dentsu japan network
NEWS RELEASE

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Dentsu Japan Network's Septeni Holdings and Dentsu Corporate One Win Excellence Awards at the Seventh HR Technology Awards

Dentsu Japan Network[*1] (hereinafter "DJN"), which oversees and manages the Dentsu Group's business in Japan, is striving to promote human capital management at each Group company in addition to engaging in initiatives which aim to resolve customers' HR-related problems while improving Dentsu Group's bottom line and corporate value. For their efforts in the HR field, DJN's Septeni Holdings Co., Ltd.[*2] and Dentsu Corporate One Inc.[*3] won excellence awards at the Seventh HR Technology Awards[*4].

The HR Technology Awards, which commemorate outstanding initiatives in Japan's HR technology and HR big data and aim to contribute to the development of the fields, were held for the seventh time this year. Septeni Holdings was awarded for the seventh year in a row, and Dentsu Corporate One won its first award within less than a year since the company's establishment. The award details are listed below.

- **Septeni Holdings Co., Ltd.**
  Award details: Excellence Award, Personnel Systems Category
  Initiative details: Quantitatively visualized human capital, constructed and put in practice an HR structure which identifies and resolves issues
  Why they won: By utilizing a reputation score maintained for over 20 years, they developed a system which quantifies and rates human resource and organizational quality. Their contributions to the establishment of a system capable of supporting the decision making, execution, and verification of personnel measures by defining priority HR issues and solutions from both a quantitative and qualitative perspective through an integrated HR report monitoring the status of human capital were rated highly.

- **Dentsu Corporate One Inc.**

   Award details: Excellence Award, Learning Category

   Initiative details: The Dentsu "Human Resource Visualization" project
   Analyzing human resource individuality and abilities from a workstyle perspective toward the development of human resource information infrastructure that will increase employee lifetime value and expand the business

   Why they won: Visualizing the growth of company employees was identified as a priority in order to increase the human resources who will lead business transformation at Dentsu Inc. Thus, performance and willingness to grow autonomously were combined, with employees grouped into 9 segments accordingly. Each segment's characteristics were analyzed using multifaceted data such as workstyle, skills, and engagement level. Per-segment issues were identified, and various measures were enacted to help employees reflect on their careers. The fact that this resulted in over 80% of employees developing a sense of career autonomy and feeling that their learning time had increased was rated highly.

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Dentsu Japan Network   President and CEO: Norihiro Kuretani, Head Office: Tokyo

*2

Septeni Holdings Co., Ltd.   Representative Director: Koki Sato, Head Office: Tokyo

*3

Dentsu Corporate One Inc.   President and CEO: Nobuyuki Toya, Head Office: Tokyo

*4

Official webpage for the Seventh HR Technology Awards (in Japanese): https://hr-souken.jp/hrtech_award/

   Organizer   HR Technology Awards Executive Committee

   Support   Ministry of Economy, Trade and Industry, National Institute of Advanced Industrial Science and Technology, Information-technology Promotion Agency, Organization for Small and Medium Enterprises and Regional Innovation, Toyo Keizai Inc., Business Publishing, Inc., HR Technology Consortium (HRT), HR Research Institute (ProFuture Inc.)

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