



May 13, 2021

To All

Company Name	Frontier Management Inc.
Representative	Shoichiro Onishi Co-President (TSE First Section Code No.7038)
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Notice of Establishment of Digital Strategy Office

Frontier Management Inc. (Head Office: Minato-ku, Tokyo; Co-presidents: Shoichiro Onishi and Masahiro Matsuoka; hereafter the “Company”) will newly establish the Digital Strategy Office under Corporate Strategy Department on June 1, 2021 in order to support the digital conception, implementation, and execution that promote corporate transformation.

1. Background

FMI has provided a diverse range of solutions to domestic and overseas companies, including consulting, M&A, and business revitalization support, as a group of experts in that field.

The fusion of management strategy and digital technology has become an important management agenda in order to further accelerate corporate transformation with the spread of advanced IT solutions such as AI, IoT, and cloud computing. The Company will newly establish the Digital Strategy Office under the Corporate Strategy Department in order to strengthen the ability to respond to these environment changes related to digital technology.

2. Market opportunities and strategy

Digital transformation is highly expected and it is the area where various competitors are crowded, such as IT vendors and IT consulting firms. Many legacy solutions have problems such as the introduction of IT tools only, or optimal for each department. In order to address these issues, it is essential to have a comprehensive plan for management and digital strategies.

The Company will support corporate transformation by providing integrated solutions by linking between the Digital Strategy Office and the management strategy formulation and execution functions of the Corporate Strategy Department. In addition, the Digital Strategy Office will strengthen the introduction of the advanced corporate transformation solutions from overseas to Japanese companies.

3. Organization buildup

The Digital Strategy Office is strengthening the recruitment of strategic professionals, and will further strengthen the human resources for future business expansion.

In addition, the Digital Strategy Office will provide solutions more effectively and efficiently by expanding and deepening our unique collaboration with leading-edge technology companies in Japan and overseas.

4. Main targets and solutions

The following solutions will be provided to the customers that have problems related to the management and digital strategies;

- ① Support for integration of management and digital strategy.
- ② Introduction of advanced overseas solutions to Japanese companies.
- ③ Consulting and execution support for BPO related to the above.

[Contact for this notice]

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