



Japanet Groups  
Corporate Profile



# **Japanet IDENTITY**

Japanet

## **POLICY**



Japanet

## **STYLE**



Japanet

## **CULTURE**



Our Purpose

## **PURPOSE**

To fill the everyday lives of customers, clients, employees, and all others involved with the joy of living in the now, through communicating to the world convenience and thrill, the excitement of an enriching life, the pride in living in a community and the joy of sharing happy moments.



Japanet

# POLICY

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## Discover, Polish and Communicate

At Japanet, we value three activities: the discovery of the really good stuff which exists in the world, the refining of things into better products or services from our unique point of view and steadily communicating essence.

We focus on businesses that can create added value unique to Japanet by discovering, polishing, and communicating in a form we believe to be correct.

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Japanet

# STYLE

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### Careful selection and concentration

We single out the really good stuff and further polish the good

### Channel mix

We communicate important messages through a variety of connecting places with a focus on means of delivery.

### Doing everything on our own

We increase value and take overall responsibility for quality by doing as much as we can in-house

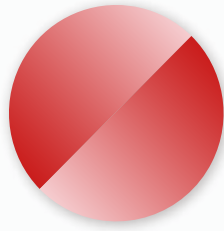
### High-speed PDCA

We start immediately, constantly readjust, and continue to improve with speed

### Ability to imagine customers' feelings thoroughly

We always envision the customer and pay careful attention to detail to impress and exceed expectations

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Japanet

# CULTURE

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## Friendly and stoic

Japanet employees value both the warmth of considering customers and colleagues as family and our stoic nature of earnestly working towards an ideal.

### -action-

1. Greeting with smiles
2. Following rules
3. Carefully considering and taking action with a sense of ownership
4. Focusing on highly productive methods
5. Taking action with good ideas and seeing it through

### -mind-

6. Taking on challenges without fear of change
  7. Striving with humility
  8. Communicating ideas pleasantly while envisioning the other side's position
  9. Trusting colleagues and creating new value together
  10. Enjoying the now while aiming for a brighter future
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# Message

## Message from the President



Takata Co., Ltd., the predecessor of Japanet, was established in 1986 by our founder, Akira Takata.

As the mail-order business continues to expand, we have been certain that Japanet exists to serve people who desire to buy good products but find it hard to choose from the products flooding the world, by discovering products and services using Japanet's own criteria, polishing them thoroughly to enhance their appeal, and communicating their appeal to the world.

I believe that many customers of Japanet did not plan to purchase goods on the day they made their purchases.

This is why each one of the employees of our Group companies is increasing their efforts to deliver the joy of living in the moment by imagining customers' feelings with a commitment to selecting products which will never make customers regret buying them and providing thorough support.

In 2019, we launched the sports and regional revitalization business as our second core business following the mail-order business.

In 2017, we began to manage the V-VAREN NAGASAKI professional football club in Nagasaki, where we are headquartered.

This business has increased our desire to revitalize the region.

In 2020, we established NAGASAKI VELCA, the first professional basketball club in Nagasaki.

The club joined the B.LEAGUE from the 2021-2022 season and was promoted to B1league in the shortest possible time.

Nagasaki Stadium City, scheduled to open in October 2024, is a complex consisting of a soccer stadium, an arena, offices, commercial facilities, hotels, etc. As a company with origins in Nagasaki, we are working on this project with the desire to revitalize the local area.

We are resolved to advance this project as a private enterprise, applying our ability to imagine customers' feelings thoroughly which we have cultivated through the mail-order business while improving the speed and accuracy of our decision-making.

Thus, we aim to be an entity which can revitalize first Nagasaki, and eventually the entire country.

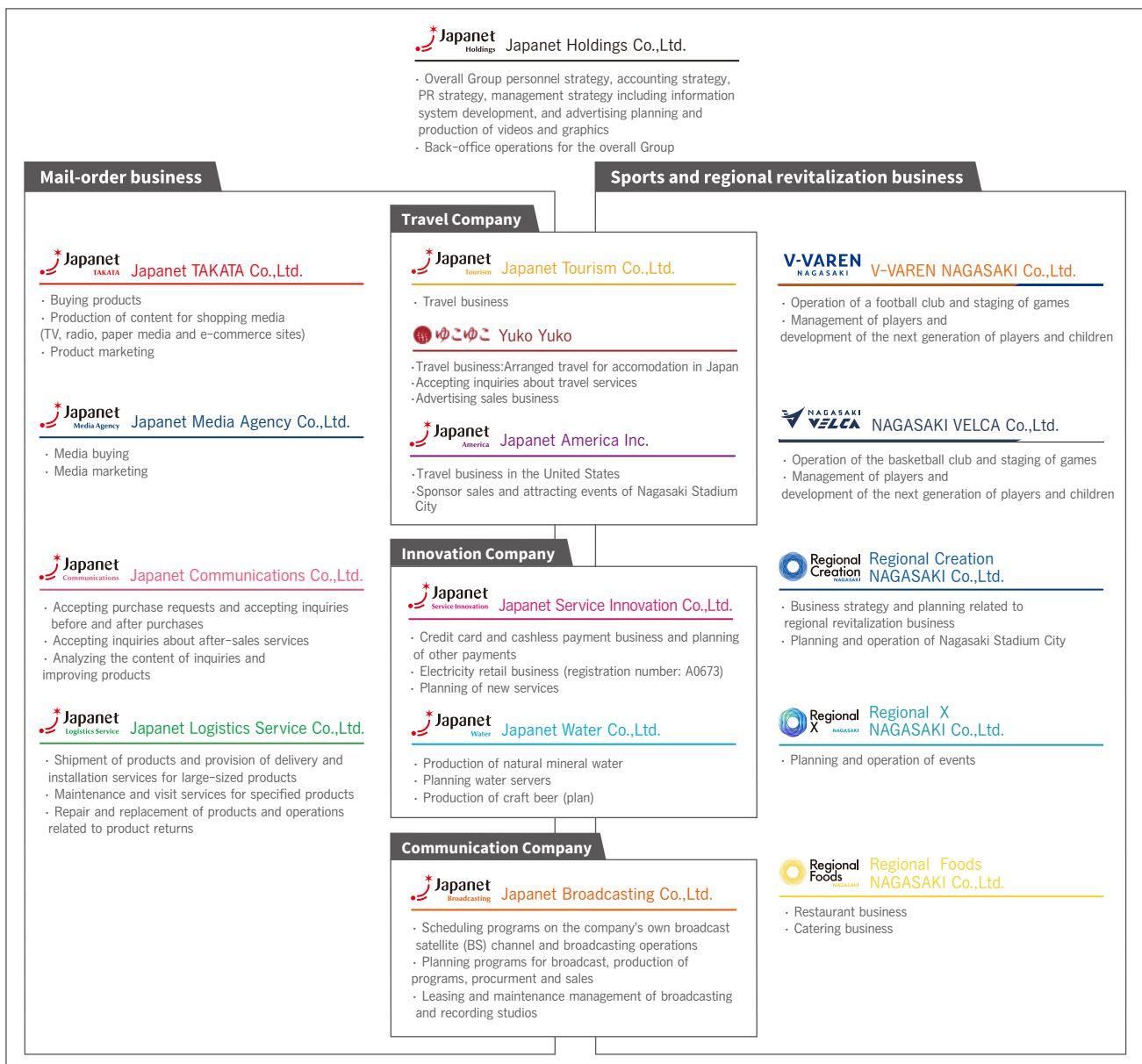
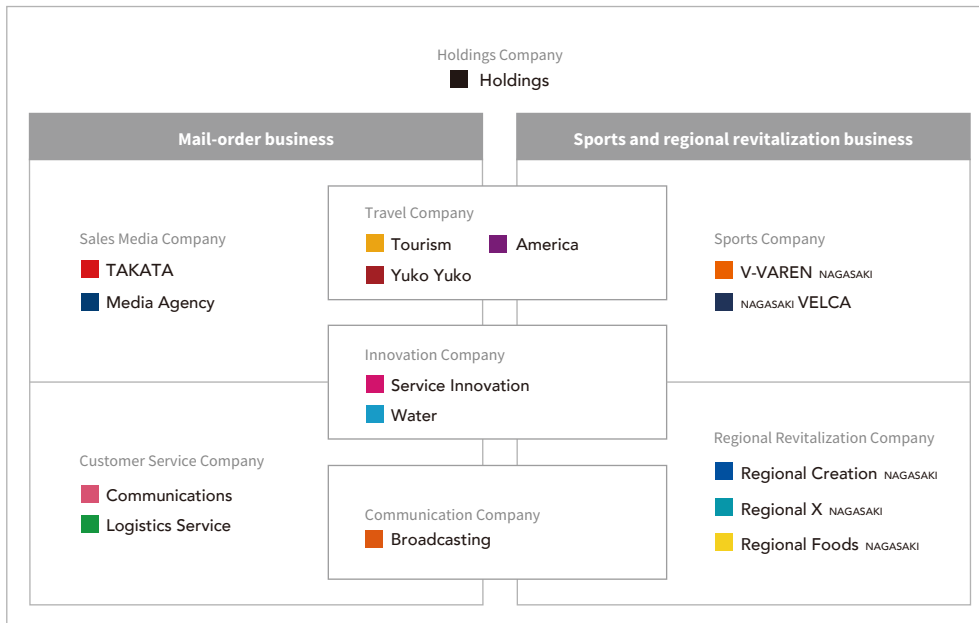
Regarding the work environment of our employees, our slogan is "Work earnestly in a warm, friendly atmosphere." We aim to be an ideal company where employees can be highly productive working for customers and their co-workers and enjoy their own personal development. We want to be a company capable of creating an environment and providing support that enables employees to have fulfilling personal lives.

Our mission is to combine the thinking of various business partners and people from local communities, who create superb products, with the thinking of our employees and to be a company capable of providing services which make more customers feel that their lives have been enriched and feel the joy of living in the moment.

All of us will continue to endeavor to deliver more of the joy of living in the moment by improving our comprehensive capabilities as a company while maximizing our strength that we have cultivated to date.

President & CEO **Akito Takata**

# Japanet Groups



# History

It all started from a camera store.

- 1986** The company begins operating with the main businesses of photography, photo developing and sales of cameras and other products.
- 1990** The company hosts its first home shopping radio program on NBC Nagasaki Broadcasting, which became the starting point of its mail-order business.  
The company becomes able to host home shopping radio programs all over Japan, starting full-scale operation as a mail-order company.
- 1994** Home shopping TV programs produced by the company begin to be broadcast.
- 1995** The company publishes mail-order brochures for members and newspaper inserts, fully entering the nationwide mail-order business based on paper media.
- 2000** The company launches its own e-commerce site and begins to operate an online shopping business.  
The company's mail-order business develops to feature a channel mix which enables the delivery of better goods to more customers via four types of media: radio, TV, paper media and the internet.
- 2001** The company constructs its own building with a large-scale logistics and order acceptance center in Hiu, Sasebo.  
This enables the company to establish a framework for doing everything on its own, which enables it to provide better services by doing everything, from the purchasing of products to after-sales follow-up, all on its own.
- 2010** The call center department is spun off into Japanet Communications Co., Ltd.  
It starts operating as a comprehensive contact center engaged in operations from response to inquiries before product purchase to provision of after-sales support.
- 2015** Akira Takata, the founder, resigns as president.  
Akito Takata becomes the new president.  
The corporate logo and corporate philosophy are redesigned, and Japanet starts operating as a redesigned company.  
Japanet Media Creation Co., Ltd. is made a Group company, aiming to strengthen media planning and establish an internal creative department.  
The company establishes a logistics center in Ichikawa City, Chiba, to enhance delivery to East Japan.
- 2016** The company entirely redesigns its e-commerce site into Japanet senQua, reinforcing its careful selection and concentration system, under which it carefully selects the finest item in each category, polishes it, and offers it to customers.
- 2017** The company acquires 100% of the stock of V-Varen Nagasaki Co., Ltd., a professional football club, making it a Group company, and Akira Takata becomes its president and representative director.
- 2018** Japanet Service Innovation Co., Ltd. is established as a company handling new services. The new company engages in the business of selling Japanet Water, natural mineral water that it produces itself, and it provides the industry's first chartered-cruise-ship tour around Japan six times.  
The Nagasaki Stadium City Project, a town development project centered on a stadium, is launched with Japanet Holdings playing a leading role.
- 2019** Regional Creation Nagasaki Co., Ltd. is established to implement private-sector-driven town development and regional revitalization projects.
- 2020** The company establishes NAGASAKI VELCA, the first professional basketball club in Nagasaki.
- 2022** The company launches BSJapanext, a BS satellite TV station.  
The company opens V. SPORTS BASE NAGASAKI as a base for football, basketball and cheerleading dance schools.
- 2023** Established Japanet America Inc., which develops Japanese travel business in the United States and sponsor sales and attracting events of Nagasaki Stadium City.

## Sales performance

Unit: 100million yen \*Group consolidated sales since 2016

