

Geniee establishes new subsidiary in Thailand

Accelerating overseas expansion by conducting sales in Thailand, the second largest market in Southeast Asia.

Geniee, Inc. (main office: Shinjuku, Tokyo, President and CEO: Tomoaki Kudo, hereinafter, Geniee) is excited to announce that we established a new subsidiary in Bangkok, Thailand (GENIEE ADTECHNOLOGY (THAILAND) CO., LTD.). The new subsidiary began operations today.

1. Objective

At Geniee, our mission is to “Ad-venture the Future”. As part of this mission, since 2012 we have focused on overseas business expansion. Thus far, we have established subsidiaries in Singapore, Vietnam, and Indonesia to promote services such as GenieeSSP and GenieeDSP to local companies in the rapidly growing markets of Southeast Asia.

Thailand is in the midst of a digital boom and has grown to become the second largest internet advertising market in Southeast Asia after Indonesia (approx. 300 billion yen of 2016*). In the past, we offered some services to companies in Thailand. Now, through this new local subsidiary and enhanced partnerships with local companies, we will begin full-fledged service provision.

2. Outline of new subsidiary

Company name	GENIEE ADTECHNOLOGY (THAILAND) CO., LTD.
Location	Klongtoey District, Bangkok, Thailand
Executive Officers	Representative director Tomoaki Kudo Director Chin Keekuen
Capital	3,000,000 baht (About 10 million yen)
Business	Ad Technology Business Provision of services such as GenieeSSP and GenieeDSP to local companies
Establishment	August 21, 2017

Striving to be the No. 1 technology company not only in Japan but throughout all of Asia, Geniee will continue to focus on aggressive business expansion in Asia.

※ DAAT Thailand Internet advertisement market size data

<Our Southeast Asian expansion>



【About Us】

Founded : April 14, 2010

Representative : Tomoaki Kudo , President

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

Head Office : 25F Sumitomofudosan Nishi-shinjuku Bldg.

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

Overseas Bases : Singapore, Vietnam, Indonesia, Thailand, China

Number of Employees : 233 (Consolidated, As of end of June, 2017)

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

Providing marketing support services for advertisers and ad agencies.

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

<For press inquiries regarding this matter>

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