

INFORCE · EST. 2000 · TOKYO



# Company *Profile*



— Tokyo, Japan —

ISSUED: APRIL 2026

TOKYO, JAPAN

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— CHAPTER 1. MESSAGE

# Turning the power of information into **your force**.



CEO • FOUNDER  
Hiroshi Morita

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i N F O R C E *Information × Force*

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In an age of ever-growing information, reaching what truly matters has become increasingly difficult. We want to organize information, turn it into value, and become the force that moves people and companies forward — that is the conviction from which iNFORCE was born.

And now, the age of AI is truly beginning — an era in which vast information can be used faster and more deeply than ever before. That is precisely why we connect information with people, to deliver the value our clients truly need.

Going forward, we will continue to transform the power of information into your force.

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*May the Force be with you.*

# About our *Work.*

Anchored in software development and hardware distribution, we also serve as the official Japan reseller for Sweden's leading portable backboard systems, and provide creative and back-office support across four core practices.

## 01

### IT Hardware Sales

*IT Hardware Reseller*

As an official partner of HP Japan, we supply PCs, workstations, monitors, printers and related peripherals — including refurbished products.

PC

WS

MONITOR

PRINTER

## 03

### Creative & DTP

*Creative & DTP*

From in-store collateral and data conversion to manual production, DTP, translation and web development (in partnership with NAMU), we cover the full creative pipeline.

DTP

WEB

TRANSLATION

## 02

### Portable Banner System

*Imported Backboards — from Sweden*

As the exclusive Japan agent for Expand, Adder and Spennare of Stockholm, we sell their portable banner systems. To lower the barrier to adoption, selected products are also available via our rental program (*Smart Banner Rental*).

SALES

RENTAL

EVENTS

PR

## 04

### Secretariat & Back-Office

*Secretariat Back-Office*

We take on the full back-office workload — from event operations and outbound calling to direct mail and marketing execution.

EVENT

DM

OUTBOUND

# Vision & Mission.

01

*Profitable*

Profit

02

*Exciting*

Challenge

03

*Fun*

Joy

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## *Vision.*

Vision

Profitable, Exciting, and Fun.

We build a business that grows together with our stakeholders, sustained by that spirit.

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## *Mission.*

Mission

Taking joy in our own growth, we contribute to sustainability while sensing the needs of society — helping to shape a more vibrant world.

# About the *Company.*

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|         |  |
|---------|--|
| Name    | iNFORCE Co., Ltd.  |
| Founded | February 2, 2000   |
| CEO     | Hiroshi Morita, President & Founder  |
| Capital | JPY 18,000,000   |
| Address | Union Bldg. Koshin 3F, 2-9-3 Sotokanda,<br>Chiyoda-ku, Tokyo 101-0021, Japan |
| Banks   | Sumitomo Mitsui Banking Corp. / Mizuho Bank / Resona Bank                    |

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## — BIOGRAPHY

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|------|--|
| 2000 | iNFORCE Co., Ltd. founded in Tokyo                                 |
| 2005 | Partnership with HP Japan — hardware sales established             |
| 2008 | Partnership with Expand / Adder / Spennare — exclusive Japan agent |
| 2020 | Expanded into the sustainability sector — refurbished product line |
| 2024 | Launched Smart Banner Rental — portable banner rental service      |
| 2025 | 25th anniversary — positioned as a marketing service provider      |

# Get in Touch.

— ◆ *We'd love to hear from you.*

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*Be Your Force.*

**iNFORCE**

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