

# CORPORATE PROFILE



Drawing the future from space,  
adding new colors to people and society.

## Our Purpose

# Drawing the future from space, adding new colors to people and society.

We, Tanseisha Group, are professionals in creating space for imaginations to grow.

Our philosophy of space creation –

It is to give form to something that does not yet exist in the world.

And to create experiences to grow imaginations, delivered by the space.

Joy, surprise, comfort, and inspiration.

To color the lives of people gathering in the space, with rich emotion.

And to brighten society with the rich colors of “Red and Blue (=Tansei).”

We have been, and will be continuing to challenge ourselves to create space for imaginations to grow,  
by harnessing our colorful personalities.

## Our Values

### Facing people

We are sincere in our commitment to the wishes of our associates and stakeholders  
who are connected through the space.

### Putting our hearts and souls into our work

We engage in each project with sincerity, with professional pride and skill.

### Challenging beyond the present

We keep on challenging while growing and transforming ourselves  
with flexible thinking and creativity.

### Combining colorful personalities

Sparkling creativity, advanced skill –

We respect each other's personality, and unite our hearts into one.

### Enjoying our work

We enjoy all our work and challenges.



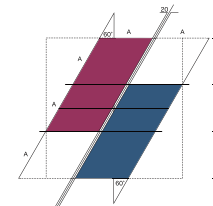
President and Chief Executive Officer  
KOBAYASHI Osamu

## DERIVATION OF TANSEI

丹青不<sub>レ</sub>知老<sub>レ</sub>將<sub>レ</sub>至  
富貴於<sub>レ</sub>我<sub>レ</sub>如<sub>レ</sub>二<sub>レ</sub>浮雲<sub>一</sub>  
七言古詩 杜甫「丹青引贈曹將軍霸」

“丹青”, a term originating from China, consists of 2 basic colors – Red and Blue – and denotes “an abundance of color.” This word also broadly refers to painting, painters and painted artwork. Dedicated to artistic creation, Tanseisha invests its enthusiasm and creativity in creating rich, comfortable spaces in each and every project. “丹青” is also a much-beloved word from ancient poetry. The famous Tang Dynasty poet Du Fu draws on the word “Tansei” to describe someone who is wholly absorbed in artistic creation. Tanseisha founder WATANABE Masaji loved the poem tremendously for its dedication to artistic creation.

Company logo design  
specifications  
(Design of  
our founder,  
WATANABE Masaji)



“丹青”, also meaning diligence, is etched in the minds of everyone at Tanseisha who is wholeheartedly devoted to creating spaces. We also embrace the well-balanced symmetry of “Red and Blue” as colors of “passion and wisdom” in our company logo.

# Solving Problems with Spatial Creation

As a comprehensive display design company, we also bring spaces to life by utilizing ideas and know-how cultivated in creating real-life venues in various areas, planning and design capabilities as well as production and technical capabilities.

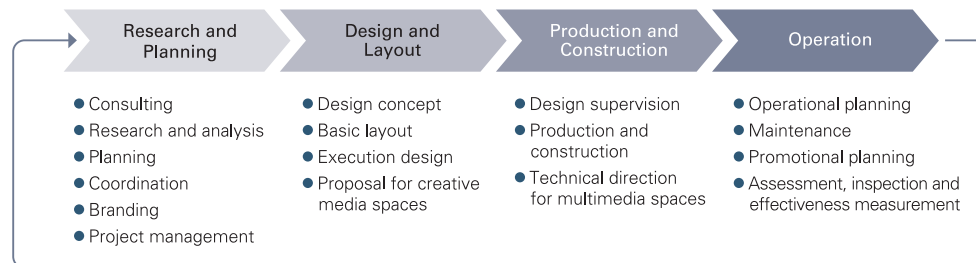
Tanseisha provides value by solving the problems of customers and society via spatial design.

With our high level of expertise, creativity, responsiveness, and rich network, we maximize the value of spaces as media to be experienced, all the while protecting the trust and meeting expectations of our customers.

## ● Lineup of services

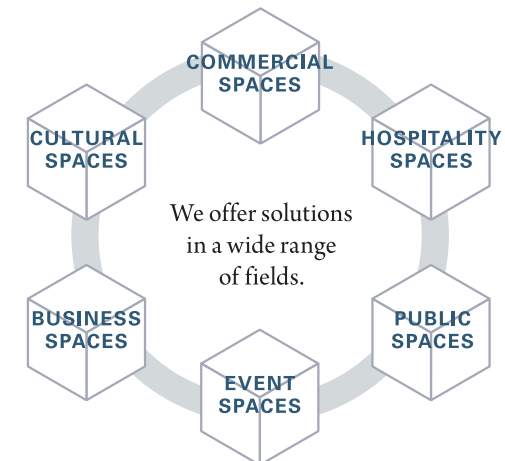
We can help promote projects with one-stop solutions tailored to clients' needs. With special attention paid to business success, the thoughts of those who gather in the spaces in question, and the environment in particular, we fuse them with digital elements while taking into consideration law, quality, safety, cost, and design. We connect an intricate myriad of people and crucial elements related to spatial design to create new value as a team.

### TANSEISHA OFFERS TOTAL-SUPPORT SOLUTIONS



## ● Six spatial fields of Tanseisha

From large-scale facilities such as commercial complexes and national museums, to multi-store development of new specialty stores, not to mention versatile spaces that transcend business domains, we handle more than 6,000 projects annually.



# Supporting space design with “comprehensive strength” × “professional ability”

The power of design  
to solve problems

×

The power of production technology  
to materialize thoughts and ideas

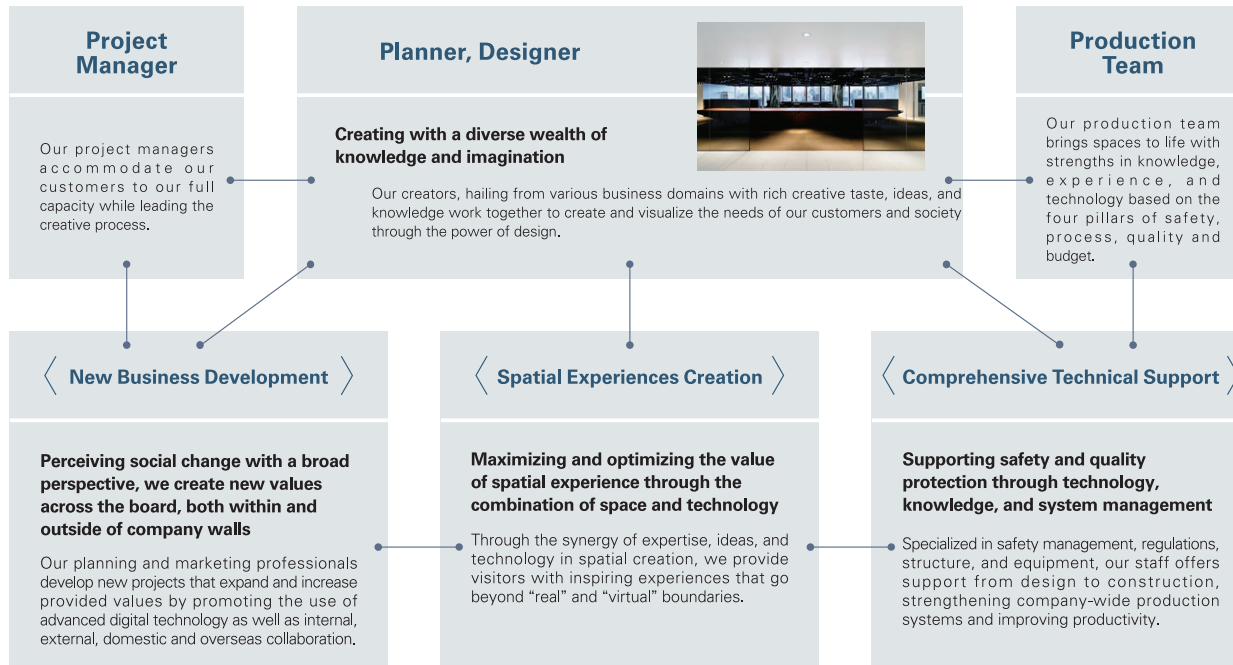
×

The power to create emotional  
experiences with technology

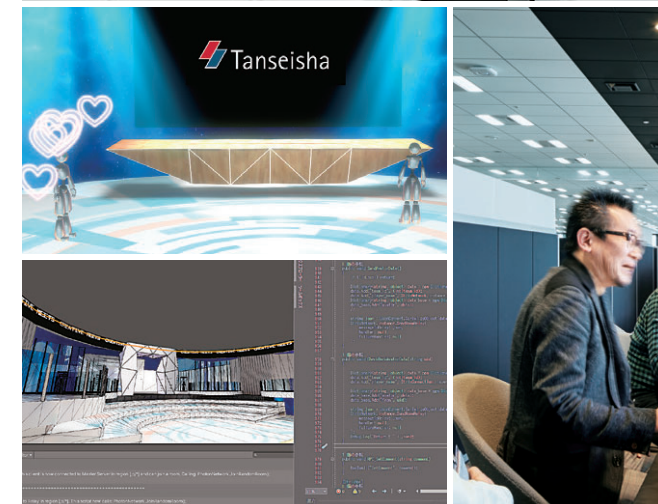
Our team of nearly 1,400 employees based across the entire country provides services from Hokkaido all the way to Okinawa.

It consists of 270 designers and planners, a production staff of nearly 480,  
and one of the largest teams of nationally qualified engineers in the industry.

The space creation professionals here at Tanseisha strive for the success of our customers' businesses  
by utilizing a rich foundation of experience and technical knowledge,  
combined with strengths in comprehensive and professional thinking.



(Staff numbers listed pertain to the entire Tanseisha Group)







Tanseisha professionals continue to polish knowledge, skills and creative senses to mutually support and enhance the whole team and strive to realize better spatial design at all times.



# THE WIDE ARRAY OF TANSEISHA SOLUTIONS

We make the best use of our customers' resources and support problem solving from multiple directions.

## ● Space creation with advanced digital technology

At our "Konan Lab [Mk\_3] (pronounced Mark Three)", we conduct experiments and demonstrations in ICT, VR, AR, interactive technology, etc., and bring ideas to life in actual space.



## ● Support for regional revitalization

From the verification of regional issues and business planning to participation in management, we work with regional partners to create liveliness that lasts.



## ● Total production of facility management

We contribute to improving the charm of our customers' facilities through our comprehensive facility operation services which include designated management, operation consignment, PFI, and more.

"Shizuoka City Children's Creative Town Maaru"



## ● Improving spatial value through arts and crafts

Utilizing the Japanese arts and crafts platform "B-OWND", we increase the value residing in spaces by collaborating with artists and introducing their works.



## ● Collaboration to create new spatial value

Through collaborative creation at our joint facility "point 0", we bring new value to space by combining spatial design know-how with the technology of our partners.



"point 0 marunouchi"

## ● Comprehensive maintenance support for facilities

We contribute to centralized maintenance and management of facilities with quick, low-cost, secure and safe maintenance and repair support via our specialized team and our nation-wide network of cooperative companies.



## OUR SUSTAINABILITY INITIATIVES

Toward the realization of a sustainable society, we strive to achieve the following six important issues (materiality) and key objectives of the SDGs based on "Our Purpose" through our entire corporate activities.



### 1 Respect for humanity

We respect human rights and diversity and pursue human happiness. We will provide spaces and experiences for imaginations to grow, create an environment where diverse employees can work actively, and foster an organizational culture that recognizes and harnesses diversity.

### 2 Coexistence with the environment

We contribute to the realization of a low-carbon, nature-friendly, and recycling economy, by confronting environmental issues such as global warming, loss of biodiversity, and resource depletion, and by addressing these issues through our entire corporate activities.

### 3 Contribution to regional and social development

We contribute to regional and social development by encouraging rich interaction among people through space creation, stimulating industrial and economic activities, and creating / communicating / passing on diverse and rich culture.

### 4 Promotion of innovation

We respond to changes in society and the evolution of technology and continue to learn and actively engage in various types of research & development and experimental studies. We keep on the challenge of creating new value through the development of new services and businesses.

### 5 Development of a responsible supply chain

We establish a foundation for value creation, including quality and safety, by expanding our network and building relationships of trust with our partner companies, and engage in sustainability issues such as the environment and human rights throughout the supply chain.

### 6 Enhancement of corporate governance

We adapt to changes in society and continuously engage in the enhancement of our corporate governance. We ensure the transparency and fairness of our decision-making and continue to be a company with high ethical standards to be trusted by society.

## TANSEISHA GROUP COMPANIES

The Tanseisha Group values the power of creativity and realization, and continues to take on the challenge of creating space for imaginations to grow. We strive to solve social issues through the creation of better spaces, while contributing to the realization of a prosperous society full of rich lifestyles by connecting people to people, people to things, and people to information from a wide range of perspectives.

- TANSEISHA Co., Ltd.
  - Tansei TDC Co., Ltd.
  - Tansei Display Co., Ltd.
  - Tansei Business Co., Ltd.
  - Tansei Institute Co., Ltd.
  - JDN INC.
  - Tansei Humanet Co., Ltd.
  - Tansei Yamanashi LLC.
- ※ Excluding SPC in PFI business

