



COMPANY GUIDE

GUIDE TO ENJIN, LTD

Give us everything you've got. We can take it.

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OUR MIND

ENJIN'S FRAME OF MIND

Give us everything you've got.
We can take it.



OUR SERVICES

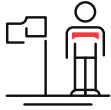
WHAT WE CAN PROVIDE

B2B Marketing Support for IT Companies

How do we generate sure, strong leads for your sales team? By combining a variety of strategies with improving awareness of your products and services. Together with providing quality content and consistent branding, we freely leverage all manner of advertising campaigns in the domains of both the digital and the real world.



OUR SERVICES



Consulting

Understand a client's products/services, target market/customers; and competition, share their goals; and provide support in establishing an effective marketing plan. We work hand-in-hand with our clients as a partner in their marketing activities.



Event Marketing

We specialize in planning all manner of events conducted by IT companies, including large-scale private conferences, seminars, exhibitions, executive events, partner events, ceremonies, and internal events.



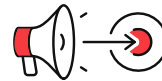
Web and Digital Marketing

We deliver complete support for corporate sites, service sites, landing pages, and more, providing everything from site design and content planning in line with your purposes and SEO requirements, to monthly operation. We'll get you up and running on the web fast.



Content Marketing

No matter the strategy, it's the content of your content that is most important. ENJIN plans, designs, and authors content balancing user and company expectations from our own unique perspective, incorporating the results into websites, events, and collateral.



Advertising and Media

We establish targets, messaging and positioning based on the appropriate KPIs for the project and formulate the optimum media plan from among the numerous media options available. We negotiate and coordinate with the media and provide support for everything from securing advertising space to advertisement creation, submission, and effectiveness measurement.



Branding

We maintain your company's brand messaging throughout all of our strategies. We deliver a brand experience that is consistent across all customer points of contact while also strengthening the localization of your brand in line with the Japanese market.

OUR CLIENTS

THE TYPES OF CLIENTS WE'VE SUPPORTED IN THE IT FIELD

From PCs/servers, storage, networks, and cloud services to SaaS, AI/IoT, data analysis, and DX consulting, we have supported IT companies in a variety of fields.

DX Support

Fintech / Sales Tech / HR Tech / Physical Tech / Med Tech / EdTech / Ad Tech / Sports Tech / Food Tech / Legal Tech / Agri Tech / Real Estate Tech / etc.



Communication Tools

Business chat apps / Groupware / Internal SNS / Project management tools / File sharing / Collaboration tools / CRM / SFA / etc.



AI/IoT/ Data Utilization

Assorted AI / IoT / Data Utilization / Business Optimization (RPA / OCR / etc.) / etc.



PCs/Servers/ Smart Devices

Laptops / Tablets / Servers / Desktop PCs / MDM / Workstations / Smartphones / LCD Displays / etc.



Security

Endpoint Security / Physical Security / Network Security / Security Assessment and Training / etc.



Storage

Storage (HDD / Flash / HCI) / Cloud Storage / etc.



Backup

Backup Solutions / Management and Services / etc.



Networking

Routers / Access Points / Network Switches / ADCs and Load Balancers / WANs / SD-WANs / etc.



Data Centers

Facilities / Disaster Protection / Physical Security / Racks / PDUs / HVAC / Operation Services / etc.



Mission-Critical Systems

ERP / SCM / EDI / Workflows / Accounting Systems / Production Management / Inventory Control / Sales Management / Personnel Management / Attendance Management / etc.



OUR STRENGTHS

ENJIN'S STRONG POINTS

Give us everything you've got—What characterizes ENJIN

Plans and proposals which get to the essence of who a client is, fact-based implementation support rooted in years of experience and knowhow, and the ability anticipate your every wish and respond flexibly.

We have an extensive track record supporting B2B marketing in the IT Industry. Give us everything you've got. We can take it.

Plans and Proposals Which Get to the Essence of Who You Are



01

Our work always starts with understanding a client's business. Next is identifying the marketing challenges involved. Then we propose a plan that will resolve the client's worries and issues, along with a dash of excitement for flavor.

Implementation Support Rooted in Experience and Knowhow



02

We provide optimum implementation support rooted in years of experience and knowhow facilitating marketing in the IT industry. Possessing extensive means of execution both online and off, we support your project in moving forward, sometimes with sophistication and other times rough and tumble as the situation requires.

We're There for You Through Thick and Thin



03

The environment marketing staff find themselves in undergoes change at dizzying speed. We help marketing staff bound by limited resources to focus on what's important, providing flexible support through thick and thin. We'll even lend an ear to the occasional grumbling bout.

OUR STRENGTH



Stance 01

Plans and Proposals Which Get To The Essence of Who You Are

Our work always starts with understanding a client's business. Next is identifying the marketing challenges involved. Then we propose a plan that will resolve the client's worries and issues, along with a dash of excitement for flavor.

Understanding a Client's Business



This means understanding a client's business from every angle, including product and service characteristics, competitive advantages, market position, user value and brand, relationships with business partners, management and head office strategy, and sales team characteristics. For us, this is just the first step in our work.

Understanding Needs and Identifying Intrinsic Issues



Doing everything in our power to achieve the results a client expects is just what ENJIN does. However, even when the job something as simple as generating leads from a website, we dig deep into a client's challenges and often discover that a different strategy needs to be taken. In these cases, we will identify the intrinsic issues involved and provide an alternative strategy which still meets the needs the client has presented.

Plans with "Wow" Factor



Numerous stakeholders are involved in the B2B marketing decision making process. Logic which is cogent and cohesive is essential to achieving targets and KPIs. You can never forget, however, that it's people doing the decision making. Entirely separate to the logic, it is important to deliver thrills and excitement. That extra "something" that will make people go "wow!"

OUR STRENGTH



Stance 02

Implementation Support Rooted in Experience and Knowhow

We provide optimum implementation support rooted in years of experience and knowhow facilitating marketing in the IT industry. Possessing extensive means of execution both online and off, we support your project in moving forward, sometimes with sophistication and other times rough and tumble as the situation requires.

Strategies for Executives



More than **25** per year

Content Creation



More than **200** Commissions per year

Ads / Digital Marketing



More than **250** Commissions per year

Large-Scale Conference Support



More than **25** events per year

Exhibition Support



More than **200** events per year

Seminar / Webinar Support



More than **250** events per year

OUR STRENGTH



Stance 03

We're There for You. Through Thick and Thin.

The environment marketing staff find themselves in undergoes change at dizzying speed.

We help marketing staff bound by limited resources to focus on what's important, providing flexible support through thick and thin. We'll even lend an ear to the occasional grumbling bout.

Repeat Commission Rate



99.9% (Self-reported)

There is not a doubt in our minds that 99.9% of all clients we have ever done business with will commission us again at some point.

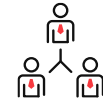
Socializing over Drinks Rate



99.9% (Please)

It may be the 2020s but we still believe in the need for communication. Please, by all means.

Friend Referral Rate



99.9% (We hope)

We have been able to grow our business thanks to the truly great number of referrals we have received since our establishment. We'll appreciate yours, too.

OUR TEAM

Our project execution system implemented together with formidable partner companies

From event operations companies to video production, web production, booth design and construction, system development, research, PR, and media companies, ENJIN has built a solid system of cooperation with numerous professionals to meet any request.



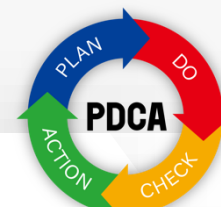
OUR PROJECT

HOW WE EXECUTE PROJECTS

As soon as a project starts, we form a team together with the optimum external partners and get to work



Information-sharing and task management with team members



PDCA
As a project is being executed, course corrections are made and potentially better plans considered



Goal!

Project Completion

1 Understanding the Client and Project

- Orientation and research, including identity, goals, targets, products, and product strengths
- Come to a consensus between client and ENJIN on marketing budget, KPIs, KGIs, and direction

We engage in regular communication and meetings with the client.

2 Proposal Preparation

- Strategy planning (list of strategies, schedule, budget, KPIs)
- Framework building for strategy

In the event of deviation from the original schedule due to changes in plans, budget, or external factors, we engage in rapid plan revision.

3 Consensus and Implementation

- Strategy operation
- Includes advance marketing activities
- Production and operation
- Schedule adjustment
- Budget management

4 Report

- Implementation analysis
- Reporting and effectiveness verification
- Cost review

We ask the client to hold a final feedback meeting on whether the initial commission conditions were met qualitatively and quantitatively to inform future endeavors.

ENJIN APES

MEET OUR MEMBERS

**KOJI
UNO**



➤ CEO /
Senior Producer

**RYUSUKE
TSUCHIYA**



➤ Board Director /
Producer

**SHINGO
AKUTSU**



➤ Senior Project Director

**YUJI
NAKAMUTA**



➤ Senior Project Director

**MASAKAZU
OTA**



➤ Senior Project Director

**MOTOHARU
WATARI**



➤ Senior Project Director

COMPANY OUTLINE

AN OVERVIEW OF OUR COMPANY

Company Name	ENJIN, LTD
Address	La Verite AKASAKA 4F, Motoakasaka 1-5-7, Minato City, Tokyo 107-0057
URL	www.ape-man.jp
CEO	Koji Uno
Established	June 2007
Capital	¥10 million
Employees	45(as of May2025)
Description of business	<div>B2B marketing support<ul style="list-style-type: none">• Consulting• Event Marketing• Web and Digital Marketing• Content Creation• Advertising and Media• Branding</div>



PRIVACY & SECURITY

OUR SECURITY AND PERSONAL INFORMATION PROTECTION MEASURES

Your information is important, and ENJIN takes care to handle client information, including personal information, safely. ENJIN has also acquired the following certifications in order to ensure clients can make use of our services with peace of mind.

PERSONAL INFORMATION PROTECTION

PRIVACYMARK



Registration number 10862124(07)

INFORMATION SECURITY

ISO 27001



Certification registration no.
JP22/00000263





OUR MISSION

**Deliver Stunning Value between
“Client” and “Client’s Customer”
and Change the World**

We want to be there for you. More.

It was from this simple desire that ENJIN was born.
To take on all of a client’s expectations, and to give
it everything we’ve got.

We don’t care if that’s not cool.
Or boring.
Or corny.
Or low profile.

As long as the client is happy in the end.

With this in our hearts,
ENJIN keeps on moving forward.

And,
through marketing activities which make our
clients’
outstanding solutions known throughout the world,
we want to contribute to Japan’s digital
transformation.

We at ENJIN aim to deliver
stunning value between “client” and “client’s
customer”
and change the world together with our clients

HOW CAN WE HELP YOU?



FOR QUESTIONS AND INQUIRIES

<https://www.ape-man.jp/contact>