



## Cross Marketing Group Inc.

### Company Description

**We are working toward ¥30 billion in sales by promoting DX ACTION in 2021.**

COVID-19 is currently raging around the world. Although economic activity is gradually resuming, the pandemic has not yet subsided and continues to pose a grave threat to people's lives. We extend our sincere condolences to all those who have been affected by COVID-19, and would also like to express our respect for everyone doing all they can to support social functions and economic activity.

We are so grateful to all of our shareholders and investors for their trust and support. Our company was affected by COVID-19 in 2020, but the Group worked together to respond to changes in the environment, and not only were we able to generate solid profits, but our proactive investments allowed us to establish a system that will bring us closer to our goal of ¥30 billion in consolidated sales.

Up until this point, we have developed our research services tailored to the marketing needs of our client companies, and expanded by moving into related areas. As a result, we changed our segments this fiscal year by dividing the Research Business into the Data Marketing Business and Insight Business, based on their roles, and consolidated the IT Solutions Business and Promotion Business into the Digital Marketing Business. This clarifies the Group's position in the market, and also positions the Digital Marketing Business, which is the Group's largest business, as the core of growth. We will take measures aimed at achieving further growth going forward.

With DX Action as our theme for 2021, we will improve and refine our internal business processes, strengthen services in the digital domain, and overcome a wide range of changes to achieve medium- and long-term ongoing growth as "a comprehensive marketing solutions company that creates a future that leads clients' businesses to success."

We ask for the ongoing support and encouragement of our shareholders and investors.

### Company Details

#### Head Office

Japan

#### Main Business

デジタルマーケティング事業、データマーケティング事業及びインサイト事業を行う子会社等の経営管理及びそれに付帯または関連する事業

#### President

五十嵐 幹

#### Established

2013年6月3日

#### Capital

6.5億円（2024年6月末時点）

#### Number of Employees

Over 1,000

#### URL

[www.cross-m.co.jp](http://www.cross-m.co.jp)

### Offices

#### Main Office

Ginza COM Building 6F  
Ginza 8-15-2, Chuo-ku  
Tokyo, Japan, 1040061