



September 3, 2025

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, exclusive distributor of "LINE Sugumiere," starts introducing the service nationwide to sales partners and businesses on September 1.

Vision Group's ZORSE Co., Ltd. (Head Office: Sendai-shi, Miyagi; Representative Director: Takeshi Sase), which plays a part in supporting clients to improve their sales and provides a SNS management agency service such as LINE official accounts and Instagram (Official Account DX®), started introducing the new service "LINE Sugumiere" to businesses and stores nationwide. ZORSE is the exclusive distributor for the service, which is officially offered by LY Communications Corporation (Head Office: Hakata-ku, Fukuoka-shi; Representative Director/President/CEO: Yusuke Suzuki).

Launched on August 7, 2025, "LINE Sugumiere" is an extended tool that can be directly integrated with LINE official accounts. It provides a one-stop solution for customer acquisition and sales promotion challenges, offering functions such as customer management, segmented messaging, and template-based messaging.



Please refer to the press release of ZORSE Co., Ltd. for more information. * Japanese only
[ZORSE, exclusive distributor of "LINE Sugumiere," starts introducing the service nationwide to sales partners and businesses from now.](#)

■ ZORSE Co., Ltd. Corporate Profile



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 : 2,938,000,000 yen
- Homepage : <https://www.vision-net.co.jp/en>
- IR Information : 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