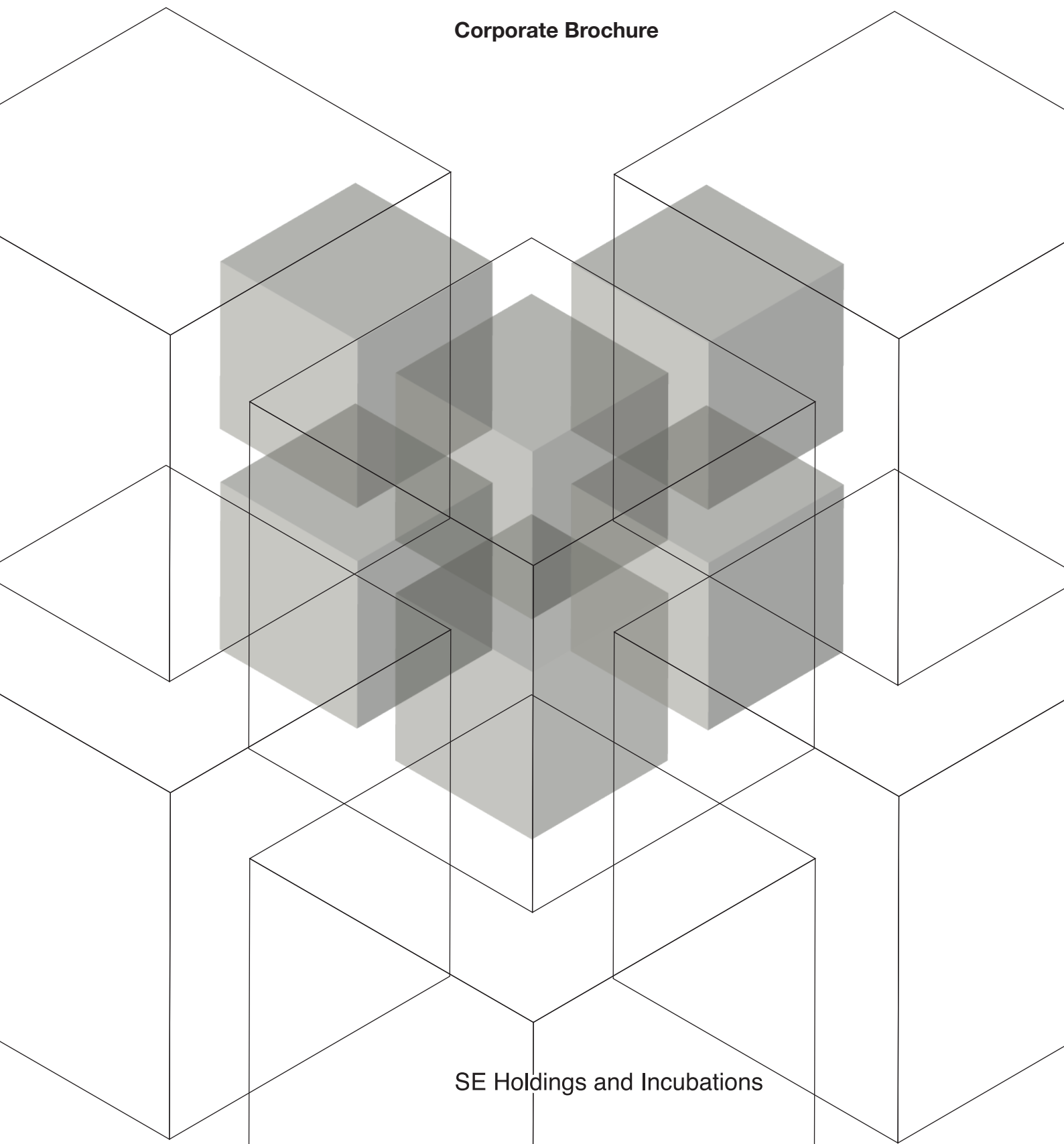


SE Holdings and Incubations Group

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.

In other words, our growth relies on technological evolution and service innovation, and it is based on the progression of markets and industries. We have engaged in long-term investment for markets vitalization and incubated business players actively to stimulate new players to participate into markets.

Under our principle of achieving efficient long-term growth and reducing individual business risks by leveraging a diversity of business platforms across growing markets, we have strived to create a corporate group comprised of an ideal combination of business entities.

Our dedication to growth and social contribution over the long term keeps us focused on our core value of working on what is truly right.





The SE H&I Group works diligently to aim for a corporate group contributing societies eternally through business activities that evolve technologies and services, boosting capital markets and entire economies by better business performance, and tax payments and job creation so on.



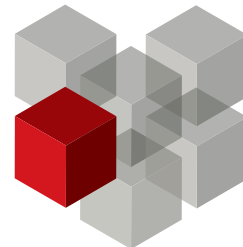
Koji Hayami, President and CEO
SE Holdings and Incubations Co.,Ltd.

Integrating core competencies to create the future

SE Holdings and Incubations Group (SE H&I Group) transitioned to its current corporate group structure on October 2006 in which SE Holdings and Incubations Co.,Ltd have played a role as holding company. Our group currently have focused on maximizing our business value with positioning the following four categories as key fields for strategic investment as well as long-term investment and incubation business:

-  Publishing service specialized content for professional fields
SHOEISHA 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.





SHOEISHA Co.,Ltd.

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

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.

MarkēZine

■ 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.



EnterpriseZine

SEshop

Developers Summit

CodeZine

SalesZine セールズジン





A pioneer in the networking era

SE Mobile and Online Co., Ltd. — a pioneer in the networking era — have delighted customers and advanced IT market by pursuing state-of-the-art technologies and services. We have diversified operations corresponding to a wide variety of new technologies such as web services based on a plenty of technical information, game(typically social game) development and management, and enterprise system development for enterprise.

Web services

Using an abundance of experience accumulated since the inception of web services, we have developed and managed various web services solving social themes and enriching and adding convenience to the lives of users in developing contents market.

Games and entertainment

We have developed a myriad of games in various genres with various interfaces ,our wealth of development experience and technical capabilities. In addition to creating social games, we have supported enterprises in their efforts to develop and operate services incorporating gamification.

System integration

With flexible technical capabilities that can be utilized on a plethora of technologies and devices, we have delivered system development services that meet customer needs. On top of development for web systems, smartphone apps, and IoT devices, we provide a one-stop shop covering services from system planning to marketing support.





**SE Design is based on "creativity" that makes full use of media and publishing.
We support your content marketing.**

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.





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/>

- 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
Self-Study Seminar https://www.seplus.jp/dokushuzemi/doku_zemi/
- Flat-rate IT training (subscription model)
SE College <https://www.seplus.jp/dokushuzemi/secollege/>
- One-year of online training helping junior engineers build their skills
PLUS DOJO <https://www.seplus.jp/dokushuzemi/dojo/>
- Video content to help all personnel improve IT literacy efficiently
LITERA-IT@SE College <https://www.seplus.jp/dokushuzemi/litera-it/>
- Fixed-price training videos for new personnel, fully customizable.
LEARNING-FIT <https://www.seplus.jp/dokushuzemi/learning-fit/>

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://cejob.jp/>
Embryologist JOB <https://embryologistjob.jp/>
Day Shift Nurse JOB <https://nikkinkangoshijob.jp/>

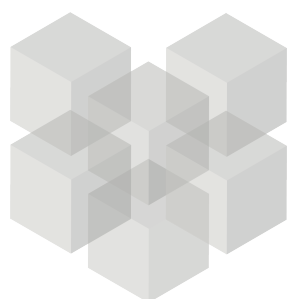
Allied Health Professionals JOB app

Smartphone job vacancy/career change app for allied health professionals



History

1985	12	Established SHOEISHA Co., Ltd. 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 package design, brand design, CI, space design and other businesses for IT-related companies.
1992	12	Relocated Head office to Jingumae, Shibuya-ku, Tokyo.
1995	4	Newly established Game Software Division and started game development business.
1996	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.
1998	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.
1999	4	Launched general system ordering and software development businesses for mobile phone web.
	7	Launched Seshop.com, an online 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," 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.
2003	2	Launched a periodic event "Developers Summit," which is a seminar for IT developers/engineers.
2004	12	Canceled registration on the Japan Securities Dealers Association and listed on JASDAQ.
2005	6	Launched "CodeZine," a web magazine geared towards system developers.
2006	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.
2007	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.
2011	4	Established SE Investment Co., Ltd. as a subsidiary engaging in securities investment operations.
2013	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.
2014	11	SHOEISHA Co., Ltd. launched "Biz/Zine," a business-oriented site on corporate innovations.
2016	5	SHOEISHA Co., Ltd. launched "Ruby's Adventure," a global top-selling series of programming books for children.
2017	4	SHOEISHA Co., Ltd. launched "EdTechZine," an ICT site on technology-based education.
2018	8	SE Design Co., Ltd. was certified as a HubSpot Gold Partner.
2019	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"
2021	1	SE Plus Co., Ltd. launched its IT education channel on YouTube.
2022	4	Listed on the Tokyo Stock Exchange Standard Market accompanied with shift to the New Markets categories by TSE.
2023	3	SE Plus Co., Ltd added to the Ministry of Health, Labor, and Welfare's list of "Medical, nursing, and childcare providers with appropriate fees."





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 March 31, 2024)
 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 160 (as of March 31, 2024)
 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 online
 • Selling other computer-related products and services



SEM&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 48 (as of March 31, 2024)
 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
 Established October 2, 2006
 Paid-In Capital 30 million yen
 Number of Employees 37 (as of March 31, 2024)
 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



SEplus

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 48 (as of March 31, 2024)
 Board of Directors Hitoshi Murata, President and CEO
 Businesses Profile IT education-related business, fee-based job referral services for allied health professionals



SEInvestment

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 March 31, 2024)
 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>



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