

VECTOR INC.

Financial Results – 3Q FY '22



January 14, 2022

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Quarterly Results

Overview of Consolidated Results for Nine-Month Period

Net Sales

34,290 million JPY
(124.6% YoY)

Gross Profit

21,800 million JPY
(119.1% YoY)

EBITDA*

4,480 million JPY
(178.2% YoY)

Operating Profit

3,850 million JPY
(191.0% YoY)

Ordinary income

4,080 million JPY
(186.3% YoY)

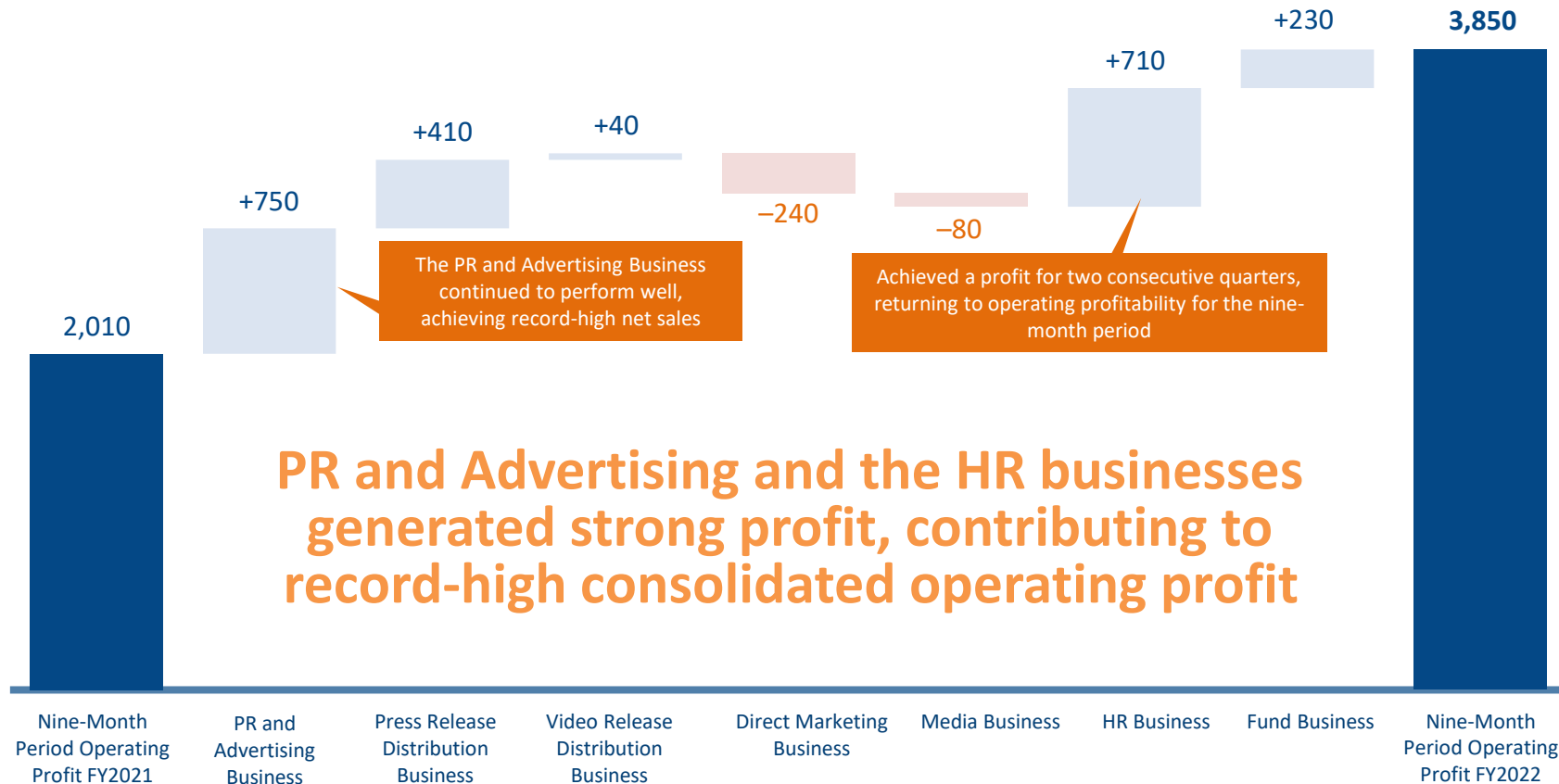
Profit
Attributable to
Owners of Parent

1,610 million JPY
(2,146.8% YoY)

*EBITDA = Operating profit + Depreciation + Amortization of goodwill

Operating Profit (By Segment)

(million JPY)



Consolidated Performance

Net Sales

34,290 million JPY
(124.6% YoY)

Operating Profit (Loss)

3,850 million JPY
(191.0% YoY)

Business Overview for the Nine-Month Period

- Achieved record highs for both net sales and operating profit
- PR and Advertising in Japan drove high performance
- Number of user companies for Press Releases increased
- HR achieved consecutive quarterly profit, returning to operating profitability for the nine-month period

PR and Advertising

18,720 million JPY
(147.5% YoY)

1,470 million JPY
(203.5% YoY)

- PR in Japan and Taxi Signage continued to perform well, achieving record-high quarterly net sales
- Losses increased for the PR overseas due to COVID-19
- Launched the new business “JOBTV for New Graduates”

Press Releases (PR TIMES)

3,600 million JPY
(130.3% YoY)

1,520 million JPY
(137.7% YoY)

- Achieved record highs for both net sales and operating profit
- Number of user companies surpassed 62,000
- Expanded regional development through partnerships with regional banks
- Continued to actively invest in new businesses

Video Releases (NewsTV)

1,040 million JPY
(99.2% YoY)

(40) million JPY
(Up 40 million JPY YoY)

- An operating loss was recorded as business activities were significantly restricted due to the declaration of the state of emergency
- Will aim for full-year profit through increasing orders received by strengthening consulting-type sales

Nine-Month Period / Highlights

| | Net Sales | Operating Profit (Loss) | Business Overview for the Nine-Month Period |
|------------------------|---|--|--|
| Direct Marketing | 8,700 million JPY (99.4% YoY) | 430 million JPY (63.4% YoY) | <ul style="list-style-type: none"> • New customer acquisition increased in 3Q by accelerating investment in advertising again • Vitabrid C brand performed well • Commenced the sale of body and fitness supplements |
| Media (Smart Media) | 660 million JPY (108.1% YoY) | (30) million JPY (Down 80 million JPY YoY) | <ul style="list-style-type: none"> • Owned media sales were favorable • Made advance investments to expand CMS functionality • Released a smart phone app version of the internal newsletter development tool “The Shanaiho” |
| HR (ASHITA-TEAM) | 1,860 million JPY (89.4% YoY) | 90 million JPY (Up 710 million JPY YoY) | <ul style="list-style-type: none"> • Net sales decreased in conjunction with the end of cloud system lifetime license sales • SaaS-based product sales going strong • Achieved consecutive quarterly profit, returning to operating profitability for the nine-month period |
| Fund | 430 million JPY (138.9% YoY) | 390 million JPY (245.6% YoY) | <ul style="list-style-type: none"> • Secured operating profit due to the partial sale of shares held, which exceeded loss on valuation of securities |

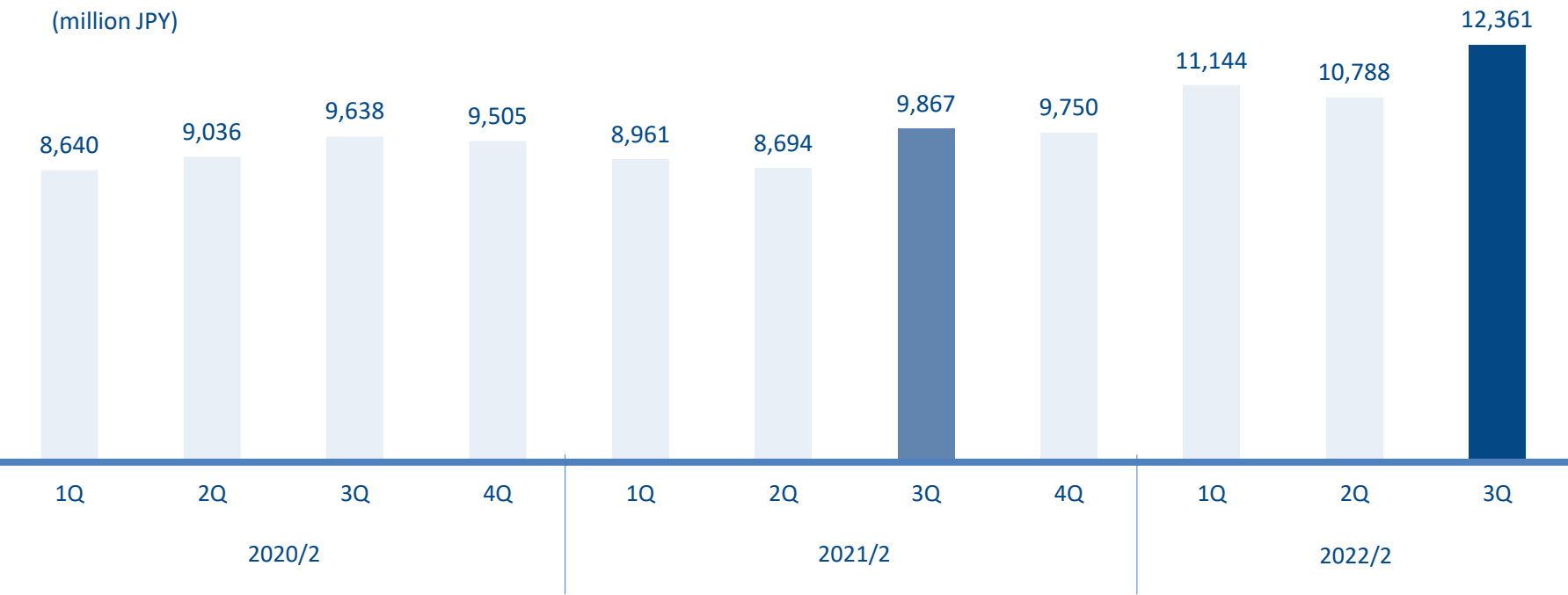
Progress Toward Full-Year Financial Forecasts

| Full-Year Financial Forecast for FY '22 (million JPY) | FY '22 (Revised Forecast) (October 15, 2021) | FY '22 3Q-end | Progress |
|--|--|---------------|----------|
| Net Sales | 45,500 | 34,294 | 75.4% |
| Operating profit | 4,800 | 3,850 | 80.2% |
| Ordinary income | 5,000 | 4,085 | 81.7% |
| Profit Attributable to Owners of Parent | 2,000 | 1,614 | 80.7% |

The economy as a whole in 4Q is anticipated to remain uncertain due to concerns regarding the spread of the new COVID-19 variant. However, as progress has continued smoothly for all items as of the end of 3Q, we expect to achieve the revised full-year financial forecast, which was announced on October 15, 2021.

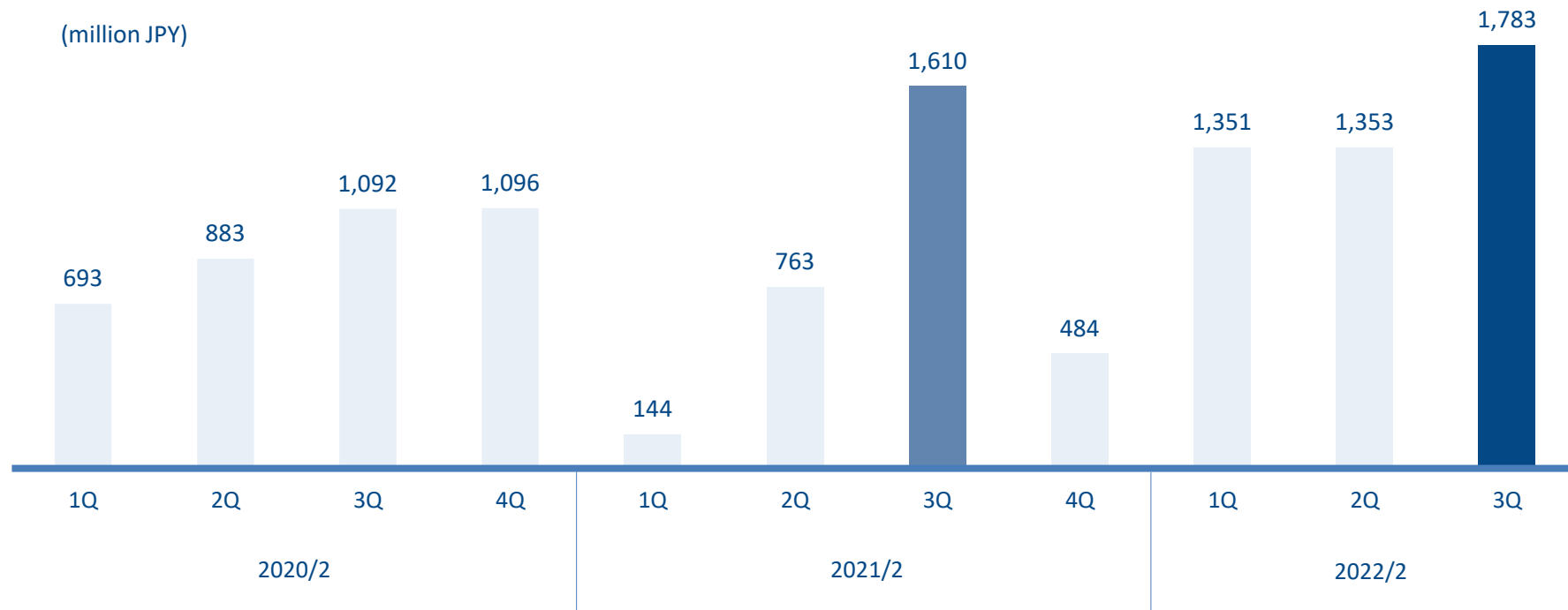
Consolidated Net Sales

Consolidated net sales for 3Q FY2022 came in at 12,361 million JPY (125.3% YoY), breaking the previous record set in Q1.



EBITDA*

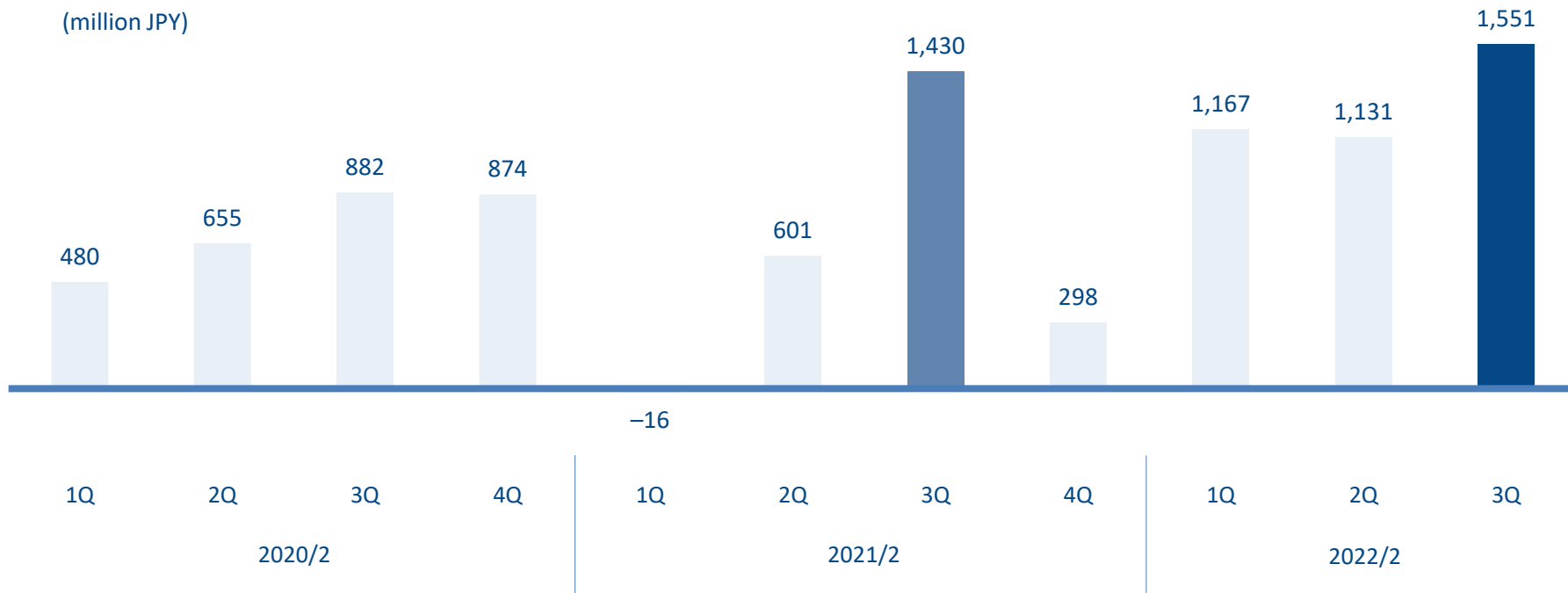
EBITDA for 3Q FY2022 saw a record high of 1,783 million JPY (110.7% YoY) owing to an increase in consolidated operating profit.



*EBITDA = Operating profit + Depreciation + Amortization of goodwill

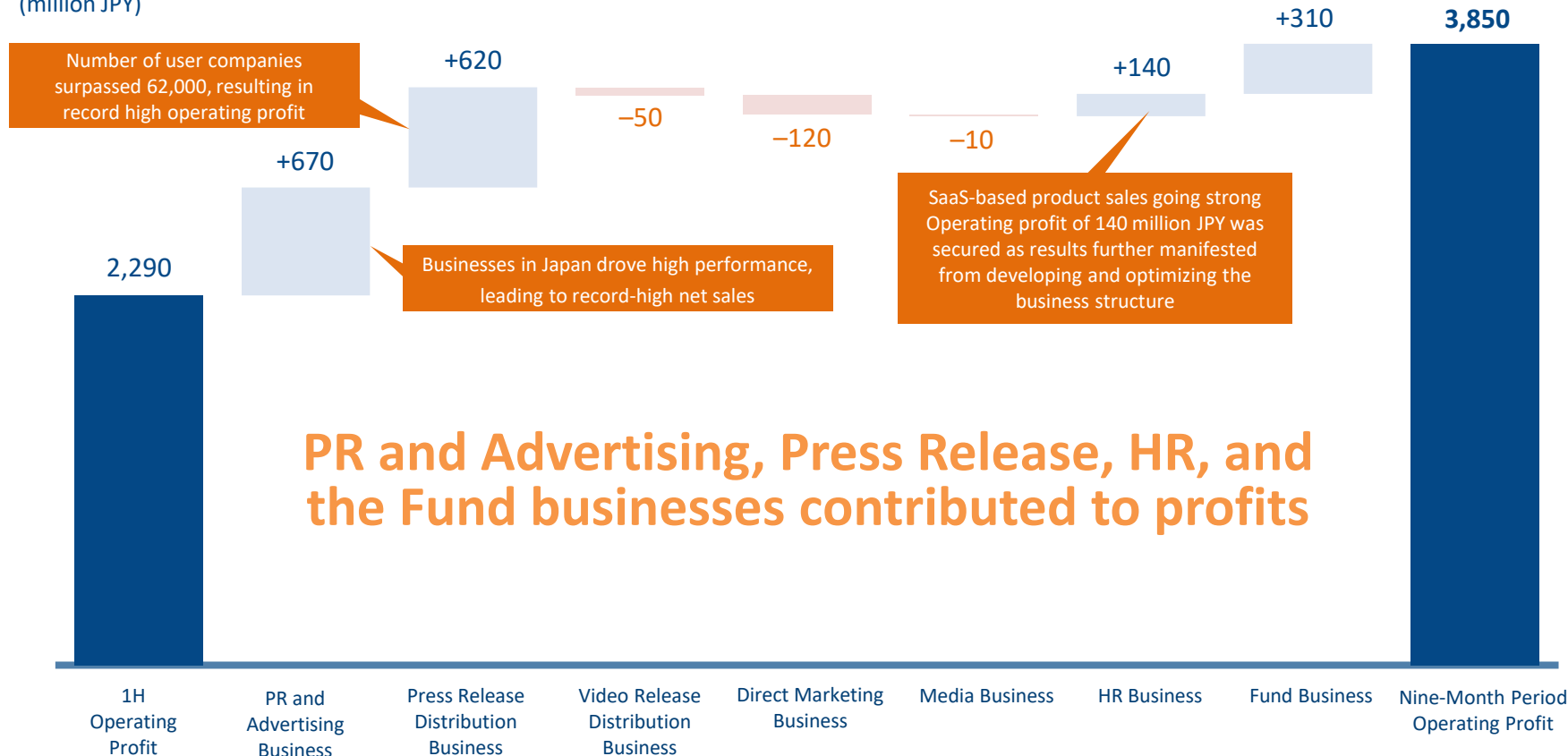
Consolidated Operating Profit

Consolidated operating profit for 3Q FY2022 amounted to **1,551** million JPY (**108.4% YoY**), surpassing the previous record set in 3Q FY2021.



Operating Profit (By Segment)

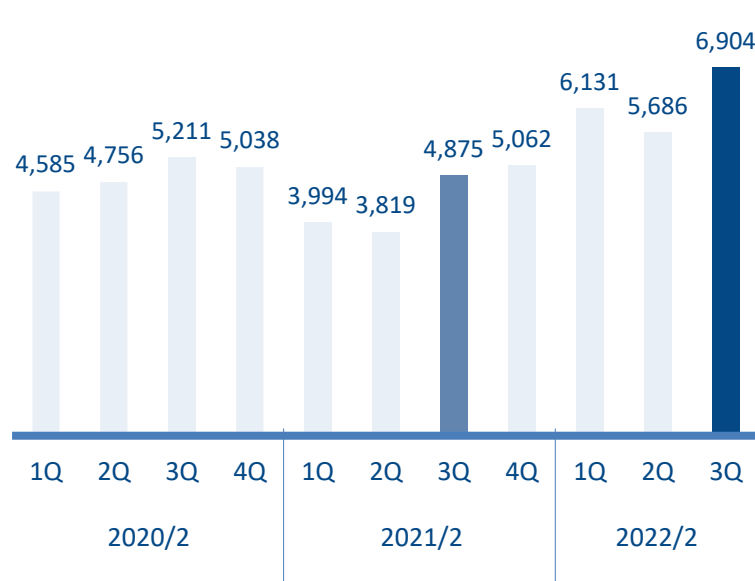
(million JPY)



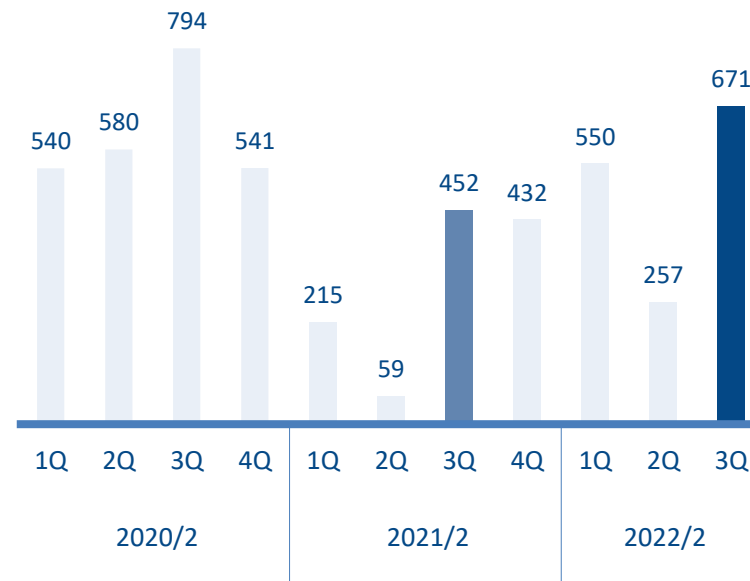
In 3Q FY2022, record-high quarterly net sales were posted, with operating profit recovering to the 600 million JPY range.

We aim to achieve further growth in 4Q FY2022 by supporting the communication strategies of companies to help them spread the word.

Net Sales: 6,904 million JPY (141.6% YoY)



Operating Profit: 671 million JPY (148.4% YoY)

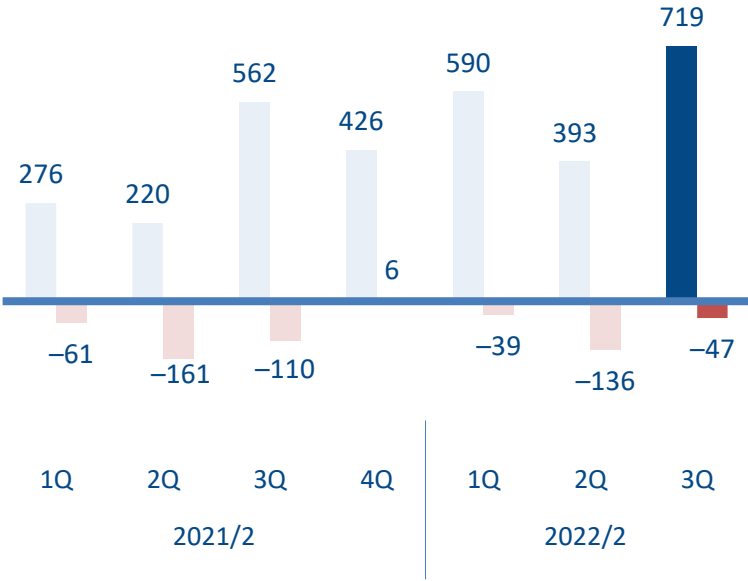
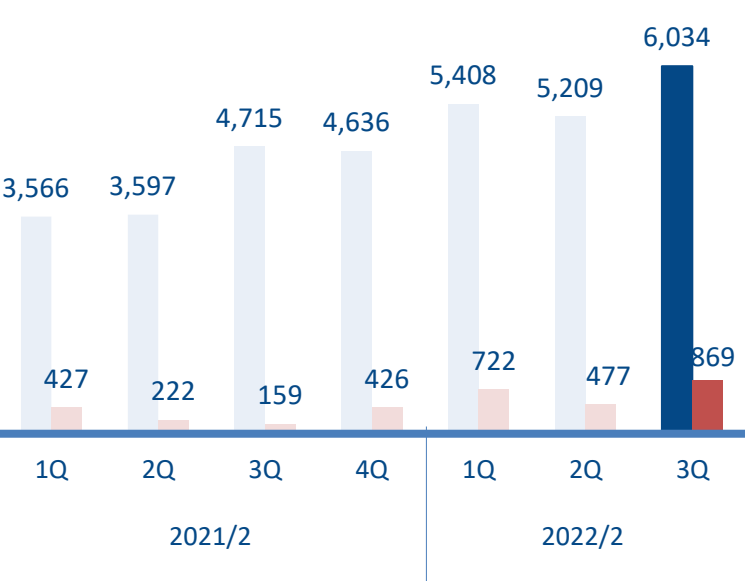


PR and Advertising Business (By Region)

In 3Q, business in Japan such as for PR strongly drove performance, compensating for the slump in the business overseas.
In 4Q, we expect to recover a certain degree of loss in the overseas business caused by COVID-19 thanks to the strong performance of the business in Japan.

Net Sales: 6,034 million JPY (Japan) / 869 million JPY (overseas)

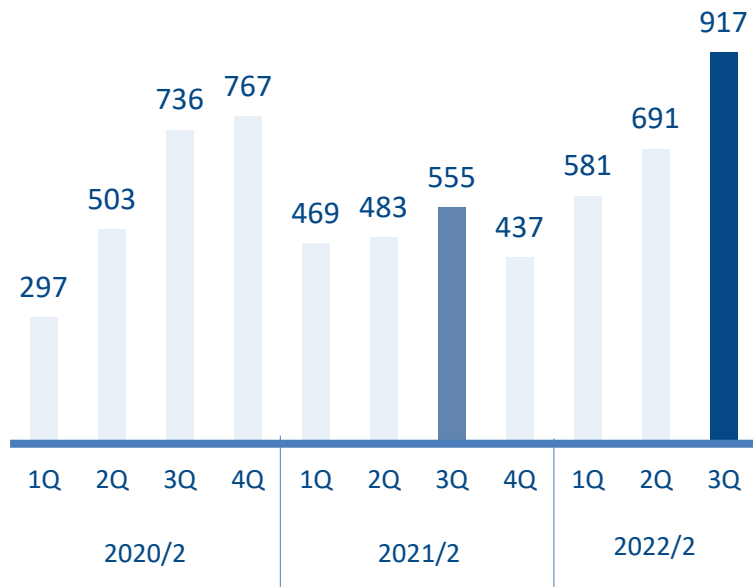
Operating Profit/Loss: 719 million JPY (Japan) / -47 million JPY (overseas)



Advertising Business (Taxi Signage)

In 3Q FY2022, demand for ad placement was strong and the number of vehicles with signage increased, leading to record-high net sales. In 4Q FY2022, we will work to increase sales of the vehicle window mobility signage service while further expanding net sales.

Net Sales: 917 million JPY (165.1% YoY)



GROWTH



Digital signage has been installed for rear seat passengers in approx. 12,500 vehicles.

Over 45% of taxi users in Tokyo have been covered, with video advertisements and media content reaching roughly 7.5 million people.

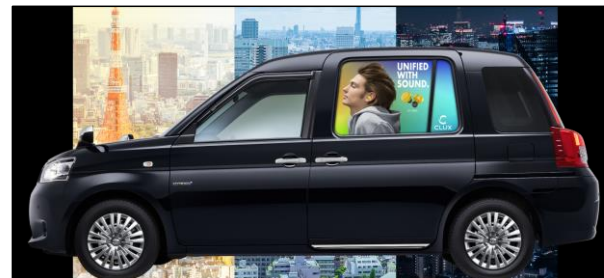
Vehicle Window Mobility Signage Service "Canvas"

Japan's first vehicle window mobility signage service "Canvas" was 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

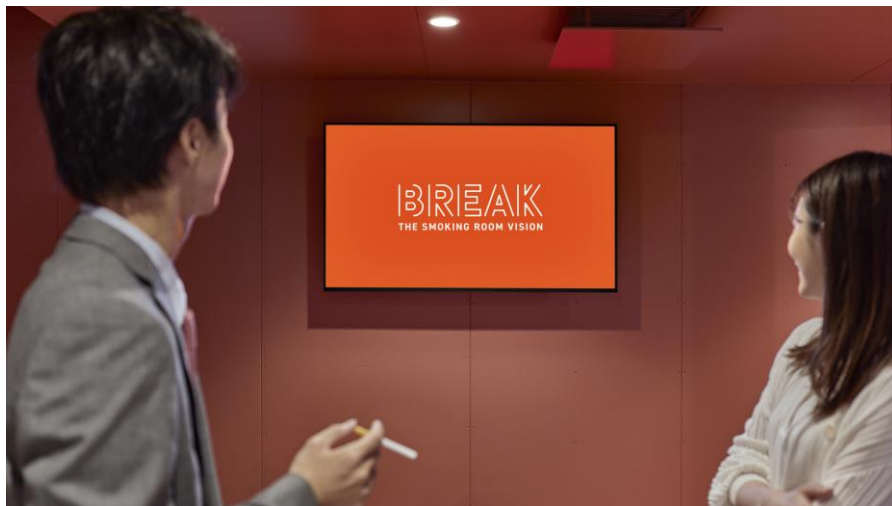
12 million people

Operating area

23 wards of Tokyo

Smoking Area Signage Media Service “BREAK”

BREAK, a smoking area signage media service, was launched in September 2021 in collaboration with office buildings in Tokyo. Targeting business people, it delivers video advertisements and media content suited for break times in smoking areas.



Using media signage, BREAK targets business people and delivers video advertisements and media content suited to break times in smoking areas.

Area covered

23 wards of Tokyo

Media also distributed to some other areas

No. of people reached

540,000

Monthly total

Audio

ON

Office buildings

50

Number of units planned to be installed by the end of September

Monitor size

55 inch

The smallest size is 32 inch

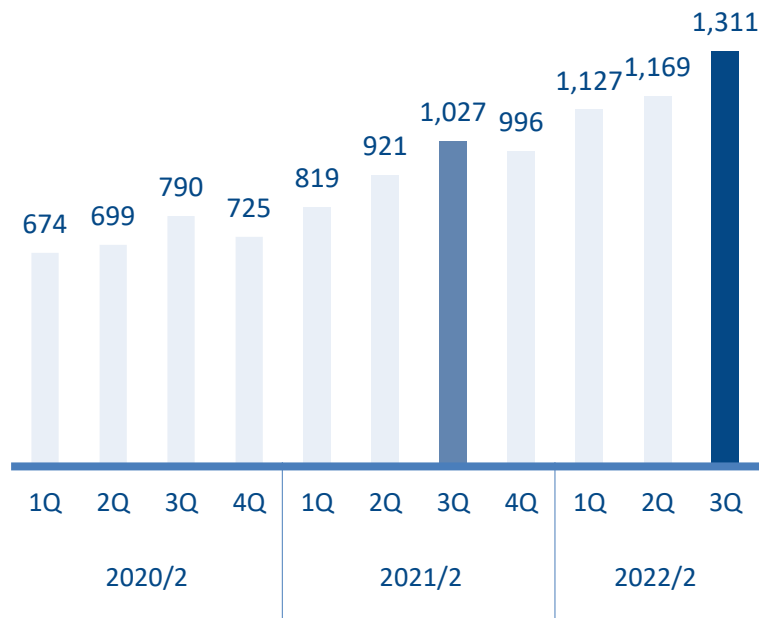
Measurement method

AI Camera

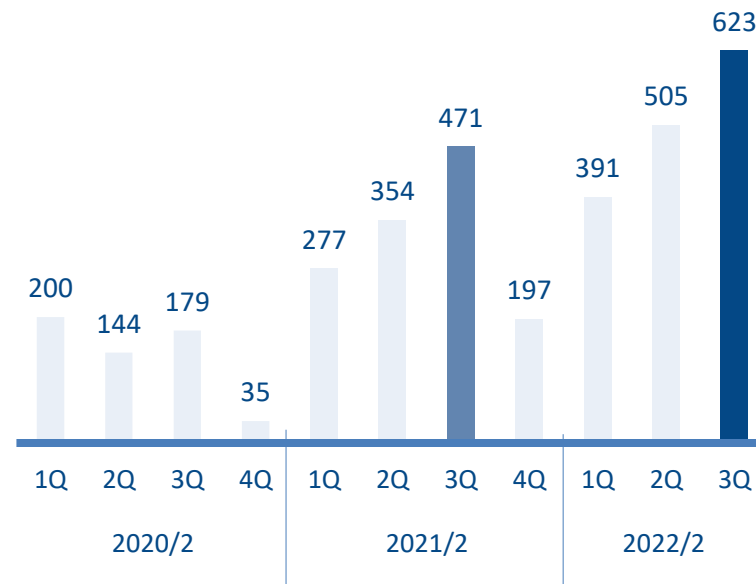
Press Release Distribution Business (PR TIMES)

In 3Q FY2022, the number of user companies surpassed 62,000, resulting in **record highs both in net sales and operating profit**.
In 4Q FY2022, we will continue to develop new functions for PR TIMES, while working to further increase the number of user companies.

Net Sales: 1,311 million JPY (**127.6%** YoY)



Operating Profit: 623 million JPY (**132.1%** YoY)



Trend in Number of User Companies

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

More than 62,000 user companies, used by 49% 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の使い方 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 49% 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、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、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



Published in more than 300 publications!



Number of user companies

62,000

Nov. 2021

50,000

Feb. 2021

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

36,000

Feb. 2020

28,000

Feb. 2019

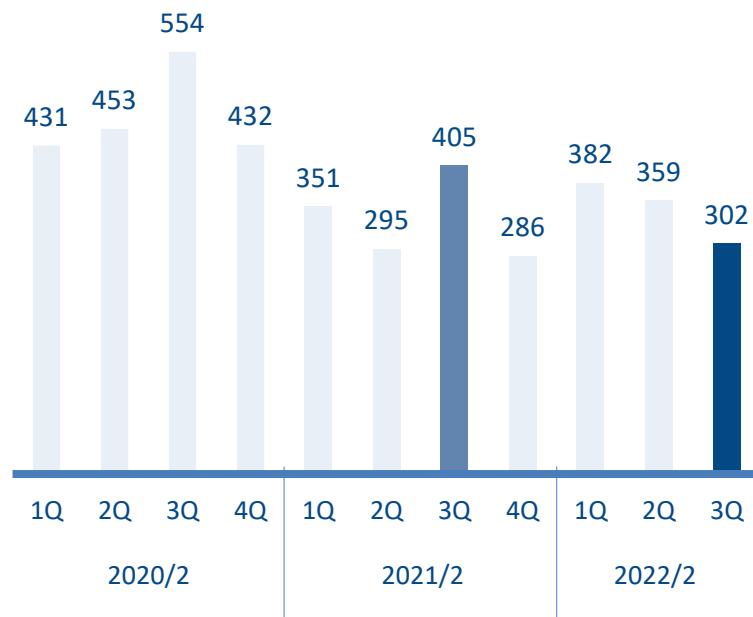
21,000

Feb. 2018

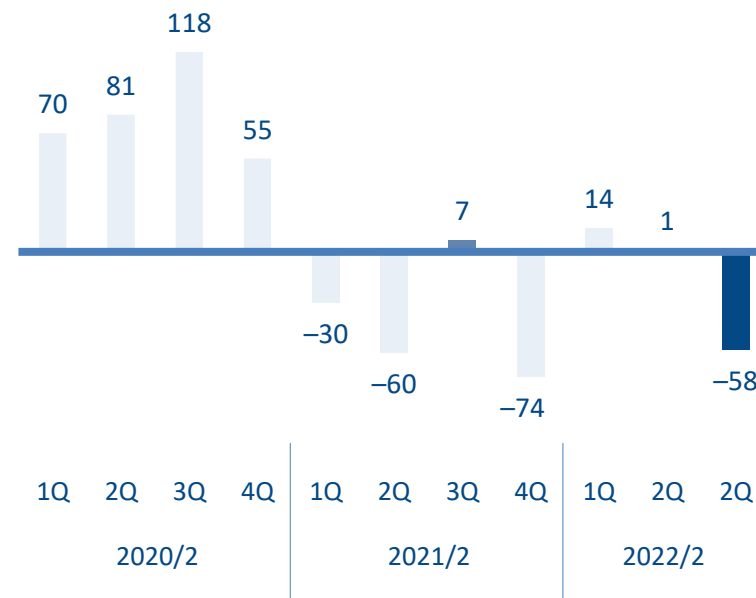
Video Release Distribution Business (News TV)

In 3Q FY2022, an operating loss was recorded as business activities were significantly restricted due to the declaration of a state of emergency. In 4Q FY2022, we aim to achieve profitability for the full-year through expansion of orders received by training sales personnel and strengthening services.

Net Sales: 302 million JPY (74.7% YoY)



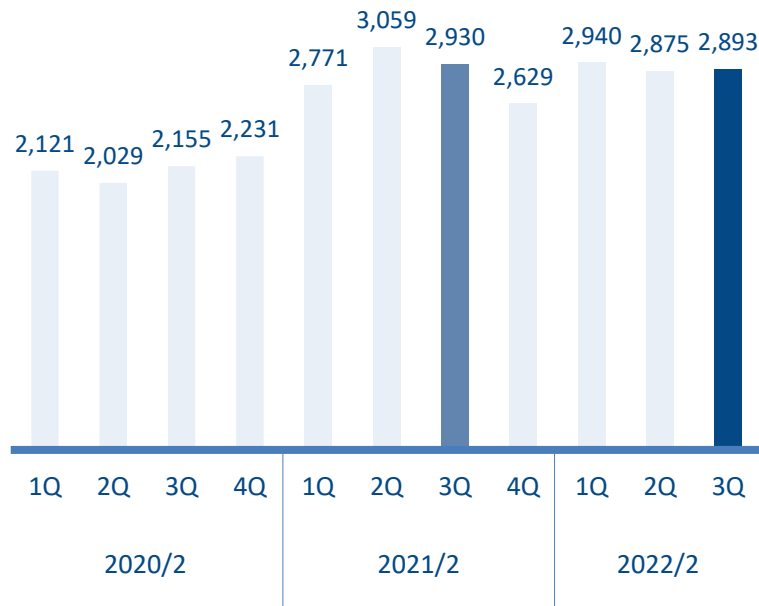
Operating Loss: 58 million JPY (Down 66 million JPY YoY)



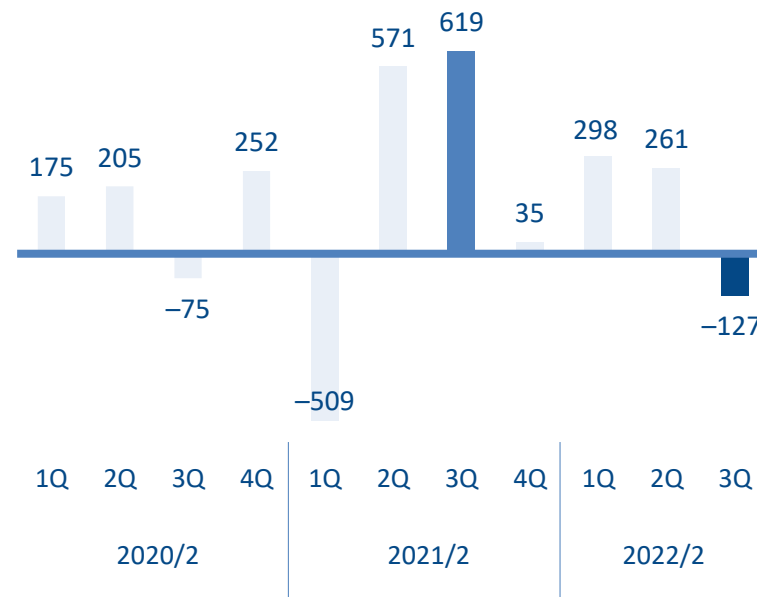
Direct Marketing Business

In 3Q 2022, an operating loss was recorded due to accelerating investment in advertising again to acquire new customers.
In 4Q 2022, we will secure an operating profit by investing in advertising, expecting higher growth than in FY2021.

Net Sales: 2,893 million JPY (98.8% YoY)



Operating Loss: 127 million JPY (Down 747 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 8.5 million.**



The only powder in the world that releases Vitamin C 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

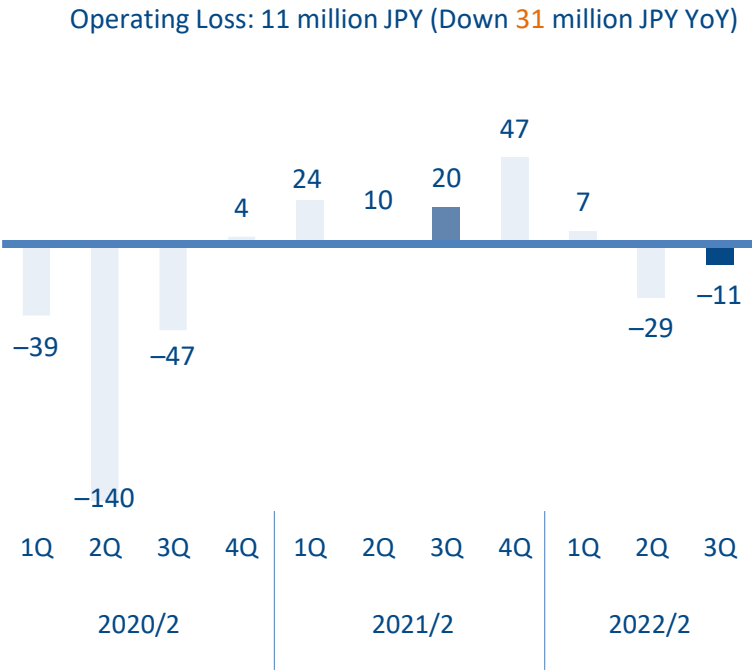
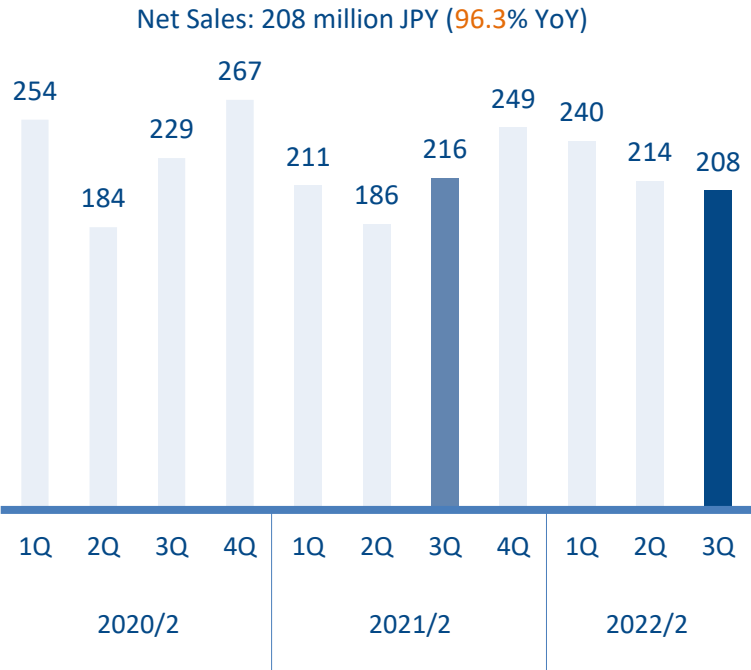


2,850 million JPY
Feb. 2018

1,860 million JPY
Feb. 2017

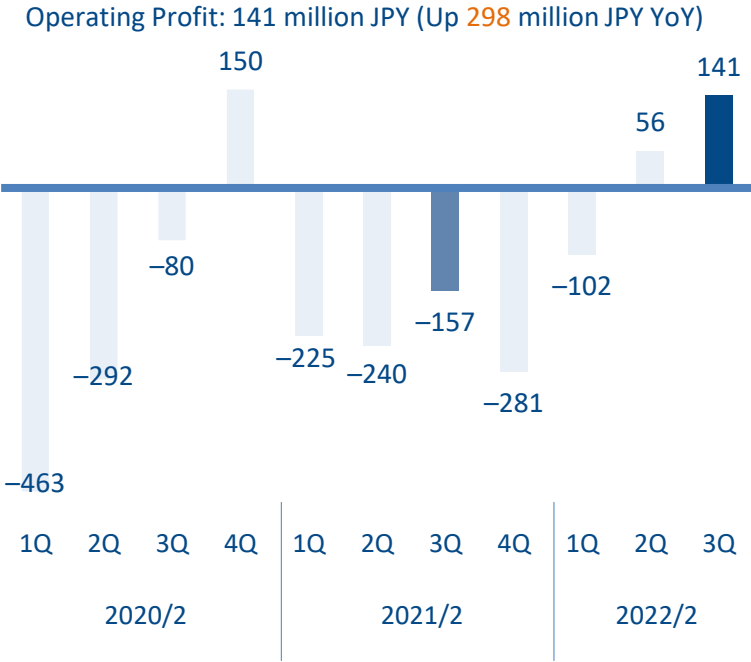
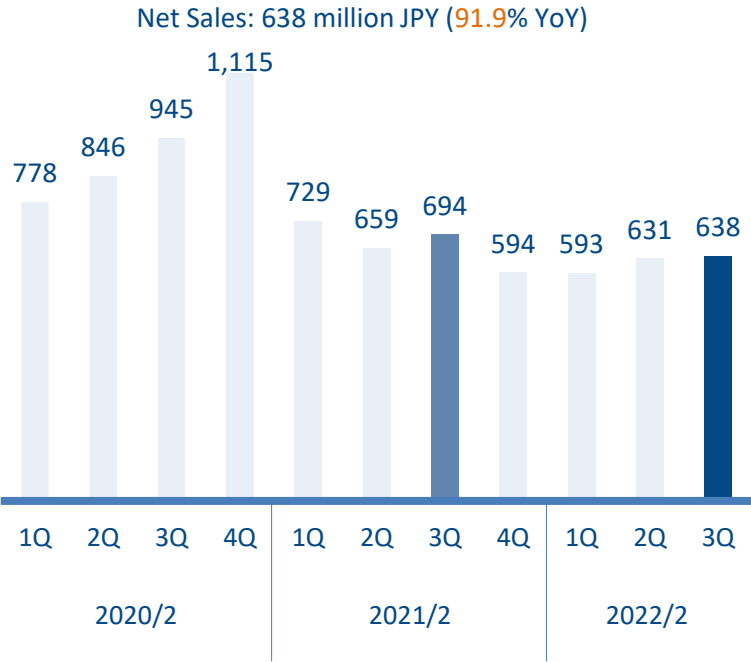
Media Business (Smart Media)

In 3Q FY2022, while sales for owned media were favorable, advance investments in CMS led to an operating loss.
In 4Q FY2022, we expect to achieve a profit for the full-year by building up subscription earnings in the Owned Media Business.

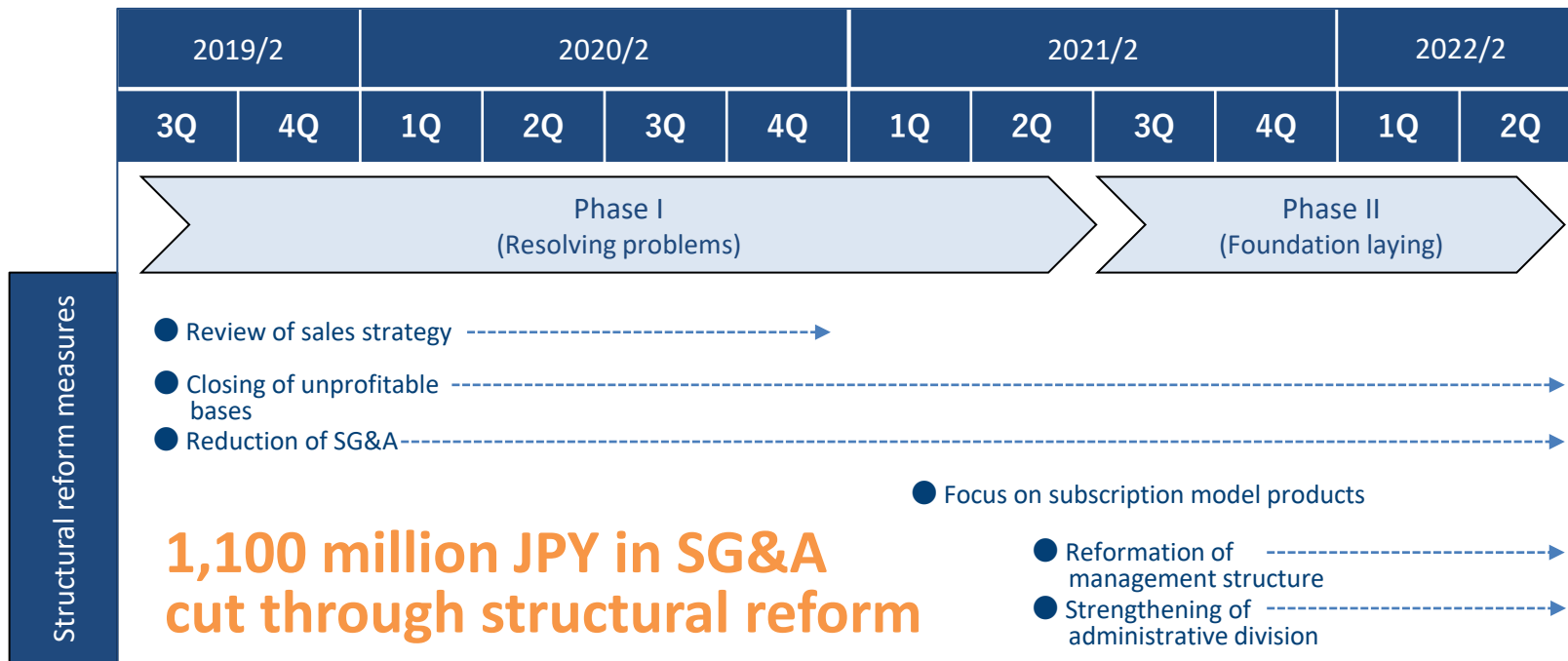


In 3Q FY2022, an **operating profit of 141 million JPY was secured**, with results further manifesting from efforts in developing and optimizing the business structure.

In 4Q FY2022, we will run promotions to strengthen sales of SaaS-based products, expecting to achieve targets for the full-year.



Past Structural Reform Efforts



Due to structural reform efforts that we have carried out since FY2019, in FY2022 we expect to cut 1,100 million JPY in SG&A compared to FY2021, and achieving a **full-year profit is now within range.**

Human Resources Business Outlook

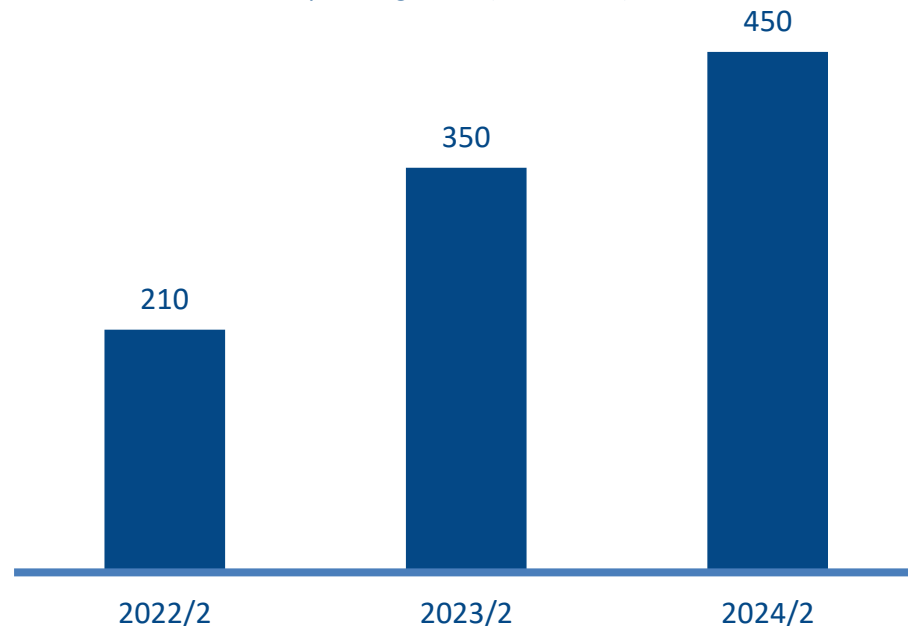
Through strengthening sales of SaaS-based products and increasing retention by improving customer satisfaction, we have expanded the subscription ratio and created a stable earnings foundation. Operating profit in FY2024 is projected to climb to 450 million JPY on the back of stable profits achieved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

Personnel evaluation cloud “Ashita Cloud”



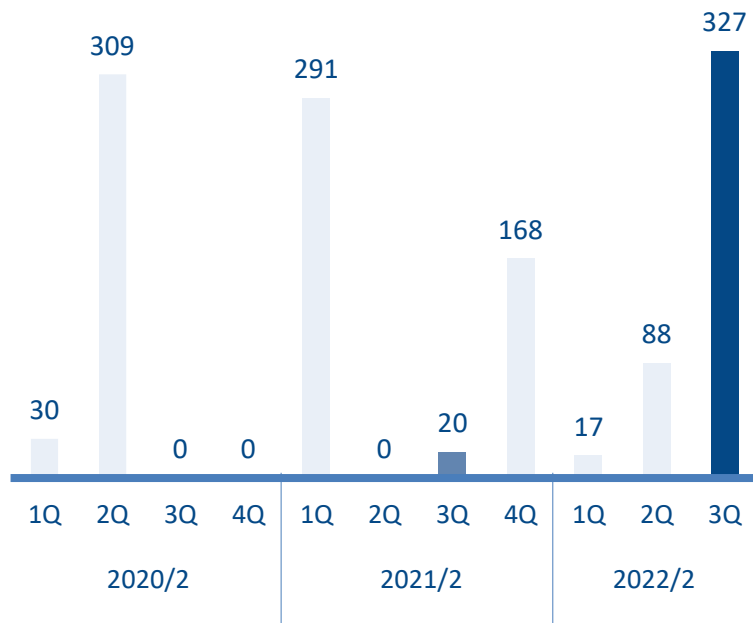
Build up subscription earnings by strengthening sales of SaaS-based products

Operating Profit (million JPY)

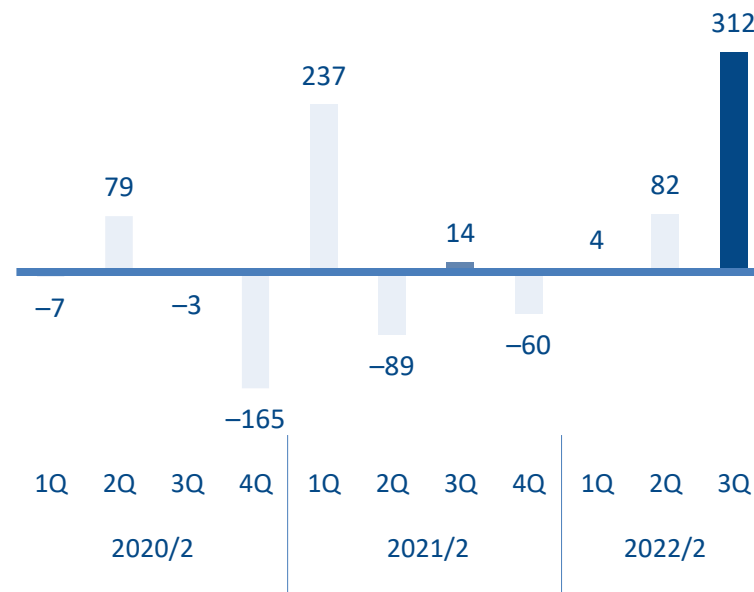


In 3Q FY2022, an operating profit was secured due to the partial sale of shares held, exceeding loss on valuation of securities.
In 4Q FY2022, we intend to sell shares held in accordance with market trends and record write-downs based on the situations of our investees.

Net Sales: 327 million JPY (Up 306 million JPY YoY)



Operating Profit: 312 million JPY (Up 298 million JPY YoY)



Consolidated Profit and Loss

| (million JPY) | FY '21 Q3 | FY '22 Q3 | Difference | YoY |
|---|-----------|-----------|------------|---------|
| Net sales | 27,522 | 34,294 | +6,771 | 124.6% |
| Gross profit | 18,304 | 21,805 | +3,500 | 119.1% |
| EBITDA | 2,519 | 4,488 | +1,969 | 178.2% |
| Operating profit | 2,016 | 3,850 | +1,834 | 191.0% |
| Ordinary income | 2,193 | 4,085 | +1,892 | 186.3% |
| Profit before income taxes | 2,184 | 4,067 | +1,882 | 186.2% |
| Profit attributable to owners of parent | 75 | 1,614 | +1,539 | 2146.8% |

Consolidated Balance Sheet

| (million JPY) | FY '21 Year End | FY '22 3Q End | Difference | YoY Change |
|--|-----------------|---------------|------------|------------|
| Total assets | 30,057 | 31,809 | +1,752 | 105.8% |
| Cash and deposits | 10,860 | 11,927 | +1,067 | 109.8% |
| Goodwill | 595 | 447 | -147 | 75.2% |
| Operational investment securities + investment securities | 8,057 | 6,962 | -1,095 | 86.4% |
| Other | 10,544 | 12,472 | +1,928 | 118.3% |
| Total liabilities | 15,202 | 15,558 | +355 | 102.3% |
| Borrowings + bonds | 6,457 | 6,497 | +39 | 100.6% |
| Other | 8,744 | 9,060 | +315 | 103.6% |
| Net assets | 14,854 | 16,251 | +1,397 | 109.4% |

Medium-term Profit Plan

Medium-term Profit Plan

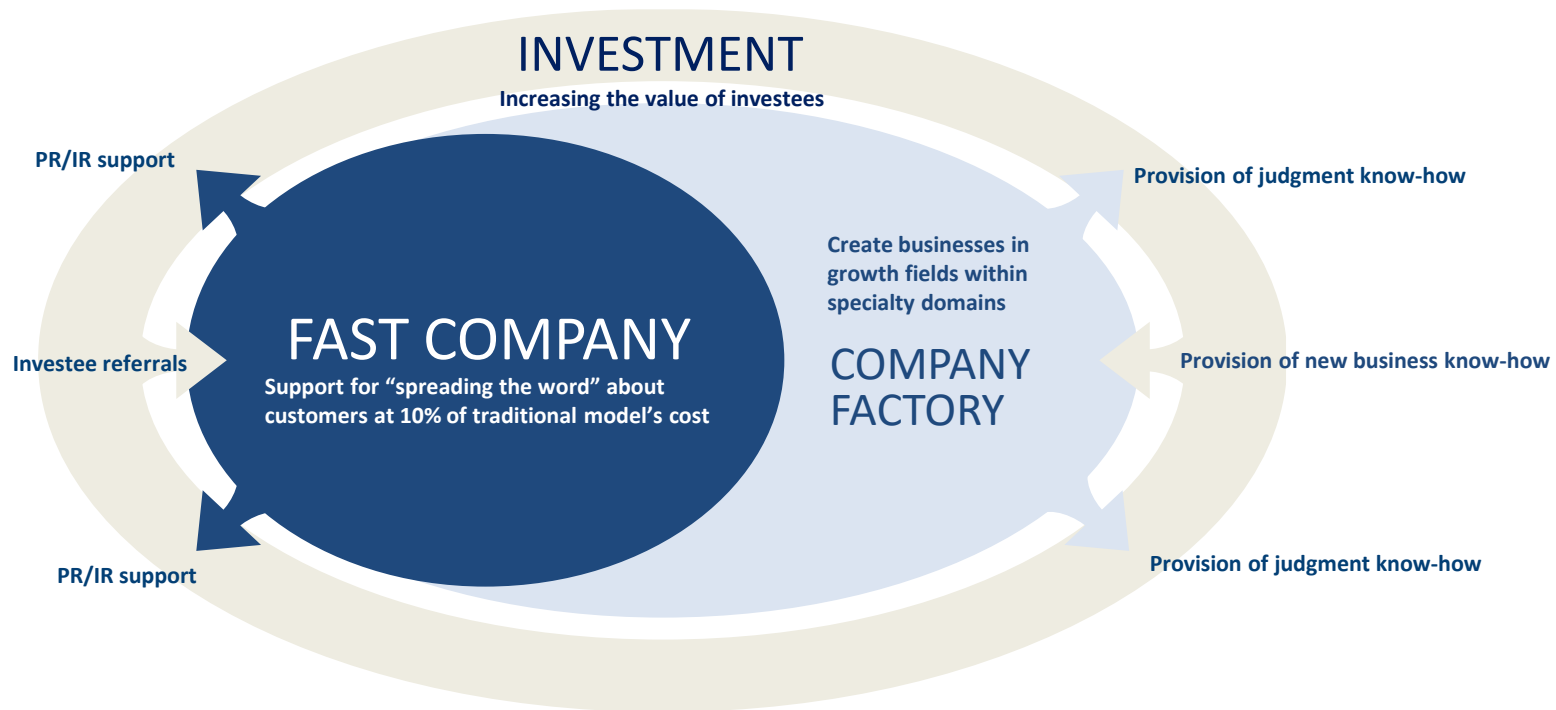
| Medium-term Profit Plan (million JPY) | FY '20 (Results) | FY '21 (Results) | FY '22 (Revised Forecast) | FY '23 (Target) |
|--|---------------------|---------------------|------------------------------|-----------------|
| EBITDA* | 3,766 | 3,003 | 5,520 | 6,660 |
| Operating profit | 2,891 | 2,314 | 4,800 | 6,000 |

- For FY2022, we expect EBITDA of 5,520 million JPY and operating profit of 4,800 million JPY.
- For FY2023, we expect 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 8 JPY per share in FY2022.



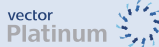








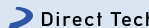











*EBITDA = Operating profit + Depreciation + Amortization of goodwill

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.

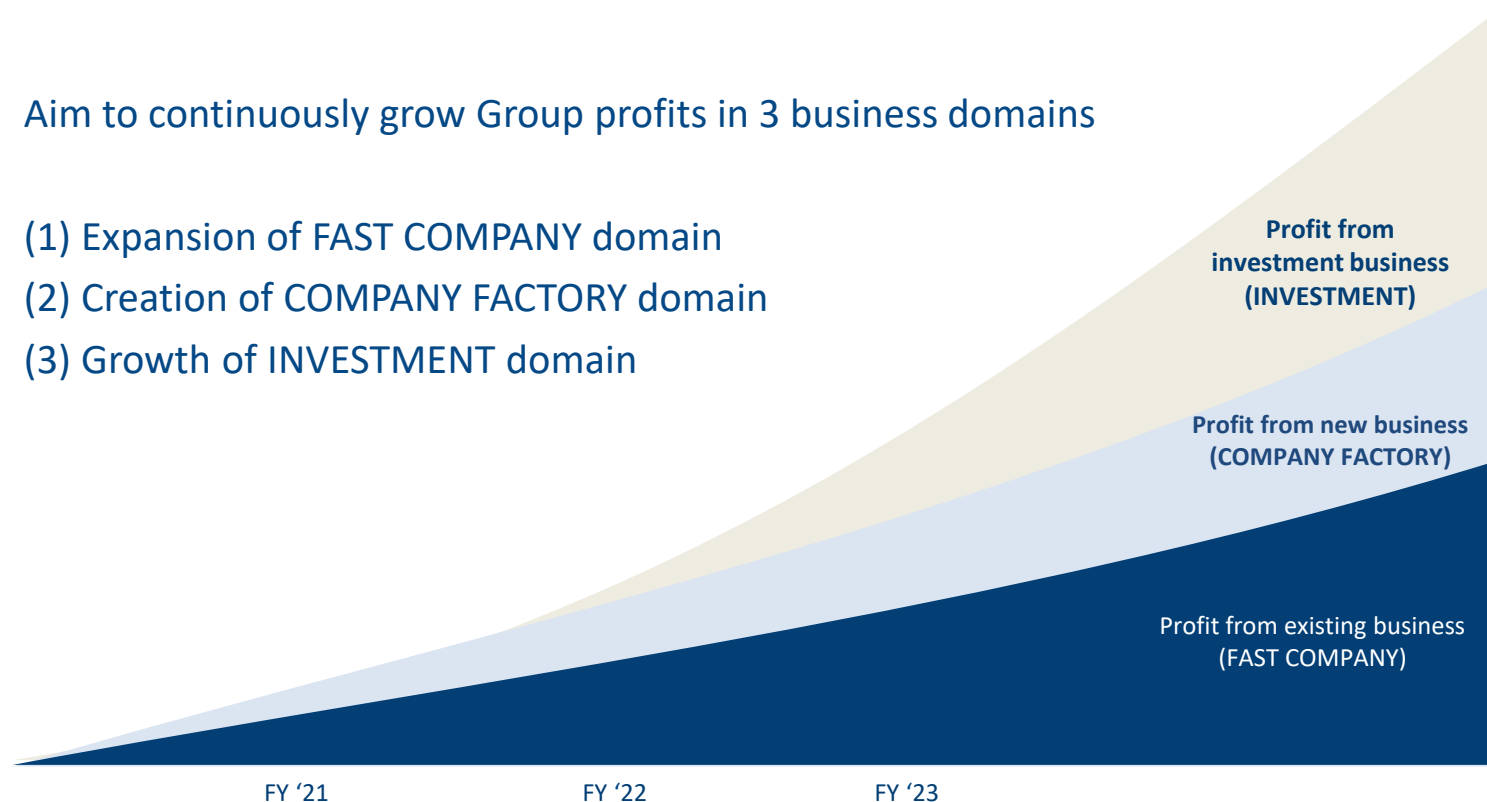


Businesses Comprising VECTOR Group

| FAST COMPANY | COMPANY FACTORY | INVESTMENT | | |
|--|--|------------|--------------|--|
| PR/Press Releases/Video/Media | D2C | Investment | | |
| <div></div> <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></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><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></div><div></div></div></div> <div><th>HR</th><div><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></div></div> <div><th>New Business</th><div><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></div><div></div><div></div><div></div><div></div></div></div></div> | HR | New Business | <div><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></div><div></div></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

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% |

*Source: PRWeek Top Consultancies 2020: Asia-Pacific

Ranked #1 for Asia
in *PRWeek*

From #1 PR Firm in Asia...

...to #1 PR Firm Worldwide

Further expand domains
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 central table. The text is overlaid on the image.

...by becoming a Fast Company in Advertising Industry

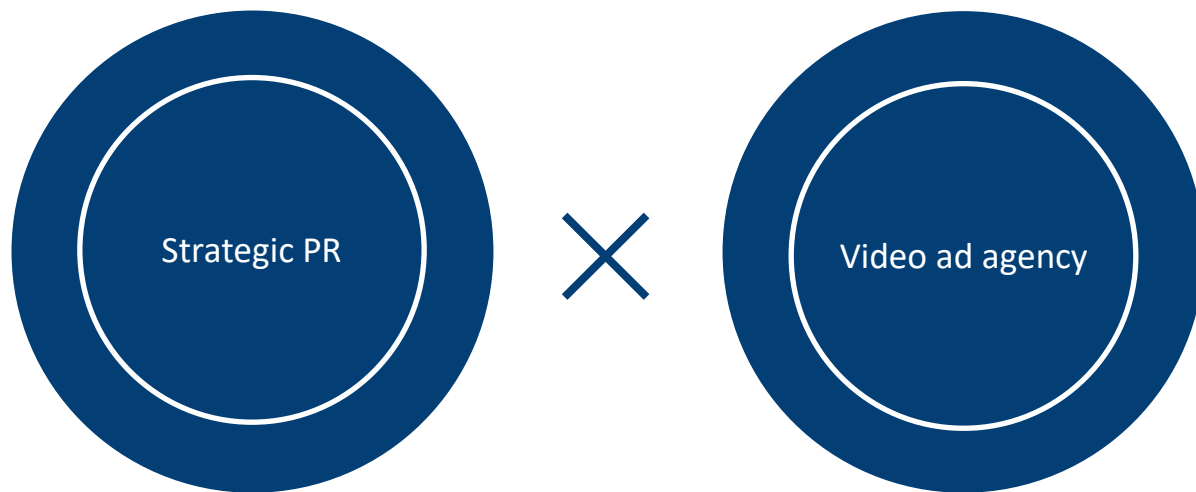
Target advertising market worth 6 trillion JPY

Advertising industry disrupter

“Low Cost” “Middle Quality” “Speedy”

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

Accelerate growth by combining our subscription model-focused
PR strategy with our function as a video ad agency.



"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 Releases | Influencers | Digital Marketing | Risk Management |
|  <p>#1 press release service in Japan with 62,000 clients. Used by 47% 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>Smartmedia</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 PR BANK, a cloud-based service for the measurement and analysis of PR effectiveness

3
Hiromeru

Ad industry e-commerce site that sells various services of existing businesses (taxi advertising, social media strategies, etc.)

1 Video News

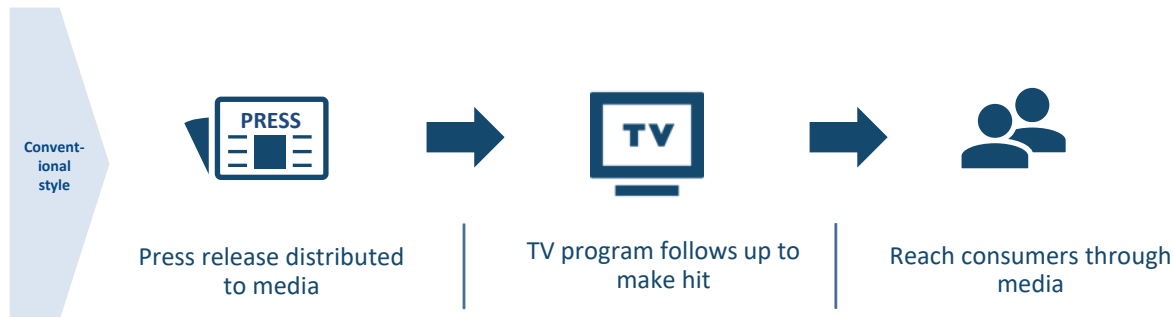
PR and video ad agency

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

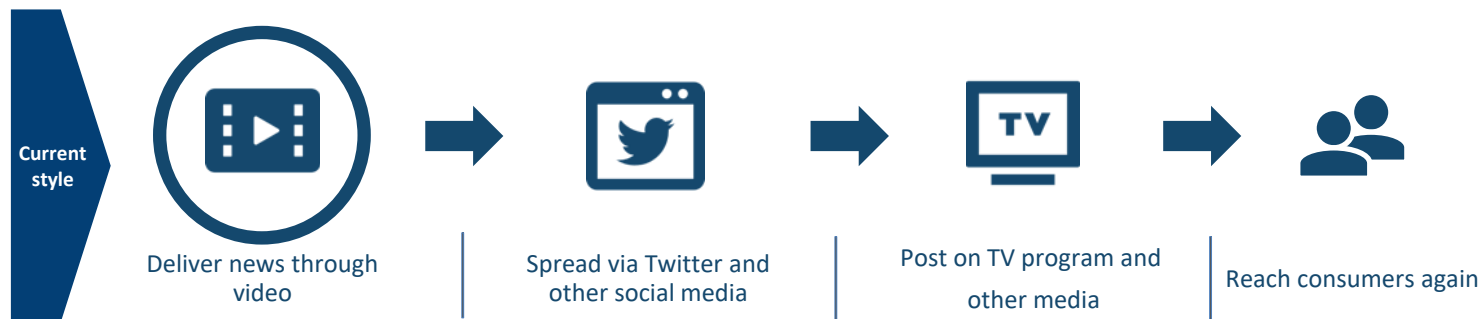
Information dissemination based on press release

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

Owing 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.

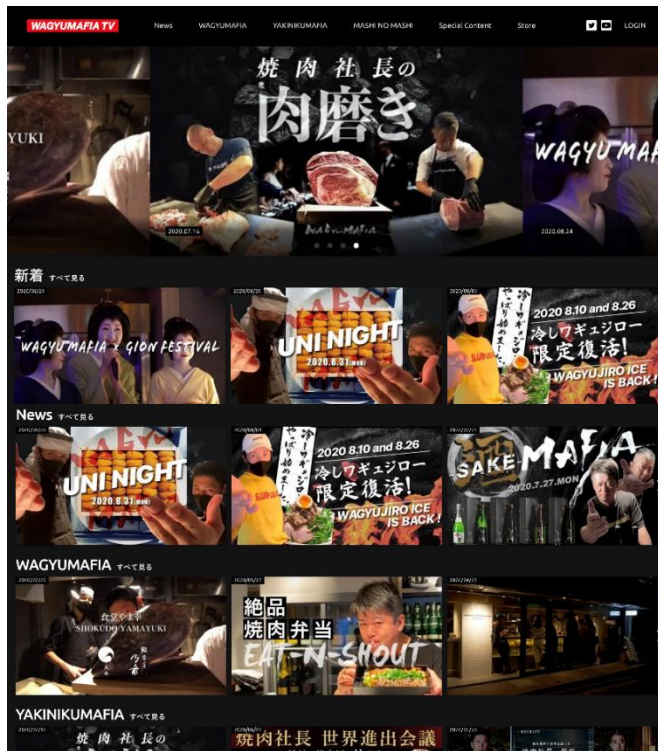


Key message: Tomoyoshi Nishiyama's biggest challenge of his life as a restaurateur



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



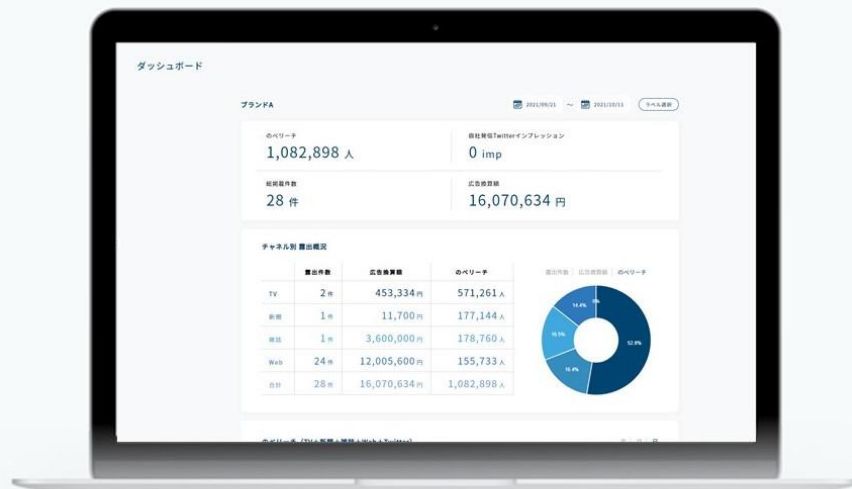
2 DX

DX in the PR industry

Utilize the digital data accumulated within the VECTOR Group to build PR BANK,
a cloud-based service for the measurement and analysis of PR effectiveness

To support data-driven PR activity for our clients, we have scheduled the launch of PR BANK, a cloud-based solution that can provide measurement and analysis of PR effectiveness

PR効果を自動で可視化



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

hiromeru 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 ▼

hiromeru 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 |
| サー／ ステイング | タレント (Talent Bank) | ドキュメンタリー | タクシー広告 (GROWTH) | スポンサーPR |
| 広告運用 | ライブ配信／コマース | インフルエンサー (Influencer Bank) | 動画生成ツール (SoVec) | CPM／個人情報管理 (Trust360) |
| 管理広報 | SNS運用 | 記事型サウンドメディア | 有識者／KOL | WEB／LP制作 |
| ネットレニング | 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) | CM | CI／ロゴデザイン制作 |
| | | | | マーケティング効果／分析 |

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・ライブ中継

ASK



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～



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医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!最新×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～



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～



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ー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リーバ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～

Introducing JOBTV

JOBTV is a recruitment matching platform where users can view unlimited company information videos. Launched on November 18, 2021, it enables generation Z to use video resumes for their job hunting.



<https://jobtv.jp/> (in Japanese only)

What is JOBTV?

JOBTV is a service that solves issues of both job-seeking students and companies. Speedy matching is achieved by leveraging video in the initial recruitment processes.

Job-seeking students

1. Netflix-like search option makes browsing job post videos a breeze!
2. Show off your best to employers easier with a self-introduction video!
3. Learn more about companies in introduction videos without needing to go to information sessions!



Companies

1. Highlight why candidates should join your company with a video introducing your firm and the positions you are hiring for!
2. Quick and easy applicant screening through video!
3. Reach out to job-seekers directly with scout mails!

Image of the Screen for Job-Seekers

Company information videos for over 350 participating companies can be easily searched via the Netflix-like UI design.

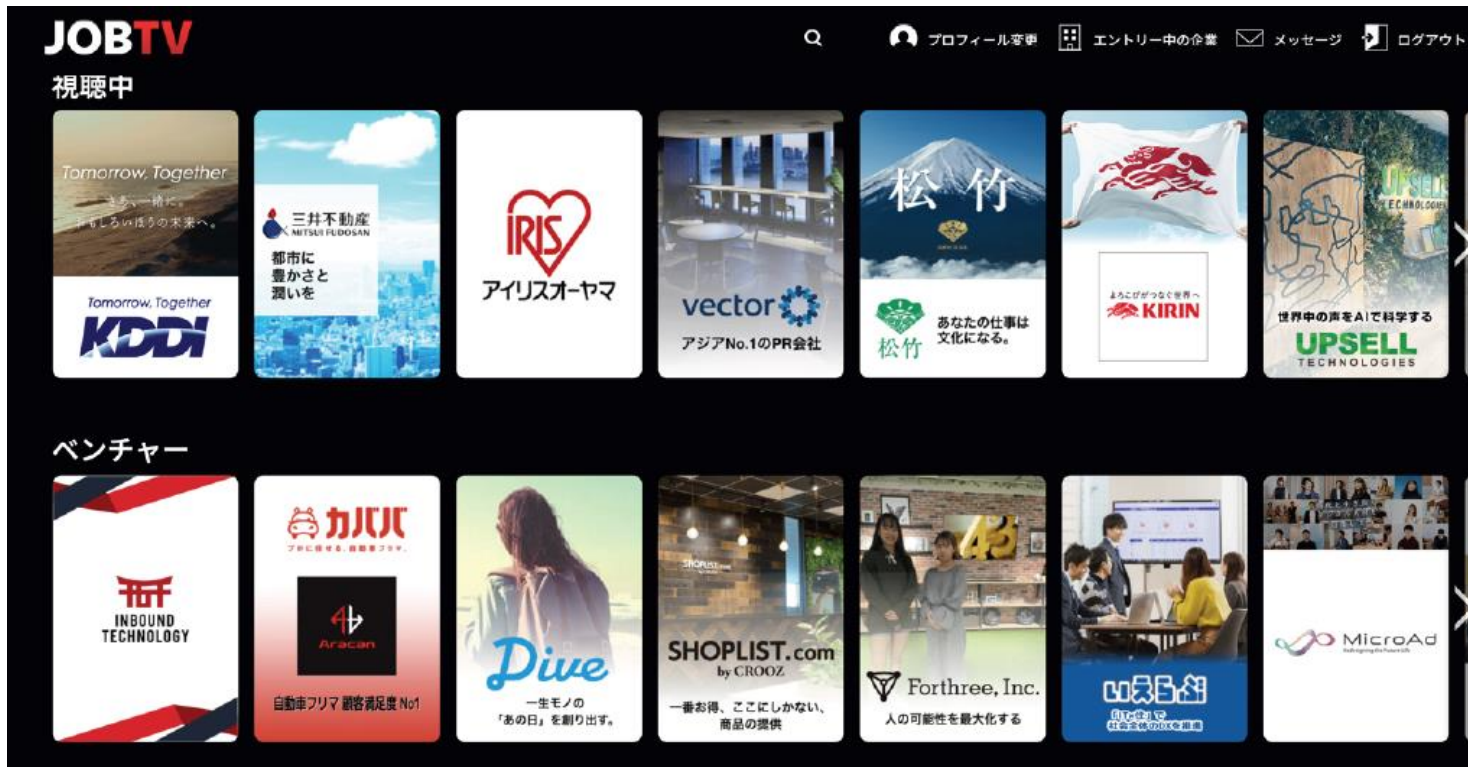


Image of a Company Information Video

Use video to easily explain to job-seekers how your firm is unique, which is difficult to communicate through text alone.



Reduce mismatching at interviews by getting a proper impression of applicants through videos, which is difficult to gain otherwise.



JOBTV solves the issues of both job-seeking students and companies.

Value of

JOBTV

View videos of outstanding companies,
from major corporations to start-ups

Value of

JOBTV

More and more Job-seeking students
throughout Japan are currently registering

Value of

JOBTV

Significantly reduce the process
involved in recruitment activities

Value of

JOBTV

Users are gathered through promotions
by Asia's No.1 PR company

Value of

JOBTV

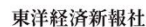
Rules for publication and viewing are in
place to protect privacy

Value of

JOBTV

Video recording, distribution, and job
postings are all free of charge

User Companies (Example/In Random Order)



Over 350 participating companies

Investment Performance

Most Recent IPOs Invested In

Supporting corporate growth through investment and PR/IR (total of 25 IPOs)
 Last One Mile was newly listed in the TSE Mothers Index, making it five IPOs in FY2022 to date.

| Date of listing | Company name | | Market |
|--------------------|---|------------------------|-------------|
| November 24, 2021 |  | Last One Mile Co.,Ltd. | TSE Mothers |
| September 28, 2021 |  | Livero | TSE Mothers |
| September 28, 2021 |  | ROBOT PAYMENT | TSE Mothers |
| July 6, 2021 |  | BCC Co.,Ltd. | TSE Mothers |
| June 29, 2021 |  | Waqoo | 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 and Services



Fintech and Real Estate Technology



Human Resources-Related



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.