

Funai Soken Group2019

Funai Soken Consulting Group
Company Profile 2019

Funai Soken Consulting Group

Philosophy & Vision



We help to build a better future for people, businesses, and society

We at the Funai Consulting Group will offer solutions for a better future to all the people and businesses we are involved with - and to society as a whole - and will do our best to turn those ideas into reality.



We bring happiness to people and businesses through our work
We aim make ourselves an essential part of society

We are determined to work together as a corporate group to bring joy to the people and businesses we are involved with. By earning the trust and respect of the people and businesses we seek to please, we can also earn the trust and respect of society as a whole.

Corporate Overview

Company name	Funai Soken Holdings Inc.	
Representative Director	Sakae Takashima, President and Group CEO	
Directors	Tatsuro Ono, Director and Executive Vice President	
	Takahisa Okumura, Director and Senior Vice President	
	Nobuyuki Isagawa, Independent Director	
Directors (on the Audit and Supervisory Committee)	Masahiro Hyakumura, Director	
	Atsushi Nakao, Independent Director	
	Akihiro Kobayashi, Independent Director	
Executive Officers	Akira Hamaguchi, Executive Officer	
	Masaru Sumitomo, Executive Officer	
	Tomoaki Mizoue, Executive Officer	
Major Roles	To serve as the group holding company, compile group strategies, and handle group management	
Address	Osaka headquarters	4-4-10, Kitahama, Chuo-ku, Osaka 541-0041 Japan Tel: +81 (0)6-6232-0226 Fax: +81 (0)6-6232-0040
	Tokyo headquarters	21st floor, Nihonseimei Marunouchi Bldg., 1-6-6, Marunouchi, Chiyoda-ku, Tokyo 100-0005 Japan Tel: +81 (0)3-6212-2923 Fax: +81 (0)3-6212-2940
Group employees	1,105 (as at Dec. 31, 2018)	
Shares	Listed publicly on the Tokyo Stock Exchange First Section (securities code 9757)	
Group companies	Funai Consulting Inc. President and CEO: Takayuki Nakatani Consulting services provider	Funai Consulting Shanghai Inc. President: Satoshi Oka Consulting services provider for China
	Funai Soken Logistics Inc. President: Shigehiro Kan Logistics provider	HR Force Inc. President: Shoji Takayama Direct recruiting services provider
	Funai Soken IT Solutions Inc. President: Naoki Nishiyama IT consulting services provider	Shinwa Computer Service Co., Ltd. President: Akihide Goto System developer
	Proseed Corporation President: Naoki Nemoto Contact center consulting	Funai Soken Corporate Relations Inc. President: Hitoshi Nagira BPO, Sales support for group companies

Group Companies

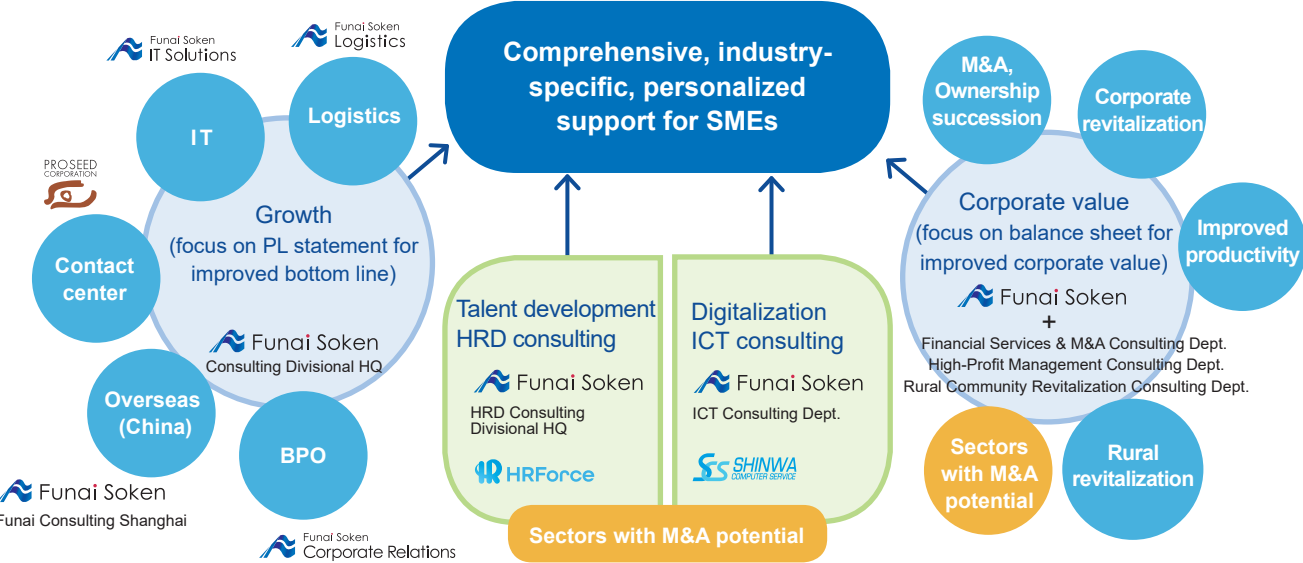
Funai Soken Consulting Group provides optimized solutions for all business issues

We leverage our unique marketing skills and years of expertise to provide industry-and solution-category-specific business solutions.

A trusted provider of comprehensive management consulting solutions

We at the Funai Soken Consulting Group strive to provide comprehensive management consulting solutions for small and medium-sized enterprises, and are continually working to maintain systems toward that end. Industry-specific consulting services are the bedrock that has underpinned our growth since our founding, and we remain determined to expand our suite consulting solutions—particularly for the housing and real estate sector; the healthcare, nursing care and welfare sector; and the certified professional services sector—as well as the range of management workshops for business owners. Now, to complement our existing growth support services, we are enhancing our array of services in three areas:

Support for talent development as a solution to labor shortages, e.g., through industry-specific employment consulting; Support for improved corporate value; and Support for digitization to help clients improve corporate performance. In this way, when SME owners come to us for management consultation, we are able to call on this broad-based framework to produce solutions that address their problems.



Consulting		
	Funai Consulting Inc. (...P4)	Specialist consulting capabilities for a range of industries, with a focus on SMEs in Japan.
	Funai Consulting Shanghai Inc. (...P11)	Adapting the Funai Soken Group's expertise to provide consulting services in the growing Chinese
	Funai Soken Corporate Relations Inc. (...P17)	Sales support and back office infrastructure to enable group companies to focus on their core business.
Logistics		
	Funai Soken Logistics Inc. (...P12)	A full line-up of logistics services from consulting to logistics trading and transportation.

Other Businesses		
	Funai Soken IT Solutions Inc. (...P13)	Harnessing information technology to bolster sales capabilities and offer optimized solutions.
	Proseed Corporation (...P14)	Consulting, training, and diagnostic services aimed at improving contact center functions.
	HR Force Inc. (...P15)	Harnessing technology to help clients alleviate workforce shortages.
	Shinwa Computer Service Co., Ltd. (...P16)	Comprehensive support services, including systems design and analysis, program creation and systems operation and management.

Consulting Funai Consulting Inc.

Creating the next great companies

When a company is set on the path of true greatness, improved business performance follows



Overview and Strengths

We offer industry-specific consulting services for Japanese SMEs, working closely with clients to help them achieve growth, develop human resources, improve value and support digitalization. Not only do we constantly strive to leverage the strengths and expertise of our existing operations to offer services in new sectors where demand for consulting is high, we are determined to be the top consulting provider in each of those industries. Our steadfast support for clients comes in three major packages.

- (1) Monthly support contracts featuring regular visits to clients by consultants
- (2) Management workshops for business owners and executives to hone their efforts toward improved performance
- (3) Fixed-term project consulting, where expert consulting teams provide comprehensive solutions from research and analysis to strategy planning and execution

Outlook

This year, we have established the ICT Consulting Department to accelerate strategic digitization support using ICT to help expanding SMEs improve productivity and deal with labor shortages. We have also overhauled our website and upgraded and expanded the member clients' page last year in an effort to provide better management information for each industry and category. In addition, we are continuing our campaign to update

our business model by investing in the digitization of our office facilities, improve working practices, and otherwise boost productivity. We will continue to recruit and swiftly on-board 200 employees per year and promote high retention rates in addition to strengthening governance and improving compliance awareness.

Corporate Overview

President: Takayuki Nakatani
Established: November 28, 2013
(Founded on March 6, 1970)
Capital: 3,000 million yen

Osaka Headquarters

4-4-10 Kitahama, Chuo-ku, Osaka
Tel: +81 (0)6-6232-2010 Fax: +81 (0)6-6232-0040

Tokyo Headquarters

21st floor, Nihon Seimei Marunouchi Bldg.,
1-6-6 Marunouchi, Chiyoda-ku, Tokyo
Tel: +81 (0)3-6212-2921 Fax: +81 (0)3-6212-2940
Yodoyabashi Seminar Place:
7th floor, Sumitomo Bldg. No.2, 4-7-28 Kitahama, Chuo-ku, Osaka
Gotanda Office: 6-12-1 Nishigotanda, Shinagawa-ku, Tokyo
Shiba Seminar Place: Shiba City Bldg., 3-4-11 Shiba, Minato-ku, Tokyo

Management Workshops

Management workshops that assemble industry peers

Management workshops are pillar of our business model. At present, we host 171 different workshops that serve as opportunities for clients to exchange information. The workshops also provide a venue for business owners to share case studies with others from the same industry, thus facilitating better business performance, while creating new colleagues (or worthy rivals). Workshop membership currently stands at 7,459, but our goal is to reach 10,000 members by 2020.



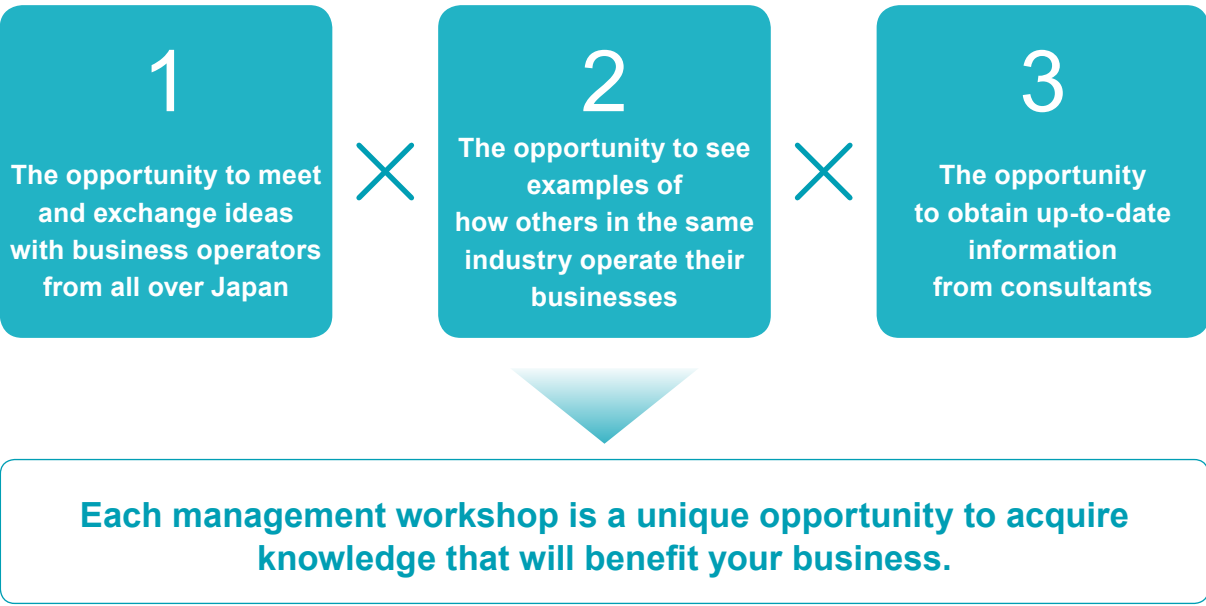
Industries served by our management workshops

- Housing and real estate
- Healthcare, nursing care, and welfare
- Certified professional services and finance
- Automotive
- Service and entertainment
- Dining and food
- HR business
- Manufacturing and energy
- Preschool and education
- Rural community revitalization
- Financial services and M&A
- High-profit management
- HRD consulting
- ICT consulting

Our catalog is available for download from the Funai Consulting website.
<https://www.funaisoken.co.jp/study/>

Three Opportunities Provided by Management Workshops

To offer business owners the information they need to boost performance, workshops are replete with diverse content and serve as a source of the latest industry and solution-specific information.



What do management workshops involve?



Regular workshops

Regular workshops are held periodically and attended by participants from the same industry. Speakers include both Funai Group consultants and specially invited guest lecturers noted for their success, who present the latest news from their industry. In addition to lectures, there are also workshop sessions where participants share case histories of their own initiatives or discuss a particular industry issue. Regular meetings are a good place to trade your own ideas for those of others and perhaps find something that can be put to good use enhancing day-to-day operations at your own company.



Tours of model enterprises

Funai Consulting sponsors tours of enterprises that are considered models of success in their industry. More than just an abstract presentation of the latest case history, these tours are an opportunity for participants actually to see these facilities for themselves and to gather valuable information that can only be acquired firsthand. The chance to see backstage, so to speak, at a company that is ordinarily not open to the public can be highly stimulating. It is a great opportunity not just for business operators themselves but for a management team as a whole to broaden their horizons.



Management workshop general meetings

General meetings are an opportunity to meet and review what was learned over the past year of Management Workshops. At the same time, we also provide advice from our consultants regarding issues that are expected to emerge over the coming year and how to adapt to changing circumstances within the industry. In addition to lectures, our general meetings also feature an awards ceremony and a social gathering.

Monthly Support

Consulting services for improving overall business management through regular visits to client facilities.

We feel strongly that executives themselves have a major impact on a corporation's ability to achieve its quantitative targets and to bring its business vision to life. Our monthly support services entail a bottom-up approach that helps ensure a strong connection with the client's mission and business objectives. We regularly review the effects of policy implementation to ensure steady progress in providing support to management. Conversely, we also play a role in ensuring that

management's concepts and perceptions are conveyed to employees where they work as we make every effort to optimize management companywide. Our greatest strength is that we not only provide solutions that conform to a company's capabilities within its industry but also offer consulting expertise that links directly to results, which is something you can only find at Funai Consulting.



Examples of Monthly Support

Better Performance	Online Marketing	Recruiting	Personnel Assessment/Remuneration Systems	Financial Consulting
Having formed a clear understanding of each client's business from the perspectives of the market, the client's company and competitors, we propose and help implement solutions for improving business performance.	Our specialists provide support for the policies that are crucial for online marketing.	Our industry-specific specialists provide support for the hiring policies behind corporate growth.	Our industry-specific specialists provide support for the personnel assessment and remuneration systems that lead to high retention rates.	Our financial experts provide support for everything from M&A, business turnarounds and internal control to business ownership succession.

Projects

From strategy to tactics, we create practicable solutions for our clients using scenarios based on subjects of interest in any industry.

We offer our clients solutions that incorporate both strategy and tactics that have been optimized for their industry by our consulting teams, which include experts on a wide range of industries and subject matter. The integration of both strategy and tactics into solutions is a specialty of projects undertaken by the Funai Group. We tackle major issues faced by our clients - whether they are important decisions that will affect a company's

future or gaps in communication between management and employees - as we work to clarify future directions and create unity throughout the organization. We are confident that whatever the nature of the request we take on, we are capable of investigating thoroughly and of creating a practicable solution to any and all problems.



Examples of Projects

Strategy Development	M&A/Business Ownership Succession	Work Process Improvement	New Business	IPO Support
We develop strategies tailored to your company's issues based on thorough investigations.	We formulate optimal schemes based on solid networks and the latest information about each industry.	We use our consultants' intimate, up-to-date knowledge of their industries to propose immediately applicable work process improvements for boosting productivity.	Our top consultants form project teams that propose fresh new business ideas with high probabilities of success.	We draw from a wealth of success stories in various industries to provide comprehensive support for helping our clients succeed in their efforts to go public.

Management Seminars

Management seminars: Discover your next move by studying case histories

Funai Consulting holds many seminars for business operators and their management teams, featuring the latest information about the changing business climate. These seminars are noted for being full of information on their given subjects, including detailed management

knowhow illustrated with recent case histories and presented by consultants with expertise in the related industries and subjects. We held 736 seminars in 2018 covering a variety of needs in many industries.

Here is what makes our management seminars different

- 1. A wealth of detailed case histories, explained by experts
These seminars are noted for providing information on the subjects given in their titles, including detailed methodology illustrated with recent case histories and presented by consultants with expertise in the related industries and subjects. This knowhow and information could only come from experienced management consultants who have constant access to the latest information thanks to a deep portfolio of satisfied clients. Our seminars include several that are presented regularly and are highly regarded within the related industry.
- 2. Participants are predominantly business operators and their management teams
These seminars are largely attended by people who are responsible for business performance and involved in the decision-making process. Please review the information in the advertisement or contact the organizers to verify the target audience for each seminar
- 3. We will take our seminars to your company
We hold seminars on request for corporations, industry organizations, government agencies, municipal governments, and local Chambers of Commerce and Industry.



Examples of our seminars

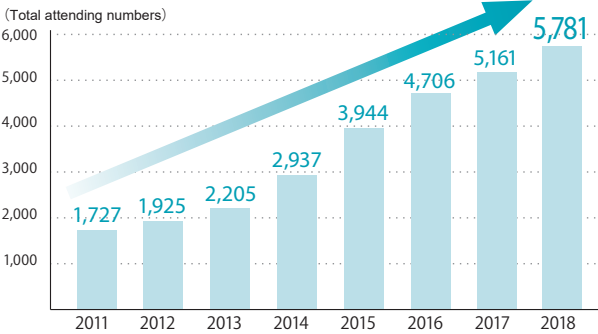
National Management Strategy Seminar Conference

The National Management Strategy Seminar Conference is an annual seminar meeting of all management workshop members. The conference is a major focal point for the Funai Soken Consulting Group; in 2018, it was attended by a total of 5,781 people over three days. Pursuing management strategies for a better future, developing and appropriate philosophy as a business executive, and finding friends and mentors – the conference is broad in scope and a valuable opportunity to discover the future of SME management. In addition to Funai consultants, presenters include corporate executives and other industry experts. Attendees can participate in a variety of lectures, seek potential business partners from among other attendees and local businesses at the Business Partner Fair, and attend the Great Company Awards, one of the most important features of the group's CSR activities. We look forward to continuing to develop the conference is a priceless resource for SME managers nationwide.



An attentive audience at the Conference

National Management Strategy Seminar Conference attendance (2011-2018)



Content-based Services

Funai Members

Non-paying members gain access to our e-zine and videos, and paying members (3,000 yen per month excluding tax) also receive information through

e-newsletters, audio content, and more. We support our members in various ways, including handy management information and special services.

Funai Members Services

NEWS LETTER

Our consultants' articles sent to you every Thursday.



FUN AUDIO

Our consultants' articles, interviews, and other contents are released every even-numbered month.



Others

- Seminar discounts
- Discounts on our CDs, DVDs, and manuals

Consulting services provider for China

Funai Consulting Shanghai Inc.

Shaping the future from Shanghai

Confident in the global potential of our corporate growth expertise, we have recently been consulting for companies in China's dining industry, namely through management workshops. Now, we are extending our reach to other industries in China.



Overview and Strengths

2019 marks the fourth year of Funai Consulting Shanghai's management workshops for the dining industry.

China's GDP is already 2.4 times that of Japan, and its dining market is 2.5 times as large.

China's dining industry is still posting double-digit growth rates, and is outpacing the country's GDP growth. However, the industry has reached maturity in major urban areas, and competition has intensified, thus

boosting demand for consulting services. Thus, while management workshops every other month remain our main platform, we have also won separate consulting contracts with member clients and individuals to help them achieve growth.

As more and more famous Chinese restaurant chains sign up for membership, Funai Consulting Shanghai is steadily achieving penetration in the Chinese market as a consulting brand.

Outlook

●2018

We focused on expanding our membership base for consulting in the dining industry, and increased membership from 200 companies at the end of 2017 to 270 companies at the end of 2018.

We continue to hold solution-category-specific seminars for member companies in order to encourage individual consulting contracts. Specifically, we have developed solutions for improving quality, service, and cleanliness (QSC)—essential for restaurants aiming to open multiple locations—and developed a new marketing support product that utilizes big data from China. These efforts have received favorable reviews.

More individual consulting projects require more consultants, and we are recruiting aggressively and training new people, both locally in Shanghai and by targeting Chinese exchange students in Japan.

●2019

So far, our workshops have been focused on the dining industry in general. Starting this year, however, we are providing more specialized support for growth by splitting workshops into three categories—Chinese Cuisine & General, BBQ & Hot Pot, and Fast Food—for qualitative and quantitative improvement. This focused specialization will also help us acquire more individual consulting agreements with member companies, as will holding monthly seminars.

Most of our consulting agreements to date are for project-based consulting, but we aim to shift the focus toward more specialized monthly support.

Concurrently, we will collaborate with Funai Consulting in Japan to prepare to launch consulting for other industries in China.

Corporate Overview

President: Satoshi Oka
Representative Director: Yoshizumi Nakano
Established: January 13, 2012
Investment: 50 million yen

Headquarters

Suite 18H, Zhaofeng Trade Building, 369
Jiangsu Road, Changning District, Shanghai, China
Tel: +86 (21) 5240-1398 Fax: +86 (21) 6091-7867

Logistics provider

Funai Soken Logistics Inc.

A full suite of logistics services

A full line-up of logistics services from consulting to logistics trading and transportation



Overview and Strengths

Our core business is consulting services tailored for distribution providers.

In July 2018, in an effort to provide more comprehensive services, we merged our Logistics Consulting Department for shipping companies (manufacturing, wholesaling, and retail) with the Funai Consulting Management Consulting Department for logistics companies (trucking and warehousing).

Today, we are able to provide the following three comprehensive logistics engineering services.

(1) Consulting Services

For Shippers

Objective appraisal of the shipper's logistics, and help from field-proven consultants to formulate and implement effective solutions.

For Transporters

Management support services in areas such as marketing, recruitment and retention, and human resources and labor, namely through industry-specific management workshops.

(2) 3PL Management Services

We serve as the client's logistics department, helping them implement the solutions identified by consulting.

(3) Joint Purchasing

Our joint purchasing services help companies improve their purchasing power.

Pooling the purchases of multiple companies enables clients to improve cost competitiveness in a way they cannot when acting alone.

Outlook

In 2018, we partnered with the Funai Consulting Inc.'s group for logistics support, and with 40 expert logistics consultants, we became one of the largest logistics consulting firms in Japan.

This year, we intend to start full-capacity operation of consulting services for both distributors and clients to promote highly effective business that contributes to industry development.

Our 3PL services are geared toward teaming up with logistics companies that participate in our management workshops to bolster our nationwide logistics network. In turn, presenting those who seek logistics advice with

more options enables us to create a more competitive logistics framework.

We expect that the aforementioned expansion in our network of logistics clients and providers will increase the volume of joint purchasing orders and enhance the benefits of this system.

Companies' needs are rapidly expanding in this period of transformation in the logistics industry, which is plagued by shortages of drivers and workers.

We are determined to use the group's unique information collation strengths to launch new and unrivalled services.

Corporate Overview

President: Shigehiro Kan
Established: May 10, 2000
Capital: 98 million yen

Osaka Headquarters | 4-4-10 Kitahama, Chuo-ku, Osaka

Tel: +81 (0)6-7711-5562 Fax: +81 (0)6-7711-5563

Tokyo Headquarters | 22nd floor, Nihon Seimei Marunouchi Bldg.,
1-6-6 Marunouchi, Chiyoda-ku, Tokyo

Tel: +81 (0)3-6212-2936 Fax: +81 (0)3-3211-7787

IT consulting services provider

Funai Soken IT Solutions Inc.

Enhancing business performance with IT

Harnessing information technology to bolster sales capabilities and offer optimized solutions



Overview and Strengths

As the group's specialist IT consulting company, we have long experience helping clients in the infotech and manufacturing industries formulate, build, and implement IT strategies and plans. Under the mantra "improving our clients' performance," we cooperate with the entire group and fully leverage IT to offer clients the best solutions. Our main point of difference is our ability to offer a fine balance of marketing consulting and system infrastructure, whereas other IT consulting companies can only offer the latter. Following thorough needs analysis, we leverage the power of IT to identify

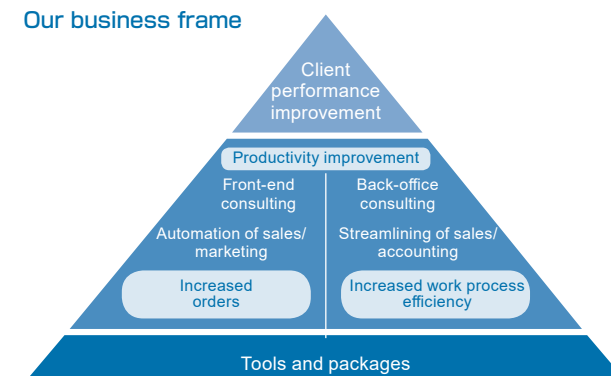
solutions to elicit specific outcomes throughout the prospect acquisition, conversion, deal negotiation, and order process, and help create the necessary systems. Unlike some others, we do not simply sell digital marketing tools. Deep analysis and formulation of strategies to achieve specific goals come first, and then, if tools are appropriate, we help implement and run those. In that way, our IT consulting services are tailored to provide the precise assistance required to realize the client's business model.

Outlook

Our raison d'être is to utilize information technology to contribute to each client's bottom line. For instance, helping a B2B client increase orders entails a mix of internet, social media, and other digital initiatives to generate feedback. Digital marketing sometimes requires a pinch of analog to keep things real, and we are fully capable of striking the right balance to facilitate the implementation of successful digital marketing policy. In addition, given recent revisions to laws aimed at improving working practices, we intend to draw upon our wealth of consulting experience to visualize clients'

operations, clarify the best ways to harness the power of IT to improve productivity, and provide consulting even more attuned to helping clients fulfill their desires.

Our business frame



Corporate Overview

President: Naoki Nishiyama
Established: February 1, 2000
Capital: 60 million yen

Headquarters

6-12-1 Nishigotanda, Shinagawa-ku, Tokyo
Tel: +81 (0)3-5745-4433 Fax: +81 (0)3-5745-4434

Contact center consulting

Proseed Corporation

Leading you into the age of customer engagement

Effective engagement is the key to business success. Learn how to offer the best customer service in your industry.



Overview and Strengths

We help clients strengthen management through consulting, training, and diagnostic services aimed at improving contact center functions. As Japan's only COPC® certified company*, we have consulted for more than 400 organizations, training 10,000 employees in this global standard and raising performance over 20 years. COPC is truly global in scale, and gives our expert consultants access to experience and methods from a database of case studies built from 2,000 locations in 70 countries.

This quick access to data from around the world means we can apply the lessons, methods, and benchmarks to create optimal solutions for our clients to help them offer the best service in their industry.

Outlook

We are currently working to obtain COPC certification for three more organizations, and aim to utilize the certification and improve contact center operation to expand business, including support for improvement outside Japan, mainly in Taiwan.

We also intend to expand the scope of our consulting services for the finance industry, where there is long-standing demand for help with telephone services, and will also turn our attention to other industries. In recent years, needs in the call center industry have expanded past work process improvement into the realm of customer experience (CX).

Consulting for better contact centers
Tailor-made training and consulting guides you toward solutions to issues identified by various diagnostics.



The COPC® Family of Standards
Created in 1996, the original COPC standard is an internationally recognized performance management system for contact centers. It is based on the US Government's Malcolm Baldrige National Quality Award criteria and framework. The COPC database contains more than 2,000 case histories of monitoring and assessing call centers in 70 countries. The implementation of COPC® Standards has been reported to enhance customer satisfaction, strengthen corporate organization, contribute to sales, and reduce costs. COPC® Standards are managed by the COPC Standards Committee, a group of leaders from countries around the world who are familiar with the standards.

In response, we are expanding the reach of our consulting to include customer journey training—providing services that systematize customer behavior and changes of emotion and incorporate global COPC CX Standards.

In addition, we are working to introduce customer service based on AI, chat bots and other technology. We will add a new type of consulting that offers AI-enabled work process improvement as a form of startup support for SMEs—the Funai Soken Consulting Group's main type of client—to make it possible to address a wider range of needs.

Corporate Overview

President: Naoki Nemoto
Established: June 24, 1991
Capital: 100 million yen

Headquarters

22nd floor, Nihon Seimei Marunouchi Bldg.,
1-6-6 Marunouchi, Chiyoda-ku, Tokyo
Tel: +81 (0)3-6212-2107 Fax: +81 (0)3-6212-2104

Direct recruiting services provider

HR Force Inc.

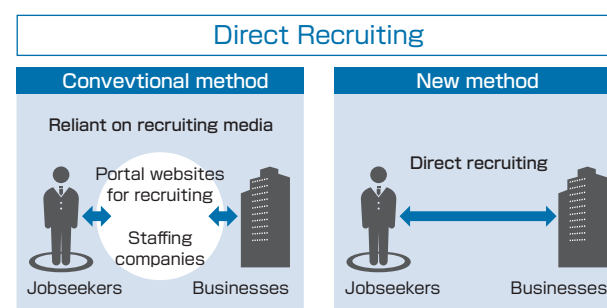
Harnessing technology to develop tailored solutions for alleviating staff shortages



Overview and Strengths

Funai Consulting has long consulted on HR development for clients feeling the effects of Japan's shrinking workforce. More than 3,500 companies (out of a stock of 6,000) have taken advantage of Funai's direct recruiting solutions. Direct recruiting is a new way of sourcing employees. It cuts out middle-man staffing companies and portal websites, and puts employers in direct contact with jobseekers (see diagram). Clients who use our direct recruiting solutions, which leverage the strengths

of search engines like Indeed and Careerjet, have slashed hiring costs by a third on average.



Outlook

HR Force is using big data on recruiting to develop Recruiting Cloud, Japan's first AI recruiting cloud service. With AI behind the 24/7 optimal automated operating system, the service is a platform for hiring the best candidates for companies of all sizes.

HR Force Recruiting Cloud

■Using AI to Create More Targeted Recruiting Templates

AI draws from big data containing tens of billions of key words to shape recruiting templates for improved entry rates.

■Recruiting Sites with World-Class CVR for Free
We offer free recruiting sites jointly researched and

developed with specialists from all fields.

*CVR stands for "conversion rate," the proportion of site visitors who register entries

■Recruiting Ads & Monthly Reporting

Our exclusive ad network can be used to provide pay-per-click copy to recruiting advertisement engines such as Indeed, and prominent Japanese recruiting media. Our help in the chaotically competitive recruiting market makes companies' hiring stronger, faster, and smarter. We use our proprietary AI recruiting cloud service to provide strategic recruiting support and alleviate labor shortages.

Corporate
Overview

President: Shoji Takayama
Established: February 1, 2018
Capital: 64 million yen

Headquarters

21st floor, Nihon Seimei Marunouchi Bldg., 1-6-6 Marunouchi, Chiyoda-ku, Tokyo
Hamamatsu Office
9th floor, PMO Hamamatsucho 2-5-5 Hamamatsucho, Minato-ku, Tokyo

System developer

Shinwa Computer Service Co., Ltd.

Solid technical expertise supporting aggressive ICT investment

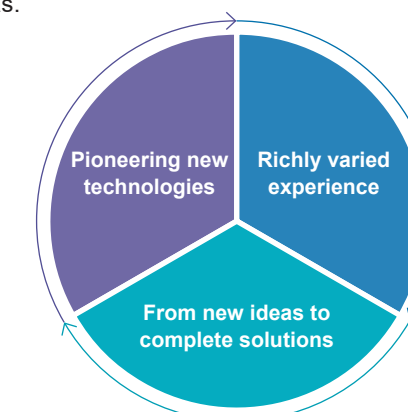


Overview and Strengths

Since our founding as a general data processing company in 1980, we have provided our clients with the solutions they need. We have amassed a broad range of technical capacity and know-how through our experience in fields from systems for public utility fees to, more recently, developing apps for smart speakers. With this experience as our foundation, we are proactively incorporating cloud computing, big data, and AI and IoT technology—the markers of a new stage for the ICT industry—into our process to continue to supply practical solutions.

We do not accept development work outsourced for major systems companies or manufacturers; we work directly with end users, asking them what they want in detail in order to make coherent proposals that cover development as well as operation and maintenance. We have partnered with tech-savvy development companies in Sapporo, Hakodate, Fukuoka, Kumamoto, and elsewhere in Japan to create a framework that can

accommodate demand for high-quality, large-scale development. We are also working on new, future-oriented work styles such as remote cooperation and tapping into human resources outside major urban areas.



Abundant technical capacity based on direct dealings with end users

Outlook

With the rumored roll-out of 5G this year, and its eventual proliferation as an advanced high-speed telecommunications standard, we are on the cusp of an age where anyone can easily disseminate and exchange massive amounts of data. This is an opportunity to provide new value to society, and we are positioning ourselves and developing technology with that in mind. Clients are looking to buck the trend of conservative,

cost-conscious ICT investment in Japan, and we provide them with solutions in an effort to help them improve their businesses and create value for society. These uncertain times call for exciting innovations in business management, and we are working on new technologies and support for aggressive ICT investment accordingly.

Corporate
Overview

President: Akihito Goto
Established: June 12, 1980
Capital: 13 million yen

Headquarters

2-19-8, Hatchobori, Chuo-ku, Tokyo
Tel: +81 (0)3-3206-3281

BPO for getting leads and streamlining sales

Funai Soken Corporate Relations Inc.

Helping you forge stronger,
more meaningful connections



Strategies

- Strengthen sales support of Funai Consulting and other group companies
- Develop BPO focused on acquiring clients
- Promote outsourcing in the implementation phase of solutions proposed by consultants

Overview and Strengths

We offer field-proven sales support services honed on the front lines of the group's operations.

Major Services

1. Using online exposure and impact to convert leads into sales

We increase online exposure and impact through highly effective online advertising, and make efficient, calculated telephone calls to track down leads with the potential to become high-quality sales.

2. Planning and running seminars

Our support for hosting and operating seminars and workshops helps clients cement relationships with their customers and gain new customers.

3. Hospitality training

We observe how clients deal with customers on the telephone or through email, and use our findings to conduct training to improve their hospitality.

Outlook

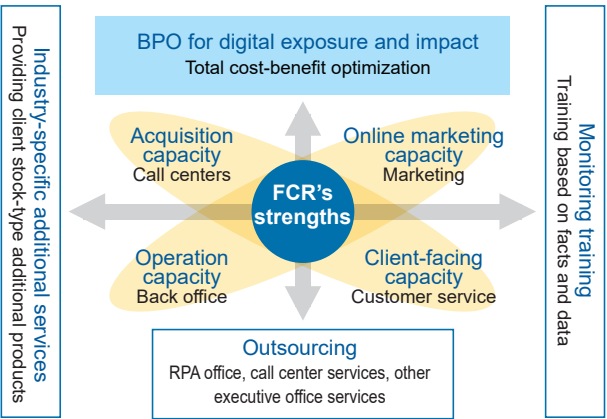
This year, we seek to expand the reach of our contributions by providing the Funai Soken Consulting Group's solid foundation of sales support to companies outside our group.

For example, we will use AI-based online marketing to substantially increase online exposure and impact, and employ inside sales through call centers to parlay that into meetings with prospects. We intend to make these components of our BPO services, which focus on finding new customers, widely available to help group companies and non-group companies alike.

We also specialize in CRM activities that feature hospitality for cementing relationships with existing customers.

Our client prospecting services are built on a foundation of consulting in more fields than most in Japan, and we

intend to improve productivity and contribute to work style reform in various lines of business by offering the services to SMEs at reasonable prices.



Corporate Overview

President: Hitoshi Nagira
Established: November 28, 2013
Capital: 50 million yen

Headquarters

6th floor, Shinfushimimachi Bldg., 4-4-10
Fushimi-machi, Chuo-ku, Osaka
Tel: +81 (0)6-6125-7116 Fax: +81 (0)6-6232-0207

Shiba Office

6th floor, Shiba City Bldg., 3-4-11 Shiba, Minato-ku, Tokyo
Tel: +81 (0)3-6436-3883 Fax: +81 (0)3-3452-3601
Yodoyabashi Office: 4-4-10 Kitahama, Chuo-ku, Osaka
Marunouchi Office: 21st floor, Nihon Seimei Marunouchi Bldg., 1-6-6 Marunouchi, Chiyoda-ku, Tokyo

Free-of-charge management consultation

The Funai Soken Consulting Group has a huge range of tools to help you solve your management problems.

Does this sound like you? Inquire now – we can help!

- ☐ You want to improve performance or enter a new field of business
- ☐ You want to discuss market surveys, territory-specific research, or competitor analysis
- ☐ You want to know about good management seminars or workshops
- ☐ You need help recruiting, training, and assessing staff
- ☐ You want to build or improve logistics operations
- ☐ You need help with system development or operations, or want to incorporate IT into your management strategy
- ☐ You want to boost customer satisfaction and customer service quality or cut costs at your contact center
- ☐ You want to expand in China or elsewhere overseas, or expand your sales channels

Typical consultation process

After an initial interview, either over the phone or in person to verify the nature of the consultation and requested actions, we will present our proposal for a solution to your company's difficulties. The initial management consultation is free of charge.



Our management consultation staff will respond to your inquiry. Inquiries are accepted via email or fax.



We will select the best consultant to respond to your inquiry.



The selected consultant (or a consultant of your choice) will contact you directly.

Contributing to the Community



Improving ourselves, our companies, and our communities

Funai Soken Holdings contributes a portion of its profits to the Funai Foundation, for use in presenting the annual Great Company Awards. These awards are given to companies that have combined social responsibility and education with profitability, and are intended to promote the significance of the corporation in our society. It is our hope that placing these great companies and their management in the limelight will enable them to expand the scope of their activities and enrich the community we live in.

What it means to be a great company

A “great company” is one that was founded on a philosophy of high value to the community, that perfects its own unique business model worthy of the name “enterprise,” and as a result grows to be a corporation capable of demonstrating sustainable growth. We define this term as an organization that has created a unique culture that employees and customers alike come to regard as a great company.

What makes a great company?

1. Sustainable growth
 2. It has ardent fans and inspires fierce loyalty
 3. It has satisfied employees—its employees and their families are proud of it
 4. A unique company that cherishes its special characteristics
 5. A company that values the larger world and contributes to society
- Regardless of current shortcomings, a great company is forward-looking and wants to be Number One in Japan and in the world.

Recipients of the 2018 Great Company Awards

For the 2018 awards, 29 companies from a variety of industries were nominated from around 9,000 potential candidates. From these nominees, the following eight companies were recognized for their achievements.

Name of award	Company	Industry and prefecture
Great Company Award	Infomart Corporation	B2B EC trade platform, Tokyo
Customer Appreciation Award	Noka Estate Co., Ltd	Real estate leasing and management, Ishikawa
Employee Pride Award	Salut LPC	Legal Professional Corporation, Yamaguchi
Unique Business Model Award	Onsendojo Inc.	Bathhouse operator, Saitama
Philanthropy Award	Eco Truck Co., Ltd.	Freight forwarder, Osaka
Better Performance Award	F&M Co., Ltd.	Bookkeeping and consulting service, Osaka
Special Award	SystemForest Inc.	IT solution service, Kumamoto
Special Award	Yushou-kai	Home healthcare, Tokyo



The Funai Foundation

The Funai Foundation was created to carry on the lifework of the late management consultant, Yukio Funai, to provide support for the sound development of both corporations and individuals who can be expected to make notable contributions to the community, and to undertake activities that will make a positive contribution to the advancement of society.

Helping companies learn from the world's best to achieve “great company” status

What do overseas inspection tours involve?

Overseas inspection tours have been held for nine years in a row starting in 2011. Tours give clients the chance to glean hints from overseas counterparts for improving their business models and visualizing their own businesses in 3-10 years' time.

Some clients participate every year, saying that seeing the world's leading companies provides hints for their own businesses. In that way, the tours are an easy way to get a glimpse inside the world's must-see companies. Asian tours, in particular, serve as opportunities for clients preparing for overseas expansion to get a feel for the pulse and trends of Asian markets.

We take great pleasure in taking clients to see companies that are listed on Great Place to Work, or ranked among the most innovative, or continually improving their bottom line, or following a groundbreaking business model, or extremely popular with employees and clients, or sources of pride among employees and their families, or mainstays of the local region.

[More info on overseas inspection tours](#)



The head of the inspection tour planning team says:

We hosted four overseas inspection tours in 2018. In January, we visited Shanghai and Hangzhou, China, where we experienced the digital culture that permeates every aspect of people's lives, and learned key points about how the IT companies that drive innovation in China gather and use big data. In April, we visited Germany, home of the highest productivity per hour in the world, to learn key points about productivity improvement and observe Germany's shifting industrial structure amidst “Industry 4.0,” the fourth industrial revolution. In July, we visited Shenzhen, China—the fastest developing city in human history, according to some—to tour some of the world's top companies in new



*Funai Consulting calculations as of January 2019

Major destinations

January 2018: Shanghai, Hangzhou

Alibaba Group, Mobike, Tencent, DIDI

April 2018: Frankfurt, Hannover, Berlin

SAP, Siemens, Hannover Messe, Startups in Berlin

July 2018: Hong Kong, Shenzhen

Peninsula Hotel, Tencent, Huawei, BYD, DJI

October 2018:
Portland, San Francisco Bay Area, Las Vegas

Nike, Salesforce, Google, Cirque du Soleil, Zappos

May 2019: Shenzhen, Macau

Tencent, Alibaba Group, Ping An Insurance, DJI, Sands Macao

industries, and learn key points about ecosystems that breed innovation. In October, we visited the West Coast of the USA, touring renowned global innovators and learning how truly great companies balance ongoing progress with maintaining stakeholder loyalty.

This year, we plan to visit Shenzhen again in May. The tour will expose participants to “Shenzhen Speed,” the incredible velocity of change in business, and give them a sneak-peek at the rapidly-changing future.



Consulting Operations Divisional
Headquarters
Yusuke Hoshino

Company Timeline and Financial Performance

