

SE Holdings and Incubations Group

**SEH&I**

Corporate Brochure

SE Holdings and Incubations

## Pursuing sustainable long-term growth

SE Holdings and Incubations Group (SE H&I Group) pursues sustainable long-term growth and contributes socially by helping the information industry and other markets expand. Because our growth relies on technological evolution, service innovation, and the progression of whole markets and industries, we incubate new businesses and promote market entry to ultimately energize our target markets. Under a guiding principle of achieving efficient growth and reducing risks by leveraging a robust business foundation across our target markets, we have formed an enterprise group comprising an ideal combination of business entities. Our dedication to growth and societal contribution over the long term keeps us focused on our core value of working on what is truly right. The SE H&I Group contributes to society through business activities that assist the IT industry, the capital market by improving business performance, and to social infrastructure through job creation and taxes. We will maintain lofty aspirations, work together as a team, and vigorously push forward to the future to create social value in perpetuity.



Koji Hayami, President and CEO  
SE Holdings and Incubations Co.,Ltd.

### Integrating core competencies to create the future

SE Holdings and Incubations Group (SE H&I Group) was established in October 2006 when all business operations of Former SHOEISHA Co., Ltd., including publishing, software networking, and corporate services businesses were split off into newly established subsidiaries and it changed its corporate name and its status to SE H&I and a pure holding company respectively. Under the new model, the Group maximizes business value as an assertive incubator in the IT market, positioning the following four categories as key fields for strategic investment:



Publishing service specialized content for professional fields  
SHOEISHA Co.,Ltd. SHOEISHA Academy Co.,Ltd.



Mobile internet services  
SE Mobile and Online Co.,Ltd.

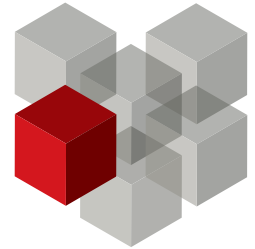


Marketing services for IT-related enterprises  
SE Design Co.,Ltd.



IT education services and recruitment services for allied health professionals  
SE plus Co.,Ltd.





## Publishing service specialized content for professional fields

With the publishing business evolving dramatically, SHOEISHA Co., Ltd. leverages our core competency of high-quality content based on leading-edge technology to grow operations in education, personal computing, design, business, and culture. In addition to paper media such as books and magazines, we also provide customized and optimized content for a variety of media, including e-books, e-learning, online magazines, software, events, seminars, distance learning, and much more.

### ■ Technology

Besides content that supports mobility, the cloud, networks, security, databases, programming, and other essential technologies for an information-based society, we provide the latest content required for managing development projects, including interpersonal and communications skills.

### ■ Education

SHOEISHA provides a diverse range of test preparation information: from basic application competency tests supported by IT vendors and public institutions to technological certifications requiring advanced development and operational skills, as well as financial, legal, and general certifications. We also deliver content to improve business skills and advance careers.

### ■ Personal computing & design

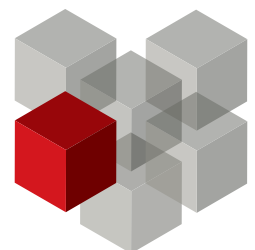
SHOEISHA leverages content designed for enriching digital lifestyles to provide contemporary content enabling users to fully utilize the ever-expanding range of social networking services, smartphones, and tablets. We have optimal content for all skill levels, from beginners to professionals, on web design, DTP, computer graphics, and more.

### ■ Business & culture

Centered on management, marketing, and finance, SHOEISHA provides everything from knowledge supporting the latest skills required for business life and career advancement to practical content for the needs of modern business, which continues to eliminate borders and globalize at an increasing pace.

### ■ Seshop.com

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



## Education for electrical engineers

Even during recessions, companies are in desperate need of chief electrical engineers. Besides correspondence courses to pass the highly valued and difficult-to-pass national qualification, our courses also cover qualifications for electrical engineering technicians for specific facilities and homes. Our high-quality lectures by experienced teachers, effective support from professional staff members, and original content helps trainees pass with flying colors.

MarkeZine  
(マーケジン)



MarkeZine  
ACADEMY

EZ  
EnterpriseZine

SEshop

Developers  
Summit

CodeZine



## A pioneer in the networking era

SE Mobile and Online Co., Ltd.—a pioneer in the networking era—satisfies customers and advances the IT market by pursuing state-of-the-art technologies and services. We cover a wide variety of new technologies across our diverse operations, including a mobile content business utilizing rich technical information, development and operation of social network games, and development of enterprise systems.

### Mobile

Using our wealth of experience accumulated since the inception of the mobile content market, we develop and operate paid and free content and apps in house and provide content development and operation sub-contracting services for the rapidly growing smartphone market.

### Gaming

We develop a myriad of game genres for various interfaces using our wealth of development experience and technical capabilities. In the social gaming field, our services cover development/operation and joint development/operation for many gaming enterprises.

### System development

With flexible technical capabilities that can be utilized on a plethora of technologies and devices, we deliver system development services that meet customer needs.



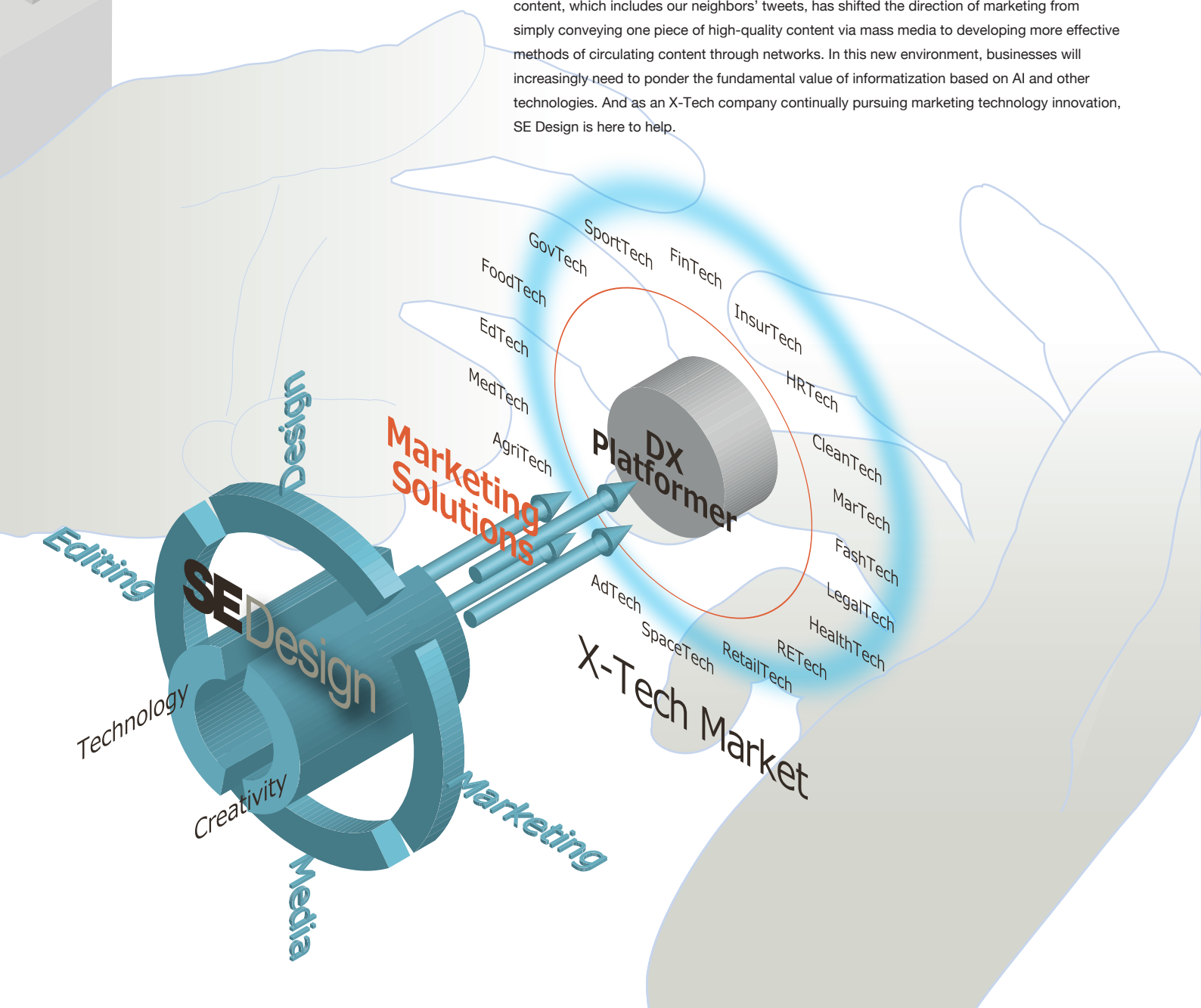


## Marketing for X-Tech growth

We've been supporting the marketing efforts of our main clients—multi-national IT companies such as Microsoft—since the rise of the PC culture. These corporations have evolved into global platform creators while leveraging the Internet to expand and augment the world's information environment. Their service environments span every conceivable industry, spawning a digital transformation that has forged new businesses. The X-Tech market emerging from this growth provides a new area to showcase the marketing solutions we've honed over many years.

### Support for next-generation marketing and communication

Mass marketing, or delivering one piece of content to hundreds of thousands or millions of people, is a thing of the past. Now, each of the countless fragments of content afloat in a sea of networks can create value, which has changed the face of marketing. The diversity of this content, which includes our neighbors' tweets, has shifted the direction of marketing from simply conveying one piece of high-quality content via mass media to developing more effective methods of circulating content through networks. In this new environment, businesses will increasingly need to ponder the fundamental value of informatization based on AI and other technologies. And as an X-Tech company continually pursuing marketing technology innovation, SE Design is here to help.

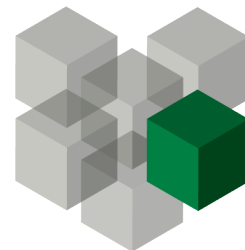






SE plus Co.,Ltd.

<https://www.seplus.jp/>



## Unique, evolving services for IT education and fee-based recruitment for allied health professionals

SE Plus Co., Ltd. started an IT education and fee-based recruitment business in 2001 as an education/human resources service company of SE H&I Group. It entered the medical industry in 2013, and currently offers IT training for IT businesses and companies implementing DX strategies, as well as fee-based job placement services for allied health professionals such as medical laboratory technologists, radiological technologists, and clinical research coordinators.

Recruiting and educating talented professionals is essential for business growth, especially now that time is almost up to implement DX. With a steadfast focus on our unique and continually evolving human resources and education services for the IT and medical industries, SE Plus will continue offering the best solutions for our clients' challenges.

### IT Education Service

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

- **Self-Study Seminar** Hybrid e-learning, exam preparation for information processing professionals

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

[https://www.seplus.jp/dokushuzemi/doku\\_zemi/](https://www.seplus.jp/dokushuzemi/doku_zemi/)

- **SE College** Flat-rate IT training (subscription model)

<https://www.seplus.jp/dokushuzemi/secollege/>

- **PLUS DOJO** One-year of online training helping junior engineers build their skills

<https://www.seplus.jp/dokushuzemi/dojo/>

- **LITERA-IT** Video content to help all personnel improve IT literacy efficiently

<https://www.seplus.jp/dokushuzemi/litera-it/>

### Medical Recruitment

<https://iryojob.jp/>

- Fee-based recruitment services for allied health professionals (operated with our original recruitment site and app)

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/>

Embryologist JOB

<https://embryologistjob.jp/>

#### Allied Health Professionals JOB app

Smartphone job vacancy/career change app for allied health professionals



## History

<b>1985</b>	12	Established SHOEISHA Co., Ltd. in Kojimachi, Chiyoda-ku, Tokyo. Capital: 20 million yen. Began made-to-order computer software manual business.
<b>1987</b>	3	Acquired an agency account for book distribution. Published 'Windows-JProgrammers Guide' and began publishing business for PC-related books.
<b>1988</b>	4	Began package design, brand design, CI, space design and other businesses for IT-related companies.
<b>1992</b>	12	Relocated Head office to Jingumae, Shibuya-ku, Tokyo.
<b>1995</b>	4	Newly established Game Software Division and started game development business.
<b>1996</b>	1	Published first and second volume of "Fingerprints of the Gods" by Graham Hancock. The books became a best-seller with 2.25 million copies sold.
<b>1998</b>	7	Relocated Head office to Funamachi, Shinjuku-ku, Tokyo, bringing all of departments together in one location. Began publishing EXAMPRESS textbook series and later expands areas of the series for various qualification tests preparation.
	9	Company stock was registered with the Japan Securities Dealers Association for over-the-counter trading.
<b>1999</b>	4	Launched general system ordering and software development businesses for mobile phone web.
	7	Launched SEshop.com, an online shop for IT engineers.
<b>2000</b>	12	Started sale of "Self-Study Seminar" IT education series, a text created from SHOEISHA's own publications.
<b>2001</b>	7	Published "The Innovator's Dilemma," the first volume in the Harvard Business School Press series.
	11	Established a subsidiary company, SE Plus Co., Ltd (Formerly SHOEISHA manpower center) for operations of job referral services in IT area.
<b>2003</b>	2	Launched a periodic event "Developers Summit," which is a seminar for IT developers/engineers.
<b>2004</b>	12	Canceled registration on the Japan Securities Dealers Association, and listed on Tokyo Stock Exchange JASDAQ (Standard)(Formerly the JASDAQ Securities Exchange).
<b>2005</b>	6	Launched "CodeZine," a web magazine geared towards system developers.
<b>2006</b>	7	Launched 'MarkeZine', a practical web magazine for online marketing.
	10	Split off all business operations of Former SHOEISHA into newly established subsidiaries, changed the corporate name and its status to SE Holdings and Incubations Co., Ltd. and a pure holding company respectively.
<b>2007</b>	7	SHOEISHA Co., Ltd. launched practical web magazine "EnterpriseZine" for IT professionals.
	12	SHOEISHA Co., Ltd. began provision of news content from "MarkeZine" and "MONEYzine" web magazines to Yahoo! News.
<b>2010</b>	7	SHOEISHA CO., Ltd. acquired 100% ownership of SHOEISHA Academy Co., Ltd. (Formerly First Academy Co., Ltd. ) which became a subsidiary company.
<b>2011</b>	4	Established SE Investment Co., Ltd. as a subsidiary engaging in securities investment operations.
<b>2013</b>	4	SE Plus Co., Ltd. launched various job vacancy sites for allied health professionals.
	11	SHOEISHA Co., Ltd. launched "ECzine" to provide information on e-commerce.
<b>2014</b>	11	SHOEISHA Co., Ltd. launched "Biz/Zine," a business-oriented site on corporate innovations.
<b>2016</b>	5	SHOEISHA Co., Ltd. launched "Ruby's Adventure," a global top-selling series of programming books for children.
<b>2017</b>	4	SHOEISHA Co., Ltd. launched "EdTechZine," an ICT site on technology-based education.
<b>2018</b>	8	SE Design Co., Ltd. was certified as a HubSpot Gold Partner.
<b>2019</b>	4	SHOEISHA Co., Ltd. launched "SalesZine," a site supporting corporate sales operations with the theme of X-Tech in sales.
	6	SE Mobile and Online Co., Ltd. released online marriage hunting support service "S-Marriage"
<b>2021</b>	1	SE Plus Co., Ltd. launched its IT education channel on YouTube.



## SEH&I

### SE Holdings and Incubations Co.,Ltd.

Address	SE Funamachi Building, 5 Funamachi, Shinjuku-ku, Tokyo 160-0006
Established	December 19, 1985
Paid-In Capital	1,534 million yen
Number of Employees	8 (as of September 30, 2021)
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
Established	October 2, 2006
Paid-In Capital	50 million yen
Number of Employees	135 (as of September 30, 2021)
Board of Directors	Mikio Sasaki, President and CEO
Businesses Profile	Publishing <ul style="list-style-type: none"><li>• Publishing and selling computer-related books and magazines</li><li>• Organizing computer-related conferences and trainings</li><li>• Delivery of computer-related technology information via the web</li><li>• Publishing and selling common books and translated books</li><li>• Selling software and hardware online</li><li>• Selling other computer-related products and services</li></ul>



## SE M&O

### SE Mobile and Online Co.,Ltd.

Address	SE Funamachi Building, 5 Funamachi, Shinjuku-ku, Tokyo 160-0006
Established	October 2, 2006
Paid-In Capital	10 million yen
Number of Employees	39 (as of September 30, 2021)
Board of Directors	Fumihiko Ito, President and CEO
Businesses Profile	Software networking <ul style="list-style-type: none"><li>• Development and sales of entertainment software</li><li>• Development and sales of mobile Internet technologies and services</li></ul>



## SE Design

### SE Design Co.,Ltd.

Address	SE Funamachi Building, 5 Funamachi, Shinjuku-ku, Tokyo 160-0006
Established	October 2, 2006
Paid-In Capital	30 million yen
Number of Employees	33 (as of September 30, 2021)
Board of Directors	Koichi Shinozaki, President and CEO
Businesses Profile	Providing the following services for IT related companies <ul style="list-style-type: none"><li>• Planning and manufacturing sub-contracting for product accessories and enclosures</li><li>• Product marketing &amp; sales promotion related services</li><li>• Support services for users (mainly engineers)</li><li>• Company PR/IR support services</li></ul>



## SE plus

### SEplus Co.,Ltd.

Address	Kowa Nibancho Building 2F, 11-19 Nibancho, Chiyoda-ku, Tokyo 102-0084
Established	November 1, 2001
Paid-In Capital	17 million yen
Number of Employees	41 (as of September 30, 2021)
Board of Directors	Hitoshi Murata, President and CEO
Businesses Profile	IT education-related business, fee-based job referral services for allied health professionals



## SE Academy

### SHOEISHA Academy Co.,Ltd.

Address	Yotsubashi Grand Building 8F, 1-4-26 Shinmachi, Nishi-ku, Osaka-shi, Osaka
Established	January 19, 1998
Paid-In Capital	10million yen
Number of Employees	6 (as of September 30, 2021)
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 Electrician Test



## SE Investment

### SE Investment Co.,Ltd.

Address	SE Funamachi Building, 5 Funamachi, Shinjuku-ku, Tokyo 160-0006
Established	April 1, 2011
Paid-In Capital	247 million yen
Number of Employees	0 (as of September 30, 2021)
Board of Directors	Koji Hayami, President and CEO
Businesses Profile	Investment management services

## SEH&I

### SE Holdings and Incubations Co.,Ltd.

5 Funamachi, Shinjuku-ku, Tokyo 160-0006  
TEL.03-5362-3700 (main number) FAX.03-5362-3704  
<https://www.sehi.co.jp>



Listed Company 9478