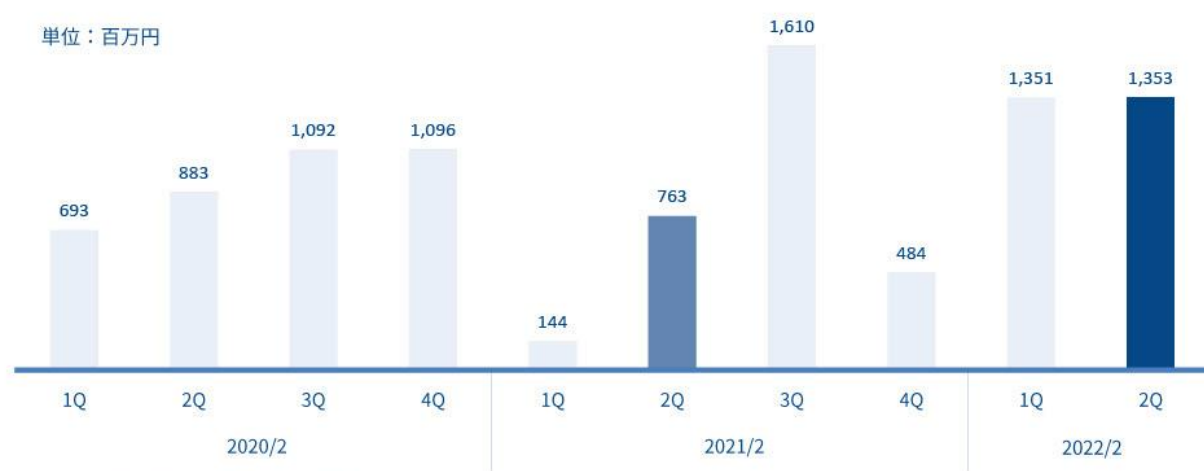


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Next, this is the quarterly trend for consolidated net sales. Net sales for Q2 of the fiscal year continued exceed JPY10,000 million, reaching JPY10,788 million.

## EBITDA推移

2022年2月期第2四半期のEBITDAは、**連結営業利益の増加に伴い、1,353百万円**（前年同期比177.3%）



※EBITDA = 営業利益 + 減価償却費 + のれん償却費



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EBITDA was also steady.

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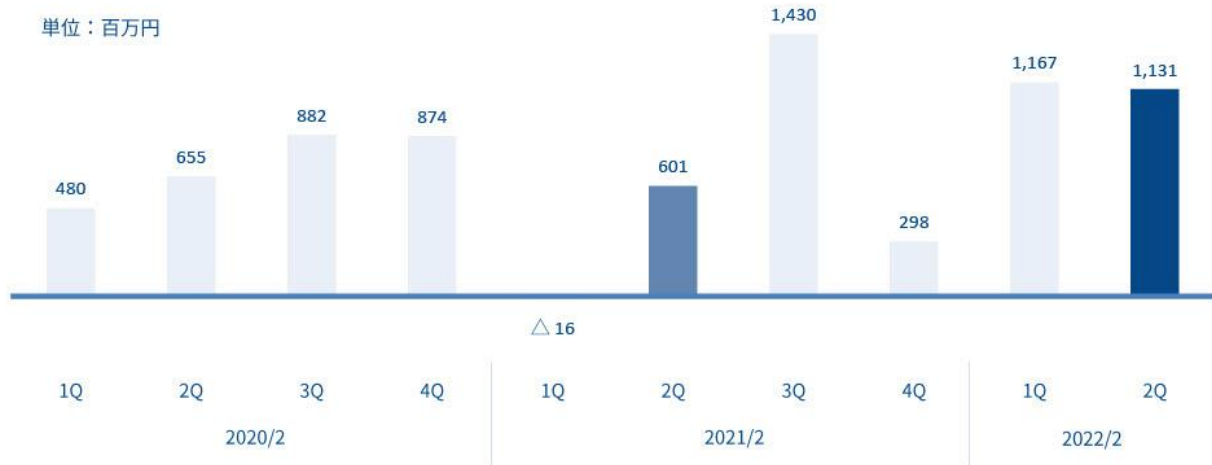
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## 連結営業利益推移

2022年2月期第2四半期の連結営業利益は、**第2四半期として過去最高の1,131百万円**（前年同期比**188.0%**）



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Consolidated operating profit was likewise steady.

## 営業利益（セグメント別内訳）



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This is a graph of operating profit for Q2 of the fiscal year. ASHITA-TEAM had continuously been in the red, but we were able to achieve a quarterly profit in Q2.

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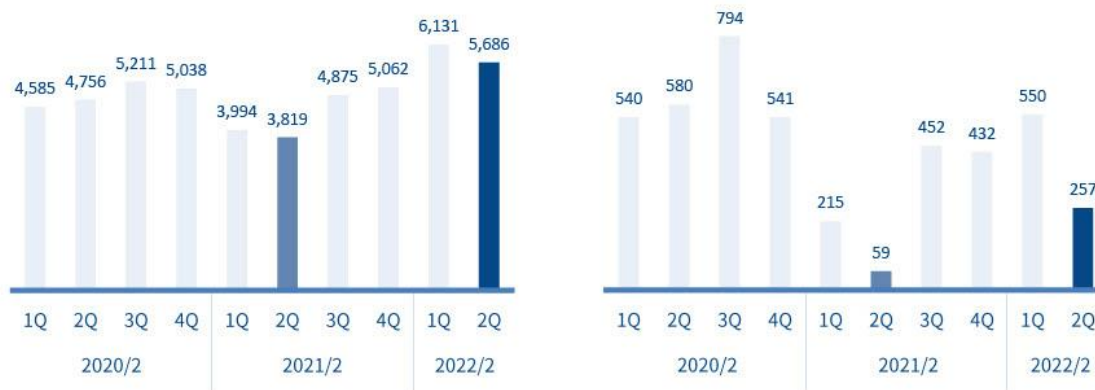


## PR・広告事業

2022年2月期第2四半期は、緊急事態宣言の再発令中でも、**第2四半期として過去最高の売上高を更新**  
2022年2月期第3四半期以降も、デジタル領域を中心としたマーケティング活動を支援し、さらなる成長を図る

【売上高（百万円）】 5,686百万円（前年同期比**148.9%**）

【営業利益（百万円）】 257百万円（前年同期比**435.6%**）



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Now, I will explain quarterly trend for each segment.

The PR and Advertising business posted record-high sales for Q2.

Operating profit was affected by the business in the investment phase that we started in the previous year, as well as deficits in our overseas business, but our traditional PR and Advertising Business in Japan has returned to its pre-pandemic profit level.

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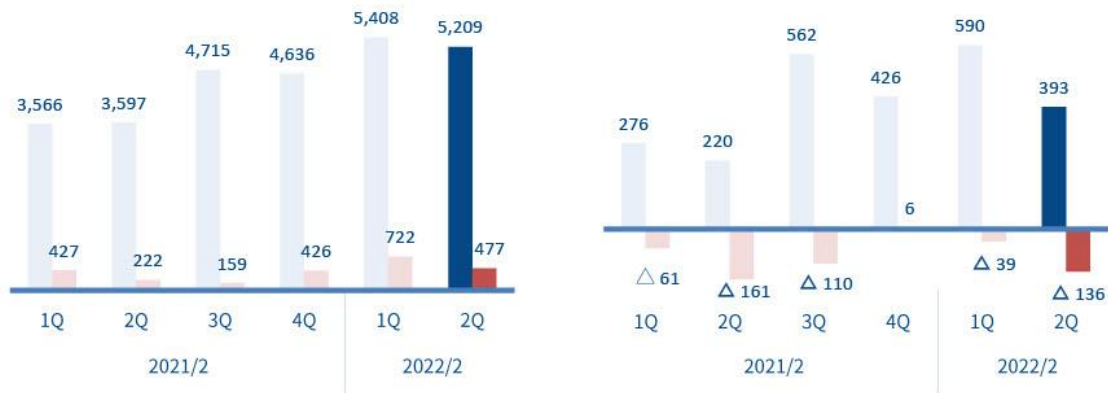
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## PR・広告事業（地域別）

海外事業の第2四半期は、ロックダウンの影響により事業活動が停滞し、第1四半期と比べ赤字幅が拡大  
第3四半期以降の海外事業は、コロナの影響を一定程度受けるが、好調な国内事業でリカバーする見込み

【売上高（百万円）】 5,209百万円（国内） / 477百万円（海外） 【営業利益（百万円）】 393百万円（国内） / △136百万円（海外）



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This is the trend in the PR and Advertising business by Japan and overseas.

Overseas business activities stagnated due to lockdowns and other factors, and the loss increased, but domestic operations remained steady.

## タクシーサイネージ事業（ニューステクノロジー）

2022年2月期第2四半期は、緊急事態宣言の再発令中でも、企業の広告出稿意欲が強く、売上高は回復傾向  
2022年2月期第3四半期以降も、車窓モビリティサイネージサービスの販売も併せて、さらなる売上高の拡大を図る

【売上高（百万円）】 691百万円（前年同期比142.9%）



### GROWTH



約12,500台の後部座席にサイネージを搭載  
都内タクシーの利用者の約45%をカバーし、  
月間約750万人に動画広告やコンテンツを配信



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The Taxi Signage business, which is included in the PR and Advertising Business, performed well as there was a strong need for companies to place advertisements even during the coronavirus pandemic.

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## 車窓モビリティサイネージ「Canvas」

国内初となる車窓モビリティサイネージサービス「Canvas」を2021年6月より開始  
 広告インパクトの高い車窓型サイネージを活用し、幅広いマーケティング活動を支援



「Canvas」は、東京都内を走行するタクシー車両の空車時間を活用して、後方窓ガラスに広告を映し出す国内初の車窓モビリティサイネージサービス



※放映イメージ

設置台数 <b>100</b> 台 <small>※順次増加予定</small>	想定リーチ人数 <b>1,200</b> 万人
放映時間 <b>24</b> H	走行エリア <b>東京23</b> 区



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In addition, as a new initiative, we started taxi window signage in June.

## 喫煙所サイネージ「BREAK」

東京都内のオフィスビルと連携した喫煙所サイネージメディア「BREAK」を2021年9月より開始  
 ビジネスパーソンをターゲットに、喫煙所におけるブレイクタイムに適した動画広告やコンテンツを配信



「BREAK」は、ビジネスパーソンをターゲットに、喫煙所サイネージメディアを通し、喫煙所におけるブレイクタイムに適した動画広告やコンテンツを配信

設置エリア <b>23</b> 区 <small>※上記以外エリアも一部配信あり</small>	設置オフィス <b>50</b> 施設 <small>※9月末時点での設置予定台数</small>
リーチ数 <b>54</b> 万人 <small>※月間の延べリーチ数となります</small>	設置モニター <b>55</b> inch <small>※最小サイズ32inch</small>
音声配信 <b>ON</b> 音声有	計測方法 <b>AI</b> カメラ



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Smoking area signage was also launched in September.

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## プレスリリース配信事業 (PR TIMES)

2022年2月期第2四半期は、利用企業社数が58,000社を突破し、**過去最高の売上高・営業利益を更新**  
2022年2月期第3四半期以降も、「PR TIMES」の新機能開発を継続しながら、利用企業社数の拡大を図る

【売上高 (百万円)】 1,169百万円 (前年同期比**126.8%**)

【営業利益 (百万円)】 505百万円 (前年同期比**142.6%**)



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The Press Release Distribution business performed very well, with record-high sales and operating profit.

## 利用企業社数の推移

国内No.1のプレスリリース配信プラットフォーム「PR TIMES」  
利用企業社数58,000社以上、上場企業の47%が利用

**PR TIMES 東証1部市場**

国内シェア **No.1** 上場企業の **47%** が利用

300媒体以上掲載!



利用企業社数  
**58,000件**  
2021年8月

50,000社  
2021年2月

2018年8月29日  
東証1部市場変更

36,000社  
2020年2月

28,000社  
2019年2月

21,000社  
2018年2月



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The number of user companies exceeded 58,000, and 47% of listed companies are using the service.

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## ビデオリリース配信事業 (NewsTV)

2022年2月期第2四半期は、新型コロナウイルスの影響を大きく受ける中でも、第1四半期に続き黒字を確保  
2022年2月期第3四半期以降も、営業人員の育成とサービス強化を図ることで受注数を拡大し、通期黒字化を見込む

【売上高 (百万円)】 359百万円 (前年同期比121.6%)



【営業利益 (百万円)】 1百万円 (前年同期比62百万円増)



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The Video Release Distribution business remained profitable despite the significant impact of the coronavirus.

## ダイレクトマーケティング事業

2022年2月期第2四半期は、新規顧客の獲得を一時的に抑えたが、既存顧客の販売が順調に推移し、売上高は微減に  
2022年2月期第3四半期以降は、広告宣伝費の投下を加速し、さらなる新規顧客の獲得を図り、前期以上の成長を目指す

【売上高 (百万円)】 2,875百万円 (前年同期比94.0%)



【営業利益 (百万円)】 261百万円 (前年同期比45.8%)



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In the Direct Marketing business, we made a profit by reducing advertising compared to H1 of the previous year, but we expect to accelerate the investment in advertising from Q3 to strengthen the acquisition of new customers.

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## メディア事業（スマートメディア）

2022年2月期第2四半期は、検索エンジンの表示順位変更等の影響による広告収入の減少と先行投資で赤字着地  
2022年2月期第3四半期以降は、オウンドメディア事業のストック収益が積み上がることで、通期で黒字を見込む

【売上高（百万円）】 214百万円（前年同期比115.1%）



【営業利益（百万円）】 △29百万円（前年同期比39百万円減）



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The Media business posted a loss for the quarter due to a decrease in advertising revenue caused by the impact of changes in search engine display order and prior investment in CMS, but we expect it to be in the black for the full year.

## HR事業（あしたのチーム）

2022年2月期第2四半期は、継続して取り組んでいる事業体制の整備と最適化の効果が表われ、黒字化を達成  
2022年2月期第3四半期以降も、SaaS型商材の販売強化とコスト削減を図ることで、四半期黒字化が継続する見込み

【売上高（百万円）】 631百万円（前年同期比95.7%）



【営業利益（百万円）】 56百万円（前年同期比297百万円増）



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For ASHITA-TEAM, we identified all the cost details and made significant fixed-cost reductions.

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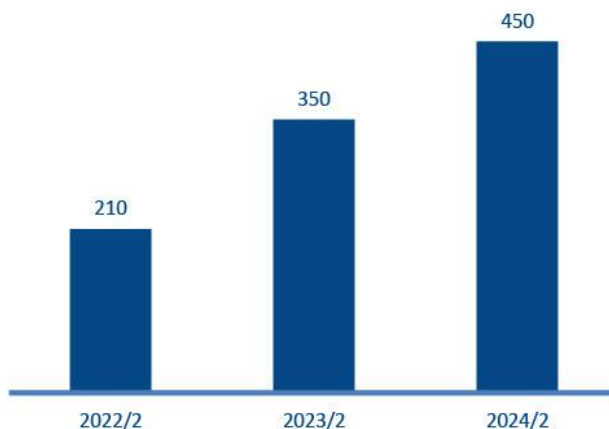


## HR事業の今後の見通し

SaaS型商材の販売強化と顧客満足度向上による継続率UPにより、ストック比率を拡大し安定した収益基盤を構築  
2024年2月期の営業利益においては、ストック収益を積み上げることで安定収益を確保し、450百万円まで拡大予定

人事評価クラウド「あしたのクラウド®」

【営業利益（百万円）】



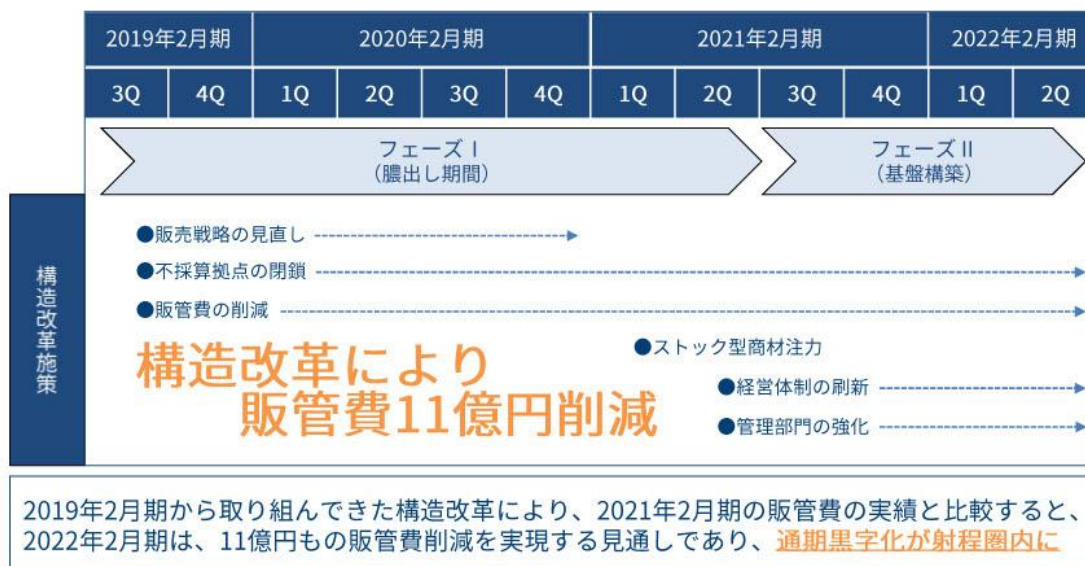
SaaS型商材の販売強化によりストック収益を積み上げ



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Also, the renewal rate for stock revenue has been increasing, and the results of structural reforms started to show in Q2.

## これまでの構造改革の取り組み



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Comparing 1 year of the fiscal year ended February 28, 2021 with 1 year of the fiscal year ending February 28, 2022, we were able to foresee the reduction of SG&A expenses by JPY800 million at the time of the previous announcement of financial results, and we expect to reduce SG&A expenses by another JPY300 million, bringing the expected total reduction in SG&A expenses to JPY1,100 million.

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## 連結損益計算書

(単位：百万円)	2021年2月期 第2四半期	2022年2月期 第2四半期	前年同期差	前年同期比
売上高	17,655	21,933	+4,277	124.2%
売上総利益	11,753	14,071	+2,318	119.7%
E B I T D A	908	2,705	+1,797	297.9%
営業利益	585	2,299	+1,714	392.8%
経常利益	△310	2,132	+2,443	—
税金等調整前 四半期純利益	△306	2,103	+2,410	—
親会社株主に帰属する 四半期純利益	△1,182	622	+1,804	—



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We recognize that the operating profit of JPY230 million for this period is [inaudible]. We are working to improve the renewal rate for cloud and operation consulting.

## ファンド事業

2022年2月期第2四半期は、保有株式の一部売却により、評価損を上回る売却益を計上し、営業利益を確保  
2022年2月期第3四半期以降も、市場動向を踏まえ保有株式を売却、投資先の状況を踏まえ評価減を行う見込み

【売上高（百万円）】88百万円（前年同期比88百万円増）



【営業利益（百万円）】82百万円（前年同期比171百万円増）



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In the Fund business, there was a partial sale of shares owned. There were no major stock valuation losses, and sales and operating profit landed at almost the same figures.

From here onward, our chairman Nishie will explain.

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## 業績予想の修正

新型コロナウイルス感染症の収束時期や経済活動の回復速度を見通すことが困難な状況ではありますが、上期実績を考慮し、既存事業が順調に推移している点、選択と集中により新規事業への投資額を当初の想定よりも絞り込んだ点等を踏まえ、2021年4月14日に発表した2022年2月期の通期業績予想を2021年10月15日に修正しました。



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Nishie: Thank you very much.

We have revised our financial forecasts.

## 業績予想の修正内容

2022年2月期 通期業績予想 (単位：百万円)	当初計画 2021年 4月14日公表	修正計画 2021年 10月15日修正	比較	(参考) 2022年2月期 上期実績	(参考) 2022年2月期 下期計画
売上高	47,700	45,500	95.4%	21,933	23,566
営業利益	4,000	4,800	120.0%	2,299	2,500
経常利益	4,000	5,000	125.0%	2,132	2,867
親会社株主に 帰属する当期純利益	1,000	2,000	200.0%	622	1,377

上期までの実績を考慮し、既存事業が順調に推移している点、選択と集中により新規事業への投資額を当初の想定よりも絞り込んだ点等を踏まえ、通期業績予想を変更しております。なお、売上高におきましては、新規事業分を見込んでおりましたが、投資を抑制したことにより減額しております。



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While we revised down net-sales forecast slightly, forecast for operating profit has been revised up 20%. Also, forecast for ordinary income has been revised up 25%. The largest change is rather in the net income. The fact that the forecast for net income has been doubled is as we corrected [inaudible] quite a bit today.

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First, there is a new business for which spending is not as much as we expected. Another reason is that we were trying to start various new businesses, but we were able to reduce costs by switching to selection and concentration. I think that is the biggest factor.

In the first place, when we made this plan, the coronavirus pandemic was rampant, and we did not know what would happen. Then, it has been rapidly returning to normal since April. Currently, it is rapidly returning to normal, so that has been factored in. In our case, between the first semester and the second semester, the second semester's numbers are much higher, so we revised our numbers in view of that.

## 中期利益計画

中期利益計画 (単位：百万円)	2020年2月期 (実績)	2021年2月期 (実績)	2022年2月期 (修正計画)	2023年2月期 (計画)
EBITDA	3,766	3,003	5,520	6,660
営業利益	2,891	2,314	4,800	6,000

- ・2022年2月期は、EBITDA5,520百万円、営業利益4,800百万円に計画を修正しております
- ・2023年2月期は、EBITDA6,660百万円、営業利益6,000百万円の計画から変更しておりません
- ・当社の配当方針につきましては、連結配当性向20%を目安に株主の皆様へ還元しております
- ・2022年2月期の配当につきましては、業績予想の修正に伴い、**1株あたり8円**を予定しております

※EBITDA = 営業利益 + 減価償却費 + のれん償却費



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For our medium-term management plan, while we are still keeping it unchanged, our idea is as follows.

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## ベクトルグループ事業構想図

既存事業のサービス拡大を図る「FAST COMPANY」、新規事業の創出を図る「COMPANY FACTORY」、投資事業の成長を図る「INVESTMENT」の3つの事業領域により、継続したグループの利益成長を目指す



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There are 3 segments. FAST COMPANY, a business that promotes products with a focus on PR, and a new business called COMPANY FACTORY.

## ベクトルグループを構成する事業群

FAST COMPANY	COMPANY FACTORY	INVESTMENT
PR・プレス・ビデオ・メディア	D2C	投資
<p>顧客の「いいモノを世の中に広める」ためのマーケティング戦略をワンストップで総合的にサポートする「FAST COMPANY」を展開</p>	<p>商品の企画・生産から広告、マーケティング、購買までを一貫して自社で行い、顧客と直接接点を持つD2C事業を展開</p> <p><b>Vitabrid C<sup>12</sup></b> Vitabrid Japan</p> <p><b>Direct Tech</b></p>	<p>ベンチャー企業への出資活動において、出資先に対してPRおよびIRもあわせてバリューアップサポートを展開</p>
<p>vector ANTIL</p> <p>vector Platinum</p> <p>vector INITIAL</p> <p>vector SIGNAL</p> <p>PR TIMES</p> <p>Smartmedia</p> <p>NT</p> <p>NEWS TV</p>	<p>HR</p> <p>人事評価制度の導入や運用支援するコンサルティングおよび人事評価クラウドサービスを中心に提供する人事関連事業を展開</p> <p><b>あしたのチーム</b></p> <p>新規事業</p> <p>今まで培ってきた事業ノウハウを活かしたサービス領域の拡大やグループシナジーとパートナーの強みを活用した新規事業を展開</p> <p><b>MEDICAL TECHNOLOGIES</b></p> <p><b>LIVER BANK</b></p> <p><b>PrivTech</b></p> <p><b>PERFORMANCE</b></p> <p><b>CYBER SECURITY</b></p>	<p>vector</p> <p>700 capital</p>



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As much as we can, we are going to create new businesses that are linked to PR, so there are direct D2C, and as I mentioned earlier, HR tech, which is also recovering in revenue, so from here on, the profits will keep coming in according to the build-up model of SaaS. In addition, we are trying to launch new businesses in various areas, such as the medical field, the Liver field, and the privacy field; plus investment.

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## 中長期の利益イメージ

3つの事業領域により  
継続したグループの利益成長を目指す

- ①FAST COMPANY領域の拡大
- ②COMPANY FACTORY領域の創出
- ③INVESTMENT領域の成長



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The synergistic effects of these factors are being realized.

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## PRWeek Top Consultancies 2020: Asia-Pacific

Rank	Company	2019 revenue (US\$)	2018 revenue (US\$)	% change
1	Vector	212,000,000	180,500,000	17%
2	Ogilvy*	163,500,000	150,000,000	9%
3	Weber Shandwick*	132,011,250	125,725,000	5%
4	MSL*	128,100,000	122,000,000	5%
5	BCW*	108,416,000	96,800,000	12%
6	MC Group	107,490,000	70,870,479	52%
7	Edelman	105,626,000	104,230,000	1%
8	Fleishman Hillard*	62,400,000	60,000,000	4%
9	Brunswick	40,100,000	32,100,000	25%
10	Ruder Finn	38,991,500	37,626,000	4%
11	Havas PR	28,900,000	25,000,000	16%
12	WE Communications	27,600,000	24,900,000	11%

\*出所：PRWeek Top Consultancies 2020: Asia-Pacific

PRWeekにて  
アジアNo.1に選出

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PR業界アジアNo.1から

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# PR業界世界No.1へ

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Our future management strategy has not changed much, and since we are now number 1 in the PR industry, we have set a new goal to become number 1 in the world in terms of PR.

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# さらなる領域を拡大すべく 国内におけるPR市場は1,000億円

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# 広告業界のFAST COMPANYへ ターゲットとなる広告市場は6兆円

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In addition, as I have said before, as our domain, the PR industry, which is JPY100 billion, but the advertising industry is JPY6 trillion.

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# “Low Cost” “Middle Quality” “Speedy”

## アパレル業界におけるファストファッションのように 広告業界で業界革命を巻き起こす

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As we expand, large agencies including Dentsu are like luxury brands, whereas we aiming to be like ZARA and UNIQLO.

Also, speaking in terms of the food and beverage industry, as positive factors, we are targeting the domain of McDonald's, and when it comes to promoting products, the only things to do with JPY6 trillion now are Internet advertising, online advertising, or TV commercials, as magazines are disappearing.

But in fact, online advertising is not pushed that much, so after all, with JPY6 trillion in the market, the use of influencers or so-called Livers in China to promote new things, will become global.

In the case of Chinese Livers, the last time I happened to try [inaudible], 10 million people were watching, 10 million people are watching for selling this 1 product, so PR is attached, advertising is attached, plus B2C is attached. That is the kind of area we are aiming for.

So, including those areas, there is a very large market, and I think we can expand to a market that is about 5 times larger than the current PR field, that is what we are aiming for.

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# 広告業界のディスラプター

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We also aim to be a disruptor in the advertising industry.

As mentioned earlier, Low Cost, Middle Quality, Speedy. In addition, when it comes to PR, when the economy is good, there is a lot of work coming, but while it is bad, there is also a lot of work coming. Therefore, now, actually, we have a lot of work.

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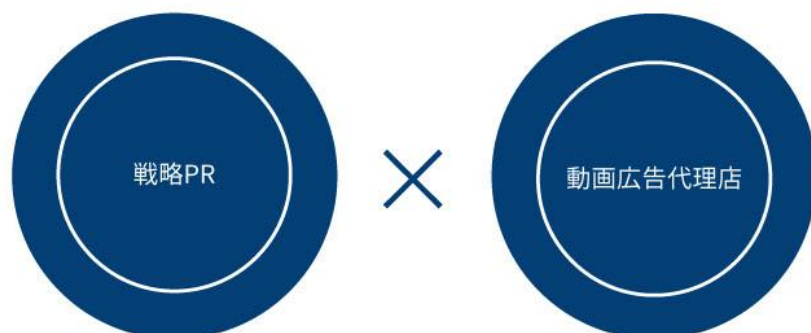
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「広告業界のFAST COMPANY」を目指すべく  
サブスクリプションモデルを軸とした  
戦略PRに動画広告代理店機能を掛け合わせ成長を加速



In addition, we are now in the age of video, so we are aiming to be a strategic PR times video advertising agency, which is our current concept for PR.

「FAST COMPANY」構想

コスト10分の1以上安く、モノを広められる時代に

タレントキャスティング					
HP、動画、イベントなどのコンテンツとして活用する著名人のキャスティングを実施。					
プレスリリース	PRコンサルティング	ビデオリリース	インフルエンサー	デジタルマーケティング	リスクマネジメント
<p>5万社以上のクライアントが利用する国内シェアNo.1のリリース配信サービス。上場企業の47%が導入している信頼性とメディアへの露出の高さが特徴。</p> <p><b>PR TIMES</b></p>	<p>PRのプランニングから実行まで数々の実績を持つPRコンサルタントが最適なコミュニケーションを実施。</p> <p>vector <b>ANTIL</b> vector <b>Platinum</b> vector <b>INITIAL</b></p>	<p>PR視点での「ビデオリリース」の制作・配信をベースに、ターゲットに直接届けていく、次世代のコミュニケーション。</p> <p><b>NEWS TV</b></p>	<p>SNS上のインフルエンサーを活用した、企業のサービス・商品に関するブランディングをサポート。</p> <p><b>Starbank</b></p>	<p>Webサイト制作からシステム構築、デジタルプロモーションまでを一貫してサポート。オウンドメディアの構築・運営やPR動画の制作も対応。</p> <p>vector <b>SIGNAL</b> <b>NT</b> <b>Smart media</b></p>	<p>アメリカで培われた理論やノウハウをベースとする独自技術を用いて企業のレピュテーションマネジメントやブランドセキュリティに関するコンサルティングサービスを提供。</p> <p><b>BRAND CONTROL</b></p>
0円 <span style="float: right;">50,000,000円/年</span>					



This is a business model that we have been talking about for a while, and it is a platform company that must be there when spreading the word about products. When promoting products, from JPY0 to JPY50 million, we aim to make sure that our service products are used.

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## 動画ニュース

### PR × 動画広告代理店

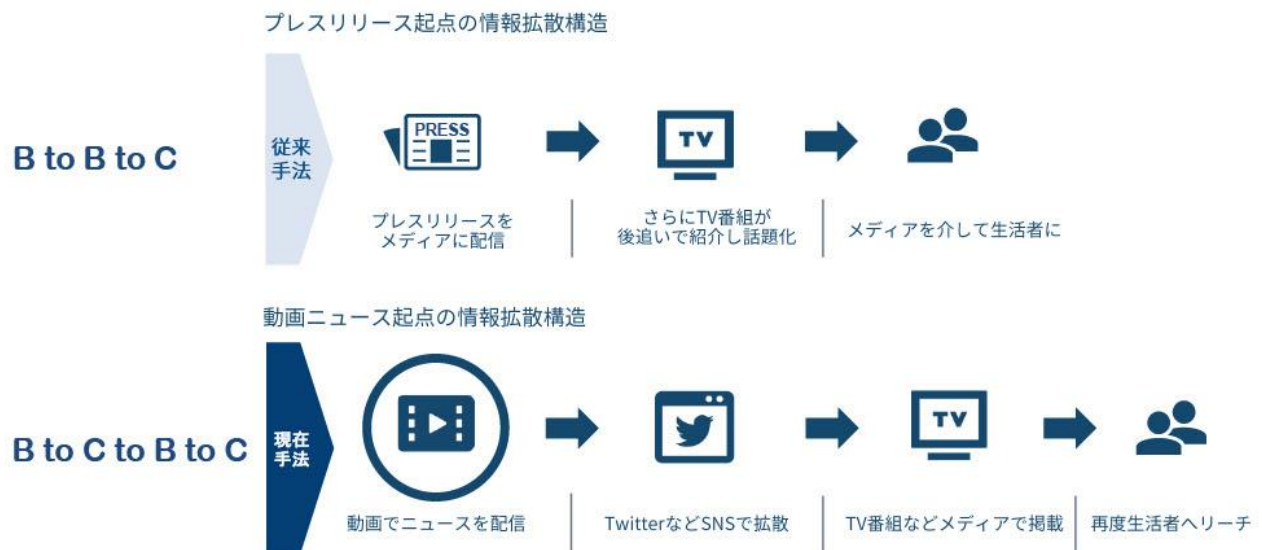
従来の戦略PRに、動画広告代理店としての機能を掛け合わせ、効果の高い「動画ニュース」をクロスセルすることで顧客単価を向上



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In addition, when promoting products, in terms of the vision of FAST COMPANY in this area, it is video, as I mentioned earlier. Not just news but video news is basically becoming the target.

### これまでとこれからの情報拡散構造の比較



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The PR industry is doing very well right now, but the idea was made 10 years ago, so it is very possible that in 5 years to 10 years from now, it will be a different era, in terms of whether news releases will be the mainstream. I think video will become the mainstream, so we are going to focus on strategy on that.

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## DX

### PR業界のDX化

ベクトルグループに蓄積されたデジタルデータを活用し、クラウド型PR効果測定・分析サービス「PR BANK」を構築



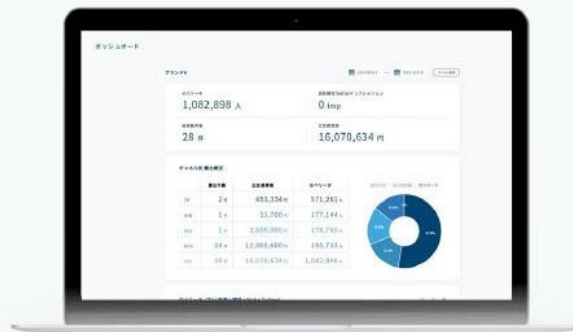
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Then, DX. While every industry is promoting DX, this is about DX in the advertising industry.

### PR効果測定・分析サービス「PR BANK」

クライアントに対し、データドリブンなPR活動をサポートすべく、クラウド型PR効果測定・分析サービス「PR BANK」を提供開始予定

### PR効果を自動で可視化



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Online advertising is making progress, but the PR industry is not, so we will work on this area.

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# 3 ヒロメル

広告業界のEコマースサイト  
ベクトルグループのPRメニューをオンラインで発注できる  
プラットフォームを構築し、販売プロセスを効率化



## ヒロメル

広告業界のEコマースサイト「ヒロメル」を2021年5月10日より提供開始



We also just launched a kind of industry ecommerce site for promoting products, called Hiromeru, so we are working on those 3 things.

For this, from news releases, we are working on issues such as in what situation video is attached, and how to put the video on the media while posting the video itself on the SNS.

For example, 1 hamburger shop.

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Video: My eating-out life. I thought it would be the biggest, strongest [inaudible], so [inaudible] hamburger, there is a market for that, and I am very impressed [inaudible]. All of the business models.

Last year, I went to Shenzhen, China, to see restaurants, and I was really shocked when I went to see what kind of business model [inaudible] I saw at that time. First of all, completely cashless.

**Nishie:** With what I just mentioned, after all, almost another minute and a half of [inaudible] almost the same, for something that would never be conveyed by reading of the text of a news release even with pictures attached. This is given to all kinds of media and digital ads on the Internet, but this is also going to be given to the media and TV representatives, and watching this, there will probably be about 300,000 for interview. This is an area where we are very good, so we are using video in this kind of flow.

As for DX in the PR industry, from the viewpoint of a PR company, PR companies are people-oriented businesses, and we are adding the digitalization to that in the form of CMS.

For PR TIMES, DX was done for news release distribution. For details such as I contacted media in the area of PR company VECTOR, I did this with whomever. If you convert this to advertising, all these reports are digitalized. We are doing this under the name of PR BANK.

We are also working on an ecommerce site for the PR industry called Hiomeru, which was launched recently.

Regarding how it is going, we had to rework it once, and we have been working on it again for about 2 weeks now. To put it in positional terms, the business model is such that when 1 inquiry comes in, a job with a profit of about JPY10 million will suddenly come in.

We have about 3 inquiries now, and the brand will be working with us for the whole year. If you do it for a year, it is about 10 years. In the case of PR, when we sign a contract with a brand, our business is basically a subscription business. The biggest reason why our PR business has been growing for so long is because of our retailer or subscription model, which is the business model of our PR industry itself. Then, since many of the major clients of Hiomeru are in the same field as VECTOR, it is a kind of sales agent DX, which is what we are doing.

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## 投資による直近のIPO実績

投資とPR・IR支援で企業の成長をバックアップ（IPO実績は合計24社）  
新たに「リベロ」「ROBOT PAYMENT」が上場し、今期のIPO実績は4社に

上場日	社名	市場
2021年9月28日	 LIVERO NEW LIFE AGENCY	東証マザーズ
2021年9月28日	 ROBOT PAYMENT	東証マザーズ
2021年7月6日	 BCC株式会社	東証マザーズ
2021年6月29日	 Waqoo	東証マザーズ



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As for investment, companies called LIVERO and another called ROBOT PAYMENT have recently listed.

## 成長分野への豊富な投資実績

□ = IPO済




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As for investments, as we have said before, we are more of a transactional investor now, and we get about 1 or 2 requests for investment every day. While helping companies that are about to go public, giving advice, and doing PR, we mostly make transactional investments. We are making investments that will be recovered in about 3 years. We are working with the concept of later-stage value-up capital.

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「Vector SDGs PROJECT」の取り組みを10月14日に当社HP上にて公開  
ベクトルらしさを活かした取り組みを実施し、SDGs目標の達成を目指す

# vector SDGs PROJECT



<https://vectorinc.co.jp/sdgs>



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## Vector SDGs PROJECTの取り組み内容

SDGs目標	取り組み事項	テーマ
	<ul style="list-style-type: none"> <li>PR事業及びSDGs/ESGコンサルティングで顧客の価値向上に尽力することで社会に貢献。また、SDGs/ESGの必要性や取り組みの啓蒙および数多くの企業の取り組みを世の中に広め、全てのステークホルダーを幸せにするため、SDGs/ESGコンサルティングは2025年までに500社、ESGスコアリングサービスは300社増入を目指す。</li> </ul>	SDGs/ESG PRコンサルティング
	<ul style="list-style-type: none"> <li>SDGs/ESGへの取り組みに積極的なベンチャー企業を支援し、イノベーションを創出。課題解決や社会貢献を促す。</li> </ul>	ベンチャー支援による イノベーションの創出
	<ul style="list-style-type: none"> <li>PRのプロフェッショナル人材育成や柔軟なキャリアステップの実現を目的とした、ベクトルグループ独自の「プロフェッショナル研修」を実施。切れ目の無い研修フォローにより、キャリア形成を支援し、先進性や創造性を発揮する人材を育成。また、ベンチャー教育や起業家支援により今後の未来を担う人材の成長を支援するアントレプレナー制度を整備。</li> </ul>	先進性や創造性を 発揮する人材育成
	<ul style="list-style-type: none"> <li>あらゆる声を受け止められ、苦がありのままにいられる居場所がある「Belonging」、信頼の文化を醸成し、ダイバーシティ推進と関連させ「Diversity &amp; Inclusion &amp; Belonging」の実現を目指す。女性活躍推進、海外展開、多国籍なバックグラウンドの社員登用を推進。</li> </ul>	D&Iの推進
	<ul style="list-style-type: none"> <li>出資先企業である障害者雇用バンクとともに、障害者雇用の推進を啓蒙。グループとして持続可能な成長と、平等に機会が与えられる社会の実現を目指す</li> </ul>	平等な社会の構築
	<ul style="list-style-type: none"> <li>気候変動リスクに対する開示・努力宣言や、環境負荷を軽減する事業展開、社員の意識改革により、持続可能な社会を目指す。</li> </ul>	環境への貢献



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Also, yesterday, we made a presentation on the Vector SDGs project. Nowadays, various companies, including listed companies, must announce to the public what they are doing for the SDGs, and we presented a summary of what we can do.

This concludes my explanation.

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## Question & Answer

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**Moderator:** We will now begin the question and answer session. If you have any questions, please raise your hand. If possible, we would like to know your name and affiliation before you ask your question. Now, does anyone have any questions?

This concludes the financial results briefing of VECTOR INC.

We would like to thank you for your continued support for VECTOR INC.

Thank you very much for your time today.

[END

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### **Document Notes**

1. *Portions of the document where the audio is unclear are marked with [Inaudible].*
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