

* No. 16 Celebrating the listing of a MINERVA venture member *

On December 21 (Wednesday), Innovation Inc., a member of the Venture Support Mechanism MINERVA, was listed on the Tokyo Stock Exchange Mothers Index. Innovation provides support to companies in the aspect of Internet marketing (through the operation of a website for pay-per-performance comparison and information request, and development and provision of marketing automation tools). For this issue of the Newsletter, we interviewed its president and an employee about the process leading up to listing.



Representative Director & President
Naoto Tomida

【Outline of the company】

INNOVATION

Name: Innovation Inc. URL: <https://www.innovation.co.jp/en/>

Representative: Mr. Naoto Tomida, President

Address: 3-10-13 Shibuya TOKYU REIT Shibuya R Bld. 3rd floor Shibuya-ku Tokyo 150-0002, Japan

Establishment: December 2000

Paid-in capital : 294,333,000(JPN YEN)

Business : B2B marketing strategy support

1、 Online media service 2、 Sales cloud service

I、 Comments by President Tomida

① Thoughts at present, after listing

Since our founding in late 2000, we have developed business related to increasing levels of efficiency in business-to-business (B-to-B) sales. While there have been many ups and downs, I think we are finally at the starting line for growth, thanks to the initial public offering (IPO). As compared to business-to-consumer (B-to-C) sales, I do not believe the Internet is being put to effective use in B-to-B sales, given the prevalence of practices such as telephone appointments and useless visits. I hope that we will grow into the kind of company whose services will help many companies of middle standing and small or medium enterprises to carry out programs of sales and marketing innovation, and change the style of work for their employees. I am full of determination to meet the expectations of our shareholders, institutional investors, and customers.

② The struggle before listing

The big turning point was our withdrawal from outbound telemarketing and transfer of listing ad agency business, which were our main businesses dating from our founding. We had to decide in favor of selection and concentration in order to make the most of our strengths and advance into growth markets. In addition, we were able to learn much in the process of examination. It was hard work, but I think we also strengthened our defenses as an organization.

③ Words of encouragement for other MINERVA venture member companies

We managed to achieve IPO about a year and a half after we decided on listing. The aforementioned businesses from which we withdrew accounted for a substantial portion of our sales around this time. You can reach your goal if you persevere with conviction. The aspirations of the company's managers are sensed by its employees and even its customers and partners. Please cherish your aspirations and strive for significant growth.

II、 Comments by an employee representative: Tomonori Masuda, General Manager, Planning Management Unit

① Thoughts at present, after listing

We are receiving many inquiries from our shareholders and other parties with an interest in our company, and I can actually feel their expectations of us and their attention to the substance of our business. We intend to work even more diligently and take action for growth, day after day, so that we do not betray these expectations.

② The struggle before listing, in the view of an employee

In the process leading up to listing, there were times when I became really worried by the many obstacles we faced. But each time, I realized we could overcome those obstacles if we continued to deal with them squarely and earnestly. We view this listing as a fresh start, and intend to further develop our business through a concerted effort by all employees.



TSE Mothers Listing December 21, 2016

III、 Words of congratulations

★Mr. Masatoshi Go, Vice President, Venture Support Mechanism MINERVA

Congratulations on your listing on the Mothers Index! I think the market for Internet marketing directed to companies in Japan is going to expand at an increasing rate from now on. Innovation was one of the first to cultivate this market, and the full exercise of its strength still lies in the future. I have high hopes that its listing will be another step on the road to even bigger advances.

【Contact】

NPO Venture Support Mechanism MINERVA

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