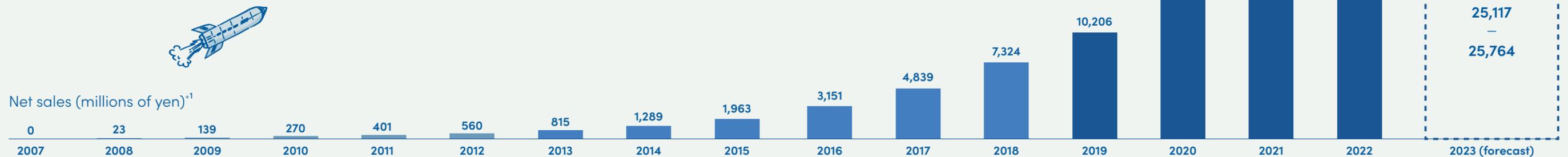


History

Since our founding, we have provided services that help solve the diverse issues that companies and businesspeople face. As a leading software-as-a-service (SaaS) company in Japan, we have done this by developing innovative technologies and creative operations. We will continue to pursue new services that address uncovered needs within societal issues, aiming for sustainable business growth and increased corporate value.



Pushing ourselves to achieve medium- to long-term sales growth and further increase our corporate value



Founding and launch of business 2007-2012

Strengthening investments through large-scale fundraising 2013-2018

Diversifying business fields and services 2019-present

2007: Launched Link Knowledge

2012: Began offering Eight, a business card management app
2013: Name changed to Sansan, a B2B business card-based contact management service

2022: Evolved into a contact and career management app
2022: Reformed to being a sales DX solution

2020: Began offering Bill One, a cloud-based invoice management solution

2021: Began offering Sansan Meishi Maker, a comprehensive business card making solution

2022: Began offering Contract One, a cloud-based contract management solution

Main Services

- Sansan
- Eight
- Bill One
- Sansan Meishi Maker
- Contract One

Corporate Philosophy Katachi of Sansan

We were founded on the belief that, although, in reality, companies are intangible entities, they require a lifeblood just like a real person. For this reason, we defined our mission (*shimei*). This mission clearly defines what we aim for and value. We have also created and determined our bearing (*shisei*, now called "values"), which is based on the professionalism we require to realize our company's overall mission.

History

Our company was founded in June 2007 with the launch of Link Knowledge, the predecessor to Sansan. Through his broad experience dealing with domestic and foreign companies, our founder (the current CEO) had become keenly aware of the inefficient processes caused by how inadequately business card information was being managed and shared within companies. From the inception of our company until 2012, we worked to launch our business with little capital, as we had very limited access to financing.

▼2007
SAN SAN, Inc. (now Sansan, Inc.) founded

Corporate Philosophy Katachi of Sansan

Each and every employee has regular opportunities to discuss our corporate philosophy. The results of these discussions have led to several changes over the years. In 2012, to boost our corporate branding, we stopped using the Japanese term *shimei* in our philosophy and instead began using the English term "mission." This term incorporates the meaning of "the value we are dedicated to delivering to society at large." We also made the content of our mission simple and easier to communicate to others. The current mission has been in place since 2018.

History

The increased activity in the venture capital market from 2013 decreased unlisted companies' difficulties in raising funds. Taking advantage of this change, we raised over 10 billion yen by 2018. We also heightened our marketing activities including through TV commercials. Our first TV commercial, aired in 2013, won an award and attracted national attention. These commercials have significantly contributed to raising the profile of our company and services.

- ▼2013
Raised approximately 500 million yen through third-party allocation of new shares
- ▼2014
Broadcast first Sansan TV commercial
Sansan Corporation established in Delaware, USA
- ▼2015
Raised approximately 1.4 billion yen through third-party allocation of new shares
- ▼2016
Broadcast first Sansan TV commercial
Sansan Corporation established in Delaware, USA
- ▼2017
Raised approximately 4.2 billion yen through third-party allocation of new shares
- ▼2018
Raised approximately 3 billion yen through third-party allocation of new shares
- ▼2019
Sansan Global Pte. Ltd. established in Singapore
- ▼2020
Raised approximately 2 billion yen through third-party allocation of new shares
- ▼2021
Raised approximately 4.2 billion yen through third-party allocation of new shares
- ▼2022
Raised approximately 3 billion yen through third-party allocation of new shares

Corporate Philosophy Katachi of Sansan

As well as going public, we have been steadily expanding our business since 2019, and our stakeholders are increasing in number day by day. To respond to these changes, we decided it was vital to make it easier for society at large to understand our presence as a company. To address this, we held Katachi discussions. These discussions provide an opportunity for all employees to discuss our corporate philosophy. Through them, we established the vision of "Become business infrastructure" as our aim in 2021. Using this vision, which is based on our mission and unique worldview of Turning encounters into innovation, we are aiming for the services we provide to be widely accepted and indispensable in the global business scene.

History

After we were listed on the Mothers Section of the Tokyo Stock Exchange in 2019, we were then transferred to the Exchange's Prime Market. From 2020 onwards, we began to expand our services to fields of business such as invoices and contracts, where analog operations remain deeply rooted. These new areas of business saw us apply the technologies and techniques we developed for Sansan and Eight to enable the digitization of analog information. Each of our current existing services also saw solid usage growth that, along with the further diversification of our business areas and services and the multi-product system we are building, has enabled us to achieve record-high revenues every fiscal year.

- ▼2019
Listed on the Mothers Section of the Tokyo Stock Exchange and raised approximately 2.1 billion yen through a public offering of shares
Raised approximately 4.7 billion yen through third-party allocation of new shares
- ▼2020
Acquired logmi, Inc. as a group company
- ▼2021
Listed on the First Section of the Tokyo Stock Exchange
- ▼2022
Transferred to the Prime Market on the Tokyo Stock Exchange



*1 The graph indicates net sales for fiscal years ended in May (figures prior to the year ended May 2016 are non-consolidated, while subsequent figures are consolidated).