



TAISEI Group, Company Profile

2020

Message from Chairman & CEO of TAISEI Group

We have been establishing the basics of our TAISEI business group which will be indispensable to the broadcasting becoming diversified from time to time, as seen in the internet broadcasting etc., in addition to pursuing the group supporting the realization of the highest level of broadcasting.

We have 5 companies in the respective business domains. Their businesses have been expanded to the video equipment rentals, operation services in the location field using Grip equipment, aerial program/data shooting and analysis of the surveyed data on Drone, video & program production technologies under contract with TV station, VR (Virtual Reality) transmission of Sport programs, CG telop production and transmission, etc..

Back to the 1998 Nagano Winter Olympics in Japan, we were able to contribute to broadcasting industry by providing great majority of the equipment at the time of the turning point for our group. This fortunately resulted in an opportunity of our significant leap afterwards.

Taking this opportunity, I am very happy to introduce that TAISEI Group was awarded a grand prize of "The 32nd Shinkin Bank Dream Creation Award in 2018" in March 2019 as an outstanding medium and small company in the category of nonmanufacturing industry.

Coping with evolving video equipment from time to time in the most flexible manner as one team, we will continuously provide customers with the latest & state-of-the-art equipment and real Customer Satisfaction as one of the professional rental houses.



Yosei Ota, Chairman & CEO of TAISEI Group

TAISEI Group will continue to provide customers with innovative video images than ever by our group companies' own technologies with use of the latest state-of-the-art equipment, taking advantages of the synergy effect of TAISEI Group.



TAISEI Group was awarded a grand prize of "The 32nd Shinkin Bank Dream Creation Award" in 2018 in the nonmanufacturing sector.

Management Philosophy

- Good for Vendor . . . Upgrading the value-added of products & services, to obtain appropriate profit with appropriate price.
- Good for Customer . . . Coping with customers' sense of values & thoughts promptly, to fulfill the real Customer Satisfaction.
- Good for Society . . . Being the business impacting good effect on public, to make a contribution to society.

※ The above is derived from the long-ago Omi merchant's "Sanpo-yoshi" principle in Japanese which means "Good for everyone, Vendor, Customer and Society", resulting in three-way satisfaction.

Five Business Pillars in TAISEI Group

TAISEI Group evolves mainly rental business of video equipment for TV broadcasting stations and productions in line with those customers' needs.



TAISEI Group was awarded a grand prize of “The 32nd Shinkin Bank Dream Creation Award” in 2018 in the nonmanufacturing sector.



TAISEI Group, headed by Mr. Yosei Ota as Chairman & CEO, consisting of TAISEI Co., Ltd., CIRCLE Co., Ltd., SMCC Co., Ltd. AIDCA Co., Ltd. and Hakuho Building Limited was honorably awarded a grand prize of “The 32nd Shinkin Bank Dream Creation Award” in business year 2018 in the nonmanufacturing sector under the sponsorship by Tokyo Credit Union (Shinkin bank) Association, Shinkin Council Union and Tokyo Business Executives Meeting.



This award system was established to widely introduce the best practice, and to connect it to further progress of medium and small companies, in addition to awarding the prize to outstanding medium and small companies out of the company members of Shinkin Council Union.

It is our great pleasure to introduce that TAISEI Group was awarded the grand prize above out of the nominated 55 company members who Shinkin banks located in various areas in Tokyo recommended.

In fact, there were actually approx. 15,000 medium and small companies who are subject to this award.

Taking this opportunity, what we will continuously pursue is to further concentrate all efforts of our five group companies, and to make the aggressive challenges to something new in terms of the video technology & unique business model establishment as one team, so that we will be able to contribute to further growth of our local economy.

■ The 32nd Award system for quality company:

[Sponsorship] Tokyo Credit Union (Shinkin bank) Association, Shinkin Council Union and Tokyo Business Executives Meeting.

[Subject number of company] 15,000 of medium and small companies in Tokyo

[Subject business year] 2018

[Number of company awarded] 55 companies

[Grand prize]

- Manufacturing sector : Shinkin Bank Manufacturing Creation Award
- Nonmanufacturing sector : Shinkin Bank Dream Creation Award

[Grand prize awarded to TAISEI Group] Shinkin Bank Dream Creation Award

■ Comment from Selection Committee Chair:

In the selection process, it was really difficult to choose the company to be awarded, since there were a lot of competitive candidates in fact. TAISEI Group who was awarded a grand prize has a strong presence symbolizing the region of Tokyo in the specific era, as seen in the aerial video shooting on drone, VR/CG technologies, video equipment rental for broadcast & video production industries.

TAISEI Group is now indispensable business partner in the TV program production business domain, etc.. Maximizing the synergy effect of TAISEI Group consisting of 5 group companies, it is prominent for TAISEI Group to confront the challenging subjects aggressively, including the business succession, looking ahead to the future.

Business Domain of each Group Company

- Management of General Administration / Accounting etc. of all of five group companies as Head Office function:
- Strategic purchase of rental video equipment for professional B2B applications:
- Resale of the used rental video equipment:

TAISEI Co., Ltd.

TAISEI Co., Ltd. is responsible for Group's total management in terms of Administration / Account etc. as Head Office function, in addition to strategic purchase of rental equipment.

The aim of TAISEI Co., Ltd. is to support the respective management in order for each group company to maintain and further improve their healthy management.

Resale of the used rental video equipment for professional B2B applications is also one of the main businesses.



CIRCLE CIRCLE Co., Ltd.

Broadcast and Video Equipment

Major businesses of CIRCLE Co., Ltd. are Rental & Repair services of broadcast video / audio & lighting equipment, including the setting of specific equipment and operation services. The revenue of CIRCLE Co., Ltd. accounts for approx. 50% of that of entire TAISEI Group. The latest state of the art equipment under the appropriate management of TAISEI Co., Ltd. can be coped with consistent customer's requirement for innovative video footage from time to time.

Furthermore, the section of aerial program & data shooting on drone which has been in the spotlight in the past several years has become a "promising stock", receiving various flight requests from Government and Private sectors, thanks to long years of experience and actual achievements accumulated to date in CIRCLE Co., Ltd., in addition to expert operator with high camera shooting techniques.



- Rental / lease / sale / repair services of B2B broadcasting video equipment & audio / lighting equipment:
- Product development of video equipment focusing on customer's operational conveniences:
- Setting of special "Grip" equipment and operation at shooting location field:
- Aerial program & data shooting on Drone including data analysis:

General broadcast and TV program production technologies within NHK Broadcast Center on contract base with NHK:

- Editing technology related: 2K/4K on line editing, 2K/4K material management, etc.:
- Operation & ENG technology related: News editing, Studio Camera, Mixing Console (Program transmission), etc.:
- TV program production technology related: VE/Live coverage, Virtual CG operation (Sports live), etc.:



SMCC Co., Ltd

SMCC Co., Ltd. started with temporary staffing to cope with the requirement from the company affiliated with NHK. The business domains of SMCC Co., Ltd. have been currently expanded to editing, operation and program production technologies, etc. in NHK Broadcast Center on contract base.

SMCC Co., Ltd. has now around 60 employees, and has focused on ensuring the stable qualified persons and employee education, pursuing true customer's satisfaction and confidence.



AIDCA Co., Ltd.

In addition to the various types of TV programs such as Sports Live Broadcasting, Music & Information Programs, AIDCA Co., Ltd. is providing customers with diversified video technologies such as On-air Graphics, 3DCG Character, 3DCG Movie Production, VR which combines the virtual with the real, etc.



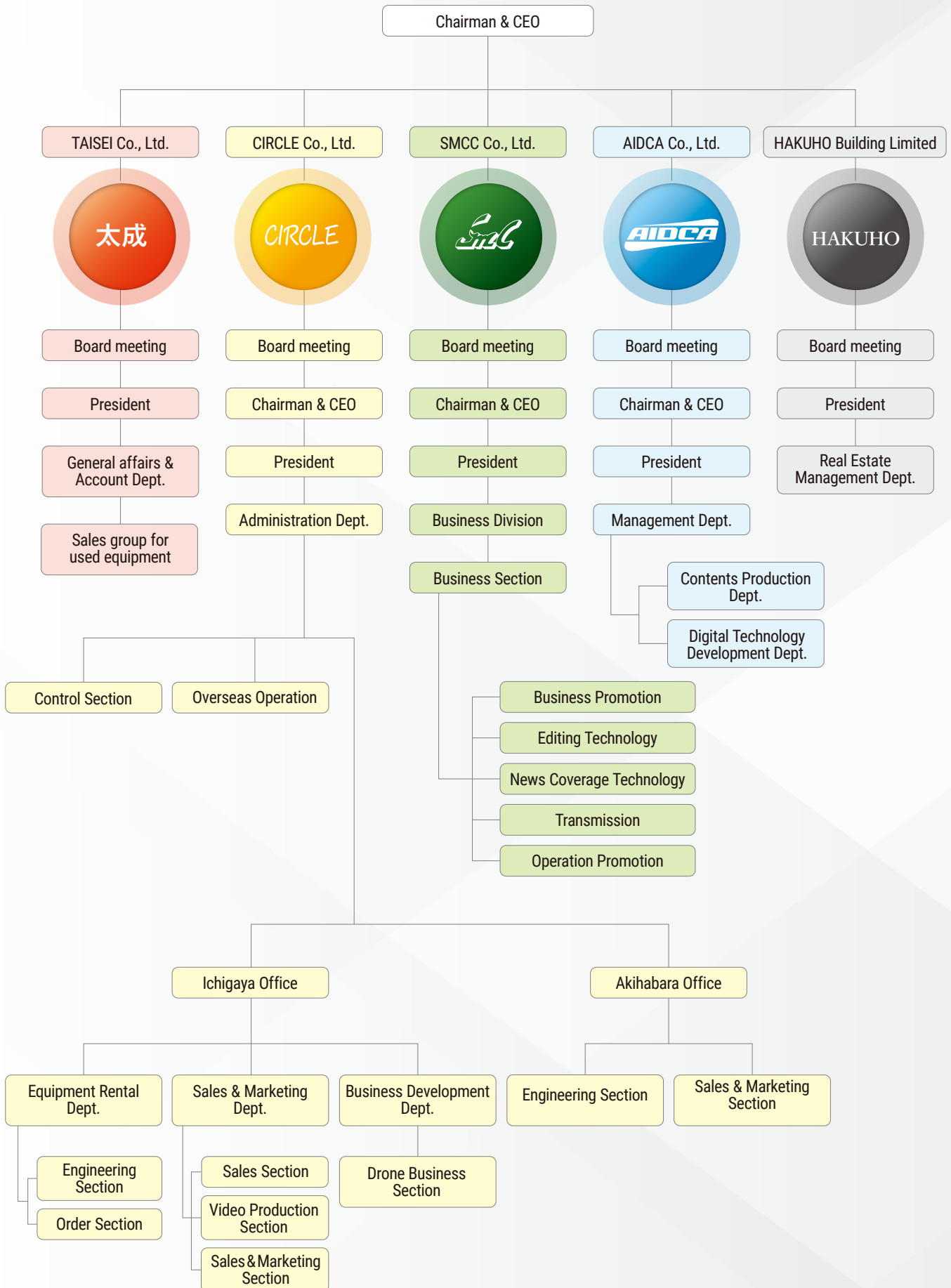
- Transmission of Telop and CG during various Sports Live Broadcasting:
- Designing & transmission of Real Time CG (VR, AR) for Broadcasting & Event applications:
- General CG production for Event, CM, Exhibition facilities, Infomercial, etc.:
- CG character designing and video program production:



Hakuho Building Limited

HAKUHO Building Limited is making the contribution to the local community by the management of the buildings acquired via M&A.

Organization Chart



Action on Corporate Prevention of Disaster

TAISEI Group has been continuously implementing a regular disaster prevention training so that employees safety can be appropriately maintained in preparation to disaster such as an earthquake etc., and the latest state of the art video equipment can be continuously provided to our customers in spite of an emergency environment.



Periodical serving “warm meals (soup kitchen)” training in preparation to disaster

TAISEI Group makes provision of the necessary volume of foods against emergency. Furthermore, under the theme that how we can come up with tasty “warm meals” even in case of emergency, utilizing residual foods at home, TAISEI Group have accumulated the training opportunities. What we have to also pay attention carefully is not to produce the useless waste in such a periodical training. We have therefore firstly consumed the food stock whose expiration date was approaching. These thoughts will remain unchanged from now on as well.



Collecting the latest disaster prevention related information through visit to local Disaster Prevention Center and the disaster prevention related exhibition

In order to boost the awareness of disaster prevention, employees have visited Disaster Prevention Center in Tokyo in rotation every year. In addition, attending the large scaled exhibition in terms of disaster prevention, the latest useful information regarding emergency foods and the disaster prevention related goods can be introduced to employees and shared within TAISEI Group.



Training of employee’s safety confirmation on the first Monday of every month via LINE

Although this training used to be via Disaster Emergency Message Dial 171 before, the system was changed to use LINE in 2019. This is to ensure the stable and convenient safety confirmation method in preparation for disaster, in addition to appropriate grouping of our employees assuring the communication network establishment.



Each employee confirms how to get the predetermined evacuation site

In an emergency, employees need to swiftly get into action without being in a panic. To assure this, each employee confirms the predetermined evacuation route to the site in advance. Assuming that such a route may be closed in an emergency, each employee receives the training for actually walking to and from that site in a different route as a contingency.

History

	TAISEI Co., Ltd.	CIRCLE Co., Ltd.	SMCC Co., Ltd.	AIDCA Co., Ltd.	HAKUHO Building Limited
1983	Feb. Establishment of CIRCLE Shoji (Business Company) Limited.				
1990	Mar. Change of the company name to TAISEI Limited.	Mar. Establishment of CIRCLE Co., Ltd.	Oct. Establishment of SMCC Co., Ltd.		
1991			Mar. Start of the business under contract with Operation/Editing Division of NHK Technical Service, Inc. at the time		
1997		Aug. Increase of Capital			
1998		Feb. Development of Simple Rail series products, patented Contribution to ORTO '98 NAGANO Winter Olympics in providing broadcast video equipment			
2001	Oct. Increase of Capital Nov. Change the company name to TAISEI Co., Ltd. & organization				
2006		Feb.	Mar. Acquisition of business certificate to dispatch specific temporary labors May Office relocation to Kamiya-cho, Shibuya-ku, Tokyo to cope with business expansion		
2008			Feb. Acquisition of business certificate to dispatch general temporary labors		July Acquisition of HAKUHO Building (333.84m ²)
2009				Mar. Establishment of AIDCA Co., Ltd.	Nov. Purchase of the adjacent land (87.44m ²) of HAKUHO Building
2010		Sept. Set up of new Akihabara office, in Chiyoda-ku Tokyo	June Reach to 60 employees		Sept. Completion of AKIBA HAKUHO Building in the adjacent land
2013		Sept. Start of Aerial Video Shooting business on Drone			
2014		Aug. Partnership with overseas Rental Houses (USA, Spain)	Apr. Start of technical cooperation for Operation / Transmission work in China branch office of NHK Media Technology, Inc. at the time		
2015			Aug. Start of technical cooperation for public relations video footage, etc. of SOMPO HIMAWARI Life Insurance, Inc.		July Purchase of the adjacent land (51.3m ²) of AKIBA HAKUHO Building Nov. Start of the use for parking lot in that land
2016				July Establishment of F.move Contents Production Dept.	
2017		May Establishment of Section of Aerial video/data shooting on Drone, in the newly established Business Development Dept.			
2018					July Purchase of the rear land (77.18m ²) of HAKUHO Building
2019	Mar. Award to TAISEI Group, Grand Prize of "Shinkin Bank Dream Creation Award in 2018 in the category of nonmanufacturing sector				

Origin of each Company Name

■1983 Feb. 23, Establishment of CIRCLE Shoji (Business Company) Limited:

Yosei Ota, founder named it in the hope of prosperity & success.

■1990 Mar. 12, Establishment of CIRCLE Co., Ltd.

The company name, CIRCLE Co., Ltd. was derived from the name of Jazz Band that Yosei Ota formed for the first time. In fact, "CIRCLE" was the name of Jazz Band that Chick Corea (birth name: Armando Anthony Corea), worldwide Keyboardist of the time formed in 1970. Yosei Ota named it also in the hope of growing "CIRCLE" (grouping) in the same direction centering on himself.

■1990 Oct. 5, Establishment of SMCC Co., Ltd.

SMCC stands for "Success, Motivation, Circle and Corporation", in the hope of becoming highly motivated "CIRCLE" (grouping) for success.

■2009 Mar. 6, Establishment of AIDCA Co., Ltd.

AIDCA stands for "Attention, Interest, Desire, Conviction and Action" which means principle in the psychological process for customer to make a decision for purchase of commercial goods.
Based on this, AIDCA Co., Ltd was named after in the meaning that what we should pay careful attention is to master the contained latest cutting edge technologies, resulting in working out for the company management by purchasing the latest state of the art equipment all the time.

■1952 July 5, Establishment of Hakuho Building Limited
※2008 July 31, TAISEI Co., Ltd. acquired the LLC via M&A.

When TAISEI Co., Ltd. acquired HAKUHO Building Limited in 2008, the company name was taken over as it is due to apparently deriving from legendary naming.

Outline of each Group Company

TAISEI Co., Ltd.

Representative	President Yosei Ota								
Head office location	16-512 Hachiman-cho, Ichigaya Shinjuku-ku, Tokyo, 162-0844 Japan Tel: +81 3 5261 9456								
Establishment	Feb. 23, 1983								
Capital	38 Million Yen								
Sales amount	230 Million Yen as of June, 2019 fiscal term								
Employees	4 incl. contract & temporary as of May end, 2019								
Stockholder	Yosei Ota Hisako Ota								
Board member	<table border="0"> <tr> <td>President</td> <td>Yosei Ota</td> </tr> <tr> <td>Managing Director</td> <td>Hisako Ota</td> </tr> <tr> <td>Director</td> <td>Narihiro Ota</td> </tr> <tr> <td>Auditor</td> <td>Shingo Koma</td> </tr> </table>	President	Yosei Ota	Managing Director	Hisako Ota	Director	Narihiro Ota	Auditor	Shingo Koma
President	Yosei Ota								
Managing Director	Hisako Ota								
Director	Narihiro Ota								
Auditor	Shingo Koma								

CIRCLE Co., Ltd.

Representative	Chairman & CEO Yosei Ota										
Head office location	<p>16-512 Hachiman-cho, Ichigaya Shinjuku-ku, Tokyo, 162-0844 Japan Tel: +81 3 3235 9501</p> <p>[Ichigaya Office] MORI Building 1F & 3F, 2-3 Tamachi, Ichigaya, Shinjuku-ku, Tokyo, 162-0843 Japan Tel: +81 3 3235 6761</p> <p>[Akihabara Office] 1-11-5 Kanda-Izumicho, Chiyoda-ku, Tokyo, 101-0024 Japan Tel: +81 3 5823 8655</p>										
Establishment	Mar. 12, 1990										
Capital	30 Million Yen										
Sales amount	530 Million Yen as of Mar., 2019 fiscal term										
Employees	27 incl. contract & temporary as of Mar. end, 2019										
Stockholder	Yosei Ota Hisako Ota										
Board member	<table border="0"> <tr> <td>Chairman & CEO</td> <td>Yosei Ota</td> </tr> <tr> <td>President</td> <td>Narihiro Ota</td> </tr> <tr> <td>Managing Director</td> <td>Hisako Ota</td> </tr> <tr> <td>Director</td> <td>Shingo Koma</td> </tr> <tr> <td>Auditor</td> <td>Katsumi Ito</td> </tr> </table>	Chairman & CEO	Yosei Ota	President	Narihiro Ota	Managing Director	Hisako Ota	Director	Shingo Koma	Auditor	Katsumi Ito
Chairman & CEO	Yosei Ota										
President	Narihiro Ota										
Managing Director	Hisako Ota										
Director	Shingo Koma										
Auditor	Katsumi Ito										

SMCC Co., Ltd.

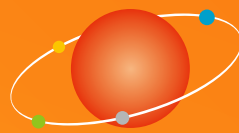
Representative	Chairman & CEO Yosei Ota			
Head office location	16-512 Hachiman-cho, Ichigaya Shinjuku-ku, Tokyo, 162-0844 Japan Tel: +81 3 3235 9816 [Shibuya Office] Ichigo Shibuya Kamiyama-cho Building 402, 7-10 Kamiyama-cho, Shibuya-ku, Tokyo, 150-0047 Japan			
Establishment	Oct. 5, 1990			
Capital	10 Million Yen			
Sales amount	440 Million Yen as of Apr., 2019, fiscal term			
Employees	62 incl. contract & temporary as of Apr. end, 2019			
Stockholder	Yosei Ota, Hisako Ota			
Board member	Chairman & CEO Director Auditor	Yosei Ota Narihiro Ota Katsumi Ito	President Director	Seongsu Heo Satoko Matsushita

AIDCA Co., Ltd.

Representative	Chairman & CEO Yosei Ota			
Head office location	16-512 Hachiman-cho, Ichigaya Shinjuku-ku, Tokyo, 162-0844 Japan Tel: +81 3 3269 9159 [Akihabara Office] HAKUHO Building 205, 1-11-3 Kanda-Izumicho, Chiyoda-ku, Tokyo, 101-0024 Japan Tel: +81 3 5822 5711			
Establishment	Mar. 6, 2009			
Capital	8 Million Yen			
Sales amount	150 Million Yen as of June, 2019 fiscal term			
Employees	11 incl. contract & temporary as of Apr. end, 2019			
Stockholder	TAISEI Co., Ltd.			
Board member	Chairman & CEO Managing Director Director	Yosei Ota Hisako Ota Shingo Koma	President Director Auditor	Isao Oda Narihiro Ota Katsumi Ito

HAKUHO Building Limited

Representative	President Yosei Ota			
Head office location	16-512 Hachiman-cho, Ichigaya, Shinjuku-ku, Tokyo, 162-0844 Japan Tel: +81 3 5261 9457			
Establishment	July 5, 1952 / July 31, 2008 Acquisition of HAKUHO Building			
Capital	3 Million Yen			
Sales amount	29 Million Yen as of June, 2019 fiscal term			
Employees	None incl. contract & temporary as of Apr. end, 2019			
Stockholder	TAISEI Co., Ltd.			
Board member	President	Yosei Ota	Managing Director	Hisako Ota



TAISEI GROUP

TAISEI Co., Ltd.	[Head Office]	16-512 Hachiman-cho, Ichigaya, Shinjuku-ku, Tokyo, 162-0844 Japan	Tel: +81 3 5261 9456
CIRCLE Co., Ltd.	[Ichigaya Office]	MORI Building 1F & 3F, 2-3 Tamachi Ichigaya, Shinjuku-ku, Tokyo, 162-0843 Japan	Tel: +81 3 3235 6761
	[Akihabara Office]	1-11-5 Kanda-Izumicho, Chiyoda-ku, Tokyo, 101-0024 Japan	Tel: +81 3 5823 8655
S M C C Co., Ltd.	[Shibuya Office]	Ichigo Shibuya Kamiyama-cho Building 402, 7-10 Kamiyama-cho, Shibuya-ku, Tokyo, 150-0047 Japan	Tel: +81 3 3235 9816
AIDCA Co., Ltd.	[Akihabara Office]	HAKUHO Building 205, 1-11-3 Kanda-Izumicho, Chiyoda-ku, Tokyo, 101-0024 Japan	Tel: +81 3 5822 5711
HAKUHO Building Limited	[Head Office]	16-512 Hachiman-cho, Ichigaya, Shinjuku-ku, Tokyo, 162-0844 Japan	Tel: +81 3 5261 9457