

VECTOR INC.

Interim Report – FY '22



October 15, 2021

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Quarterly Results

Overview of Consolidated Results for Six-Month Period

Net Sales

21,930 million JPY
(124.2% YoY)

Gross Profit

14,070 million JPY
(119.7% YoY)

EBITDA*

2,700 million JPY
(297.9% YoY)

Operating Profit

2,290 million JPY
(392.8% YoY)

Ordinary income

2,130 million JPY
(Up 2,440 million JPY YoY)

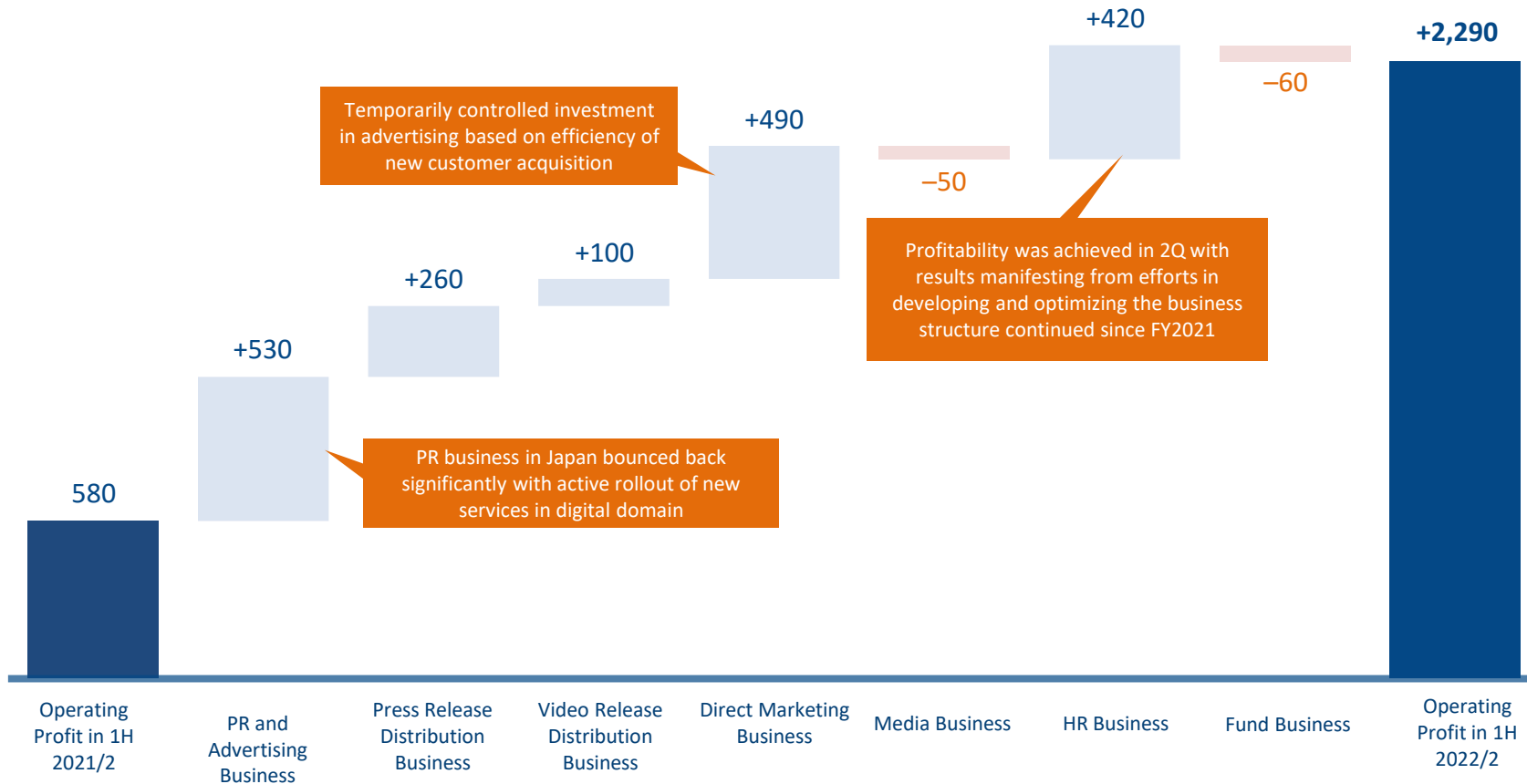
Profit
Attributable to
Owners of Parent

620 million JPY
(Up 1,800 million JPY YoY)

*EBITDA = Operating profit + Depreciation + Amortization of goodwill

Operating Profit (YoY Trend)

(million JPY)



Six-Month Period / Highlights

Consolidated Performance

Net Sales
21,930 million JPY
 (124.2% YoY)

Operating Profit
2,290 million JPY
 (392.8% YoY)

Business Overview for 1H FY '22

- PR business in Japan has continued to perform strongly despite the COVID-19 pandemic
- Number of user companies for Press Release has increased
- Investments in advertising for Direct Marketing business were temporarily controlled based on efficiency of customer acquisition
- HR business achieved quarterly profit 2Q

PR and Advertising

11,810 million JPY
 (151.2% YoY)

800 million JPY
 (294.3% YoY)

- The PR business in Japan continued to perform well thanks to high corporate demand
- Losses increased for the PR business overseas due to COVID-19
- Taxi Signage saw growth with the number of units installed increasing to 12,500 due to a partnership with DiDi

Press Releases (PR TIMES)

2,290 million JPY
 (131.9% YoY)

890 million JPY
 (142.0% YoY)

- Achieved record highs for both net sales and operating profit
- Number of user companies surpassed 58,000
- Expanded regional development through partnerships with regional banks
- Continued to actively invest in new businesses

Video Releases (NewsTV)

740 million JPY
 (114.6% YoY)

10 million JPY
 (Up 100 million JPY YoY)

- Profits secured owing to efforts to shift to consulting-type sales continued from the previous year
- Breaking free from sales proposals attached to presentations
- Trained sales personnel to strengthen proposal capabilities

Six-Month Period / Highlights

Direct Marketing

5,810 million JPY
(99.7% YoY)

550 million JPY
(910.3% YoY)

Media
(Smart Media)

450 million JPY
(114.5% YoY)

(20) million JPY
(Down 50 million JPY YoY)

HR
(ASHITA-TEAM)

1,220 million JPY
(88.2% YoY)

(40) million JPY
(Up 420 million JPY YoY)

Fund

100 million JPY
(36.2% YoY)

80 million JPY
(58.5% YoY)

Business Overview for 1H FY '22

- Temporarily controlled investments in advertising based on efficiency of new customer acquisition, thus securing a profit
- Vitabrid C brand performed well
- Expect to surpass performance of FY2021 from 3Q onward due to accelerating investment in advertising
- Earnings from advertising were less than expected and saw losses due to changes in the display of rankings in search engines
- Owned media sales were favorable
- Made advance investments to expand CMS functionality
- Net sales decreased in conjunction with end of cloud system lifetime license sales
- SaaS-based product sales going strong
- Became profitable in 2Q owing to further efforts in developing and optimizing the business structure
- Secured operating profit due to the partial sale of shares held, which exceeded loss on valuation of securities

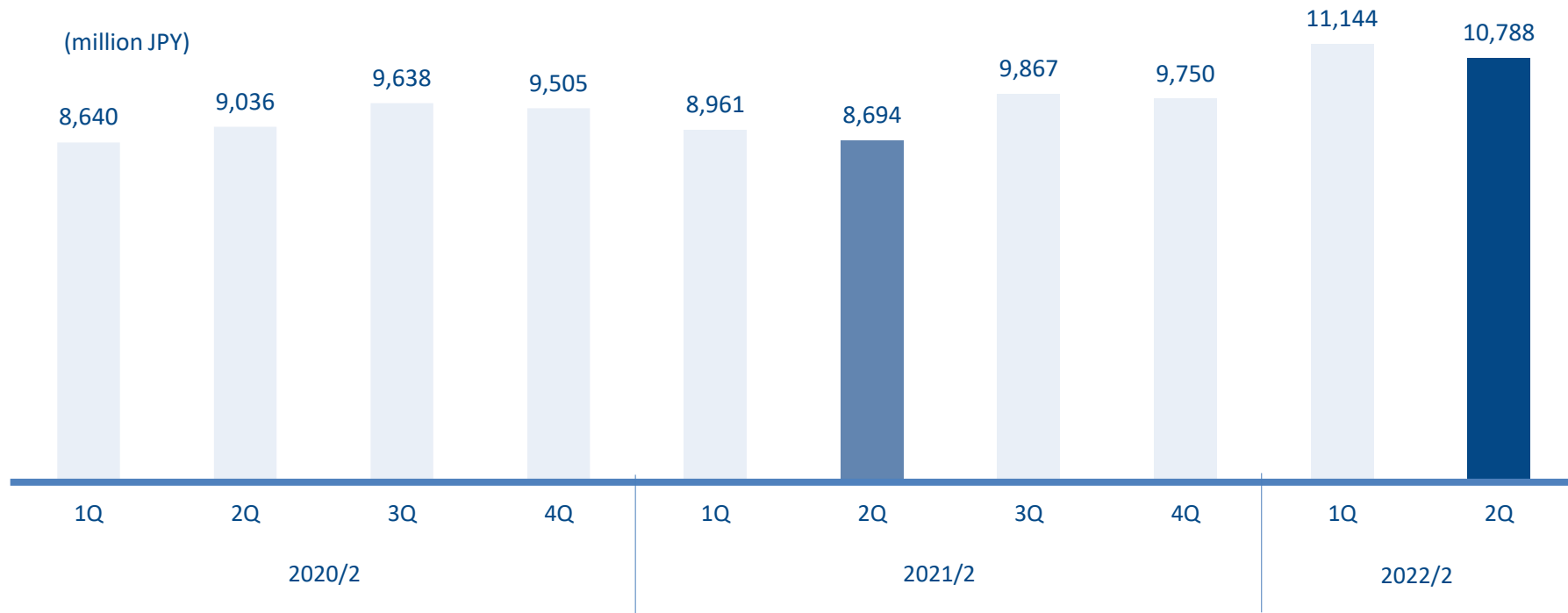
Progress Toward Full-Year Financial Forecasts

Full-Year Financial Forecast for FY '22 (million JPY)	FY '22 (Target) (April 14, 2021)	FY '22 2Q end	Progress	FY '22 1H Target	1H Target Achievement Rate
Net Sales	47,700	21,933	46.0%	21,910	100.1%
Operating Profit	4,000	2,299	57.5%	1,070	214.9%
Ordinary Income	4,000	2,132	53.3%	1,070	199.3%
Profit Attributable to Owners of Parent	1,000	622	62.2%	110	565.7%

Compared with the full-year financial forecast, the items below operating profit made good progress, all recording above 50%. For 1H targets, net sales were within the range of financial forecasts, while the items below operating profit exceeded targets significantly due to profit in the Direct Marketing Business surpassing expectations and the control of investment in new businesses by selection and concentration.

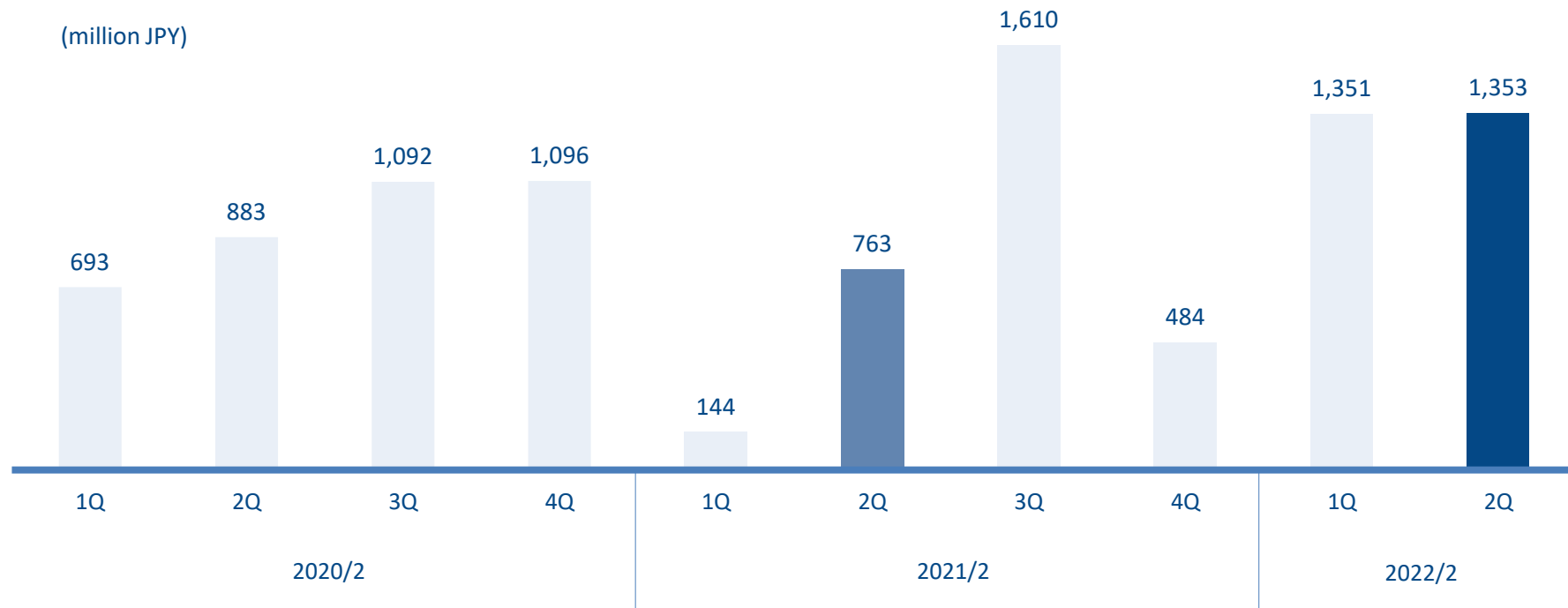
Consolidated Net Sales

As in 1Q, consolidated net sales for 2Q FY2022 **surpassed the 10,000 million JPY mark**, reaching a record high of **10,788 million JPY (124.1% YoY)**.



EBITDA*

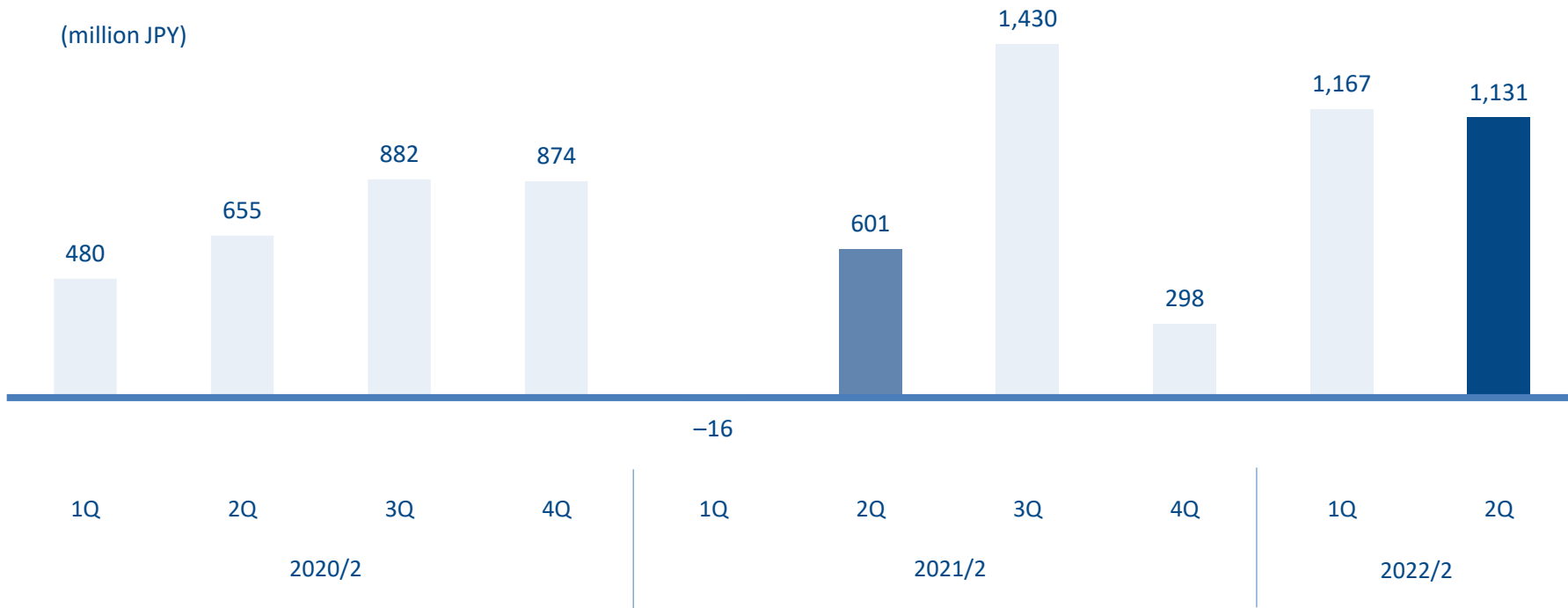
EBITDA for 2Q FY2022 was 1,353 million JPY (177.3% YoY) owing to an increase in consolidated operating profit.



*EBITDA = Operating profit + Depreciation + Amortization of goodwill

Consolidated Operating Profit

Consolidated operating profit for 2Q FY2022 came in at **1,131** million JPY, the **highest ever for 2Q** (188.0% YoY).



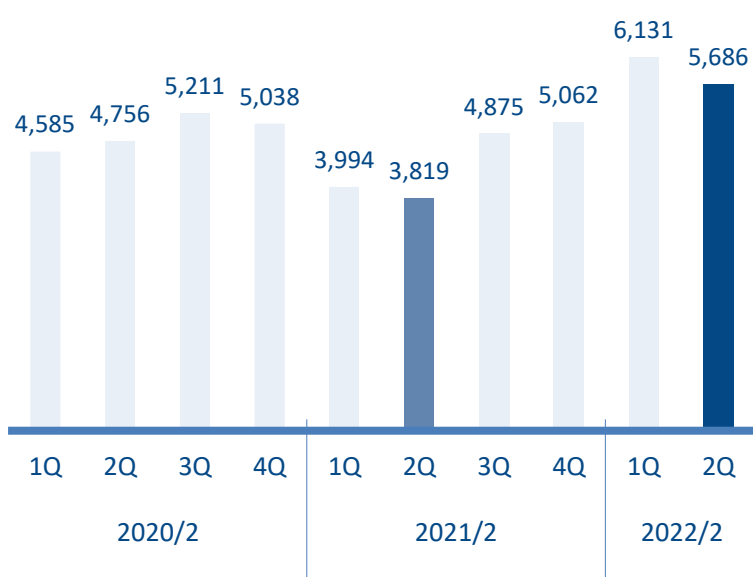
Operating Profit (By Segment)

(million JPY)

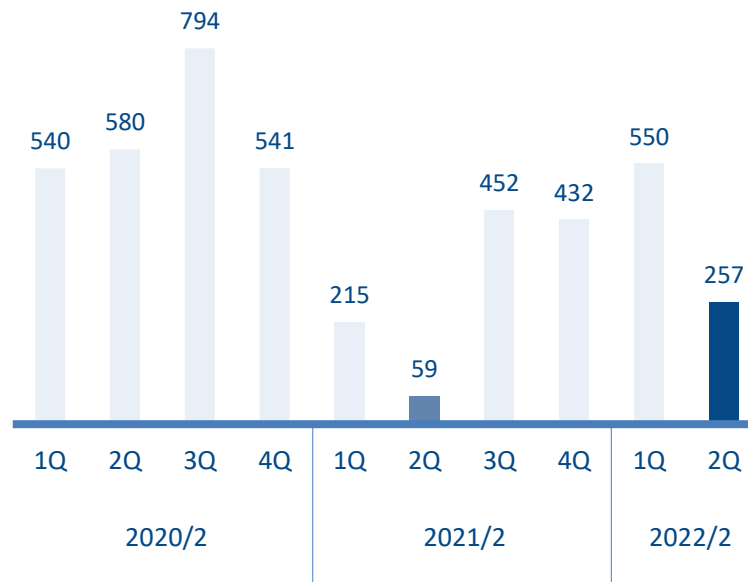


In 2Q FY2022, we saw **record high net sales for 2Q** despite the redeclaration of a state of emergency. From 3Q FY2022, we aim to achieve further growth by supporting marketing activities focused on the digital domain.

Net Sales: 5,686 million JPY (148.9% YoY)



Operating Profit: 257 million JPY (435.6% YoY)

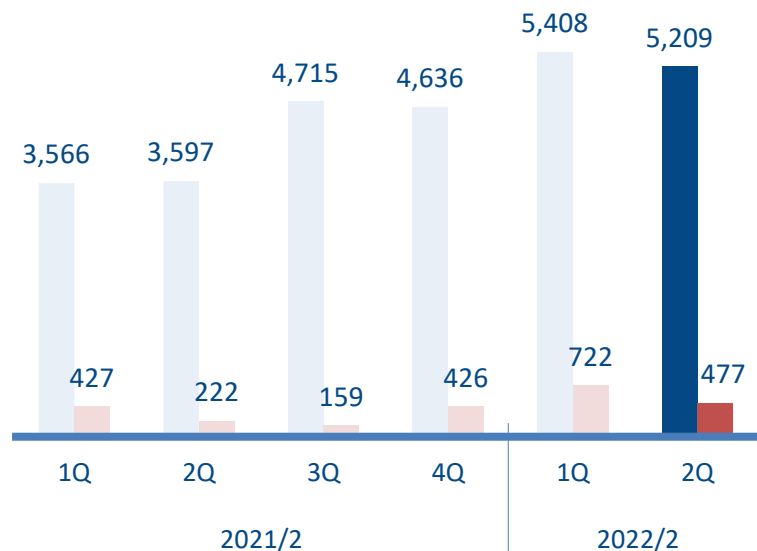


PR and Advertising Business (By Region)

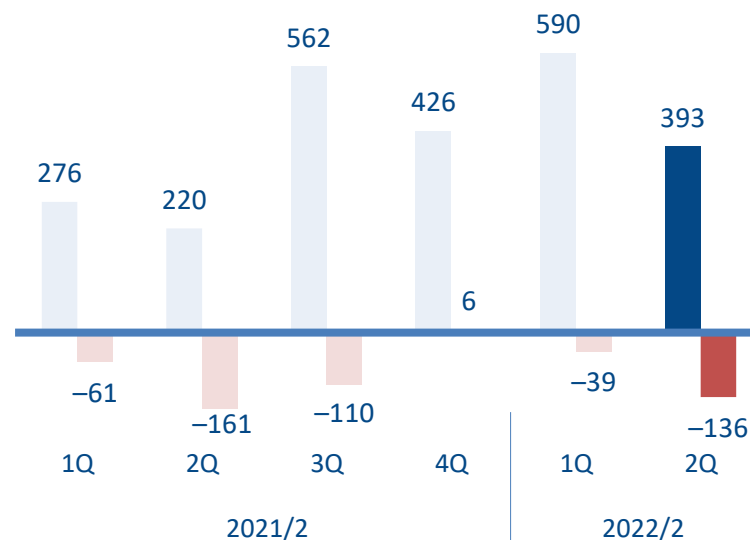
Activity stagnated in the PR Business overseas due to the impact of lockdowns, and losses increased compared to 1Q.

While the overseas business will experience a certain degree of loss from 3Q onward due to COVID-19, recovery is expected thanks to strong performance in the business in Japan.

Net Sales: 5,209 million JPY (Japan) / 477 million JPY (overseas)



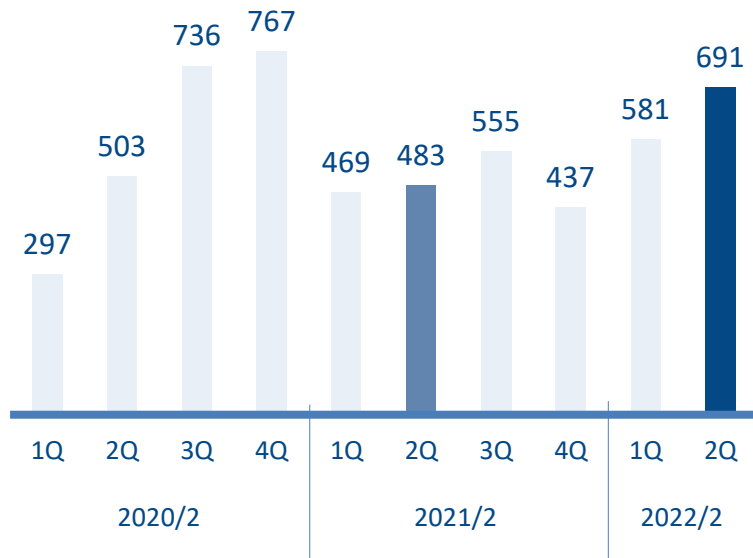
Operating Profit/Loss: 393 million JPY (Japan) / -136 million JPY (overseas)



Taxi Signage Business (News Technology)

In 2Q FY2022, net sales were recovering owing to strong ad placement demand even under the redeclaration of a state of emergency. In 3Q FY2022 and thereafter, we will work to increase sales of the vehicle window mobility signage service while further expanding net sales.

Net Sales: 691 million JPY (142.9% 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.

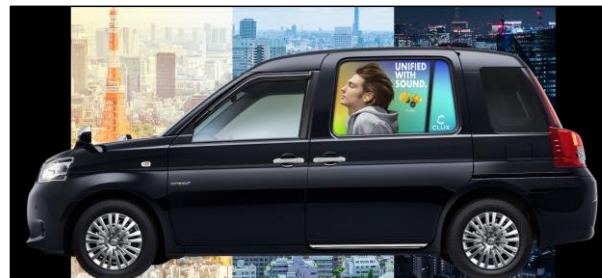
Vehicle Window Mobility Signage Service "Canvas"

Japan's first vehicle window mobility signage service Canvas will be 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

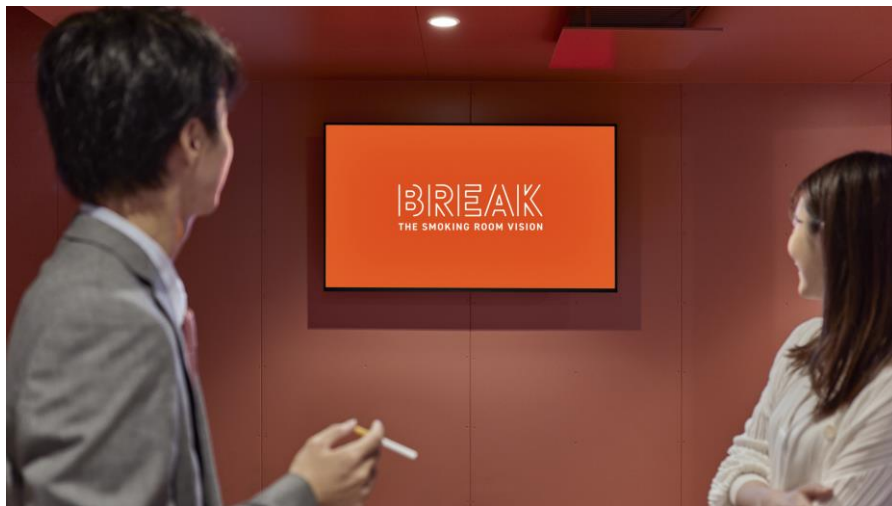
12 million people

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

Number of 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

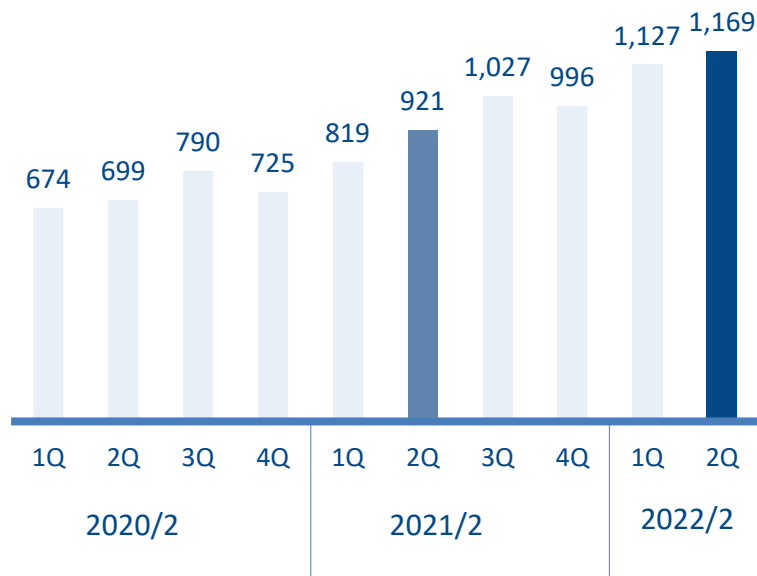
Measurement method

AI Camera

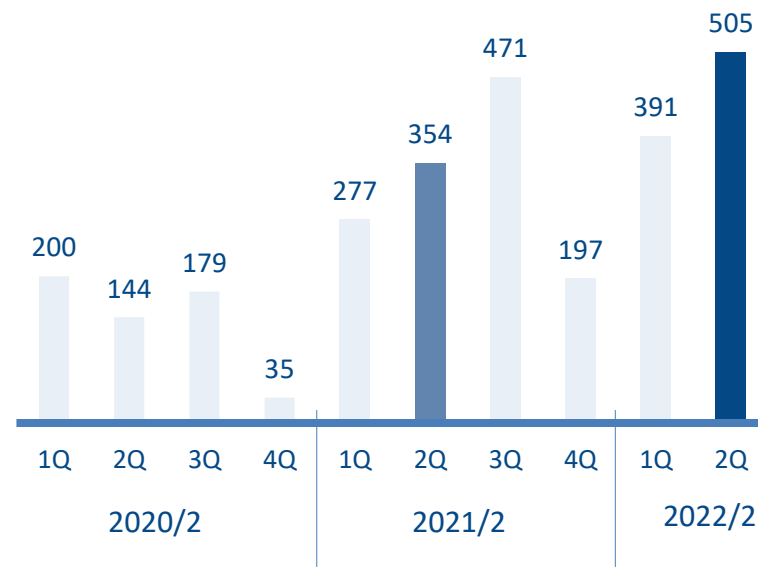
Press Release Distribution Business (PR TIMES)

In 2Q FY2022, the number of user companies surpassed 58,000, resulting in record highs both in net sales and operating profit. In 3Q FY2022 and thereafter, we will continue to develop new functions for PR TIMES, while working to further increase the number of user companies.

Net Sales: 1,169 million JPY (126.8% YoY)



Operating Profit: 505 million JPY (142.6% YoY)



Trend in Number of User Companies

Japan's No. 1 press release distribution platform PR TIMES
 More than 58,000 user companies, used by 47% 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の読み 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 **47%** 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掲載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進化、スマートフォンの普及、生活者による様々なSNSの活用拡大と、情報発信力の飛躍的な向上など、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



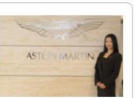
チーム後も新しい仕掛けで働きがえない。「面白い企画」を精々と実現し、商品のロングセラー化を狙う湖池屋



素敵な情報なのに世に出せない。埋もれていた情報を表に出し、従来比2~3倍のニュースを届けるパナソニック

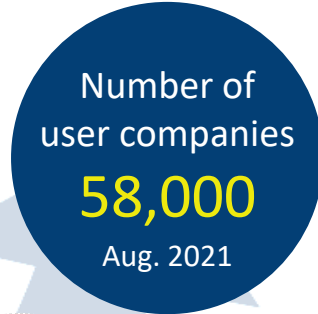


ケースに応じたさまざまな手法を工夫。興の高い情報発信で、スイーツの魅力を伝える銀座コーゼンコーナー



ブランドを「守る」より「広める」ことを重視。次代のファン創出を図る高級ブランド「アストンマーティン」

Published in more than 300 publications!



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

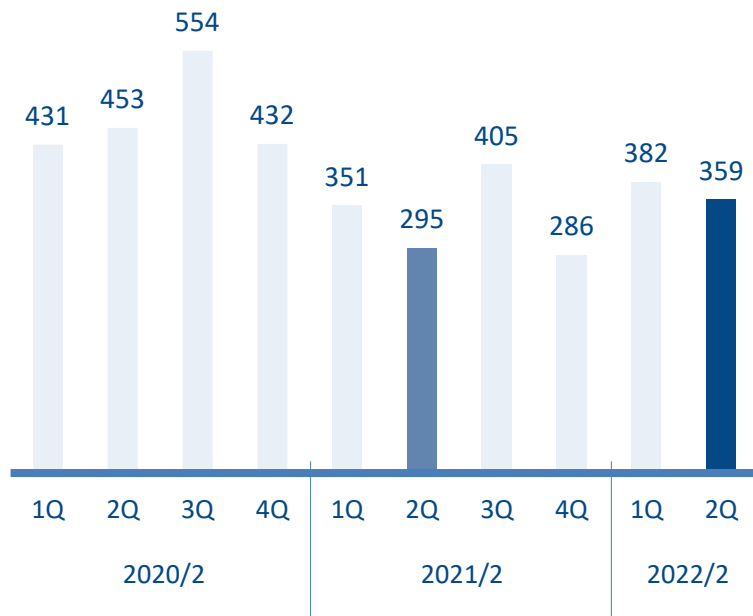


Video Release Distribution Business (News TV)

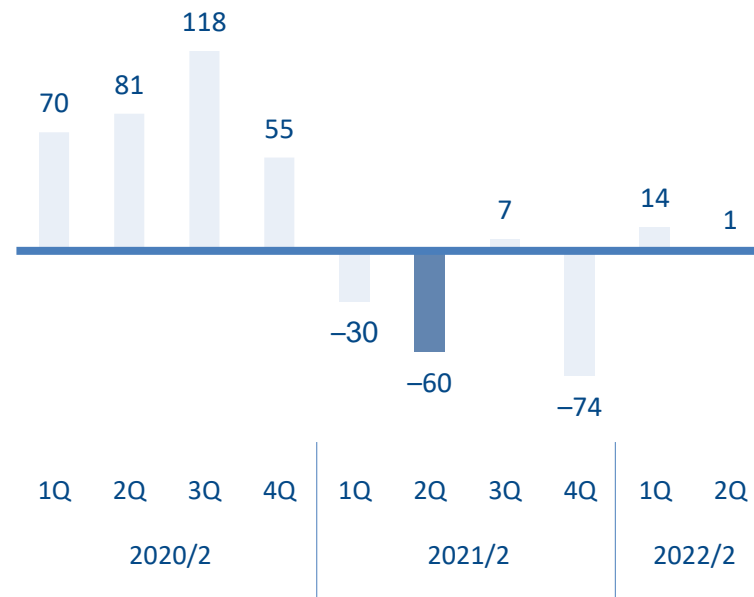
In 2Q FY2022, we continued to maintain profitability as in Q1, despite the strong impact of COVID-19.

From 3Q FY2022, we will expand orders received by training sales personnel and strengthening services, forecasting a profit for the full-year.

Net Sales: 359 million JPY (121.6% YoY)



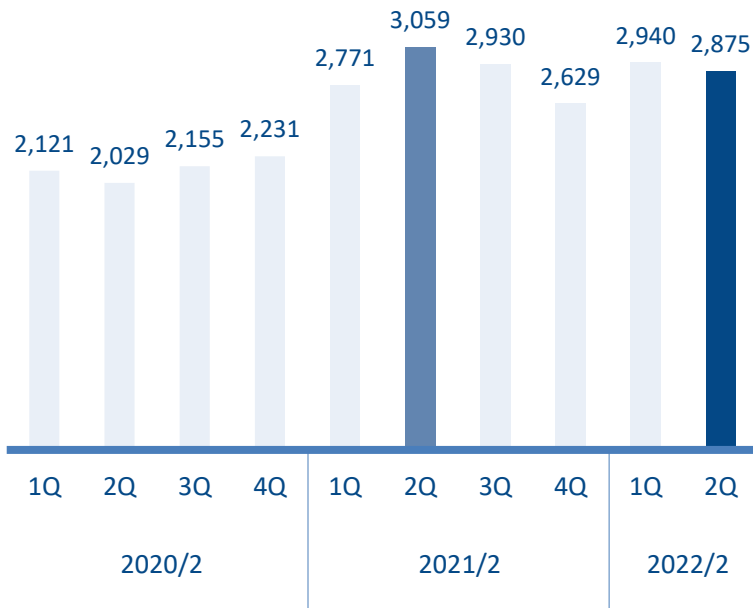
Operating Profit: 1 million JPY (Up 62 million JPY YoY)



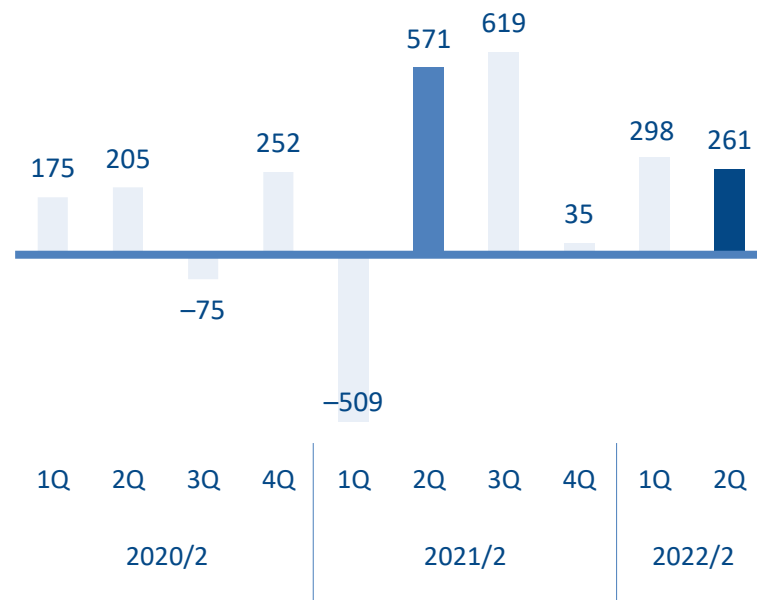
Direct Marketing Business

In 2Q FY2022, new customer acquisitions was temporarily subdued, but sales from existing customers went strong, and net sales only decreased slightly. From 3Q FY2022 onward, we will accelerate investment in advertising and work to acquire more new customers, aiming to exceed the growth achieved in FY2021.

Net Sales: 2,875 million JPY (94.0% YoY)



Operating Profit: 261 million JPY (45.8% 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 7.5 million.**

Vitabrid C¹²
Vitabrid Japan

● 定価一覧 ● 会社情報 ● ショッピングガイド [お問い合わせ] 0120-987-361
● 最新情報 ● ログイン ● カートを見る [9時～18時(休館日)]

ビタブリッドCとは | 頭皮用 HAIR | 美顔用 FACE | 注目製品 PICK UP | よくあるご質問 | マイページ

ビタブリッドC イスカー・キフトン・ソフ・スウィート@サンゼルス

0:39 / 2:13

◆ 最新情報 ◆ 一覧を見る

- 2021.02.03 ターミリアがさらに進化! ターミリアがさらに進化! ターミリアがさらに進化! ターミリアがさらに進化!
- 2020.12.14 フェイスがポストイン発送に よりご得意いただけるサービスと連携配慮のため、ビタブリッドCフェイスをポストイン配達に変更させていただきます。
- 2020.12.1 シリーズ累計600万個突破! シリーズ累計600万個突破! シリーズ累計600万個突破!
- 2020.10.30 日本市場の最優秀賞が新発売! 海外で人気の保湿クレンジングバーム「J」人々のエイジングケア美容液が日本初上陸、数量限定で発売開始しました。
- 2020.10.15 フェイス/ヘア-3個定期誕生 特約企業食品ビタブリッドCフェイス/ヘア-などにおいて、3個まとめ定期コースを新設いたしました。



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

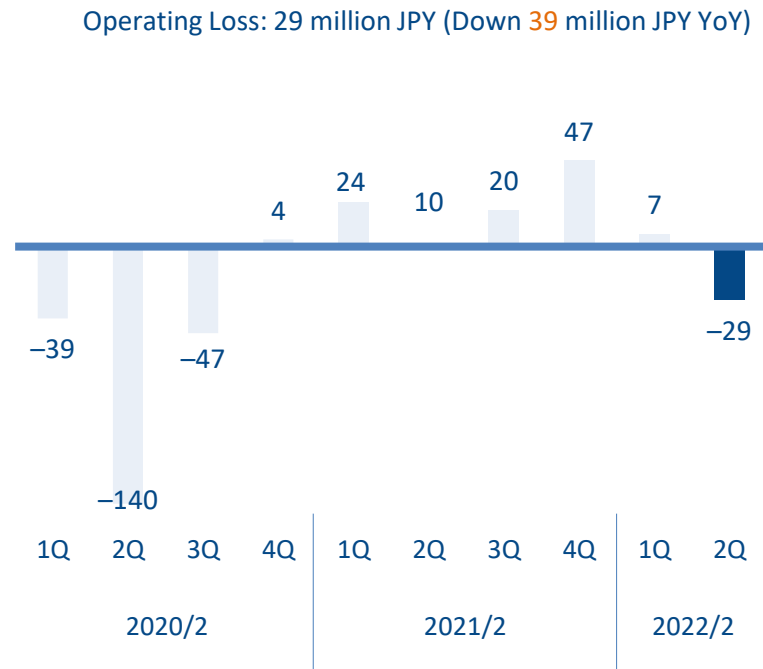
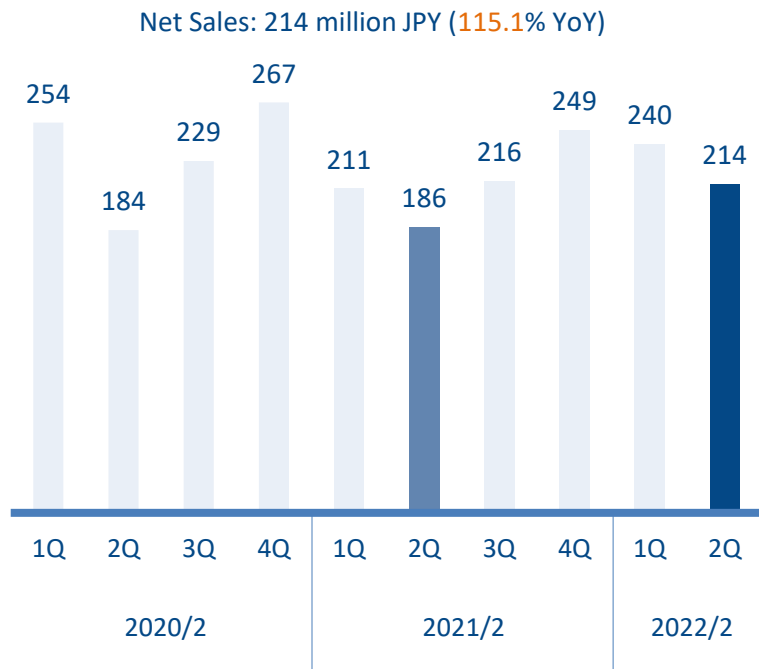
1,860 million JPY
Feb. 2017



Media Business (Smart Media)

In 2Q FY2022, we recorded a loss owing to advance investment and decreased earnings from advertising due to changes in the display of rankings in search engines and other factors.

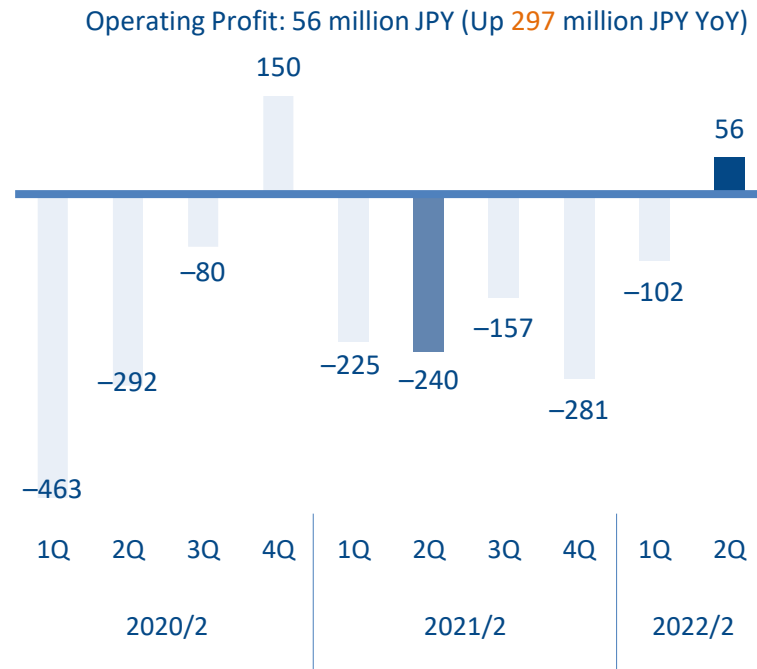
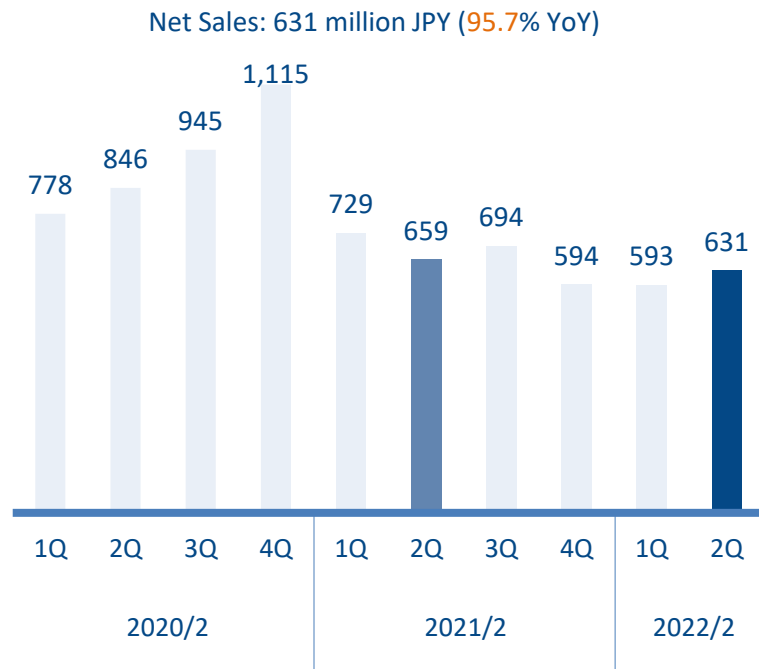
From 3Q FY2022, we expect to achieve a profit for the full-year by building up subscription earnings in the Owned Media Business.



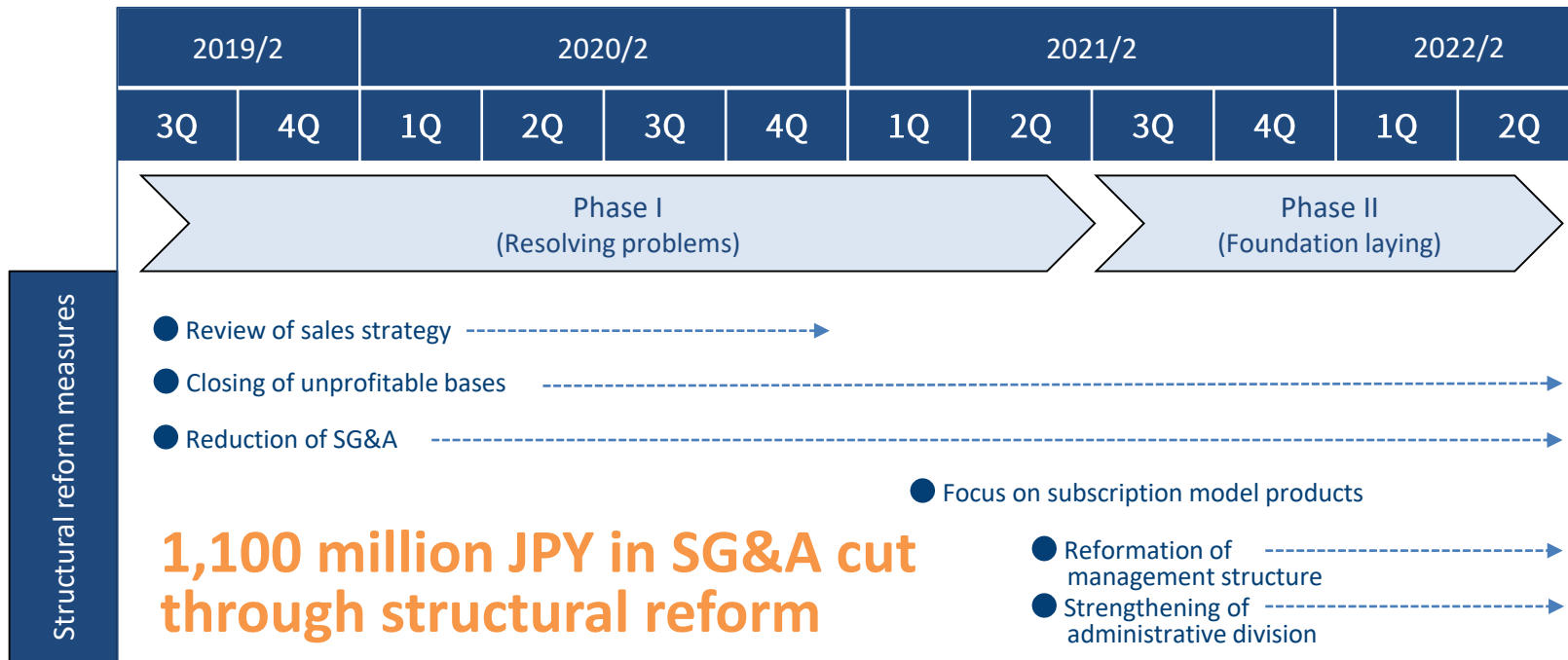
Human Resources Business (ASHITA-TEAM)

In 2Q FY2022, profitability was achieved due to results manifesting from continued efforts in developing and optimizing the business structure.

From 3Q FY2022 and thereafter, we will work to strengthen sales of SaaS-based products and reduce costs, expecting to record quarterly profit.



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

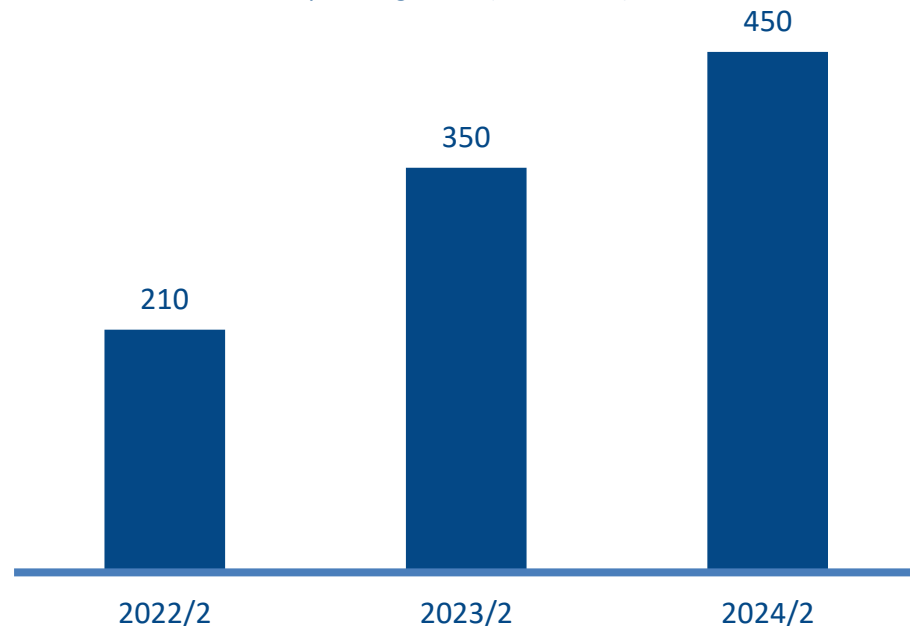
Strengthening sales of SaaS-based products and increasing retention by improving customer satisfaction, we have expanded the subscription ratio and created a stable earnings foundation. Operating profit in FY2024 is projected to climb to 450 million JPY on the back of stable profits achieved by building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

Personnel evaluation cloud “Ashita Cloud”



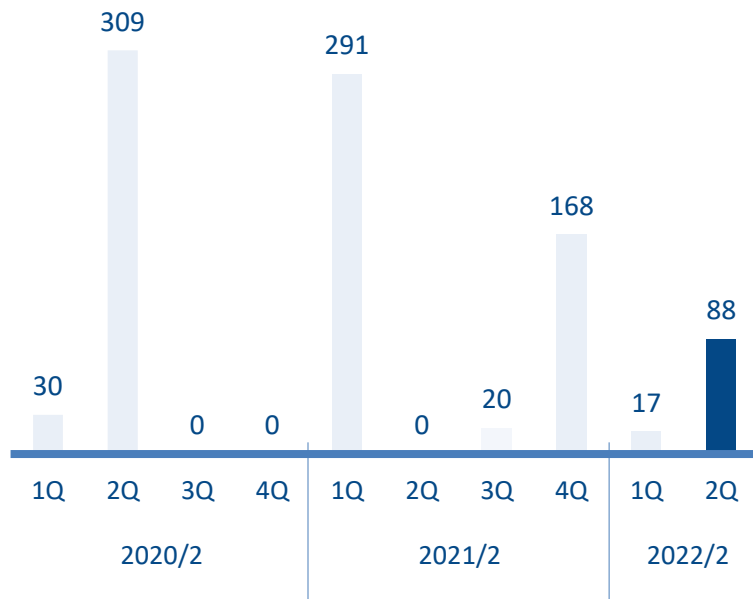
Build up subscription earnings by strengthening sales of SaaS-based products

Operating Profit (million JPY)

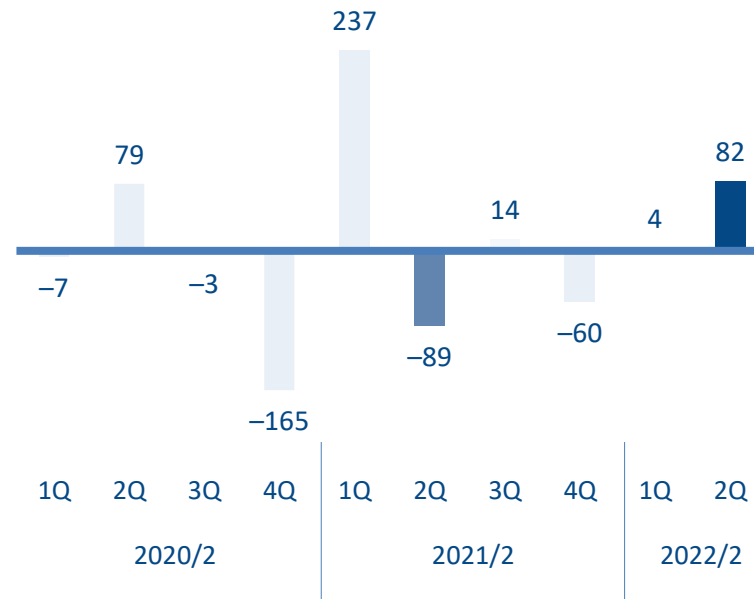


In 2Q FY2022, an operating profit was secured due to the partial sale of shares held, exceeding loss on valuation of securities. From 3Q FY2022, we intend to sell shares held in accordance with market trends and record write-downs based on the situations of our investees.

Net Sales: 88 million JPY (Up 88 million JPY YoY)



Operating Profit: 82 million JPY (Up 171 million JPY YoY)



Consolidated Profit and Loss

(million JPY)	FY '21 1H	FY '22 1H	Difference	YoY
Net sales	17,655	21,933	+4,277	124.2%
Gross profit	11,753	14,071	+2,318	119.7%
EBITDA	908	2,705	+1,797	297.9%
Operating profit	585	2,299	+1,714	392.8%
Ordinary income (loss)	(310)	2,132	+2,443	—
Profit (loss) before income taxes	(306)	2,103	+2,410	—
Profit (loss) attributable to owners of parent	(1,182)	622	+1,804	—

Consolidated Balance Sheet

(million JPY)	FY '21 Year End	FY '22 2Q End	Difference	YoY Change
Total assets	30,057	31,297	+1,240	104.1%
Cash and deposits	10,860	11,594	+733	106.8%
Goodwill	595	534	-60	89.8%
Operational investment securities + investment securities	8,057	7,951	-106	98.7%
Other	10,544	11,217	+673	106.4%
Total liabilities	15,202	16,171	+968	106.4%
Borrowings + bonds	6,457	7,137	+679	110.5%
Other	8,744	9,033	+288	103.3%
Net assets	14,854	15,126	+271	101.8%

Consolidated Statement of Cash Flows

(million JPY)	FY '21 1H	FY '22 1H	YoY Change	Main Reasons for YoY Change
Cash and cash equivalents at beginning of period	7,884	10,852	+2,967	
Cash flows from operating activities	(51)	1,871	+1,923	Strong performance in existing businesses Increase in profit before income taxes
Cash flows from investing activities	(427)	(1,164)	-737	Increase in purchase of investment securities Increase in purchase of shares of subsidiaries and associates
Cash flows from financing activities	2,454	0	-2,454	Secured cash on hand in FY2021 with borrowings In FY2022, controlled borrowings compared to FY2021
Cash and cash equivalents at end of period	9,846	11,588	+1,741	

Revisions to Financial Forecasts

Although it is still difficult to predict when COVID-19 will be contained and economic activity will fully recover, the full-year financial forecast for FY2022, which was announced on April 14, 2021, was revised on October 15, 2021. The revision was based on consideration of the results of 1H, and in light of factors such as strong performance by existing businesses and greater control of investment in new businesses than initially expected due to selection and concentration.

Details of Revisions to Financial Forecasts

Full-Year Financial Forecast for FY '22 (million JPY)	Initial Forecast (April 14, 2021)	Revised Forecast (October 15, 2021)	Difference	(Ref.) FY '22 1H Results	(Ref.) FY '22 2H Target
Net sales	47,700	45,500	95.4%	21,933	23,566
Operating profit	4,000	4,800	120.0%	2,299	2,500
Ordinary income	4,000	5,000	125.0%	2,132	2,867
Profit attributable to owners of parent	1,000	2,000	200.0%	622	1,377

In consideration of results of 1H, and in light of factors such as strong performance by existing businesses and greater control of investment in new businesses than was initially expected due to selection and concentration, the full-year financial forecast has been revised. We projected an increase from new businesses but revised downward considering the negative factor of the controlling of investment.

Medium-term Profit Plan

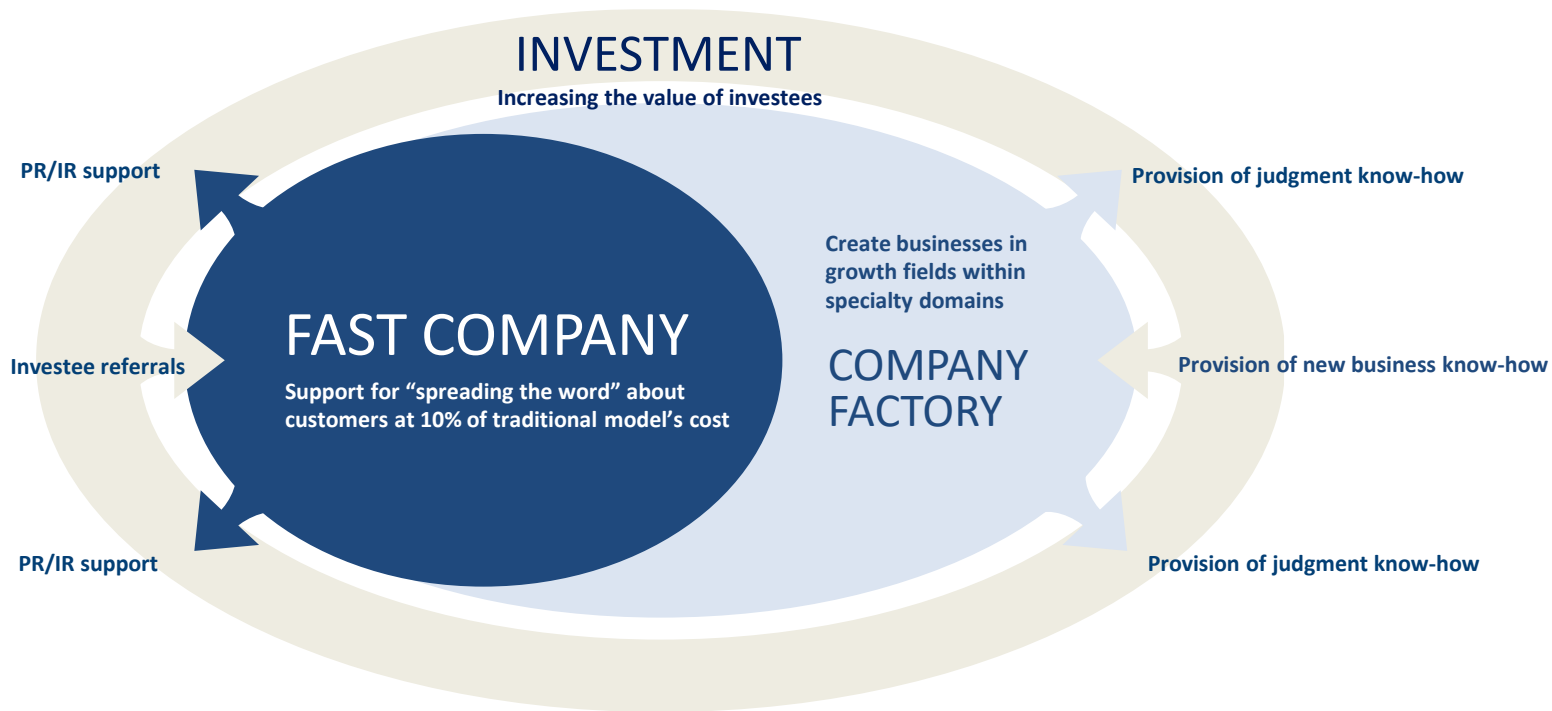
Medium-term Profit Plan (million JPY)	FY '20 (Results)	FY '21 (Results)	FY '22 (Revised Forecast)	FY '23 (Target)
EBITDA*	3,766	3,003	5,520	6,660
Operating Profit	2,891	2,314	4,800	6,000

- FY2022 targets have been revised to EBITDA of 5,520 million JPY and operating profit of 4,800 million JPY.
- In FY2023, targets will remain unchanged as planned, with 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%.
- Due to the revision to the financial forecast, 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.

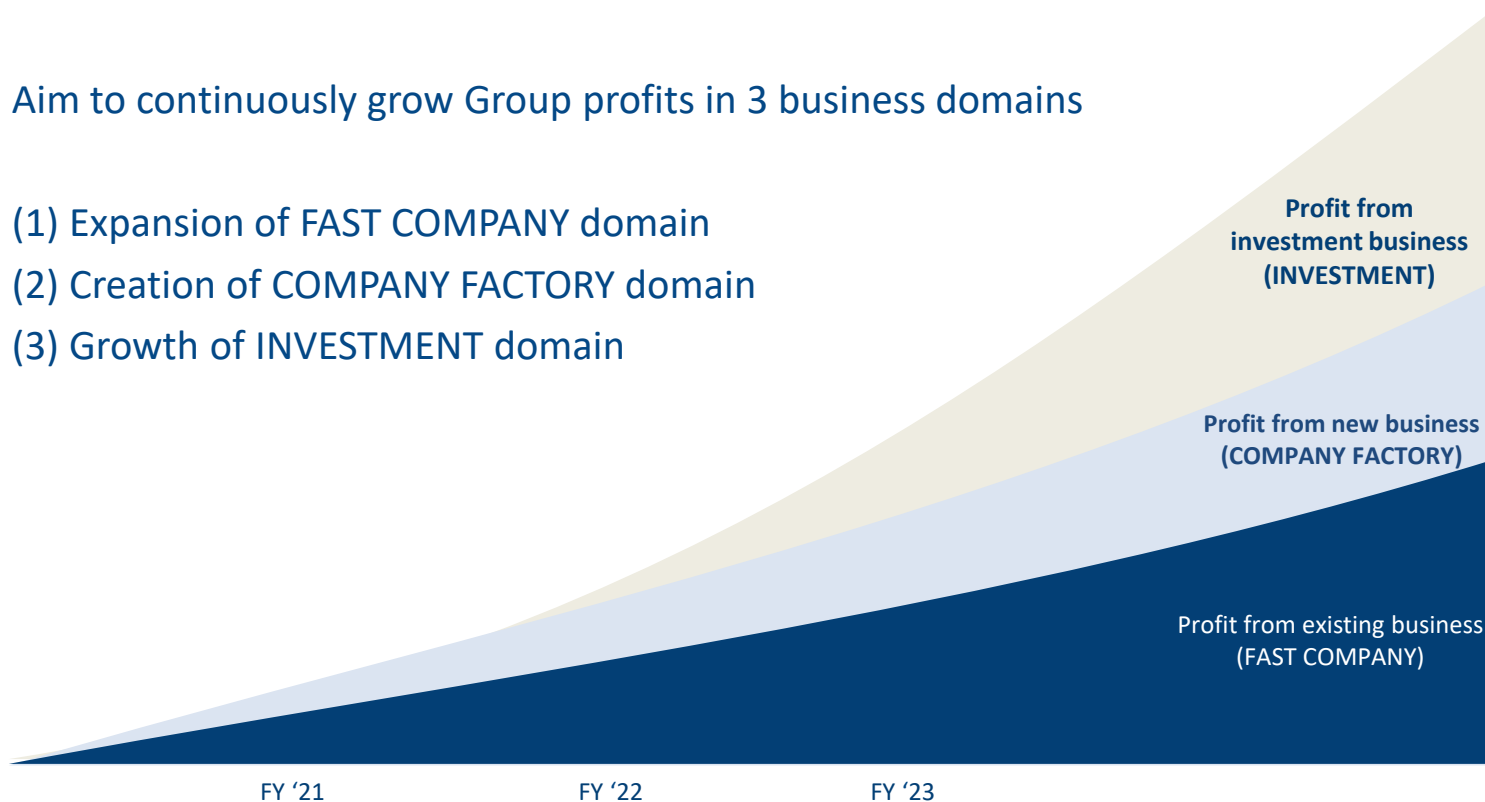


Businesses Comprising VECTOR Group

FAST COMPANY	COMPANY FACTORY	INVESTMENT
<p>PR/Press Releases/Video/Media</p>	<p>D2C</p>	<p>Investment</p>
 <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>	 <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> <p>Vitabrid C¹² Vitabrid Japan</p> <p>Direct Tech</p>	 <p>In our venture company investing activities, we provide investees with support for increasing value along with PR and IR.</p>
<p>vector ANTIL</p> <p>vector Platinum</p>	<p>HR</p>  <p>Our HR business primarily provides consulting and personnel evaluation cloud solutions to support the introduction and operation of personnel evaluation systems.</p> <p>あしたのチーム</p>	<p>vector</p>
<p>vector INITIAL</p> <p>vector SIGNAL</p> <p>PRTIMES</p> <p>Smartmedia</p>	<p>New Business</p>  <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>	<p>100 capital</p>
<p>NT</p> <p>NEWS TV</p>	<p>MEDICAL TECHNOLOGIES</p> <p>LIVER BANK</p> <p>PrivTech</p> <p>PERFORMANCE TECHNOLOGIES</p> <p>CYBER SECURITY BANK</p>	

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%

Ranked #1 for Asia
in *PRWeek*

*Source: PRWeek Top Consultancies 2020: Asia-Pacific

From #1 PR Firm in Asia...

...to #1 PR Firm Worldwide

Further expand domains
PR market in Japan worth 100 billion JPY



...by becoming a Fast Company
in Advertising Industry

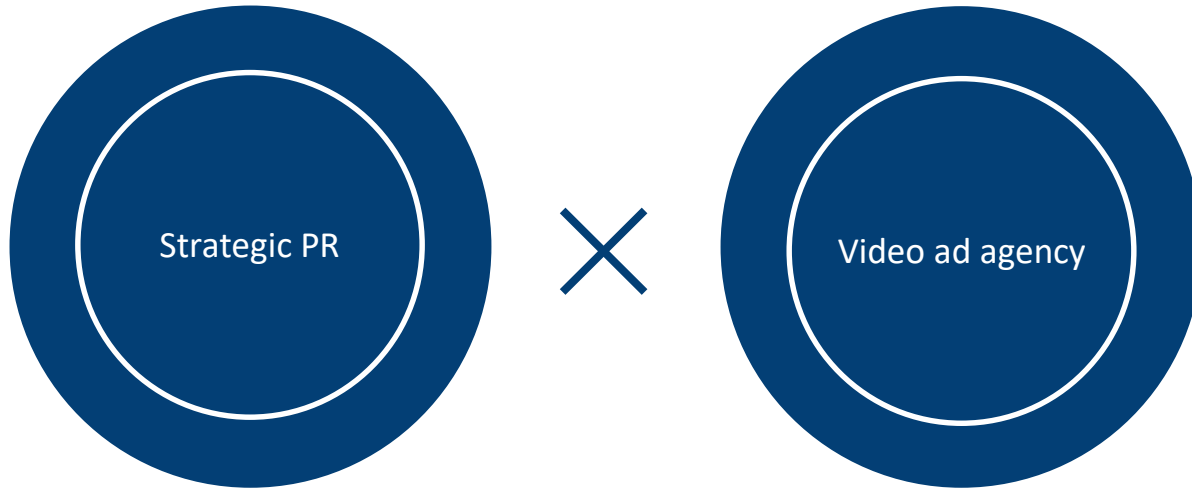
Target advertising market worth 6 trillion JPY

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					
Casting celebrities for content including websites, online videos and events.					
					
Press releases	PR Consulting	Video News	Influencers	Digital Marketing	Risk Management
 <p>#1 press release service in Japan with 50,000 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  vector Platinum  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></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  NT 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></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

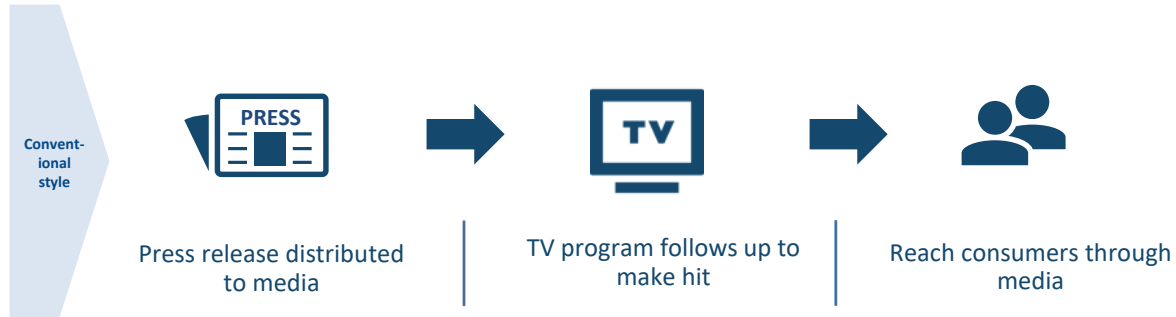
PR and video ad agency

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

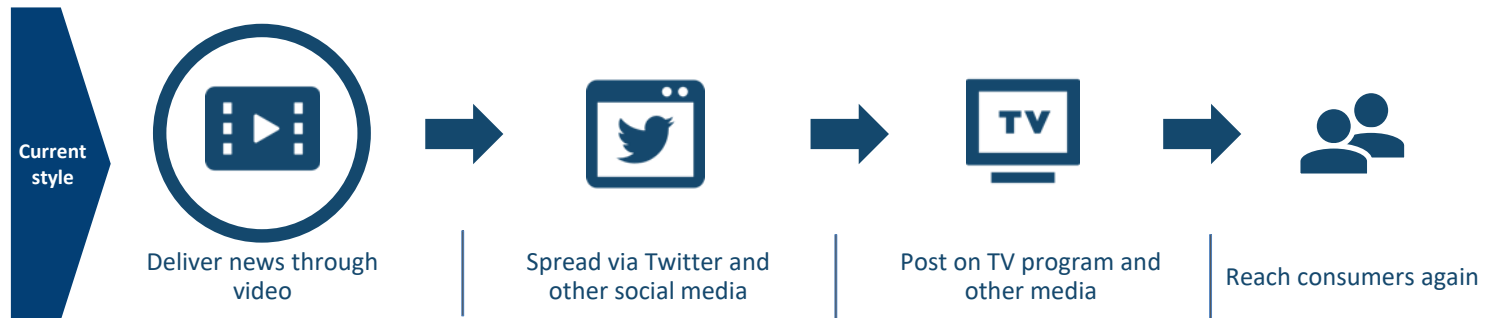
Information dissemination based on press release

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



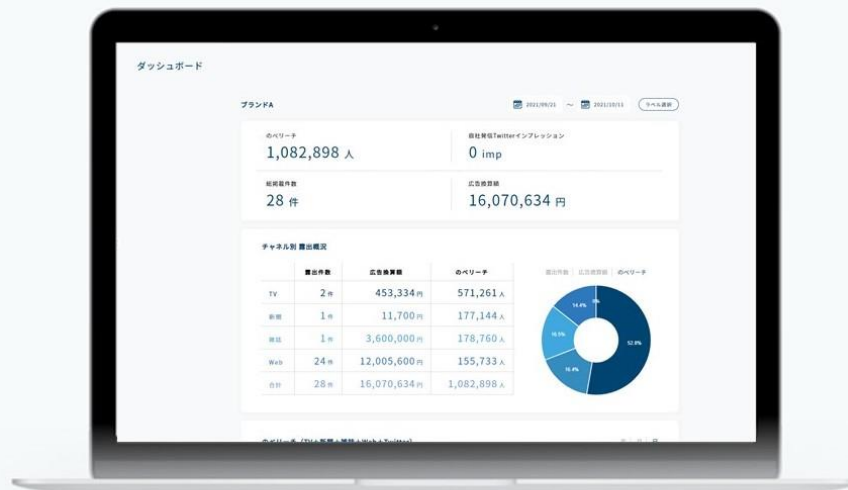
2 DX

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

<https://hilomel.com/> (in Japanese only)

The efficiency of the sales process will be boosted by securing orders online for PR news.

The screenshot displays the EOXIL website interface. At the top, the logo 'EOXIL' is accompanied by the tagline 'そのビジネスを簡単に広めよう'. Navigation links include 'コンサルタントに相談する', 'ログアウト', and '相談カート'. Below the navigation bar, a blue header contains '目的/業種から探す' and 'メニューから選ぶ'. The main content area features a vertical process flow on the left and a large graphic on the right. The process flow consists of five steps: STEP 1 (Finding a plan), STEP 2 (Consultation), STEP 3 (Contact), STEP 4 (Order), and STEP 5 (Start), with a final '活動レポート' (Activity Report) section. The graphic on the right shows the website displayed on a desktop monitor, a smartphone, and a tablet, with the title 'EOXILの流れ' (EOXIL Flow) in large blue characters.

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

STEP 1 事例から自分のビジネスにあったプランを見つける

STEP 2 ヒロメル相談をする

STEP 3 担当者よりご連絡

STEP 4 ご発注
数日以内

STEP 5 活動スタート
毎月

活動レポート

EOXIL の流れ

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
TVCM	調査PR	リテナーPR	タレントマーケティング	パブリック・アフェアーズ
タレント (Talent Bank)	ドキュメンタリー	タクシー広告 (GROWTH)	IR活動支援	スポットPR
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)	美容室サイネージ (Cover)	CPM/個人情報管理 (Trust360)
SNS運用	記事型オウンドメディア	有識者/KOL	WEB/LP制作	イベントロボーション (SP)
オンラインセミナー	動画型オウンドメディア (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

スゴークロビー

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

【一社】 ¥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

【一社】 ¥50,000,000～



C!刷新×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

【一社】 ¥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

【一社】 ¥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

【一社】 ¥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バ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

【一社】 ¥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

自動車用品

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・MGA

【一社】 ¥13,000,000～



大学ブランディングの成功PR事例

大学・教育機関

【一社】 ¥20,000,000～

Investment Performance


Supporting corporate growth through investment and PR/IR (total of 24 IPOs)
 Livero and ROBOT PAYMENT were newly listed, making it four IPOs in FY2022

Date of listing	Company name		Market
September 28, 2021		Livero	TSE Mothers
September 28, 2021		ROBOT PAYMENT	TSE Mothers
July 6, 2021	 BCC株式会社	BCC Co.,Ltd.	TSE Mothers
June 29, 2021	 Waqoo	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



Fintech and Real Estate Technology



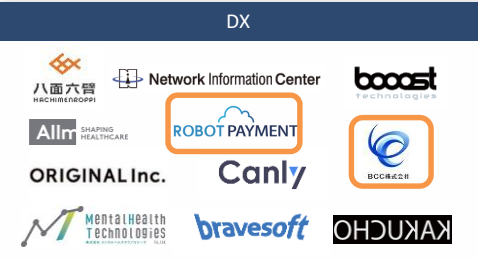
Human Resources-Related



Sharing Economy



DX



Other toB Services



Other toC Services



VECTOR SDGs PROJECT














Initiatives of the VECTOR SDGs PROJECT was published on our website on October 14, 2021
Aiming to achieve the SDGs targets, we are engaging in initiatives that embody the spirit of VECTOR.

vector SDGs PROJECT



<https://vectorinc.co.jp/en/sdgs/sustainability>

Initiatives of the VECTOR SDGs PROJECT

SDGs Targets	Initiatives	Themes
	<ul style="list-style-type: none"> Contribute to society by striving to enhance the value of our clients through the PR Business and by providing SDGs/ESG consulting. In addition, aim to provide SDGs/ESG consulting to 500 companies and ESG scoring services to 300 companies by 2025 in order to raise awareness of the importance of SDGs and ESG and create happiness for all stakeholders by spreading the initiatives of the VECTOR Group, and those of many other companies, throughout the world. 	<p>SDGs/ESG PR Consulting</p>
 	<ul style="list-style-type: none"> Create innovation by supporting venture companies that are actively engaging in SDGs/ESG initiatives to encourage the resolution of social issues and contribution to society. 	<p>Creation of innovation by supporting venture companies</p>
 	<ul style="list-style-type: none"> Conduct the VECTOR Group's unique professional training program for the purpose of developing PR professionals and creating a flexible system for career progression. Support career development through ongoing training and develop human resources, enabling them to become progressive and creative. Create a framework for developing entrepreneurs by conducting education on ventures and supporting people in starting businesses. 	<p>HR development enabling them to become progressive and creative</p>
 	<ul style="list-style-type: none"> Listen to all voices and foster a culture of belonging and trust where everyone has a place to be themselves. Link this culture to the promotion of diversity, inclusion, and belonging. Promote women's advancement, the expansion of activity overseas, and the appointment of employees with diverse backgrounds. 	<p>Promotion of D&I</p>
  	<ul style="list-style-type: none"> Together with our investee company Syogaisha Koyo Bank, raise awareness about the advancement of employment for people with disabilities. Aim to realize sustainable growth as a group and a society that gives equal opportunity. 	<p>Formation of an equal society</p>
  	<ul style="list-style-type: none"> Contribute to realizing a sustainable society by making disclosures on and commitments to climate change risks, rolling out business that reduces environmental impact, and changing the awareness of employees. 	<p>Contribution to the environment</p>



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.