



**FY2022 Results Briefing Materials**  
May. 11, 2023

## • Message

- **Steadily increased gross profit (up 37% YoY) and operating income (up 317% YoY)**
  - **Operating income was 2.45 billion yen—a major record high**
  - **Aim for high growth from FY23 to FY25**
- 
- ▶ **Ad Platform Business grew average revenue per customer 13% YoY, achieving a record high.**
  - ▶ **Marketing SaaS business increased its sales ratio to 34.2%. Expanded ARR to 1.9 billion yen.**
  - ▶ **Overseas business made a major advance with 54.7% YoY growth despite recession in 4Q.**
  - ▶ **In February 2023, acquired ZELTO to drive overseas business expansion in the in the future.**
  - ▶ **In April 2023, established an AI subsidiary "JAPAN AI" to provide AI-related services.**
  - ▶ **Created a new mid-term plan that aims for a profit of 4.5-5.5 billion yen in FY25, up from 2.0 billion yen in FY23.**

## Trends in Companywide Performance

### Business Performance

In FY2022, the company acquired ZELTO, which had been held in the general investment portfolio since the beginning, and recorded a marginal gain from the staged acquisition, which contributed significantly to securing the profit level required for the change in the prime market.

Adjusted operating income, which excludes one-time gains and losses, also grew steadily, increasing 41%.

	FY2020 (IFRS*1)	FY2021 (IFRS*2)	FY2022 (IFRS)
<b>Net sales</b> revenue* (Millions of yen)	3.38 billion yen	4.82 billion yen	6.45 billion yen
<b>Gross profit</b>	2.60 billion yen	3.74 billion yen	5.14 billion yen
<b>Operating income</b>	240 million yen	580 million yen	2.45 billion yen
(One-time gains/losses)	-	(-0.2 billion yen) Software impairment: -0.2 billion yen	(+1.33 billion yen) Loss on disposal of software: ▲-280 million yen Marginal gain on step acquisitions: +1.62 billion yen
(Adjusted operating income)	(240 million yen)	(790 million yen)	(1.11 billion yen)
<b>Net income attributable to the parent company</b>	190 million yen	500 million yen	2.11 billion yen

\*1 FY2020 is adjusted to IFRS basis and net sales revenue.

\*2 Revenue from advertising platform business is recorded gross until FY2021, so revenue is recorded net in line with FY2022.

# Business Performance by segment

The Ad Platform Business continued to grow at a strong and high rate.

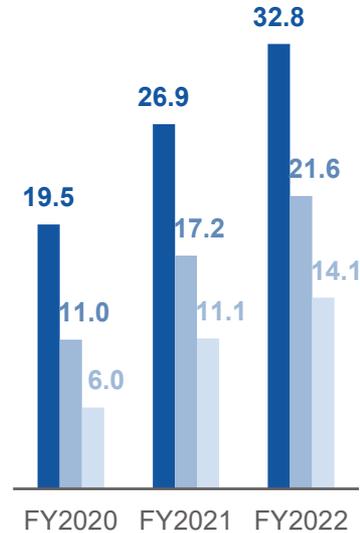
Marketing SaaS business continues to focus on sales growth and investment.

Overseas business expanded significantly due to the enhancement of the application domain.

## Ad Platform Business

(Billions of yen)

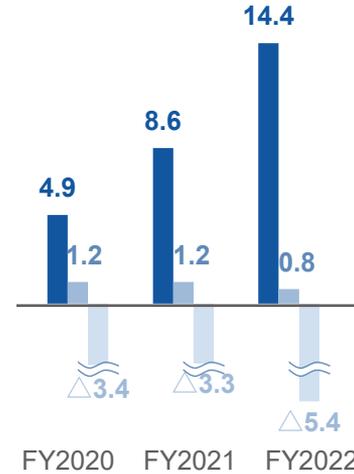
- Gross profit
- Segment income
- Operating income



## Marketing SaaS Business

(Billions of yen)

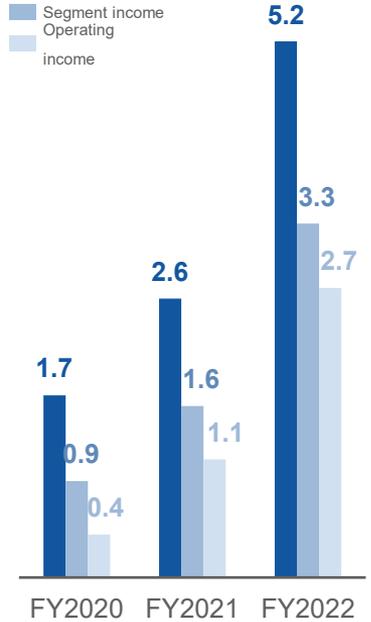
- Gross profit
- Segment income
- Operating income



## Overseas Business

(Billions of yen)

- Gross profit
- Segment income
- Operating income



## Topics

# Acquisition of ZELTO as a subsidiary

Provide high-quality, cutting-edge services to the global media through synergy effects of technology and knowledge sharing with ZELTO.

### About Us

- Name of company Zelto, Inc.
- Representative Ankit Oberoi, CEO
- Head quarters Delaware, U.S.A.
- Establishment August 4, 2014
- Capital stock US\$2,656 thousand (¥345 million)
- Overseas bases India
- Business Advertising platform for media



- Inc.5000 "Fastest Growing Private Companies in the U.S." #154 (2020)
- Financial Times "List of Fastest Growing Private Companies in the U.S." #19 (2021), #33 (2022)

## Business Overview

Founded in 2014 in the United States. Operating in Europe, US, and APAC areas, the company has established itself as the market leader in the area of advertising revenue optimization in the APAC region.

- Google Certified Publishing Partner (GCPP)
- Participation in Microsoft Accelerator

Ad Revenue Optimization Platform  
**zelto**

### Optimization



- Website Content
- Ad space layout
- Ad Size
- Ad Type

### Publisher



Contribute to publishers' revenue growth

## Business Performance

(Thousands of U.S. dollars)	20/12	21/12	22/12
Consolidated net sales	5,218	10,231	9,835
Consolidated Gross Profit	4,640	9,024	8,462
Consolidated operating income	2,540	5,958	4,544

## Earnings Forecast

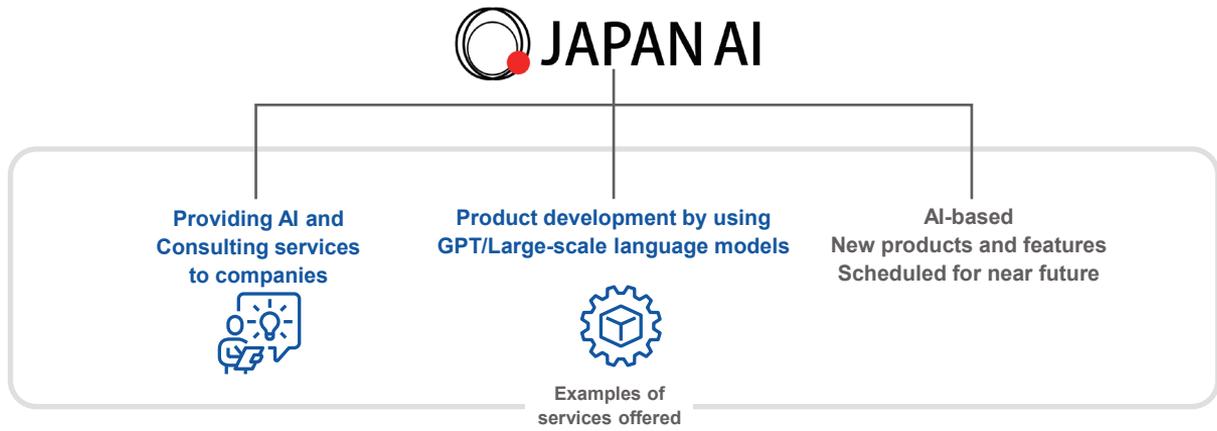
(Thousands of U.S. dollars)	24/03	25/03	26/03
Consolidated net sales	9,337	12,956	20,221
Consolidated Gross Profit	7,511	10,736	17,324
Consolidated operating income	4,009	6,507	11,876

# Topics

## New AI company establishment

With an ambitious and innovative vision and state-of-the-art technology, we established a new company “JAPAN AI” to contribute to the growth of companies and the revitalization of industry through the use of AI.

### Business Overview



### Internal AI Assistant Service JAPAN AI Chat(™)

An internal AI assistant service with high response accuracy that is easy for anyone to use while incorporating advanced security, and equipped with the latest version of OpenAI's API to improve employee work efficiency and productivity.

#### Feature ①



Improved response accuracy with individual company prompt support

#### Feature ②



Ensure safety and monitoring of use by administrator function

- 1. Business Overview**
2. FY2022 Results
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4. Marketing SaaS Business
5. Medium- to long-term policy



# Business Purpose

The worldview behind Geniee products and services

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**To create a world where anyone can succeed at marketing**

# Corporate Purpose

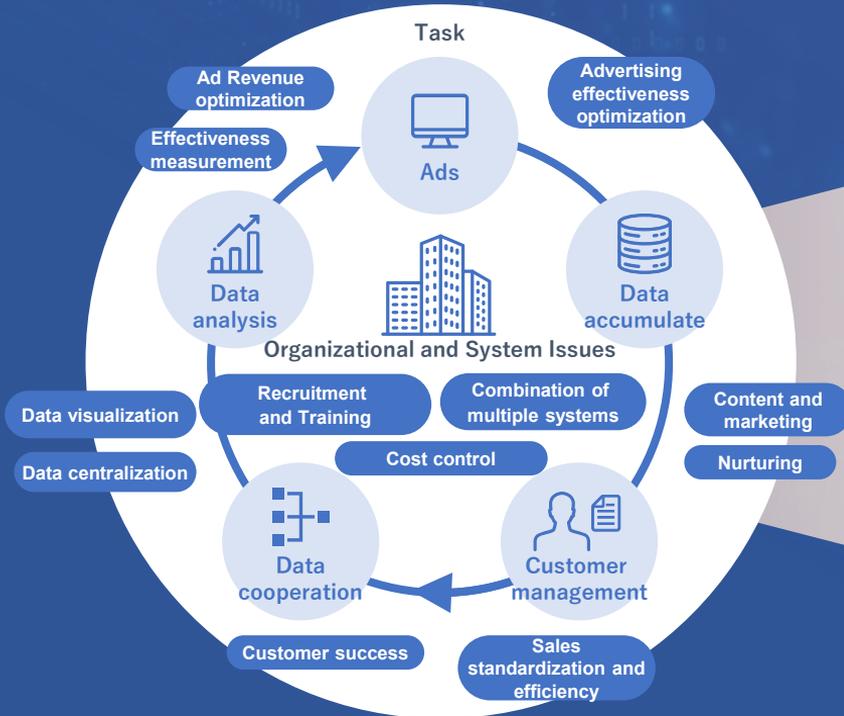
Our organization's long-term goal and raison d'être

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**To serve Japan and Asia as a Japan-based global technology company**

## • Genie Group aims to be...

- The Genie Group provides comprehensive support for solving increasingly complex and sophisticated marketing issues
- Aiming for a world where companies can more smoothly spread their high value-added products and services throughout society by lowering marketing hurdles



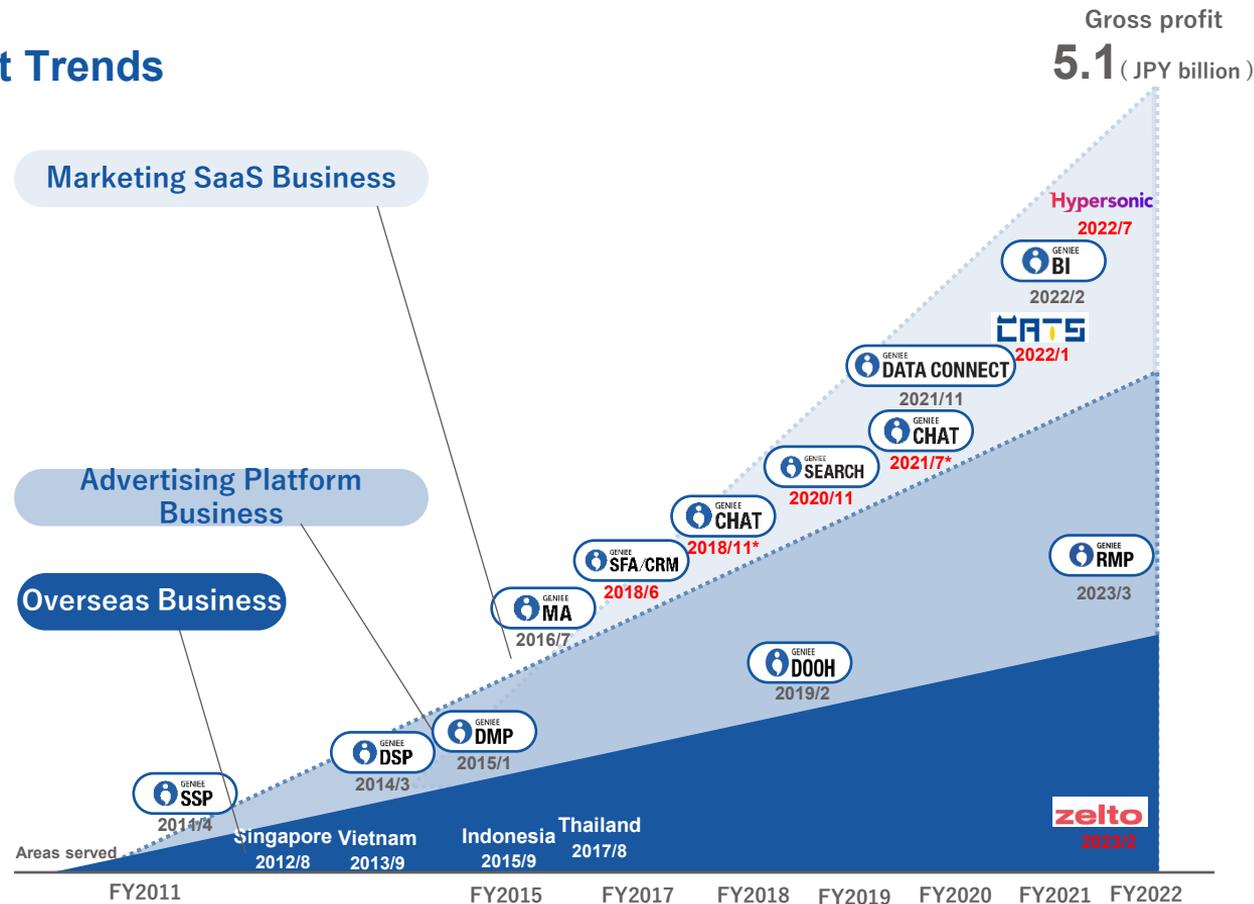
- One-stop platform
- Diverse Products domains

A world where anyone can succeed at marketing

- High cost performance
- Automation and streamlining of operations

# Business Portfolio and Consolidated Gross Profit Trends

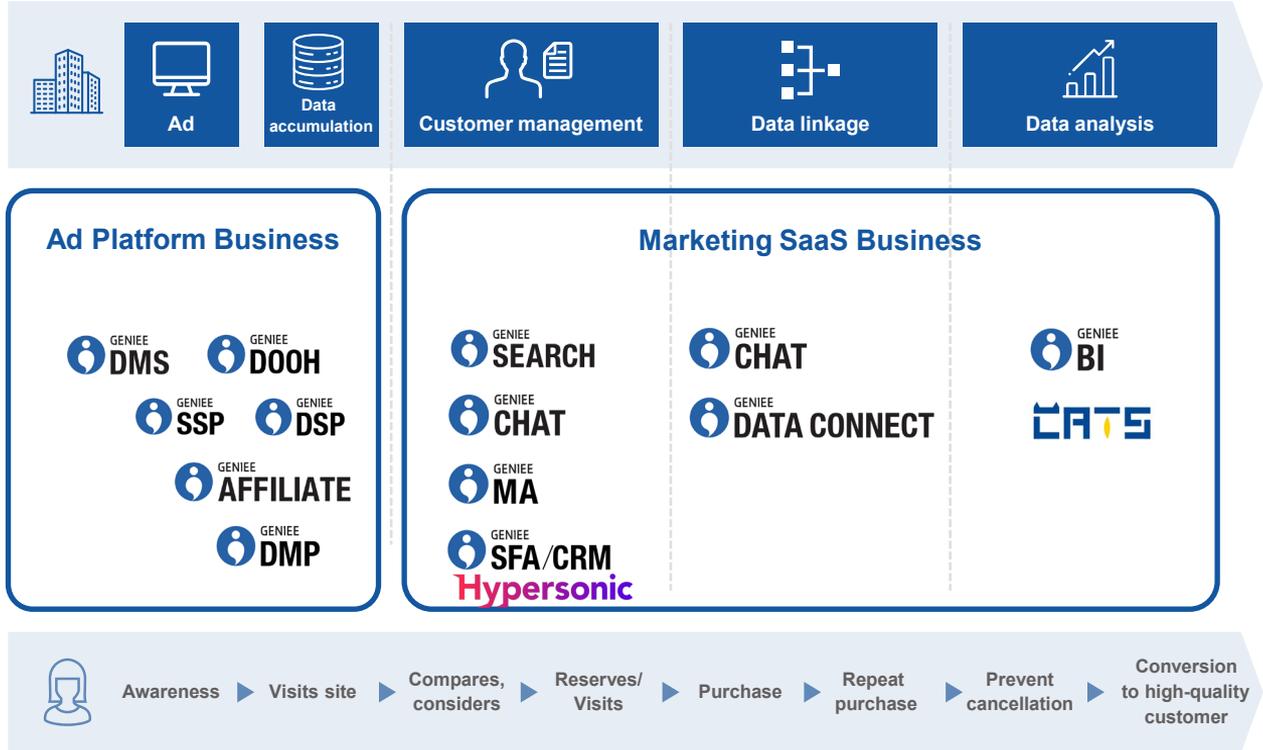
In FY2016, our main business “GENIEE SSP” became one of the top in its class in Japan. In 2016, the company began offering SaaS products and expanded its business with mergers and acquisitions. Overseas operations have been expanding since 2012, and with the acquisition of ZELTO in 2023, the percentage of overseas sales will increase significantly.



\* Those in red were acquired through M&A. Note that the first business acquired by GENIEE CHAT was the former Chamo and the second was the former Engagebot, now branded CHAT

# Business domain

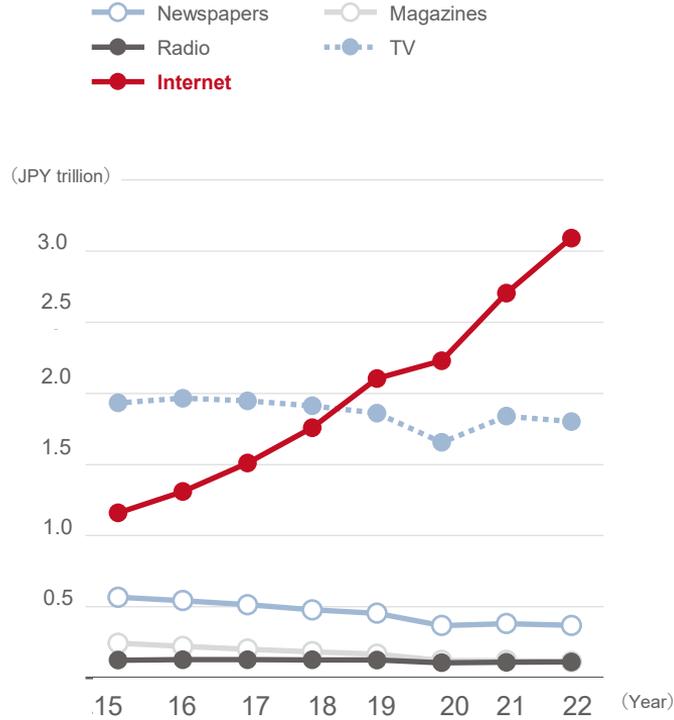
We provide companies with convenient, cost-effective marketing solutions. Through the companies we serve, we deliver accurate marketing that is relevant to users.



# Market size

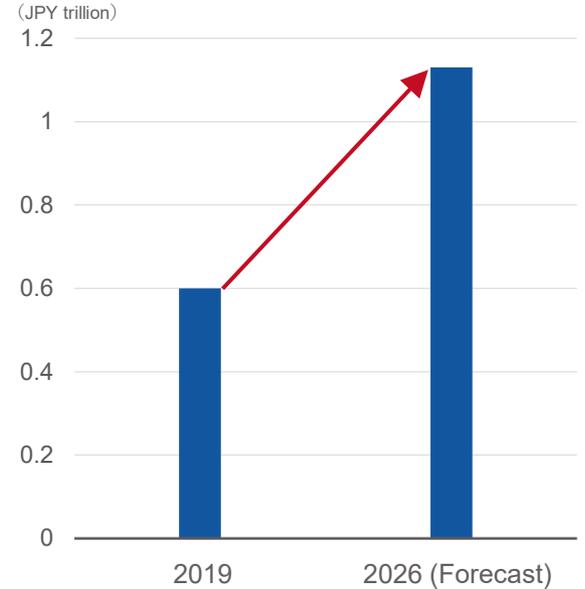
The marketing technology industry in which we operate (online ad market and SaaS market) is growing rapidly due to the prominence of online media and advances in digital transformation.

## Online ad market growth



Source: Dentsu Inc., "Advertising Expenditures in Japan"

## SaaS market growth



Source: Fuji Chimera Research Institute, "Software Business New Market 2020 Edition"

## Target market

We estimate the serviceable addressable market for our services to be approximately 3 trillion yen, and the potential market is estimated to be approximately 5 trillion yen.

※1 Total of advertising platform business, marketing SaaS business and overseas business (SSP). It means the maximum market size assumed by the Company and is not calculated for the purpose of showing an objective market size for the businesses operated by the Company in FY2023. (Refer to the search advertising market, SNS advertising market, display advertising market, affiliate advertising market, DOOH ad serving platform market, and other peripheral markets in the "2020 Japanese Advertising Expenditures: Detailed Analysis of Internet Advertising Media Expenditures" survey conducted by Dentsu Inc. (See the search advertising market, SNS advertising market, display advertising market, affiliate advertising market, DOOH ad serving platform market, and other peripheral areas in "Detailed Analysis of Internet Advertising Media Expenditures in Japan 2020" by D2C Research Institute, Inc. (Cross-sectional tabulation).

※2 Total of advertising platform business, marketing SaaS business, and overseas business (SSP). The potential market size of the advertising platform business is the sum of the market share that could be obtained from the respective market sizes in search advertising, SNS advertising, display advertising, affiliate advertising, DOOH advertising, and other peripheral domains, taking into account the industries and characteristics of target customers for each service domain provided. (Prepared by the Company based on "2020 Japanese Advertising Expenditures: Detailed Analysis of Internet Advertising Media Expenditures" by Dentsu Inc., Dentsu Digital Inc. and Cyber Communications, Inc. and D2C Research, and "Martech Market Status and Outlook FY2019" by MIC Economic Research Institute.

The potential market size of the marketing SaaS business is the total annual spending money by all potential customers if each SaaS product is introduced at all potential customers of the Group in Japan. All potential customers are classified into the largest, large, medium, small, and micro businesses according to the size of the number of employees. The number of potential customers was calculated by assuming the percentage of companies using the service and the number of employees using the service for each business size. Prepared by the Company based on the 2016 Economic Census - Activity Survey: Summary of Enterprises, etc., Cross-sectional Industry Data.

# TAM: 5.2 trillion yen

(Total for Ad Platform Business, Marketing SaaS Business and Overseas Business)

Size of the markets where we operate businesses ※1

# SAM: 2.9 trillion yen

(Total for Ad Platform Business, Marketing SaaS Business, and Overseas Business)

The size of the markets we can offer our services※2

SFA, CRM, MA, Chat, Site  
Search  
SSP, DSP, DMP, DOOH

Obtainable markets in near future

Domains obtainable by extending enhanced versions of current products and services

Potential markets

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- 2. FY2022 Results**
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5. Medium- to long-term policy



## FY2022 Results

Although the company upwardly revised its earnings forecast at the time of the 3Q results announcement, it failed to achieve its gross profit forecast due to an underestimated decline in advertising revenue per unit in the 4Q.

On the other hand, operating income and net income attributable to the parent company largely exceeded the landing forecast due to a valuation gain on the existing equity interest in ZELTO at fair value.

	FY2022 (Estimated Landings)	FY2022 (Actual)
Sales revenue	6.4 ~ 6.8 billion yen	6.45 billion yen
Gross profit	52.5 ~ 5.55 billion yen	5.14 billion yen
Operating income	1.05 ~ 1.25 billion yen	2.45 billion yen
(One-time gains/losses)	-	(+1.33 billion yen) Loss on disposal of software: -280 million yen Marginal gain on step acquisitions (1.63 billion yen)
(Adjusted operating income)	(1.05 ~ 1.25 billion yen)	(1.11 billion yen)
Attributable to parent company Net income	7.5 ~ 1.0 billion yen	2.07 billion yen

## FY2022 Summary

On a net ad sales basis, gross profit rose sharply, up 37.4% YoY. Profits at all levels also landed significantly higher than in the same period of the previous year.

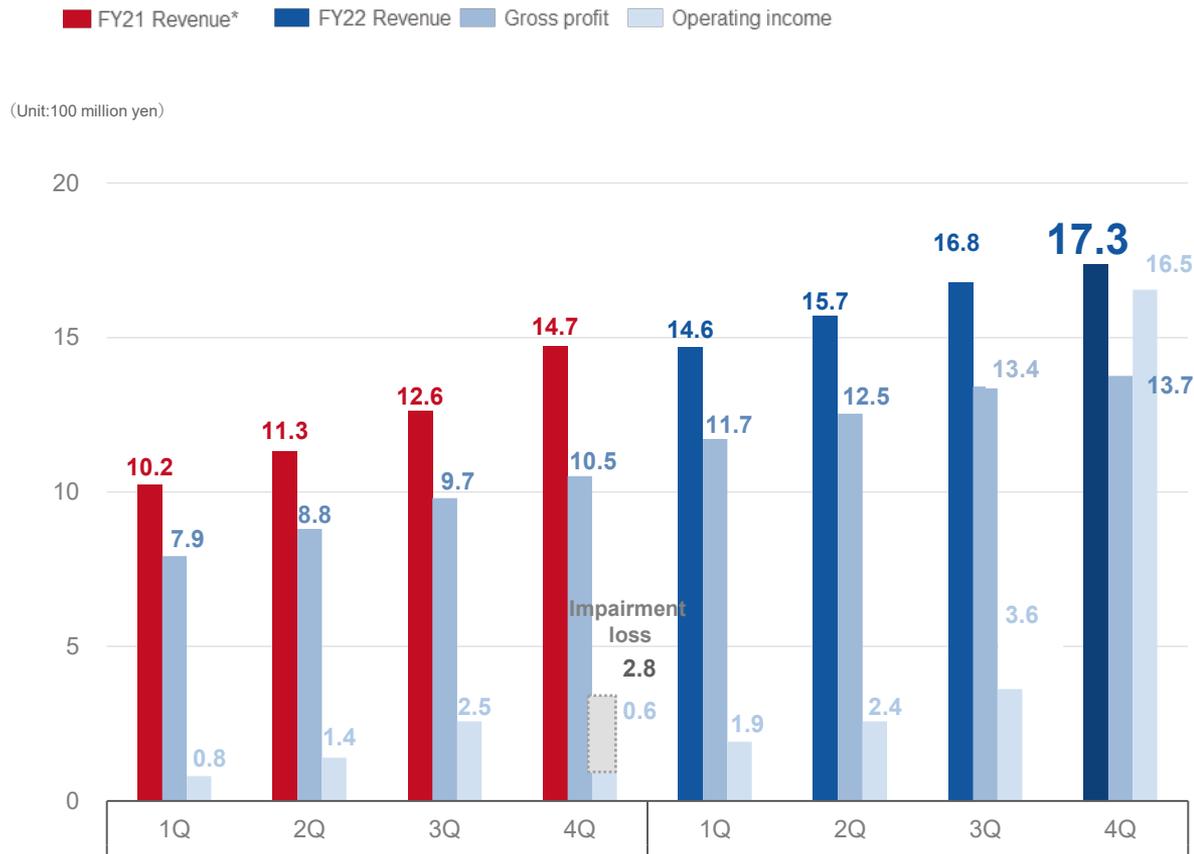
(JPY million)

	IFRS (Net sales is gross)	IFRS (Net sales is net)	IFRS (Net sales is net)			FY2022 (Budget)
	FY2021	FY2021 (a)	FY2022 (b)	Inc/ Dec(b-a)		
				Amounts	%	
Revenue	14,399	4,826	6,455	1,628	+33.7%	6,400
Gross profit	3,741	3,741	5,142	1,400	+37.4%	5,100
Operating income	588	588	2,457	1,869	+317.7%	2,400
Income Before Income taxes	717	717	2,279	1,562	+217.7%	2,200
Net income	539	539	2,110	1,571	+291.2%	2,000
Net Income attributable to owners of parent	500	500	2,114	1,614	+322.4%	2,000

# FY2022 Quarterly Results

The Ad Platform Business is seasonal, with 3Q and 4Q being the busiest periods.

Operating income in 4Q was 1.33 billion yen, a one-time gain of 1.33 billion yen, including gain on revaluation of existing equity interest in ZELTO and loss on disposal of software, but the operating income level landed at 320 million yen, lower than 3Q due to the recession in the US and the impact of the revenue decline in the ad platform business in March 2023 in 4Q.



\* FY2021 is IFRS base and netting of Ad Platform Business sales

## Highlights by segment

### Ad Platform Business

Revenue

**38.9**

Segment income

**21.6**

Ref Operating income **14.1**

- Launched GENIEE RMP, a revenue maximization platform for retail media.
- Expand business with a focus on e-commerce sites and online services  
Exploit new media and increase market share in areas of expertise.

### Marketing SaaS Business

Revenue

**19.6**

Segment income

**0.8**

Ref Operating loss **5.4**

- GENIEE CHAT launches service for automatic message creation using ChatGPT
- GENIEE SFA/CRM linked with the cloud-based call center system "BIZTEL" and enhanced its functions.
- GENIEE CHAT increased sales as the number of clients for Engagebot expanded.

### Overseas Business

Revenue

**5.9**

Segment income

**3.3**

Ref Operating income **2.7**

- Zelto Becomes wholly owned subsidiary
- Growth through resellers and partnerships.
- Growth through expansion of application areas.

(Unit:100 million yen)

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## Ad platform business

### GENIEE Ads Platform

Technology that displays personalized advertisements provides high revenue for media and high cost effectiveness for advertisers



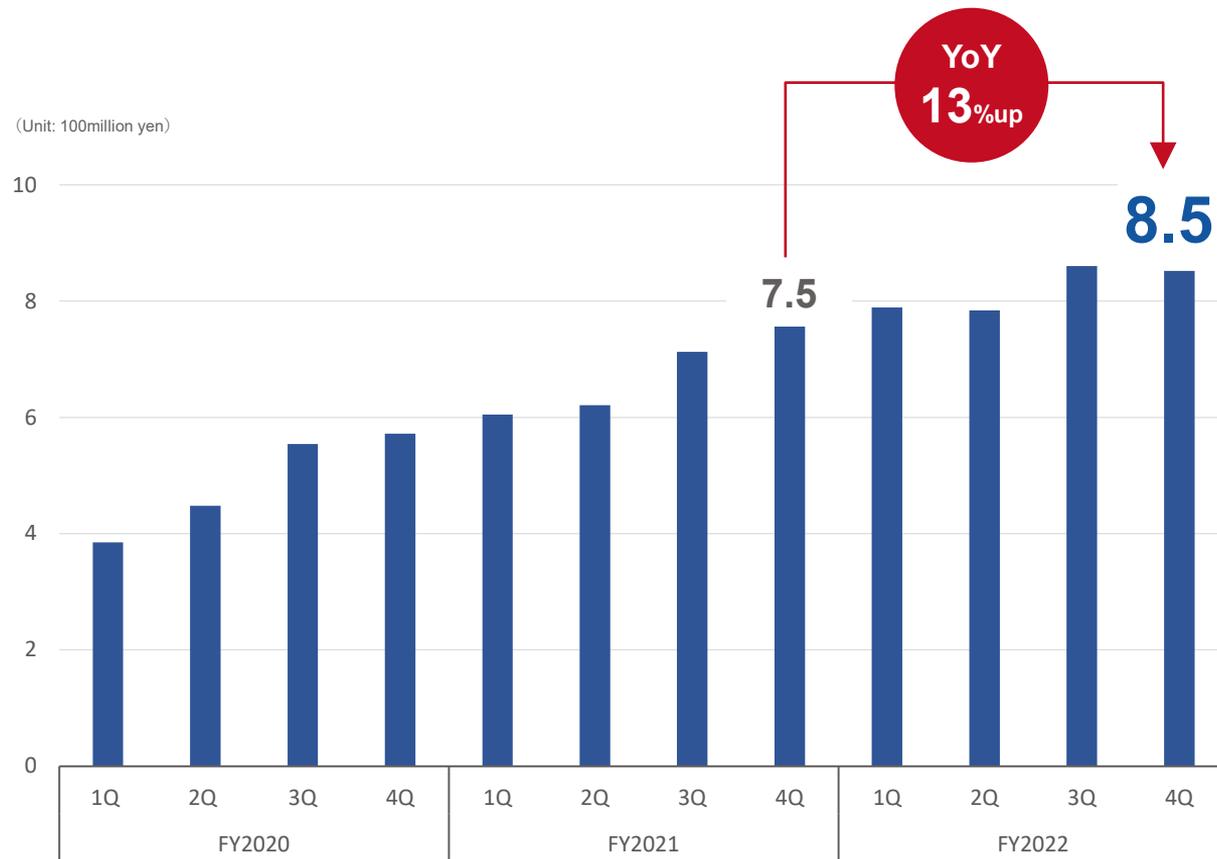
## Ad Platform Business Gross Profit

Both the supply side and demand side further expanded their market share.

Gross profit for the advertising platform business landed at 13% YoY growth in March 2023 due to the impact of the revenue decline in the advertising platform business.

For the full year, gross profit in the advertising platform business rose 22% YoY.

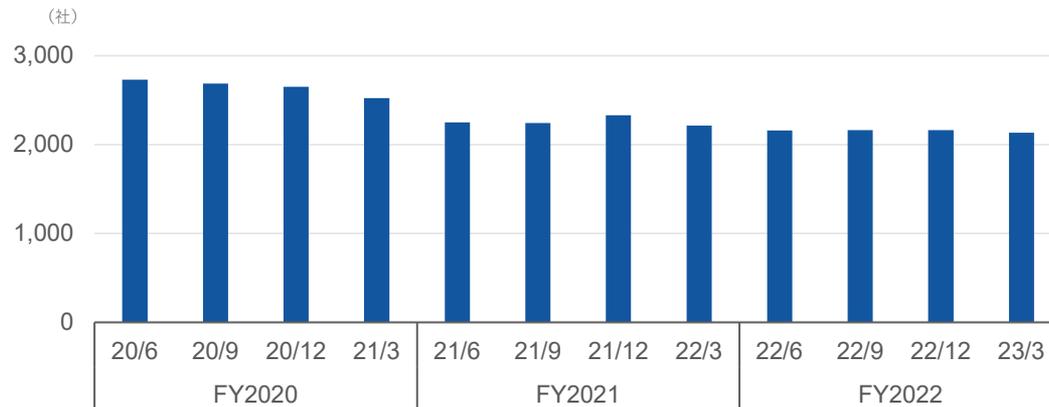
(Unit: 100million yen)



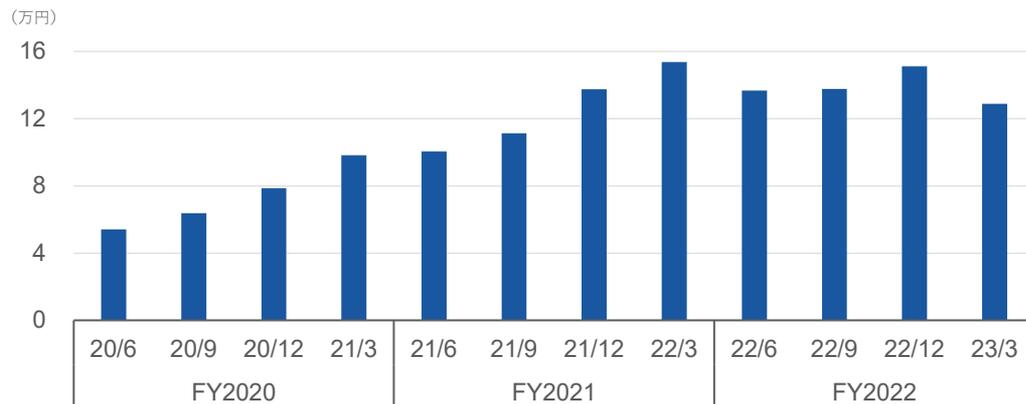
# Ad Platform Business KPI

Continue to improve the added value of products and aim to increase the number of companies and company units.

## Customer



## Average revenue per customer <sup>(\*)</sup>



(\* 1) Calculated based on net amounts recognized

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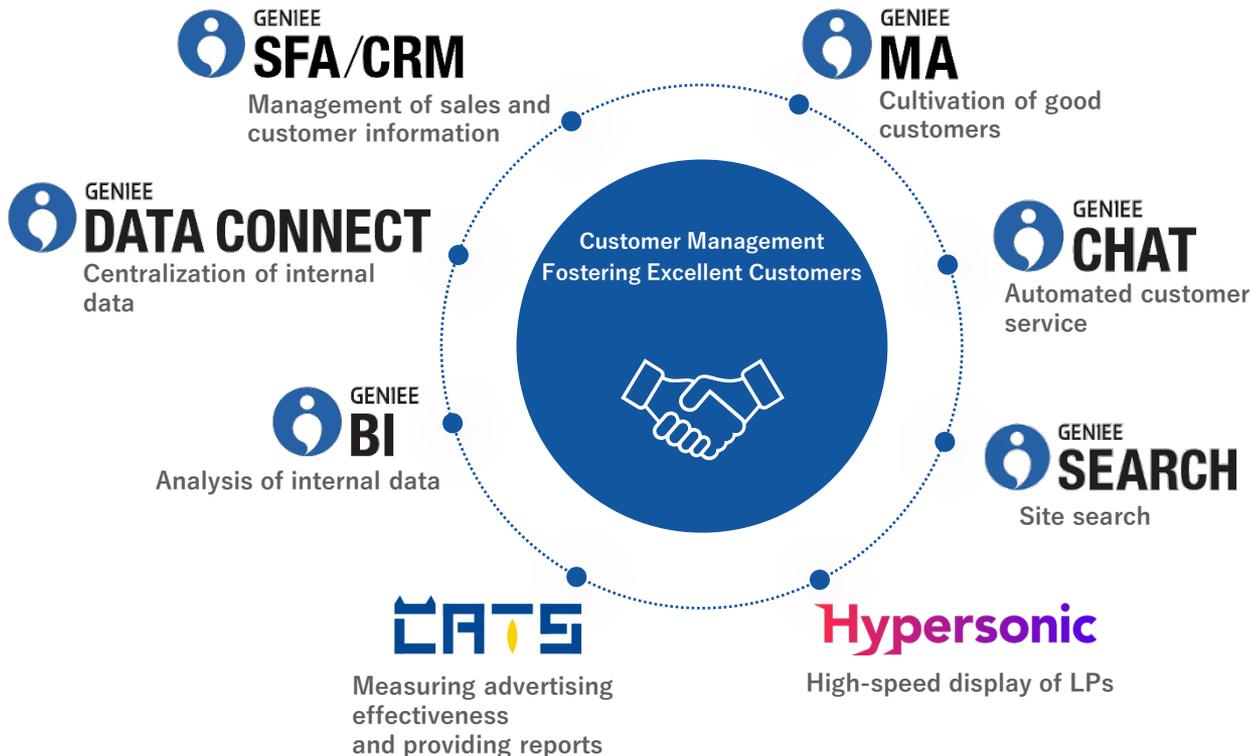


## Marketing SaaS business



### GENIEE Marketing Cloud

The only Japan-made sales and marketing platform that enables integrated execution and management from customer attraction to sales promotion to receipt of orders



## Marketing SaaS Business: Hight light

Sales revenue and ARR grew significantly compared to the same period last year.

On the other hand, unit price of ARPA in Mar 2023 decreased slightly YoY due to large initial costs incurred in the same period last year and an increase in the number of customers in the enterprise domain.

Revenue / YoY Growth Rate

**1,961 Mil. / +66.7%**

Gross profit margin

**73.6%**

Segment income

**8.5 Mil.**

Recurring Revenue  
ratio <sup>(+1)</sup> / YoY Growth Rate

**81.1% / +4.2 point**

ARR / YoY Growth Rate

**1,940 Mil. / +97.8%**

ARPA

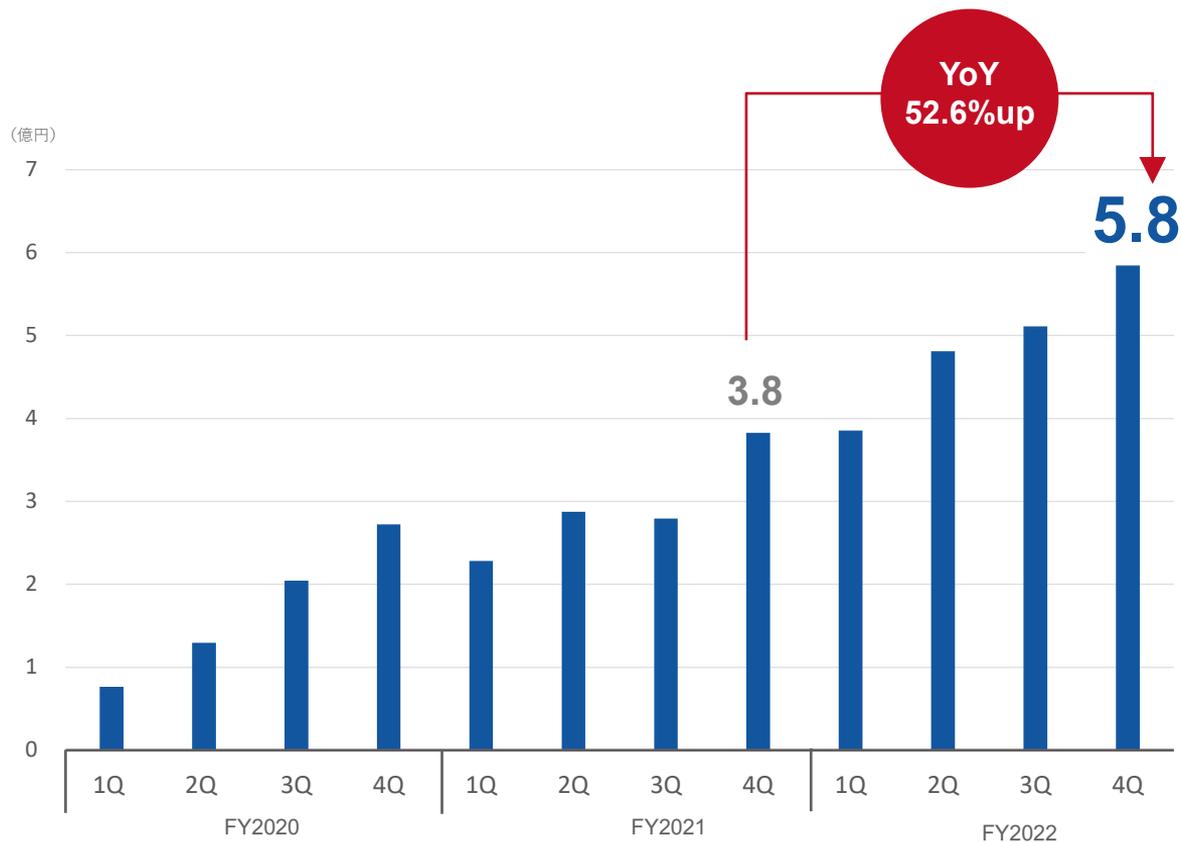
**17,617 yen / ▲9.1%**

(\*1) Calculated based on figures going back 12 months from the end of the quarter.

## Marketing SaaS Business: Net Sales

Revenue increased 52.6% YOY due to an increase in the number of accounts.

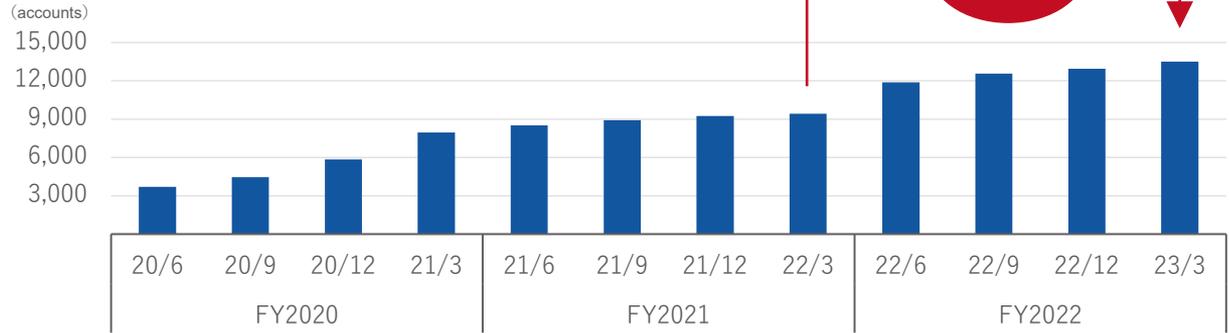
Revenue reached a record high on a quarterly basis.



# Marketing SaaS Business: KPI

Aim to increase the number of paying accounts by expanding the functionality of SaaS products and increasing market share by strengthening sales channels. In addition, the company aims to further reduce the churn rate by strengthening its products and customer success.

## Number of paid accounts



## Churn rate

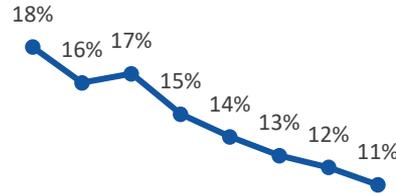


※ : 3-month average churn rate for accounts

# Marketing SaaS Business: KPI

- R&D will gradually decrease due to an increase in MRR.
- S&M ratio will rise in FY2022 due to an increase in business side headcount.
- G&A will also rise due to an increase in corporate staff.

R&D<sup>(\*)</sup>(<sup>(2)</sup>)



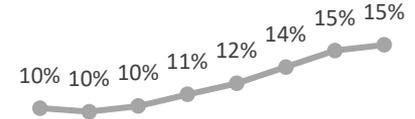
1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
FY2021				FY2022			

S&M<sup>(\*)</sup>(<sup>(3)</sup>)



1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
FY2021				FY2022			

G&A<sup>(\*)</sup>(<sup>(4)</sup>)



1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
FY2021				FY2022			

(\*1) Calculated based on figures going back 12 months from the end of the quarter.

(\*2) Abbreviation for "Research and Development." Total of personnel expenses for engineers and other expenses related to research and development.

(\*3) Abbreviation for "Sales and Marketing." Total of advertising expenses, personnel expenses for sales staff, and other expenses related to sales and marketing.

(\*4) Abbreviation for "General and Administrative." Total of personnel costs, related expenses, and common expenses of the corporate departments that should be borne by the Marketing SaaS business.

# GENIEE released auto-create message function using ChatGPT



Automatically create reminder messages to users who have dropped out of the basket  
developed Chat GPT message creation function  
enabled to reduce the cost of message creation by 1/3.

# GENIEE, launched a revenue maximization platform “GENIEE RMP” for retail media



Promotes a product concept of replacing marketing activities with software



Provides advertisement submission and distribution functions for retail media



**Maximize revenue for retail and e-commerce businesses and maximize advertising effectiveness for manufacturers.**

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# Planning assumptions

In FY2023, the company strengthened its profit structure through cost reductions against the backdrop of declining advertising revenues due to the recession in the US.

In FY2024 and beyond, which will be the recovery period, we will resume investment for growth and, after the change of prime markets, aggressively conduct M&A that have synergy with existing businesses.

## External Environment



- In FY2023, we assume the impact of declining demand for advertising due to recession in major developed countries as a result of rising interest rates.
- In FY2025, recession in the U.S. due to lower interest rates will be on the road to recovery.

## Investment Philosophy



- Continue to invest in new technological areas that will become sources of competitiveness and in development necessary to secure competitive advantage.
- On the other hand, until the timing of the prime market change, we will not conduct large-scale M&A that would have a significant impact on our group's management structure.

# New Medium-Term Management Plan

## Overall Policy

Although a short-term recession is expected, the company will provide innovative business for the next boom period by promoting operational efficiency and product improvement by expanding its market share in the enterprise domain and establishing an AI subsidiary, along with re-growing its ad technology business.



## Medium-term management plan target value

Considering the impact of the recession in the U.S., we plan to be cautious for FY2023, especially for overseas operations, assuming a decline in earnings.

FY2025 will be achieved in an organic manner, while utilizing all options for collaboration and M&A.

	FY2023 (Plan)	FY2025 (Plan)
Sales revenue	9.6 billion yen	16.2 ~ 20.2 billion yen
Gross profit	7.8 billion yen	13.2 ~ 16.4 billion yen
Operating income	2 billion yen	4.5 ~ 5.5 billion yen
Attributable to parent company net income	1.5 billion yen	3 ~ 3.7 billion yen

## FY2022 Full-year earnings forecast

Maintain high growth with revenue growth of 50% YoY and gross profit growth of 52% YoY.

For the Ad platform business, although the impact of a decline in advertising revenue per unit from April 2023 onward is expected, overall revenue is expected to increase through expansion in new areas and expansion of market share in existing areas.

In the Marketing SaaS business, the company will continue to invest in development to increase product competitiveness, focus on marketing initiatives with high ROI, and aim to increase the number of customers in the enterprise domain and improve MRR by strengthening agencies.

(JPY million)

	FY2022 (estimated)	FY2022 (result)	FY2023 (forecast)
<b>Revenue</b>	<b>6,400</b>	<b>6,455</b>	<b>9,661</b>
Ad Platform Business	3,900	3,918	4,819
Marketing SaaS Business	1,950	1,976	3,173
Overseas Business	750	783	1,686
(Adjusted amounts)	△200	△223	△20
<b>Gross profit</b>	<b>5,100</b>	<b>5,142</b>	<b>7,804</b>
<b>Segment income</b>	<b>2,400</b>	<b>2,457</b>	<b>2,006</b>
Ad Platform Business	2,150	2,163	2,683
Marketing SaaS Business	80	85	608
Overseas Business	300	338	700
(Corporate and elimination, etc.)	△130	△131	△1,985
<b>Operating income</b>	<b>2,400</b>	<b>2,457</b>	<b>2,006</b>
Ad Platform Business	1,400	1,417	1,697
Marketing SaaS Business	△550	-545	-260
Overseas Business	250	273	588
(Adjusted amounts)	1,300	1,312	△18
<b>Income before income taxes</b>	<b>2,200</b>	<b>2,279</b>	<b>1,912</b>
<b>Net income attributable to owners of the parent</b>	<b>2,000</b>	<b>2,114</b>	<b>1,506</b>

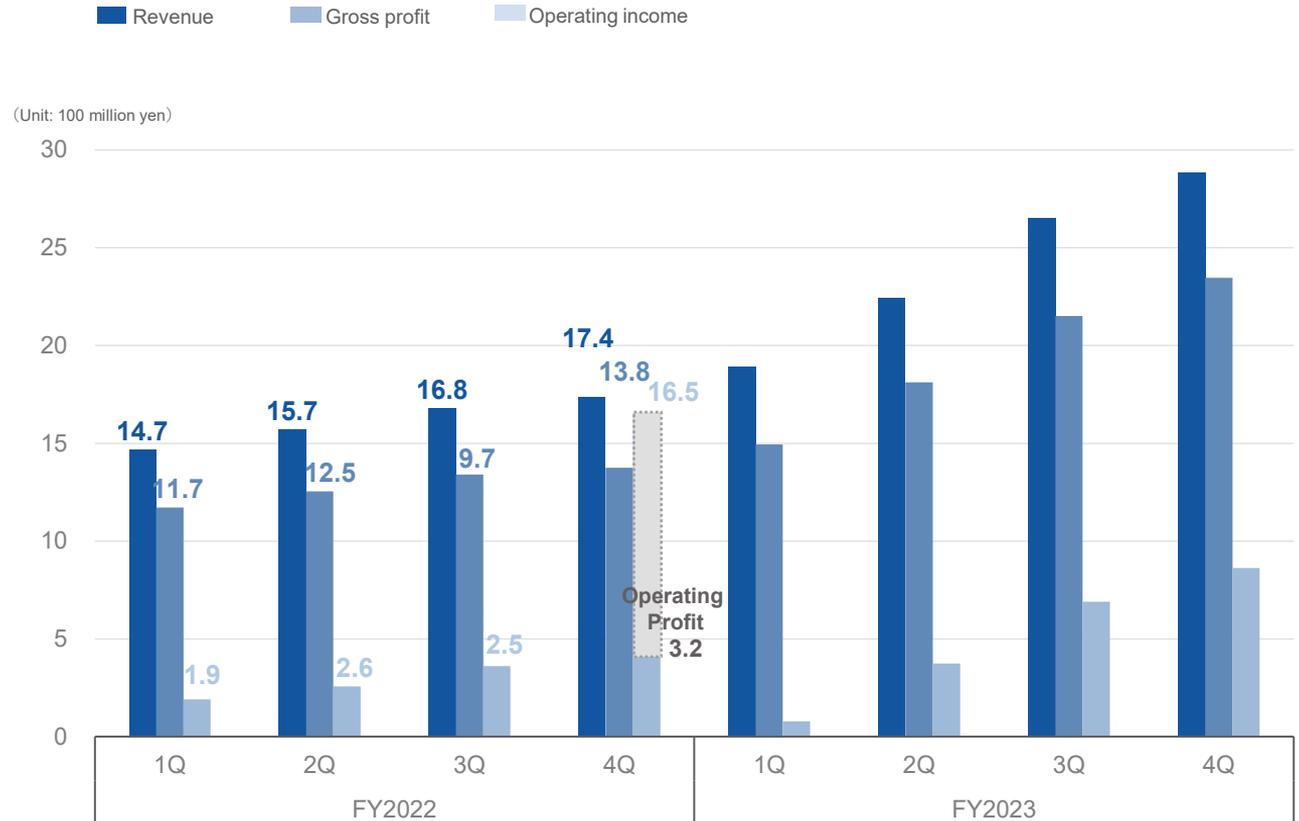
\* FY2023 (Forecast) Basic earnings per share 83.82 yen

# FY2022 Quarterly Earnings Forecast

Sales revenue and operating income are expected to increase significantly this fiscal year.

There is seasonality in earnings, and earnings are expected to increase during the peak season in 3Q and 4Q.

Operating income is expected to decline YoY due to an increase in personnel and recruiting expenses for members to promote the advertising platform business and marketing SaaS business in 1Q FY2023.



# Stock price

Share price: JPY 1,426, as of May 10, 2023

While pursuing solid growth in the short, medium, and long term, we will enhance our IR activities to support an increase in our share price.



# APPENDIX

## Impact of adopting IFRS

We decided to adopt IFRS (International Financial Reporting Standards) to improve international comparability and to expand capital procurement and business operations in international markets.

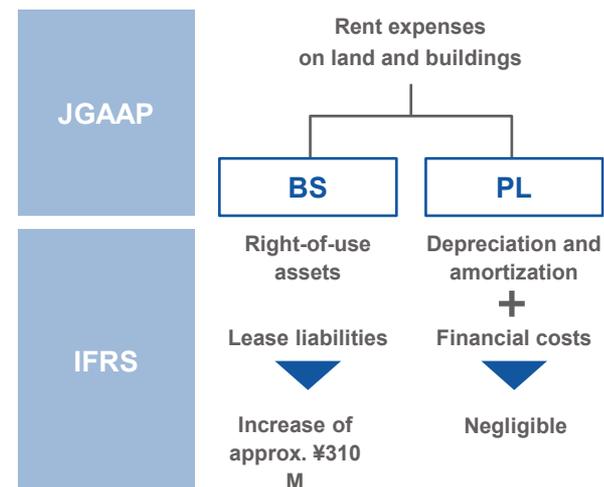
### Main impact on results

#### Amortization of goodwill

Amortization of goodwill resulting from M&A is not subject to amortization (Intangible assets such as customer assets are subject to amortization)



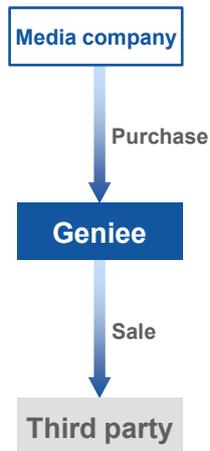
#### Rent expenses on land and buildings



## Change to netting of Ad Platform Business sales

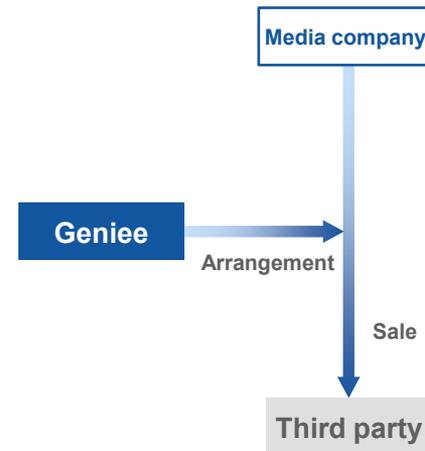
From FY2022, we are changing sales of the Ad Platform Business to net sales recognition, due to changes in Ad Platform Business transactions and terms of use relating to brand integration in FY2021

### Transaction scheme until FY2021



- Geniee purchases ad space; bears responsibility to third parties for ad space sold
- Geniee has inventory risk for ad space purchased from media companies

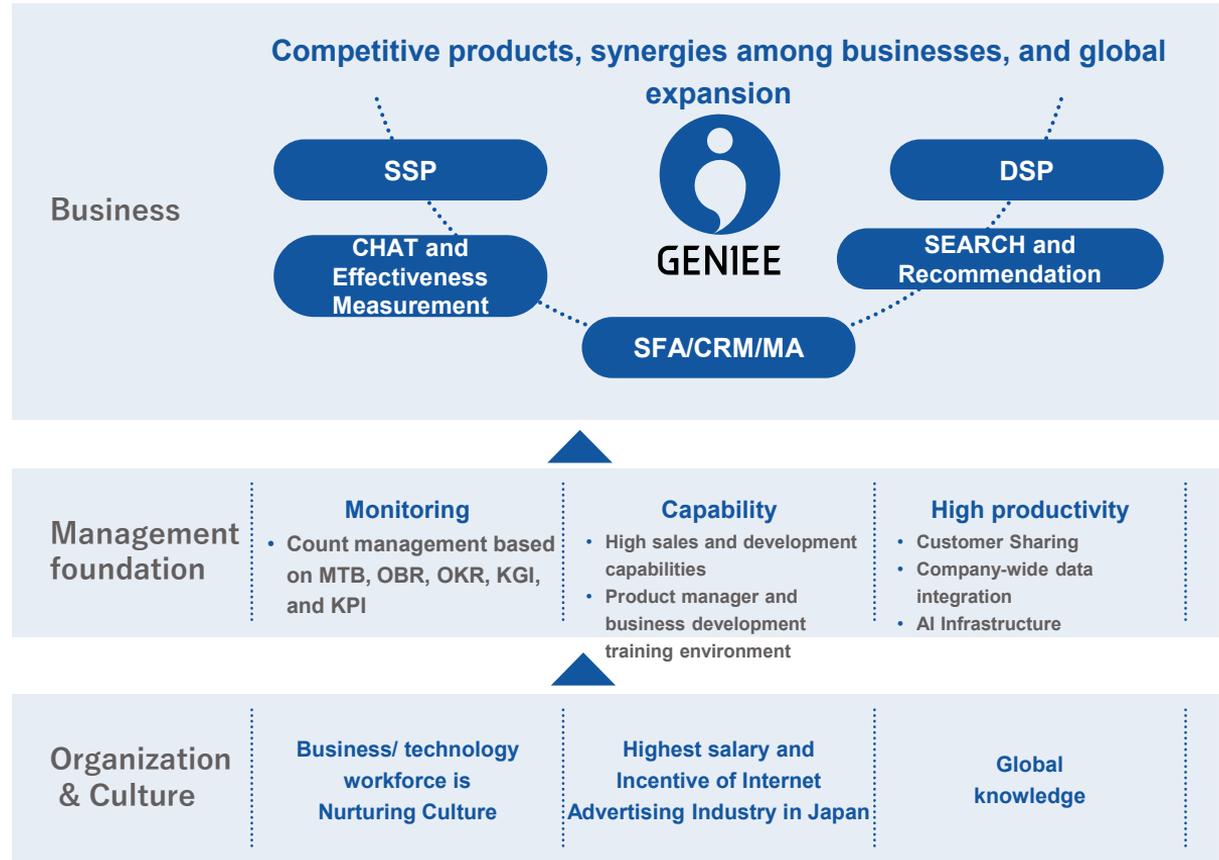
### Transaction scheme from FY2022



- Third party purchases ad space directly; Geniee does not bear responsibility for ad space sold
- Geniee does not have inventory risk for ad space

# Genie's Competitive Advantage

With our organization, culture, and management foundation, we have built a system that enables us to develop additional functions at each business layer through competitive analysis of products, cross-sell products to homogeneous customer segments, and expand globally through group cooperation.



# Positioning

We have created a unique positioning that sets us apart from major foreign companies, major online advertising companies, and single product companies.

**Customer Focus on cost-effectiveness**

Provide customers with maximum business results at low cost

**Software & Professional Services**  
Total coverage from solution selection to product implementation and operation



**Comprehensive Product company**

Extensive product lineup that solves marketing issues single-handedly

**Organic Growth x M&A**

Aggressive execution of M&A to accelerate organic growth of existing businesses

**Glocal Business Activities**

Global development with regional considerations

## Strong commitment to customer success

All products are developed in-house. We have a large team of customer success personnel who partner with customers to enable their success. We tailor our support to the challenges and applications of each company, from deployment to establishment and utilization.

### Three reasons customers choose us

1



Japan-made marketing tools  
that anyone can master

2



Easy management,  
Aggregation and  
analysis of customers  
and sales

3



Robust support

# Big Data/Technology

## Big Data Processing Technology

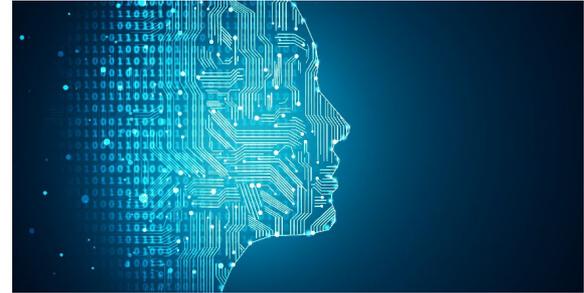
High-speed data processing technology capable of handling hundreds of thousands of requests per second



- Approx. 15 terabytes of data processed daily —among the top in Japan
- Custom-built distribution system infrastructure with on-premise servers
- Data center in Singapore also used to support overseas distribution

## Use of AI

DSP equipped with AI-based automatic bidding function



- Automatic control of bids (unit price) and delivery volume maximizes conversions while fulfilling target CPA
- AI-powered machine learning algorithm trains with vast amounts of data to accurately predict conversion rates with a contextual understanding of users and auctions

# Knowledge of cutting-edge digital transformation and marketing

By using the vast data of our customer companies, we add value to our products and improve the quality of our services. Promoting the cross-selling of products in turn leads to an increase in average revenue per customer.

Customer assets/data

Number of ad views per month

**60B** Impression

Active customers

**3,000** companies

Blog / column

Full of useful tips on digital marketing



# GENIEE platform, partnership with SoftBank Group

Overseas expansion since our third year. We have also implemented numerous business alliances and investment M&As. We will fully leverage these advantages through collaboration with the SoftBank Group.

## Asia

**80 billion**

Impressions  
Managed per month

**+4**

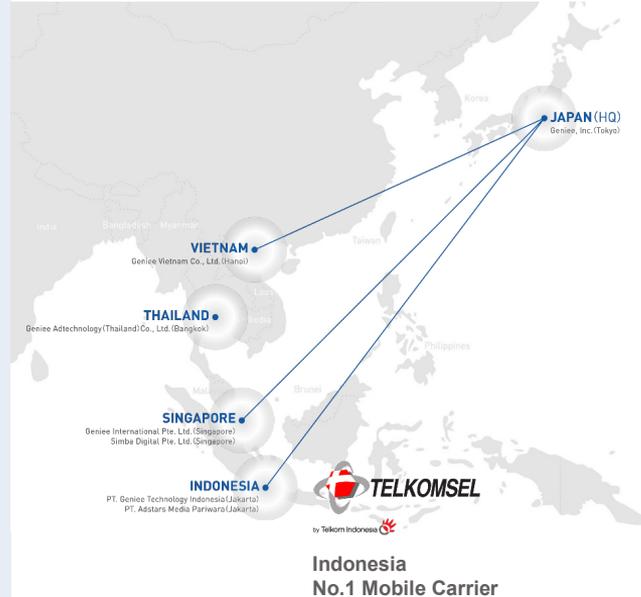
International  
Offices (JP HQ)

**10,000+**

Active  
Publishers globally

**50,000+**

Campaigns  
managed per month  
globally



## Collaboration with the SoftBank Group

- Ad distribution service using jointly developed advertising platform
- Cross-border ad distribution service to attract customers for inbound and cross-border EC
- Formulation and assessment of plans for joint projects in Southeast Asia

# Products that offer high value for customers —and the technical development capabilities to create them



## Ad Platform Business (Supply Side Business)

**Executive Officer**  
**CEO, Supply Side Business Division**  
**Yuta Isobe**

He joined Genie, Inc. in April 2016. He was transferred to Softbank Corporation, a capital alliance partner. After returning to Japan, he became the youngest sales manager in the supply side business, and was appointed COO of the supply side business division in October 2022, and COO of the new DOOH business division in April 2023, becoming Senior Executive Officer and CEO of the supply side business division.



## Marketing SaaS Business (CHAT)

**Senior Executive Officer**  
**CEO, CVG Business Unit**  
**Atsushi Misuno**

After working at a major IT company where he launched new businesses, he joined Genie, Inc. in April 2011. After working in the ad platform business, human resources, and marketing technology divisions since its founding, he became the representative director of REACT Corporation, which became a wholly owned subsidiary in August 2021; he was appointed CEO of CVG Business Division in April 2022 and Senior Executive Officer in April 2023.



## Ad Platform Business (Demand Side Business)

**Senior Executive Officer CSO**  
**CEO, Demand Side Business Division**  
**Director (planned), Business Search Technology, Inc.**  
**Yasuhiro Ishizaki**

After graduating from Keio University, he joined GMO Ad Partners Inc. He then launched several startup businesses and became independent in 2018; joined Genie, Inc. in 2021; appointed Executive Officer in October 2022; appointed Senior Executive Officer and CEO of Demand-Side Business Division in April 2023.



## Marketing SaaS Business (SFA/CRM)

**Executive Officer**  
**CEO, SFA/CRM Business Division**  
**Hirotaka Ohashi**

Graduated from Hokkaido University and launched several new businesses at an online advertising agency; joined Genie, Inc. in 2016; Manager, Product Planning Department, Ad Technology Business in January 2018; Executive Officer, CPO in charge of Product Management in April 2019; SFA/CRM Business in April 2022. Appointed CEO; appointed Senior Executive Officer in April 2023.

## About Us

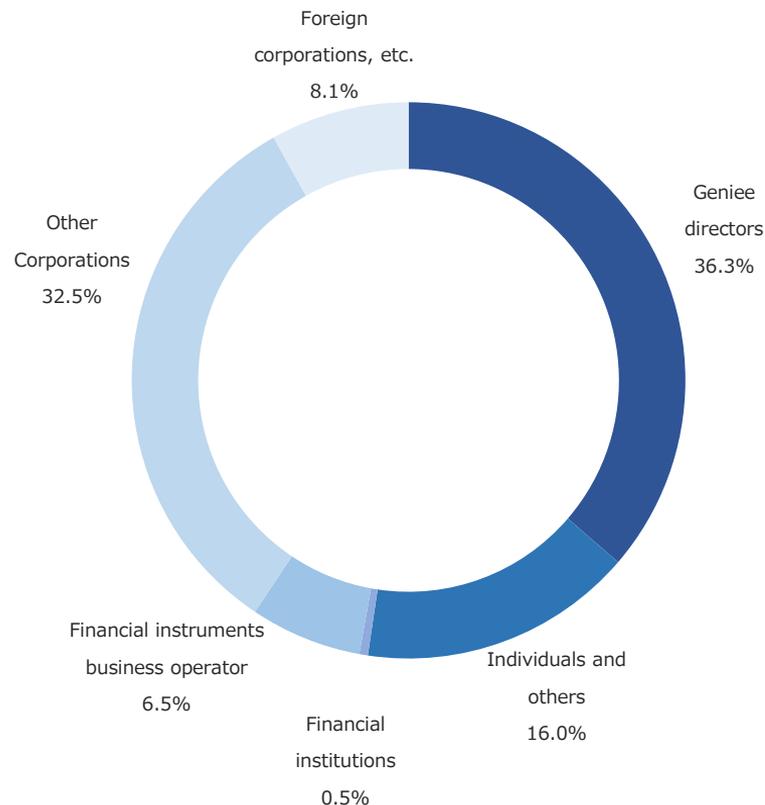
<b>name of company</b>	Geniee, Inc.	<b>Employees</b>	592 (consolidated, as of the end of March 2023)
<b>Business</b>	Advertising platform business Marketing SaaS business Overseas business	<b>Establishment</b>	April 14, 2010
<b>Headquarters</b>	Sumitomo Realty & Development Shinjuku Oak Tower 6 <sup>th</sup> floor,6-8-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo 163-6006	<b>Capital</b>	JPY 1,549 million
<b>Representative</b>	Tomoaki Kudo, President and CEO	<b>End of financial year</b>	March 31
<b>Executive officers</b>	Directors: Shunsuke Kawasaki Koichi Machida (Outside)  Director and Audit & Supervisory Committee Members: Katsuyuki Toriya (Full-time, Outside) Yukio Todoroki (Outside) Yoshitaka Sasaki (Outside)	<b>Group Companies</b>	Business Search Technology, Inc. REACT Corporation CATS Corporation Hypersonic Corporation Zelto, Inc. Geniee International Pte. Geniee Vietnam Co. PT. Geniee Technology Indonesia Geniee Adtechnology (Thailand) Co. PT. Adstars Media Pariwara

## Shareholder Composition (as of March 30, 2023)

### Major shareholders

Name	Shares Owned	(%)
Tomoaki Kudo (President & CEO)	6,544,400	36.26
SoftBank Corp.	5,625,000	31.16
NICE SATISFY LIMITED	402,000	2.22
SBI SECURITIES Co., Ltd.	395,678	2.19
Takuya Yoshimura	385,300	2.13
Okasan Securities Co., Ltd.	311,000	1.72
Geniee, inc.	310,676	1.72
MSIP CLIENT SECURITIES	241,200	1.33
GOLDMAN SACHS INTERNATIONAL	237,200	1.31
Hiroshi Hirose	226,500	1.25

### Breakdown of shares by type of shareholder



Earnings forecasts and other forward-looking statements indicated in these materials are based on information available and certain assumptions deemed reasonable at the time. Statements in these materials do not constitute any guarantee of actual performance. Actual business results may differ substantially due to various factors.

