



3Q FY2020 Results Briefing Materials

Feb. 12, 2021

Operating income in the black in 3Q (cumulative) owing to substantial income growth

- ✓ Record high quarterly gross margin
- ✓ SaaS Business up 109% YoY, and chat profits accelerated business growth
- ✓ PMI progressing favorably following BST M&A

Introduction to Business

Developing Ad Platform Business related to online ads and Marketing Solutions Business related to digital transformation.

Also rolling out Japanese products overseas, primarily in Southeast Asia.

Ad Platform Business

Provide platform for buying and selling online ads



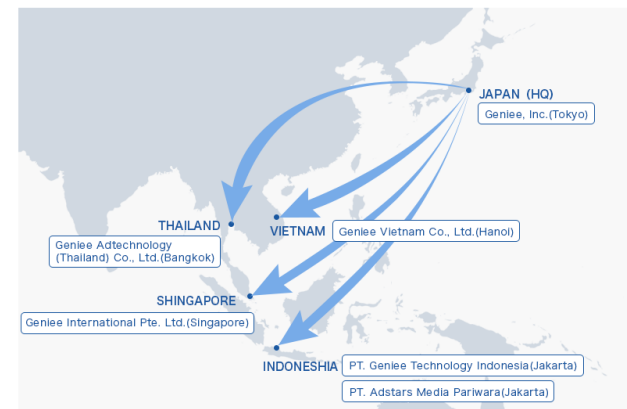
Marketing Solutions Business

Provide software for streamlining corporate marketing activities



Overseas Business

Roll out Japanese products overseas



Ad Platform has a high share. SaaS products keep high growth rates.

AD Technology : SSP Business

GenieeSSP

Supply Side Platform



Set up to automatically select and deliver ads
offering highest profitability to publishers

Transactions
5,000 publishers
No.1 Share
Annal sales 10.0 billion

AD Technology : DSP Business

GenieeDSP

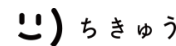
Demand Side Platform



Set up to automatically purchase ad slots, deliver ads, and
analyze creatives

500 advertisers
No. 1 in Japan in terms
of retained data

Marketing Solutions Business



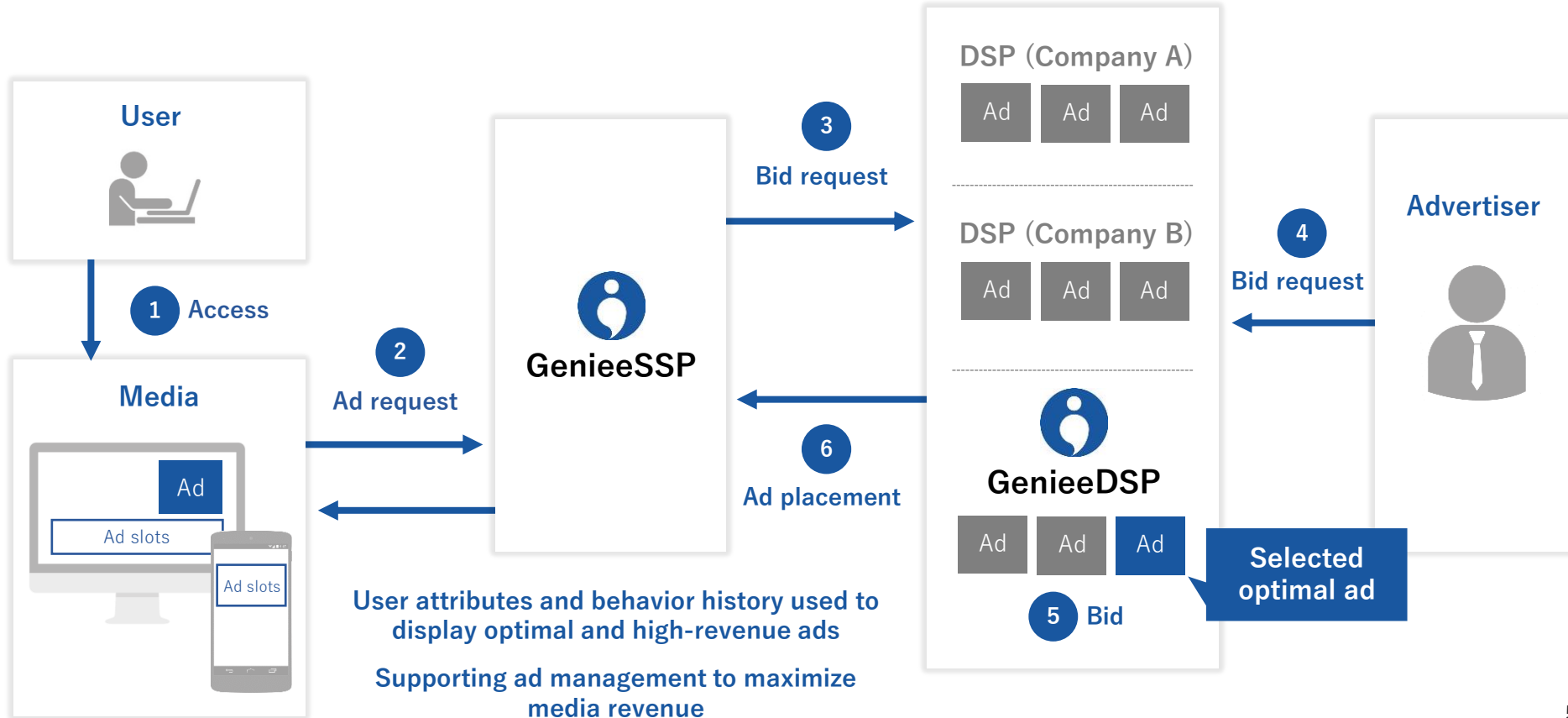
Products that enable strategic and efficient marketing
activities through centralized management of customer
information

- Chikyuu/Chamo: Seamlessly links marketing and customer/sales management
- MAJIN: Automates marketing activities such as e-mail distribution, web access logs, lead management, and scoring

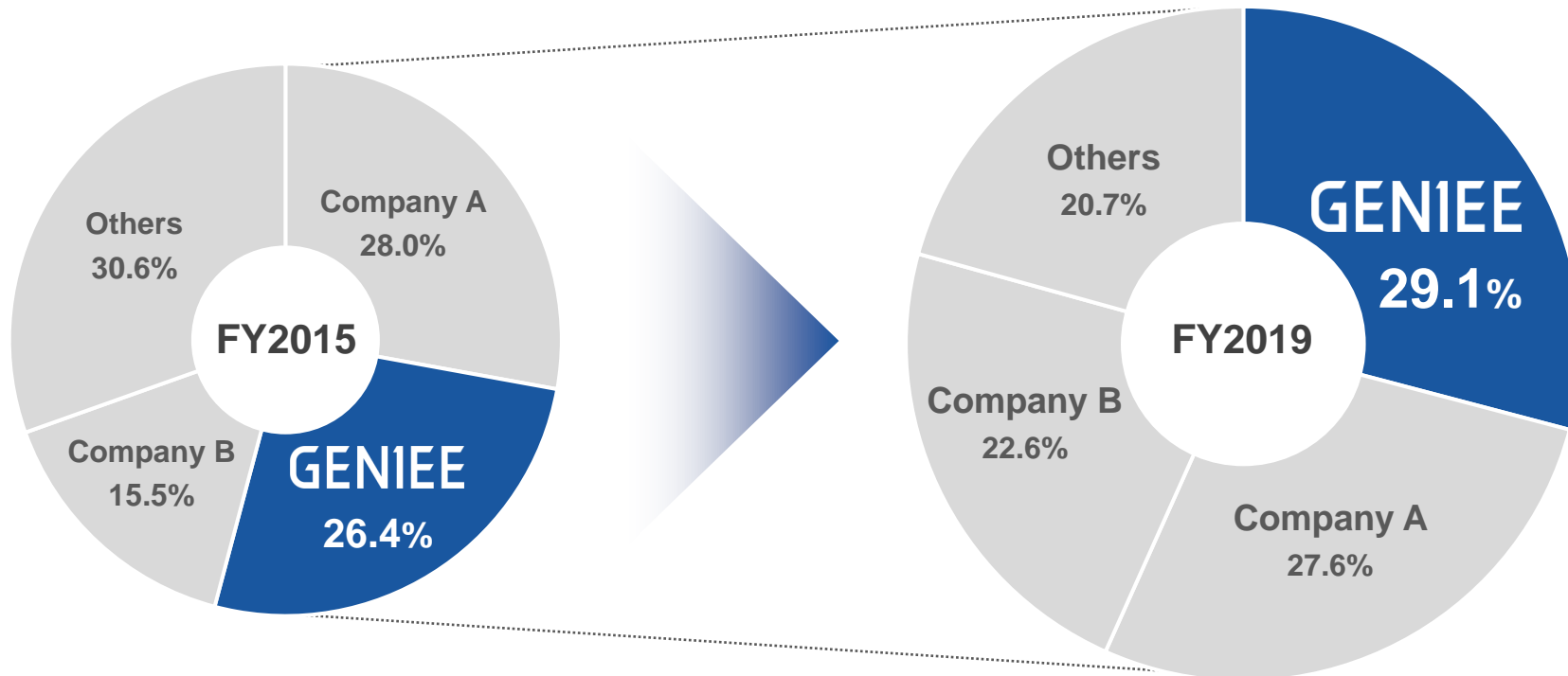
Transactions
10,000 companies
3Q growth rate
YoY : 209%

What is the Ad Platform Business?

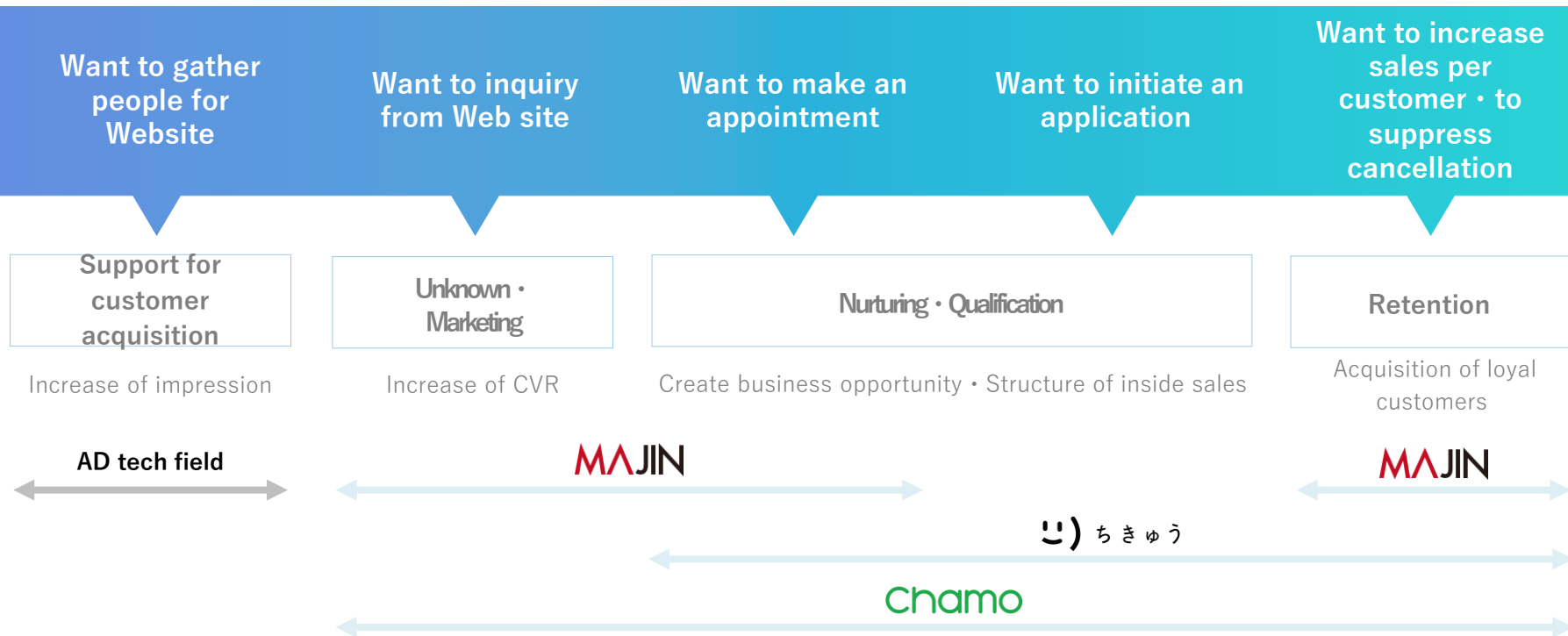
Develop Ad Platform Business providing SSP, DSP, etc. in online ad market.



Captured top share of SSP market in FY2016 and have maintained it since



「ちきゅう × MAJIN × Chamo」 are the only sales and marketing platform that can manage consistently, starting from attracting customers, sales promotion to accepting orders.



Developing SaaS-type business providing applications on the cloud



ちきゅう



Centralized CRM/SFA, from customer/negotiation management to analysis

MAJIN



Marketing automation tool providing uniform management & implementation, from marketing to sales promotion

Chamo



No. 1 chat tool in Japan adopted by 4,500 companies

se@rch



Site search service offering fast, highly accurate searches

Technology and Products

- Working on linking products, merging technologies of both companies

Sales

- Launched cross-selling of search engine service to existing customers/media
- Launched cross-selling of our products to BST customers

Operations and Infrastructure

- Relocated BST office to ours to promote harmony and collaboration between employees

Launched overseas development in third year after founding. Collaborated with overseas companies and carried out many investments and acquisitions. Also have deep connections to top IT companies in Asia.

3Q net sales amounted to 450 million yen, and operating income remained in the black.

Japan
Headquarters

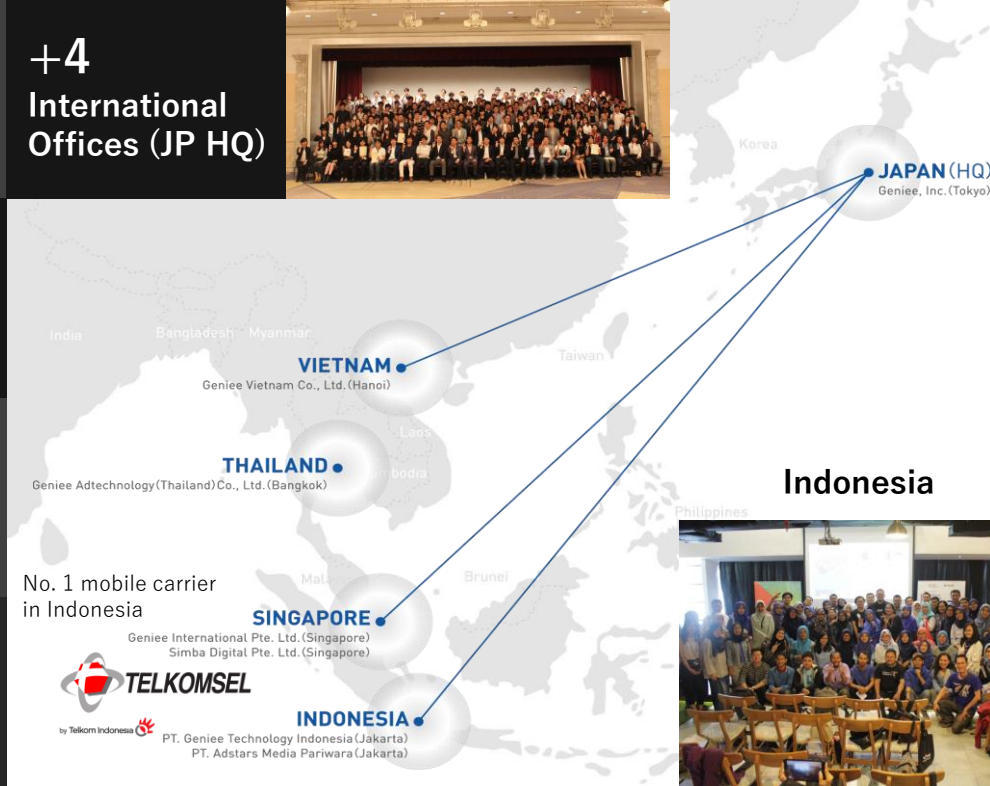
+4
International
Offices (JP HQ)



80 billion
impressions
managed per
month

10,000+
Active
Publishers
worked globally

50,000+
Campaigns
managed per
month globally



Indonesia



Vietnam

3Q FY2020 Financial Results Overview

Operating income increased in 3Q, moving it into the black for the cumulative period.

Gross margin also increased substantially, and ordinary income also moved into the black.

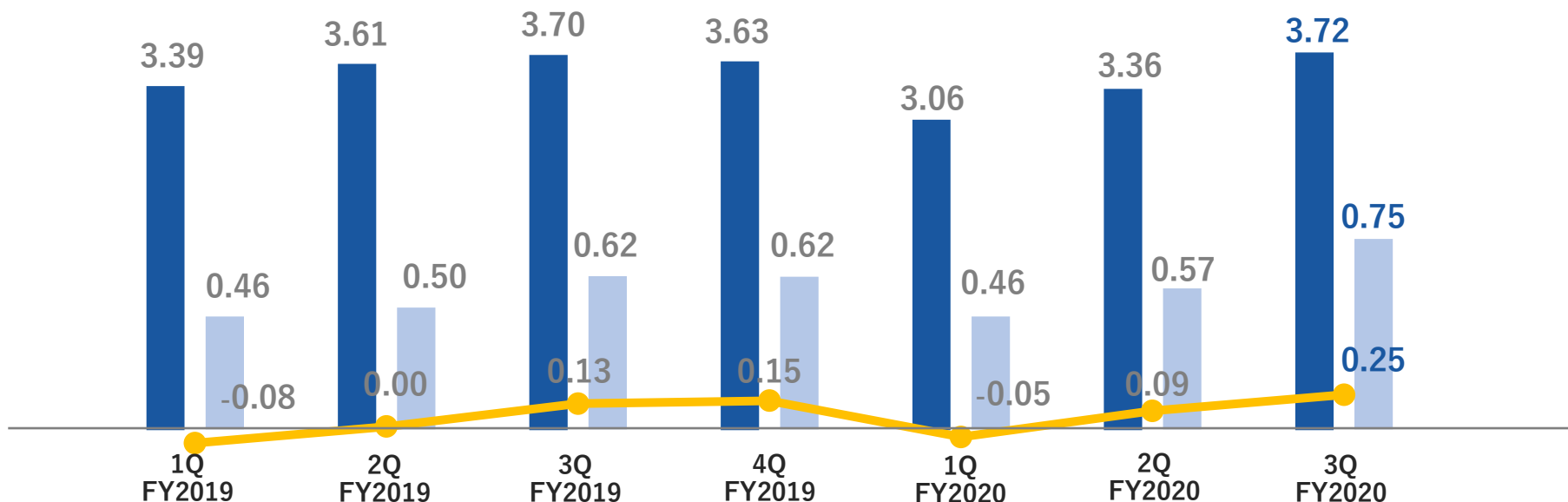
(Unit: JPY billion)

Consolidated earnings	3Q FY2019	3Q FY2020	YoY	3Q Cumulative FY2019	3Q Cumulative FY2020	YoY
Net Sales	3.70	3.72	0.02	10.70	10.15	-0.55
Gross Margin	0.62	0.75	+0.13	1.59	1.79	+0.20
Operating Income	0.06	0.16	+0.10	-0.16	0.03	+0.19
Ordinary Income	0.06	0.14	+0.08	-0.18	0.00	+0.18
EBITDA	0.13	0.25	+0.12	-0.05	0.30	+0.25

Income recovered as anticipated. Income increased more in 3Q than previously disclosed forecast, and gross margin hit record high on quarterly basis.

■ Net Sales
■ Gross Margin
● EBITDA

(Unit: JPY billion)



Ad Platform Business

Increased income in the main supply-side businesses by promoting sales expansion and increased efficiency of services. As for demand-side business, we expanded business in the online business domain, including e-commerce. In the digital OOH domain, we partnered with major billboard media, developed new ad products, and conducted experiments on visualization of ad value, etc.



Marketing Solutions Business

Strengthened functions of Chikyu and other products. Also overhauled Chamo. Continued to participate in online and other events and expanded sales of each product. Made Business Search Technology Corporation, which provides site search and EC site search services, a wholly owned subsidiary, expanding our business in SaaS domain.

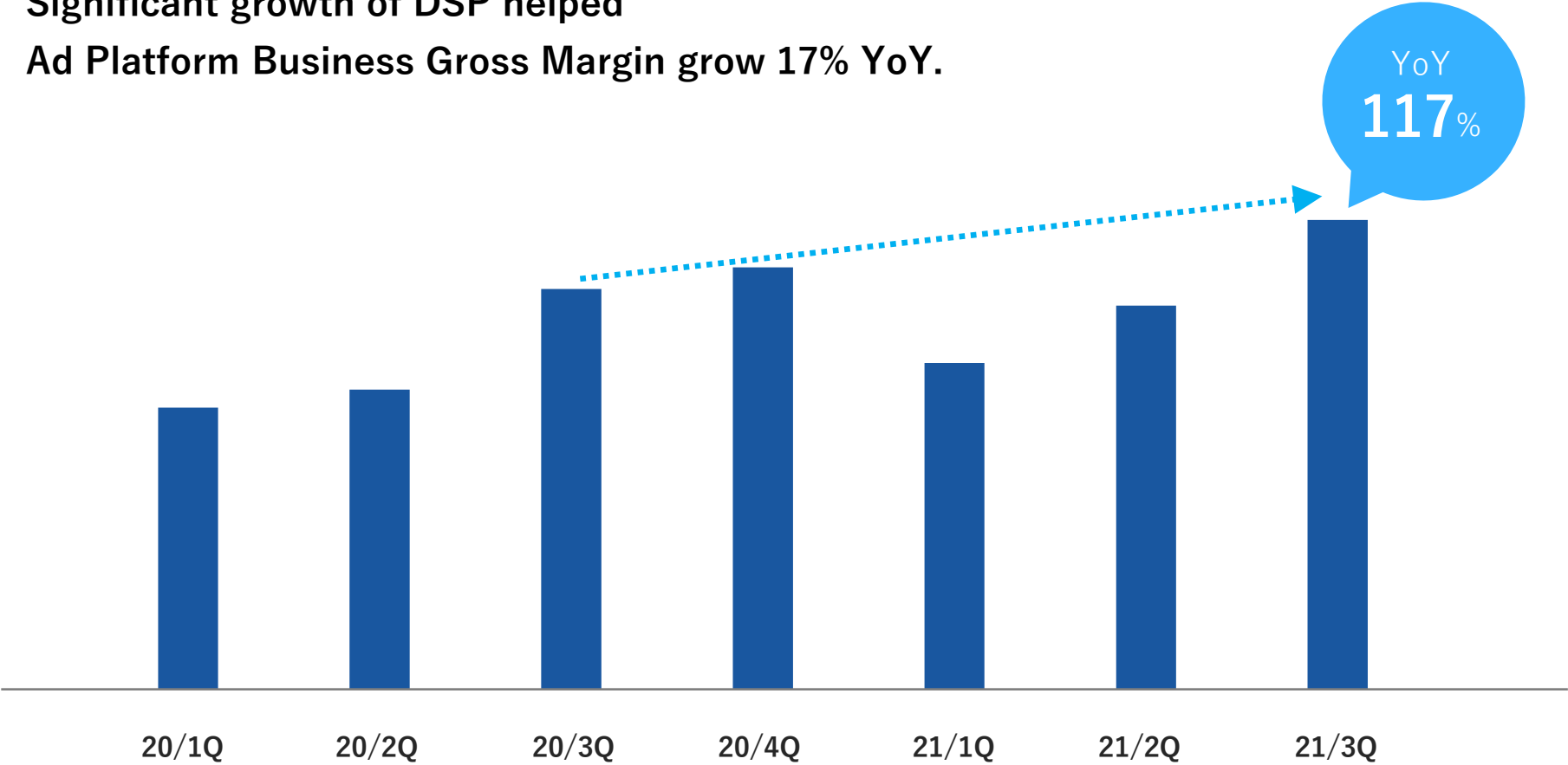


Overseas Business

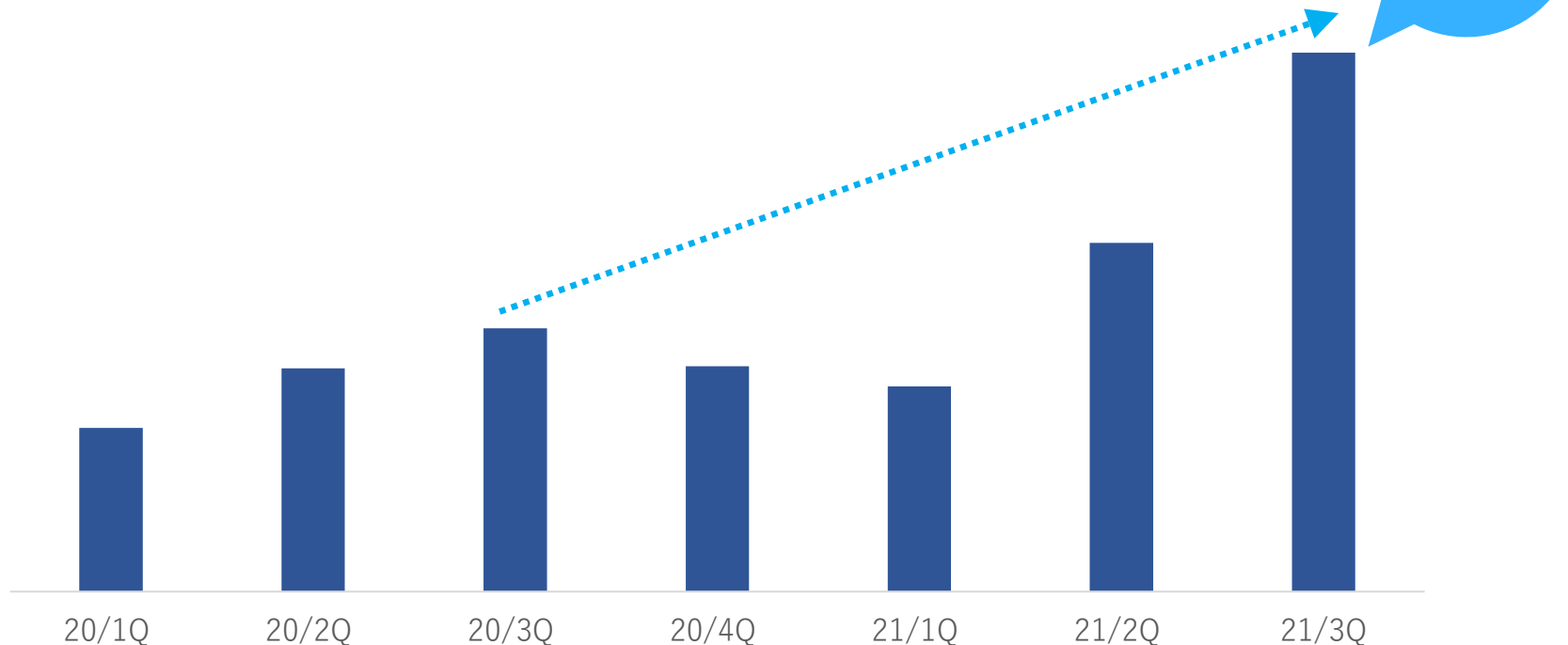
We worked on strengthening the supply side reseller business. At the same time, efforts that we carried out the previous year, such as shrinking unprofitable businesses, bore fruit and brought significant improvement to our profit structure.



Significant growth of DSP helped
Ad Platform Business Gross Margin grow 17% YoY.



Completed overhaul of Chamo, which now contributes to income.
Sales of each product increased, driving significant growth of 109% YoY.



※SaaS products : Chikyu / Chamo / MAJIN

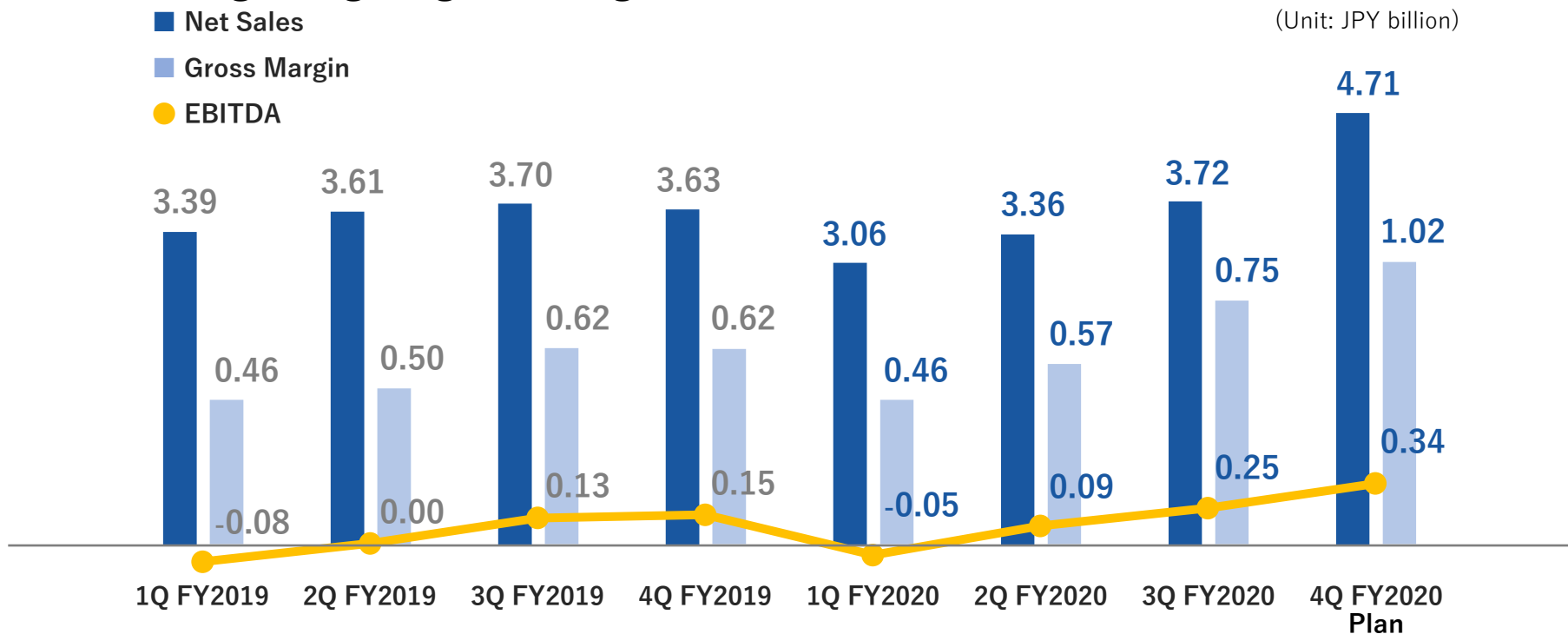
FY2020 Full-Year Business Outlook

In light of most recent declaration of state of emergency, full-year forecasts of 25% growth in gross margin and 180 million yen in operating income remain unchanged from previous announcement.

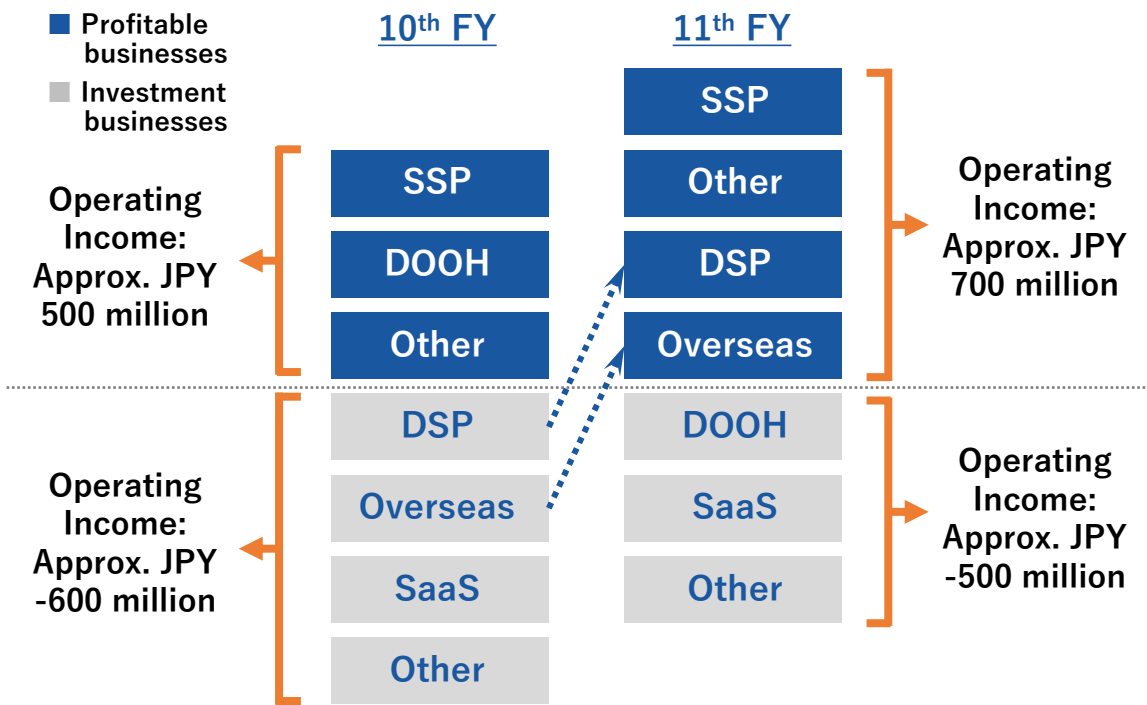
(Unit: JPY billion)

	FY2019 (Actual)	FY2020 (Forecast)	YoY
Net Sales	14.34	15.58	+8.6%
Gross Margin	2.22	2.78	+25.5%
Operating Income	-0.09	0.18	- %
Ordinary Income	-0.14	0.17	- %
EBITDA	0.21	0.54	+156.1%

3Q operating income exceeded plan owing to expansion of SaaS product sales.
In 4Q, Chamo will become profitable, and SaaS Business will enter phase of contributing to higher gross margin.



DSP and overseas business profitable and beginning to contribute to income.
Will continue to invest in DOOH and SaaS business, prioritizing expansion of market share.



Rapidly growing industries

Leading SaaS companies

RAKUS Co., Ltd.

Market cap: JPY 368.2 bil
Previous year's net sales: JPY 11.6 bil

freee K.K.

Market cap: JPY 515.6 bil
Previous year's net sales: JPY 6.8 bil

Money Forward, Inc.

Market cap: JPY 216.5 bil
Previous year's net sales: JPY 7.1 bil

Sansan, Inc.

Market cap: JPY 285.2 bil
Previous year's net sales: JPY 13.3 bil

Chatwork, Inc.

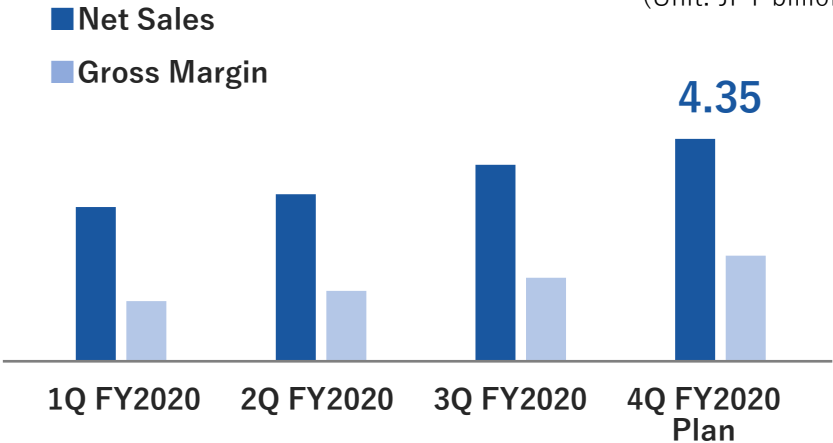
Market cap: JPY 52.8 bil
Previous year's net sales: JPY 1.8 bil

*Market cap is as of February 10, 2021

Advertising-related business to generate increased profits. Heavy investment in SaaS business will end this year, and next year, we will aim for single year profit and net sales at the same level as other listed SaaS companies.

<Advertising-related Business>

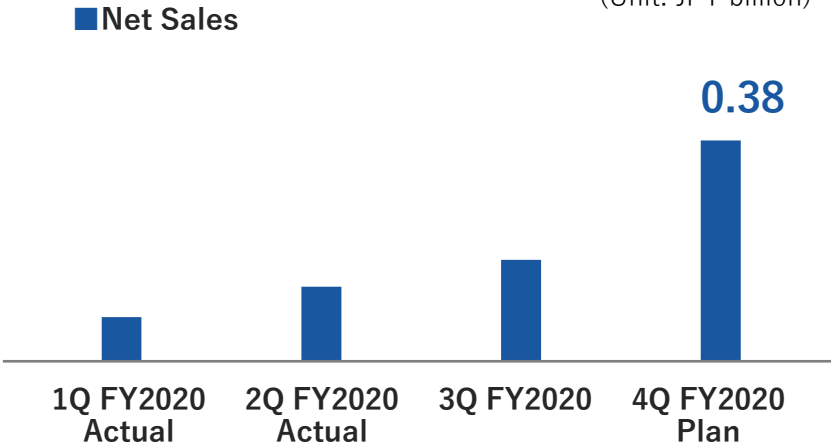
(Unit: JPY billion)



*Advertising-related business: SSP/DSP/DOOH/
ad management / overseas /other

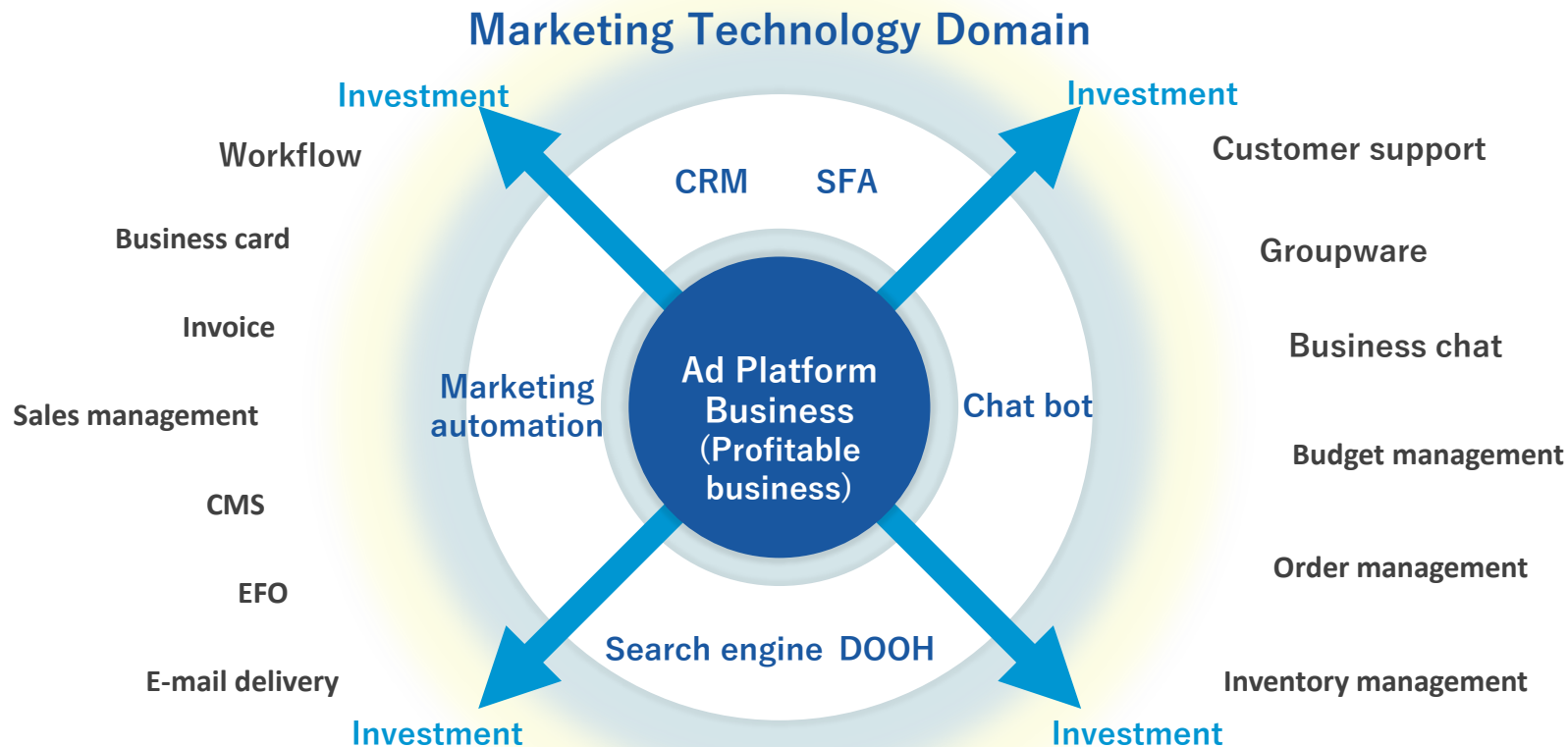
<SaaS Business>

(Unit: JPY billion)



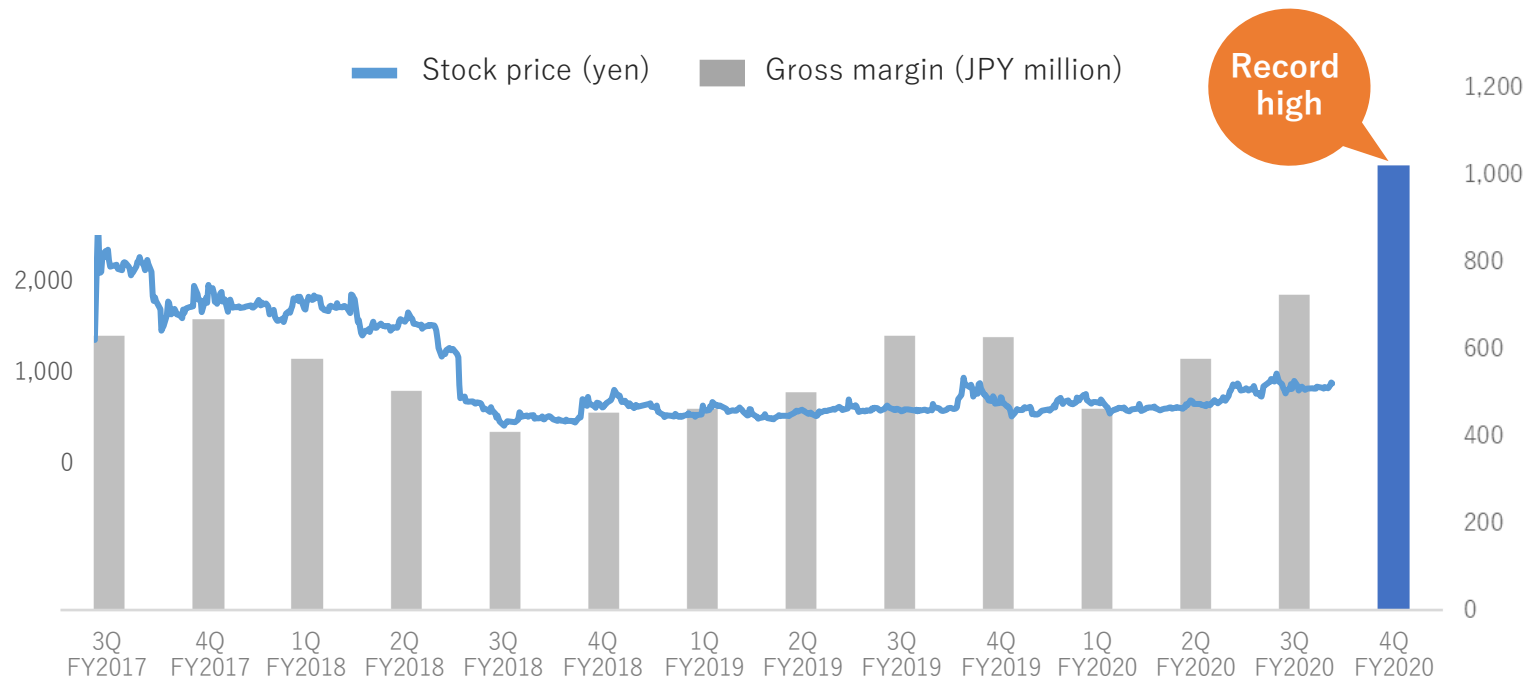
*SaaS business: Chikyu /Chamo/MAJIN/ Business Search Technologies
Business Search Technologies included in scope of consolidation as of 4Q

We will continue to invest profits from the ad platform business in growth domains to become a leading company in the marketing technology domain.



Stock Price: JPY 878 as of February 10

Steadily grow company in short, medium, and long term, enhance IR, and tie that into increasing stock price.



Reference Materials

The Geniee spirit and mission

Founding Spirit

**To create a global technology company
founded in Japan.**

Mission

**Use technology to create new value and work
together with clients to build success**

We believe in the possibilities of technology.

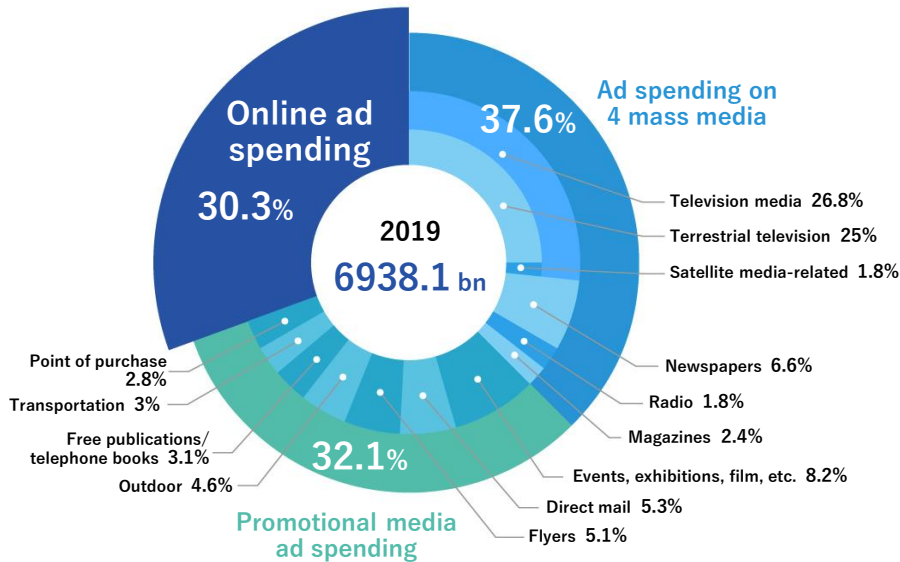
We bring new value to corporate marketing activities to create products that promote innovation.

As a Japanese technology company, we have a deep understanding of business in Asia.
We reflect this understanding in our products and services to achieve new success for Asian companies.

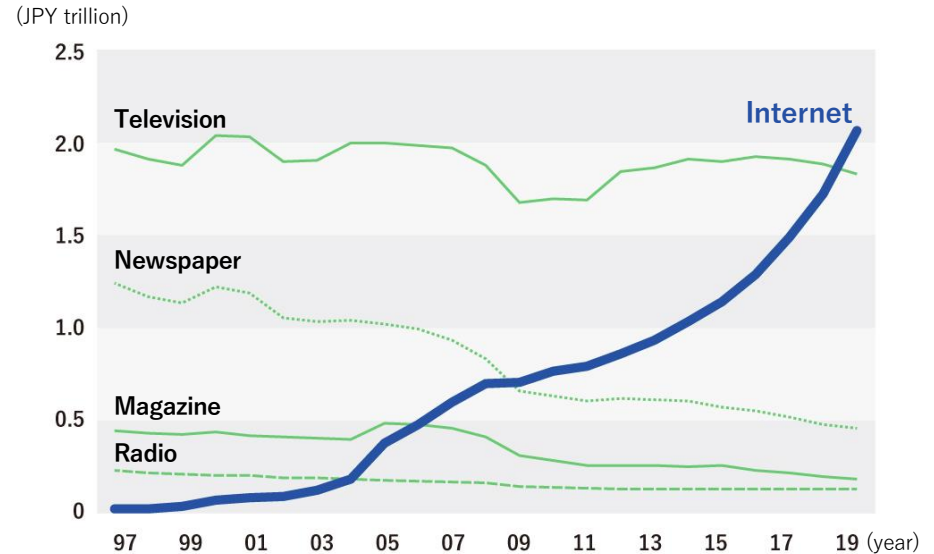
The ad market is roughly JPY 6.9 trillion. Online ads account for around 30% of it.

The online ad market is growing every year and is projected to approach JPY 3 trillion by FY2023.

Composition by media

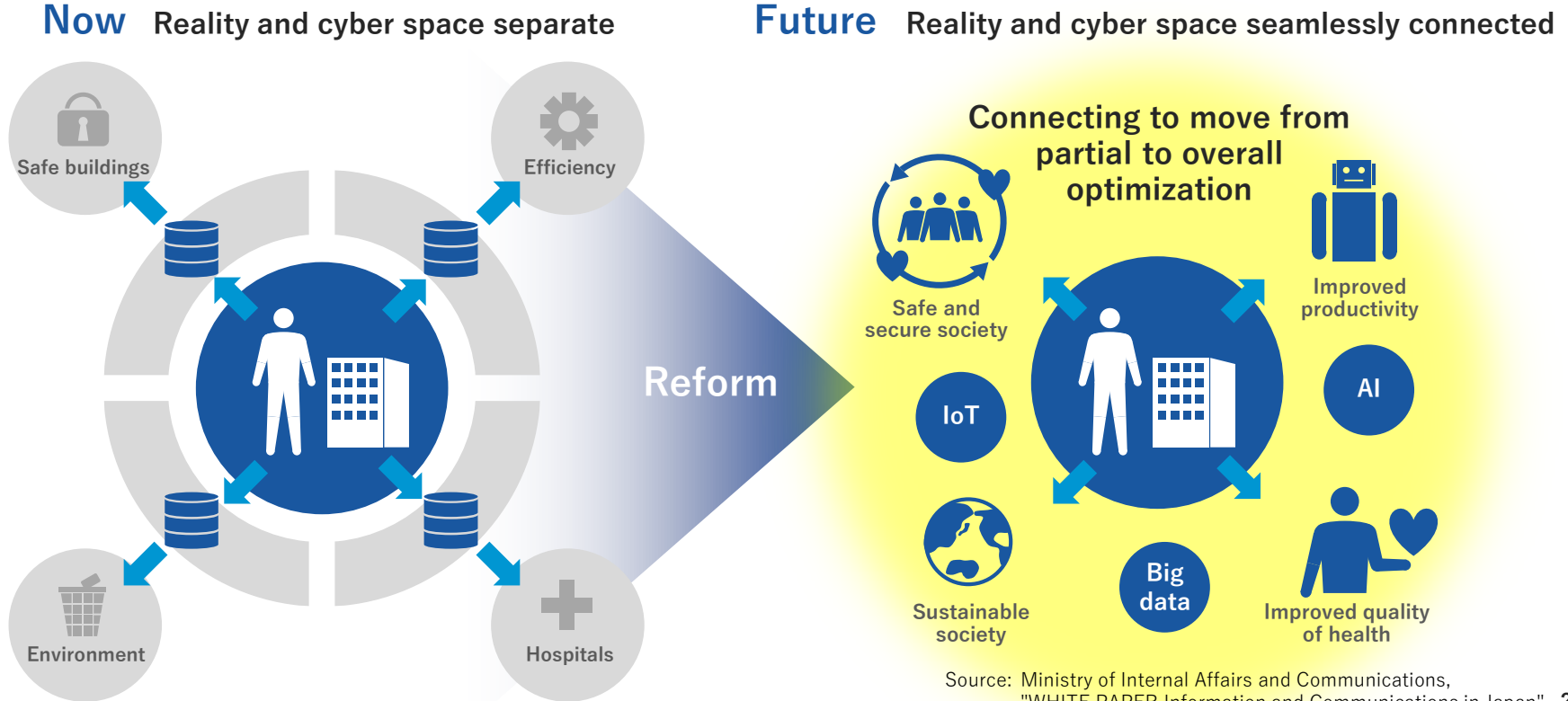


Trend in online ad market



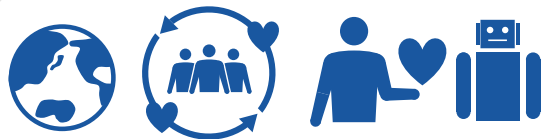
Digital transformation (DX) refers to transforming business models using ICT.

Existing traditional industries are being replaced by new digital services one after another.



Expand scale in aim of reforming business model and creating new businesses

Will grow to more than 2.3 trillion yen by 2030 owing in part to work style reform

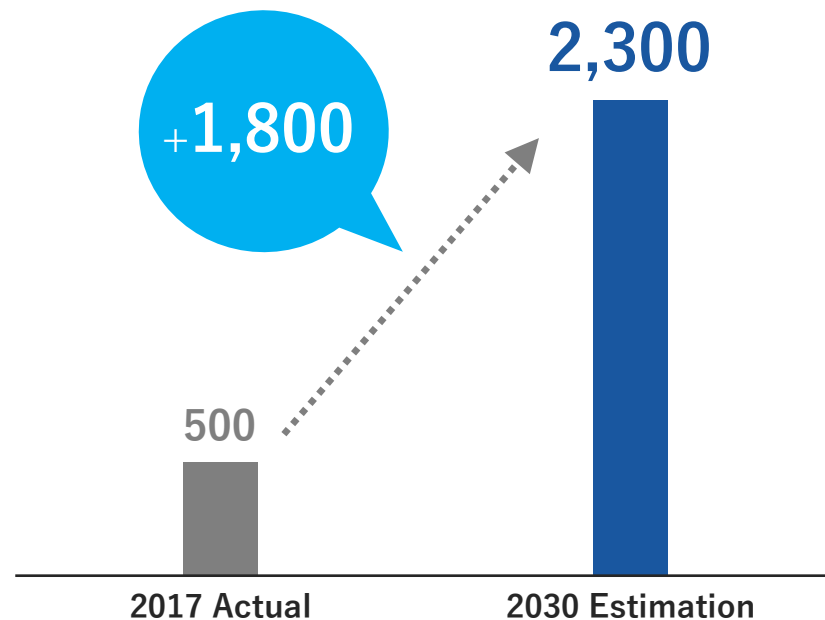


Digital transformation market

2030

¥2,300 bn

(Unit: JPY billion)



Business development capabilities

Entrepreneurial spirit and will to face difficulties

Sell innovative products in Asia



GENIEE

3 competitive advantages

Technology

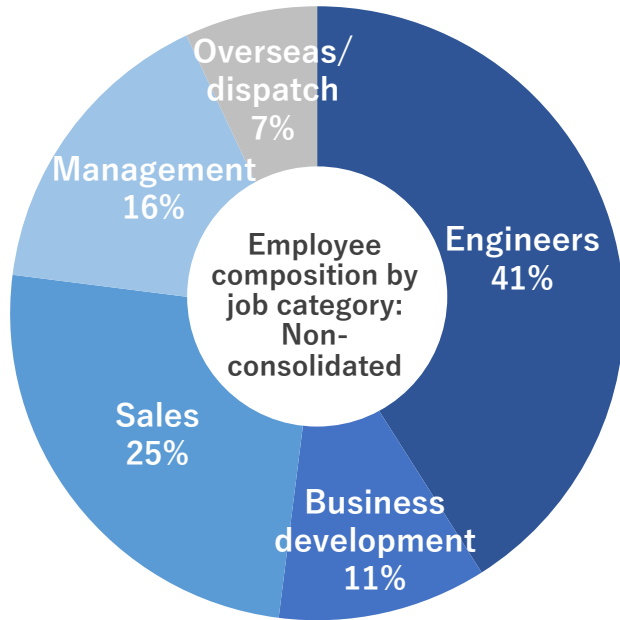
An organization of nearly 100 engineers creating innovative products

Nearly half have a Ph.D. in information engineering

SoftBank Corp. Company

Business alliances offering numerous business merits

Development personnel account for roughly half of all personnel and develop revolutionary products and businesses



(As of September 30, 2020)

Data processing technology enabling several hundred thousands of requests (ad distribution orders) per second



- Around 15 terabytes of data processed daily, among the top in Japan
- Distribution system infrastructure fully handmade using on-premise* servers
- Data center in Singapore allows overseas delivery as well

* Independent management and operations in which we install and implement information system hardware in our data centers and other facilities ourselves

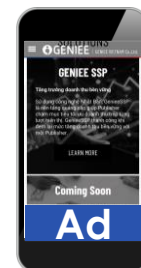
Developing a solid structure of collaboration since start of capital and business alliance in 2014

Major Shareholders

Name	Shares Owned	%
Tomoaki Kudo (Representative Director and President)	6,541,400	36.36
SoftBank Corp.	5,625,000	31.27
Hiroshi Hirose (Director)	657,800	3.65
Trans Cosmos Co., Ltd.	495,000	2.75
SBI SECURITIES Co., Ltd.	403,180	2.24

Management from long-term perspective possible thanks to stable shareholders composition

Strengthen and expand cross-border services offered in collaboration with Softbank.

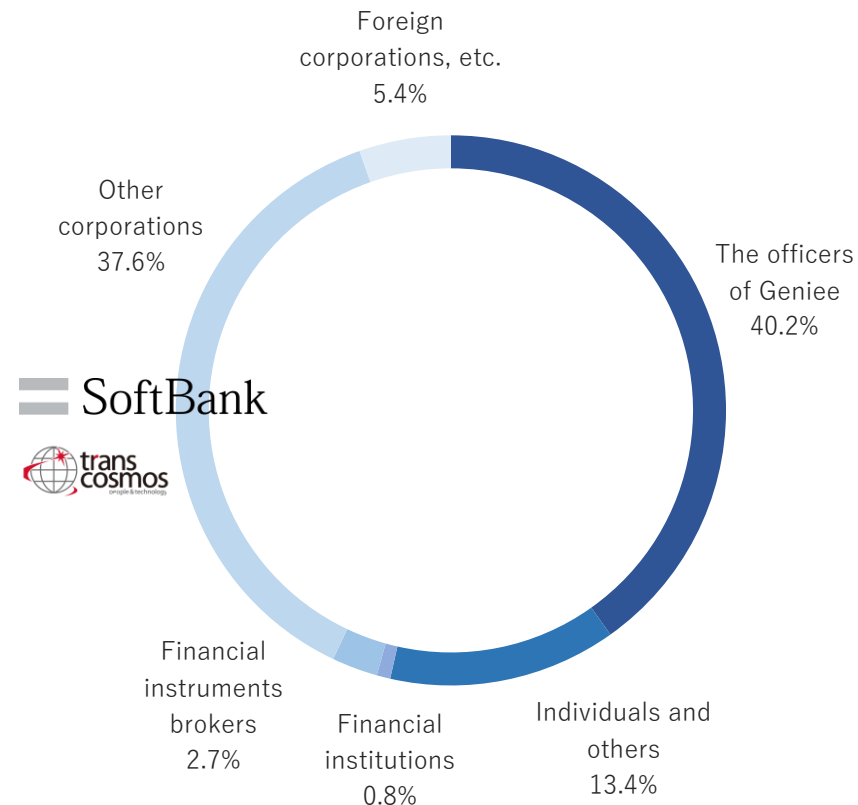


Company Name	Geniee, Inc.	Employee	273 (Consolidated, As of the end of September 2020)
Business	Marketing Technology Business	Establishment	April 14, 2010
Headquarters	Sumitomo Realty & Development Shinjuku Oak Tower 6th Floor, 6-8-1 Nishi Shinjuku, Shinjuku-ku, Tokyo 163-6006	Capital	¥1,546 million
Representative	President and CEO Tomoaki Kudo	End of Fiscal Year	March 31
Executive Officers	<p>Director Hiroshi Hirose Michimasa Naka (Outside) Koichi Machida (Outside)</p> <p>Director and Audit & Supervisory Committee Member Katsuyuki Toritani (Full-time, Outside) Yukio Todoroki (Outside) Katsumasa Niki (Outside)</p>	Group company	<p>Geniee International Pte., Ltd. Geniee Vietnam Co., Ltd. PT. Geniee Technology Indonesia Geniee Adtechnology (Thailand) Co., Ltd. PT. Adstars Media Pariwara</p>

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Trans Cosmos Co., Ltd.	495,000	2.75
SBI SECURITIES Co., Ltd.	403,180	2.24
NICE SATISFY LIMITED	402,000	2.23
Takuya Yoshimura	357,500	1.98
AT- I Investment Limited Partnership	330,900	1.83
Fenox Venture Company IX, L.P.	258,000	1.43
Anchor Advisors TMT3 Investment Limited Partnership	204,900	1.13

Shareholder Composition by Owner



Recent Releases

12/11	Substantially strengthened EFO and other functions of Chamo online chat-based customer service platform to increase EC site conversion rate
11/11	Geniee launches provision of automatic bidding function utilizing AI in GENIEE DSP
11/10	GENIEE SSP, one of the largest services of its kind in Japan with 20,000 domestic and overseas users, partners with Israeli DSP Persona.ly
11/09	Geniee partners with Hoikushi Club operator Asuka to launch new advertising plan for agencies
10/27	Geniee, Japan Automatic Door Co., Ltd., and Ymix partner for DOOH business
10/26	Geniee makes Business Search Technologies Corporation, a developer and provider of a high speed, high accuracy search engine, a wholly owned subsidiary
9/29	Geniee and HIT CO., LTD. commemorate the release of online DOOH platform HIT-DSP, their collaborative DOOH project Ad slots on leading large outdoor screens in Japan essentially free for limited time only!
9/08	Chamo, the Japanese chat bot adopted by over 4,500 companies, undergoes overhaul
8/19	New function available in cloud-based sales support system Chikyu: Easily and cost-efficiently convert large volumes of business cards into digital data in-house!
7/29	Yunika Corp. and Geniee partner to develop YUNIKA VISION DOOH, ad distribution service for DOOH
7/09	Keio Agency, Inc. and Geniee partner to begin experimenting on visualization of ad value
7/02	Geniee and Tokyo Verdy Club sign marketing partnership agreement

The consolidated earnings goals and other figures indicated in these materials reflect judgments based on information available at the time of creation and contain elements of uncertainty.

Actual performance may differ from actual results due to various factors.

