



Japanet Groups
Corporate Profile



Japanet **IDENTITY**

Japanet
POLICY



Japanet
WAY

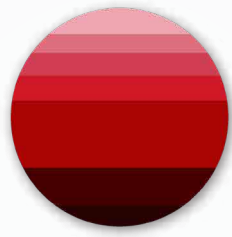


Japanet
CULTURE



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

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.



Japanet
WAY

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

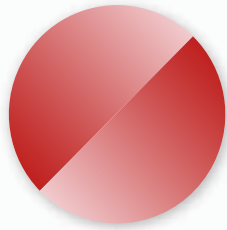
We increase value and take overall responsibility for quality by doing as much as we can in-house

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



Japanet

CULTURE

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 will join the B. LEAGUE in the 2021-2022 season.

In the Nagasaki Stadium City Project, which is scheduled to be completed in 2024, we have announced a plan to construct a stadium, an arena, a hotel, an office building and commercial facilities in Nagasaki City.

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.

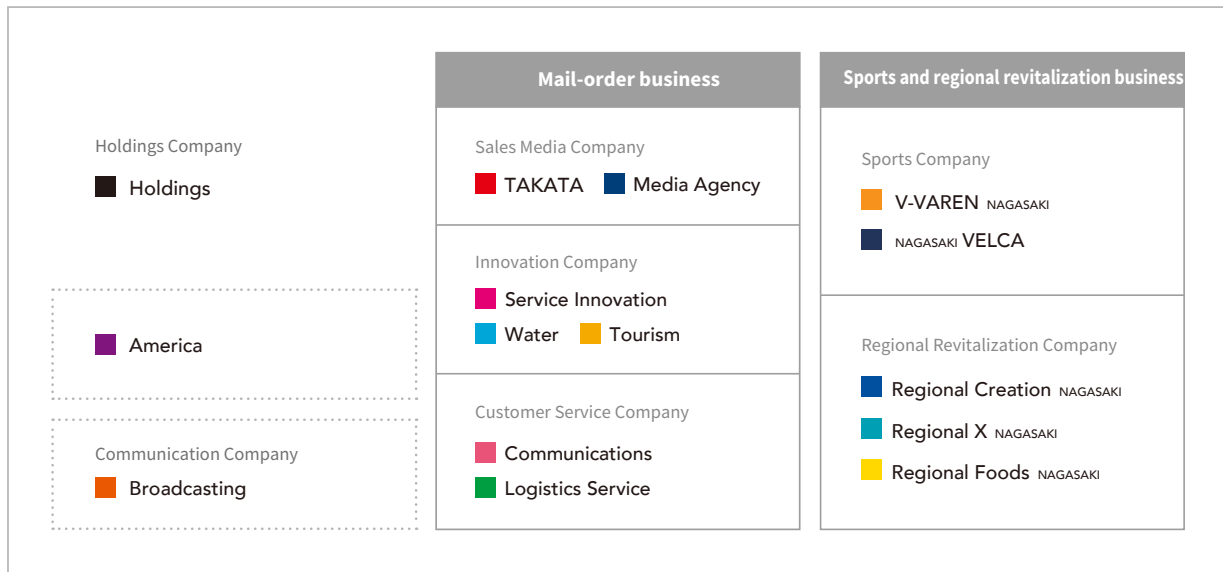
Regarding the work environment of our employees, our slogan is "Work earnestly in a warm, friendly atmosphere." We aim to be an ideal company where employees can be highly productive working for customers and their co-workers and enjoy their own personal development. We want to be a company capable of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



Japanet Holdings Co., Ltd.

- Overall Group personnel strategy, accounting strategy, PR strategy, management strategy including information system development, and advertising planning and production of videos and graphics
- Back-office operations for the overall Group

Japanet America Inc.

- Travel business in the United States
- Sponsor sales and attracting events of Nagasaki Stadium City

Japanet Broadcasting Co., Ltd.

- Scheduling programs on the company's own broadcast satellite (BS) channel and broadcasting operations
- Planning programs for broadcast, production of programs, procurement and sales
- Leasing and maintenance management of broadcasting and recording studios

Mail-order business

Japanet TAKATA Co., Ltd.

- Buying products
- Production of content for shopping media (TV, radio, paper media and e-commerce sites)
- Product marketing

Japanet Service Innovation Co., Ltd.

- Credit card and cashless payment business and planning of other payments
- Electricity retail business (registration number: A0673)
- Planning of new services

Japanet Communications Co., Ltd.

- Accepting purchase requests and accepting inquiries before and after purchases
- Accepting inquiries about after-sales services
- Analyzing the content of inquiries and improving products

Japanet Media Agency Co., Ltd.

- Media buying
- Media marketing

Japanet Tourism Co., Ltd.

- Travel business

Japanet Logistics Service Co., Ltd.

- Shipment of products and provision of delivery and installation services for large-sized products
- Maintenance and visit services for specified products
- Repair and replacement of products and operations related to product returns

Japanet Water Co., Ltd.

- Production of natural mineral water
- Planning water servers
- Production of craft beer (plan)

Sports and regional revitalization business

V-VAREN NAGASAKI Co., Ltd.

- Operation of a football club and staging of games
- Management of players and development of the next generation of players and children

Regional Creation NAGASAKI Co., Ltd.

- Business strategy and planning related to regional revitalization business
- Planning and operation of Nagasaki Stadium City

Regional Foods NAGASAKI Co., Ltd.

- Restaurant business
- Catering business

NAGASAKI VELCA Co., Ltd.

- Operation of the basketball club and staging of games
- Management of players and development of the next generation of players and children

Regional X NAGASAKI Co., Ltd.

- Planning and operation of events

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.

Sales performance

Unit: 100million yen *Group consolidated sales since 2016

