

Chapter

2

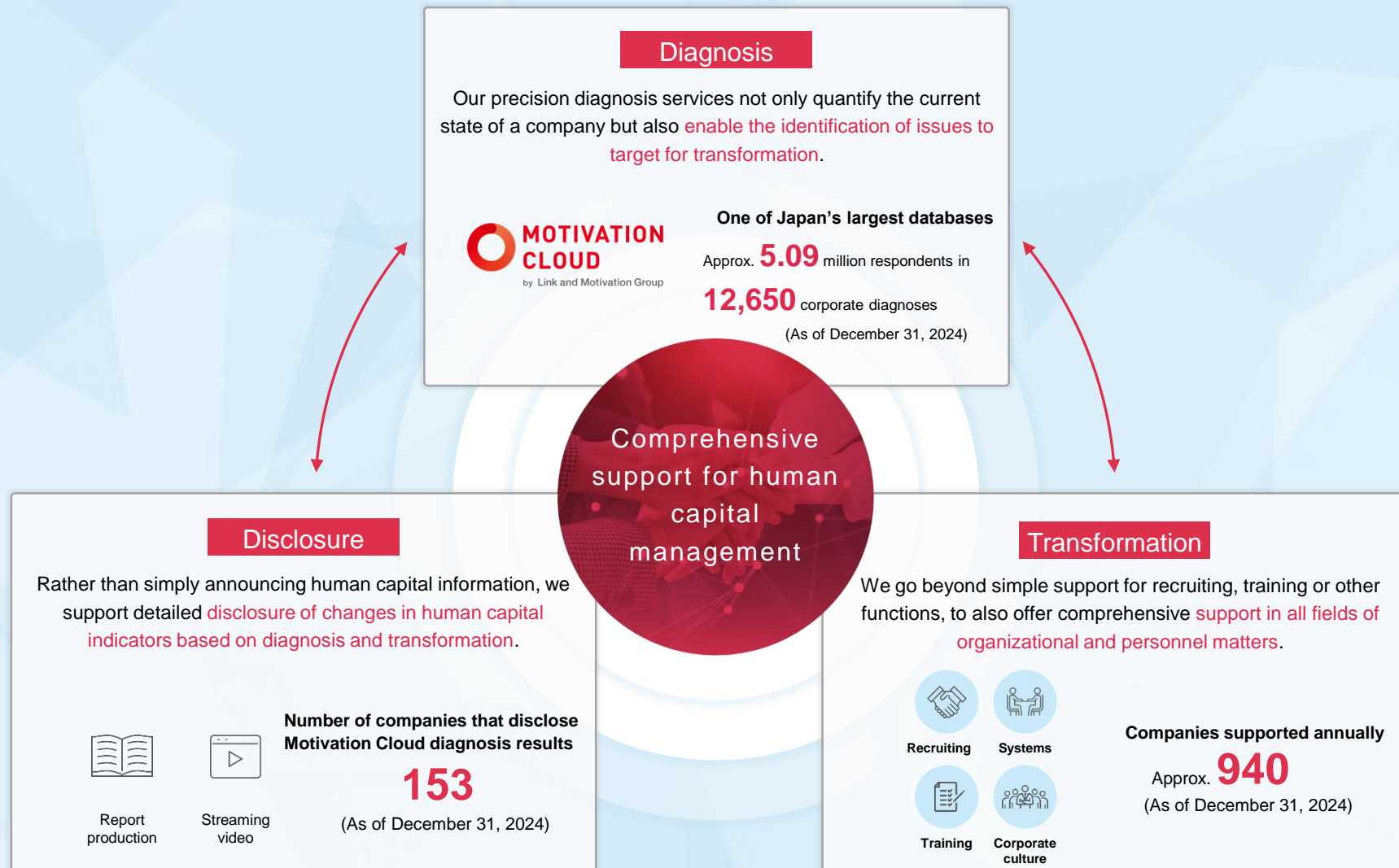
Growth Strategy

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Amid changes in the operating environment, corporate needs for enhancing human resource and organizational capabilities (engagement) are on the rise. Addressing such needs, we are currently focused on developing a consulting and cloud business with high growth potential.



Only the Link and Motivation Group is able to leverage the high degree of practicality and reproducibility offered by Motivation Engineering, our core technology, to comprehensively support human capital management at client companies across the domains of diagnosis, transformation and disclosure.

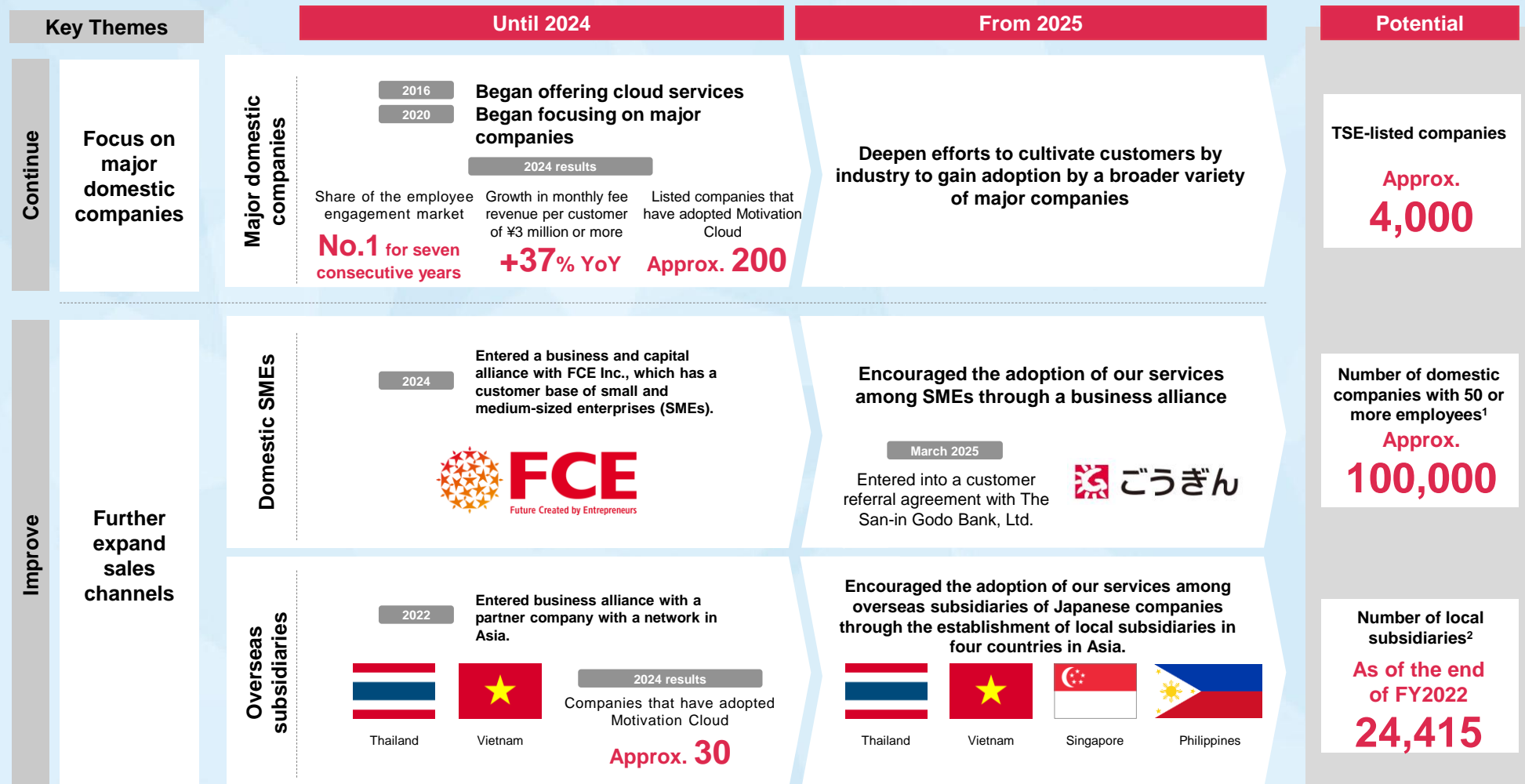


In promoting human capital management, it is essential to provide regular diagnoses of the organization and to conduct transformation that responds to the issues is essential. We aim to grow both our cloud and consulting services by pursuing the following key themes in diagnosis and transformation.

Key themes in promoting human capital management		Regularly diagnose the state of the organization and implement transformation based on the identified issues.		
Type of support		Cloud-based organizational diagnosis	Cloud-based transformation support	Consulting-based transformation support
Key Themes	Continue	Focus on major domestic companies	Upsell by shifting transformation services to the cloud	Improve revenue per customer by deepening customer relationships
	Improve	Further expand sales channels	Upsell by expanding services	Increase sales capacity by improving productivity

Key Theme: Cloud-Based Organizational Diagnosis

We will further focus on major domestic companies, where the use of our services has grown significantly, while also targeting medium- to long-term growth by expanding channels aimed at small and medium-sized enterprises in Japan, as well as the overseas subsidiaries of Japanese companies.

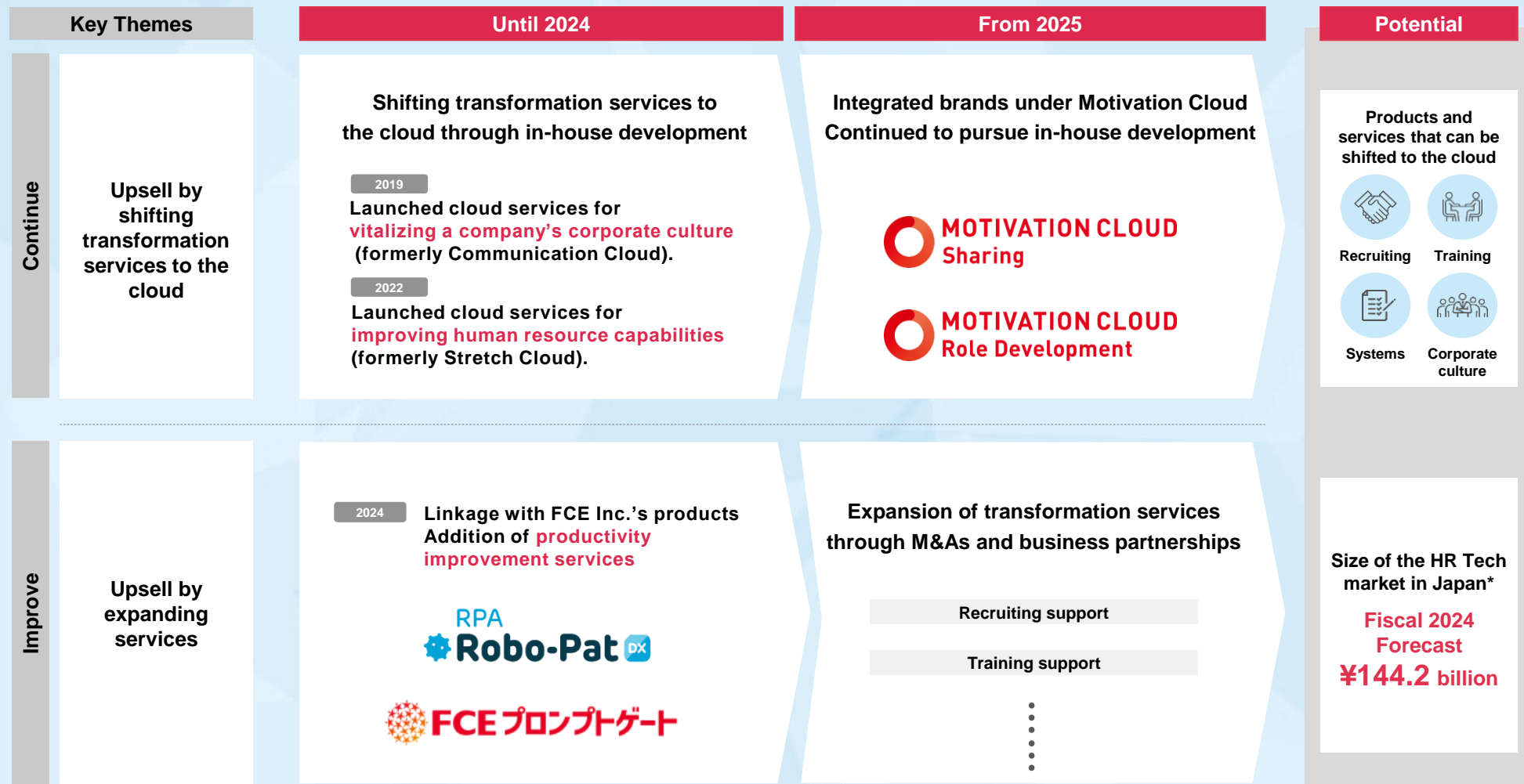


1. Determined based on the 2021 Economic Census for Business Activity from the Ministry of Internal Affairs and Communications and the Ministry of Economy, Trade and Industry

2. Summary of the 53rd Basic Survey on Overseas Business Activities (Conducted in July 2023). METI Ministry of Economy, Trade and Industry

Key Theme: Cloud-Based Transformation Support

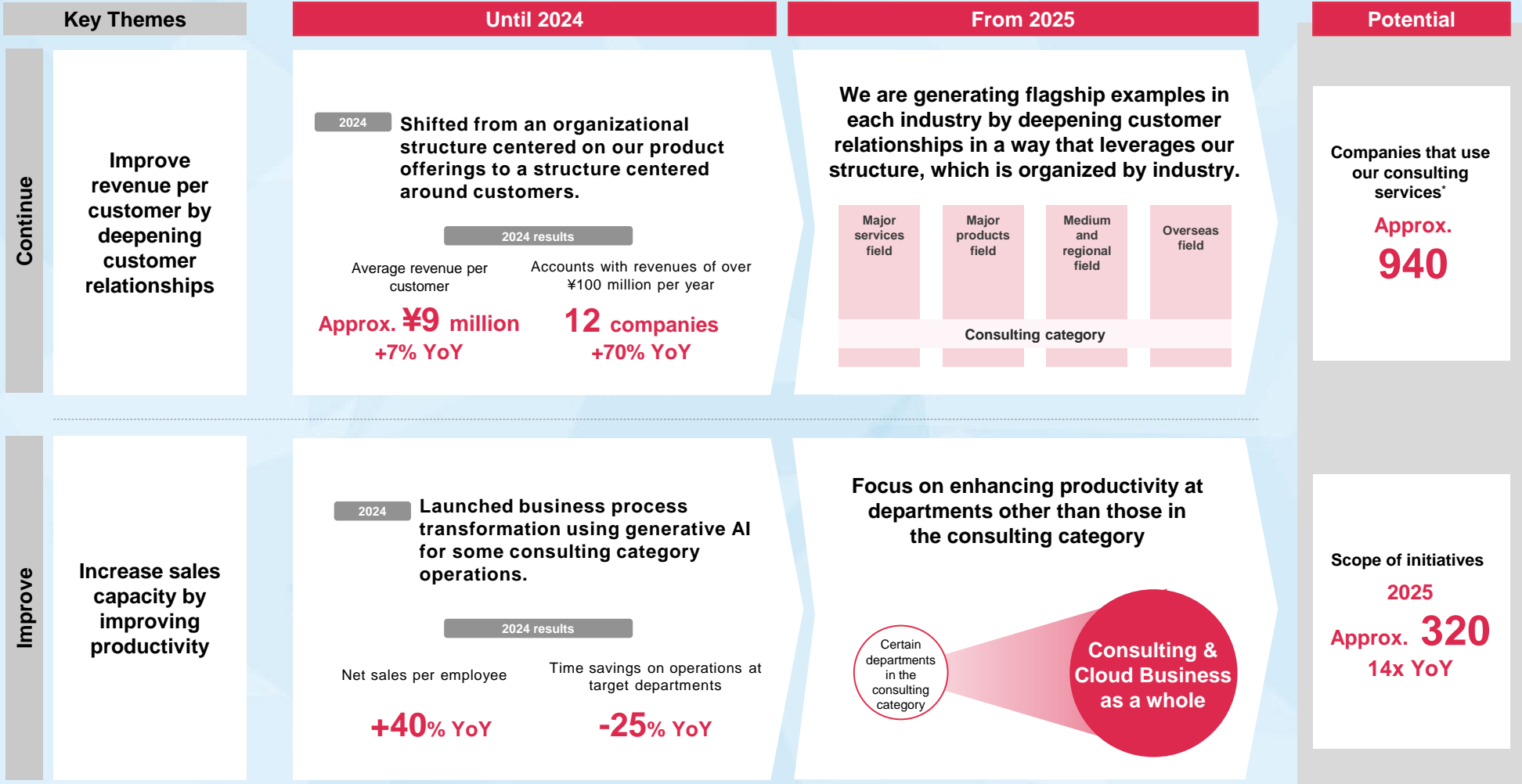
We are expanding our cloud-based transformation services in order to secure dominant competitive advantages. While continuing in-house development, we are also focusing on upselling through M&As and business partnerships.



* HR Tech Cloud Market Trends and Outlook: Fiscal 2023 Edition, Deloitte Tohmatsu MIC Research Institute, issued in April 2024

Key Theme: Consulting-Based Transformation Support

In addition to improving revenue per customer by deepening customer relationships, we are expanding the range of departments targeted for business process transformation through DX, and are continuing to focus on raising productivity.



* Number of companies with transactions between January 2024 and December 2024.