

Sport Business



Introduction of Sports Business

Sports Business

Sales of soft tennis ball

Sales of tennis clothes and various sports goods

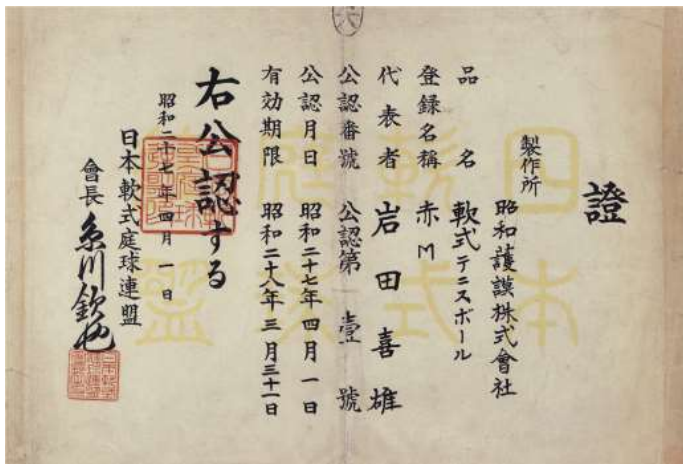
Construction of sports facility

Operation and revitalization of tennis club



Adhere to Tradition

Business development with traditional soft tennis ball brand “AKAEMU” for last 128 years since our company initiation



Acceleration Plan Ⅲ 「Restart」
2018~2023 Sport Business



Core Competence

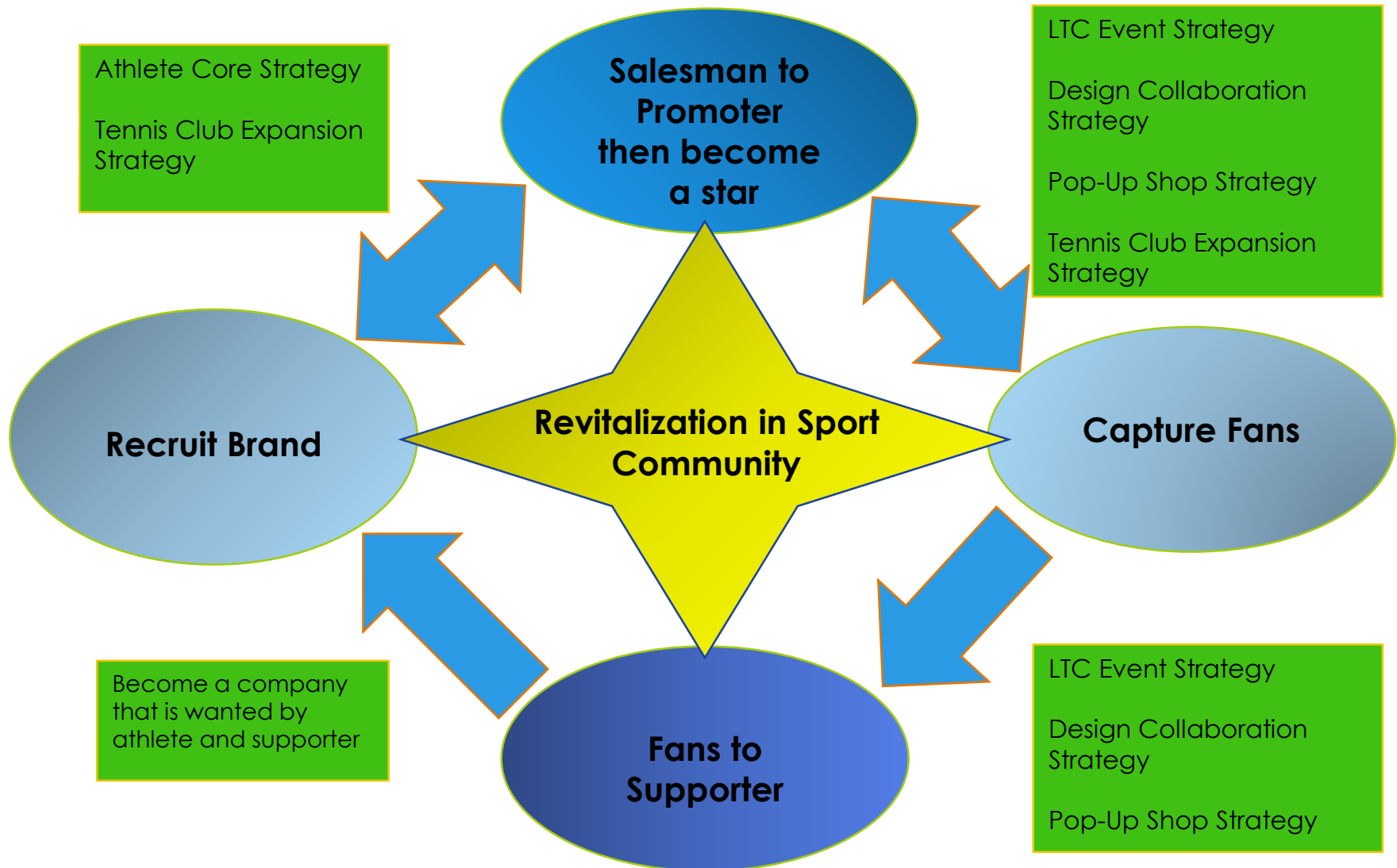
- Leadership by our athlete employees in sports community.
- Vast knowledge to make profit from sport service industry
(Significant increase in trend for Tennis Lesson, Tournament, and Revenue from Event Cheering)
- AKAEMU Ball Brand (In house production) which has 128 years history and holds majority in domestic market share.

Policy

From Salesperson to Promoter

~Delivering the best experiences to Sports Lover~

Business Model



Lucent 5 Big strategy

1. Athlete Core Strategy
2. Tennis Club Expansion Strategy
3. LTC Event Strategy
4. Design Collaboration Strategy
5. Pop-Up Store Strategy

Athlete Core Strategy

1. Active recruiting of athletes
Become the top company desired by athletes
2. Education of athlete employees
From salespersons to promoters,
then become stars
3. Promotion by athlete employees
Event promotion by our own brand
and our athlete employees

Tennis Club Expansion Strategy

Measure and policy - Tennis Club Revitalization

Further expansion by revitalization

- Using our knowledges and experiences to revitalize old unprofitable tennis club. (tennis community)

Lucent Tennis Club Kumamoto
(Open in September 2017)



LTC Event Strategy

Measure and policy - Holding more various events

- Popularizing 「Do」 「Watch」 「Cheer」 for sports.
- Various sports event creation and expansion both in real and virtual.
- Coaching at school.

Design Collaboration Strategy

Measure and policy - Establish New Brand

「Cool」 「Cute」 「Superior」

- Using Design Collaboration to breeze a new wind into the line-ups.
- Establish new line-ups for adults.
- Continuously developing goods that meet consumer needs regardless of season.

Pop-Up Store Strategy

➤ Real Pop-Up Store

- Use athlete employees to strengthen our brand image and promote Pop-Up Store actively
- Utilize events and other risen opportunity to the maximum

➤ Virtual Pop-Up Store

- Expand direct sales from website

Shift to service business

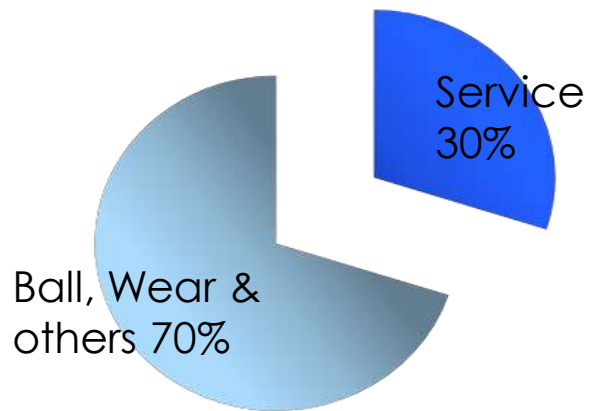
Sales Ratio from 7 : 3 to 3 : 7

- In line with tennis club expansion strategy, we increase the number of tennis courts, and get more members.
- Hold events with our athlete employees as main stars.
- Get fans from design collaboration strategy.
- Develop real and virtual Pop Up Store.

Revenue Ratio

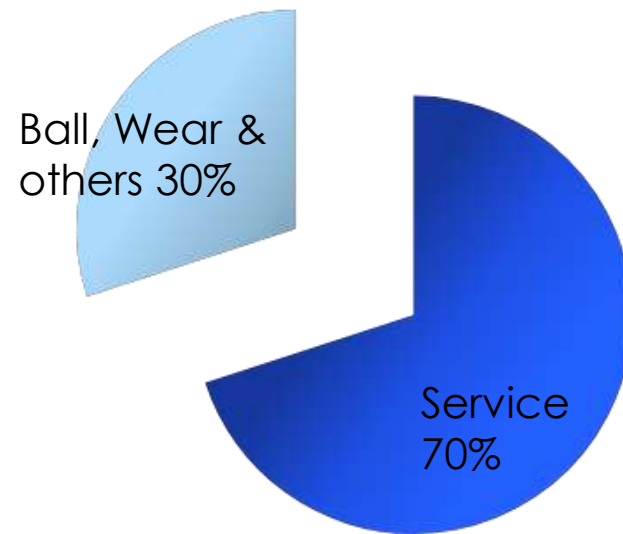
Shift to service business

March, 2018



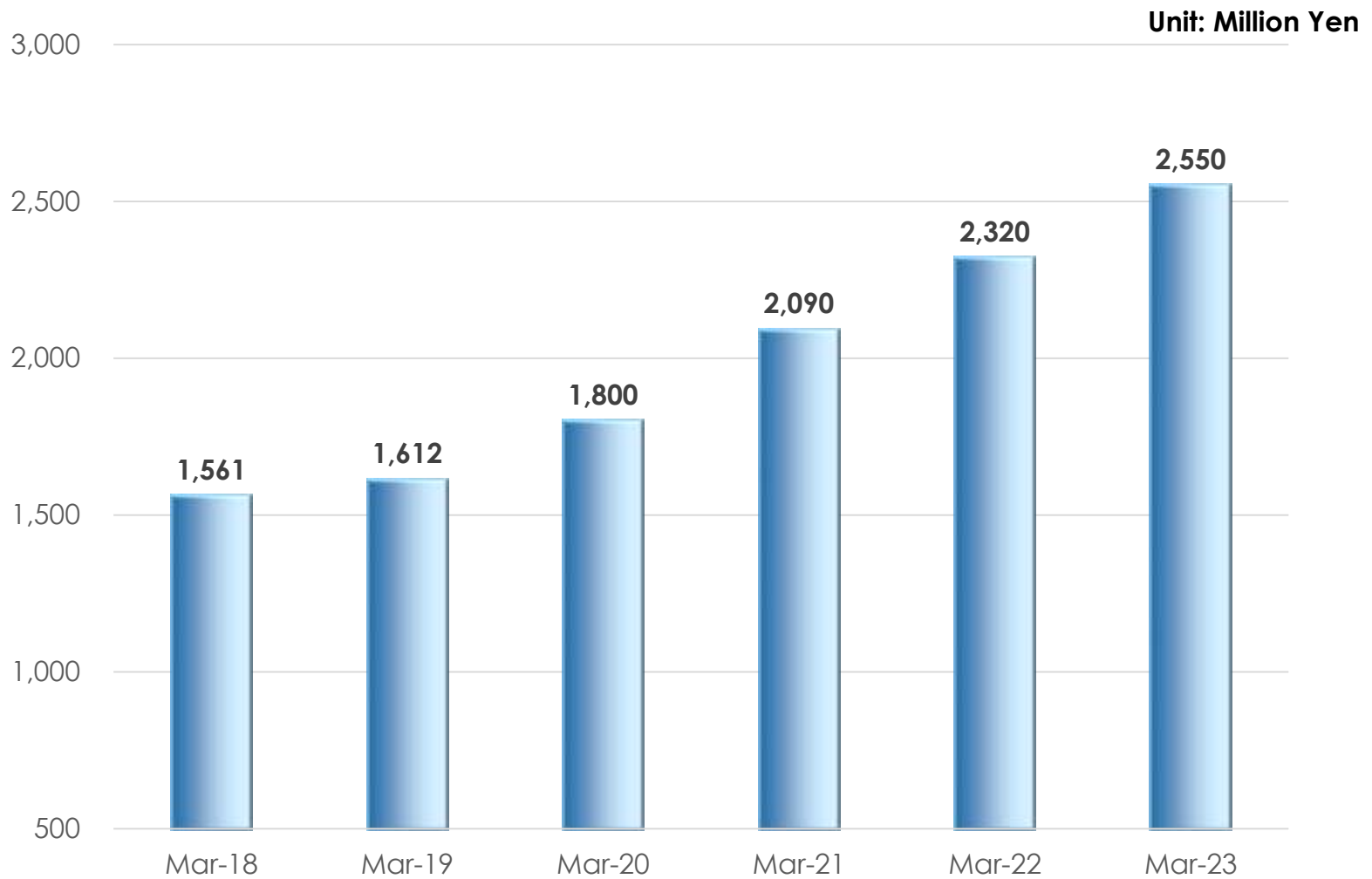
1,561
Million Yen

March, 2023

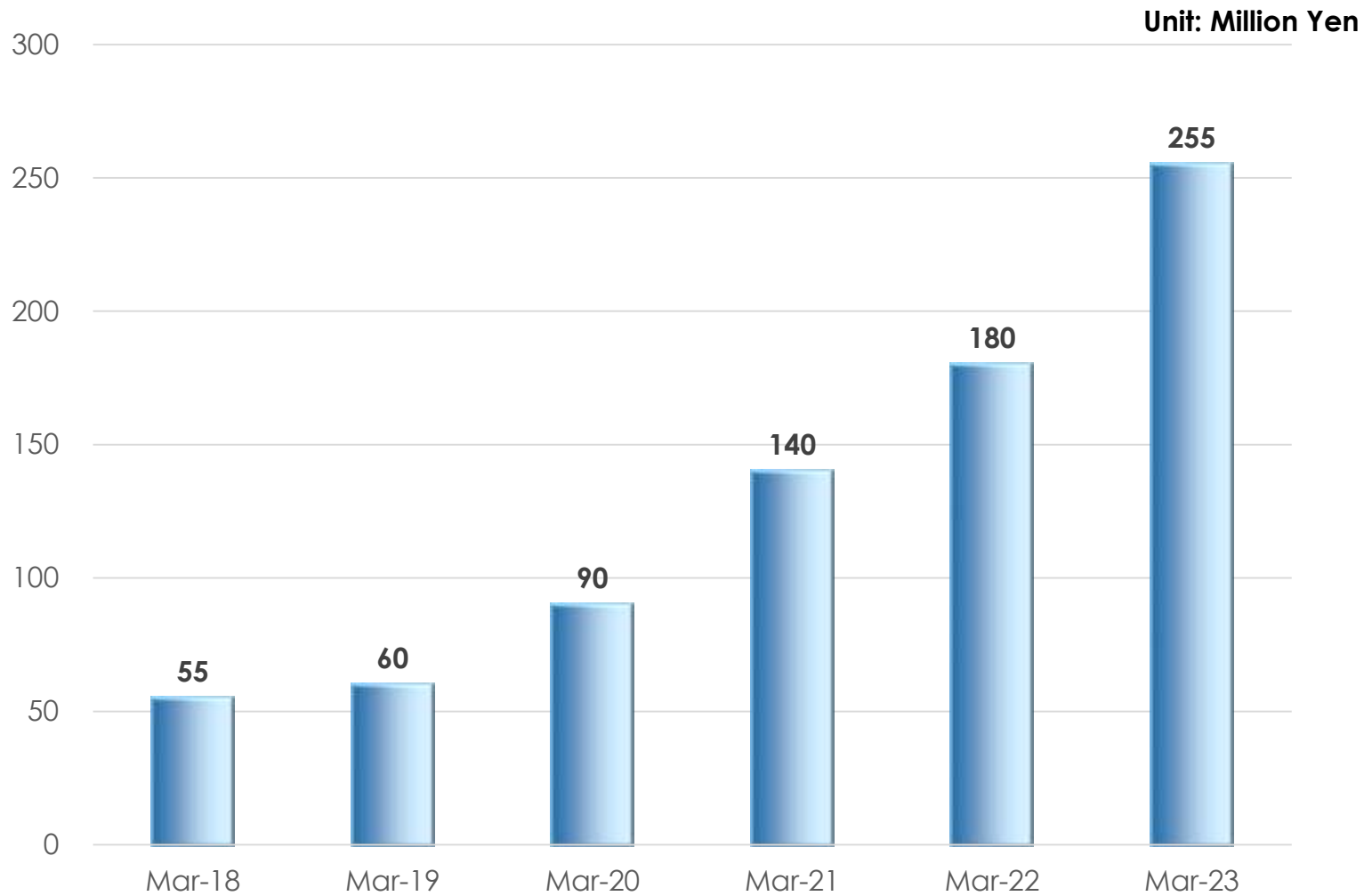


2,550
Million Yen

Target Revenue



Target Operating profit



Slogan

Support “Energy” for
people all over Japan
through Sports Community.



Thank you...

