

Recruit Group Overview

Recruit Lifestyle Co., Ltd.

Founded	October 1, 2012
Number of Employees	2,895 as of March 31, 2017
President and Representative Director	Ken Asano
Main Businesses	Provider of products and services in the areas of dining, beauty, travel, healthcare, mail order/online shopping, and other daily consumption relating to user behavior support and client business support/payment settlement
Group Companies	Seanuts Co., Ltd., Recruit Hokkaido Jalan Co., Ltd., Recruit Lifestyle Okinawa Co., Ltd., World Media Agency Corporation, Gochimaru Inc., Blogwatcher Inc.

Business description

As a major player in the daily consumer goods market, we use our strong customer interfaces and tap into our IT expertise to launch new businesses and spark innovation. Our online reservation systems we created for Jalan, Hot Pepper Gourmet, Hot Pepper Beauty, and other services continue to enjoy widespread popularity. They have drawn, for a consecutive time, more users than any other company in the industry last year. From the momentum of these successes, Recruit Lifestyle is also working to expand services like Restaurant Board, Salon Board, AirRegi, and AirPay, which will allow clients to focus on their core business by enhancing management efficiency, streamlining operations, and tackle other customer issues.

Our solid, nationwide customer interfaces and ever-evolving IT capabilities open up avenues for us to offer new opportunities that address customer issues, making it possible to stimulate consumption and contribute to the development of local communities. Although Japan is a mature market with still many potential opportunities, there are imbalances in accessing those opportunities. Our unwavering mission as a company is, and always will be, to eliminate the imbalances and serve society with a source of new opportunities. Setting our sights on the future, we are determined to fulfill those aims with the sense of speed and urgency that it takes to be the vanguard of change.

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