



FY2023 1Q Results Briefing Materials

Aug. 10, 2023

Revenue was 1.79 billion yen, up 22.3% YoY. Start within expectations under the new structure. Start of full-scale PMI for Zelto, acquired at the end of last fiscal year.

- ▶ **Marketing SaaS business performed well.**
Orders for SFA/CRM enterprise projects progressed, and revenue increased 55.2% YoY.
 - ▶ **Overseas business grew by 45% in gross sales YoY and began full-scale PMI of Zelto.**
 - ▶ **Advertising business started strong within 1Q. Under the slogan of "strengthening the ad technology business," the company began to expand its market share in new areas such as retail media, video, and dynamic advertising.**
 - ▶ **Demand and AI business strengthened its structure through business succession.**
-

Topics.

「GENIEE SFA/CRM」 adds new functions.

The combination of GENIEE SFA/CRM with ChatGPT functions promotes operational efficiency for client salespeople. We plan to continue incorporating new functions utilizing AI technology into the Group's products in the future.

new functions



- Automatic summarization of minutes, etc.
- Auto-Create Mail

Functions to be released in the future



Forecasting order probability for prospective customers



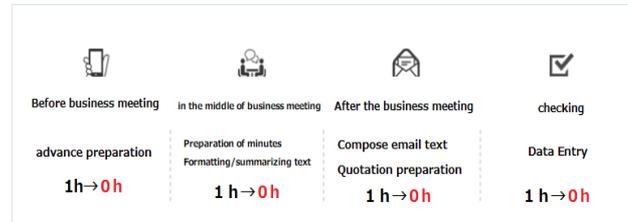
Identify & extract BANT information



Classification of business meetings by trend

Example of man-hours saved by new functions

A Day in the Life of a Typical Salesman



Reduction of approximately 2 hours per day for salespeople × 20h → 40h Reduction

- ① **Time to prepare for business meetings (1 to 0 hours)**
Enables quick research on industry issues and other information necessary for proposal preparation
- ② **Time to prepare minutes (1 to 0 hours)**
Including transcription and summary of business meetings
- ③ **Mail Composing Time (1 to 0 hours)**
Automatic creation of thank-you e-mails after business meetings
- ④ **Entering Information into Sales Management Tools (1 to 0 hours)**
Input information by simply talking to the AI assistant

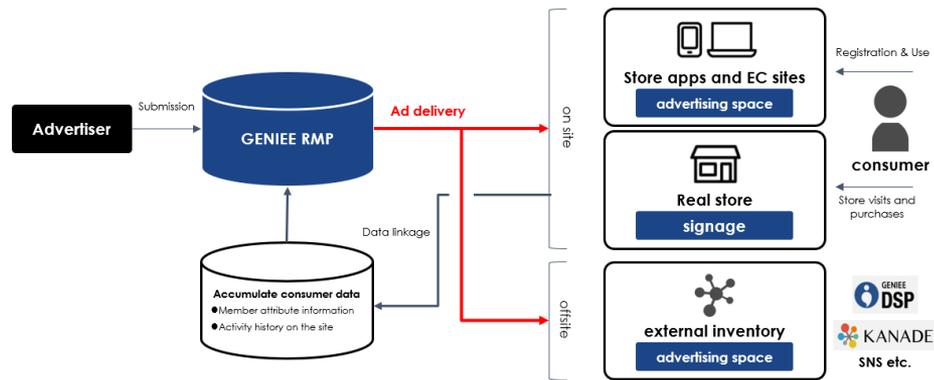
Topics.

Expansion of Demand Business

Value Commerce, which provides total solutions from "customer attraction" to "customer retention," and ZETA of the Scigineer Group, which has the largest market share in Japan for EC product searches, have entered into an alliance with GENIEE RMP, which has functions for ad posting and distribution in our retail media.

Furthermore, by taking over KANADE DSP, the DSP business of the Scigineer Group, we have expanded our dynamic targeting functions.

GENIEE RMP Business Overview



business partnership



Maximize revenue and maximize brand effectiveness for e-commerce businesses by working with ZETA's 「ZETA CX Series」



Expanding the scope of offerings and enhancing customer acquisition and new product development through the alliance with Value Commerce, Inc.

Business Succession



Acquired KANADE DSP from Deqwas, enabling personalization of advertisements according to user interests and concerns, and contributing to expanding advertisers' brand recognition and fostering quality customers.

Company Profile

- name of company Deqwas, Inc.
- Representative Representative Director Shinichiro Yoshii
- head office KDX Hamamatsucho Center Building 7F, 1-22-5 Hamamatsucho, Minato-ku, Tokyo
- Established Mar. 2020
- Capital 10 million yen
- Business content Internet media business, Internet advertising agency business, etc.

Topics.

About JAPAN AI

In April this year, JAPAN AI Chat^(TM), an in-house AI assistant service, was released, adding new functions to automatically link external data and acquire data.

In addition, by taking over all of Navier's high-resolution image technology, the company will expand its engineering resources for generative AI and accelerate the development of services that improve business efficiency and productivity.



Services provided

Corporate AI Assistant Service
JAPAN AI Chat^(TM)

Providing AI to companies
and Consulting

Product development
using GPT/Large-scale
language models

Utilizing AI New products and
functions
(To be released on an
ongoing basis)

function
addition

Corporate AI Assistant Service 「JAPAN AI Chat^(TM)」

By building an AI dialogue environment customized for each company, employees' work efficiency and productivity can be improved. The system is equipped with a high level of security, so it can be used without the risk of information leakage.

Additional ①
Data Linkage



Customers can link the latest
data themselves

additional ② function call



Automatically selects specific
functions and acquires information
based on input content

Business Succession



Improving operational efficiency and productivity through the use of generative AI technology by combining Navier's image processing technology with JAPANAI's AI expertise and product development capabilities

Company Profile

- name of company Navier, Inc.
- Representative Taku Shibuya, Representative Director
- head office 9-2 Nibancho, Chiyoda-ku, Tokyo, Japan
- Established February 9, 2018
- Capital 120 million yen
- Business content Development of deep learning-based image processing technology

- 1. Business Overview**
2. FY2023 1Q Results
3. Ad Platform Business
4. Marketing SaaS Business
5. Overseas Business
6. Medium-to long-term policy



Business Purpose

The worldview behind Geniee products and services

To create a world where anyone can succeed at marketing

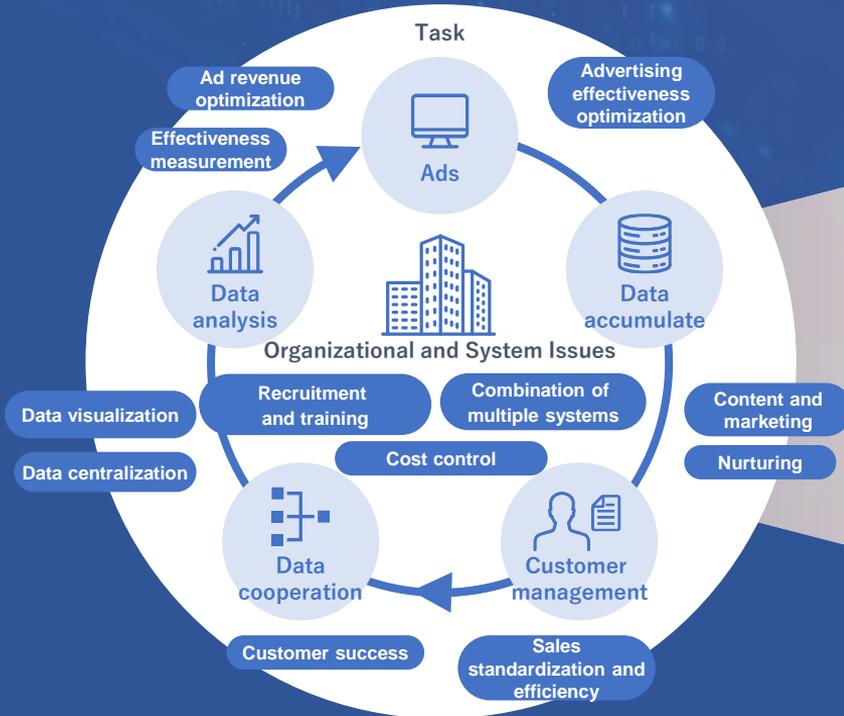
Corporate Purpose

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

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

• GENIEE Group aims to be...

- The GENIEE 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



GENIEE

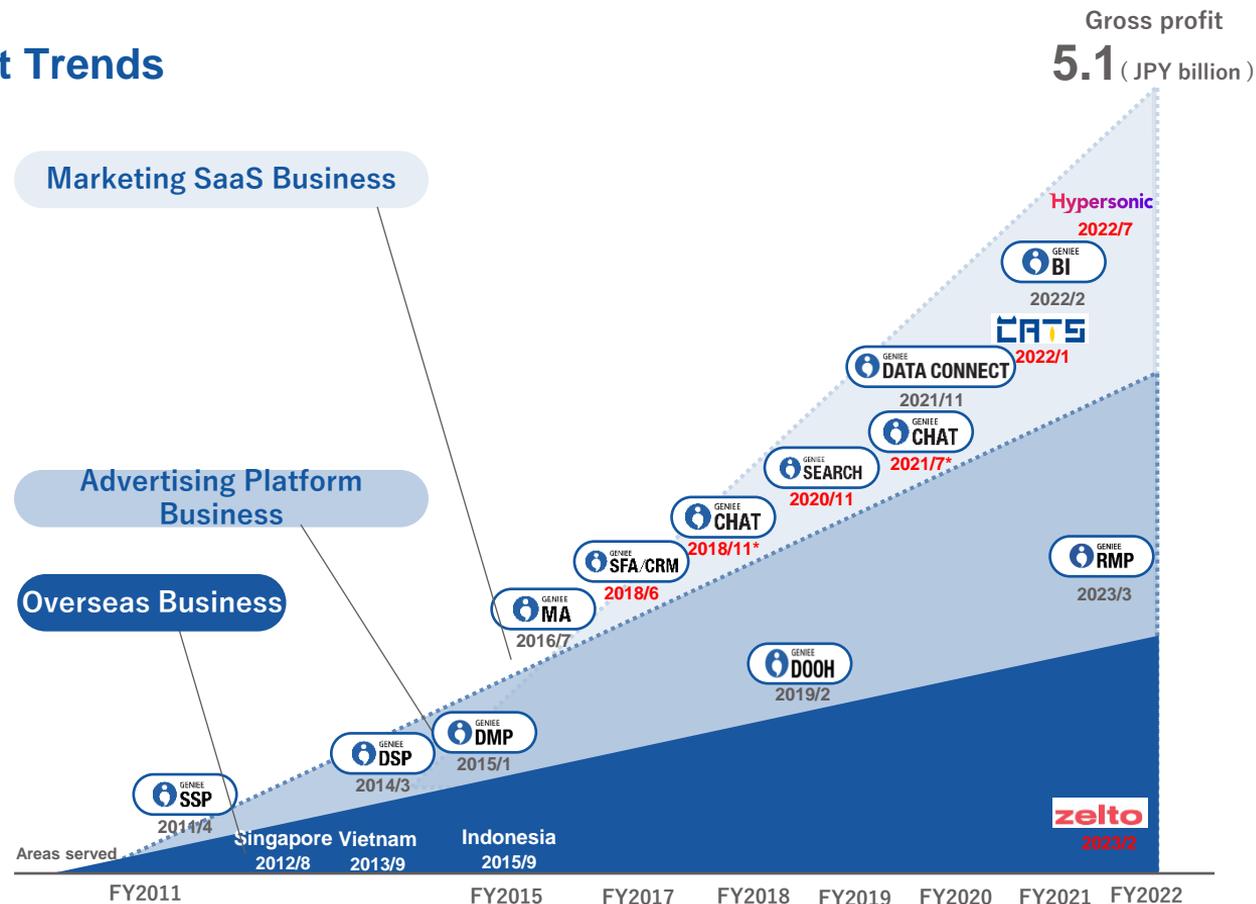
- One-stop platform
- Diverse Products Domains

A world where anyone
can succeed at marketing

- High cost-performance
- Automation and streamlining of operations

Business Portfolio and Consolidated Gross Profit Trends

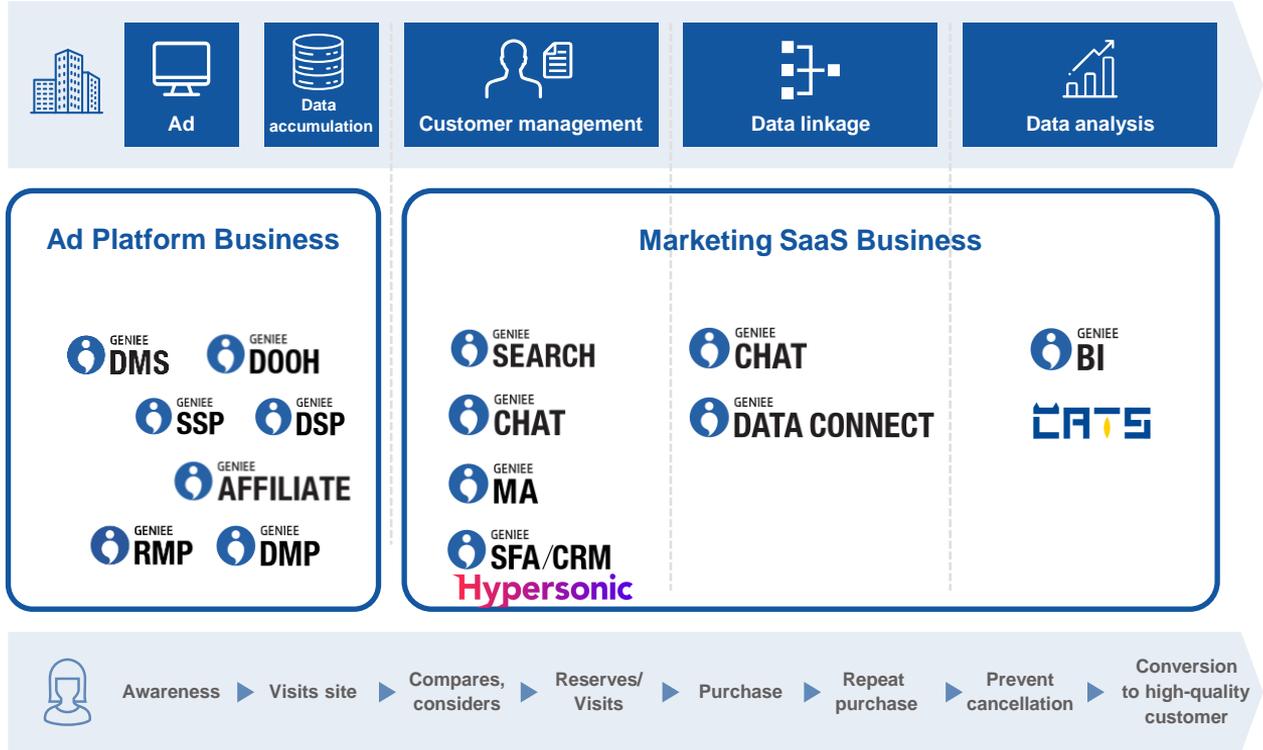
In FY2016, our main business “GENIEE SSP” became one of the top in its business area in Japan. In 2016, the company began offering SaaS products and expanded its business with mergers and acquisitions. Overseas operations have been expanding since 2012, and with the acquisition of ZELTO in 2023, the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

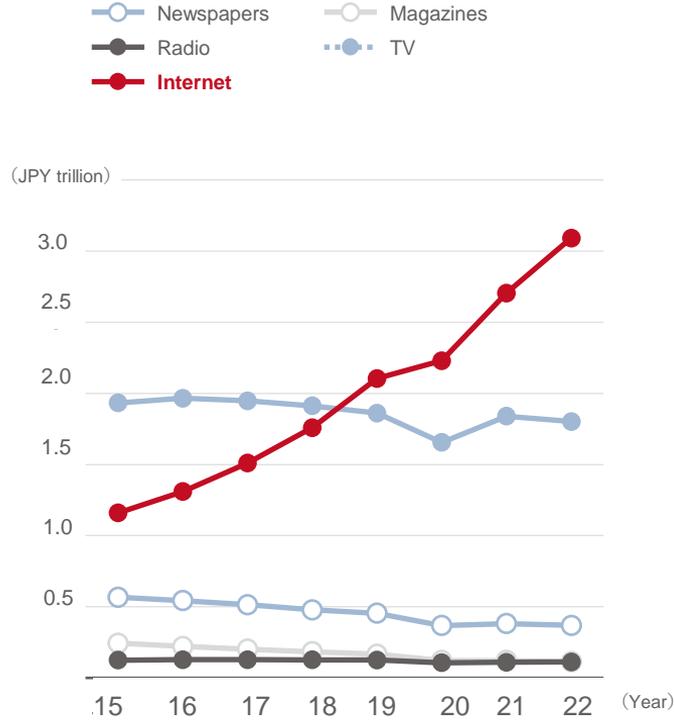
We provide companies with convenient, cost-effective marketing solutions. Through the companies we serve, we deliver accurate marketing that is relevant to users.



Market size

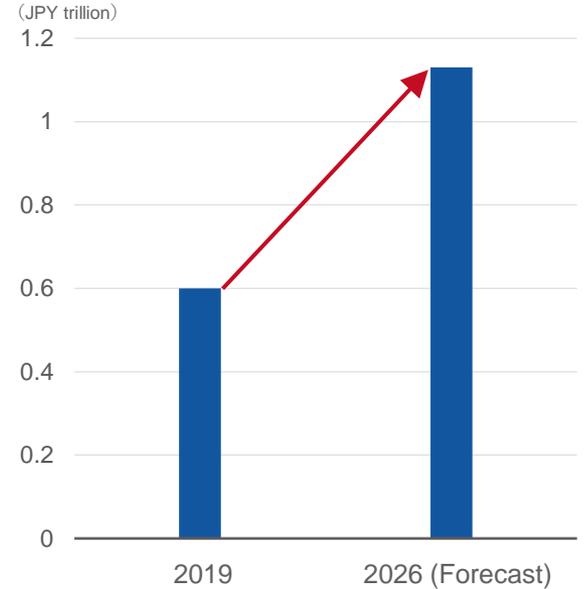
The marketing technology industry in which we operate (online ad market and SaaS market) is growing rapidly due to the prominence of online media and advances in digital transformation.

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

1. Business Overview
- 2. FY2023 1Q Results**
3. Ad Platform Business
4. Marketing SaaS Business
5. Overseas Business
6. Medium-to long-term policy



FY2023 1Q Summary

Revenue increased 22.2% YoY. Gross profit increased 17.1% YoY, and the overall business maintained improved performance.

Despite cost increases due to hiring, operating profit exceeded the plan in 1Q.

In addition, the amount equivalent to the earnout to be paid to management upon achievement of Zelto's future performance was recorded as a financial liability in the BS at the time of acquisition.

The depreciation of the yen from the end of March 2023 to the end of June 2023 caused a foreign exchange loss of 86 million yen related to this financial liability, which temporarily reduced net income.

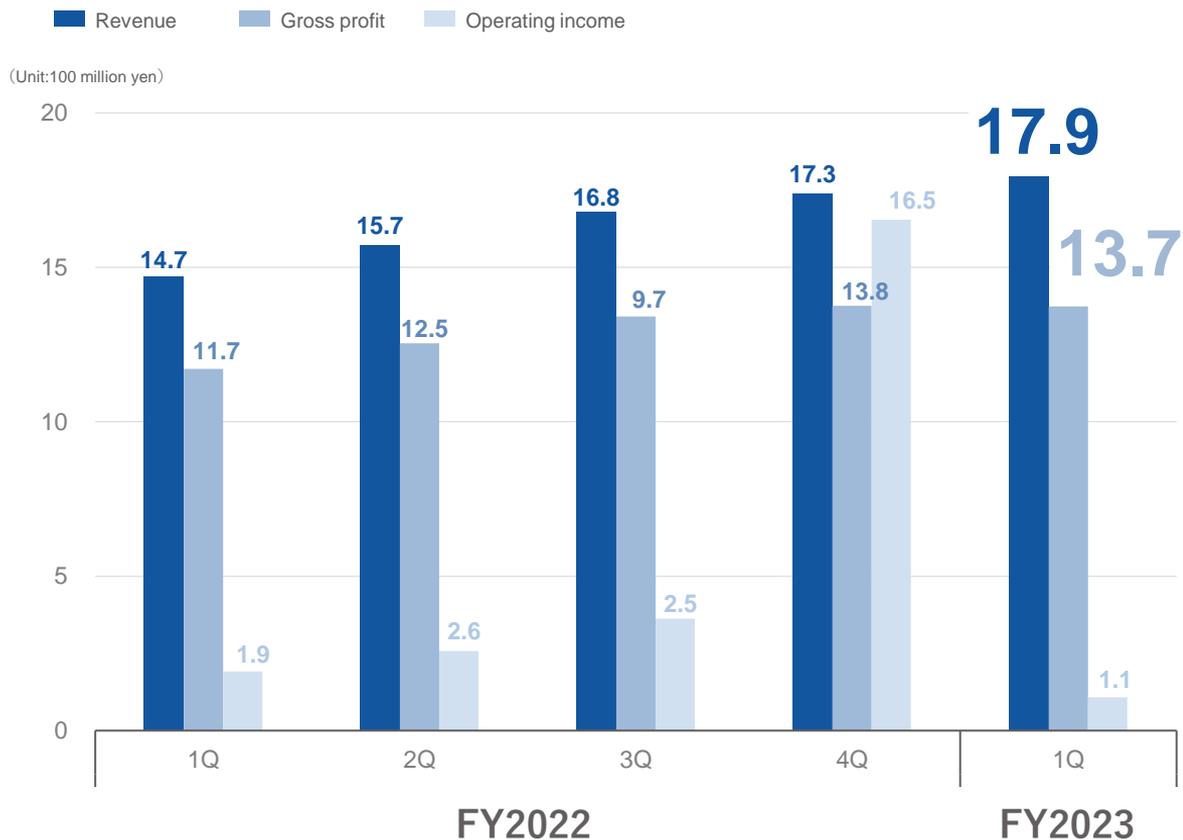
(JPY million)

	IFRS (Net sales is net)	IFRS (Net sales is net)	Inc/Dec(b-a)		FY2023 (Budget)
	FY2022 1Q(a)	FY2023 1Q(b)	Amounts	%	
			Revenue	1,468	
Gross profit	1,171	1,372	201	+17.2%	7,800
Operating income	191	107	-83	-43.7%	2,000
Income before income taxes	218	5	-213	-97.6%	1,900
Net income	175	2	-172	-98.6%	1,500
Net Income attributable to owners of parent	178	1	-176	-99.4%	1,500

FY2023 Quarterly Results

The advertising platform business is seasonal, with 3Q and 4Q being busy periods.

The company achieved the same level of performance in 1Q as in the busy season in 4Q. Sales revenue remained steady, and gross profit increased 17.1% yoy. Growth compared to the previous quarter. FY2023 1Q operating income was above plan.



Highlights by segment

Ad Platform Business

Revenue

9.4

Segment income

4.6

Ref Operating income 2.3

- Launched several business alliances in GENIEE RMP and also took over the DSP business.
- Demand area grew in 1Q.Kanade was consolidated from 2Q, and 2Q plan for Supply Division was revised upward.

Marketing SaaS Business

Revenue

6

Segment income

0.4

Ref Operating loss 1.6

- GENIEE SFA/CRM to start providing services using ChatGPT.
- In the SFA/CRM account, the number of accounts increased steadily due to the development of large-scale projects.

Overseas Business

Revenue

3

Segment income

0.5

Ref Operating income 0.3

- Expanded business domain by making Zelto a wholly owned subsidiary in February 2011
- Full-scale integration with Zelto regarding organization and strategy began

(Unit:100 million yen)

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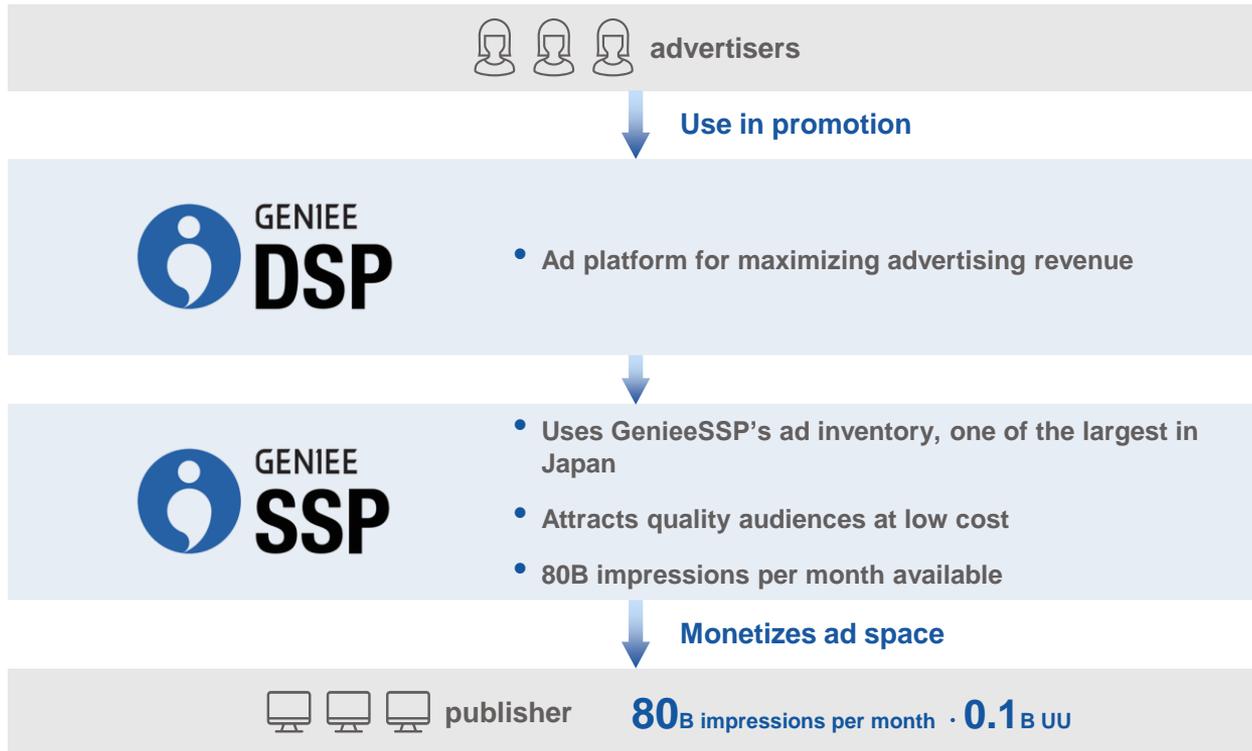


Ad Platform Business



Ads Platform

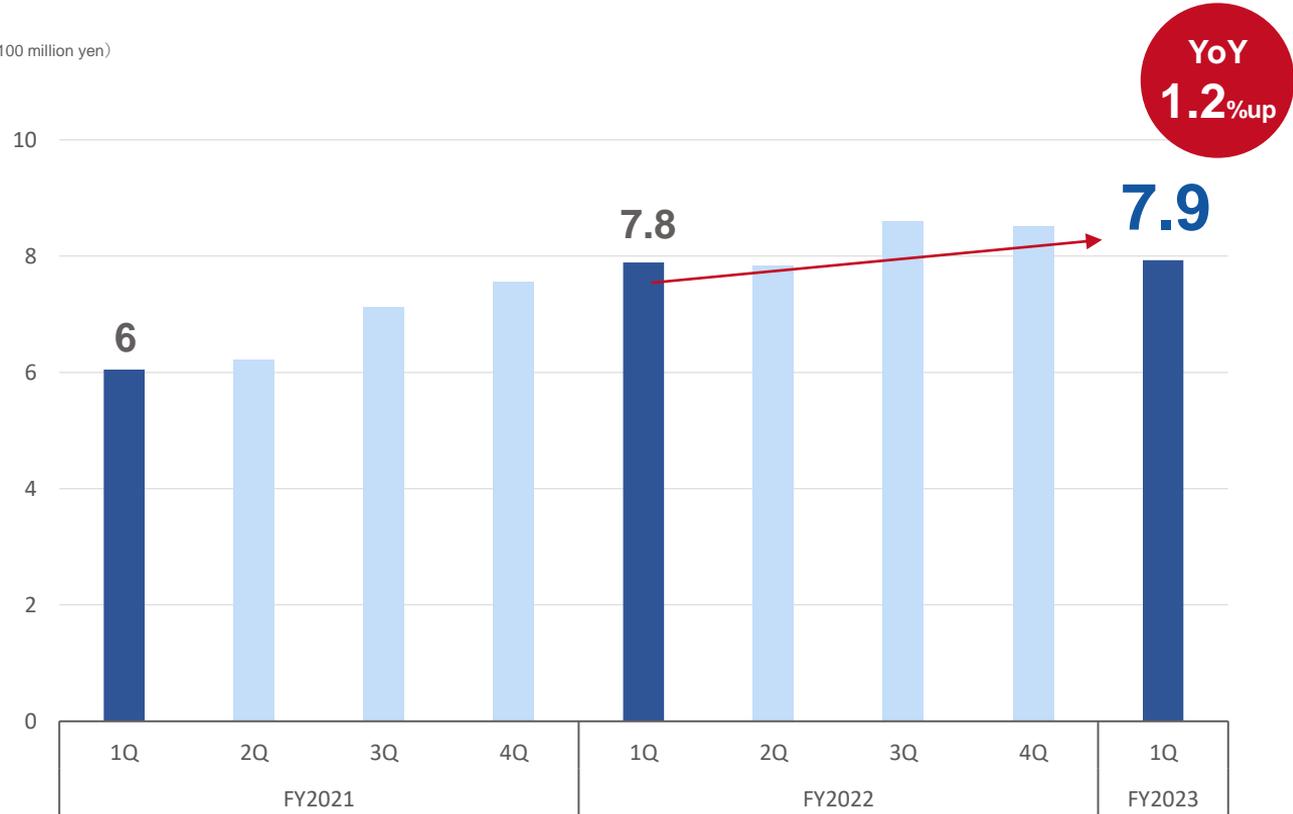
Technology that displays personalized ads
Provides high profitability for media and high cost-effectiveness for advertisers



Ad Platform Business Gross Profit

Although the supply business was affected by market conditions to a certain extent in 1Q, product development in new areas such as apps, videos, and collaboration with overseas operators was successful. Demand 1Q achieved the plan. Aiming to achieve the plan in 2Q and beyond by consolidating KANADE, which was acquired by the Company.

(Unit:100 million yen)

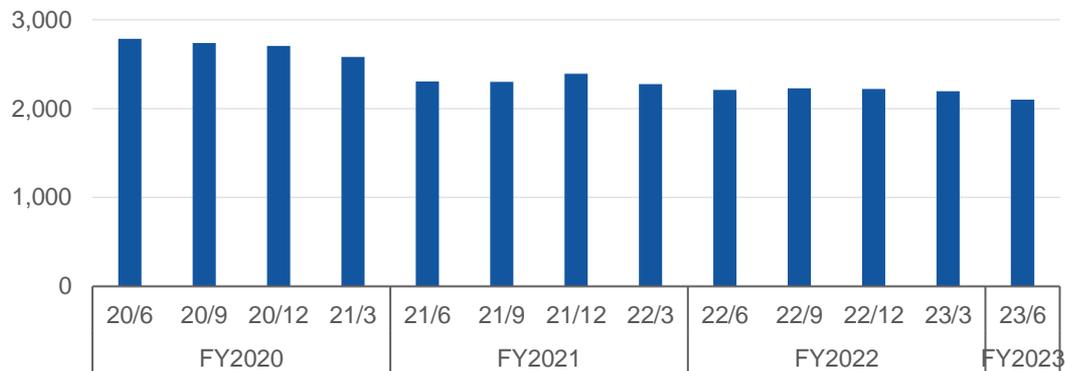


Ad Platform Business KPI

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

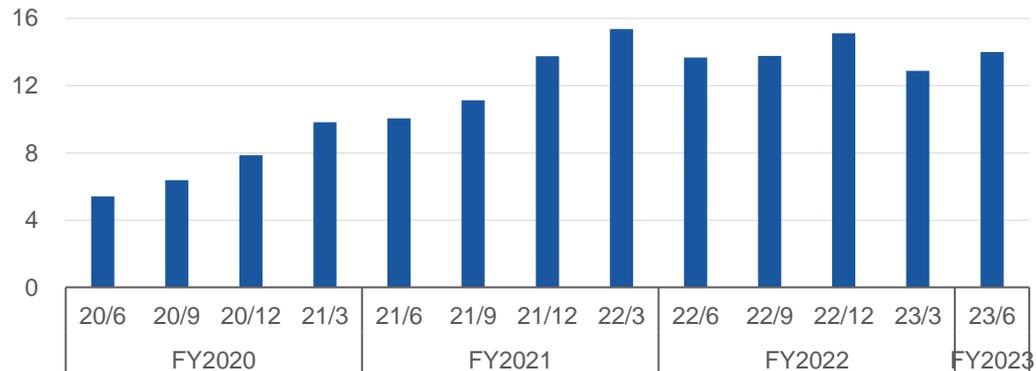
Customers (*1)

(No. of companies)



Average revenue per customer (*1)

(Ten thousand yen)



(*1) Calculated based on net amounts recognized.

Figures for ad management agency and DOOH are calculated by including comparative information from previous years.

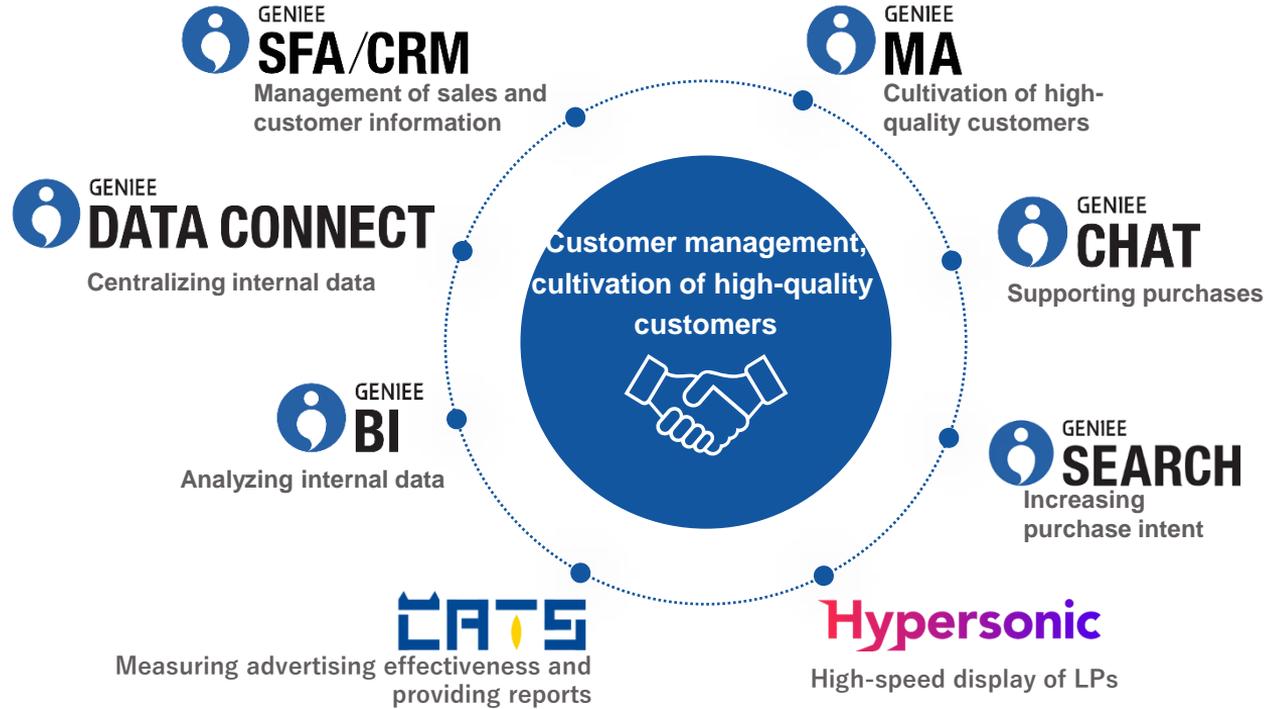
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2. FY2023 1Q Results
3. Ad Platform Business
- 4. Marketing SaaS Business**
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Marketing SaaS Business

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

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

Revenue / YoY Growth Rate

603Mil / +55.2%

Recurring Revenue ratio (*1)
/ YoY growth rate

83.0 % / +9.7 point

Gross Profit Margin

75.1%

ARR / YoY Growth Rate

2,072Mil / +50.6%

Segment income

44Mil

ARPA / YoY Growth Rate

14,000yen / +18.8%

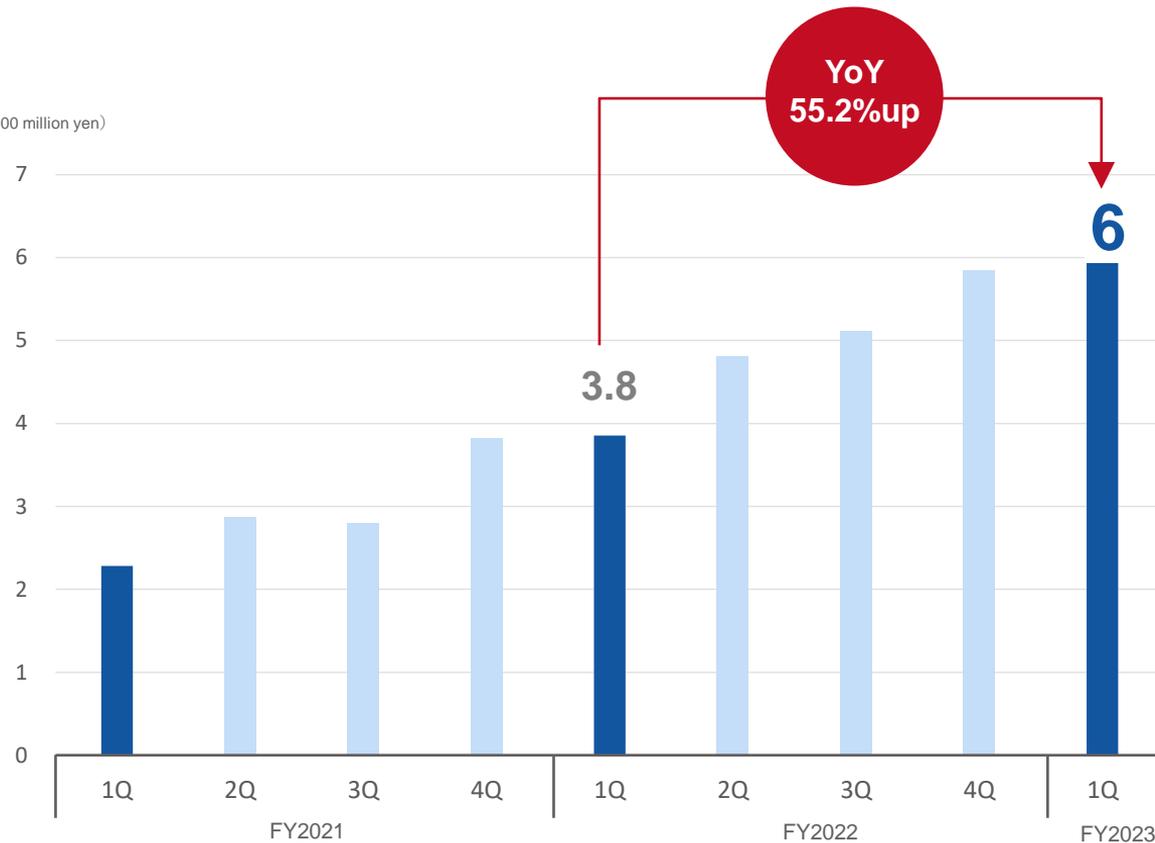
(*1) Calculated based on figures 12 months back from the end of the period.

Marketing SaaS Business: Revenue

Revenue increased 55.2% YoY
due to an increase in the number
of accounts.

Revenue reached a record high
on a quarterly basis.

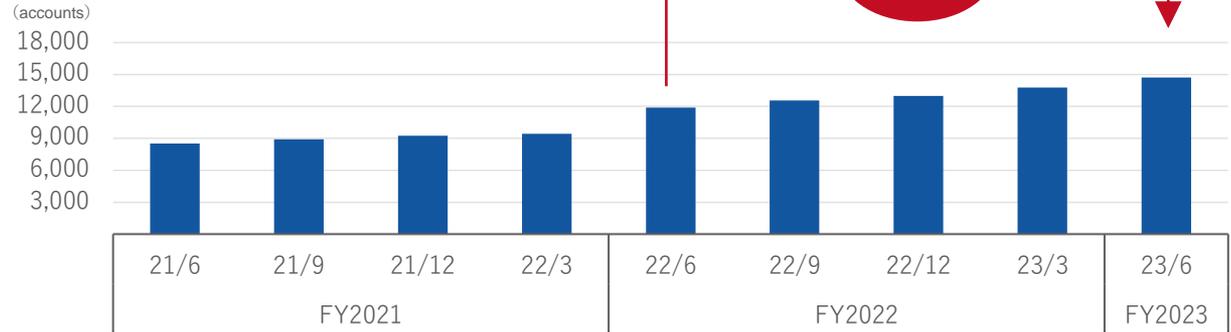
(Unit:100 million yen)



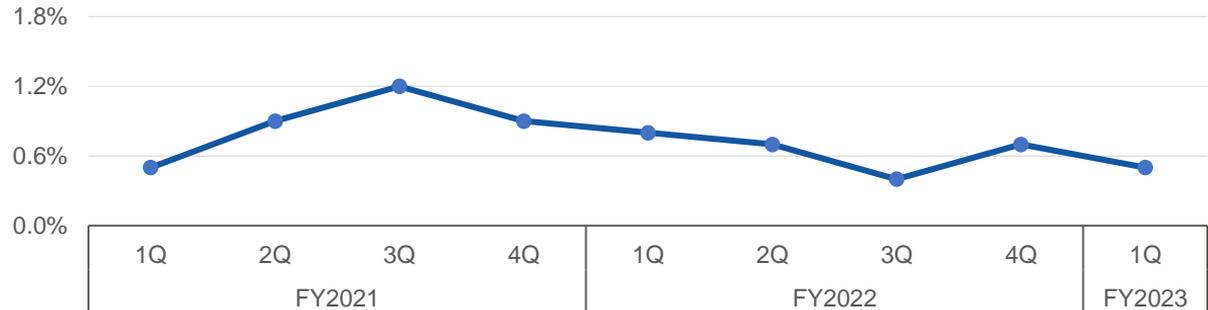
Marketing SaaS Business: KPI

Aim to increase the number of paying accounts by expanding the functions 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

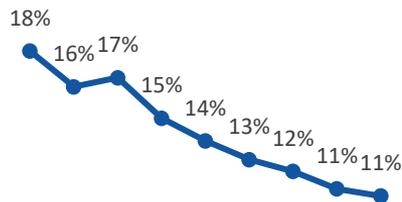


*3-month average churn rate for accounts

Marketing SaaS Business: KPI

- As for R&D, the R&D ratio is gradually decreasing due to an increase in MRR.
- S&M ratio in FY2022 is on an upward trend due to the increase in the number of business-side members.
- G&A is also on the rise due to the increase in corporate staff.

R&D^(*)(⁽²⁾)



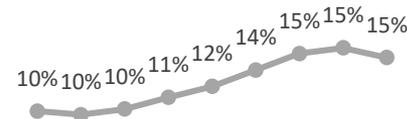
1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q
FY2021				FY2022				FY2023

S&M^(*)(⁽³⁾)



1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q
FY2021				FY2022				FY2023

G&A^(*)(⁽⁴⁾)



1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q
FY2021				FY2022				FY2023

(*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.

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Overseas Business

Started overseas expansion in 2012. Overseas development of a platform that maximizes advertising revenue and effectiveness for Internet media and advertisers, mainly in the fast-growing Asian region.

In February 2023, Zelto, Inc. will be made a wholly owned subsidiary, and the company will not only develop GENIEE SSP overseas, but also link and expand the functions of Zelto products with the services it provides.

Overseas locations



Business

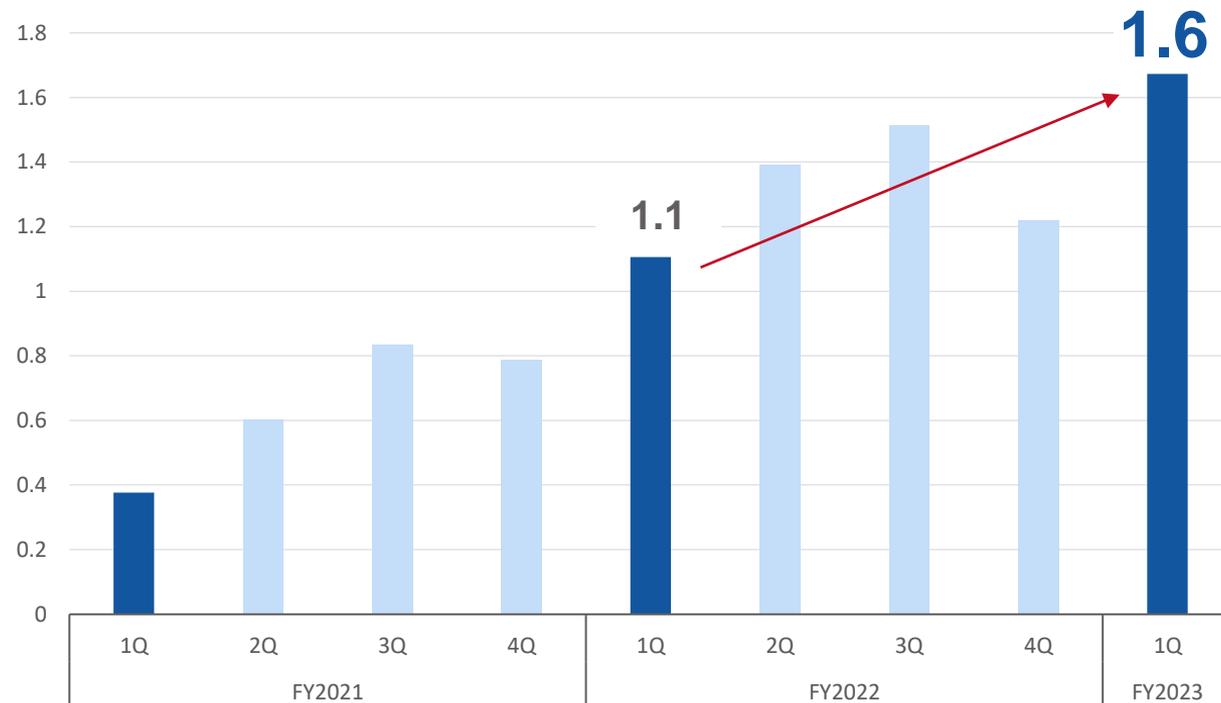
- Developed business in Europe, the U.S., and the APAC region, and established a position as the market leader in the advertising revenue optimization domain in the APAC region.
- In addition to providing Google's reseller business and GENIEE SSP, Zelto offers Adpushup (ad revenue optimization solution) and Adrecover (ad inventory monetization solution) services.
- Zelto has been certified as a GCPP Premier Partner* by Google.

※ Only a select number of partners who have met strict criteria and have expertise and skills in Google Ad Manager/AdSense are certified.

Overseas Business: Gross Profit

There is seasonality in earnings, although earnings tend to expand during the busy season in 3Q, However, 1Q also saw 45% YoY growth.

(Unit:100 million yen)



Overseas Business: Zelto PMI Progress

Market environment is in line with initial assumptions.

The company will set milestones to resolve issues in the first half of the year, and by the second half of the year, it will implement measures to increase market share and achieve the plan.

In terms of management, the company aims to establish a governance structure for changes in the prime market, while being conscious of numerical and cost control systems.

	Step 1	Step 2	Step 3
	FY2023 1Q	FY2023 2Q	FY2023 3Q~4Q
Organization & Strategy	<p>Understanding Business Issues</p> <ul style="list-style-type: none"> • Participation in the decision-making process and meeting bodies for important matters. • Negotiations for the cancellation or relaxation of minimum guarantees in existing contracts. • Implementation of cross-selling in cooperation with the Company and our overseas companies. 	<p>At Geniee Resources Solving Business Challenges</p> <ul style="list-style-type: none"> • CEO Team dedicated to problem-solving is established. Project management to be led by Geniee. • Dispatched Head of Marketing to the site. • New strategy for market share expansion is discussed. • Build group synergy. Improvement of sales/marketing/CS 	<p>Implementation of the new strategy created at GENIEE's initiative.</p> <ul style="list-style-type: none"> • Organizational integration of the existing overseas operations and Zelto, Inc. • Implementation of new strategies (sales, marketing, and product strategies) in the new organization.
Control	<p>Short-term PMI execution</p> <ul style="list-style-type: none"> • Implementation of a management accounting system for the Geniee Group. • Maintain profitability by reducing SG&A expenses, etc. 	<p>Understanding the governance structure</p> <ul style="list-style-type: none"> • Identify and improve compliance with local legal and labor regulations. • Checking the status of internal control systems. 	<p>Establishment of governance structure and Operational Improvement</p> <ul style="list-style-type: none"> • Integration of various tools. • Confirmation of the development and operation of internal controls. • Resolution of governance issues.

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Planning Assumptions

In FY2023, the company will strengthen its profit structure through cost reductions against the backdrop of declining advertising revenues due to the recession in the U.S.

For FY2024 and beyond, which will be the recovery period, the company will resume investment in growth and, after the change of prime market, will aggressively pursue M&A with synergies 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 FY2024, the recession will return to the level of FY2022, and in FY2025, the recession will end as a result of lower interest rates in the U.S., and the economy will begin to recover.

Investment Philosophy



- Continue to invest in new technology 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 will 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.



New Medium-Term Management Plan target value

Considering the impact of the recession in the U.S., for FY2023, domestic and overseas supply-side businesses were realistically planned, but are performing as expected.

For FY23, re-strengthening domestic and overseas ad-tech business, building a corporate structure on a global level, and utilizing AI and promoting business are high priorities.

In FY2025, we will utilize all options for collaboration and M&A, while aiming for organic achievement.

	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

FY2023

Full Year Earnings Forecast

(JPY million)

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

For the Advertising PF business, revenue is expected to increase through expansion in new areas and expansion of market share in existing areas.

For 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 customers in the enterprise domain and improve MRR by strengthening agencies.

	FY2022 (actual results)	FY2023 (forecast)
Revenue	6,455	9,661
Ad Platform Business	3,918	4,819
Marketing SaaS Business	1,976	3,173
Overseas Business	783	1,686
(Adjusted amounts)	△223	△20
Gross profit	5,142	7,804
Segment income	2,457	2,006
Ad Platform Business	2,163	2,683
Marketing SaaS Business	85	608
Overseas Business	338	700
(Adjusted amounts)	△131	△1,985
Operating income	2,457	2,006
Ad Platform Business	1,417	1,697
Marketing SaaS Business	△545	△260
Overseas Business	273	588
(Adjusted amounts)	1,312	△18
Income before income taxes	2,279	1,912
Net income attributable to owners of the parent	2,114	1,506

*FY2023 (Forecast) Basic earnings per share 83.82 yen

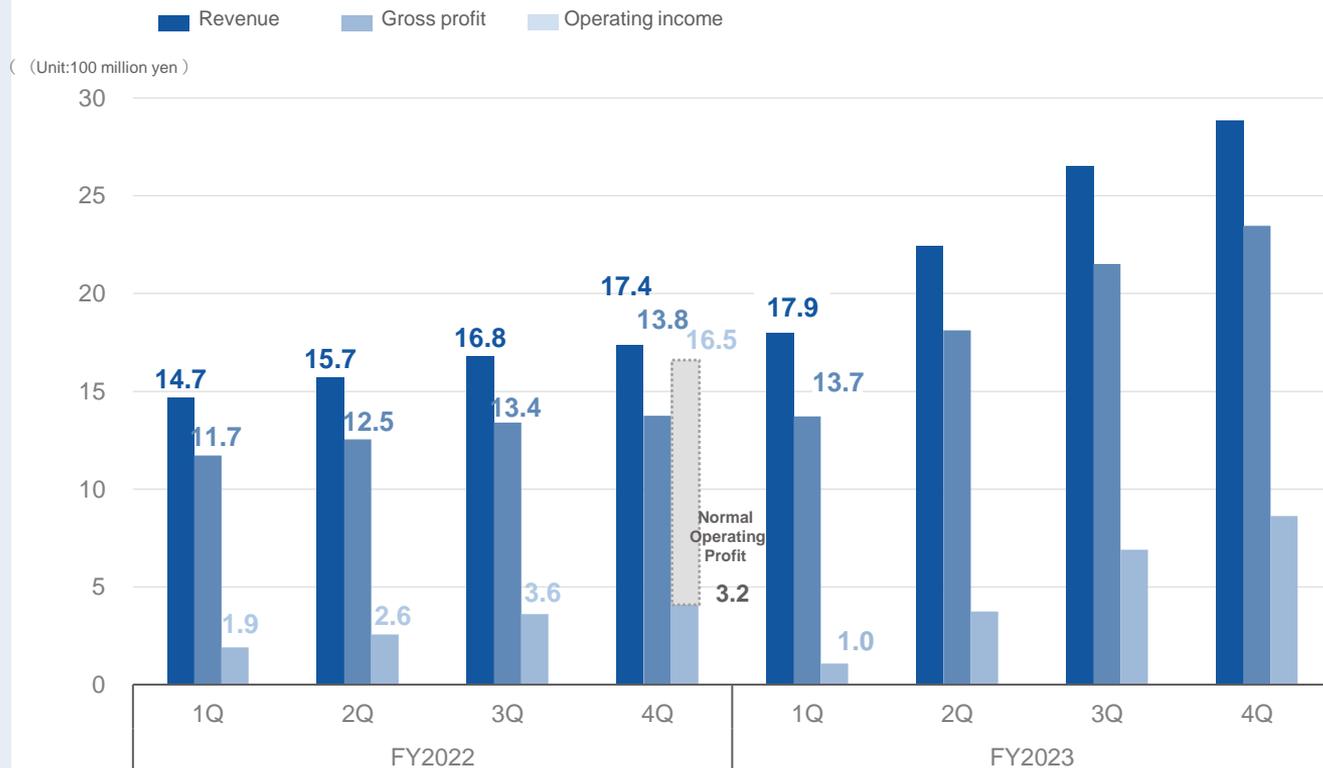
FY2023

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.

Although costs were expected to increase in 1Q FY2023 due to an increase in hiring members to promote the advertising platform business and marketing SaaS business (higher personnel and recruiting expenses), operating income exceeded the plan.



Stock price

Share price: JPY 1,310, as of Aug 9, 2023

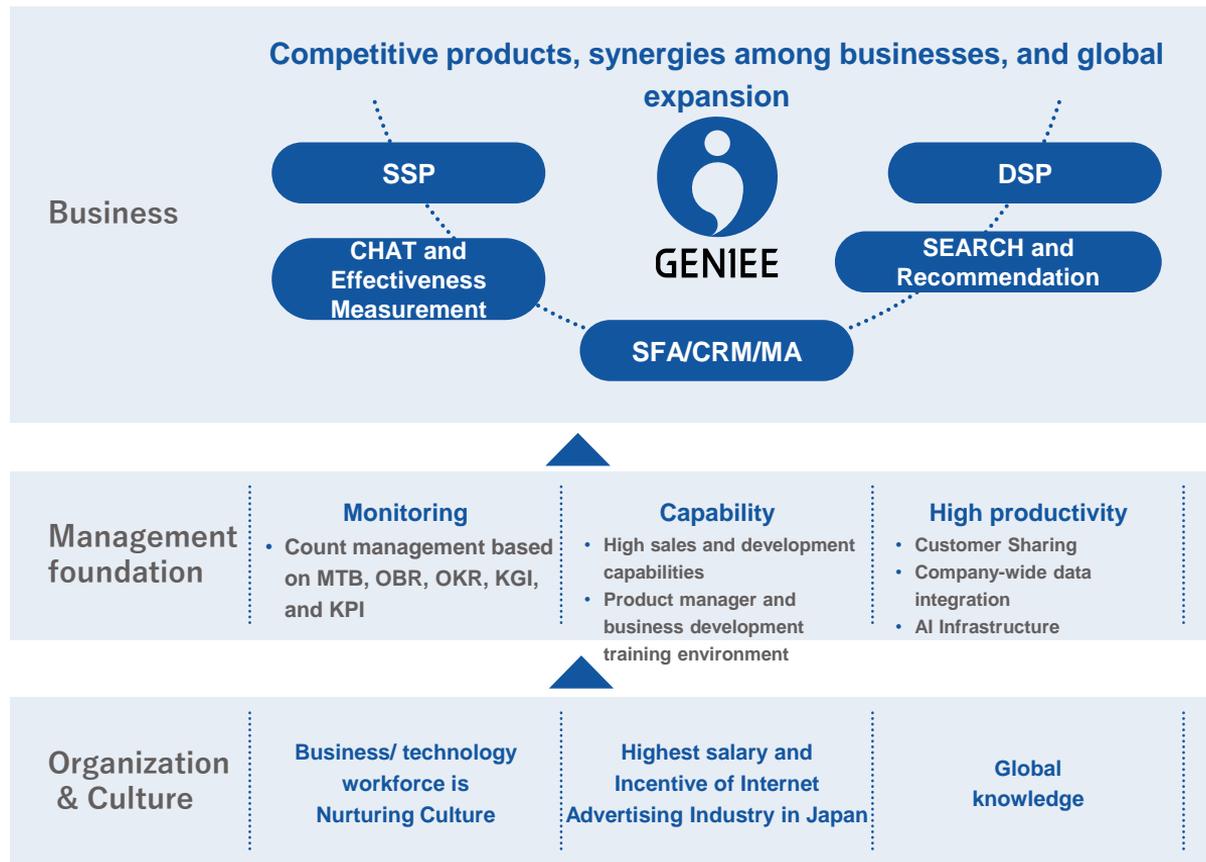
While pursuing solid growth in the short, medium, and long term, we will enhance our IR activities to support an increase in our share price.



APPENDIX

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.

Focus on cost-effectiveness for customers

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

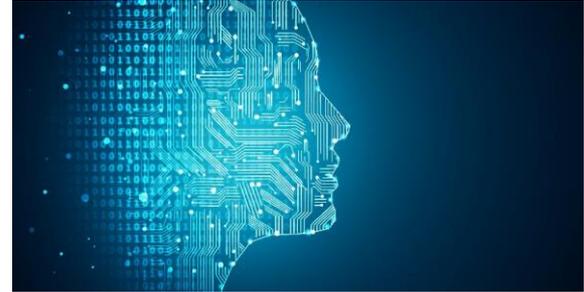
High-speed data processing technology capable of handling hundreds of thousands of requests per second



- 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

80B 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 (SSP)

Senior Executive Officer
GENIEE SSP Division CEO
Yuta Isobe

Joined Geniee, 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 GENIEE SSP Division CEO



Marketing SaaS Business (CHAT)

Senior Executive Officer
GENIEE CHAT Division CEO
Atsushi Mizuno

After working at a major IT company where he launched new businesses, he joined Geniee, 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 GENIEE CHAT Division CEO in April 2022 and Senior Executive Officer in April 2023.



Ad Platform Business (DSP)

Senior Executive Officer and CSO
GENIEE DSP Division CEO
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 Geniee, Inc. in 2021; appointed Executive Officer in October 2022; appointed Senior Executive Officer and GENIEE DSP Division CEO in April 2023.



Marketing SaaS Business (SFA/CRM)

Senior Executive Officer
GENIEE SFA/CRM Division CEO
Hirotaka Ohashi

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

Company Profile

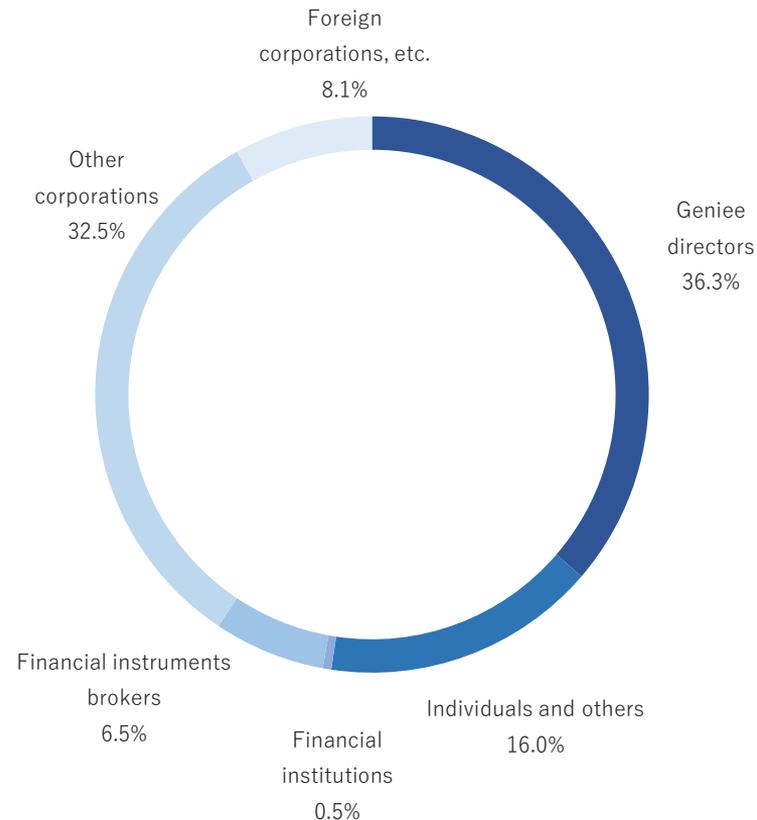
Company name	Geniee, Inc.	Employees	566 (Consolidated, as of March 31, 2023)
Business	Ad platform business Marketing SaaS business Overseas business	Establishment	April 14, 2010
Headquarters	Sumitomo Realty & Development Shinjuku Oak Tower 6th Floor, 6-8-1 Nishi Shinjuku, Shinjuku-ku, Tokyo 163-6006	Capital	JPY 1,550 million
Representative	Tomoaki Kudo, President and CEO	End of fiscal year	March 31
Executive officers	Directors: Koichi Machida (Outside) Director and Audit & Supervisory Committee Members: Katsuyuki Toritani (Full-time, Outside) Yukio Todoroki (Outside) Yoshitaka Sasaki (Outside)	Group companies	Business Search Technologies Corporation CATS Hypersonic, Inc. Geniee International Pte., Ltd. Geniee Vietnam Co., Ltd. PT. Geniee Technology Indonesia PT. Adstars Media Pariwara

Shareholder Composition (as of March 31, 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	40,200	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.

