

2020 July 20101As of the date

Company Overview

Saitoh Planning

Saitoh Planning Co., Ltd.

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◆ Company Overview-Features

Saithh Planning

Our main business is toy vending machines such as capsules and toys (Gacha), and we are located as a leading company in the industry.

- About vending machines nationwide 1,600 Store 13,000 Installation and operation of the base

Established a customer base in a variety of industries, including major distribution and restaurant businesses

- Home Center, Drak Store, Gmssupermarkets, restaurant chains, consumer electronics retailers, books, etc.

A sales management system specialized in the vending machine market C-TOS(Sheets) independently developed

- Provided to major companies in the toy industry

We plan our own products for capsule toys and merchandise products, and release a number of products.

- "Denjiro Sensei" TV But the familiar Denjiro Science product is a long-lasting hit product

We have abundant network for major companies such as toys and amusements, and we have various past to realize alliances

Established a joint venture to sell Japanese Gacha and toys in Beijing, China (2019 Years 6 Month)

Gacha large-scale event in JR Akihabara station premises



Tokyu Hands Ikebukuro Denjiro Sensei Event



With its own system, a small number of people Management and operation of vending machines nationwide

Combining vending machines and merchandise sales
Optimal sales for customer base and location
Propose and build methods

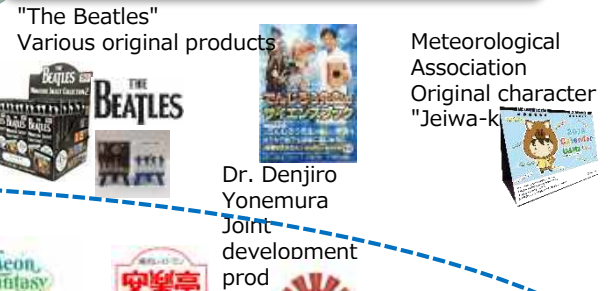
Ahead of the industry, It overseas.
Promote deployment

We propose the optimal combination for our customers by using both the vending machine business and the product sales business. Proprietary sales management and operation management system C-TOSBy utilizing Efficiently manage the sales floor of major chains nationwide with a small number of people. We also scientifically analyze the vending machine business that relies on intuition and experience. PdcaByMdcarried out.

Vending machine business



Merchandise sales business



Planning proposal



National 1,700 Store
About Gacha 13,000 Stand
installation



Vending machine operation

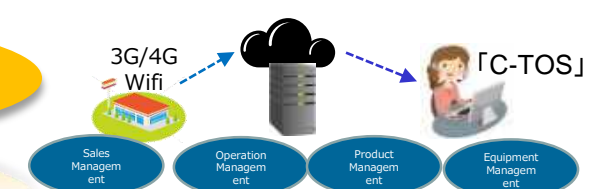
Proprietary sales management system

Management and management

Systems and operations
Management and management in
both wheels of



- Centralized management of sales data along with goods movement and inventory management Scientifically data-based sales products
- Realization of accurate inventory operations and inventory and sales management
- Operator's position during emergency response such as equipment failure Searchable for information



齋藤企画設置ロケーション

◆設置ロケーション全国1000店舗のインフラにも対応

右記の通り、基本的に全国的なラウンドが可能です。
 ※ただし、一部地域においてラウンド困難な地域もございますので、ご了承していただけようお願いします。

- 当社ラウンド可能と思われるエリア
- 店舗の集中エリア
- 営業所



エリア別店舗数

Hokkaido	4Store
Tohoku	173Store
Kanto	982Store
Central	288Store
Kansai	176Store
China	33Store
Shikoku	13Store
Kyushu	42Store
Okinawa	5Store

**National 1716Store
 (H30) 7(as of May)**

Main business partners

A wide variety of industries, mainly major chains Number of business partners 170Company

(2020(as of the year))

Drak Store

ブランド名	企業名	店舗数	備考
クリエイトエス・ディー	株式会社クリエイトエス・ディー	634	持株会社が東証1部
サンドラッグ	株式会社サンドラッグ	726	東証1部
ココカラファイン	株式会社ココカラファイン	1,495	持株会社が東証1部
ドラッグストアセキ	株式会社セキ薬品	150	埼玉地盤
杏林堂	株式会社杏林堂薬局	79	静岡地盤：ツルハグループ
ウエルシア	ウエルシア薬局株式会社	1,709	東証2部
セイムス	株式会社富士薬品	1,337	非上場

Home Center

ブランド名	企業名	店舗数	備考
島忠ホームズ	株式会社島忠	58	東証1部
カインズ	株式会社カインズ	218	ベイシアグループ
コメリ	株式会社コメリ	1,193	東証1部
東急ハンズ	株式会社東急ハンズ	54	東急不動産子会社
ケーヨーD2	株式会社ケーヨー	177	東証1部
ジョイフルホンダ	株式会社ジョイフル本田	15	東証1部

Restaurant

ブランド名	企業名	店舗数	備考
安楽亭	株式会社安楽亭	221	焼肉：東証2部
魚民・笑笑・白木屋	株式会社モンテローザ	1,680	居酒屋中心複合
壺角屋等	株式会社ガーデン	209	複合業態
小僧寿し	株式会社小僧寿し	280	JASUDA
甘太郎他多数	株式会社コロワイド	2,511	複合業態

Specialty stores, Ds

ブランド名	企業名	店舗数	備考
ドン・キホーテ	株式会社ドン・キホーテ	652	東証1部
イオンペット (ペット関連)	イオンペット株式会社	190	イオングループ
ゼビオ	ゼビオホールディング株式会社	872	東証1部
イオンファンタジー	株式会社イオンファンタジー	439	東証1部
アニメイト	株式会社アニメイト	120	非上場
ヴィレッジヴァンガードコーポレーション	株式会社ヴィレッジヴァンガードコーポレーション	358	ジャストタック
銀座博品館	株式会社博品館	1	非上場

Sports facilities

ブランド名	企業名	店舗数	備考
セントラルスポーツ	セントラルスポーツ株式会社	231	東証1部
東急スポーツオアシス	株式会社東急スポーツオアシス	39	東急不動産子会社
ルネサンス	株式会社ルネサンス	131	東証1部
サバ・スポーツクラブ	株式会社明治スポーツクラブ	7	セントラルスポーツ100%子会社

Convenience store

ブランド名	企業名	店舗数	備考
ミニストップ	ミニストップ株式会社	5,450	店舗数は海外3253含む・東証1部
ローソンストア100	株式会社ローソンストア100	1,200	ローソン100%子会社
ポプラ	株式会社ポプラ	461	東証1部
ファミリーマート	株式会社ファミリーマート	23,814	店舗数は海外含む・東証1部

Supermarket

ブランド名	企業名	店舗数	備考
マルエツ	株式会社マルエツ	298	東証1部
いなげや	株式会社いなげや	138	東証1部
マミーマート	株式会社マミーマート	77	ジャストタック
ヨークマート	株式会社ヨークマート	80	セブン&アイホールディングス
エコス	株式会社エコス	74	東証1部
マックスバリュ	マックスバリュ各地域会社	736	イオングループ

Consumer electronics retailers

ブランド名	企業名	店舗数	備考
ヤマダ電機	株式会社ヤマダ電機	970	東証1部
ビックカメラ	株式会社ビックカメラ	41	東証1部
コジマ (電気)	株式会社コジマ (電気)	142	東証1部
ヨドバシ	株式会社ヨドバシカメラ	23	非上場

Museum

ブランド名
キッズプラザ大阪
相模原市立博物館
埼玉県立川の博物館
伊丹市立子ども文化科学館
愛媛県美術館
長野市立博物館
つばエキスポセンター

Planning and development results



We have acquired various licenses for capsules, toys, and other product sales products and commercialized them.

❑ TV "Denjiro sensei" products familiar in the show

Planning, production and sales of various products (original)



❑ Meteorological Association Train Channel Weather Forecast Original Character

Planning, manufacturing and sales of "Jiwa-kun" products
Japan Meteorological Association (Japan Weather Association)

•JrEast Japan Project - License of other railway-related products of "Jiwa-kun" above



Train Channel

Jiwa-kun Calendar

❑ Gakken - "Gakken's Picture Book" Live Collaboration with the content with

Planning and development of "Mini Picture Book" and "Dinosaur Figa" utilizing Gakken's picture book content as Gacha of "Denjiro Science" series
SalesArGakken's3D video is also provided.



❑ Beatles products

We have obtained a license and plan, manufacture, and sell our company.



【Miniature Jacket Collection】

【Jacket tweebad set】

【Coaster mini jacket】

❑ Vending machine stickers, coasters, etc.

We have obtained an anime license and
Planning, manufacturing and sales



【Fate】

【Hero Academia】

【Gintama】

【Hiq】

【Re.Zero】

【Attack on Titan】

miniature development of ❑ miscellaneous goods

Sales and sale of kitchenware, household goods, etc. and major miscellaneous goods chains under its own brandOemGacha of miscellaneous goods manufactured and sold by CB Japan Co., Ltd., which handles
We plan and develop miniatures for



Management and management by intuition
and experience to scientific management!

Unique system

C-TOS

Capsule-toys Total Operation System



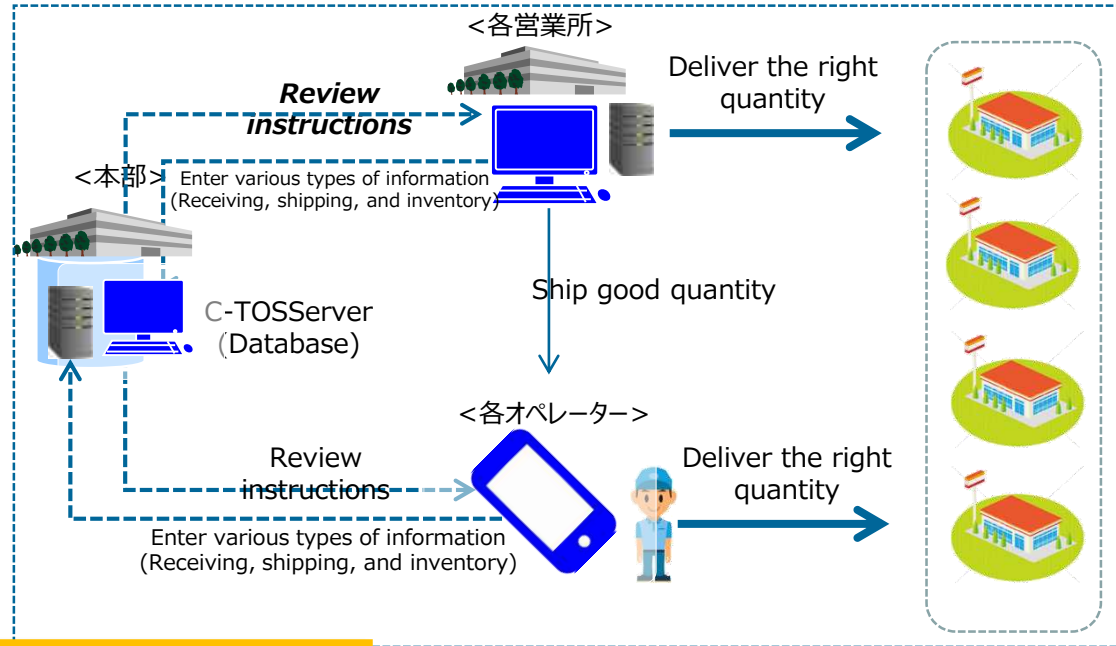
Our unique sales and operation management system for capsule toys (Gacha) is available. We centrally manage sales data as well as inventory management. We conduct data analysis such as sales based on accurate sales data. Data conversion of best-selling products and slumping products without relying on "intuition". In addition, we realize inventory management and sales management through accurate inventory operations. Emergency response at the introduced store is also carried out promptly by the operator's location information.

Get sales management information in a timely manner

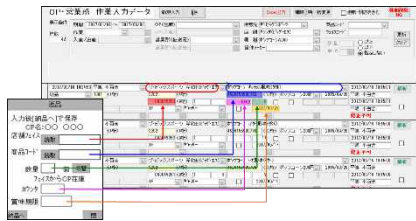
By storeOpMaintain different replenishment status and inventory

OpAccurately grasp the working status of (operator)

Operated at the same level nationwide through standardization management



OpCentrally manage all input data



Management of sales, inventory and collection



Sales and inventory by vending machine model



Position of the operator in case of emergency response



Vending machine business



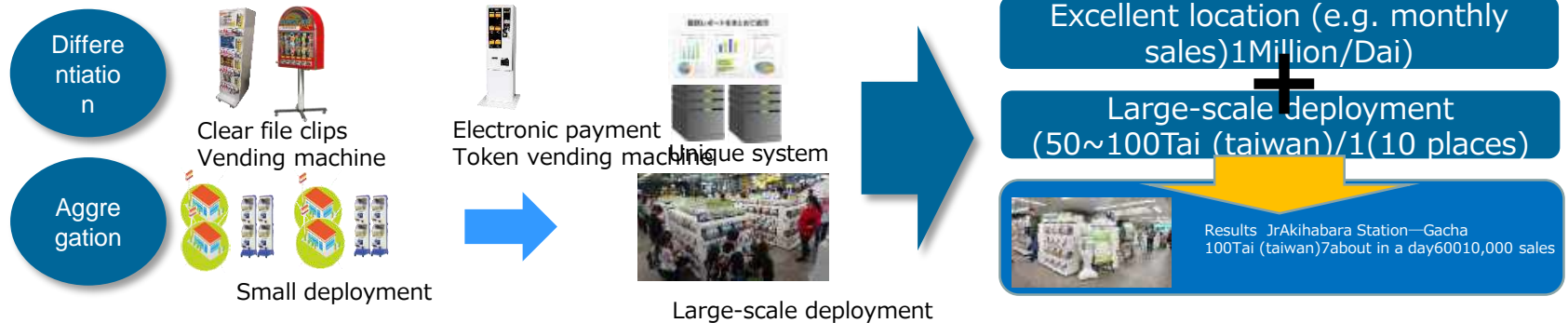
ItPromote large-scale deployment through systemization

□ Large-scale Deployment+ItIzation

Large-scale deployment to excellent locations-The company will accelerate the shift from small-scale to large-scale deployments to improve the efficiency of sales up-and-end expenses.

Clear file vending machine, clip, sticker vending machine and new development [electronic payment compatible token vending machine] can clearly differentiate from other companies, such as

Vending machines, products as weapons Jr Strategically secure "excellent locations" with a proven track record at Akihabara Station, Joyful Honda, etc.



specialized □ specialty stores

In an environment where business categories such as GMS and shopping malls, which were standard as the deployment location of the previous Gacha, are gradually losing the support of customers and beginning to subside, specialty store chain as a new Gacha deployment place, experience type of sports facilities, etc. shop strategically promote channel development, targeting such

Furniture if it is also a nitori assortment of capsule toys of products and related products sold in specialty stores, Abc If it is a mart, I develop and sell miniature products of shoes. Along with the sale of Gacha, the promotional effect of each brand is also expected.



□ Consumer goods manufacturer Cb Initiatives with Japan

We plan and develop miniatures for Gacha of miscellaneous goods manufactured and sold by CB Japan. 2020 In March 2009, the company plans to expand into a miscellaneous goods chain that develops CB Japan's products.



Developing a variety of vending machines according to location and customer base

Clear file vending machine



Clip & Sticker Vending Machine



Clip vending machine



【Candy】



【Haichu】



【Chocolate】



【Choco Candy】



【Gum】



【Gum】



【Popcorn】

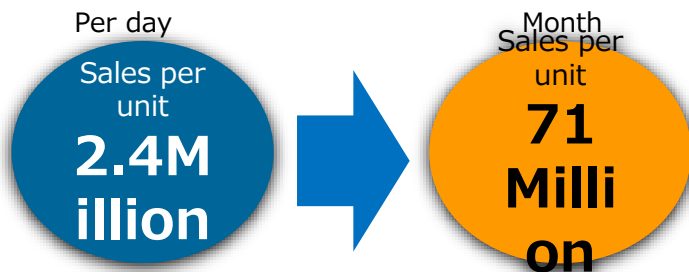


【Mini crane】

We also promote the planning and development of equipment and products through collaboration.

Explosive hit in a major retail chain in the center of the blade of oni-an

Clear file



Sword Art Online

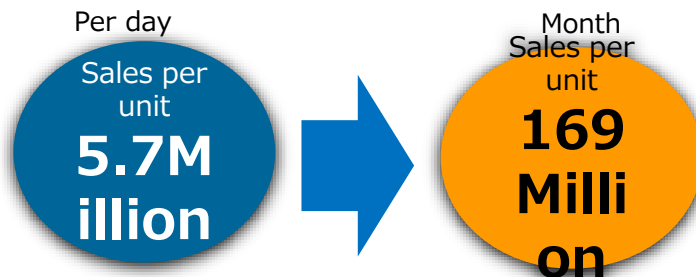


Fate



The Blade of Kimetsu

Clips & Stickers



My Hero Academia



Love Live



Sword Art Online



Fate



The Blade of Kimetsu

※ Anime product specialty store chain Ikebukuro store results

Vending machine deployment case



Large-scale deployment in station premises and large-scale commercial facilities

JRIn collaboration with SoftBank in Akihabara Station PepperRobo2utilize the table



•PepperLovaud (2Dai)
Introducing product, manufacturer, and campaign information by voice and image



Digital signage
Introducing manufacturers, products, and campaign information



Clear file vending machine



•Sample display linked to Gacha products (vending machines)

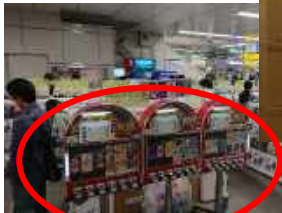
Money changer (2Dai)



•Product categoryPOP ()

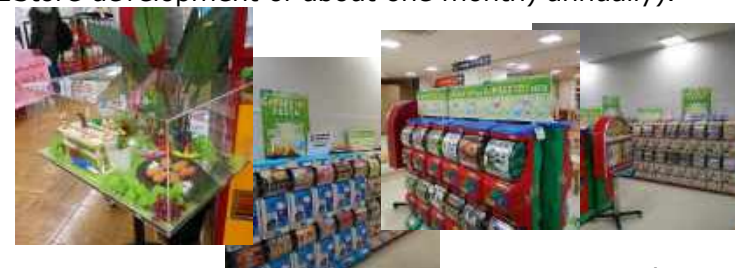


•Showcase
Intensive exhibition of Gacha samples



Sticker vending machine

Examples of deployment at major home centers, etc. Annual caravan system (1Store development of about one month) annually).



Development at major sports chain stores



Business type	Specialty store (sporting goods)
Number of stores introduced by Gacha	64Store
Number of Gacha introductions	647Tai
Type of service	Gacha: Full Support
Start service	2017Years



Development at major restaurant chains



Business type	Yakiniku
Number of stores introduced by Gacha	132Store
Number of Gacha introductions	565Tai
JOY BOXNumber of stores installed	129Store
JOY BOXNumber of units installed	346Tai
Type of service	Full
Start service	2003Years



Development at major pet chain stores



Business type	Specialty store (pet)
Number of stores introduced by Gacha	109Store
Number of Gacha introductions	558Tai
JOY BOXNumber of stores installed	87Store
JOY BOXNumber of units installed	174Tai
Type of service	Full
Start service	2014Years

Original design Gacha enclosure



Pet-related products



Vending machines are also available at Gacha Top.



Development of anime-based Gacha

Collaboration with Bushiroad Co., Ltd. manufacturing and selling trading cards

We are developing anime-based Gacha products in shops that mainly deal with Bushiroad products. Operation of Gacha (product provision, replenishment reform and abolition, collection, housing maintenance, etc.) are all carried out by the Company.



All anime products



Merchandise sales business



Planning and development of original products

A combination of goods sales and vending machines

Combining hands-on events



"Science Show"



"Original Products"



"Original Gacha"

Our original: "Denjiro" science products



Dr. Denjiro Yonemura

Planning and development of chemical experiments as a science producer. SW Science in Japan
Planning supervision and appearances at show experiment classes, workshops, etc.
Various TV programs, magazines, etc.
He is active in the field and media.

「Science Kit For the First Time」 Series



Denjiro Sensei's Original "Science Book" Exciting 3 With appendix of the large experiment!



「Science Kit」 Gacha



Science Show Workshop



"Denjiro Sensei" Experience-based Event

Air gun experiment



Static electricity experiment



Our original: Beatles products

5 THE BEATLES THE BEATLES



Miniature jacket
all15SpeciesSecret1Species



【Record Coaster】



【Jacket tweebad set】

Tokyu Hands Ikebukuro "The Beatles and Their Generation" Exhibition Corner Development



Our original: Meteorological Association "Jeiwa-kun" products

Japan Meteorological Association Japan Weather Association)



Jeiwa-kun Calendar



『Jewa-kun』



Jeiwa-kun Postcard 3 Set of sheets



『Train channel』



Jeiwa-kun Acrylic Stand



Jeiwa-kun Clear File



Jeiwa-kun Wooden Ema Netsuke

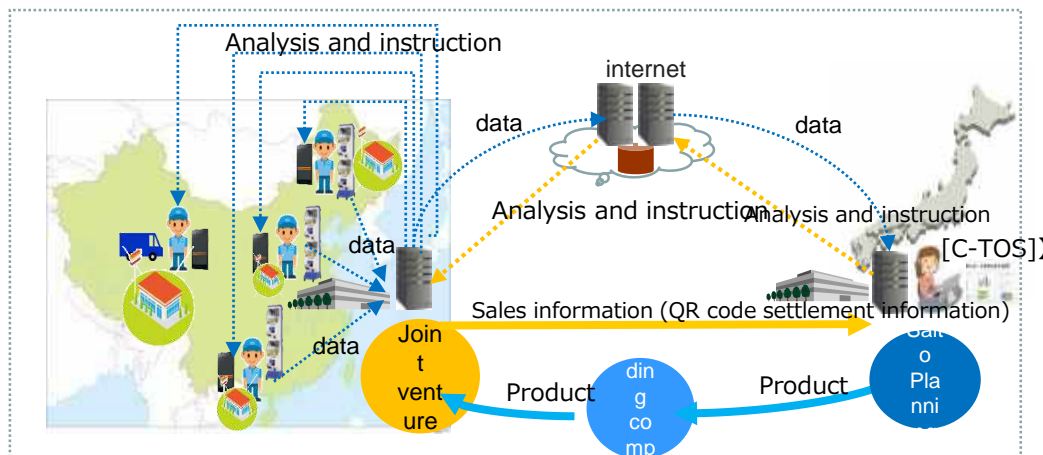
Overseas expansion

Established a joint venture in China as a foothold for overseas expansion.

- ❑ 社名 北京嘎恰物语文化传播有限责任公司 (北京ガチャ物語)
- ❑ 所在地 北京市通州区景盛南四街13-6-3-101
- ❑ 資本金 200万元(人民币) ❑ 設立 2019年6月



We provide know-how of Gacha operation along with the supply of products, and our own Gacha sales and operation management system "C-TOS" provided. Our sales management and management system C-TOS support operations in China.



In collaboration with AEON Group, which is expanding into China
 Plan for business development
 ❑ Ion Fantasy
 2020 Years 1 Mainly in Beijing as of May 221 Expand the store. -2020 During the year 400 We plan to open a store. (Ion Fantasy) H Than P.)

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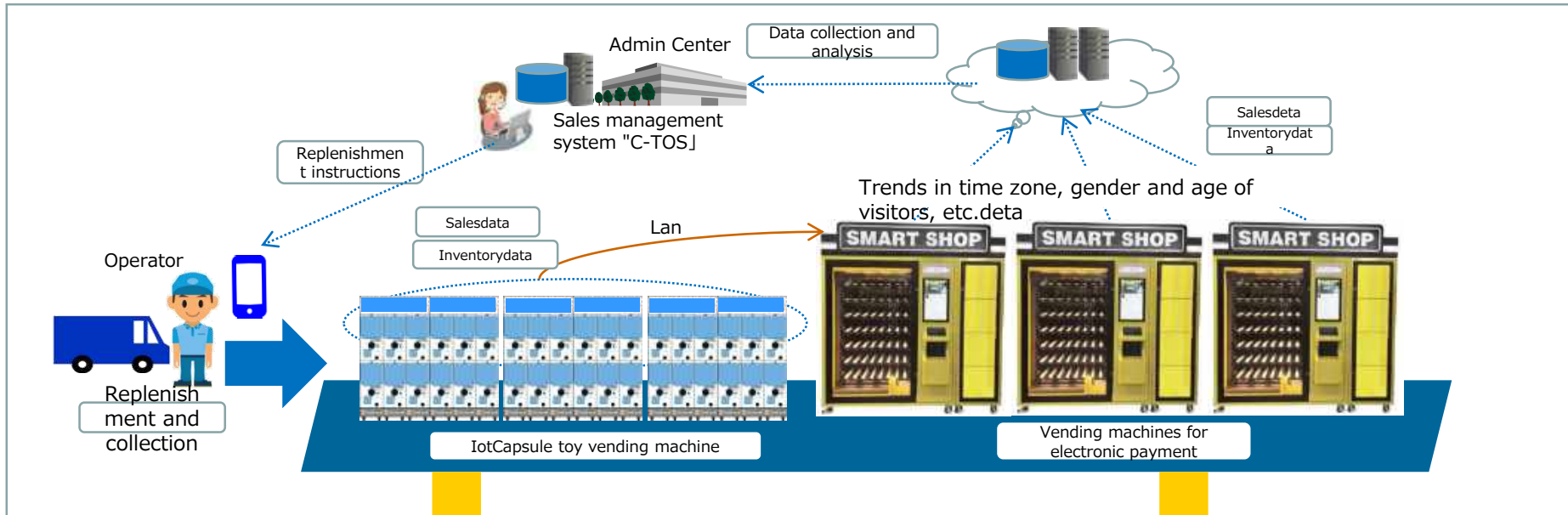
Systemization and Itlization

SMART-Shop

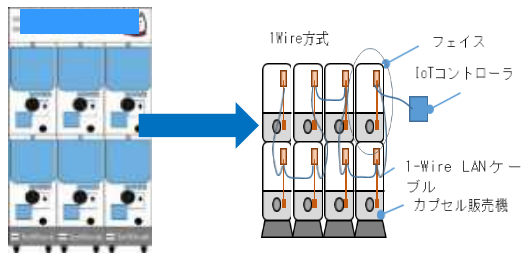
Saithh Planning

It supports various payment methods (electronic payment, cash) and sends customer attribute data by sales data, inventory data, and face authentication to the management center via a network.

Unique sales management system "C-TOS" We analyzed market data in cooperation with In addition, it instructs the operator the optimal timing of the product replenishment.

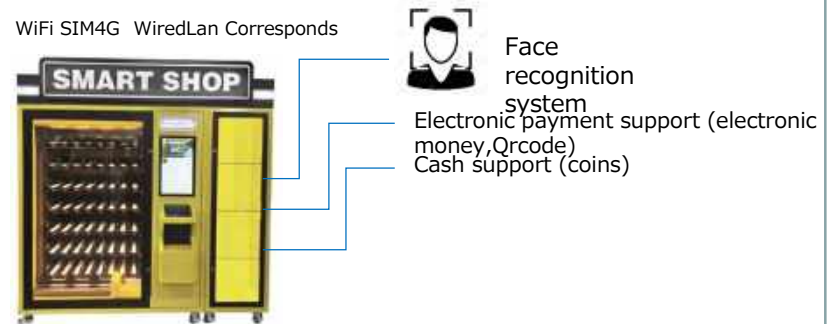


IotCapsule toy vending machine



Gacha sales (number of times the handle was turned) the data that counted the Lanto vending machines that support electronic payment. Send data to the management center via a vending machine for electronic payment

Vending machines for electronic payment



We support various product sizes and payment methods. Sales data, inventory data, customer attribute data by face authentication, etc. are existing sales management system via the Internet. C-TOS Cooperation with

Public relations

As a company that works to review work styles, we have published "Womenomics" on saitama Prefecture's website and in the August issue of the Saitama Chamber of Commerce and Industry newsletter.

※"Womenomics": This project Saitama Prefecture has been working on since FY2012 with the aim of creating a society where women can play an active role.

会員事業所の 導入事例

(株)斎藤企画

家庭の事情などによる離職が減り、より効率的な働き方ができるように!

出産や育児、親の介護などをしながらの勤務は、並大抵のことではありません。テレワーク制度を導入することで、子育てや介護中の従業員が、退職せず、安心して長く働けるように職場環境を改善することを目指しています。

代表取締役 斎藤 明人氏 談

(株)斎藤企画
卸売業・小売業
玩具(カプセルトイ等)の
製造・販売業
従業員数20名
(男性6名、女性14名)



埼玉版
ウーマノ
ミクスサイト



具体的な取り組み内容

- ・「テレワーク規程」、「モバイルPC・スマートフォン取扱基本規程」を策定
- ・PC・タブレット・スマホからアクセス可能なITツールにより、オフィス、外回り、在宅いずれの環境からも情報を共有化
- ・独自システムを構築し、販売・在庫管理だけでなく、従業員の勤怠まで一元的な管理を実施
- ・遠方からの通勤を減らし、通勤時間・交通費を縮減

取り組みの効果

- ・遠方在住や子育て中であっても働きやすい職場を実現することにより、人材募集の幅が広がった。
- ・システムによる効率化だけでなく、従業員一人ひとりが効率的な働き方を意識するようになり、時間内に集中して業務を完了させる習慣が根付いてきた。

協力/埼玉版ウーマノミクス課

<https://www.pref.saitama.lg.jp/womenomics/torikumi/review/model/0114.html>

Name	CorporationSaitoh Planning
Head office location	Zip338-0837 Tajima, Sakura-ku, Saitama City, Saitama Prefecture5-24-1
Established	Heisei5Years3Month
Capital	99,9001,000 yen
Number of employees	20Name
Representative	Akihito Saito, President and CEO
Business	<ol style="list-style-type: none"> 1. Sales and maintenance support for toy vending machines (Gacha, cards, digital enclosures, etc.) 2. Consignment of various operations 3. System provision, various data sales 4. Wholesale business of toys in general, hobby products, amuse prizes and science products 5. OemManufacturing, planning and development contracting
Vendor	Takara Tomy Arts Co., Ltd., SEGA Interactive Co., Ltd., Hopinette Co., Ltd., Epoch Co., Ltd., Taito Co., Ltd., Miracle Club Co., Ltd., I.P.P. Co., Ltd., SK Japan Co., Ltd., J. Dream Co., Ltd., Bumprest Co., Ltd., Medicom Toy Co., Ltd.
Sold to	<p>Zebio Co., Ltd., JR East Retail Net Co., Ltd. Renaissance Co., Ltd., Central Sports Co., Ltd., Tokyu Sports Oasis Co., Ltd. Don Quixote Co., Ltd., Olympic Games Co., Ltd., Hakuhinkan Co., Ltd., Tokyu Hands Co., Ltd., Tower Records Co., Ltd., Lawson Store Co., Ltd.100 AEON PET Co., Ltd., AEON Entertainment Co., Ltd., Ministop Co., Ltd., AEON Cinema Co., Ltd., Miraiya Shoten Co., Ltd. Honda Sangyo Co., Ltd. (Joyful Honda), Shimatada Co., Ltd., Kaines Co., Ltd., Keiyo Co., Ltd. (Keiyo Day Two) Big Camera Co., Ltd., Kojima Co., Ltd., Sofmap Co., Ltd., Yamada Electric Co., Ltd. Create Sdei Co., Ltd., Cocokara Fine Co., Ltd., Sundrug Co., Ltd., Fuji Pharmaceutical Co., Ltd., Welcia Pharmacy Co., Ltd., Seki Pharmaceutical Co., Ltd. Animate Co., Ltd., GEO Co., Ltd., Bunkyodo Co., Ltd., Bunshindo Shoten Co., Ltd., Teito Co., Ltd. (used book market) Via Holdings Co., Ltd., Anrakutei Co., Ltd., Origin Tohide Co., Ltd., Yamada Food Industry Co., Ltd., Garden Co., Ltd. (Ichikakuya, etc.) CGC Japan Co., Ltd., Inageya Co., Ltd., Big A Co., Ltd., Mammy Mart Co., Ltd., Maruetsu Co., Ltd. Kawada Co., Ltd., Japan Map Co., Ltd., Tohan Co., Ltd.</p>