

TOYO KEIZAI INC.

COMPANY PROFILE

CONSTRUCTIVE
DISAGREEMENT

IN ORDER TO
OPEN UP THE FUTURE

東洋經濟新報社



PRESIDENT
Hiroaki Takita

Chuji Machida, a newspaper reporter and later Minister of Finance in the Japanese government, founded the *TOYO KEIZAI SHIMPO* economic magazine in 1895. His aspiration was for the magazine to “contribute to the sound development of the economy and society”, an idea that became our corporate philosophy.

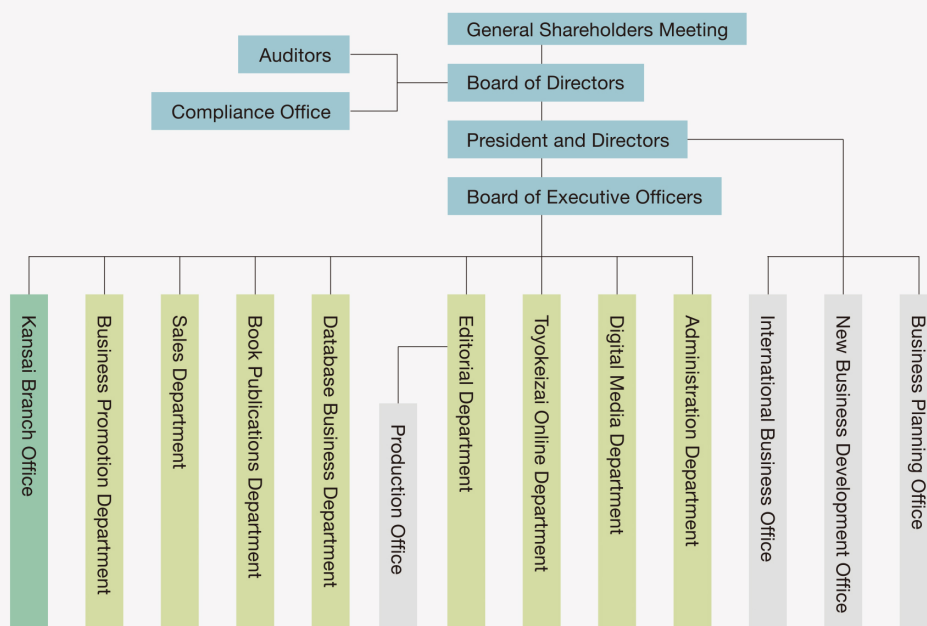
About 130 years since then, we have strived to realize our founder’s aspiration with our flagship magazine *WEEKLY TOYO KEIZAI* (Japan’s Oldest Business Magazine) and the investor’s essential handbook *KAISHA SHIKIHO* (Japan Company Handbook), online publications *TOYOKEIZAI ONLINE* and *KAISHA SHIKIHO ONLINE*, as well as a data business and a book publishing enterprise. We are like crews on the ship “Toyo Keizai” who work together to uphold our firm’s philosophy announced through the ship’s address system, and fulfill its purpose as written on the sails presenting “constructive disagreement in order to open up the future”. To us, it is important to propose what may seem, at times, to be contrarian viewpoints. But, true to our goal of opening up the future for readers and users, in our distinctive way we uphold our aspiration to help with decision-making for a brilliant future.

It is in our DNA to interpret trends and fight tenaciously as we carve a path forward. We continued to publish *TOYO KEIZAI SHIMPO* even under strict censorship during wartime, even though by the war’s end the publication consisted of only eight pages. At a time when few paid attention to reporting on quarterly business performance, we launched *KAISHA SHIKIHO*. In addition, our foray into providing corporate data has contributed to Japan’s business world until today.

Heavy seas are expected for the times to come. In response, we as the ship “Toyo Keizai” aim to go full speed ahead as a media business that falls outside the standard model framework. In this era of uncertainty, we will continue along our unique path, moving beyond the standard publishing business framework into the data business and online activities. We aim to become a “different” kind of media company bearing our distinctive stamp, to build up a solid presence and make a vital contribution to society.

Upholding our corporate philosophy and purpose, we will express the company’s DNA and continue to improve the content that we offer. We will keep abreast of change and continue making valuable contributions to the business community and the world at large. Please look forward to us sailing ahead for centuries to come.

ORGANIZATION CHART



まじめな
「異論」で、
未来を拓く

REPORT

Toyo Keizai's journalism centers on the *WEEKLY TOYO KEIZAI*. Passing down the philosophy as its inaugural edition since 1895, this has remained Japan's representative full-fledged general economic magazine for objective, rational, and trustworthy information. The *KAISHA SHIKIHO*, as the investor's essential handbook, is part of the infrastructure of the stock markets. The *GYOKAI CHIZU* (Japan's Industry Research) is an annual publication about current and future situations of each industry. All of these are created by our own reporter groups. *TOYOKEIZAI ONLINE* posts original corporate and economic articles, and ranking commentaries by our internal reporters. In addition, we have a wide array of columnists, filling out our content from business information to culture to sensibility refinement. We are constantly pursuing every digital-driven media's possibilities and missions.

DIGITAL

Diffusion of the internet and smart phones has made for a major shift to digital in the media world. Within this trend, Toyo Keizai, with its *TOYOKEIZAI ONLINE* and *KAISHA SHIKIHO ONLINE*, has come to grips with development of information transmission and e-books and magazines. As media become more diverse, we are pursuing optimum economic information transmission methods.



経四季報
ONLINE

東洋経済
ONLINE



DATA BUSINESS

Since our founding we have focused on fact- and data-based analysis and discussion, stressing statistical data collection and transmission. Now we have built a high-level economic database, updated every day, and focuses especially on exchange-listed company's fiscal results, earnings forecast data, and other information infrastructure indispensable for the stock market. Our quality is widely recognized, where domestic and overseas universities and research institutions make full use for academic research. These also come to fruition in the *KAISHA SHIKIHO* and the student-supporting *SHUSHOKU SHIKIHO* (New Graduates Recruitment Handbook).

This is one of our traditional businesses. We publish around 100 titles a year and have been moving simultaneously into e-books. Every year, some of our books are hits or become best-sellers, winning numerous awards, including the Nikkei Prize for Excellent Books in Economic Science and the Business Book Award. In recent years, we have branched out into adapting some of our books into films and have succeeded in having some titles dramatized. We edit and publish a wide variety of appealing books, ranging from texts on economics, management and technical subjects to self-help manuals, how-to books useful in business, and books on money or culture for general readers.

PUBLICATION



The promotion business brings together corporations and universities, local government information transmission, and communication activity, in comprehensive support of business development. Backed by the Toyo Keizai's brand power, these measures help bring warmth and color to a variegated mix of information transmissions, such as magazine advertisements, widely expandable digital advertisements, direct-contact seminars with strictly selected customers, company history compilation, and custom publication of marketable "magazine books" and book-format for client message transmission.

PROMOTION

- 1895 Chuji Machida founds the company in Ogawa-machi, Ushigome-ku, Tokyo. *TOYO KEIZAI SHIMPO*, published three times a month, launched.
- 1902 Company's first book (*KEIZAIGAKU KOYO* [Outline of Economics], by Tameyuki Amano), published; begins issuing wholesale price indexes.
- 1919 Publication of *TOYO KEIZAI SHIMPO* as a weekly, starting with the October 4 issue, begins.
- 1921 Reorganized as Toyo Keizai Shimpo Inc. (with paid-in capital of 50,000 yen).
- 1924 Tanzan Ishibashi becomes executive editor-in-chief; becomes president in 1925.
- 1936 Publication of *KAISHA SHIKIHO* begins.
- 1947 Publication of *KABUSHIKI WEEKLY* begins.
- 1961 *SHUKAN TOYO KEIZAI SHIMPO* renamed *WEEKLY TOYO KEIZAI*.
- 1970 Publication of *ISHIBASHI TANZAN ZENSHU* (The Collected Works of Tanzan Ishibashi) in 15 volumes, begins.
- 1977 Publication of *KEYNES ZENSHU* (The Collected Works of John Maynard Keynes) in 28 volumes, begins.
- 1983 Publication of *KAISHA SHIKIHO MIJOJO KAISHA BAN*, *SHUSHOKU SHIKIHO* and *YAKUIN SHIKIHO* begins.
- 1991 *KANKETSU SHOWA KOKUSEI SORAN* (Book of Comprehensive Long-term Statistics of Showa Japan) in four volumes, published.
5,000th issue of *WEEKLY TOYO KEIZAI* published.
- 1995 Marks 100th anniversary.
Toyo Keizai's Hundred Year History published in 1996.
- 2000 Publication of *HITOTSUBASHI BUSINESS REVIEW* begins.
- 2003 Publication of *KAISHA SHIKIHO GYOKAI CHIZU* begins.
TOYOKEIZAI ONLINE service begins.
- 2012 *KAISHA SHIKIHO ONLINE* service begins.
- 2014 Publication of *U.S. KAISHA SHIKIHO* begins.
- 2016 *TOYOKEIZAI ONLINE* surpasses 200 million monthly page views, and becomes the number one economic and business magazine site in Japan.
- 2020 *TOYO KEIZAI education* × *ICT* service begins.
- 2023 The company adopts "Constructive disagreement in order to open up the future" as its purpose.

Kamekichi Takahashi (1891–1977)

Editor-in-chief from 1924, he later left the company and became an economist known for books on economic history. Recognized as a Person of Cultural Merit.



HISTORY AND DEVELOPMENT

The history of Toyo Keizai goes hand in hand with Japan's modern and contemporary history. Founded in 1895, after the end of the Sino-Japanese War, the company has carefully observed the politics and economies of the subsequent eras from a liberal and rational standpoint. The company opposed Japan's drift toward ultranationalism, and has since maintained a posture of challenging bureaucracy, advising corporations, and using knowledge for the betterment of society.

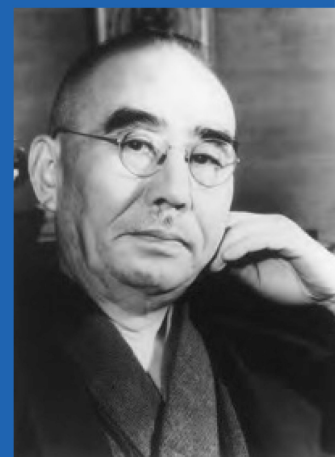
From the end of the 19th century through the 20th century and on into the 21st century, we have kept moving forward. Our long history and traditions are the results of reader support and the trust of society.

Although publishing formats are transitioning from magazines and books to electronic media and the internet, there is no change in our philosophy as a trusted adviser, discussion without fear of criticism, and a spirit of independence respecting freedom.

Going forward as well, we will continue our mission of contributing to the growth and prosperity of Japan and the world.

Tanzan Ishibashi (1884– 1973)

Joined Toyo Keizai in 1911 after studying philosophy at Waseda University. Fifth executive editor-in-chief, serving 22 years from 1924. Later went into politics, serving as Cabinet minister and later as Prime Minister in 1956–57.



Company Name	TOYO KEIZAI INC.
Foundation	November 15, 1895
President	Hiroaki Takita
Business	Publication of Magazines&Books, Promotion, Data, and Digital Media
Head Office	1-2-1 Nihonbashi Hongoku-cho, Chuo-ku, Tokyo 103-8345, Japan
Branch Office	Kansai (Osaka)