

Election of new directors for subsidiaries in Singapore

Geniee strengthens overseas office management structure
and business promotion structure

Geniee, Inc. (headquarters: Shinjuku, Tokyo, Representative Director and President: Tomoaki Kudo, hereinafter "Geniee") announces that we have elected Mr. Motonobu Sato to the position of Director at our overseas Group company Geniee International Pte., Ltd. (Singapore).

Since 2012, Geniee has focused on overseas business development based on our mission to Ad-Venture the Future. Geniee International Pte., Ltd. is our overseas office established in August 2012. The Geniee Group tapped Mr. Sato for his experience in local businesses to further increase partnerships with local corporations and promote further business expansion in the fast-growing Southeast Asian market.

Geniee strives to be the No.1 technology company not only in Japan, but throughout all of Asia and the company will continue to enhance the overseas office management structure and business promotion platform of the entire Group in order to achieve this goal.

<About Mr. Motonobu Sato>

Born in Tokyo in 1954. Joined Mitsui & Co., Ltd. in April 1977. Career history includes time as vice president of Mitsui & Co. Italy, Mitsui & Co. Broadband Sales Group Manager, Mitsui & Co. IT Solutions Business Group Manager, Mitsui & Co. Executive Officer & President of Mitsui & Co. Vietnam Ltd., etc. In April 2013, Sato was elected to chairman as the Japan Business Association in Vietnam. After retiring from Mitsui & Co. in March 2014, Sato was elected to serve as an Outside Director of Japan Steel Works, Ltd. (current). In January 2017, Sato was elected to serve as a director of the SOFIX Agriculture Promotion Organization (current). Having been stationed in Vietnam, Italy, Middle Eastern countries such as Kuwait, Sato has vast experience in overseas business and management.



【About Us】

Founded : April 14, 2010

Representative : Tomoaki Kudo , President

Capital : 766 million yen (As of end of March, 2017)

Head Office : 25F Sumitomofudosan Nishi-shinjuku Bldg.

7-20-1 Nishi-shinjuku Shinjuku-ku Tokyo, Japan

Overseas Bases : Singapore, Vietnam, Indonesia, China

Number of Employees : 213 (Consolidated, As of end of March, 2017)

Business :

We develop, operate and provide the No. 1 online media advertisement revenue maximization platform in Japan "GenieeSSP", and "GenieeDSP", "GenieeDMP" independently.

Providing marketing support services for advertisers and ad agencies.

Development and Support for introduction of Marketing Automation Platform "MAJIN".

<For press inquiries regarding this matter>

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