

SE Holdings and Incubations Co.,Ltd.

SEH&I

Corporate Brochure

Real Interface for IT
Mobile & Online
Business
Technology
Information
IT Education & HR





Pursuing sustainable long-term growth

SE Holdings and Incubations Co ,Ltd

SE H&I

SE Holdings and Incubations (SE H&I) Group is an enterprise which pursues sustainable long-term growth by contributing to the society through proactive participation in the growth of markets such as the information industry. Because our growth is both supported by the evolution of technologies and service and grounded in the progress of whole market and industries. We also incubate new businesses and promote their entries into markets, which we believe will ultimately result in revitalization of our target markets. "Improving our growth efficiency by developing a robust business foundation across target markets and by decreasing risks in each business" is our operation principle, and through these efforts, we have been working on forming an enterprise group consisting of a suitable combination of business entities. SE H&I Group focuses on its own growth and contribution to the society over the long term. With this focus in mind, the Group holds the basic value of "Working on truly right things" at the core of its business operation. The diverse contributions of the SE H&I Group include those to society through business activities that serve to the IT technologies & services industry, to the capital market by business performance improvement, and to the social infrastructure by tax payment and job creation. To become an enterprise which can realize this social value perpetually, we will keep high aspirations, work together as a team, and vigorously push forward to the future.

SE Holdings and Incubations Co.,Ltd.

Koji Hayami, President and CEO

Integration of core competencies that create the future

SE Holdings and Incubations Group (SE H&I Group) was established in October 2006 by shifting all the business operation of Shoeisha Co., Ltd. including publishing, software networking, and corporate services businesses to a pure holding company structure. Currently, the Group undertakes the following businesses under a more efficient and highly impetus organization structure:

- IT technology information services
- Mobile internet services
- Marketing services for IT-related enterprises
- Store operations utilizing IT technology
- Development of IT engineers and human resources services

In these five strategic investment areas, the Group works on maximizing business value by business positioning, proactive incubation in the IT industry, and the forming of an enterprise group.

**SEH&I**

SE Holdings and Incubations Co.,Ltd.

IT technology information services

**SE 翔泳社**

SHOEISHA Co.,Ltd.

SEAcademy

SEAcademy

Mobile internet services

**SE M&O**

SE Mobile and Online Co.,Ltd.

Marketing services for IT-related enterprises

**SEDesign**

SE Design Co.,Ltd.

Store operations utilizing IT technology

**Game Goose**

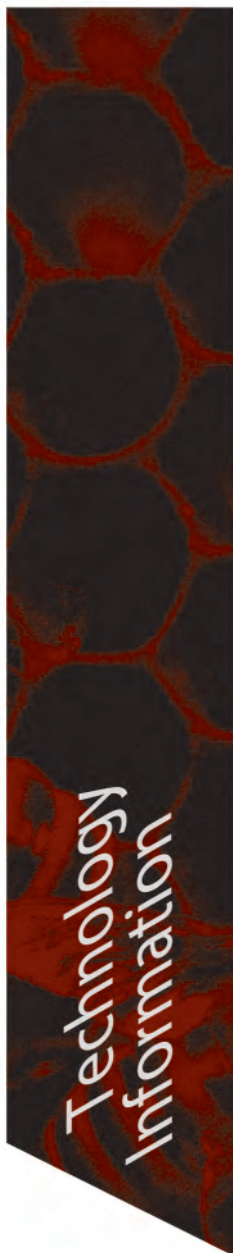
Game Goose Co.,Ltd.

Development of IT engineers and human resources services

**SEplus**

SEplus Co., Ltd.





Technology Information

SE 翔泳社

SHOEISHA Co.,Ltd.

<http://www.shoeisha.co.jp>

We amass high-quality contents toward a new publishing business

The publishing business is undergoing a diverse evolution. With the provision of high quality content as one of its core competencies, and with leading edge technology at its core, Shoeisha Co., Ltd. is developing its businesses in education, personal computing and design, and business and culture. In addition to paper media such as books and magazines, Shoeisha also provides customized optimal content for a variety of media including e-books, e-learning, online magazines, software, events, seminars, distance learning and much more.

■Technology

In addition to content that supports the core technologies of an information based society such as mobility, the cloud, networks, security, databases, programming and other technologies, Shoeisha provides the latest content required for managing development projects, including interpersonal and communications skills.

■Education

Shoeisha provides a wide range of test preparation information from the core areas of application operation levels sponsored by IT vendors and public institutions, to technological certifications requiring advanced development and operational skills, as well as financial, legal and even general certifications. Together with this, Shoeisha provides various content to help improve business skills and advance individual careers.

■Personal computing & design

With a foundation of content designed to provide users with a more fulfilling digital lifestyle, Shoeisha also provides the latest content that allows users to fully utilize the ever-expanding range of social networking services, smartphones, tablets and more. In addition, Shoeisha also makes available optimal content for all users, from beginner to professionals, on web design, DTP, computer graphics, and more.

■Business & culture

Centered on management, marketing and finance, Shoeisha provides everything from the latest know-how that supports the skills required for daily business life and advancing individual careers to "truly useful" content that meets the needs of modern business, which continues to become more borderless and globalized at an increasing rate of speed.

■SEshop.com

SEshop.com is an online "boutique" for everyone involved in computing, including programmers, engineers and even business users. In addition to Shoeisha publications, the shop boasts a wide selection of products including tickets to various seminars, and most notably, a selection of 1,500 software products for developers.



Technology Information

SE Academy

SHOEISHA Academy Co.,Ltd.

<http://www.shoeishaacademy.co.jp>

Educational business for electrical engineers

We manage correspondence courses to pass the examination of the electricity chief engineer which is a big value National qualification because of the low pass rate, and which has high needs from companies even at the time of recession. Also, we have correspondence courses of the qualification of electrical engineering technicians who are engaged in electrical constructions of some facilities and conventional homes. The high quality lectures by experienced teachers and the effective supports by our professional staffs provide the original contents to pass their examination.

A pioneer in the networking era

SE Mobile and Online Co., Ltd., as a pioneer in the networking era, works on meeting customer demand and developing the IT market by pursuing state-of-the-art technologies and services. Corresponding to a wide variety of new technologies, our diverse operation includes a mobile contents business utilizing rich technology information, social and other games development/operation business, and enterprise system development business.

Mobile business

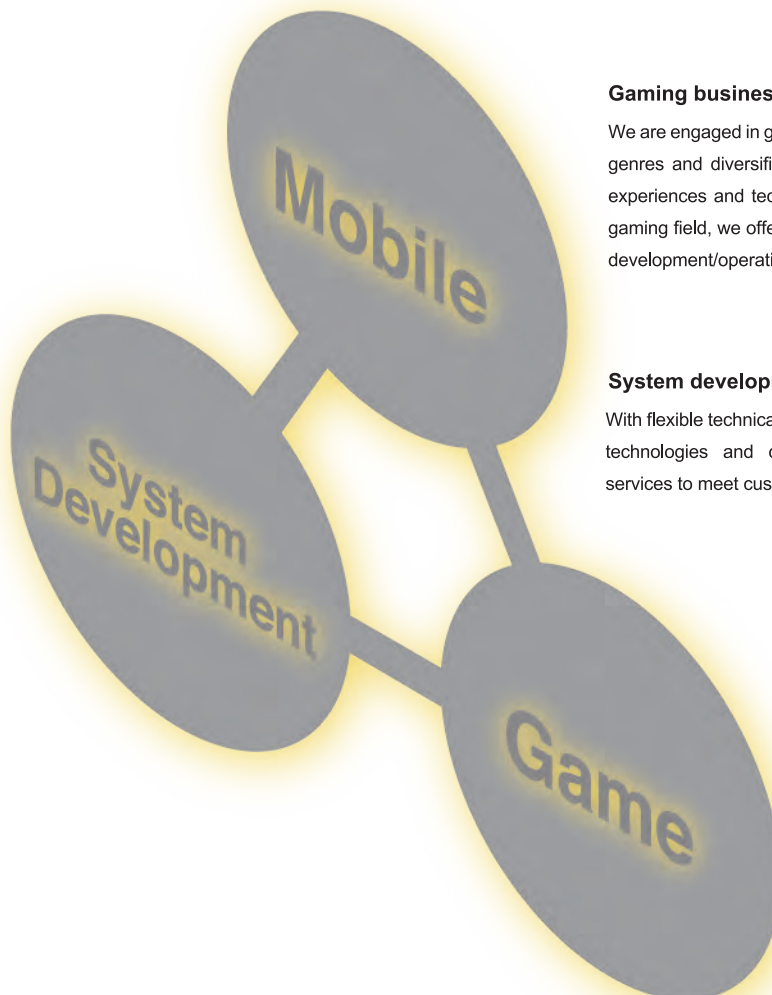
Taking advantage of deep experience accumulated from the beginning of the mobile contents market, we work on development/operation business of paid/free contents & apps as well as sub-contracting of contents development/operation for the rapidly growing smartphone market.

Gaming business

We are engaged in game development of a wide variety of game genres and diversified interfaces, based on rich development experiences and technical capacities. Particularly in the social gaming field, we offer development/operation services and joint development/operation for many gaming enterprises.

System development business

With flexible technical capabilities that can be utilized on diverse technologies and devices, we offer system development services to meet customer needs.

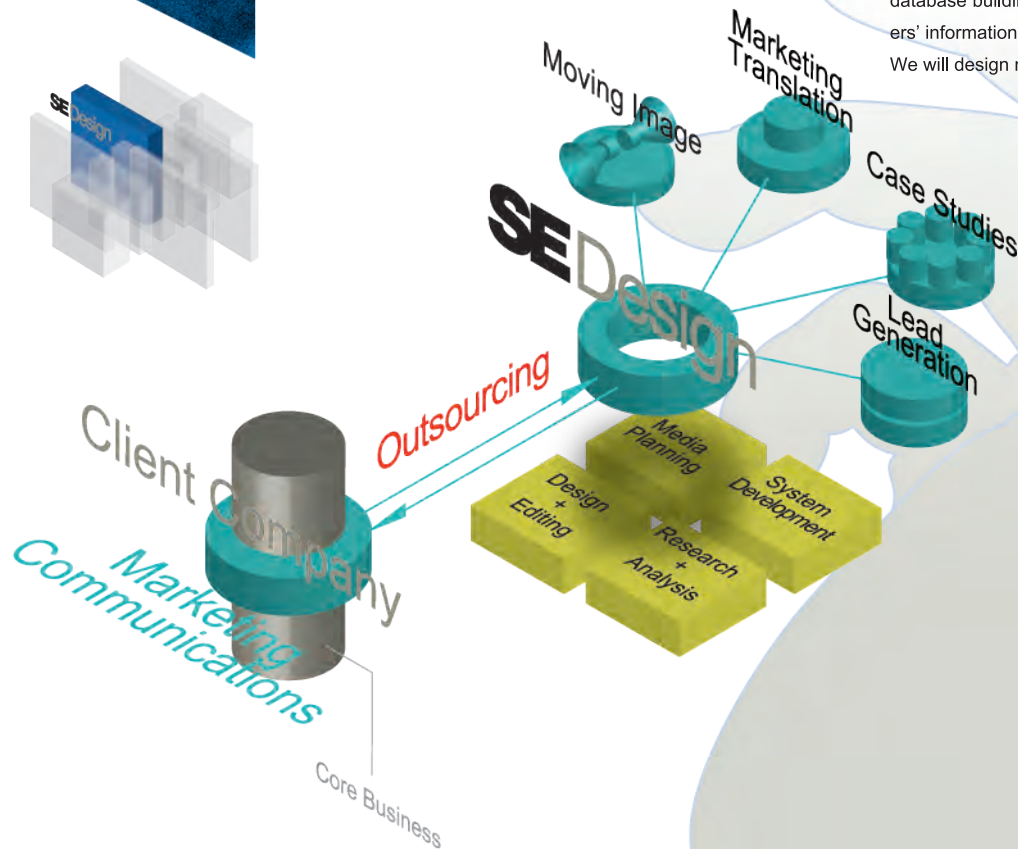


Communication design creates enterprise value

With the rise of cloud computing and the growth of information devices such as smartphones and tablet PCs, the online media world has become richer and deeper in recent years. This means that businesses now need to shift their marketing strategies to one that can improve the cost efficiency of product information management and branding and accomplish higher performance. In the ever-changing media environment, SE Design Co., Ltd. always pursues the best communication approach for enterprises, and designs suitable communication for each business and their products/services.

Support for businesses' marketing communication

Businesses need a robust identity and flexible media strategy to promote themselves and their brands through complex and diverse media channels. In addition, they require a suitable brand design for effective campaigns, precise target analytics, an integrated information delivery plan for printed media and online media, organization of events and seminars, a campaign plan to attract more customers, an appropriate lead generation approach, and consistent digital asset management for all these marketing efforts. SE Design can offer integrated communication design for businesses from contents editing to database building. Our goal is to deliver our business customers' information to their markets in the most suitable approach. We will design new communication for our customers.



Game Goose

Game Goose Co.,Ltd.

<http://www.gamegoose.co.jp>



Management of Amusement Arcades having claw cranes as main machines

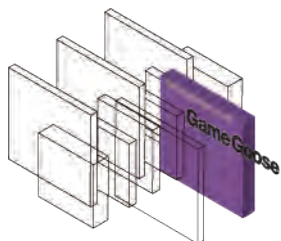
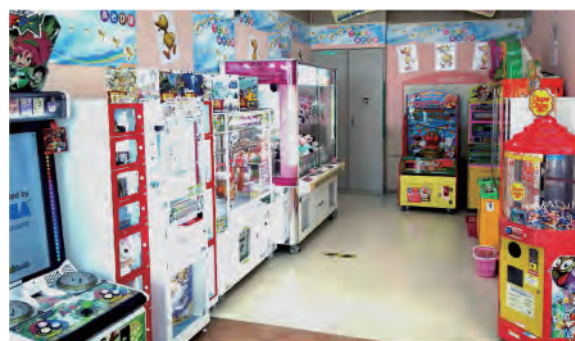
We launched this business with opening the 1st Amusement Arcade “Game Goose” specializing Prize Game Machines at Musashi-Koyama in Tokyo in March, 1998.

We continue to endeavor to provide amusement spaces where a lot of consumers can feel truly satisfied.



Overall production of Game Machines

We support clients to utilize their free spaces providing various services including installation of claw cranes, automatic capsule vending machines, game machines for kids etc., maintenance of those machines and premium campaign. Examples of facilities in which those machines are installed as follows: a do-it-yourself store, a health and amusement facility, a bowling alley, a movie theatre, a Karaoke Hall, a home computer shop and a video rental shop.





SE Plus Co., Ltd.

<http://www.seplus.jp>

Professional career design for IT engineers and paramedic personnel

SE Plus Co., Ltd. started a job referral, IT engineer staffing, and IT education-related business in 2001 as a human resources/education service company of SE H&I Group. It entered the medical industry in 2013, and is currently offering education services for IT businesses, job referral services in the medical industry (paramedic personnel such as medical technologists, radiological technologists, and clinical research coordinators), job referral services in the nursing industry (physical therapists and occupational therapists), and IT engineer staffing in the medical field, with the unique motto of providing “Only One Service and Solution”. Recruiting talented human resources and educating them are one of the most important strategies for businesses of the day. SE Plus will keep focusing on human resources/education service business in the IT/medical/nursing industries and development of “Only One Service and Solution”, for the purpose of offering the best solution for our clients’ challenges.

Our services

■ Exam preparation courses for information processing professionals:

Hybrid IT education “Self-Study Seminar”

An IPA-certified program for basic information processing professionals (exemption from the morning exam), and many other support programs to pass the exams

<http://www.seplus.jp/dokushuzemi/>

■ Flat-rate training “SE College” and other technical training services

Flat-rate training “SE College”, a specialized program for IT businesses, and many other unique training services are available

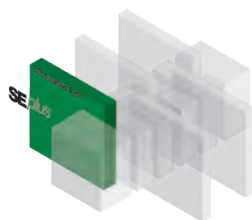
■ IT engineer staffing service for healthcare facilities and the medical industry

Specialized for the medical field, internal training services are also available, for example, an exam preparation program for medical information engineers

■ Job referral service (medical and nursing fields)

Currently available job referral websites for paramedic personnel and nursing staff

Medical Technologist JOB	http://mtjob.jp/
Radiological Technologist JOB	http://rtjob.jp/
CRC (Clinical Research Coordinator) JOB	http://crcjob.jp/
CE (Clinical Engineer) JOB	http://cejjob.jp/
Bilingual Nurse JOB	http://eigokangoshijob.jp/
IM Doctor Arbeit JOB	http://drjob-arbeit.jp/
Physical Therapist JOB	http://ptjob.jp/



History

1985	12	Shoeisha established in Kojimachi, Chiyoda-ku, Tokyo. Capital: 20 million yen. Began made-to-order computer software manual business.
1987	3	Acquired an agency account for book distribution. Published 'Windows-JProgrammers Guide' and began publishing business for PC-related books.
1988	4	Began PC-related company package design, brand design, CI, space design and other businesses.
1992	12	Head office was moved to Jingumae Shibuyaku-ku, Tokyo.
1995	4	Newly established Game Software Division started game development business.
1996	1	Published first and second volume of 'Fingerprints of the Gods' by Graham Hancock. It has become a best-seller with 2.25 million copies sold.
1998	3	Started amusement center operations businesses. Opened first 'Game Goose' store in Musashi Koyama, Meguro.
	7	Head office was moved to Funamachi, Shinjuku-ku, Tokyo, which brought all of Shoeisha's departments together in one location. Published EXAM PRESS textbook series, then expanded qualification test series.
	9	Shoeisha became traded on the over-the-counter market of the Japanese Securities Dealers Association.
1999	4	Renamed from Game Software Division to Software Solution Division. Launched general system ordering and software development businesses for mobile phone web.
	7	Launched 'SEshop.com', an on-line shop for IT engineers.
2000	12	Started sale of 'Self-Study Seminar' IT education series, a text created from Shoeisha's own publications
2001	7	Published 'The Innovator's Dilemma' as the first volume of 'HARVARD BUSINESS SCHOOL PRESS' series.
	11	Established a subsidiary company, Shoeisha Plus Co., Ltd. and started the job referral services.
2003	2	Launched 'Developers Summit', a periodic course for IT developer/engineers.
	11	Launched 'LOTO! LOTO!', a prize promotion website for mobile phones, signifying the beginning of the Company's advertising business for mobile phones.
2004	12	Cancelled registration with the Japan Securities Dealers Association, and newly listed the Company on the JASDAQ Securities Exchange (current Tokyo Stock Exchange JASDAQ (Standard)).
2005	6	Launched 'CodeZine', a web magazine geared towards system developers.
2006	7	Launched 'MarkeZine', a web magazine for practical online marketing.
	10	All business operations of Shoeisha Co., Ltd. were shifted to a pure holding company structure headed by SE Holdings and Incubations Co., Ltd.
2007	7	SHOEISHA Co., Ltd. launched practical Web magazine 'EnterpriseZine' for IT professionals.
	12	SHOEISHA Co., Ltd. begun to provide news contents from Web magazines 'MarkeZine' and 'MONEYzine' to Yahoo! News.
2010	4	With the merging of the JASDAQ Securities Exchange and the Osaka Securities Exchange, SE Holdings and Incubations Co., Ltd. was listed on the Osaka Securities Exchange (JASDAQ market) (current Tokyo Stock Exchange JASDAQ (Standard)).
	7	SHOEISHA Co., Ltd. made First Academy Co., Ltd. a subsidiary by acquiring all of the company's stock. With this move, the corporate name of First Academy Co., Ltd. was changed to SHOEISHA Academy Co., Ltd.
2011	4	Established SE Investment Co., Ltd. as a subsidiary engaging in securities investment operations.
2013	7	With the merging of the cash equity markets of the Osaka Securities Exchange and the Tokyo Securities Exchange, SE Holdings and Incubations Co., Ltd. was listed on the Tokyo Stock Exchange JASDAQ (Standard)).

SEH&I

SE Holdings and Incubations Co., Ltd.
JASDAQ 9478
Address SE Funamachi Building, 5 Funamachi, Shinjuku-ku, Tokyo 160-0006
Date of Establishment December 19, 1985
Paid-In Capital 1,534 million yen
Number of Employees 7 (as of December 31, 2019)
Board of Directors Koji Hayami, President and CEO
Businesses Profile Management and control of enterprise subsidiaries, administrative agency service, real estate leasing, management planning of the group, and financing of the group

SE翔泳社

SHOEISHA Co., Ltd.
Address SE Funamachi Building, 5 Funamachi, Shinjuku-ku, Tokyo 160-0006
Date of Establishment October 2, 2006
Paid-In Capital 50 million yen
Number of Employees 128 (as of December 31, 2019)
Board of Directors Mikio Sasaki, President and CEO
Businesses Profile Publishing
• Publishing and selling computer-related books and magazines
• Organizing computer-related conferences and trainings
• Delivery of computer-related technology information via the Web
• Publishing and selling common books and translated books
• Selling software and hardware on online shops
• Selling other computer-related products and services

SE M&O

SE Mobile and Online Co., Ltd.
Address SE Funamachi Building, 5 Funamachi, Shinjuku-ku, Tokyo 160-0006
Date of Establishment October 2, 2006
Paid-In Capital 10 million yen
Number of Employees 39 (as of December 31, 2019)
Board of Directors Fumihiko Ito, President and CEO
Businesses Profile Software networking
• Development and sales of entertainment software
• Development and sales of mobile Internet technologies and services

SEDesign

SE Design Co., Ltd.
Address SE Funamachi Building, 5 Funamachi, Shinjuku-ku, Tokyo 160-0006
Date of Establishment October 2, 2006
Paid-In Capital 30 million yen
Number of Employees 29 (as of December 31, 2019)
Board of Directors Koichi Shinozaki, President and CEO
Businesses Profile Providing the following services for IT related companies
• Planning and manufacturing sub-contracting for product accessories and enclosures
• Product marketing & sales promotion related services
• Support services for users (mainly engineers)
• Company PR/IR support services

GameGoose

Game Goose Co., Ltd.
Address SE Funamachi Building, 5 Funamachi, Shinjuku-ku, Tokyo 160-0006
Date of Establishment October 2, 2006
Paid-In Capital 20 million yen
Number of Employees 5 (as of December 31, 2019)
Board of Directors Ryoichiro Mukai, President and CEO
Businesses Profile Amusement center operations

SEplus

SE Plus Co., Ltd.
Address Kyowa Nibancho Building 2F, 11-19 Nibancho, Chiyoda-ku, Tokyo 102-0084
Date of Establishment November 1, 2001
Paid-In Capital 17 million yen
Number of Employees 40 (as of December 31, 2019)
Board of Directors Hitoshi Murata, President and CEO
Businesses Profile IT education related business, job referral service for the medical industry

SEAcademy

SHOEISHA Academy Co., Ltd.
Address Yotsubashi Ground Building 8F, 1-4-26 Shinmachi, Nishi-Ku, Osaka-Shi, Osaka
Date of Establishment January 19, 1998
Paid-In Capital 10 million yen
Number of Employees 6 (as of December 31, 2019)
Board of Directors Mikio Sasaki, President and CEO
Businesses Profile Production, Publishing & Sales of Teaching materials and Planning & Management of seminars for Examinees of Qualified Certified Electrician Test

SE Holdings and Incubations Group

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