

Geniee to distribute digital signage ads to 3,500 food court pagers* in 200 food courts around Japan

Geniee to provide OEM ad distribution functions for Breakcast, the next-generation pager from Geo Nexus Co., Ltd.

Geniee, Inc. (headquarters: Shinjuku, Tokyo, President and CEO: Tomoaki Kudo, hereinafter, "Geniee") announces the OEM provision of the GENIEE DOOH^{*2} ad distribution platform for Breakcast, the next-generation pager from Geo Nexus Co., Ltd. (headquarters: Chiyoda, Tokyo, Representative Director: Yoichi Takegawa, hereinafter, "Geo Nexus").

This arrangement will simplify Breakcast ad management and enable response to requests from rapidly increasing number of retailers and advertisers adopting the system. This increased functionality is expected to further accelerate adoption in Japan.

*1: As of July 2019

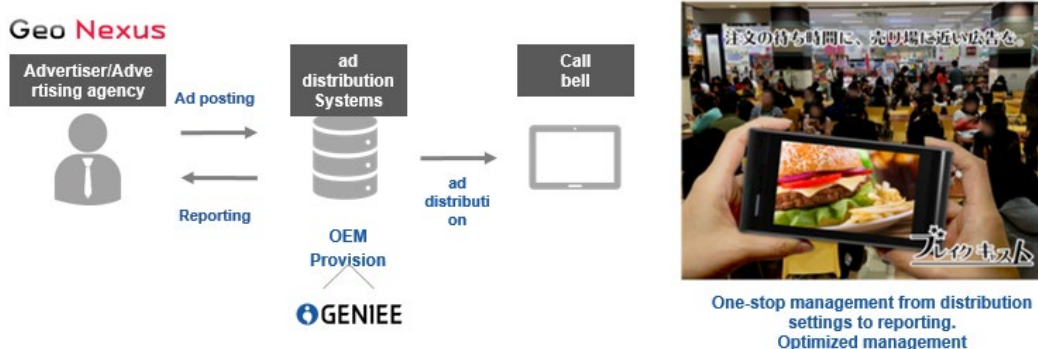
*2: DOOH (Digital Out of Home): General name for ad media targeting consumers outside the home, such as transportation ads and billboards.



■ Background and objectives

Geo Nexus distributes Breakcast, which is broadcast via pagers equipped with video playback functions. This system is largely used in the food courts of shopping malls such as Aeon. At present, this system has been adopted by 200 shops in Japan with some 400 shops waiting for integration. Looking to respond to rapidly increasing demand, Geo Nexus needed to simplify ad management.

Integrating Geniee's DOOH ad distribution platform into Breakcast optimizes management by enabling the use of a single tool for the batch management of video ads, from distribution settings to reporting.



■ About Breakcast

--Making the usual time and places more fun--

Breakcast is a service that distributes ad videos to pagers handed to customers by the shop when a customer places an order at a food court in shopping malls such as Aeon.

Video and audio are distributed to the customer during the "wait time" until orders are ready. This media content includes not only ads but entertainment content, as well as educational content such as trivia and quizzes, and surveys.

■ Future outlook

--From simple media consumption to marketing tool--

The use of Breakcast is being evaluated by museums, pharmacies, hospitals, retailers, and various other facilities. By the end of 2020, we are aiming for domestic adoption by over 1,000 shops. In autumn 2019, the company is planning to release EXtimer emo, the industrys first device that will use Fujitsu smartphones as pagers to be handed to customers.

Geniee will continue to strengthen our partnership with Geo Nexus while also working to advance our technology development in order to provide information services for users and contribute to the development of the DOOH ad market in Japan.

■ Overview of Geniee Inc.

Representative: Kazuaki Kudo, President and CEO

Headquarters: Sumitomo Realty & Development Shinjuku Oak Tower 6th Floor, 6-8-1 Nishi Shinjuku, Shinjuku-ku, Tokyo

Established: April 2010

Capital: 1,539 million yen (as of end of March 2019)

Employees: 258 (consolidated, as of end of March 2019)

Overseas offices: Singapore, Vietnam, Indonesia, Thailand, India

Operations: Geniees mission is to use technology to create new value and work with clients to build success. We are a marketing technology company that develops and provides solutions to the various issues related to improving corporate income and increasing productivity.

URL: <https://geniee.co.jp/>

News Release

August 9, 2019 (Fri.) / Geniee Inc. (TSE Mothers: 6562)



■ Overview of Geo Nexus Inc.

Representative: Yoichi Takegawa, Representative Director

Headquarters: Prime Bldg., 4F, 2-13 Hayabusacho, Chiyoda-ku, Tokyo

Established: March 2015

Capital: 8,800 million yen

Business operations: Rental of pagers with video playback functions

Device planning, development, and management

Ad distribution, ad management services

Content planning and production

URL: <http://www.geonexus.co.jp/>

<Inquiries concerning this press release>

Geniee, Inc. Public Relations

TEL: 03-5909-8177 Mail: pr@geniee.co.jp