



May 24, 2024

Company	Vision Inc.
Representative	Kenichi Sano, Chairman and CEO Tokyo Stock Exchange Prime Market Stock Code: 9416
Contact	Shinichi Nakamoto, Director and CFO (Tel. +81 3 (5287) 3110)

**Vision Group's ZORSE Forms a Business Alliance with Tailor App  
to Strengthen SNS Management Competitiveness  
- Easier and More Effective SNS Management at Companies and Stores -**

Vision Group's ZORSE Co., Ltd. (Head Office: Sendai-shi, Miyagi; Representative Director: Takeshi Sase), which plays a part in supporting customers to improve their sales and provides a SNS management agency service such as LINE official accounts and Instagram (Official Account DX®), has entered into a business alliance agreement with Tailor App inc. (Head Office: Shibuya-ku, Tokyo; President and Representative Director: Natsumi Matsumura), which provides a one-stop consulting service from planning to distribution of live commerce (LIVURU), as well as Instagram Live Analytics and DM Auto-sending SaaS (snsforce). The objective is to leverage the different specialties and complementary strengths of the two companies to strengthen their competitiveness in SNS management, live commerce, creative production, and support.

Tailor App inc.  ZORSE

Please refer to the press release of ZORSE Co., Ltd. for more information.

[ZORSE and Tailor App Form Business Alliance to Strengthen SNS Management Competitiveness  
\(in Japanese\)](#)

■ ZORSE Co., Ltd. Corporate Profile

 ZORSE

Today, ZORSE is a group company of Vision Inc. (Stock Code: 9416), which is listed on the Tokyo Stock Exchange Prime Market. It is developing a sales support business for small and medium-sized companies, leveraging its past knowledge and achievements.

- Trade Name : ZORSE Co., Ltd.
- Representative : President and Representative Director Takeshi Sase
- Headquarters : JR Sendai East Gate Bldg. 2F, 1-1-1 Tsutsujigaoka, Miyagino-ku,  
Sendai-shi, Miyagi, 983-0852 Japan
- Incorporated : February 2020
- Homepage : <https://zorse.jp/>
- Business : Sales Support
- History :

President Sase founded BALIE Corporation (current LY Marketing Corporation) in 2013. It had engaged in the LINE official account agency business, mainly in the Tohoku region. It had acquired approximately 2,600 clients and 12,000 accounts, developing LINE official account and LINE Pay business for companies including retail stores and restaurants, and contributed to sales support through the management support. Subsequently, the performance of BALIE Corporation was highly evaluated and the M&A with LINE Pay Corporation was realized, contributing to the further development of the business as a group company of LINE Group. In 2020, he retired from the position of president and founded ZORSE Co., Ltd.

## ■ Vision Inc. Company Profile



With the corporate philosophy of “To contribute to the global information and communications revolution” and slogan of “More vision, more success,” Vision provides services primarily in the information and communications field and makes decisions with a clear vision to help customers achieve greater success.

- Trade Name : Vision Inc.
  - Prime Market of the Tokyo Stock Exchange (Code: 9416)
  - Representative : President, Representative Director and COO Kenji Ota
  - Headquarters : Shinjuku East Side Square 8F, 6-27-30 Shinjuku, Shinjuku-ku, Tokyo  
160-0022, Japan
  - Incorporated : December 2001 (Founded : June 1995)
  - Capital : 2,573 million yen
  - Homepage : <https://www.vision-net.co.jp/en>
  - IR Information : [https://www.vision-net.co.jp/en/ir\\_information.html](https://www.vision-net.co.jp/en/ir_information.html)
  - Business :
1. GLOBAL WiFi  
International / Domestic (Japan)
  2. Information and Communications Service  
Fixed-line telecommunications service / Mobile communications service / Broadband service  
Office automation equipment service / Internet media services
  3. Glamping and Tourism
  4. Others