



FYE June 2026 Financial Results

KOZO KEIKAKU ENGINEERING HOLDINGS Inc.

2026.8.21

- 1. Overview of Consolidated Financial Results**
- 2. Forecast of Financial Results for the Fiscal Year
Ending June 30, 2027**
- 3. 70th Anniversary of Our Founding:
Taking on Challenges to Create Value**

Note pertaining to this data:

- In principle, monetary amounts included in this document are rounded down to the nearest million yen.
- The forward-looking statements included in this document are based on information currently available to the Company and on certain preconditions that the Company deems reasonable. The Company provides no guarantee that what is stated will actually be realized.
- The names of companies, systems, and products included in this document are, as a general rule, trademarks or registered trademarks of companies, including KOZO KEIKAKU ENGINEERING Inc.

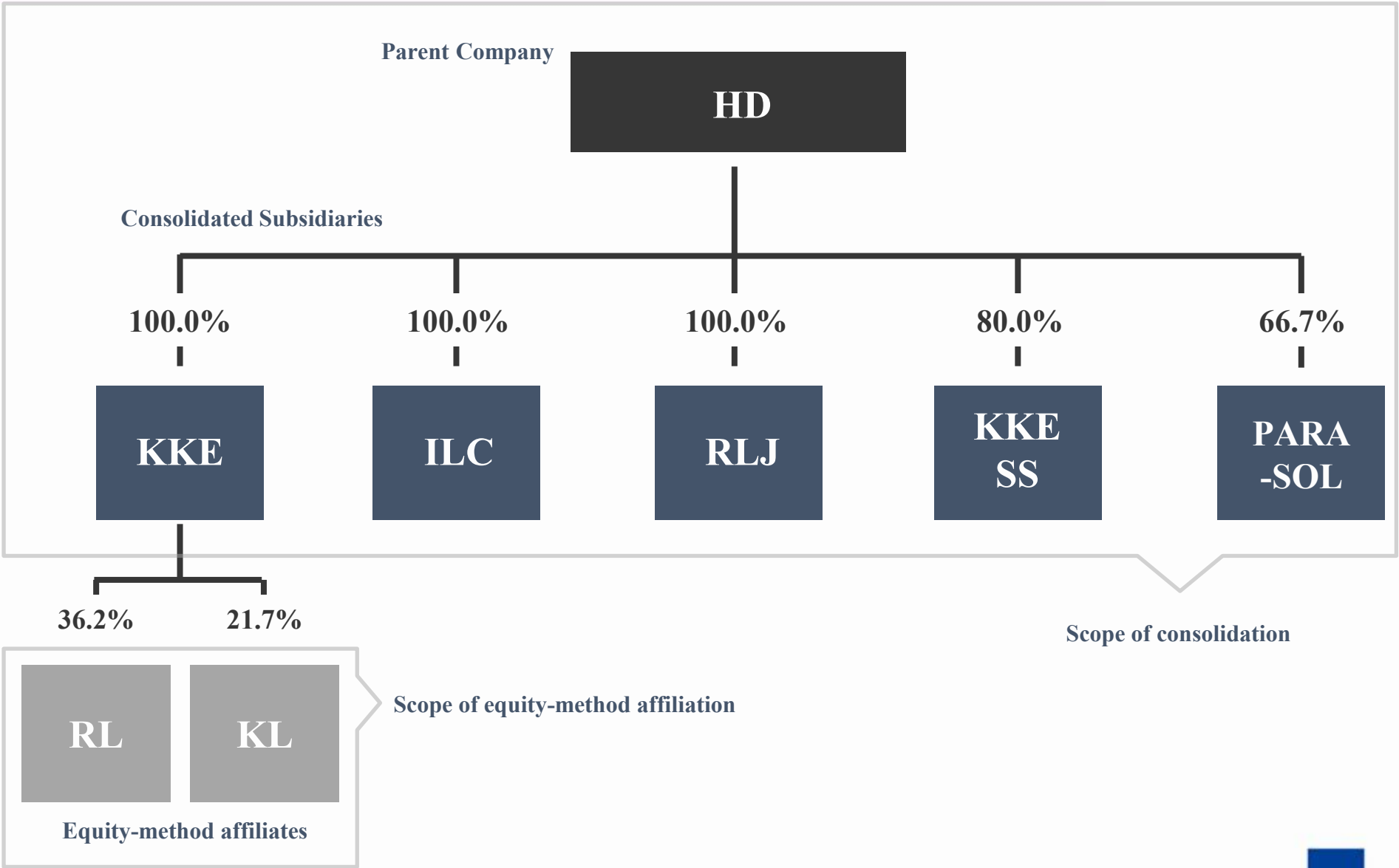


- ① **Achieved record highs: Net sales, operating profit, and net profit all increased year on year, reaching record highs.**
- ② **Balanced return to staff members and the growth of profit: Secured operating profit that exceeded the forecast while further enhancing returns to staff members in line with the total added value target (annual increase of 8%)**
- ③ **Steady expansion in all segments: Both sales and profits increased due to the steady implementation of Engineering Consulting and the strong performance of Product Service (including cloud business).**
- ④ **Orders remained steady, with the order backlog at the end of the FY under review standing at 9,137 million yen (8,587 million yen at the end of the previous fiscal year).**

1

Overview of Consolidated Financial Results





Item	Details
Name	International Logic Corporation
Location	290 KING STREET SAN FRANCISCO, CA 94107
Name and Title of Representative	Shota Hattori, Chief Executive Officer
Business Activities	RemoteLOCK purchasing and sales, consulting, etc.
Capital	320,800 USD
Date Acquired	March 25, 2005 (established in 1969)
Total Number of Outstanding Shares	320,800 shares
FYE	June
Number of Shares Held	KKEHD: 320,800 shares

Item	Details
Name	RemoteLock Japan Co., Ltd.
Location	Inside the Japan Holstein Hall, 4-38-13 Hon-cho, Nakano-ku, Tokyo
Name and Title of Representative	Takayuki Seto, Representative Director
Business Activities	Entry/exit control business, import and sales of Remote LOCK, etc.
Capital	2.5 million yen
Established	July 1, 2022 (fully operating as an operating company since October 2025)
Total Number of Outstanding Shares	10,000 shares
FYE	June
Number of Shares Held	KKEHD: 10,000 shares

Item	Details
Name	KKE Smile Support Inc.
Location	Inside the Japan Holstein Hall, 4-38-13 Hon-cho, Nakano-ku, Tokyo
Name and Title of Representative	Tsuyoshi Sumiya, Representative Director
Business Activities	Personnel staffing and various support services
Capital	12.50 million yen
Established	August 1, 2022
Total Number of Outstanding Shares	50,000 shares
FYE	June
Number of Shares Held	KKEHD: 40,000 shares, Tsuyoshi Sumiya: 10,000 shares

Item	Details
Name	PARA-SOL, Inc.
Location	2081-28 Tabaru, Mashiki-machi, Kamimashiki-gun, Kumamoto
Name and Title of Representative	Munesada Tajiri, Representative Director
Business Activities	Personnel staffing, SE services and various support services
Capital	30 million yen
Established	August 8, 2018
Total Number of Outstanding Shares	3,000 shares
FYE	June
Number of Shares Held	KKEHD: 2,000 shares, Munesada Tajiri: 500 shares, Daiichi Corporation Co.: 500 shares

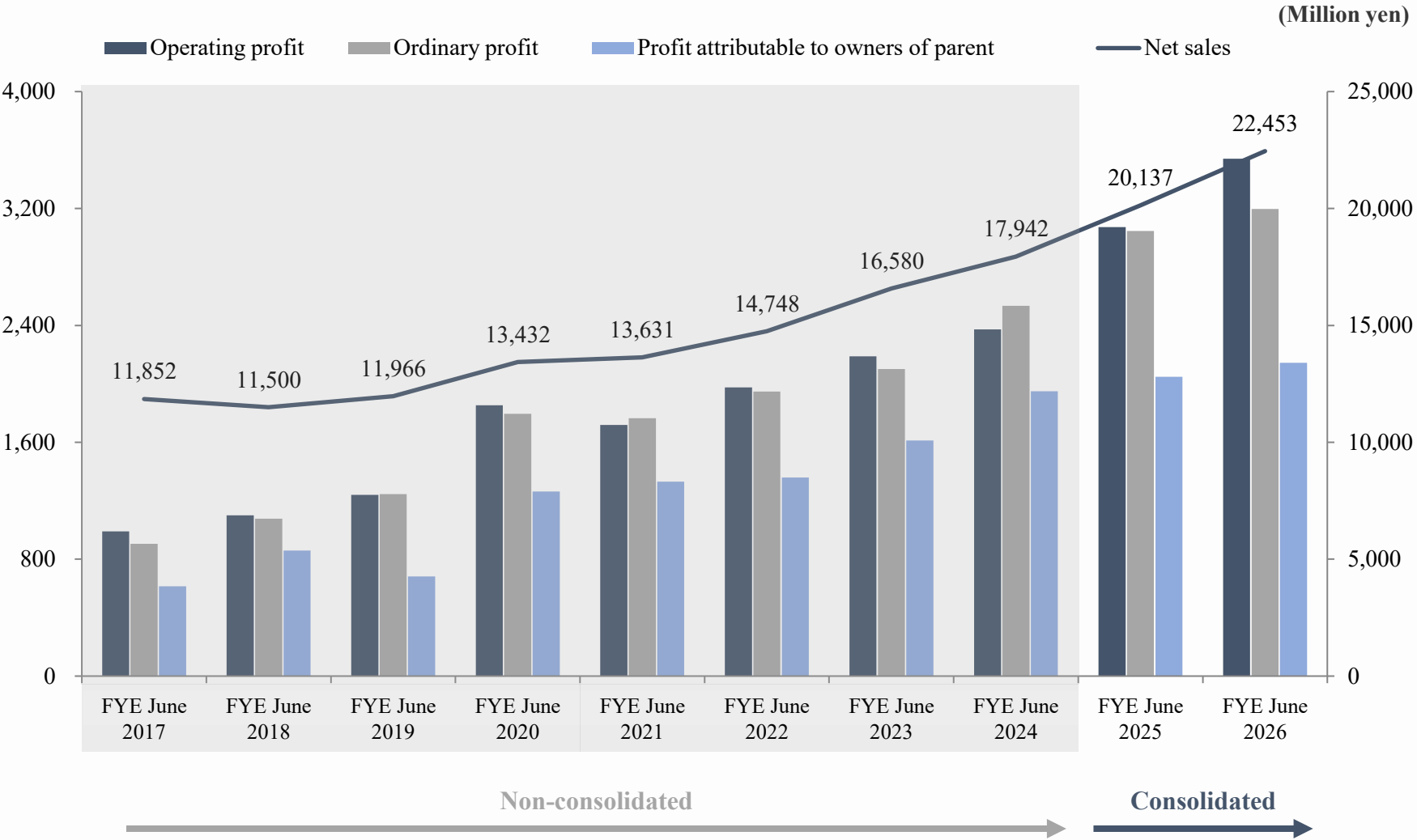
- ① The operating margin improved to 15.8% due to an improvement in the profitability of the main businesses, which was achieved while returns were allocated to staff members as costs based on the total added value target.*
- ② Share of loss of entities accounted for using equity method was posted, but net profit also increased year on year, reaching a record high, due to the growth of the main businesses

(Million yen)

Item	FYE June 2025	FYE June 2026	Change	Rate of change from previous FY	FYE June 2026 Full-year forecast	Change
Net sales	20,137	22,453	2,315	11.5%	22,500	-46
Gross profit	10,514	11,286	772	7.3%		
(Gross margin)	(52.2%)	(50.3%)				
Operating profit	3,073	3,540	467	15.2%	3,400	140
(Operating margin)	(15.3%)	(15.8%)				
Ordinary profit	3,046	3,196	149	4.9%	3,350	-153
(Ordinary margin)	(15.1%)	(14.2%)				
Profit attributable to owners of parent	2,048	2,114	65	3.2%	2,300	-185
(Net margin)	(10.2%)	(9.4%)				

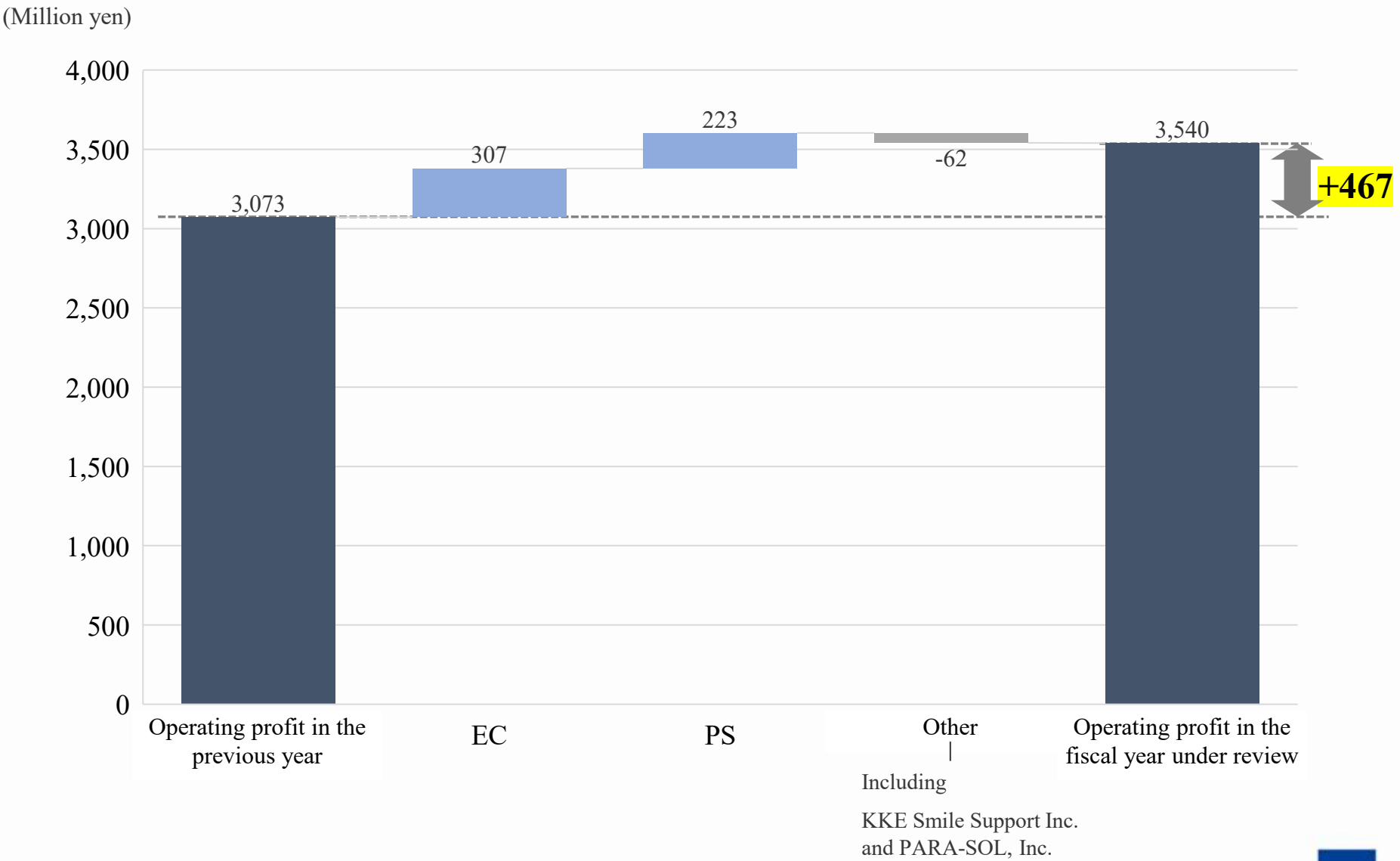
* Beginning with the FY under review, the target for the total added value (operating profit + total personnel expenses), which is our management indicator, was increased to annual growth of 8% (previous target: 5% to 7%) on a medium- to long-term basis.

Year-to-Year Trend in Financial Results



* Up to FYE June 2024, figures for KOZO KEIKAKU ENGINEERING Inc. are listed.

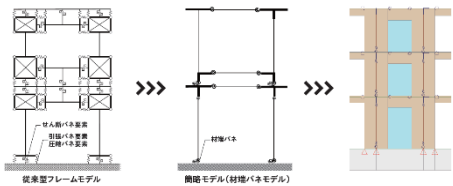
Factors Affecting Year-on-Year Changes in Operating Profit



Tackling customer issues and providing solutions through consulting, system development and more

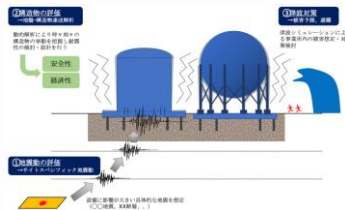
Structural design and structural analysis consulting

- Structural analysis of specialized buildings
- Structural design of wind turbine foundations and towers



Environment assessment and disaster risk reduction consulting

- Ground motion assessment
- Disaster risk assessment
- Wind condition analysis



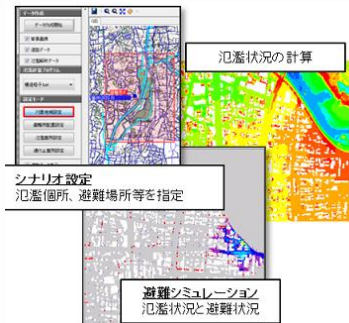
IT system development for housing and construction

- System development including CAD, BIM and structural calculation



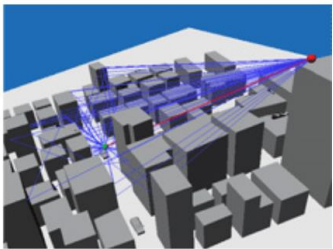
Decision-making support consulting

- Social simulation
- Optimization



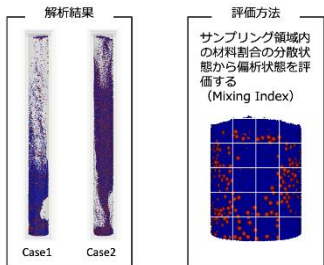
Information and communication technology consulting

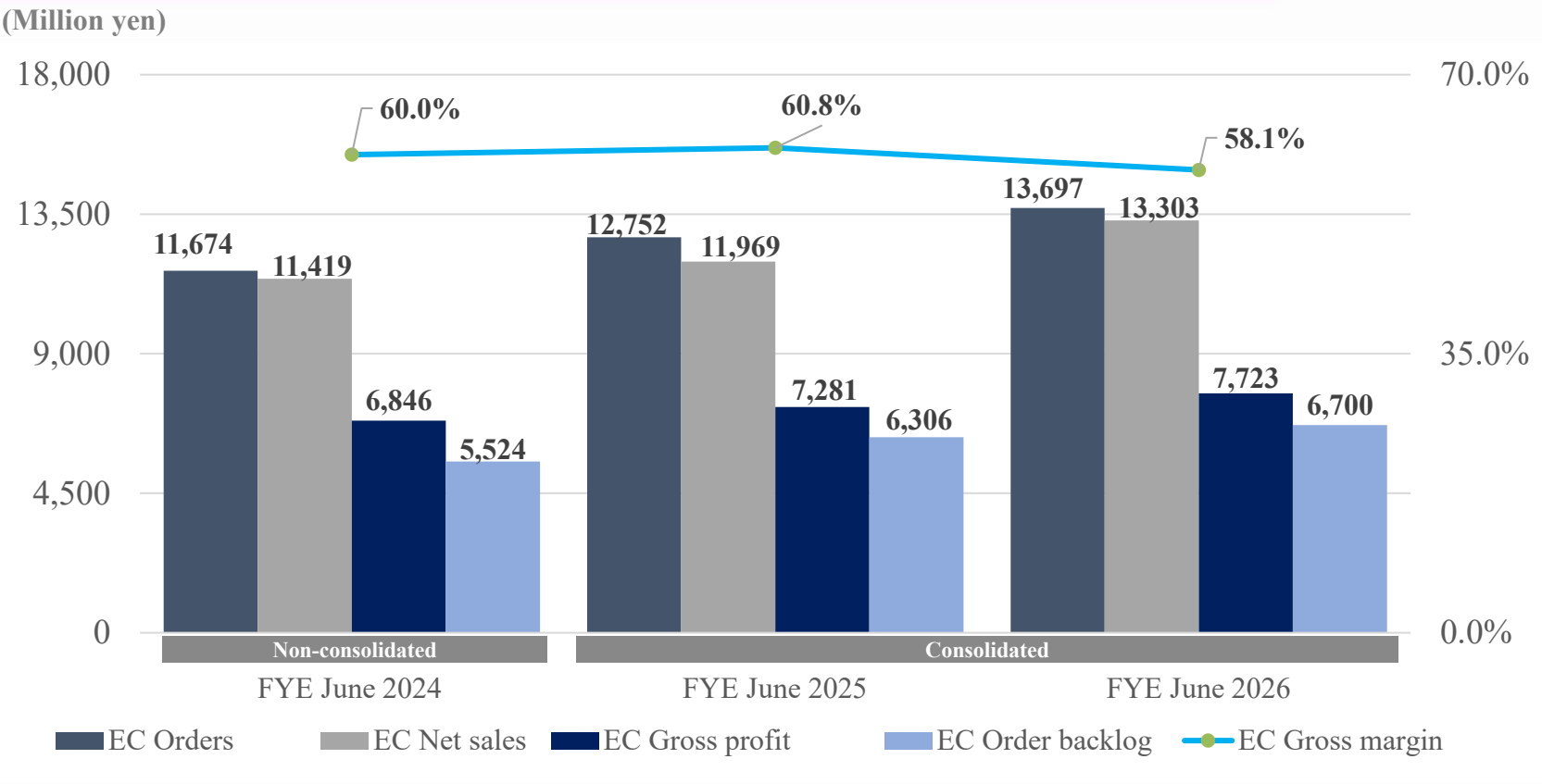
- Communication network
- Radio wave propagation simulation
- Electromagnetic field simulation



Data utilization and consulting for the manufacturing sector

- CAE-based design streamlining and optimization of production technologies





- Produced solid results by steadily implementing projects carried over from the previous fiscal year and new orders secured during the fiscal year under review.
- Both sales and profit continued to trend upward as greater returns were provided to staff members.

* Up to FYE June 2024, figures for KOZO KEIKAKU ENGINEERING Inc. are listed.

A business providing solutions with technology-driven extensibility

Analysis and Design Support for Communication and Radio Wave Environments

- Radio propagation analysis
- Network analysis
- 5G and 6G verification platform



Structural design support

- Architectural building analysis
- Ground analysis, etc.



Decision-making support

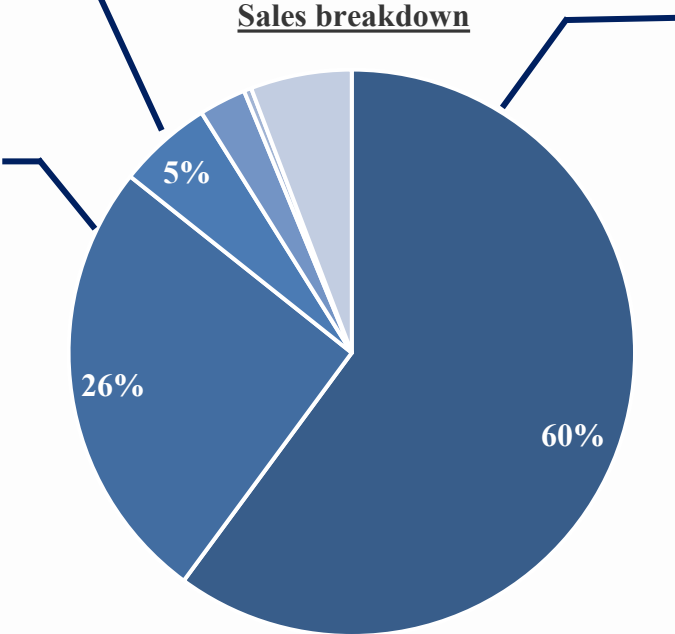
- Social simulation
- Risk analysis



Cloud

- Cloud-based e-mail delivery service
- Cloud-based entry/exit control system
- 3D site data platform



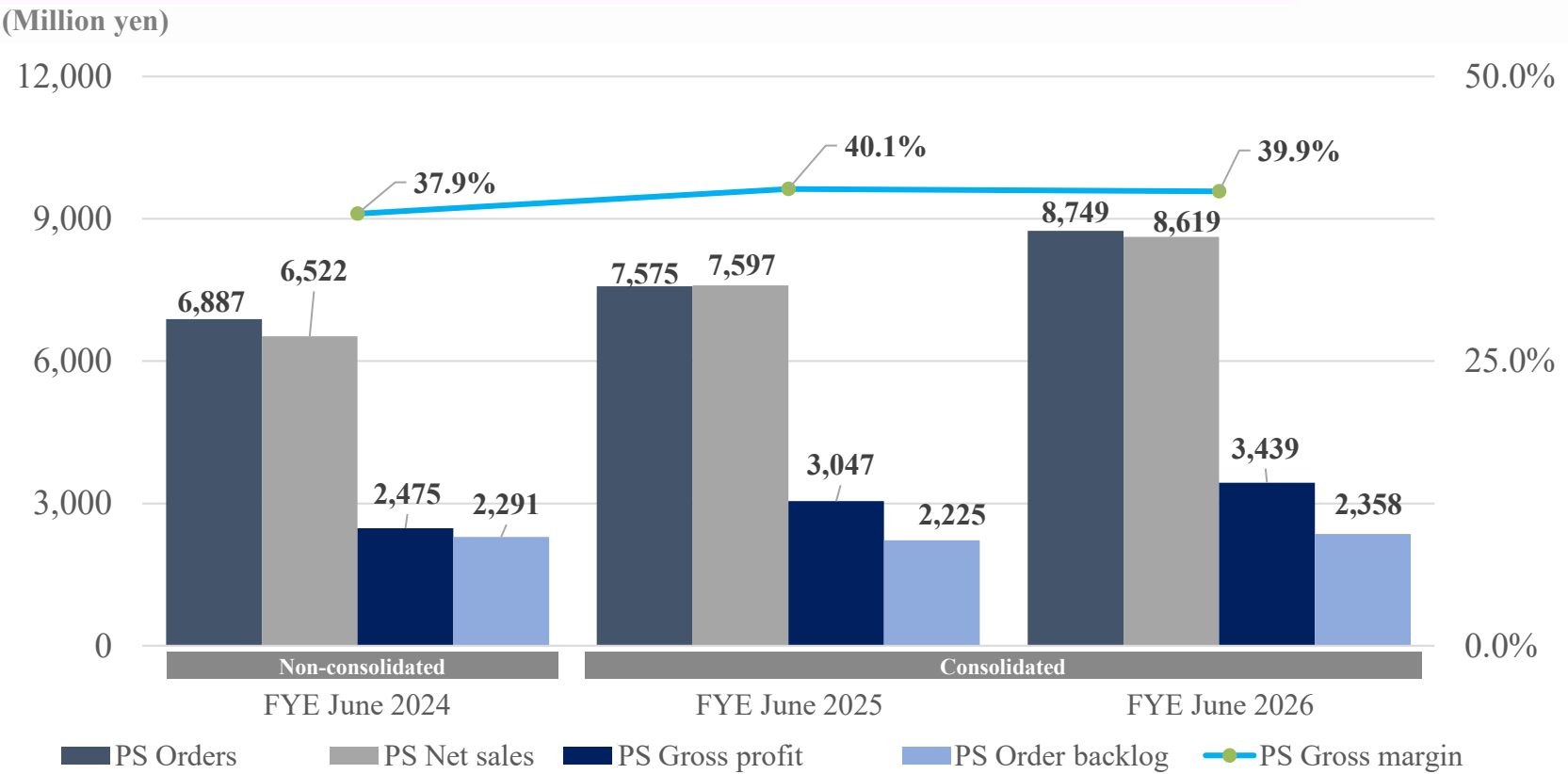


Design and development support for manufacturers

- CAE (thermal flow analysis, particle-based simulation, granular simulation)
- Sales support solutions, etc.



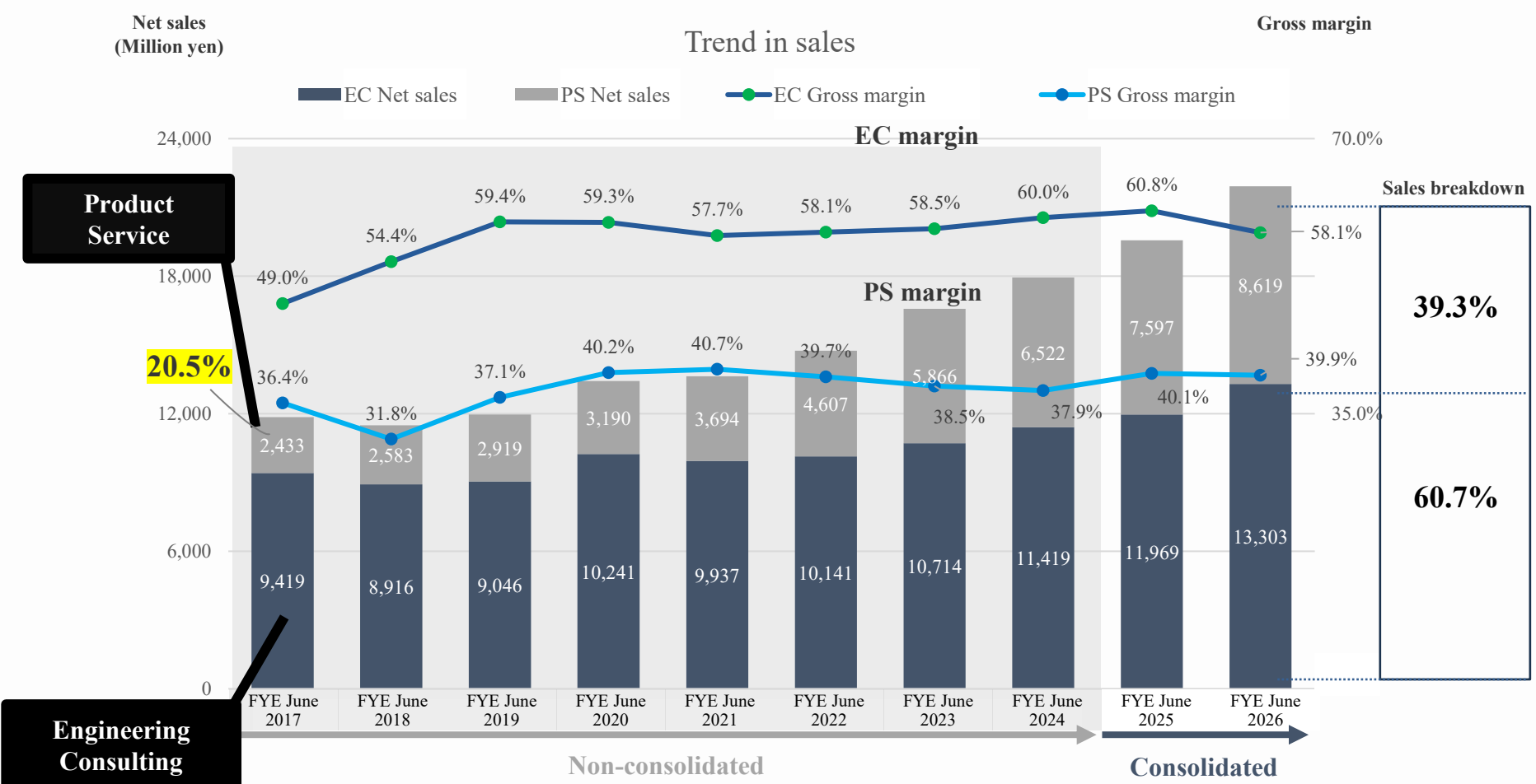
* Products developed in-house and sold externally



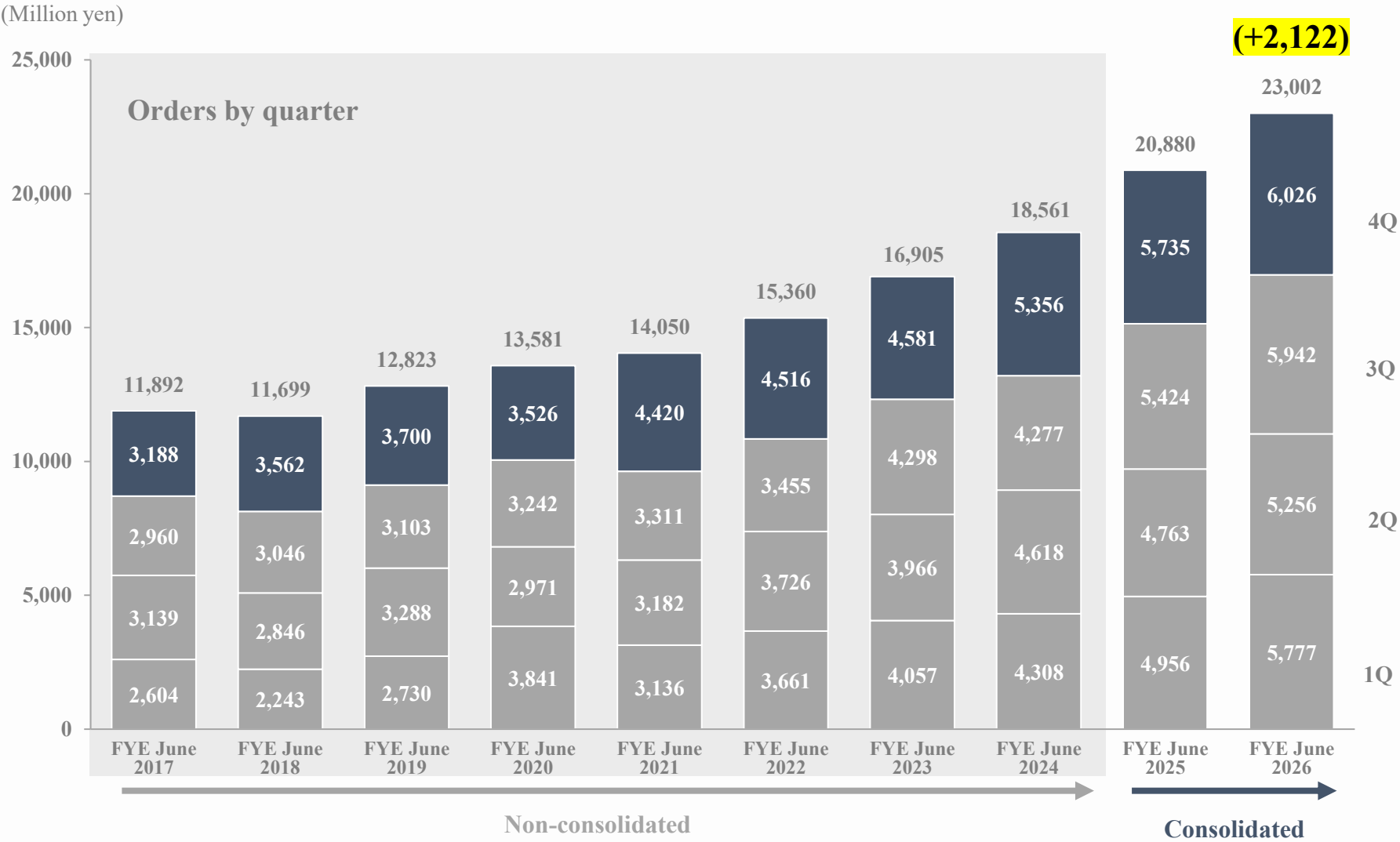
- ❑ The cloud service provision-type business continued to drive the growth of sales as the customer base expanded and orders from existing customers increased.
- ❑ The growth of the cloud business absorbed up-front investments for new cloud services and new products in the software package business, enabling us to maintain the same operating margin as in the previous fiscal year.

* Up to FYE June 2024, figures for KOZO KEIKAKU ENGINEERING Inc. are listed.

Consistently high profitability from engineering consulting enables the launch of new businesses

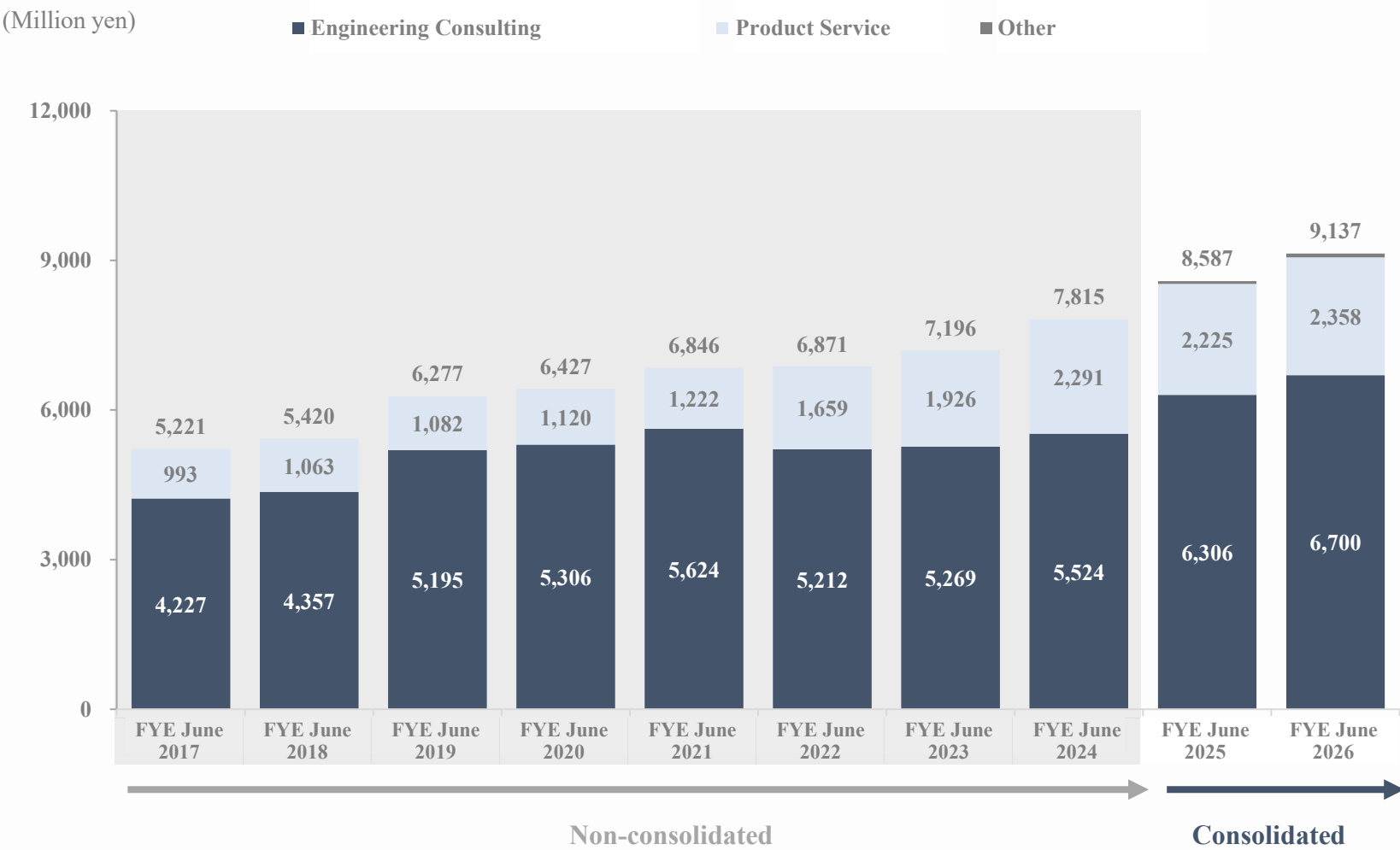


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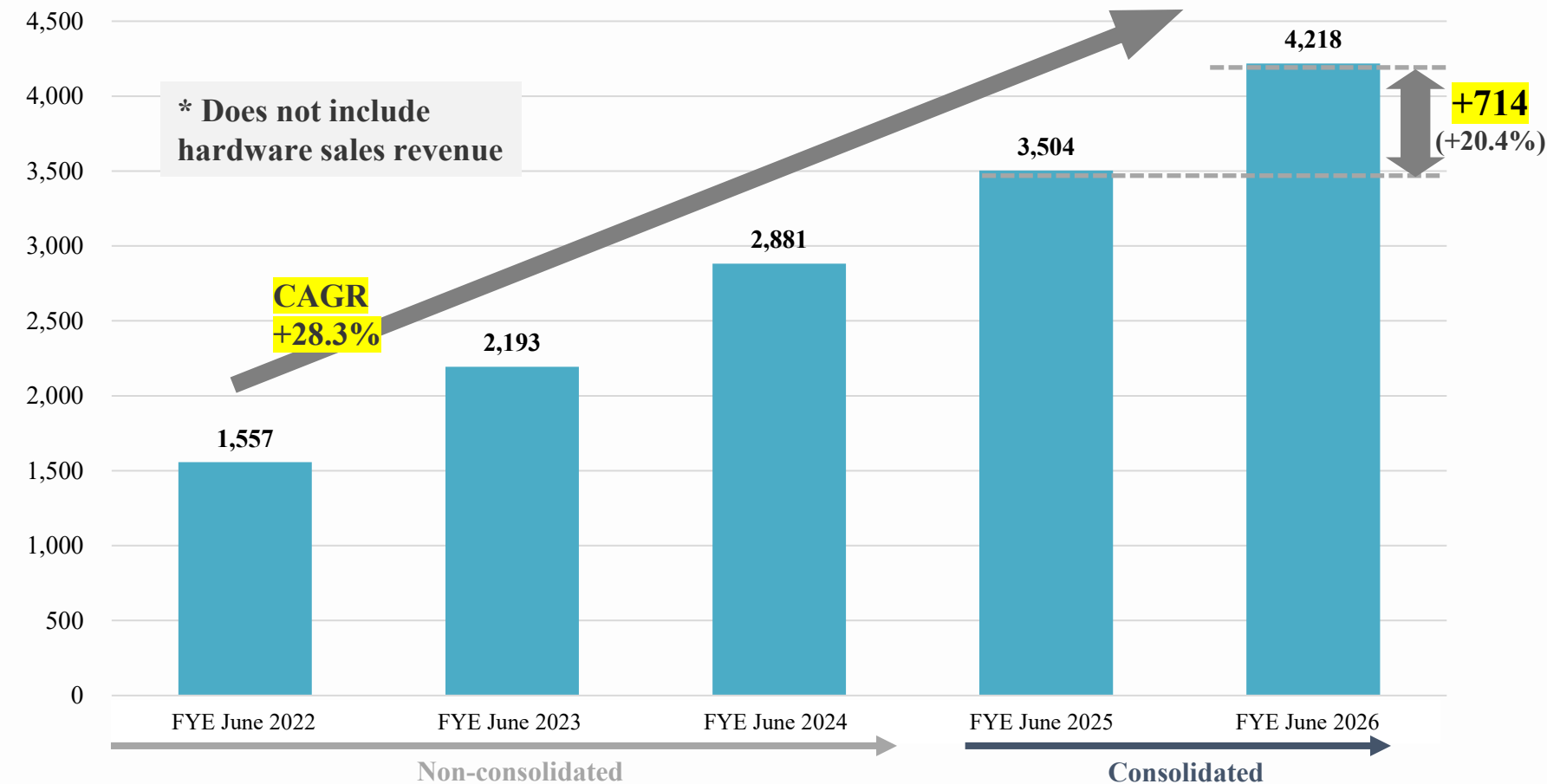
Consolidated Order Backlog (by Segment)



* Up to FYE June 2024, figures for KOZO KEIKAKU ENGINEERING Inc. are listed.

Subscription Revenue from the Cloud Service Provision-type Business

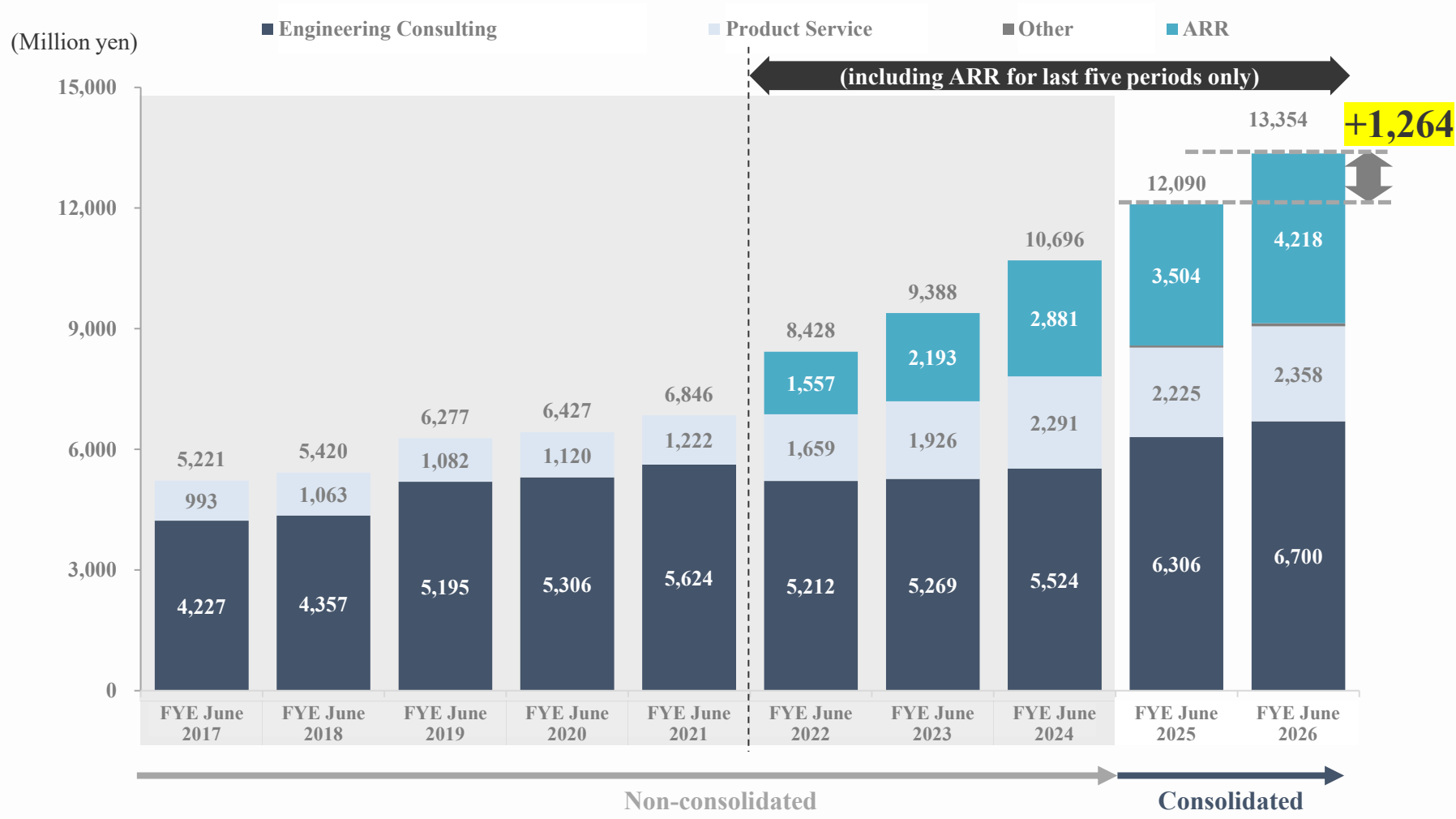
(Million yen)



To eliminate temporary impacts and reflect the actual performance, ARR is calculated with a formula: Average MRR for last three months x 12.

* Up to FYE June 2024, figures for KOZO KEIKAKU ENGINEERING Inc. are listed.

Consolidated Order Backlog (by Segment) + ARR



To eliminate temporary impacts and reflect the actual performance, ARR is calculated with a formula: Average MRR for last three months x 12.

* Up to FYE June 2024, figures for KOZO KEIKAKU ENGINEERING Inc. are listed.

<https://www.kke-hd.co.jp/>

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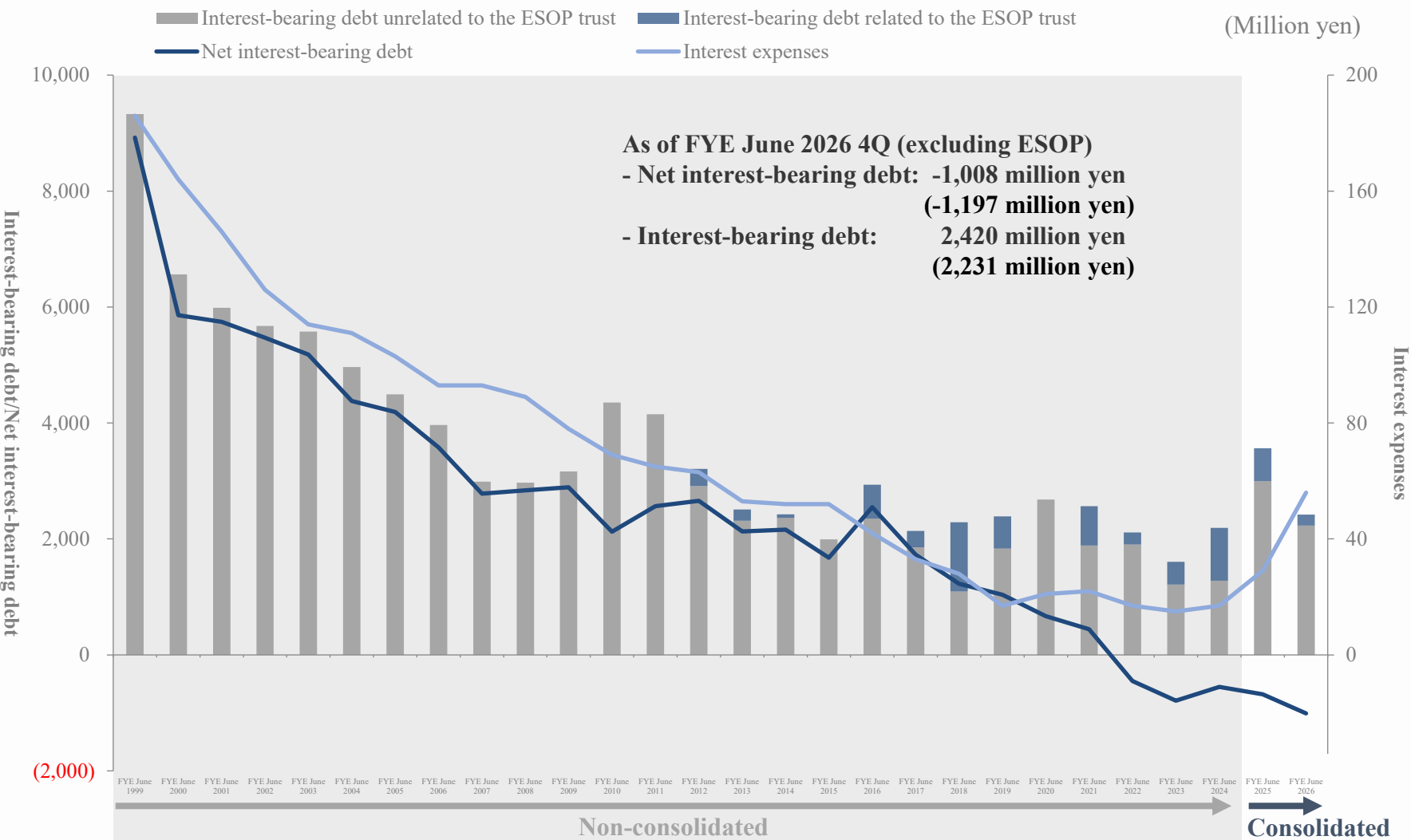
Overview of Consolidated Balance Sheet

(Million yen)

Item	FYE June 2025	FYE June 2026	Item	FYE June 2025	FYE June 2026
Cash and deposits	4,242	3,428	Short-term borrowings	—	—
Notes / accounts receivable - trade and contract assets	3,085	3,266	Current portion of long-term borrowings	766	885
Work in process	46	35	Advances received	1,653	1,706
Other	2,068	2,761	Accrued expenses	2,302	2,682
			Other	2,111	2,551
[Current assets]	9,444	9,492	[Current liabilities]	6,833	7,826
Property, plant and equipment	6,192	6,157	Long-term borrowings	2,798	1,534
Intangible assets	289	255	Retirement benefit liability	1,723	961
Investments and other assets	6,141	6,590	Other	543	613
Investment securities	4,239	4,733	[Non-current liabilities]	5,065	3,109
Shares of subsidiaries and associates	35	15	[Liabilities]	11,898	10,935
Investments in capital of subsidiaries and associates	57	58	Capital	1,010	1,010
Deferred tax assets	1,337	1,280	Capital surplus	1,408	1,437
Other	470	501	Retained earnings	7,819	8,844
[Non-current assets]	12,623	13,003	Treasury shares	-892	-1,139
			Accumulated other comprehensive income	748	1,300
			Non-controlling interests	74	106
			[Net assets]	10,168	11,559
[Assets]	22,067	22,495	[Liabilities and net assets]	22,067	22,495

**Equity ratio: FYE June 2025 45.7%,
FYE June 2026 50.9%**

(Reference) Changes in Net Interest-Bearing Debt



* Up to FYE June 2024, figures for KOZO KEIKAKU ENGINEERING Inc. are listed.

(Million yen)

	FYE June 2025	FYE June 2026	Change
Balance at the beginning of FY	3,157	4,242	1,085
CF from operating activities	3,320	2,272	-1,047
CF from investing activities	-2,273	-679	1,594
Free CF	1,047	1,593	546
CF from financing activities	57	-2,425	-2,482
Foreign exchange difference	-19	17	37
Balance at the end of FY	4,242	3,428	-814

- Increase in trade receivables -251
- Income taxes paid -590

- Increase/decrease in long-term borrowings -2,494

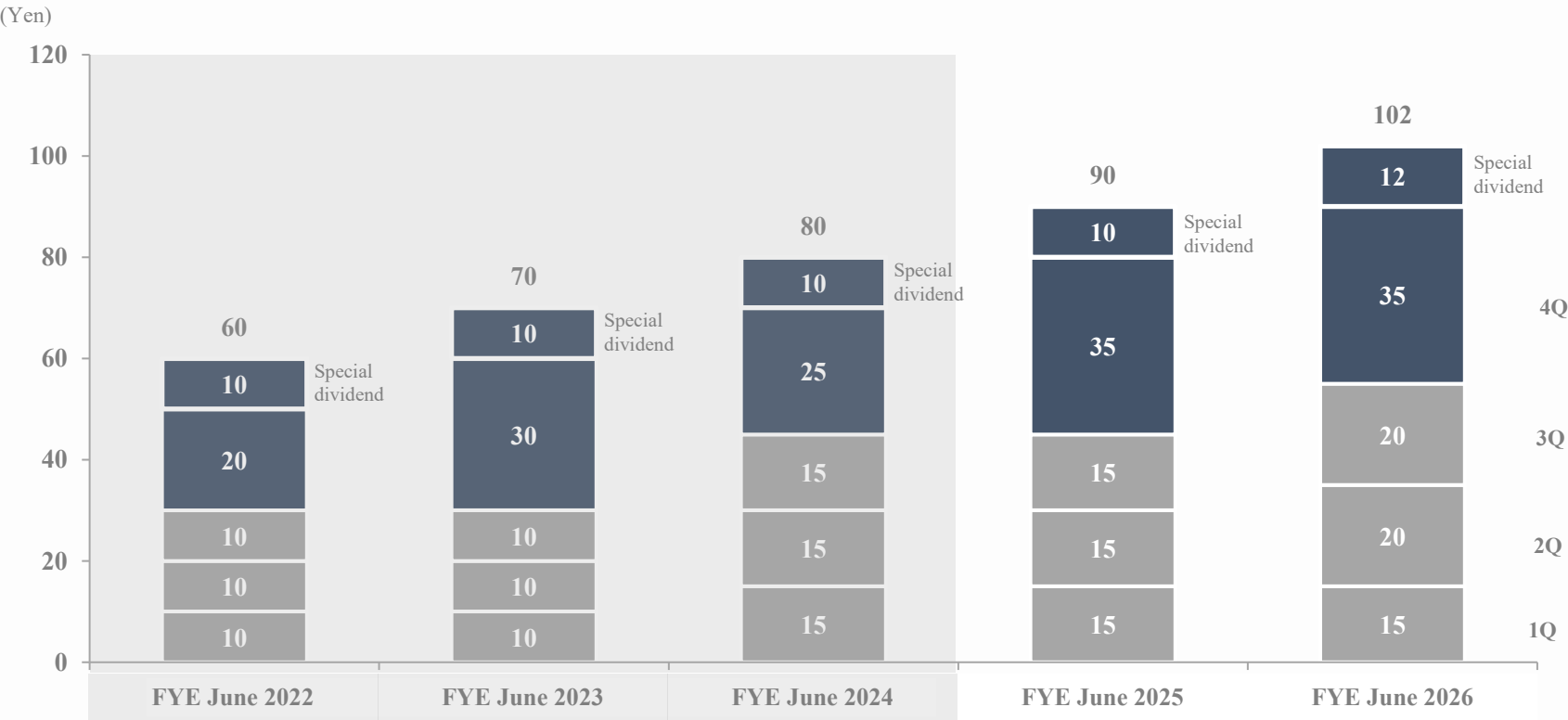
Policy

- Issuing stable dividends is of the utmost importance from the perspective of enhancing shareholder value
- We will further clarify our shareholder return approach to shareholders who have held the Company's shares over the long term
- We seek to achieve more enhanced and stable shareholder returns that are less influenced by short-term fluctuations in operating results

Target

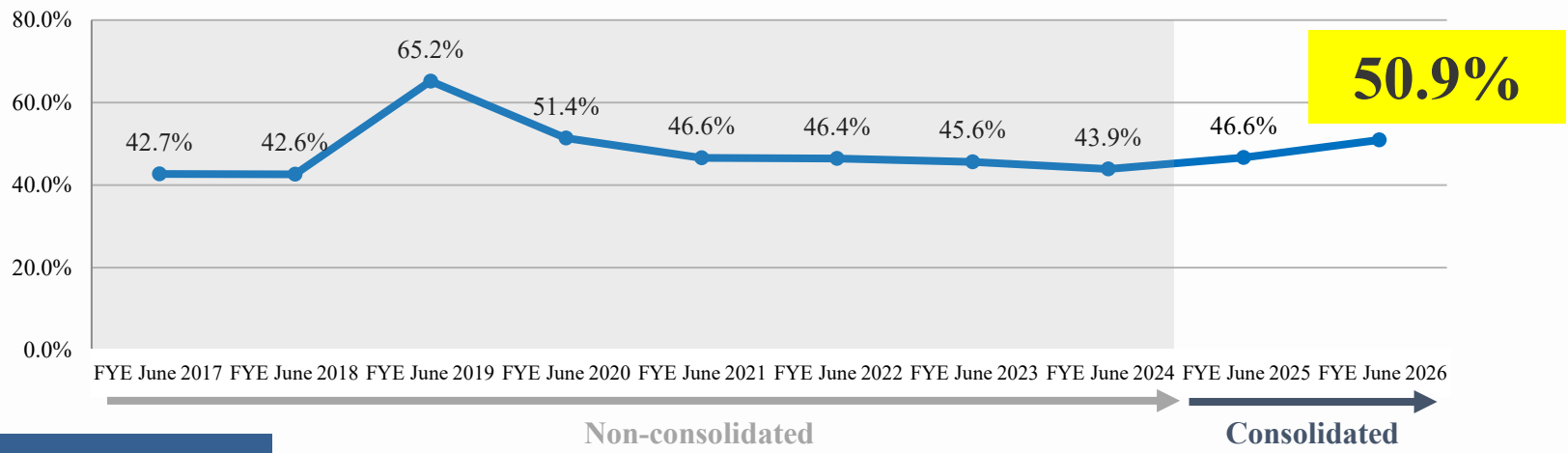
Consolidated
DOE Approx. **10%**

Quarterly dividend per share

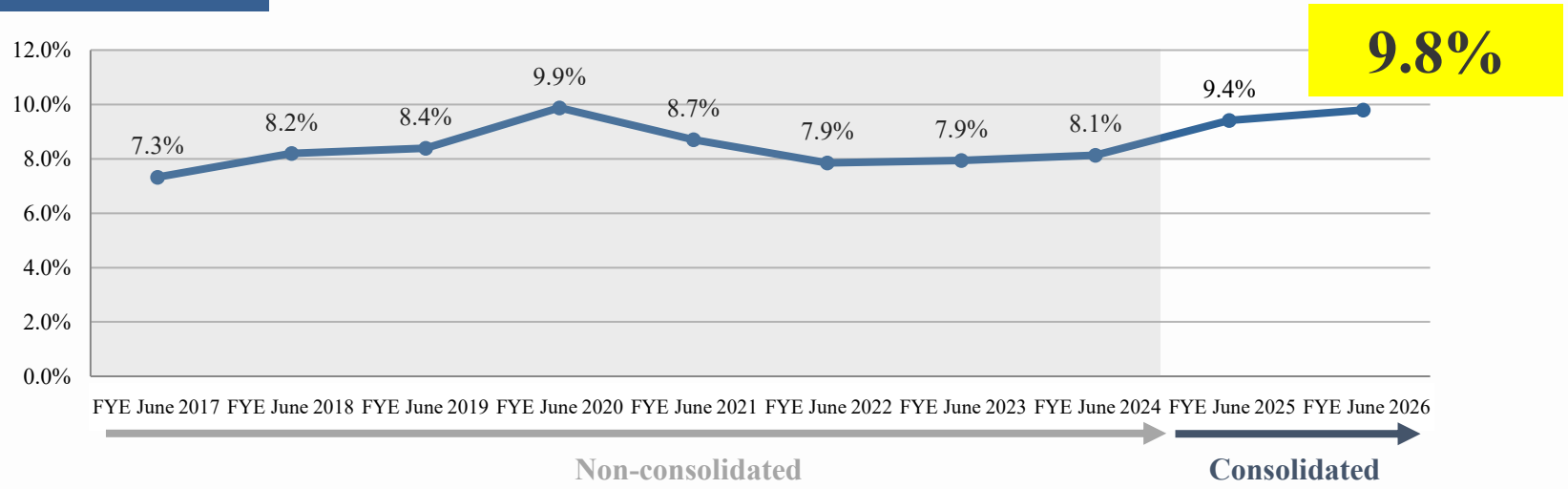


*1. Up to FYE June 2024, figures for KOZO KEIKAKU ENGINEERING Inc. are listed.
*2. A stock split (1:2) was carried out with a record date of February 28, 2025.
Due to the split, all dividend-per-share amounts are listed as the equivalent post-split amounts.

Dividend payout ratio



DOE



* Up to FYE June 2024, figures for KOZO KEIKAKU ENGINEERING Inc. are listed.

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Forecast of Financial Results for the Fiscal Year Ending June 30, 2027



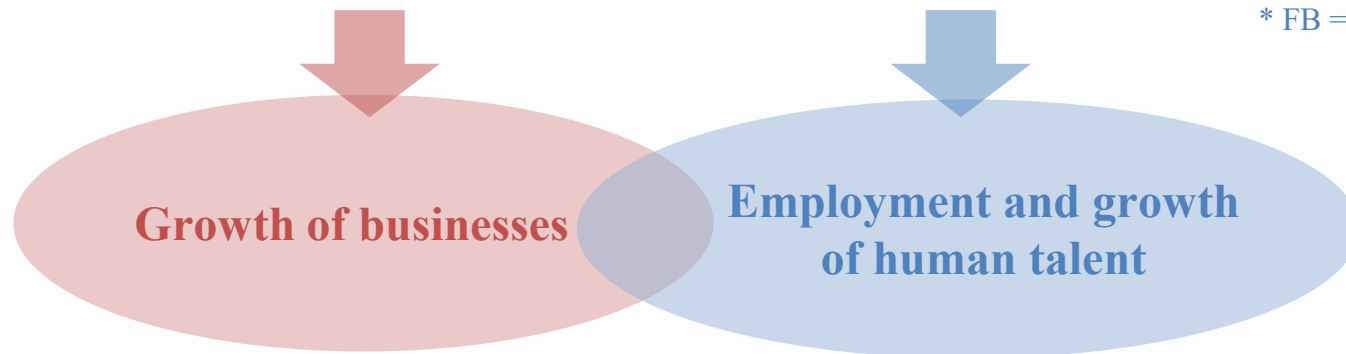
For the KKE Group's continuous growth, it is vital to gather and develop competent human talent.



KKE Group Management Indicators

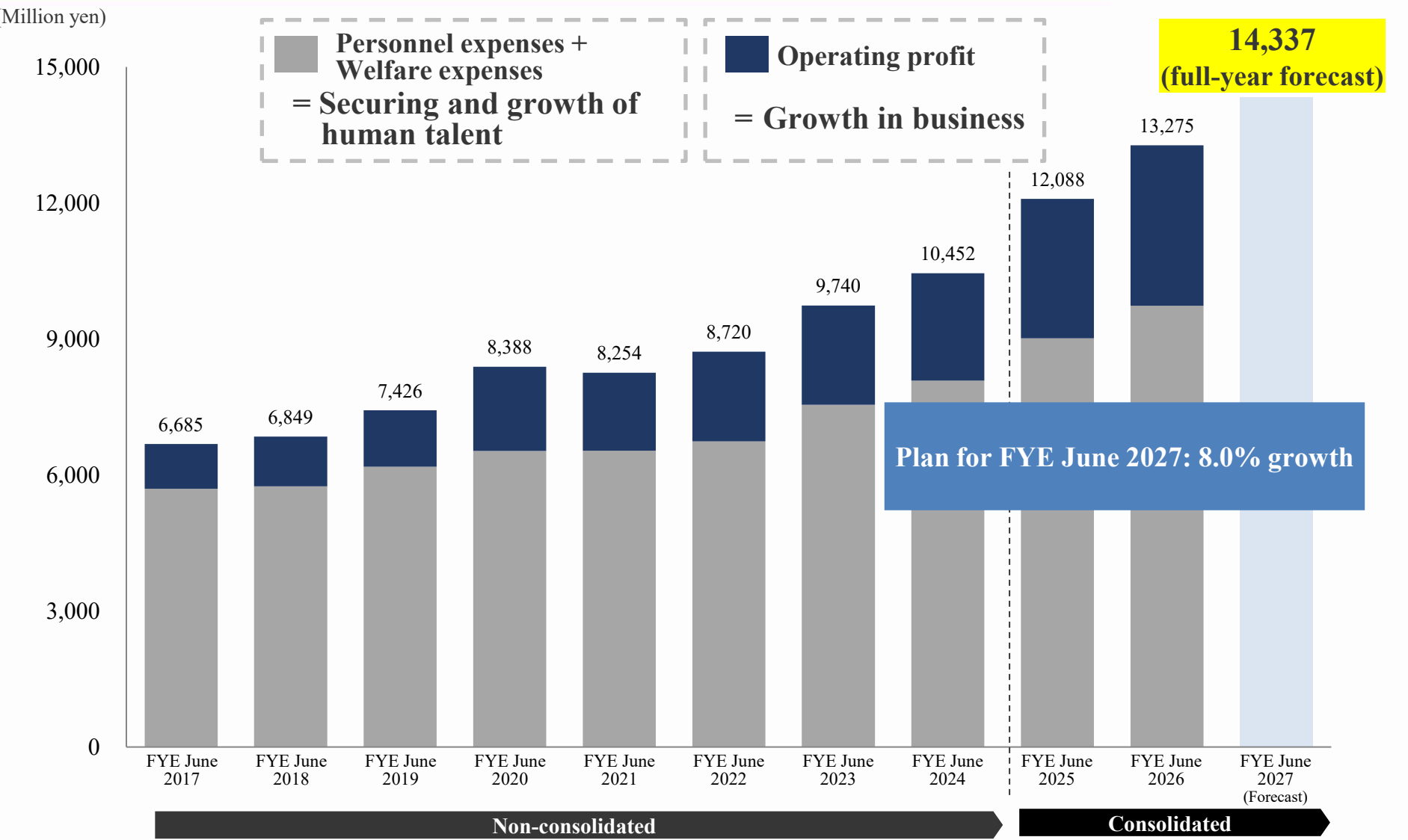
Total added value = **Operating profit** + **Personnel expenses** + **Welfare expenses (FB*)**

* FB = Fringe benefits



We have adopted a management goal of achieving annual growth of approx. 8% on a medium- to long-term basis.

Changes in the Total Added Value over the Past 10 Years



* Up to FYE June 2024, figures for KOZO KEIKAKU ENGINEERING Inc. are listed.

Forecast of Financial Results for the Fiscal Year Ending June 30, 2027

(Million yen)

	FYE June 2026	FYE June 2027 Forecast	Change	Rate of change from previous FY
Net sales	22,453	24,380	1,926	8.6%
Operating profit	3,540	3,850	309	8.7%
Ordinary profit	3,196	3,790	593	18.6%
Profit attributable to owners of parent	2,114	2,550	435	20.6%
Annual dividend	102	110		

3

70th Anniversary of Our Founding: Taking on Challenges to Create Value



Our roots are in obtaining pleasure from addressing social issues and serving others

Our Founding Spirit

It is my dream to build an organization that thrives based on engineering work performed by a wide variety of experts to solve social issues.

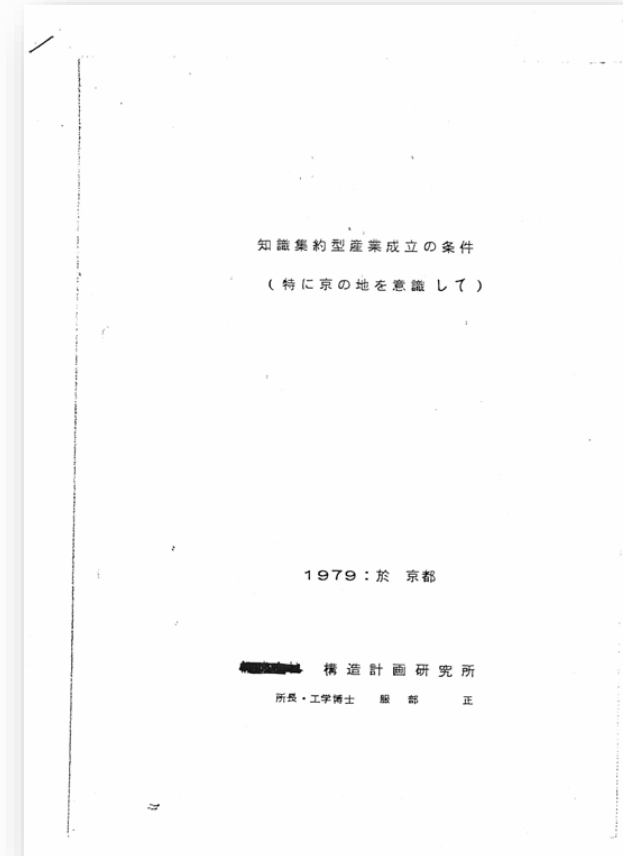
DNA that has been passed down: BtoB

The greatest luxury in the world is to work hard for the good of someone and quietly enjoy seeing the person delighted.



Over the past 70 years, we have continually asked ourselves, "What should a knowledge-intensive company be like?" and we have improved the places in which we create value in a bottom-up manner with an intrinsic motivation.

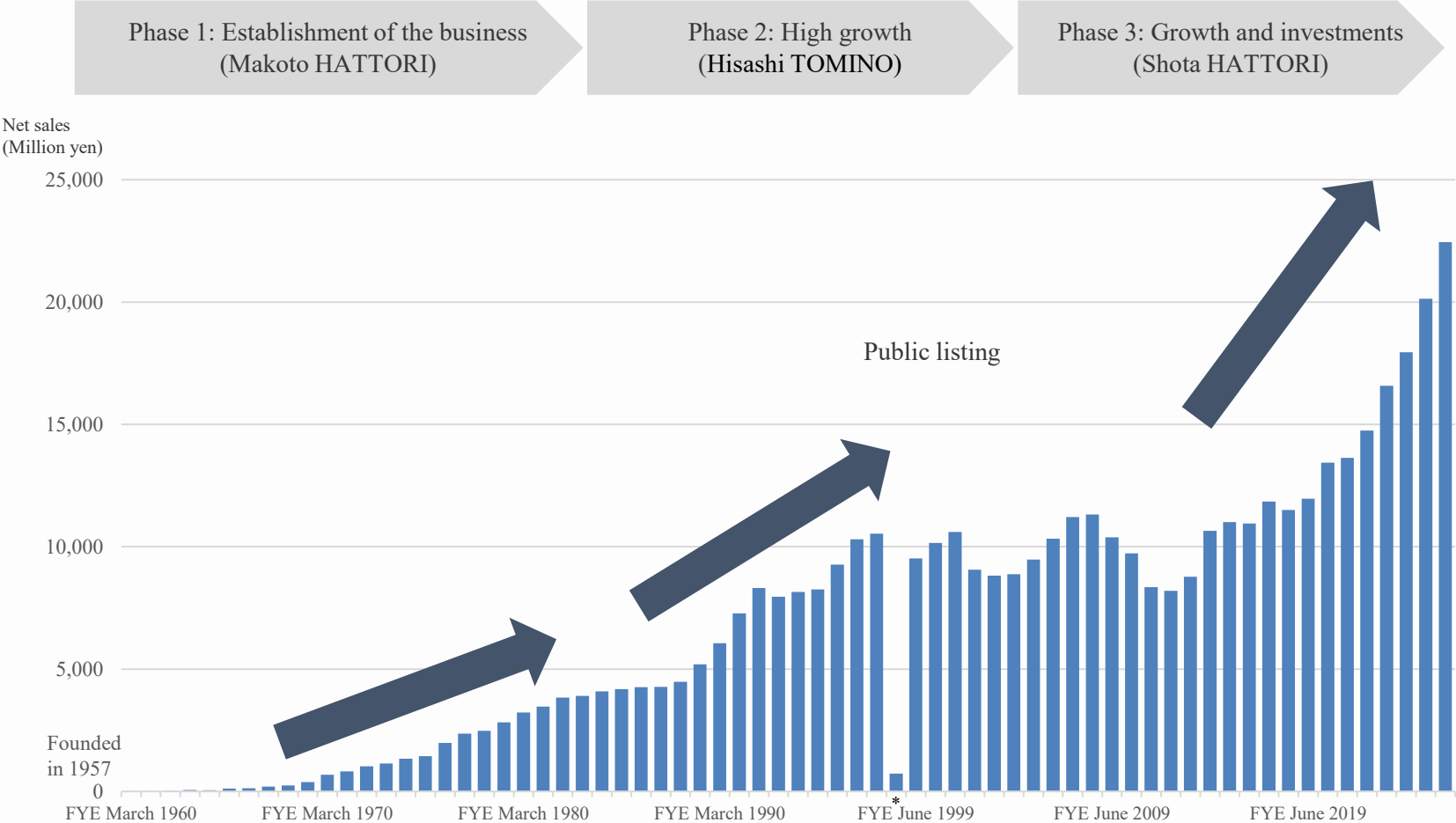
KKE's strengths lie in intellectual curiosity and intrinsic joy of each individual. And in the state of the "place" where that curiosity and joy serve as the driving force to create value.



Makoto HATTORI, Conditions for the Establishment of a Knowledge-intensive Industry
* Materials for a lecture given to local businesspeople in Kyoto in 1979

Evolution: From Dependence on the Founder to a System for Emergence

We have been expanding our organization and business by repeatedly asking ourselves a question and achieving transformation in each era.



* Fiscal year-end changed from March to June (fiscal year lasting three months)

History Since Our Founding

Phase 1: Establishment of the Business and Dependence on the Founder

An era of founding and pioneering businesses driven by the founder's overwhelming dynamism and curiosity, but dependent on his individual capabilities

- **Establishment of the business**

1956: Founded as a structural design office

1961: Computers were introduced in the structural design industry for the first time

Engineering software development business



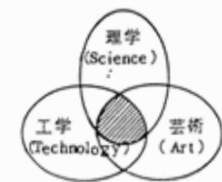
Introduced the IBM1620

- Monthly lease fee: 600,000 yen (7.2 million yen/year)
- Net sales in that era: 20.0 million yen
- Salary of new employees at that time: 12,000 yen/month

- **Liberal arts**

Incorporating liberal arts values into corporate culture as a foundation for knowledge creation

Article 2: Consider boundary issues in science, engineering and arts.



- **The organization's existential crisis**

Heavily dependent on the founder's personal charisma, faced an existential crisis following his sudden passing in 1983

Article 8: Understand the importance of non-physical problems.

(1979 in Kyoto: Excerpts from Conditions for the Establishment of a Knowledge-intensive Industry)

Introducing organizational management methods to address expanding mobile system development demand and break away from individual dependence

- Introduction of management by objectives

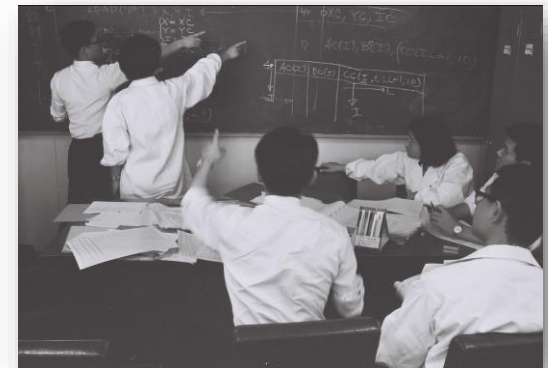
Introducing MBO to connect individual challenge with organizational goals, building a framework for self-driven growth

- Designing of a community

Designing cross-departmental committees to create "places" for sharing joy and implicit knowledge

- Sociability

Liberating thought through liberal arts values to generate ideas beyond engineering constraints



Transforming into talent-based management—the source of knowledge creation— after reflecting on outsourcing dependence

- The need to establish a new business concept replacing the system integrator concept

Shifted to engineering consulting as a return to our roots,
driven by growing demand
Launched open recruitment for diverse talent with expertise
and passion for problem-solving

- Failure and deep reflection

Quality issues arose from a dependence on outsourcing
driven by a post-listing financial focus
Reflected deeply on management that overemphasized
productivity and efficiency

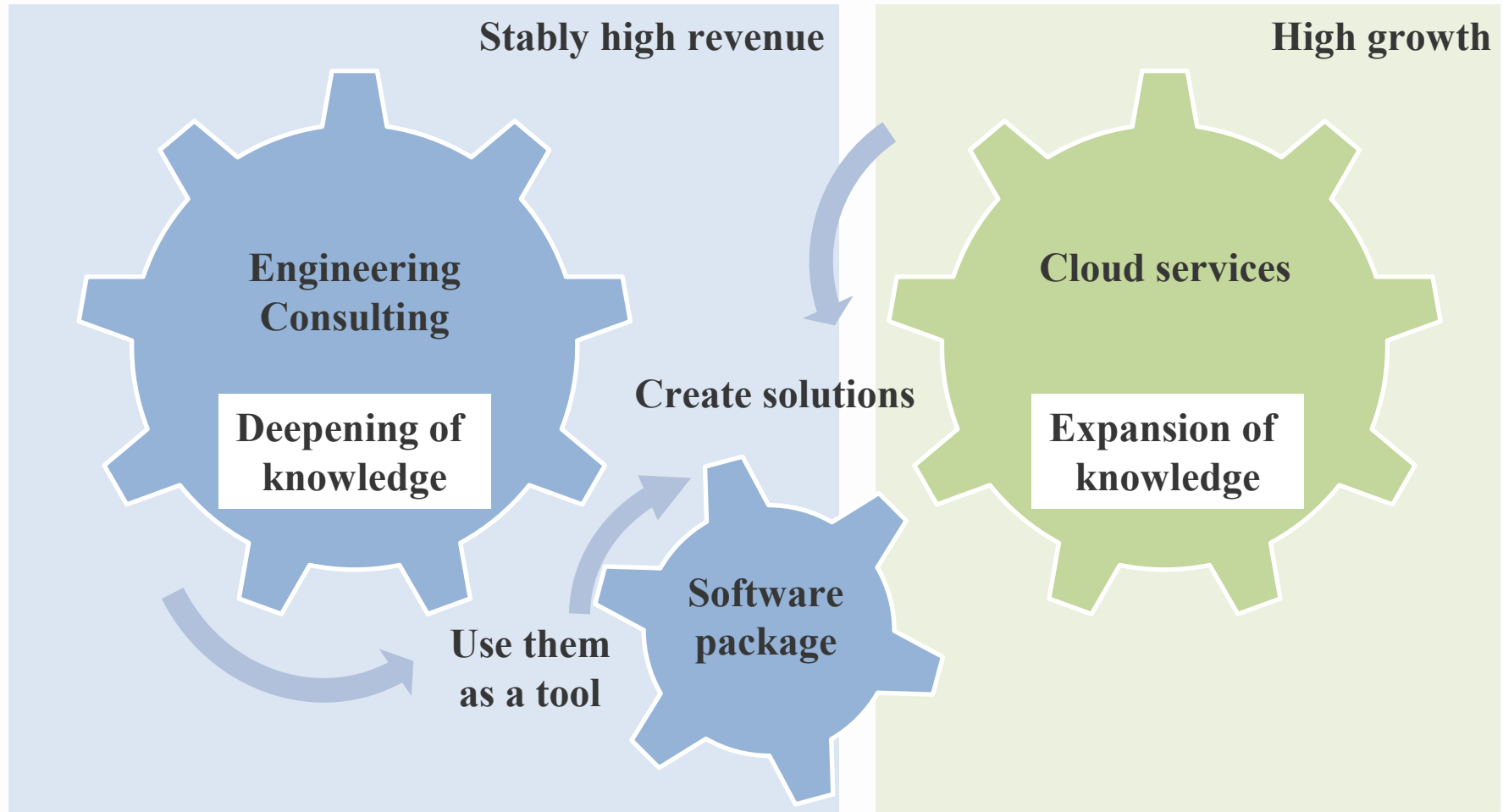
- Establishment of management based on human talent

Shifted to management based on "total added value"—
focusing on the value delivered to customers



Present: Revenue Base and Growth Engines

A sustainable cycle driving high growth in cloud services and next-generation investments, funded by stable, high revenue from engineering consulting



Relationships of trust based on independence and the accumulation of empirical knowledge at diverse sites drive facilitate high added value and profit margins.

- Relationships of trust

Maintaining independence without corporate affiliation—tackling core issues on equal footing, rather than as a subcontractor

- Diverse client base

Accumulating empirical knowledge across diverse sites through direct engagement with clients across a broad range of industries

	Construction and disaster preparedness	Information and communication	Manufacturing	Support for decision making and consensus building
Diverse client	Developers, general contractors, housing manufacturers, design firms, energy facilities, etc.	Government agencies, communications research organizations, communications carriers, etc.	Automobile manufacturers, electronics manufacturers, etc.	Government agencies
Diverse technologies Diverse value	Structural design, structural analysis, seismic motion analysis, wind condition analysis, etc.	Radio wave propagation analysis, electromagnetic field analysis, network analysis, etc.	Thermal flow analysis, powder analysis, production technology optimization, etc.	Data mining, optimization, etc.

Expanding knowledge by integrating cutting-edge global technology and partnerships with our engineering expertise

Overseas partners attracted by trust

- Driven by intellectual curiosity on how to connect technology with society
- Which is why we attract global partners and build deep trust
- Not a mere sub-distribution business of buying and selling products

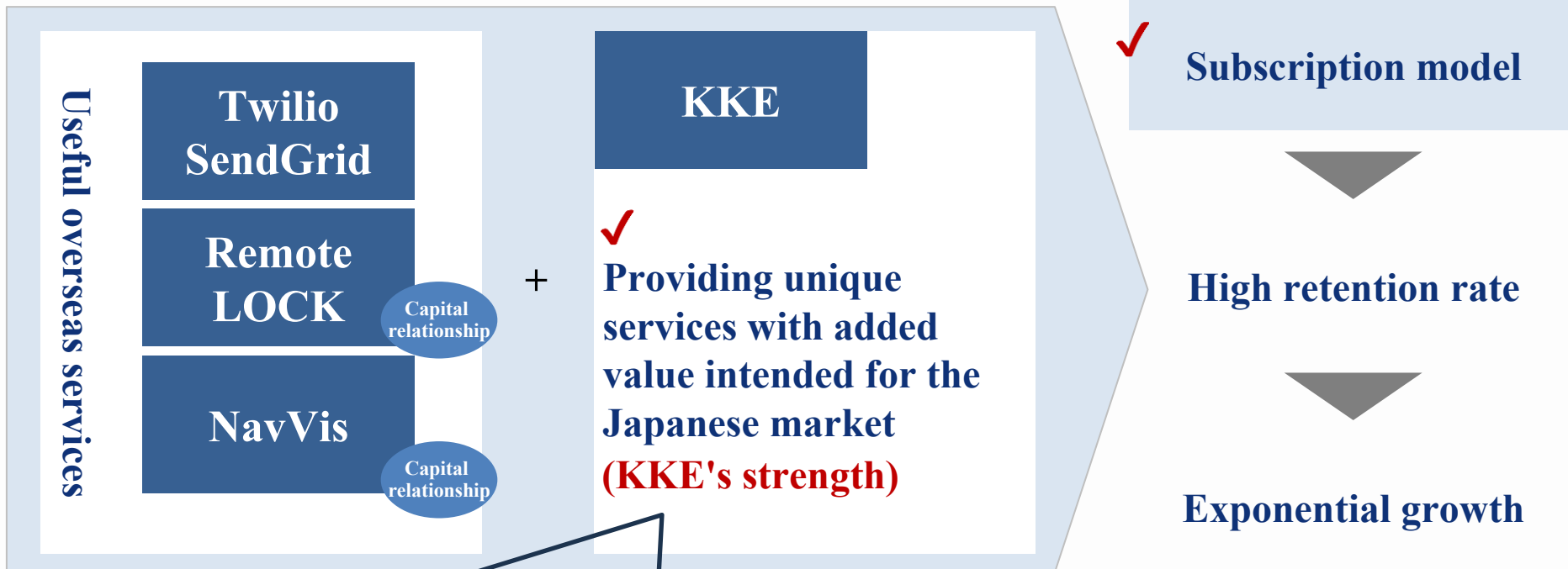


Expansion of knowledge with cloud services

- Optimization for sites in Japan using our unique engineering capabilities
- Expanding solutions to individual issues to society as a whole
- Achieving sustainable growth supported by a high retention rate (recurring business)



KKE provides unique services with added value tailored for the Japanese market. High growth is achieved through synergy between KKE's strong value proposition and the subscription model.



(Background)

Commitment to winning the highest-level customer satisfaction as professionals, which has been cultivated at KKE

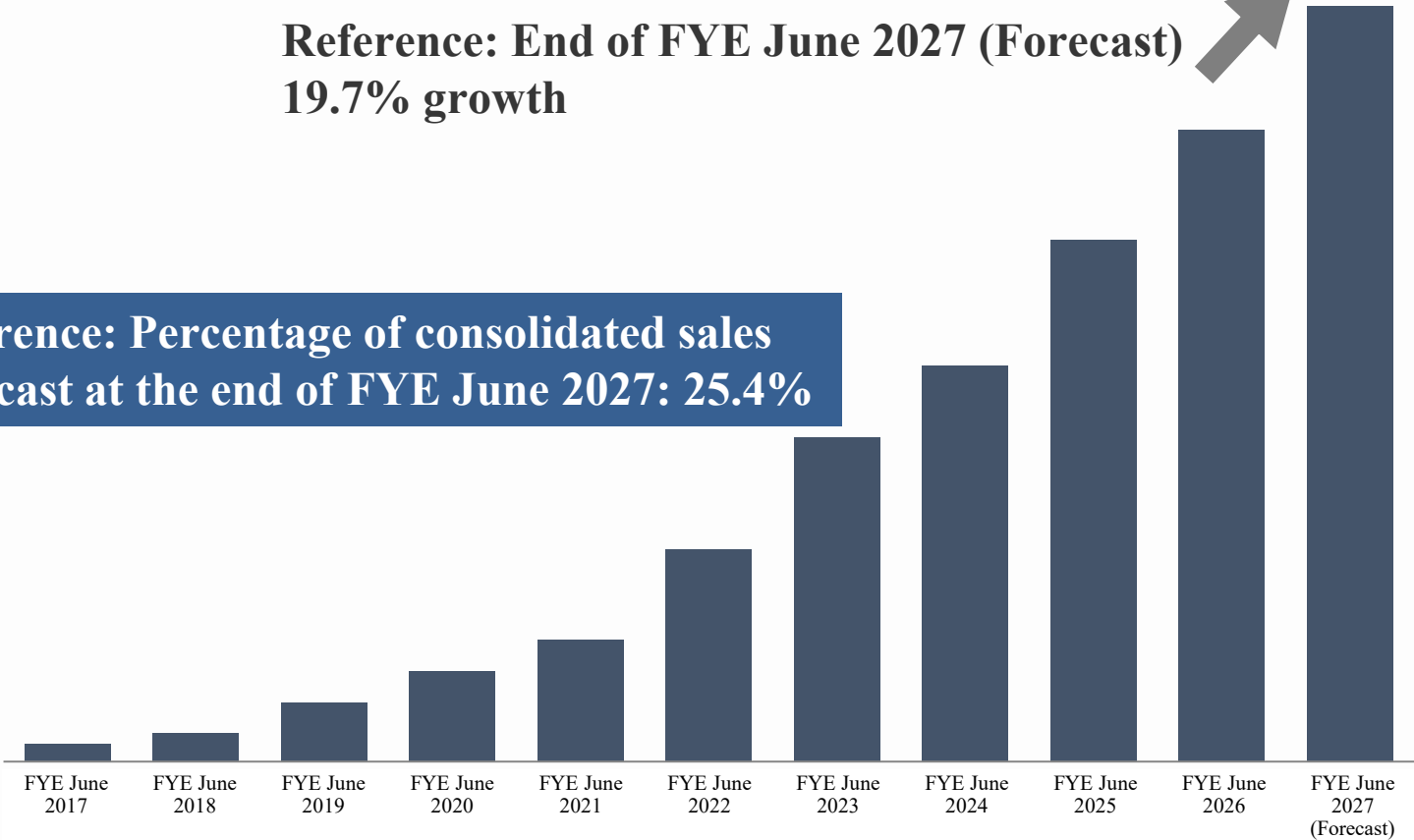
The three businesses - SendGrid, RemoteLOCK and NavVis - drive growth in Product Service and start to contribute to business stability

Trend in sales

Reference: End of FYE June 2027 (Forecast)
19.7% growth



Reference: Percentage of consolidated sales
Forecast at the end of FYE June 2027: 25.4%



A platform that manages the facility entry of multiple users over the cloud.
Collaborative creation with many different partners through open innovation.

Customers

Accommodations

Local governments

Commercial facilities

Users

Managing at least
100,000 entries
per day



Access management solutions
(Open platform)

System collaboration with
different types of services



In coordination with more
than 70 open services
確認証

Hardware collaboration



Enhanced methods
of access



● 2004

LockState (currently, RemoteLock)
founded in Denver

● 2012 Launch of the cloud business

● From 2016 Secondment of KKE members

● From 2017

Japanese rollout of RemoteLOCK

● 2022 Investment by JICT*

■ Open platform

Collaboration with various partners



■ Major rollout locations

- Accommodations
- Local governments (more than 180 local governments across Japan)
- Commercial facilities

Over 130,000 units in Japan and the US combined (number of units connected for the use of paid services)
→ **Global rollout**

* Public-private fund supervised by the Ministry of Internal Affairs and Communications

While providing support to enable it to move into the black, we are accelerating global growth by securing priority rights in the Japanese market and facilitating Japan-US cross-market operations.

Investment in CN

- Investment of 2.0 million dollars (approx. 0.32 billion yen)
 1. Providing bridge financing for RemoteLock to achieve positive operating cash flow in Q1 FY2027
 2. Maintaining and reinforcing the foundation for growth of the business in Japan
- Posted in non-operating expenses



Future development

- Supporting Japanese customers in their expansion to the US
- Launching products from Japan (QR code lock, etc.) in the US



Mutually enhancing the value of businesses through bidirectional synergy between Japan and the US

- Preparing to procure funds from VCs, etc. for the next funding series

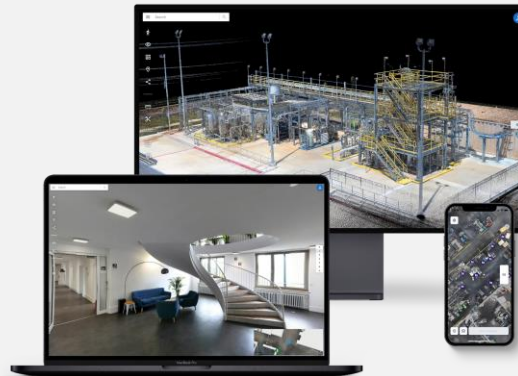
Providing end-to-end services from 3D data creation to utilization—spanning hardware sales, measurement, cloud solutions, consulting, and system development.

Acquisition of data



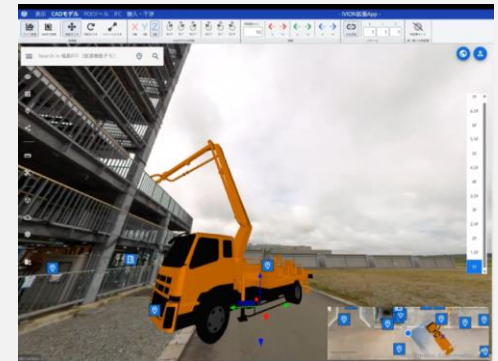
- Sale of LX-Series 3D scanners and provision of technical support for them
- Measurement services from KKE and its domestic/overseas partners

Processing and sharing of data



- Provision and support of IVION, a cloud platform
- Generating measurement data and sharing it easily and safely

Consulting System development



- Consulting services to support implementation based on customers' issues and demands.
- Developing features catering to the specific needs of customers in Japan

● 2013 NavVis



Developed out of a research project
at Technical University of Munich

Cumulative investment:
21.5 million €

● **From 2015 Business alliance**

● **From 2018 Capital participation**

NavVis

Start of Japanese rollout

● **From 2022 Secondment**

Automobile and manufacturing sector:

Consideration of the manufacturing lines using
latest digital data

Plants and chemical sector:

Support for remote maintenance and management
using digital data from sites

Construction and surveying sector: Using BIM
data and point cloud data to reduce labor in
construction management activities

**Accelerating the adoption of
physical AI, etc. alongside
NavVis in Germany**

(Future schedule)
October 16 NavVis Summit

NavVis's Series D completion and stock conversion position KKE as its third largest shareholder, jointly accelerating physical AI evolution and global expansion.

Completion of the Series D round and stock conversion

- Completion of the series D round of funding, raising 85.0 million dollars
 1. The investment was led by a major US private equity firm (TJC). The feasibility of NavVis's business was evaluated highly.
 2. With the stock conversion of the funds raised in 2025 (€7.5 million), KKE will be the third largest shareholder of NavVis.



Future development

NavVis

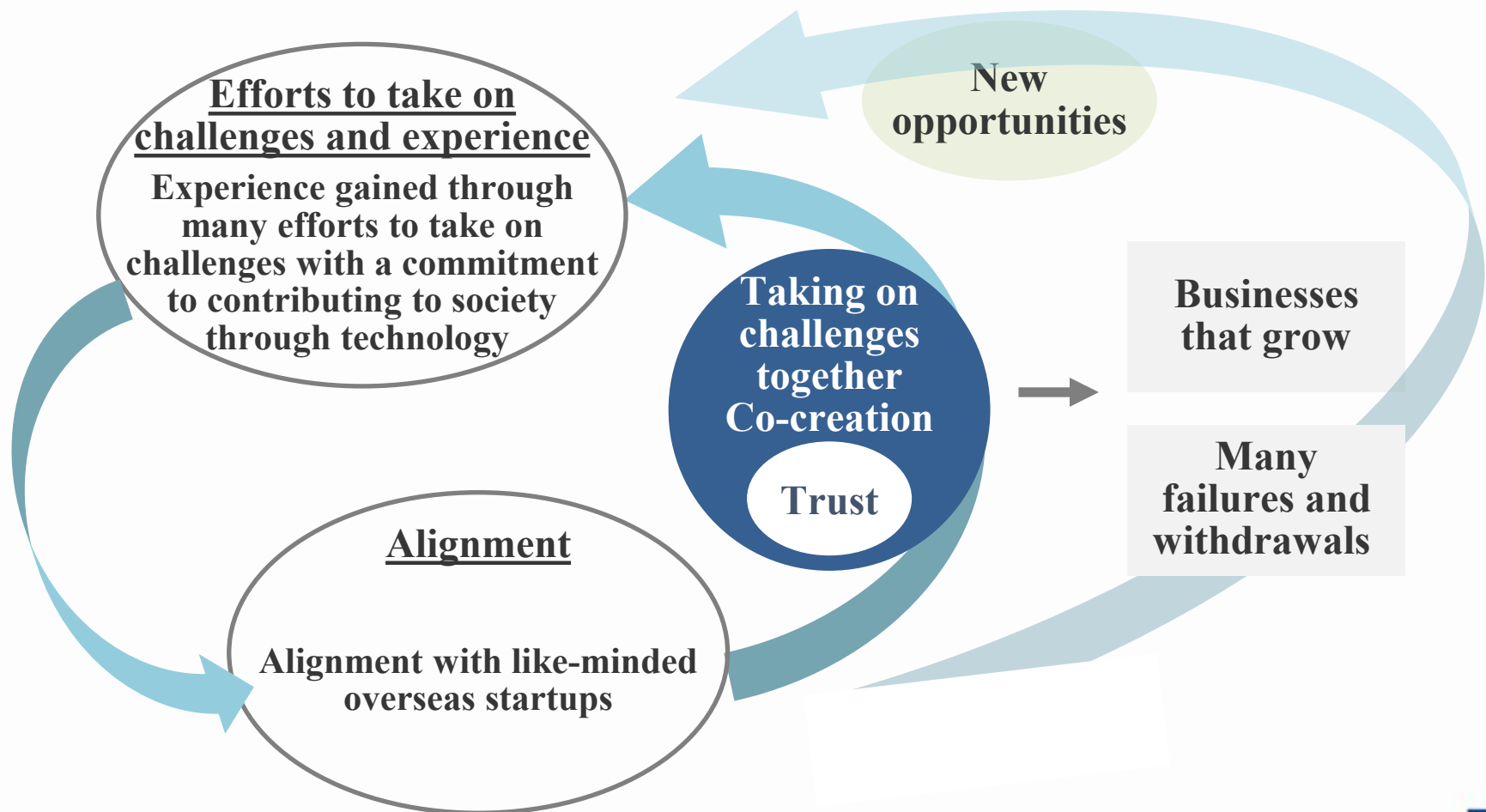
- Strengthening next-generation infrastructure and the AI layer to accelerate responses to physical AI, etc.
- Strengthening expansion in the US

KKE

- Expanding the utilization of spatial data leveraging AI technologies
- Strengthening Japanese companies' global expansions

Accelerating evolution as an open global platform

Beyond financial support, our commitment and track record of "contributing to society through technology" builds deep trust and creates new opportunities.



Longstanding personal connections, starting in Denver and Karlsruhe, have paved the way for our business expansion in Japan.

(Effects)

- Introduction of new technologies and services not available in Japan
- Mitigating business launch risks through collaboration with global startups
- No conflicts with other startups in the Japanese market



Establishing spacious environments beyond urban constraints (Shin-Nakano, Kumamoto, etc.) for staff members to refine their intellect with vitality.

- Investment in the workplace environment

Investing flexibly to create multi-purpose spaces and increase the area per person

- Diverse forms of direct dialogue

Inheriting an organizational culture that values dialogue and inspiring one another

(From a qualitative questionnaire survey)

(Office space per worker)
General company average*

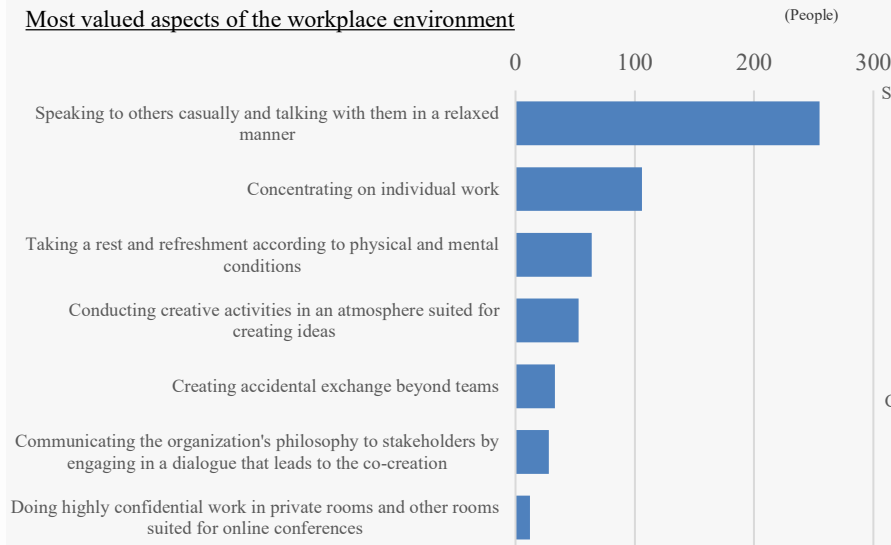
9.77

Offices and annexes in Tokyo
16.56

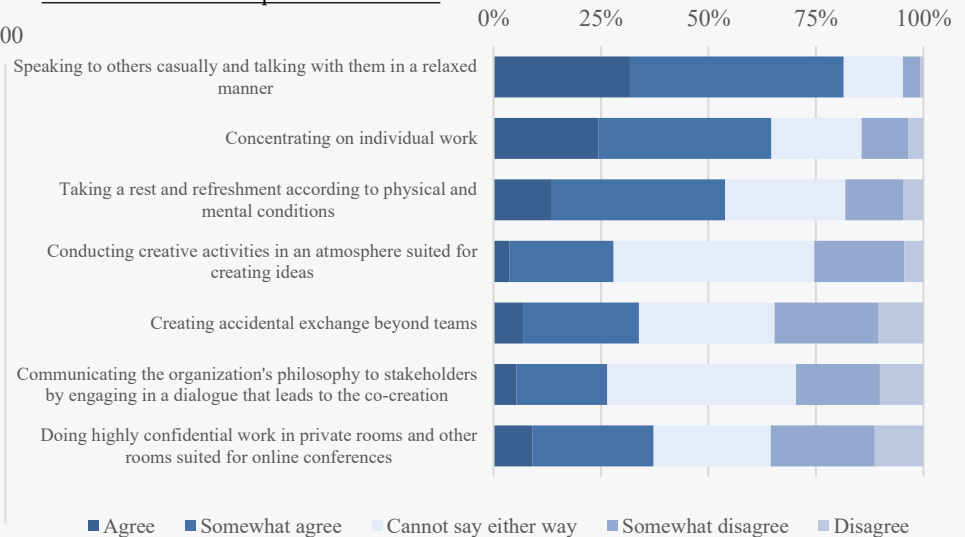
Kumamoto Office
19.43



Most valued aspects of the workplace environment

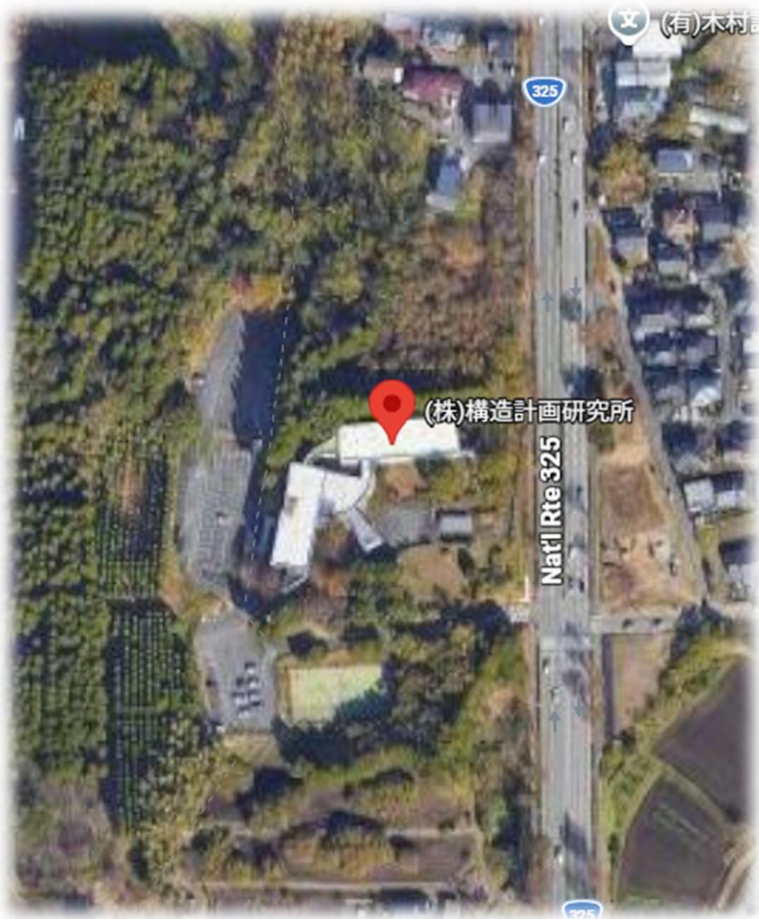


Evaluation of the workplace environment



Acquiring 1,736 m², forming a 19,659 m² plot, enhancing asset value in Kumamoto's semiconductor cluster.





(source: Google Maps)

Purpose

Purchasing leased land within the Kumamoto Office parking lot to achieve full ownership, enhancing its asset value.

Area of our owned land

- Before purchase: 17,923 m²
- After purchase: 19,659 m²

Steadily implementing specific measures in four areas: quality, human talent, existing businesses, and new businesses

[Quality control] Steadily achieving goals and earning trust

- Learning from past experiences to consistently improve group quality control systems
- Developing individual KKE members' quality-mindedness and sense of responsibility

[Acquisition, development, and retention of human talent] Investments in sources of the creation of value

- Recruitment focused on corporate philosophy (31 job offers in FYE June 2027)
- KKE Smile Support, PARA-SOL, etc. facilitating diverse and flexible workstyles
- Creating good projects as places for development

[Deepening existing businesses] Maintaining high profitability and developing businesses

- Finding new customers while maintaining the high profitability of Engineering Consulting
- Promptly providing solutions to respond to change by strengthening the cooperation between departments

[Accelerating new businesses and growth engines] Business expansion in the next ten years

- Expanding cloud services and recovering investments
- Industry - academia collaboration: iGRAF, and driving new collaborations with overseas companies

Toward the Future: Aiming to Make Society Better

Our consistent stance since our founding drives our 70-year evolution. We added a Corporate Philosophy clause to our Articles of Incorporation to commit to our purpose and management policies.

(Corporate Philosophy)

Article 2

1. The Company adopts “Thought: Innovating for a Wise Future” as the Company’s future vision to be pursued together with society. The Company shall continue to take on challenges, contributing to the solution of a wide array of social issues through engineering approaches, aiming for a wiser future society together with its diverse stakeholders.
2. The Company acknowledges that people are the source of value creation. The Company shall define those who come together at the Company as talented professionals, and make it a top management priority to provide a place and environment where talented professionals can thrive and demonstrate their potential.
3. The Company’s management indicator shall be total added value, derived by adding personnel expenses and fringe benefits to operating profit.
4. The Company shall respect diversity and provide each individual with a stage to realize their full potential and opportunities for growth.
5. The Company shall, as an independent entity, build positive relationships and collaborate with various domestic and international partners.
6. The Company shall maintain a highly transparent governance system for each stakeholder

Focusing on each individual's life to make society better through engineering and IT, toward a wiser future together.

Means: Evolution of technologies

With advances in cloud technology, we are now in an era where the engineering knowledge we have cultivated directly reaches the life of each person.

Root: Unchanged spirit

Despite the changes in the times and technologies, our spirit of liberal arts and intellectual curiosity will remain a driving force.

With an eye toward every individual's social life,
we seek a society that will continue to improve.

*Innovating for a **Wise Future***

Commemorative Publication Looking Back on the Company's 70 Years of History to be Published in October 2026

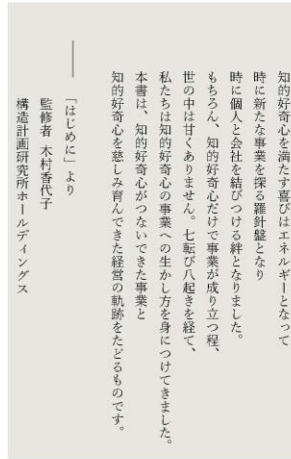
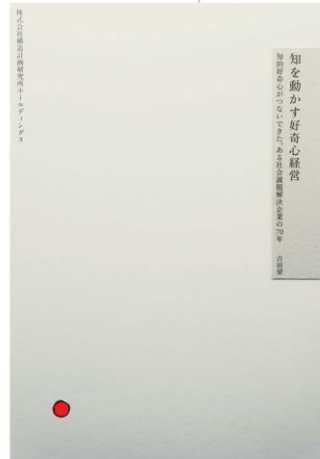
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知を動かす好奇心経営

知的好奇心がつないできた、ある社会課題解決企業の70年

吉田 望



著者 吉田 望 (よしだ のぞむ)



1956年東京生まれ。東京大学工学部計数工学科、慶應義塾大学大学院経営管理研究科卒。80年電通入社。電通総研研究部長など。2000年に退社後、takibi塾教社を設立。また数社の社外役員を務める。主な著書に「ブランド」、「ブランドII」（宣伝会議共著）、「会社は誰のものか」（新潮新書）など。父は「戦艦大和の最期」の著者、吉田漢。

編集者 朝倉 昇誠 (あさくら しょうせい)



1971年東京生まれ。慶應義塾大学法学部法律学科卒。東京大学大学院情報学環・学際情報学府修士課程修了。93年大日本印刷にて広告プランニング業務。96年リクルートにてデジタル衛星放送事業の新規事業開発に従事。退社後、経営戦略としてのブランディングで企業価値向上を実現するコンサルティング会社takibiを設立。現在、代表取締役。

Contact

Investor Relations Section

E-MAIL: ir@kke-hd.co.jp

HP: <https://www.kke-hd.co.jp>