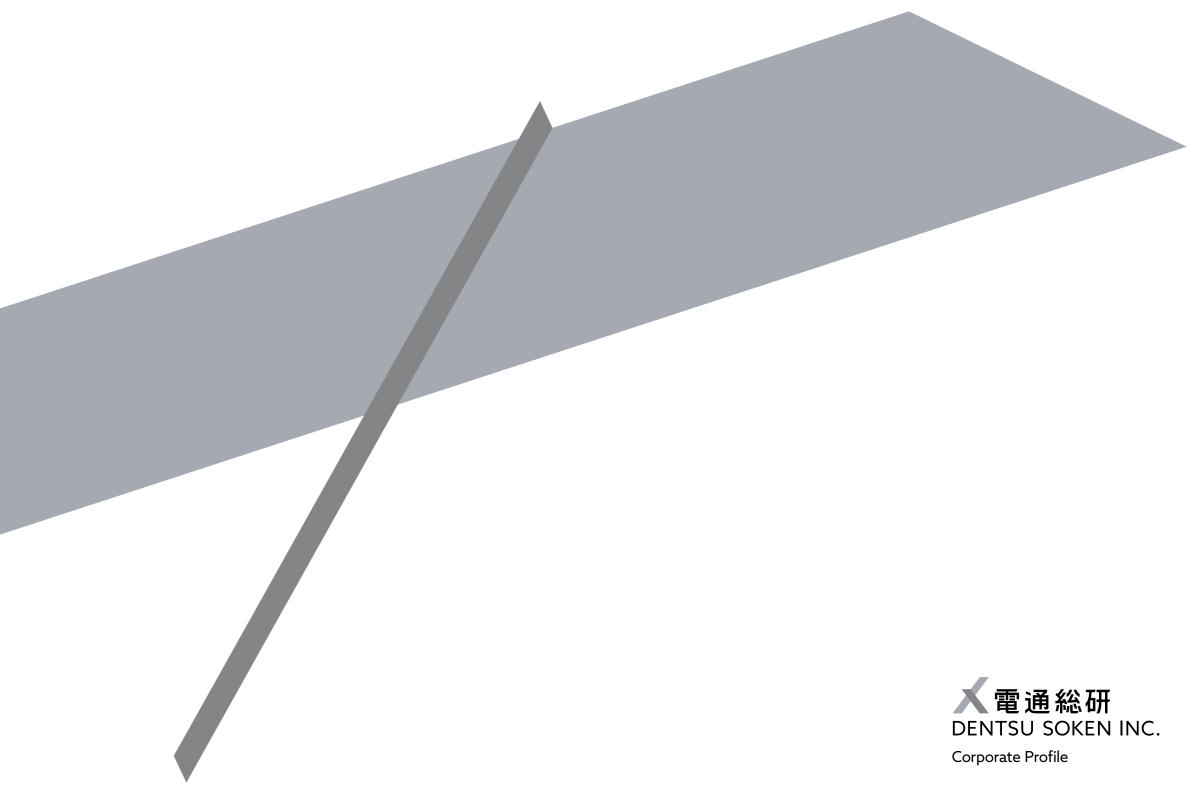
DENTSU SOKEN INC. 2-17-1 Konan, Minato-ku,Tokyo 108-0075, Japan www.dentsusoken.com/english









Bringing people and technology together to shape the future.

We are committed to staying close to people's needs and using technology to make life more comfortable.

We are committed to making greater contributions to client companies' growth.

Most of all, we are committed to making human society richer.

These aspirations underpin our corporate vision, "HUMANOLOGY for the future." At DENTSU SOKEN,

we are bringing together people and technology to create the future.





# Message from the President

After our establishment in 1975 as a joint venture between Dentsu Inc. (currently Dentsu Group Inc.) and U.S.-based General Electric Company (GE), we quickly adopted the position of a system integrator in the industry and have expanded our business through providing support to large numbers of client companies.

We published Vision 2030, our long-term management vision, in 2022. In it, we defined our goal for 2030 as continuing "to meet the expectations of society, companies, and consumers." As part of our self-transformation to reach this goal, we changed our name from Information Services International-Dentsu, Ltd. (ISID) to DENTSU SOKEN INC. on January 1, 2024. With this, we have made a fresh start as a company that contributes to progress in society by fulfilling the three roles of providing system integration, consulting, and think tank services.

Our strengths include our employees' personalities and sincere motivation to fulfill client companies' expectations and earn their trust, as well as our ability to provide unique solutions built up over our decades in business. To achieve dramatic and unprecedented growth as we work toward the realization of Vision 2030, we will further develop our personalities and solutions proposals while continuing to drive transformations that surpass the expectations of consumers, companies, and society at large.

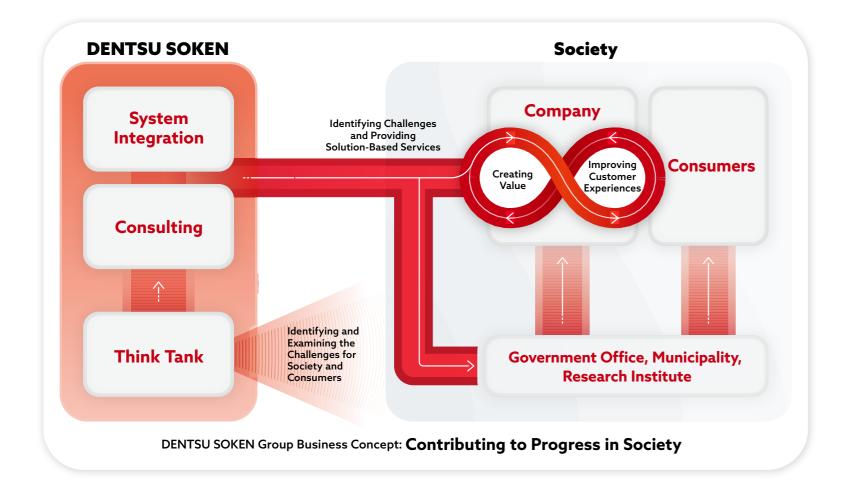
President, CEO & COO DENTSU SOKEN INC. 岩本浩久

Hirohisa Iwamoto



## **DENTSU SOKEN Group's Business Concept**

By combining system integration, consulting, and think tank functions, the DENTSU SOKEN Group delivers optimum solutions for client companies in terms of both value creation and customer experience improvements fundamental to company activities. In implementing a cycle of identifying challenges, making recommendations, and implementing technology-driven solutions, we are going beyond the system integrator framework to contribute to progress society. This is the DENTSU SOKEN Group's business concept.



### **DENTSU SOKEN's Functions**

Functions

# We meet the needs of clients and society through the integration of three functions.

# **Think Tank**



We outline ways for using technology to solve problems, based on insights obtained from our unique surveys of the issues affecting consumers and society as a whole, and from the suggestions that we receive from them. Our Quality of Society Center conducts surveys and research relating to changes in people's attitudes and to the transformations taking place in society. The Center disseminates research results obtained through the unique surveys of the Center and from various expert communities, such as the Future Impact Forum. In addition, our Open Innovation Lab, which undertakes research on new solutions based on cutting-edge technology, builds "prototypes" for addressing social issues through joint research with business enterprises and research institutes, and disseminates the research results.



# Consulting



We have supported a large number of companies, especially in the manufacturing industry, in solving challenges such as increasing business process efficiency, developing human resources, developing attractive products, and creating new services. Our highly experienced consultants have in-depth business and technology expertise. Based on original methodology, they provide a full range of support services from crafting a vision for company and social transformation to defining issues, creating strategy, and implementing solutions.



# **System Integration**



We provide support for transformation and growth in various industries and business processes, such as product development solutions for the manufacturing industry and system development solutions for the financial, retail, and service industries. Our support ranges from planning and development of systems for solving challenges at client companies to creating societal support frameworks. We use our in-depth expertise in business processes and our ability to implement optimum technology solutions to deliver true digital transformation (DX) that solves challenges at client companies and in society.



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### **DENTSU SOKEN's Business Segments**

# Our wide-ranging solutions across four business segments support business growth at our client companies.



Supporting business transformation at financial institutions

# **Financial Solutions**

We offer solutions for financial institutions, including core banking systems supporting globalized operations, capital market solutions implementing cutting-edge financial engineering, corporate finance solutions that optimize lending and leasing operations, and solutions that enhance customer touchpoints in retail and corporate trading. We also support general business companies to enter the financial services business and regional DX through financial institutions.

### Pick Up Solutions

### ■ Loan solution, BANK·R

BANK-R supports highly specialized business processes such as screenings, credit management, and risk analysis for personal and corporate lending. Many regional financial institutions and others have implemented BANK-R.



# ■ Management system for leasing and finance operations, Lamp

Lamp is designed to handle finance and operating leases and loans, installment payment plans and factoring transactions. Lamp provides operations management for applications, screenings, contracts, and billing and collection.



Supporting more efficient and enhanced corporate management operations

# **Business Solutions**

We offer companies and corporate groups across various industries solutions including POSITIVE, an integrated HCM\* solution supporting strategic human capital management; Ci\*X, integrated group accounting solutions; STRAVIS, a consolidated accounting solution; and CCH® Tagetik, a corporate management solution. We contribute to enhancing client companies' corporate management with in-house developed software born from our expertise built up over many years and specialized services provided by consultants with extensive business knowledge.

\* Human Capital Management

#### Pick Up Solutions

### ■ Integrated HCM solution, POSITIVE

POSITIVE supports strategic human capital management implemented globally and group-wide basis. With a wide range of features including HR, salary, and employment management, workflow, and talent management, POSITIVE has been implemented in more than 3,000 companies to date.



### ■ Integrated group accounting solution, Ci\*X

Ci\*X, an accounting solutions, is optimized for group management. The solutions suite consists of four products: an expense settlement system, an integrated accounting system, an automated journalizing system, and a generic workflow system. A growing number of large companies are implementing Ci\*X.





Supporting DX in the manufacturing industry

# **Manufacturing Solutions**

We offer solutions for the manufacturing industry to support *mono-zukuri* (product development), including process innovation consulting for product planning and design operations, implementing product development environments to optimize 3D design and simulation work, and realizing seamless integration of engineering processes with the supply chain. Together with the Dentsu Group, we support *koto-zukuri* (value creation), including new business creation, and we contribute to digital transformation (DX) in the manufacturing industry with both product development and value creation.

#### Pick Up Solutions

### ■ PLM solution, Teamcenter

This product lifecycle management (PLM) solution is provided by Siemens. Teamcenter delivers centralized product information management across divisions from product planning to design, production preparations, and maintenance.

#### ■ DENTSU SOKEN SAP solutions

We support enhancing business processes and maximizing investment value at client companies through various solutions\* related to SAP ERP, including transitioning to or newly implementing SAP S/4HANA and an in-house developed data analysis platform.

\* SAP BI platform, BusinessSPECTRE, etc.



**TEAMCENTER** 



Supporting marketing transformation for companies and digitalization for administration

# **Communication IT**

We offer various solutions that support marketing transformation for companies in diverse industries, as well as software and services that support the digitalization of administrative processes and operations at government agencies and municipal governments. Using the experience gained in building and operating various systems that support business activities at many client companies combined with digital know-how in marketing gained through collaborating with Dentsu Group companies, we support solving challenges faced by client companies and the wider society with the power of technology.

### Pick Up Solutions

### ■ Low-code development platform, iPLAss

iPLAss enables applications development with minimal manual coding. This platform allows for rapid development of online membership management systems, smartphone apps, and more at reasonable cost. It has been implemented at a wide range of client including companies in the retail and service industries as well as public institutions.



### Urban OS platform, CIVILIOS

CIVILIOS is an urban OS platform based on the Smart City Reference Architecture compiled by Japan's Cabinet Office. By integrating various functions and data provided by businesses and municipalities, CIVILIOS makes it possible to deliver services that are optimized to meet the needs of each individual resident.



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# **DENTSU SOKEN Group Data**

# **History of DENTSU SOKEN**

Ever since its founding, DENTSU SOKEN has continued to grow and develop in a way that enables us to use technology effectively to meet the needs of companies, consumers, and society as a whole.

# 2016

First FinTech base, FINOLAB (currently FINOLAB Inc.), set up in Japan



# 2022

- Long-term management vision "Vision 2030" set
- Transfer to Tokyo Stock Exchange Prime Market

# 2011

Open Innovation Laboratory
(currently Open Innovation Lab) established



# 1971

• Time-sharing Service (TSS) Division set up at Dentsu's Tokyo headquarters



First private-sector computer TSS for commercial use in Japan, MARK I, provided in collaboration with General Electric Company (GE)

# 1982

Computer Aided Engineering Technology Center established

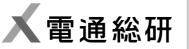


1975

Information Services International-Dentsu, Ltd. set up as a joint venture between Dentsu and GE

# 2024

Company name changed to DENTSU SOKEN INC. and new brand logo unveiled



# 2000

Listed on the First Section of the Tokyo Stock Exchange



1986

First overseas branch office established (London)

# **DENTSU SOKEN Group Data**



# Corporate Data (as of December 31, 2024)

Company Name DENTSU SOKEN INC.

Company Name (Japanese) 株式会社電通総研

epresentative Hirohisa Iwamoto, President, CEO & COO

Head Office 2-17-1 Konan, Minato-ku, Tokyo 108-0075, Japan

ranch Offices Central Region Branch Office, Kansai

Region Branch Office, Hiroshima Branch

Office, Toyota Branch Office

Date of Incorporation December 11, 1975

Capitalization 8,180.5 million yen

No. of Employees Consolidated: 4,413 Non-consolidated: 2,402

14 (Japan: 6, Overseas: 8)

Business Activities Providing solutions to support societal

and corporate transformation by linking system integration, consulting, and think

tank functions



Corporate website

No. of Subsidiaries

www.dentsusoken.com/english

# Corporate Philosophy

#### Mission

Acting with sincerity, we contribute to progress and harmony among our customers, consumers, and society by exploring the unlimited potential of technology.

Vision

# **HUMANOLOGY** for the future

Bringing people and technology together to shape the future.

Understanding human trends, anticipating society's evolution, and exploring the full potential of technology, DENTSU SOKEN Group is creating a better tomorrow through harmony between people and technology.

### **Action Principles**

# AHEAD

Agile Try it first.

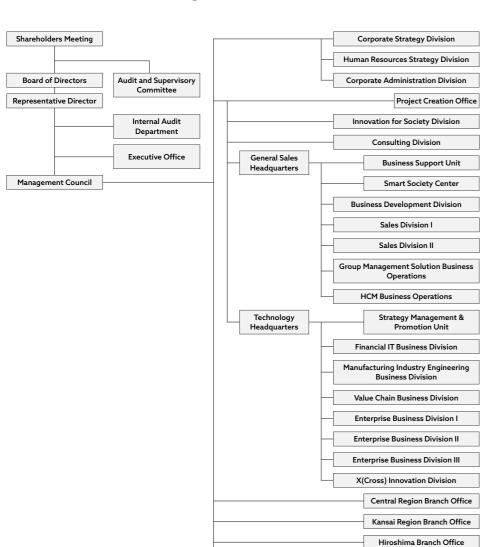
Be a pioneer.

**Humor** Win through personality.

**Explore** Venture into the unknown.

Ambitious Have a dream.

**Dialogue** Communicate ideas thoroughly.

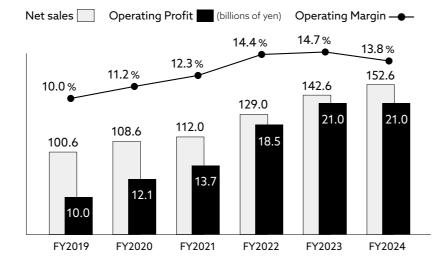


Toyota Branch Office

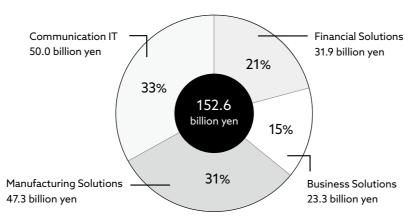
### Financial Data

### Net Sales, Operating Profit and Operating Margin

(year ended December 31, 2024)



### Net Sales by Business Segment (year ended December 31, 2024)



# **DENTSU SOKEN Group Data**

# Group Companies (as of January 2025)

### Domestic subsidiaries: 6

#### DENTSU SOKEN IT INC.

www.it.dentsusoken.com (Japanese version only)

#### Estech Corp.

www.estech.co.jp/english/

#### DENTSU SOKEN SECURE SOLUTIONS INC.

www.ss.dentsusoken.com (Japanese version only)

#### Mitsue-Links Co., Ltd.

www.mitsue.co.jp/english/

### DENTSU SOKEN ASSIST INC.

www.assist.dentsusoken.com (Japanese version only)

#### DENTSU SOKEN BRIGHT INC.

www.bright.dentsusoken.com (Japanese version only)

### Affiliated companies: 4

### Koozyt, Inc.

www.koozyt.com (Japanese version only)

#### Smart Holdings Inc.

www.smart-group.co.jp/english/

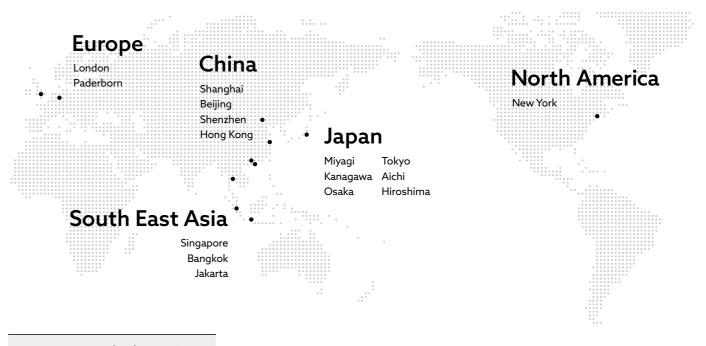
#### FINOLAB Inc.

www.finolab.co.jp

### ACSiON, Ltd.

www.acsion.co.jp (Japanese version only)

Our offices in North America, Europe, and the Asia Pacific region work closely with our offices in Japan to support our customers' global business operations.



### Overseas subsidiaries: 8

#### DENTSU SOKEN UK, LTD.

www.uk.dentsusoken.com

### DENTSU SOKEN USA, INC.

www.usa.dentsusoken.com

#### DENTSU SOKEN HONG KONG LIMITED

www.hk.dentsusoken.com

### DENTSU SOKEN SHANGHAI CO., LTD.

www.dentsusoken.com.cn

#### DENTSU SOKEN SINGAPORE PTE. LTD.

www.sq.dentsusoken.com

### DENTSU SOKEN (THAILAND) LIMITED

### PT. DENTSU SOKEN INDONESIA

www.id.dentsusoken.com

#### Two Pillars GmbH

www.two-pillars.de

www.th.dentsusoken.com