



October 20, 2020

For Immediate Release

Company name: SEPTENI HOLDINGS CO., LTD.

Representative: Representative Director, Group President and Chief Executive Officer

Koki Sato

(JASDAQ code: 4293)

## **Announcement of Establishment of an Intermediate Holding Company**

SEPTENI HOLDINGS announces that, at its meeting today, the Board of Directors decided to establish an intermediate holding company called “Septeni Data Solutions, Inc.” regarding data solutions domain in Digital Marketing Business and to implement a reorganization in its Group.

Since the reorganization will be conducted within the consolidated group, a part of the disclosure items and details is abbreviated.

### **1. Purpose of Establishment of Intermediate Holding Company**

The Company has stated the expansion into the data solutions domain in its midterm business policy “Domain Expansion”, and four companies, Tricorn Corporation, Milogoss, Inc., Septeni Original, Inc. and SEPTENI TECHNOLOGY CO., LTD., take charge of this domain both in Japan and overseas.

In this domain, the market of supporting digital transformation (DX) is dramatically expanding due to major changes in the society and consumer behavior caused by COVID-19. Currently, each company operates its own business separately, but in order to capture such rapidly increasing demand for DX, the Company has concluded that it is necessary to reorganize itself to powerfully promote DX support.

For this reason, it has decided to establish an intermediate holding company to manage the four companies so that they can gather their business resources and accelerate the promotion of the DX support business as a part of the Group.

Through the reorganization, the intermediate holding company will cooperate with its four subsidiaries and will push it forward to create business growth opportunities, streamline business resources and strengthen the cooperation in the data solutions domain and develop products to promote DX.

### **2. Summary of Reorganization**

#### **(1) Schedule**

October 20, 2020

Resolution of the Board of Directors

January 4, 2021 (scheduled)

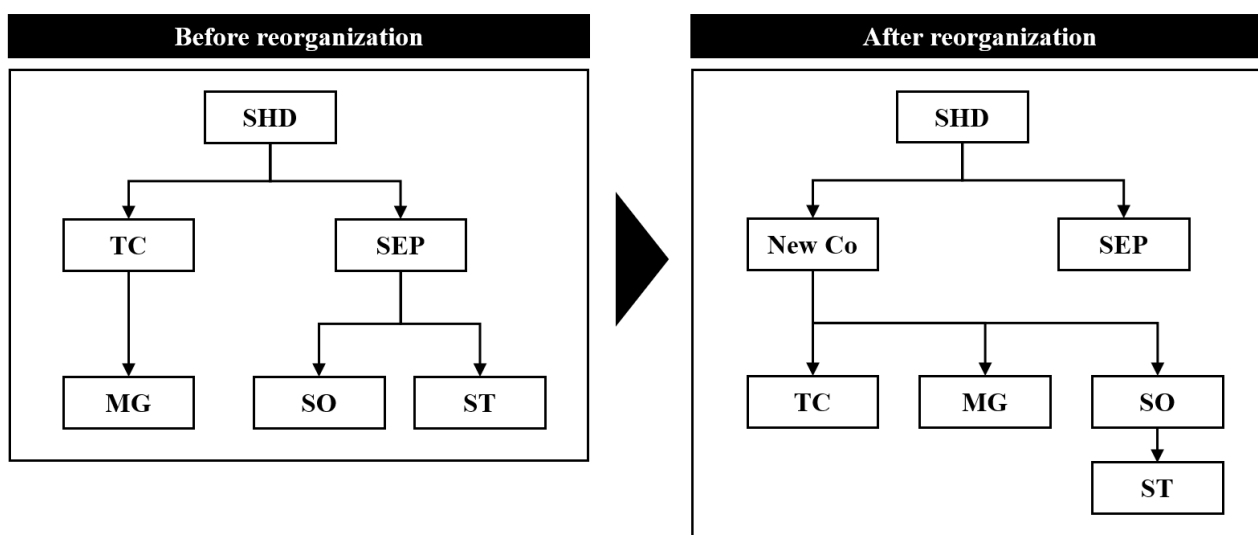
Establishment of Septeni Data Solutions, Inc.

## (2) Scheme

The reorganization including share transfer will be conducted as below.

- ① Prior to the establishment of intermediate holding company, Milogos, Inc. and Septeni Original, Inc. will become wholly owned subsidiaries of SEPTENI HOLDINGS CO., LTD. through distribution in kind.
- ② The intermediate holding company will be established through a joint share transfer by Tricorn Corporation, Milogos, Inc. and Septeni Original, Inc.
- ③ SEPTENI CO., LTD. will transfer all the Equity of SEPTENI TECHNOLOGY CO., LTD. to Septeni Original, Inc.
- ④ Septeni Original, Inc. and SEPTENI TECHNOLOGY CO., LTD. will change their company names.

## (3) Structure



\*Abbreviation

SHD: SEPTENI HOLDINGS CO., LTD.

SEP: SEPTENI CO., LTD.

TC: Tricorn Corporation

MG: Milogos, Inc.

SO: Septeni Original, Inc. (Name will be changed)

ST: SEPTENI TECHNOLOGY CO., LTD. (Name will be changed)

New Co: Septeni Data Solutions, Inc. (intermediate stock holding company)

### 3. Overview of Each Company (As of June 30, 2020)

Company name	Tricorn Corporation	Milogos, Inc.	Septeni Original, Inc.	SEPTENI TECHNOLOGY CO., LTD.
Main business	CRM service business	Digital marketing support business	Planning and development of web services	Planning, development and other web service business
Date of establishment	February 1997	January 2018	January 2014	January 2013
Head office	Sumitomo Fudosan Shinjuku Grand Tower 11F, 8-17-1 Nishishinjuku Shinjuku-ku, Tokyo 160-6130	Sumitomo Fudosan Shinjuku Grand Tower 11F, 8-17-1 Nishishinjuku Shinjuku-ku, Tokyo 160-6130	Sumitomo Fudosan Shinjuku Grand Tower 11F, 8-17-1 Nishishinjuku Shinjuku-ku, Tokyo 160-6130	Room 1801, 18th floor, CMC building, Duy Tan street, Cau Giay district, Hanoi, Vietnam
Representative	Yusuke Fukuhara	Kei Takamura	Masayuki Muto	Masayuki Muto
Capital (yen)	90 million	50 million	50 million	32 million
Major shareholders and % of shares held	SEPTENI HOLDINGS CO., LTD. 100%	Tricorn Corporation 100%	SEPTENI CO., LTD. 100%	SEPTENI CO., LTD. 100%

### 4. Overview of the Immediate Stock Holding Company

Company name	Septeni Data Solutions, Inc.
Main business	A holding company presiding over data solutions business
Date of establishment	January 4, 2021
Head office	Sumitomo Fudosan Shinjuku Grand Tower, 8-17-1 Nishishinjuku Shinjuku-ku, Tokyo 160-6130
Representative	Representative Director, Masayuki Muto
Capital (yen)	100 million
Major shareholders and % of shares held	SEPTENI HOLDINGS CO., LTD. 100%
Management	Representative Director, Masayuki Muto Director, Yusuke Fukuhara Director, Takeshi Sato Director, Kei Takamura Director (part-time), Koki Sato Director (part-time), Yuichi Kono Director (part-time), Masayuki Takano

## **5. Impact on Consolidated Financial Results**

Future impact on the consolidated financial results is expected to be limited as the establishment of immediate stock holding company is implemented through the reorganization of wholly owned subsidiaries within the group.

### **■Inquiries**

IR division

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\*Please contact us by e-mail for any inquiries as the employees work from home in the current situation of COVID-19 as of October 20, 2020.