

HUMAN CAPITAL  
**REPORT 2022**

**Link and Motivation Group**

<https://www.lmi.ne.jp/english/>



# Link and Motivation Group Profile

## Mission

Through Motivation Engineering, we provide opportunities to transform organizations and individuals and create a more meaningful society.

## Corporate Slogan

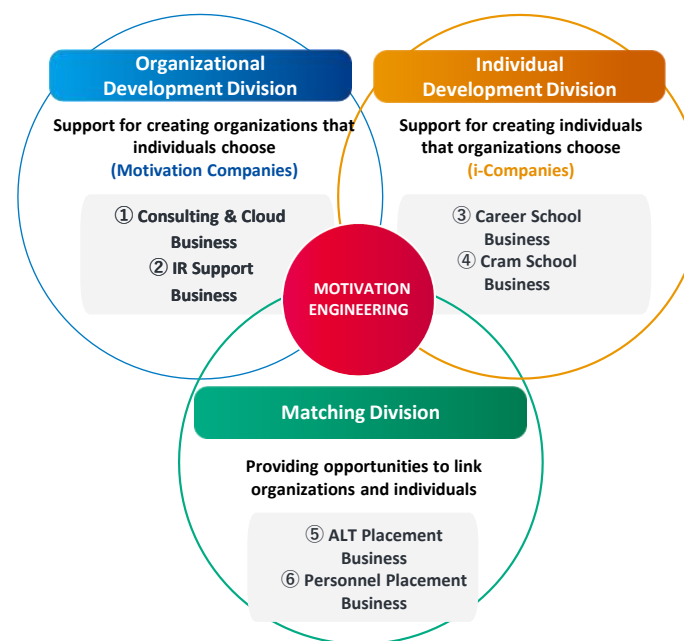
Individual Passion Inspires the World

## Basic Information

(As of December 31, 2022)

Chairman and Representative Director: Ozasa Yoshihisa  
 Paid-in capital: 1,380,610,000 yen  
 Stock code: 2170 (Prime Market, Tokyo Stock Exchange)  
 Head office: Kabukiza Tower 15F, 4-12-15 Ginza, Chuo-ku, Tokyo 104-0061, Japan  
 Established: April 7, 2000  
 Revenues: ¥32.7 billion (consolidated)  
 Adjusted operating income: ¥4.1 billion (consolidated)  
 Number of employees: 1,505 (consolidated)

## Business Structure



## Overview by Division

(Year ended December 31, 2022)

	Revenues (billion yen)	Gross Profit (billion yen)	Number of Employees
Organizational Development Division	120	82	599
Individual Development Division	69	27	576
Matching Division	145	57	329

## Year One for Human Capital Management

When we founded Link and Motivation in 2000, the English word “motivation” was an academic term in Japan, not a word used commonly by all. Just over 20 years later, it has become a word that even children might spontaneously use.

We then arrived at 2022, which has been called “year one for human capital management” in Japan. Human capital management is an approach that treats human resources as capital and works to maximize their value, leading to improvement in corporate value over the medium to long term. We view this approach as virtually synonymous with the message that we have been communicating to society since our founding: “Management that makes employee motivation a growth engine will win the day.” I feel that society has begun to recognize this concept, which Link and Motivation has been emphasizing since its own day one.

To further accelerate social trends related to human capital management, in March 2022 Link and Motivation acquired ISO 30414 certification, becoming not just the first company in Japan, but in all of Asia, to do so.

Our certification was followed by a positive reaction from many of our stakeholders. In the capital market, Link and Motivation has been highly rated for its leadership in human capital management in Japan. In the product market, we have received inquiries from many companies looking to benefit from our expertise so they can also obtain certification. It has been very gratifying to receive such a reaction, which shows the high level of interest in human capital management in Japan.

With the release of this year’s Human Capital Report, we are communicating our approaches and results in the area of human capital management. I hope the report provides all our stakeholders with a better understanding of the Link and Motivation Group as we continue our efforts to lead human capital management in Japan.

Ozasa Yoshihisa  
Chairman and Representative Director  
Founder



# HUMAN CAPITAL REPORT 2022

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