



## **FY2023.Q3 Financial Results Briefing Materials**

February 13th, 2024

**Gross profit was 4.52 billion yen, up to 20.0% year on year.  
Both gross profit and operating income reached record highs in Q3.**

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- ▶ In the Ad platform business, gross profit increased 13.8% year on year due to expansion in new areas such as video and dynamic advertising.
  - ▶ In the Marketing SaaS business, the enterprise segment of SFA/CRM has grown, the number of contracted development projects has increased and gross profit increased by 36.4% compared to the same quarter of the previous year.
  - ▶ In the Overseas business, aim to further strengthen our business foundation, PMI of Zelto was promoted at the Company's initiative and gross profit increased 31.7% year on year.
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## Topics.

### CPV billing function released

Began offering CPV\* billing function in GENIEE DSP, in which advertising fees are charged when a video is viewed for a certain number of seconds.

This enables us to reach out to users efficiently, which contributes to the development of new clients.

CPV (Cost Per View) Billing: A billing format that charged for each viewing of a video advertisement.

#### Issues and Background

- The expansion of the market for video advertising (YouTube, etc.), leading to the demand for video advertising on web media is increasing.
- Before, the charges were incurred based on the number of views, so charges will be incurred when the displayed video is displayed
- One of the key indicators in video advertising is "how often users watch the displayed video"



#### CPV billing

CPV (Cost Per View) billing



Billing occurs when an advertising video is viewed for 6 seconds.  
(If less than 6 seconds, no fee will be charged)



**Efficient distribution with no waste in distribution costs and efficient reach**

#### New billing structure

Billing structure	Billing terms
CPC Billing	Charge per click (1 Click) for Ads
CPM Billing	Charge per 1,000 impressions
CPV Billing	Charge per 6 seconds of video playback time viewed (passed)

# Topics.

## JAPAN AI New Product

AI solution that simultaneously achieves the world's highest accuracy (\*1) and high speed (\*2) transcription and speaker separation.

"GENIEE Speech AI" was developed.

1: Conforms to OpenAI's official transcription system "whisper large-v3".  
2: 18 times higher than OpenAI's official transcription system "whisper large-v3" (according to our own research)

### Issue

- There are issues with the accuracy of transcription and it has not been fully automated.
- A separate system is required to be able to tell who has spoken what (speaker separation), which requires operational costs and data processing time.

cancel  
lation

Geniee Speech AI



Feature ①

**Immediate confirmation of conversation content with reduced processing time**  
**Infrastructure cost reductions reduce the real burden**

Feature ②

**Automatic speaker separation**

Feature ③

**Linkage allows automatic recording of conversations into various systems such as minutes and call logs**

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## Business Purpose

The worldview realized by Geniee products and services

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**Creating a world where everyone can succeed in marketing**

## Corporate Purpose

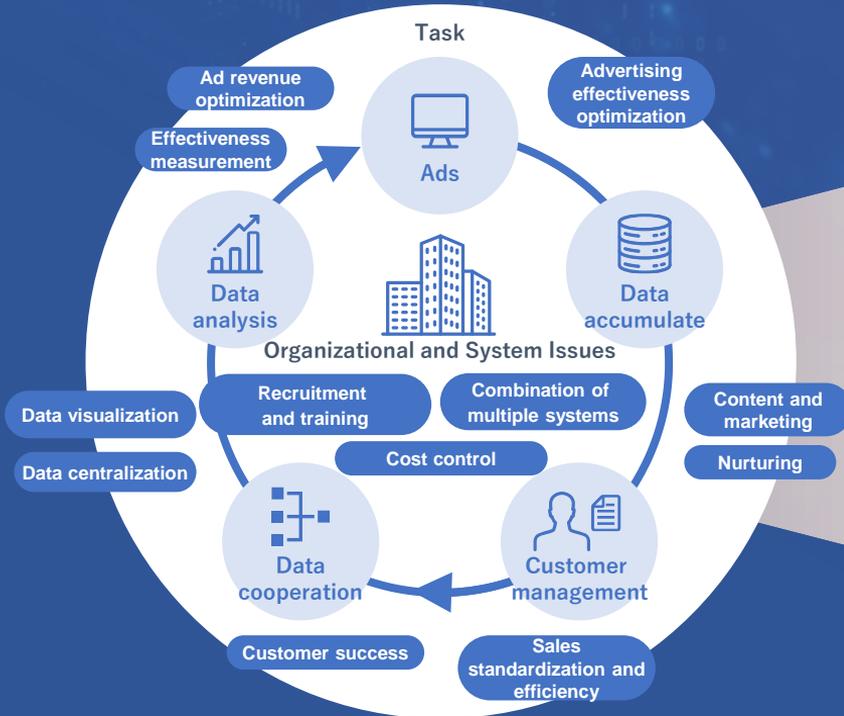
Long-term goals and purpose of Geniee

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**Becoming a global technology originating from Japan  
and contributing to Japan and Asia**

# • GENIEE Group aims to be...

- GENIEE Group provides comprehensive support for solving increasingly complex and sophisticated marketing challenges.
- Aiming for creating a world where marketing hurdles are lowered, and companies can spread high value-added products and services to society more smoothly.



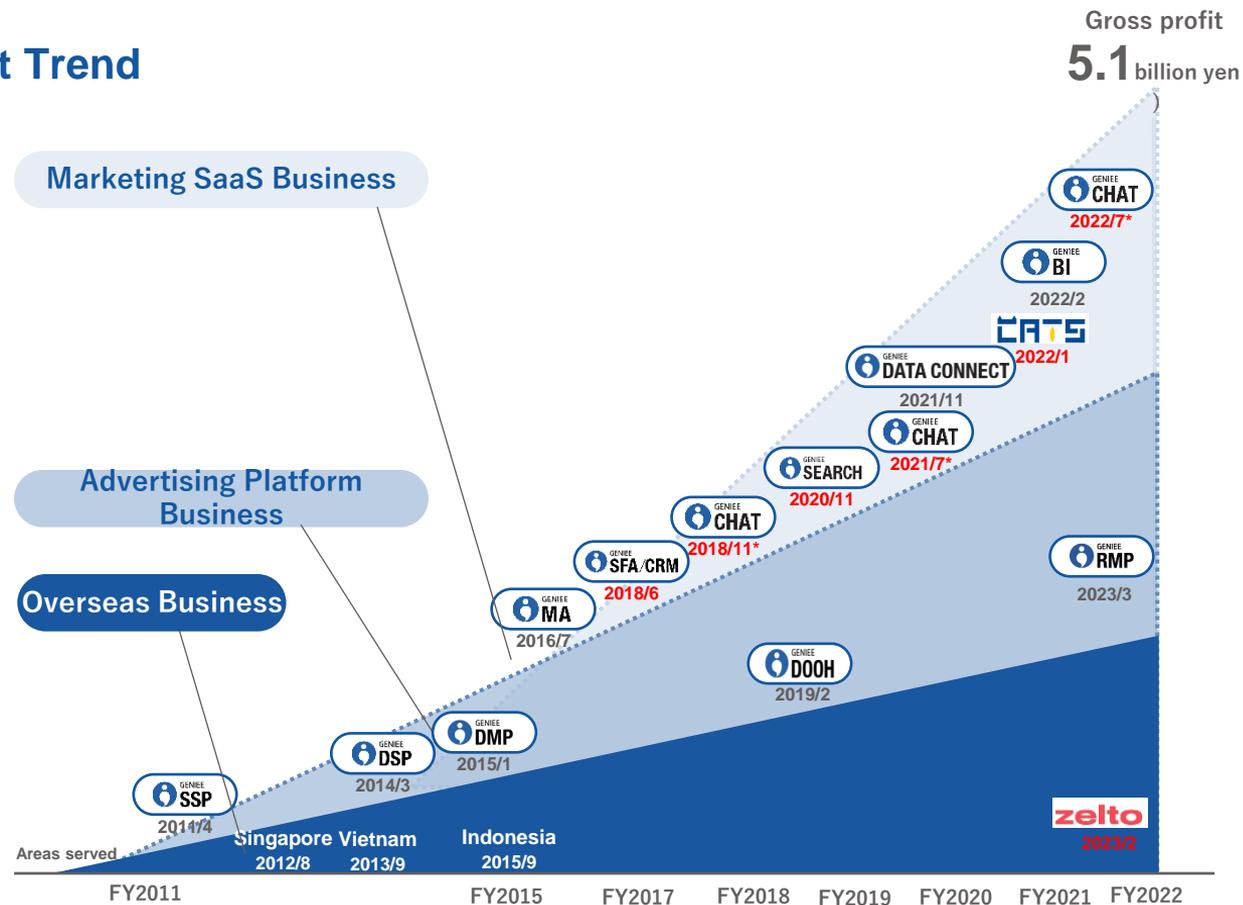
- One-stop platform
- Diverse Products Domains

A world where everyone can succeed in marketing

- High cost-performance
- Automation and streamlining of operations

# Business Portfolio and Consolidated Gross Profit Trend

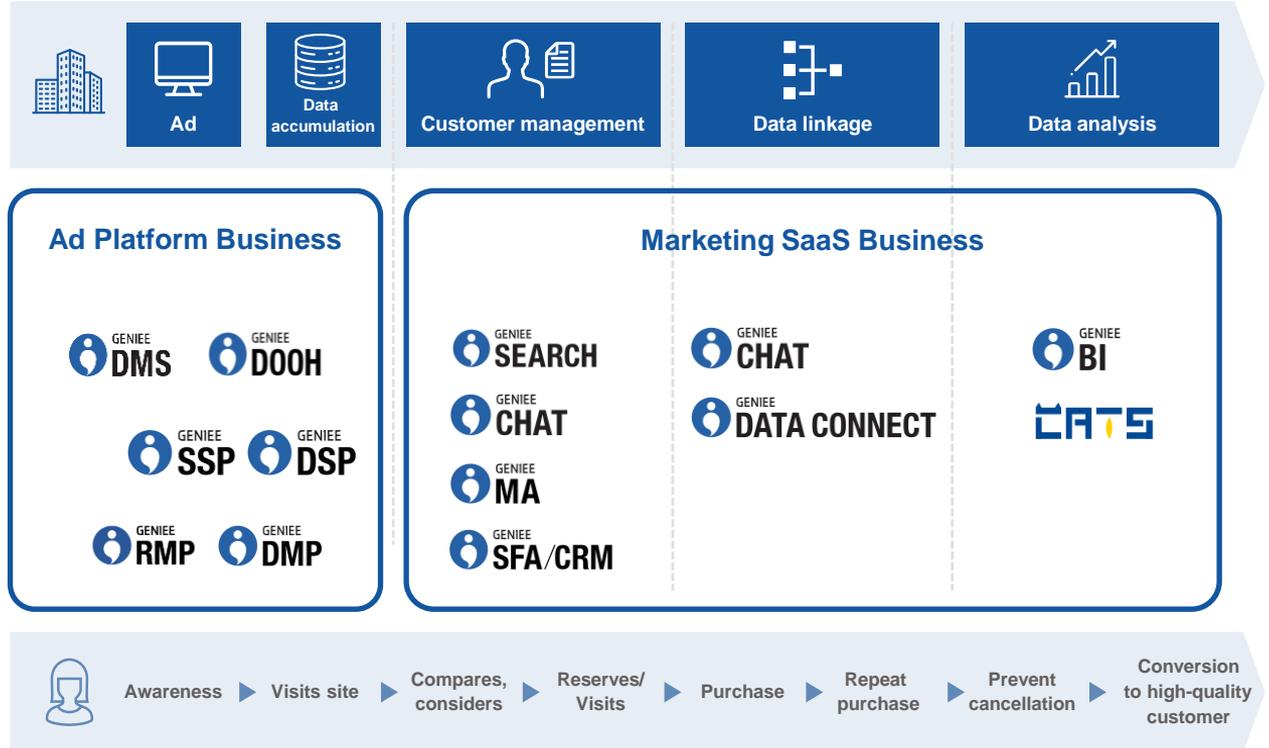
In FY2016, the main business “GENIEE SSP” became one of the biggest business in Japan. In 2016, Geniee began offering SaaS products and expanding its business with mergers and acquisitions. Overseas operations have been expanding since 2012, and the acquisition of ZELTO in 2023 is expected to significantly increase the ratio of overseas sales to total sales.



※Those in red were acquired through M&A. Currently, GENIEE CHAT has integrated the brands of the old Chamo, the old Engagebot, and the old HyperSonic.

# Business Areas

We provide companies with highly convenient, cost-effective marketing solutions and deliver accurate to users.

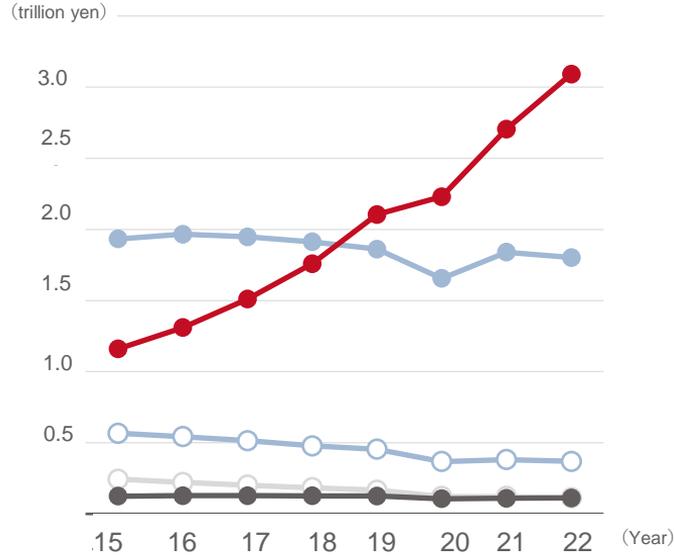


# Market Size

The marketing technology industry (Online Advertising Market and SaaS market) in which Geniee operates is growing rapidly due to the improvement of the Internet and the expansion of the digital transformation.

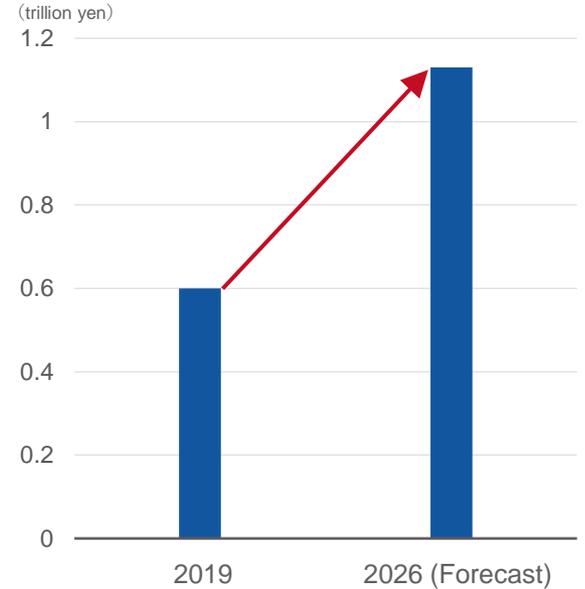
## Online Advertising Market Trend

- Newspapers
- Magazines
- Radio
- TV
- **Internet**



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

## SaaS Market Trend



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

## Market Size

The target market that our services can provide is 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 Geniee and is not calculated for the purpose of showing an objective market size for the businesses operated by Geniee 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 Geniee based on "2020 Japanese Advertising 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 Geniee 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)

The size of the market where Geniee operate business ※1

# SAM: 2.9 trillion yen

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

The size of the market where Geniee can offer our services※2

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

Obtainable markets in near future

Markets that can be obtained by strengthening and extending current products and services

Potential markets

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# FY2023 Financial Summary cumulative total

Both revenue and gross profit grew in each business segment, with revenue up 24.9% year on year and gross profit up 20.0% year on year, continuing strong performance.

Operating income and other income increased as a result of reducing the earn-out payment amount due to the review of Zelto's management structure that occurred in Q2.

(millions of yen)

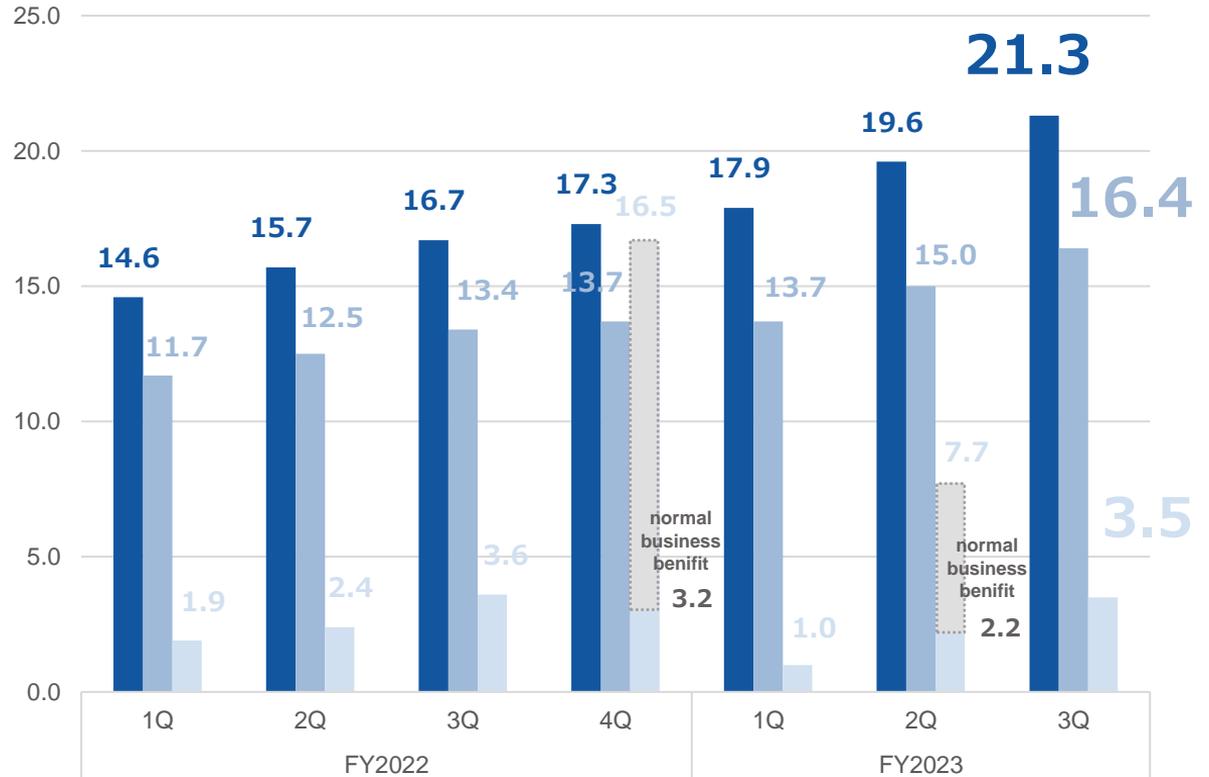
	FY2022 3Q(a)	FY2023 3Q(b)	Inc/Dec(b-a)		FY2023 (Plan)
			Amounts	%	
Revenue	4,718	5,892	+1,174	+24.9%	8,400
Gross profit	3,766	4,520	+753	+20.0%	6,600
Operating Profit	802	1,236	+434	+54.1%	1,800
Income before Tax	841	1,079	+237	+28.2%	1,500
Net income	630	867	+236	+37.5%	1,300
Net Income attributable to owners of parent	635	861	+225	+35.5%	1,300

# FY2023 Quarterly Results

Both revenue and gross profit reached record highs.

■ sales revenue ■ Gross profit ■ Operating income

(100 millions of yen)



## By Segment Highlights

(100 millions of yen)

### Advertising Platforms business

sales revenue

**31.3**

Segment income

**16.0**

Ref. Operating income **9.6**

- Succeeded in developing the video domain, which had not yet been explored on the supply side.
- On the demand-side, we are strengthening collaboration with advertising agencies in "KANADE DSP," and dynamic advertising is growing.

### marketing SaaS Business

sales revenue

**19.7**

Segment income

**1.7**

Ref. Operating loss **4.1**

- In SFA/CRM, the enterprise tier was developed and contracted development projects increased.
- In CATS, sales revenue increased due to a change in the billing format and an increase in contracted development projects.

### Overseas Business

sales revenue

**9.5**

Segment income

**1.8**

Ref. Operating income **1.1**

- PMI is being promoted under our leadership and further strengthen our business foundation.
- Zelto reached high in sales revenue in November.

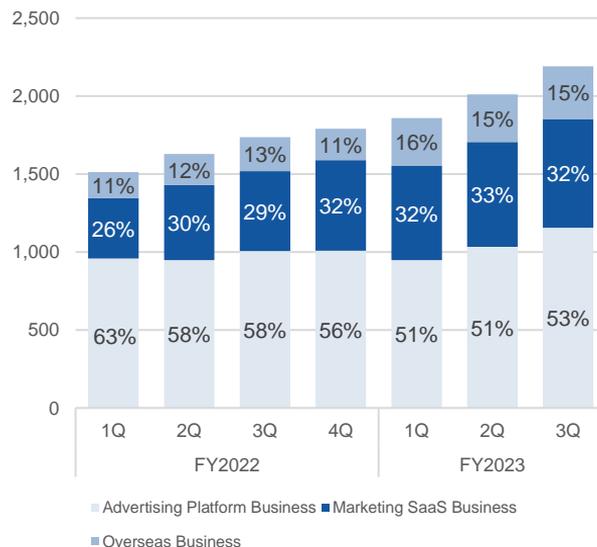
## By Segment Percentage change in performance

Although the advertising platform business is the main business, the proportion of marketing SaaS business and overseas business with high market size and market growth rate is gradually increasing.

In the SFA/CRM area of the Marketing SaaS business, large enterprise orders are increasing, and segment profit, which is gross profit minus business SG&A expenses, has been profitable since 4Q FY2022.

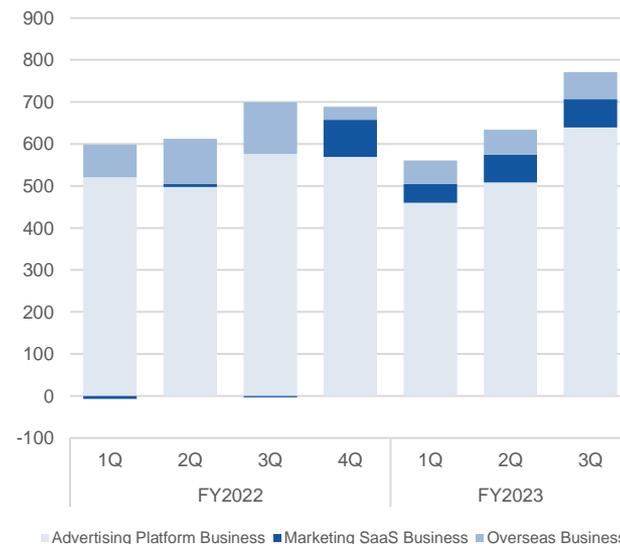
### sales revenue

(millions of yen)



### Segment income

(millions of yen)



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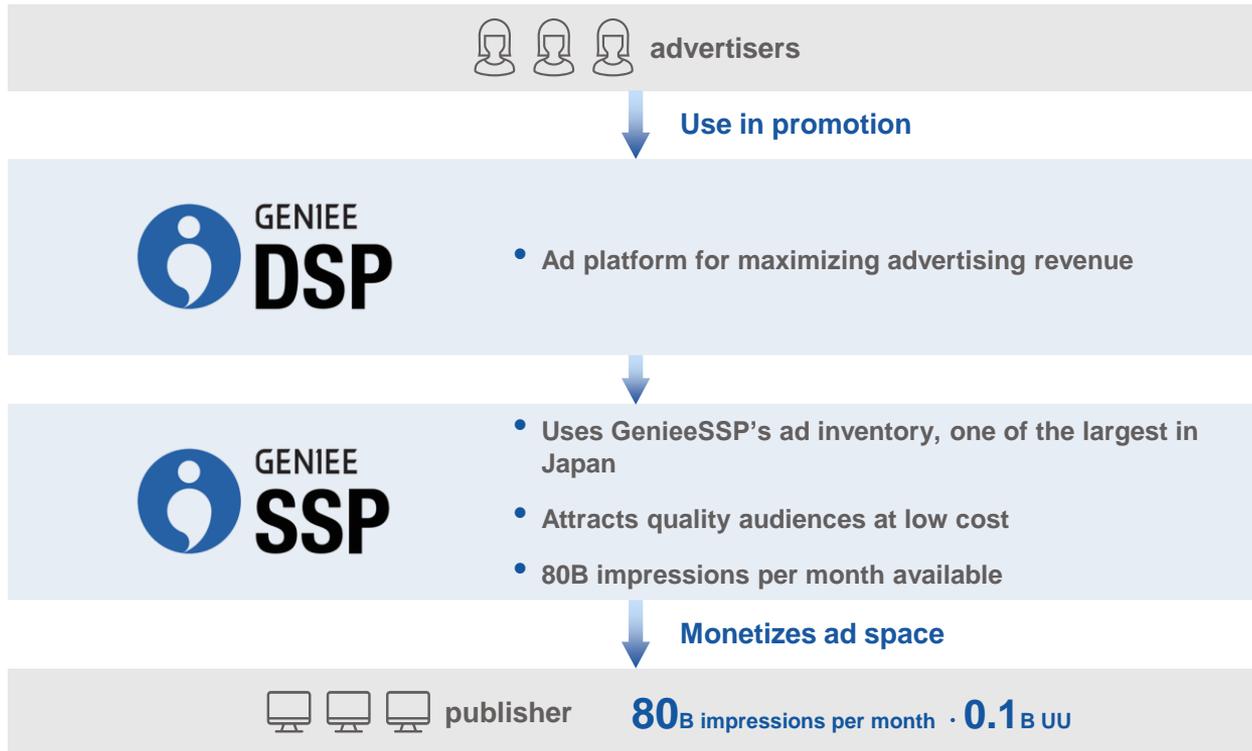


# Advertising Platform Business



## Ads Platform

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

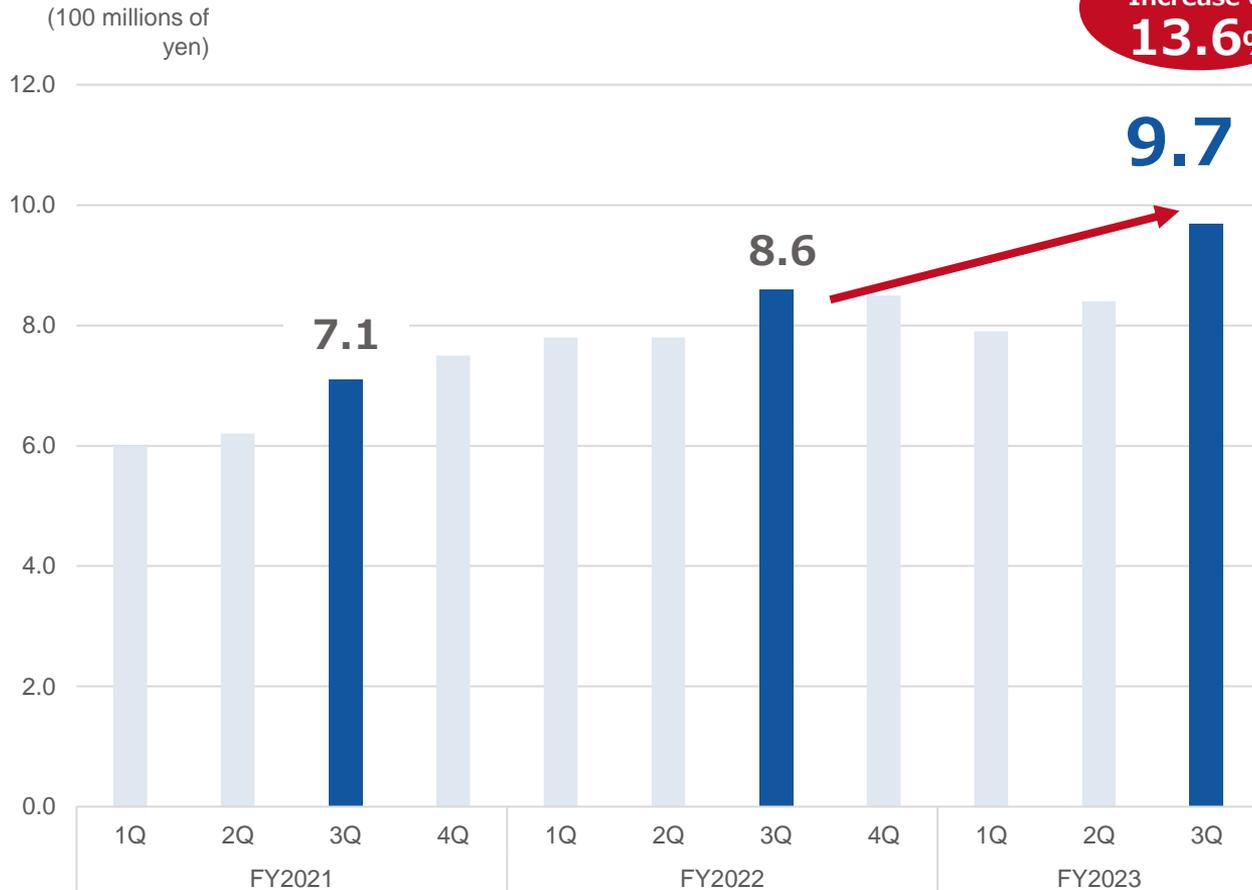


## Advertising Platform Business Gross Profit Trends

Gross profit increased 13.6%  
year on year.

Succeeded in developing the  
video domain, which had not yet  
been explored on the supply  
side.

On the demand-side, we are  
strengthening collaboration with  
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"KANADE DSP," and dynamic  
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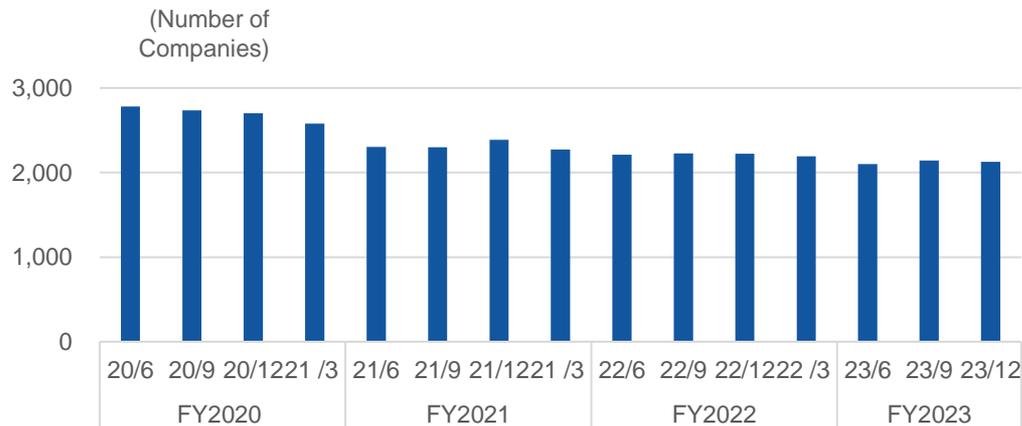
YoY  
Increase of  
**13.6%**

**9.7**

## Advertising Platform Business KPI

Company unit sales increased due to acquisition of new media and increase in unit price of existing media.

Number of Companies(\*1)



Average revenue per company (\*1)



(\*1) Calculated based on net figures. In addition, from this fiscal year, the advertising management agency and DOOH figures are calculated by adding information including information compared to previous years.

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## Marketing SaaS Business Highlights

Sales revenue, ARR, and other results were favorable.

The increase in the number of accounts due to the expansion of the enterprise segment and the maintenance of a low churn rate due to highly satisfactory customer success have contributed to the expansion of business performance.

Revenue/Year-on-Year Growth Rate

**1,973 / +43.3%**

(100 millions of yen)

Recurring ratio <sup>(\*)</sup> / YoY growth rate

**81.3 % / +4.1 points**

Gross profit rate

**73.7%**

ARR / YoY growth rate

**2,017 / +16.4%**

(100 millions of yen)

Segment income

**177**

(100 millions of yen)

ARPA/YoY growth rate

**17,011 / + 7.4%**

(yen)

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

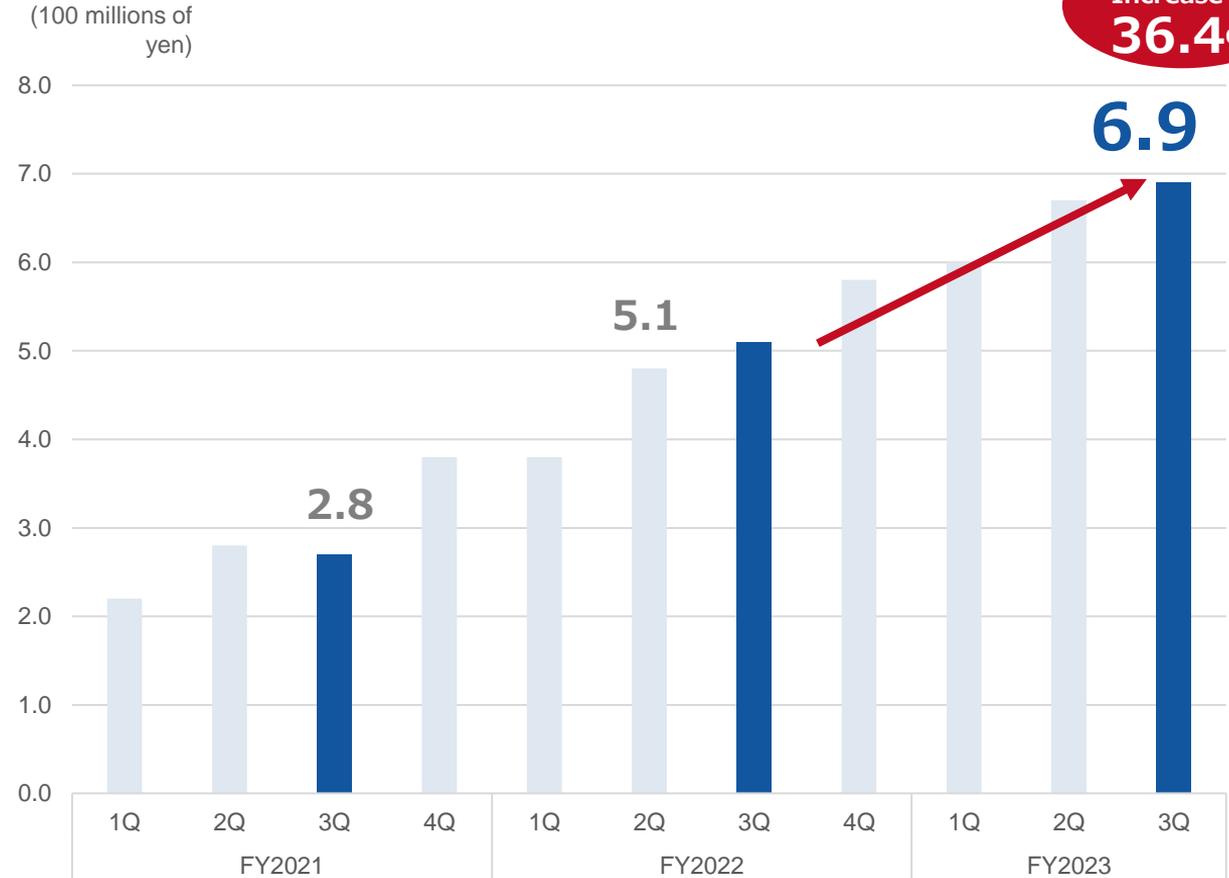
## Marketing SaaS Business Sales Revenue Trends

Revenue increased 36.4% year on year.

Quarterly sales also reached a record high.

In SFA/CRM, the enterprise tier was developed and contracted development projects increased.

In CATS, sales revenue increased due to a change in the billing format and an increase in contracted development projects.



YoY  
Increase of  
**36.4%**

**6.9**

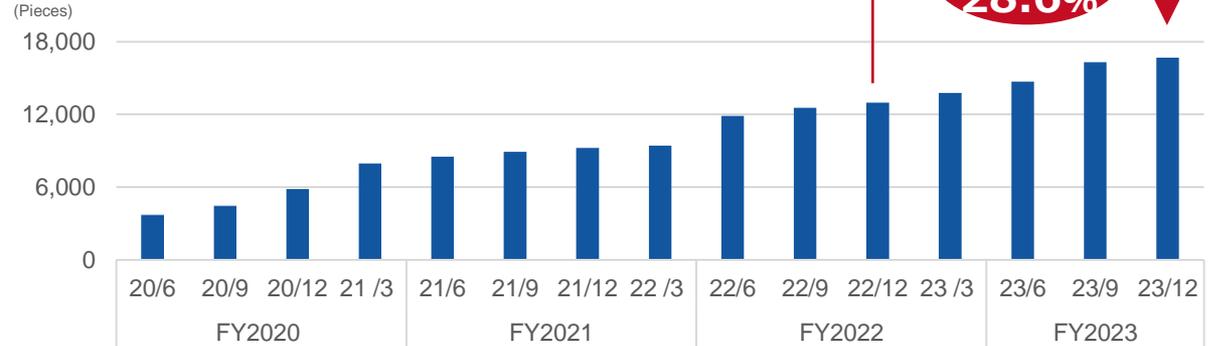
## Marketing SaaS Business KPI

The number of accounts grew steadily as the enterprise tier was developed with SFA/CRM.

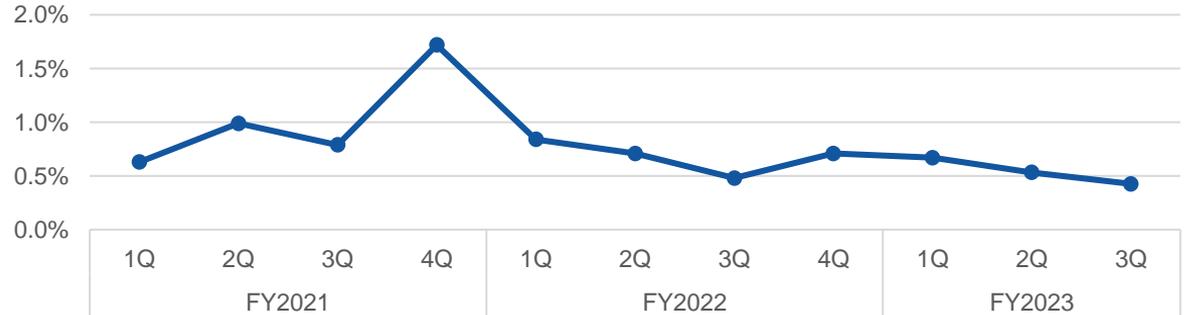
Even after receiving an order, additional development credits and cross-selling to other services are realized.

The churn rate continues to remain at a low level of less than 1%.

### Number of paid accounts



### Cancellation rate



\*3-month average churn rate for accounts

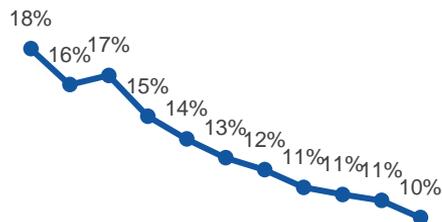
## Marketing SaaS Business Ratio of SG&A expenses to sales

R&D is trending downward due to an increase in MRR and an increase in the proportion of software recorded due to general-purpose development for enterprises.

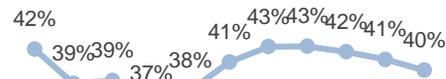
The S&M ratio for FY2022 is trending upward due to an increase in the number of business-side members.

G&A is also on the rise due to the increase in corporate staff.

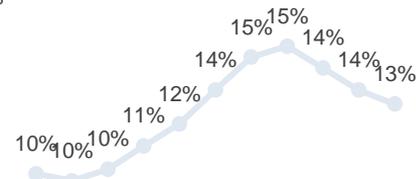
R&D(\*1)(\*2)



S&M(\*1)(\*3)



G&A(\*1)(\*4)



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

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

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

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

(\*2) Abbreviation for Research and Development. The sum of personnel costs for engineers and related expenses for research and development.

(\*3) Abbreviation for Sales and Marketing. The sum of advertising expenses for sales promotion, personnel expenses for sales personnel, and related expenses.

(\*4) Abbreviation for General and Administrative. The 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, Zeldo, Inc. will be made a wholly owned subsidiary, and Geniee will not only develop GENIEE SSP overseas, but also collaborate and expand functionality of Zeldo product services.

### 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, Zeldo offers Adpushup (ad revenue optimization solution) and Adrecover (ad inventory monetization solution) services.
- Zeldo has been certified as a GCPP Premier Partner\* by Google.

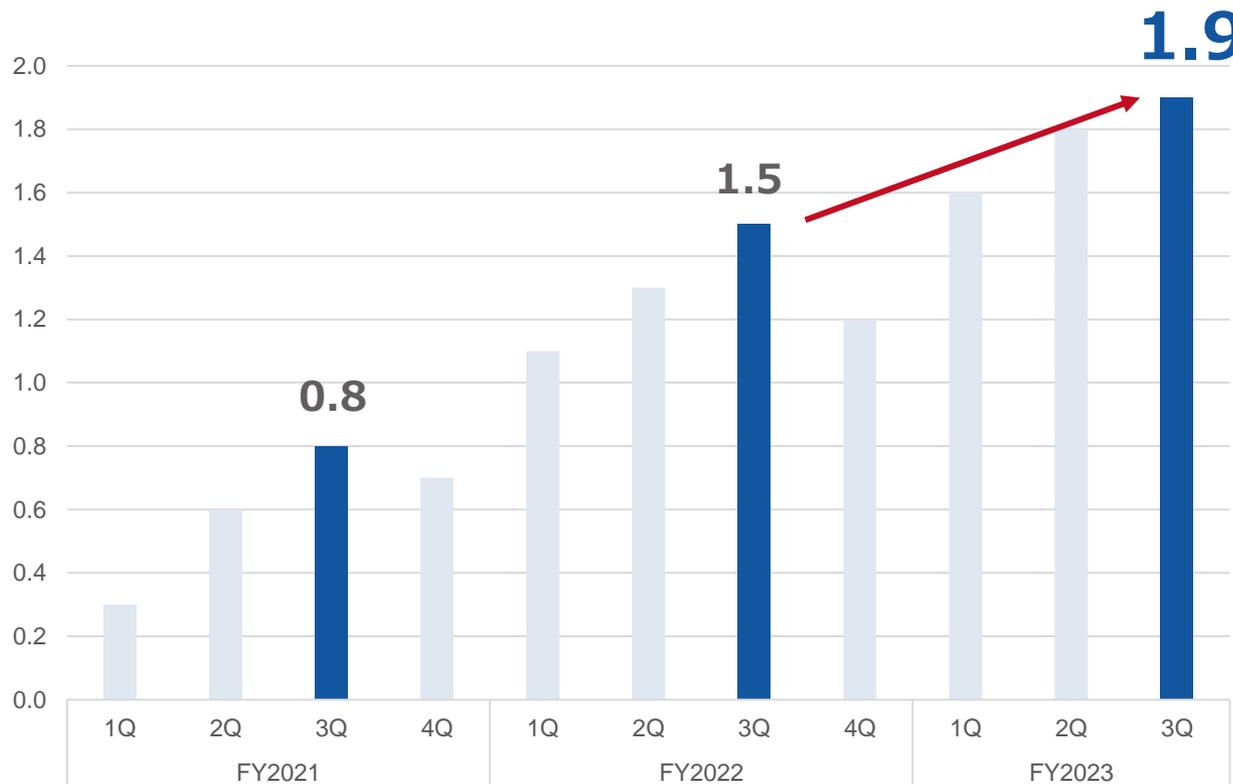
※ Only a select number of partners who have met strict criteria and have expertise and skills in Google Ad Manager/AdSense are certified.

## Overseas Business Gross Profit Trends

Gross profit increased 31.7%  
year on year.

Quarterly sales also reached a  
record high.

(100 millions of  
yen)



YoY  
Increase of  
**31.7%**

**1.9**

## Overseas Business Zelto's PMI Progress

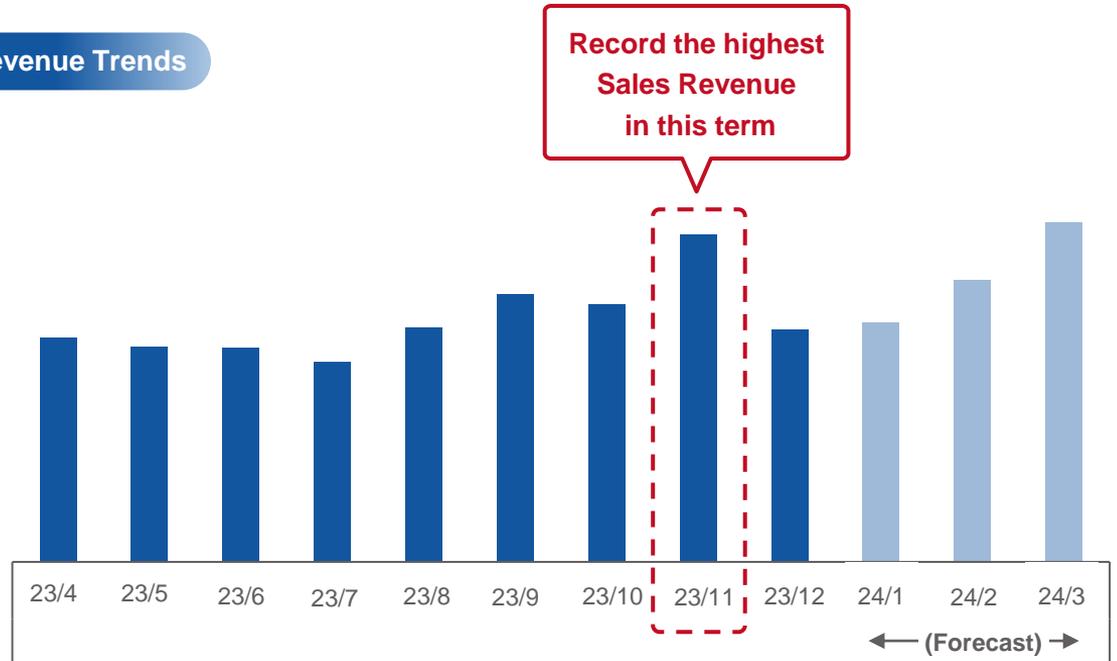
Zelto's PMI is being promoted under our leadership and further strengthen our business foundation.

Sales revenue and operating income reached record highs in November.

Although CPM/RPM (cost per advertisement) may fluctuate depending on market conditions, the number of advertisers and total PV will continue to trend upward.

We will implement cost reduction measures such as cross-selling products within the Geniee Group and replacing servers to increase profitability from the next fiscal year onwards.

### Sales Revenue Trends



#### Organization & Strategy

Understanding Business Issues

CEO Team Driven elimination of a deficit strategic planning

100% repeat upsell for large existing customers  
Cross access of group products

Acceleration of new sales  
Cross-selling of products  
Cost reduction measures

#### Management

Short-term PMI execution

Understanding the governance structure

Business Integration of Overseas Divisions

Improvement of Personnel System /Corporate Integration

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# Planning Assumptions

In FY2023, Geniee 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, Geniee 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, Geniee 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.



## Mid-term Management Plan target value

Although we revised our full-year forecast in FY2023, we are assuming our original plan for FY2025 based on the assumption that the recession will recover.

	FY2023 (Plan) at first	FY2023 (Plan) Revised 11/9	FY2025 (Plan)
sales revenue	9.6 billion yen	8.4 billion yen	16.2 ~ 20.2 billion yen
Gross profit	7.8 billion yen	6.6 billion yen	13.2 ~ 16.4 billion yen
Operating income	2 billion yen	1.8 billion yen	4.5 ~ 5.5 billion yen
Net income attributable to the parent company	1.5 billion yen	1.3 billion yen	3 ~ 3.7 billion yen

( ) Exchange rate assumptions are 131.18 yen to the U.S. dollar for FY2023 and 124.50 yen to the U.S. dollar for FY2025.

# FY2023

## Full Year Earnings Forecast

(Millions of yen)

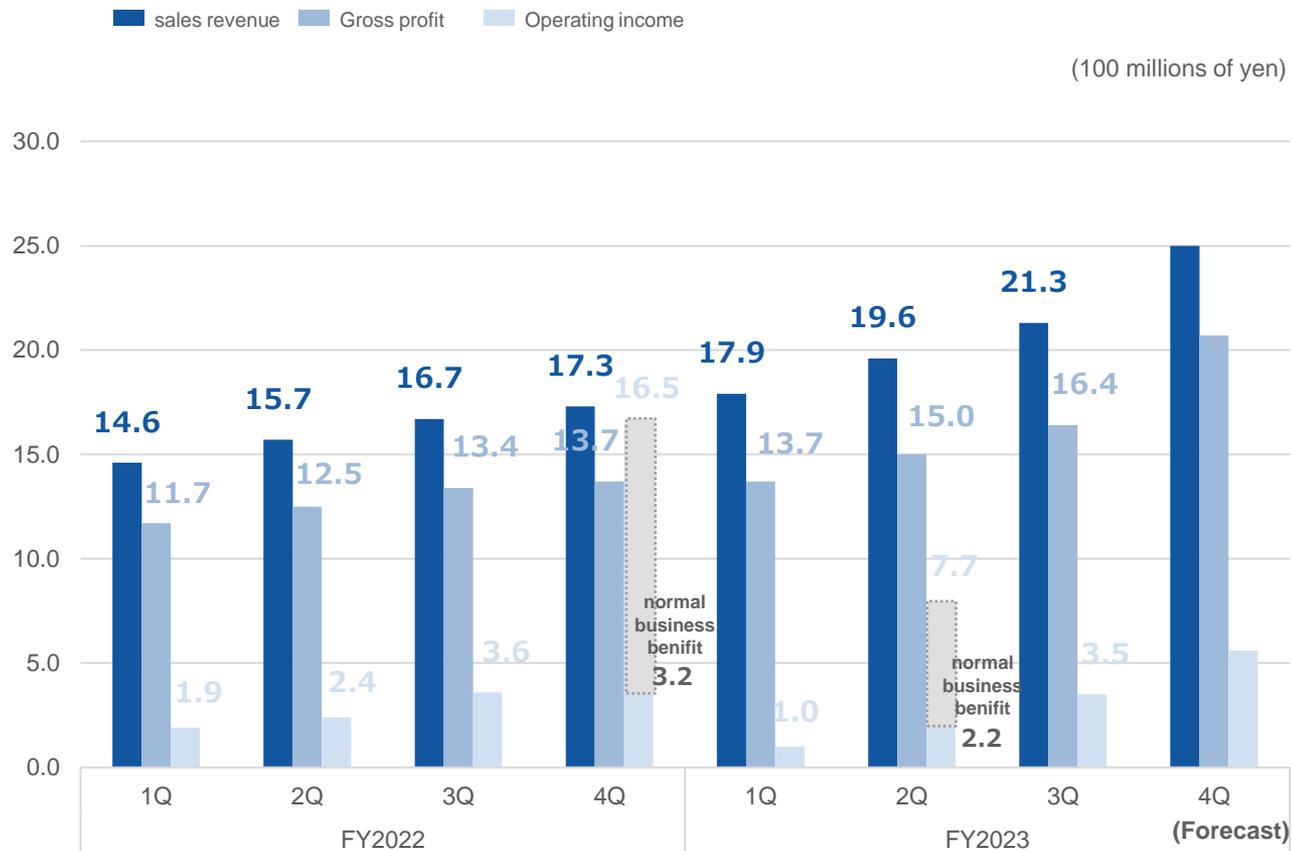
	FY2022 (Actual)	FY2023 (Plan) at first	FY2023 (Plan) Revised 11/9
<b>sales revenue</b>	<b>6,455</b>	<b>9,661</b>	<b>8,400</b>
Advertising PF Business	3,918	4,819	4,300
Marketing SaaS Business	1,976	3,173	2,900
Overseas Business	783	1,686	1,400
(Adjustment)	△223	△20	△200
<b>Gross profit</b>	<b>5,142</b>	<b>7,804</b>	<b>6,600</b>
<b>Segment income</b>	<b>2,457</b>	<b>2,006</b>	<b>1,800</b>
Advertising PF Business	2,163	2,683	2,200
Marketing SaaS Business	85	608	400
Overseas Business	338	700	300
(Corporate and elimination, etc.)	△131	△1,985	△1,100
<b>Operating income</b>	<b>2,457</b>	<b>2,006</b>	<b>1,800</b>
Advertising PF Business	1,417	1,697	1,300
Marketing SaaS Business	△545	△260	△400
Overseas Business	273	588	200
(Adjustment)	1,312	△18	700
<b>Income before income taxes</b>	<b>2,279</b>	<b>1,912</b>	<b>1,500</b>
<b>Net income attributable to owners of the parent</b>	<b>2,114</b>	<b>1,506</b>	<b>1,300</b>

FY2023 (Forecast) Earnings per share 73.50 yen

# FY2023 Quarterly Forecasts

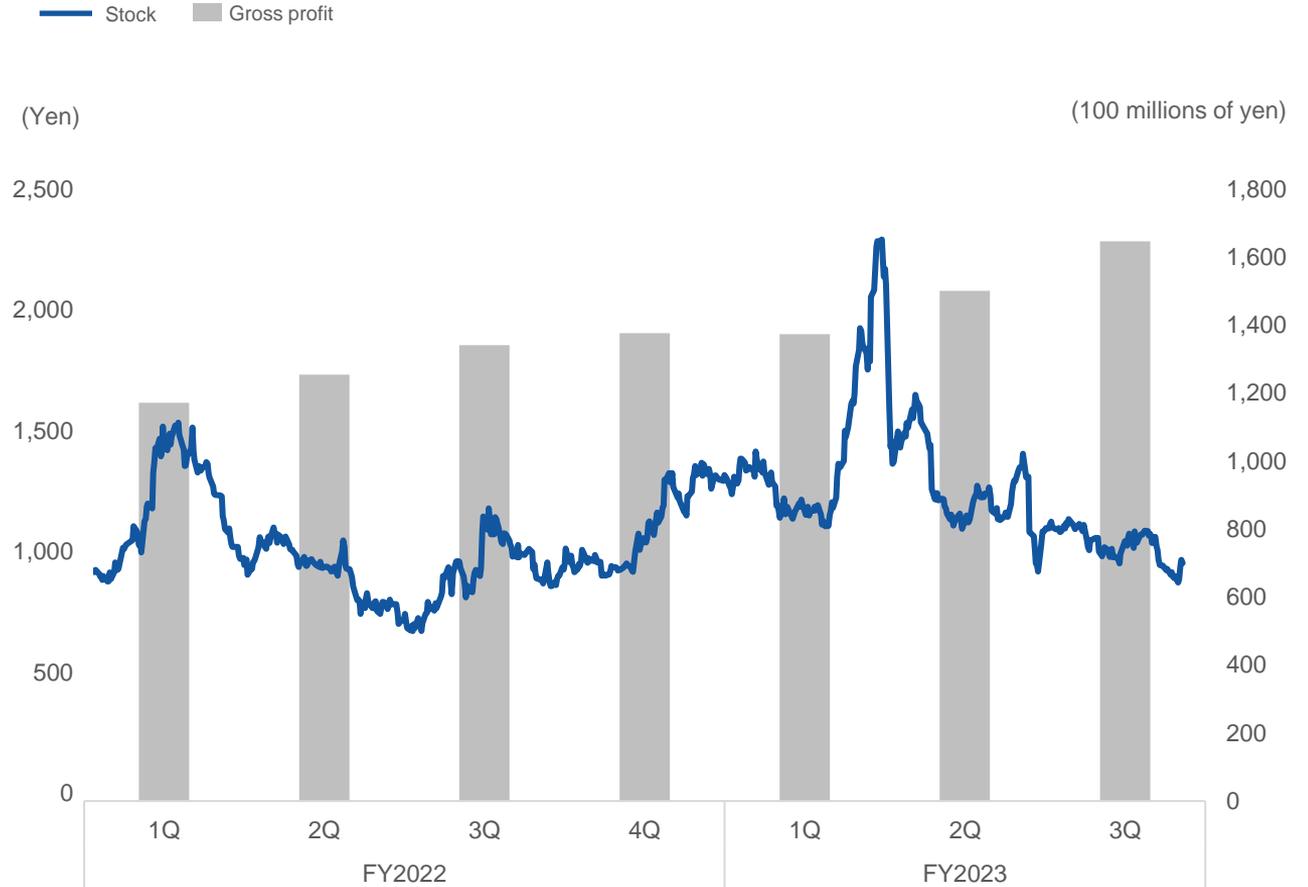
Sales revenue grew every quarter.

The advertising platform business has seasonality in revenues, and plans to increase revenues in the second half of the year, which is the peak season.



## Trends in stock prices

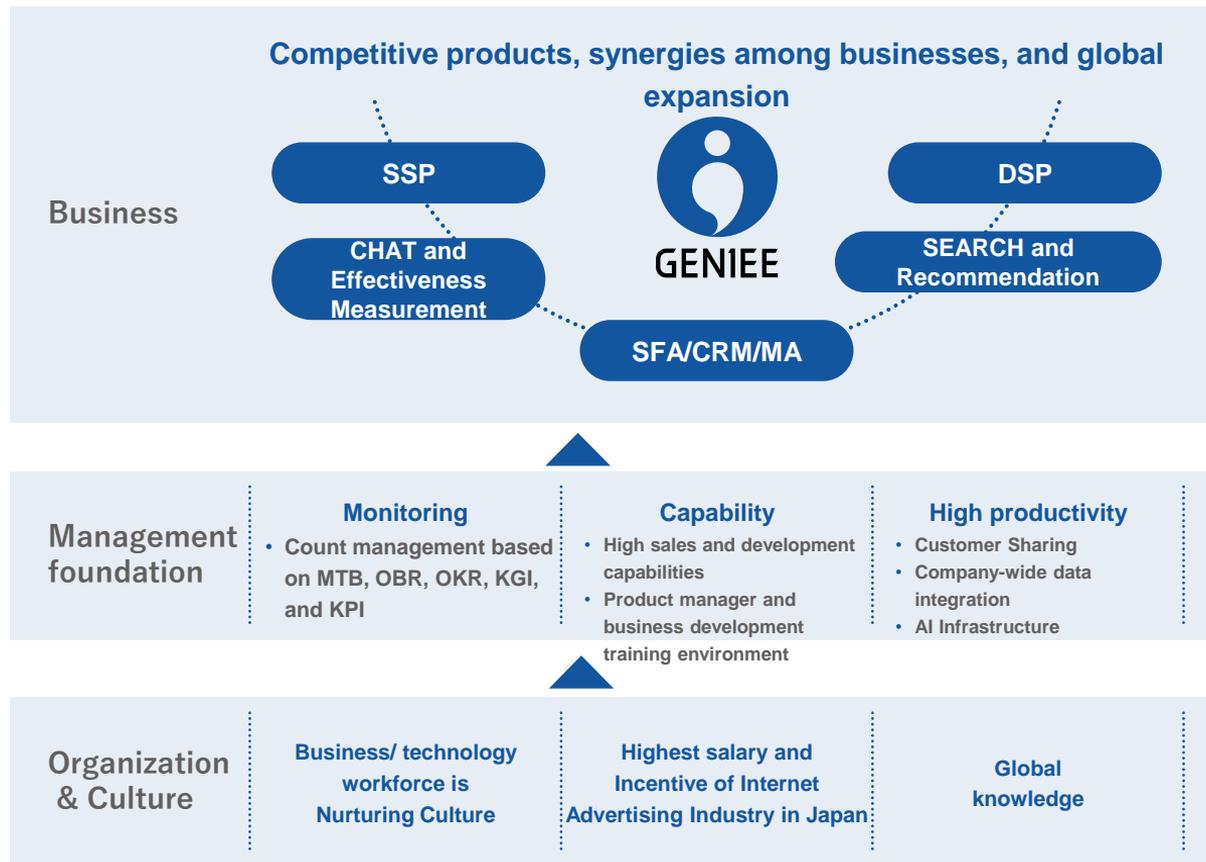
We will ensure the growth of Geniee in the short, medium and long term, strengthen IR, and lead to a rise in the stock price.



# APPENDIX

# Geniee'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

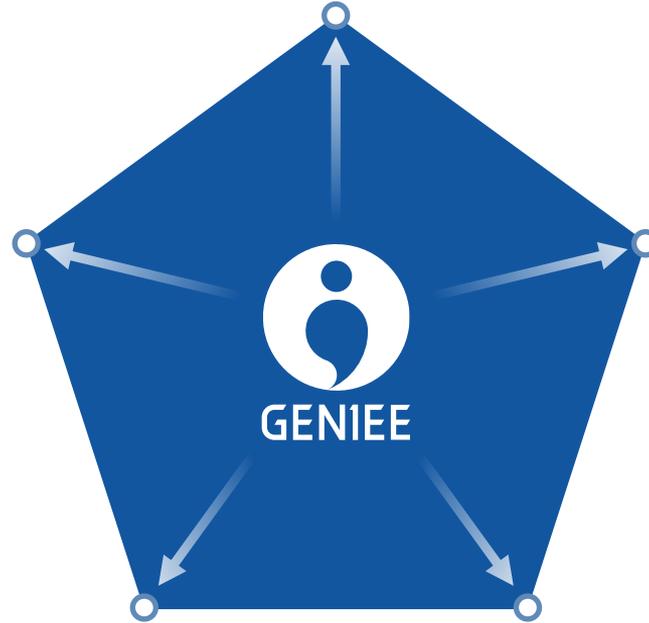
We have created a unique positioning that sets us apart from major foreign companies, major online advertising companies, and single product companies.

## 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 Products 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

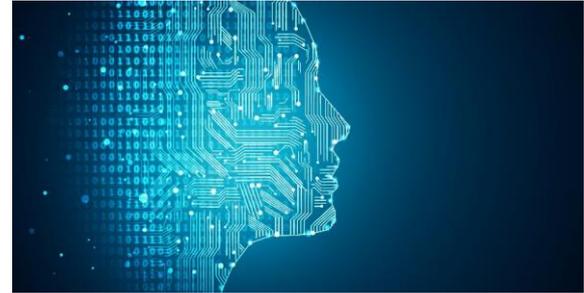
High-speed data processing technology capable of handling hundreds of thousands of requests per second



- 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

Useful tips on digital marketing



## Investing in Continuous Growth

In FY2023, we expect an operating profit of 1.8 billion yen, and we expect operating cash flow to be our primary priority for the acquisition of Zelto.

While controlling funding costs, we mainly secure operating cash flow and secure a stable cash position.

On the other hand, in terms of investment, we will promote business investment and M&A while emphasizing organic growth.

Cash In

Cash Out

### Operating Cash Flow

Securing operating cash flow through thorough business management

### Interest-bearing debt

In accordance with Geniee's financial management discipline, working and investment capital is procured.

### Equity Financing

Examination from a comprehensive perspective such as stock price level, market environment, financial position, and probability of transition to the prime market

### Business Investments

Investments in organic growth in existing business recruitment, research, marketing, and product function development.

### M&A

Acquisitions of businesses with high synergies, such as sharing technology, know-how, and customer base

### Share buyback

Implemented flexibly in consideration of future investment capacity, stock price levels, market environment, financial outlook, etc.

Priority

1

2

3

# Risks and Response Policy

In order to realize the Medium-Term Management Plan, we identified and assessed risks through global risk management activities and formulated a response policy. We will respond promptly and appropriately to the materialization of risks.

Key Risks	relation segment	Example Risk Scenarios	Main Response Policies
Internet Advertising Market Trends and Competitive Environment	Ad Platform Business, Overseas Business	Potential decline in revenue due to economic downturns, reduced advertising budgets, and lack of competitiveness	<ul style="list-style-type: none"> <li>Approaching industries and industries that are less susceptible to influence</li> <li>Benchmark competitors and make continuous technology investments</li> </ul>
Cookie Regulation	Ad Platform Business, Overseas Business	Potential loss of revenue due to targeting restrictions	<ul style="list-style-type: none"> <li>Development of new technologies</li> <li>Technical Collaboration with Other Companies</li> </ul>
Information Security and Management of Personal Information	Marketing SaaS Business	Outflow of information assets such as customer information of companies that have introduced SaaS products	<ul style="list-style-type: none"> <li>Acquisition of Privacy Mark certification, continuous maintenance and improvement of standards regarding the management of personal information</li> </ul>
innovation	All Businesses	Possibility of declining competitiveness, additional system development, and increased labor costs due to the development of new technologies and new services by competitors	<ul style="list-style-type: none"> <li>Development of new technologies</li> <li>Analysis of Overseas Advanced Case Studies</li> <li>Technical Collaboration with Other Companies</li> </ul>
Risks of Overseas Business	Overseas Business	Due to business practices and government regulations specific to each country, the Group may not be able to recover its investment, which may affect the Group's financial position and operating results.	<ul style="list-style-type: none"> <li>Confirmation of regulatory changes by a local legal advisory firm</li> <li>Information Coordination between Overseas Subsidiaries and Headquarters</li> </ul>
Entry into new service areas	All Businesses	Due to the timing of the upfront investment associated with entering a new market and the speed of market expansion and the scale of growth, we may not be able to achieve the results we originally envisioned, and we may incur losses due to service suspension or withdrawal.	<ul style="list-style-type: none"> <li>Interviews with multiple experts</li> <li>Overseas Advanced Case Study Survey</li> <li>Deferred upfront investment until potential customers are monetized</li> </ul>
Acquisitions and investments	All Businesses	Occurrence of contingent or unrecognized liabilities, fraudulent activities or compliance issues due to inadequacies in internal controls after the acquisition, and the possibility of significant losses	<ul style="list-style-type: none"> <li>Implementation of due diligence by various internal and external experts</li> <li>Thorough utilization of M&amp;A know-how and points to keep in mind accumulated in the past</li> </ul>

# Sustainability

Among ESG, we place particular emphasis on society and governance, and have adopted a wide range of systems to provide fair opportunities to employees, promote career motivation, and promote internal communication. In addition, we place importance on governance as a listed company, and have established a system to ensure that employees thoroughly implement a code of conduct to ensure that their duties are conducted lawfully and appropriately, and to enhance the reliability and transparency of financial reporting.

## Environment

### Examples of Initiatives and Results

- In order to make effective use of resources, reduce environmental impact, and improve operational efficiency, we request the conclusion of quotations and basic contracts with electronic signatures in principle.
- Introduced a cloud-based HR, attendance, accounting, and expense reimbursement system to achieve thorough paperless operation

### SDGs Goals



## Social

- There is a comfortable working environment such as refreshment leave, rent subsidy, book subsidy, and a working mom and dad support system, as well as support for career advancement such as an internship system, a job change system, and a global challenge system.
- In order to promote the active participation of female employees, we are actively hiring female employees and promoting them to managerial positions, and we will continue to promote the development of an environment where it is easy to work together regardless of gender.
- Assign appropriate human resources globally, such as assigning excellent overseas human resources to the head office and appointing head office personnel at overseas bases



## Governance

- Hold regular meetings of the Compliance Committee and ensure that employees are fully aware of the sexual harassment and power harassment policies
- The ratio of outside directors is high, and checks and balances from outside directors function appropriately.
- As a company with an Audit and Supervisory Committee, we supervise and support internal audits and external audits to ensure the reliability and transparency of information related to financial reports.



# 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**

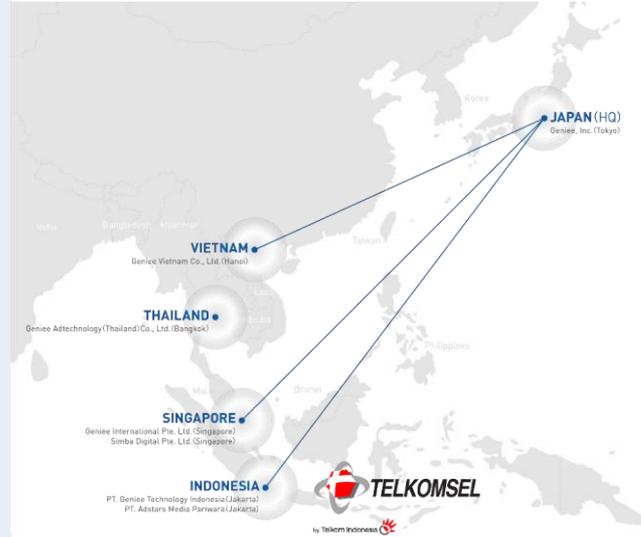
International  
Offices (JP HQ)

**10,000+**

Active  
Publishers globally

**50,000+**

Campaigns  
managed per month  
globally



Indonesia  
No.1 Mobile Carrier

## 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

## Company Profile

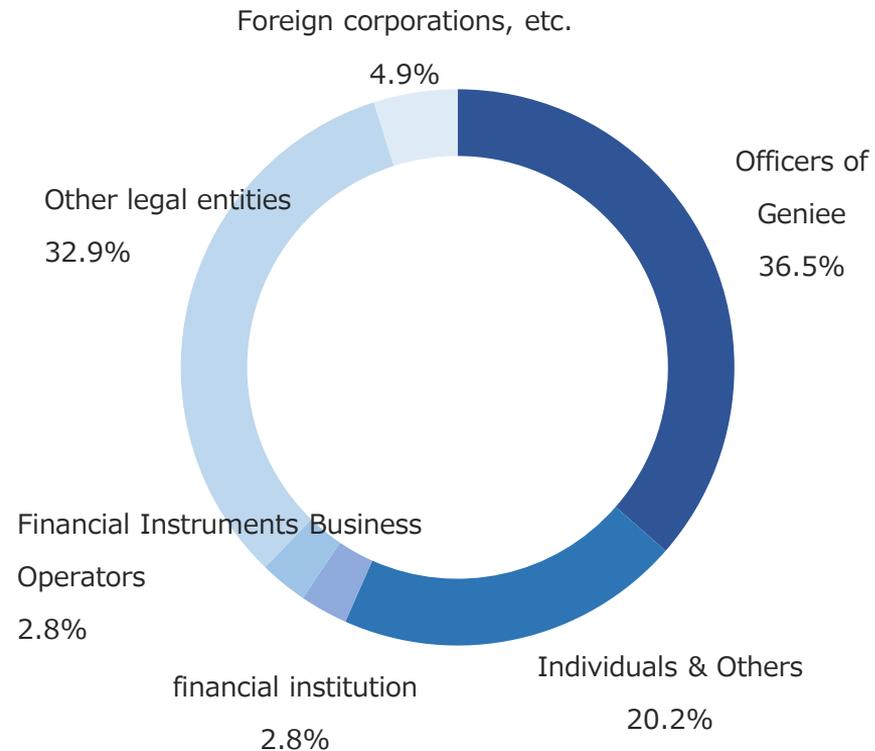
Company name	Geniee, Inc.	Employees	566 (Consolidated, as of March 31, 2023)
Business	Ad platform business Marketing SaaS business Overseas business	Establishment	April 14, 2010
Headquarters	Sumitomo Realty & Development Shinjuku Oak Tower 6th Floor, 6-8-1 Nishi Shinjuku, Shinjuku-ku, Tokyo 163-6006	Capital	JPY 1,551 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 Inc. JAPAN AI Inc. Zelto, Inc. Geniee International Pte., Ltd. Geniee Vietnam Co., Ltd. PT. Geniee Technology Indonesia PT. Adstars Media Pariwara

## Status of Shareholders (as of the end of September 2023)

### Status of Major Shareholders

Name of Shareholder	Number of shares held (share)	Shareholding ratio (%)
Tomoaki Kudo (President & CEO)	6,544,400	36.44
SoftBank Corp.	5,625,000	31.32
NICE SATISFY LIMITED	402,000	2.24
Custody Bank of Japan, Ltd. (Trust Account)	401,100	2.23
Takuya Yoshimura	358,300	1.99
Daisuke Gomi	250,000	1.39
Hiroshi Hirose	226,500	1.26
BNY GCM CLIENT ACCOUNT JPRD AC ISG (FE-AC)	193,700	1.08
Ueda Yagi Tanshi Corporation	140,000	0.78
SBI Neotrade Securities Co., Ltd.	137,900	0.77

### Shareholders



The consolidated management targets and other figures stated in this document are based on currently available information and contain many uncertain elements.  
Actual results may differ due to changes in business conditions.

