

Marketing Technology & AI Company



Fiscal Year Ending March 31, 2026 (FY2025)  
Q3 Financial Results Briefing Materials

**9M through Q3: Revenue +~20% YoY, gross profit +~15% YoY—solid results. Marketing SaaS (+23%) and Digital PR (+71%) drove performance; adjusted OP +~15%. Q3 OP was broadly on plan; we're pushing to meet the full-year budget.**



Marketing SaaS revenue grew +23% YoY, driven by the SFA/CRM and chat segments. Digital PR revenue rose +71% YoY<sup>\*1</sup>, supported by strong influencer marketing and the consolidation impact of iHack<sup>\*2</sup> from 2Q onward.



The Advertising Platform Business has begun structural reforms, posting +3% YoY growth in Q3, with the benefits expected to materialize from Q4 onward.



JAPAN AI (currently non-consolidated) is expected to deliver ~5x YoY growth for the full year.



We're targeting the full-year budget mainly through new large SaaS wins, but deal traction has lagged and we're in the final push. We've also begun strengthening our AI-era business model and upgrading management.

(\*1) Since Social Wire has been consolidated since 2Q of the prior year, the YoY comparison is not on a like-for-like basis; on a combined 2Q+3Q basis, YoY growth was +23%.

(\*2) Our subsidiary Social Wire acquired iHack, which has strengths in the K-beauty market, and began consolidating it from 2Q of this fiscal year.

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# Q3 Financial Results Summary

Marketing SaaS (mainly SFA/CRM and chat) and Digital PR (mainly influencer PR) drove performance, lifting revenue by ~20%. Operating profit declined YoY due to prior-year one-off items,<sup>\*1</sup> but on a normalized basis it rose ~15%, supported in part by the consolidation impact of iHack in Digital PR.

(million yen)

	FY2024 3Q (a)	FY2025 3Q(b)	Change (b – a)		FY2025 Projection
			Amount	%	
Revenue	8,282	<b>9,894</b>	1,612	<b>19.5</b>	14,150
Gross profit	6,395	<b>7,329</b>	934	<b>14.6</b>	10,700
Operating profit	2,131	<b>1,284</b>	-847	<b>-39.7</b>	2,200
[Normal Profit <sup>*2</sup> ]	[1042]	<b>[1193]</b>	[151]	<b>[14.5]</b>	—
Profit before tax	1,905	1,038	-867	<b>-45.5</b>	1,950
Profit	1,609	734	-875	<b>-54.4</b>	1,500
Profit attributable to owners of parent	1,533	640	-893	<b>-58.2</b>	1,400

<sup>\*1</sup> FY2024-1Q: We fully reversed the contingent consideration for Geniee US Inc. (ex-Zelto) as the former shareholders did not meet the continued-service condition, resulting in a one-off ¥640m impact (initial cap of \$10 million, reduced by \$5 million in FY2023). FY2024-2Q: We recorded a ¥320m gain from JAPAN AI's reclassification from subsidiary to equity-method affiliate following its fundraising, plus a ¥70m gain on the liquidation of Social Wire's shared-office business.

<sup>\*2</sup> Operating profit excluding one-off gains/losses.

# H2 Segment Results and Outlook

In 3Q, Marketing SaaS and the Ad Platform were slightly behind plan, while Digital PR progressed steadily; for 4Q, the Ad Platform is expected to show signs of recovery due to ongoing structural reforms, but full-year budget achievement—driven mainly by winning large new SaaS deals—remains uncertain.

(million yen)		H2 Forecast	Q3 Actual	Progress (%)	Q3 Results	Q4 Outlook
Ad Platform	Revenue	3,219	1,491	46%	<ul style="list-style-type: none"> <li>• Headwinds included a temporary, unexpected pullback in ad spend from major DSP clients, and advertiser-driven delays or cancellations of ad orders.</li> <li>• Structural reforms are underway, and cost cuts kept SG&amp;A about 10% below the revised plan.</li> </ul>	<ul style="list-style-type: none"> <li>• We expect the benefits of our structural reforms to materialize from Q4, including standardizing operations across overseas and domestic teams and improving resource efficiency through measures such as headcount optimization at GENIEE USA.</li> <li>• As of now, we anticipate further improvement in Q4 YoY growth versus Q3, with a recovery in the growth rate going forward also in sight.</li> </ul>
	Operating profit	1,094	496	45%		
SaaS	Revenue	2,714	1,112	41%	<ul style="list-style-type: none"> <li>• Revenue missed plan as SFA/CRM new deals were delayed and MA/CDP new customer acquisition lagged due to marketing and sales challenges.</li> <li>• SG&amp;A was streamlined through a shift to a function-based organization and process improvements, keeping segment operating profit broadly in line with plan.</li> </ul>	<ul style="list-style-type: none"> <li>• We will focus on strengthened initiatives following the reorganization—lead generation in collaboration with JAPAN AI, and cross-/up-selling to existing clients—to achieve the full-year plan.</li> <li>• SFA/CRM issues are being resolved; we've started AI-driven efficiency measures and are addressing legacy organizational issues while upgrading management and strengthening the business model.</li> </ul>
	Operating profit	141	-86	-		
PR	Revenue	1,940	1,001	52%	<ul style="list-style-type: none"> <li>• Organic growth in the influencer PR business continued, and the risk-check business performed as planned.</li> <li>• iHack's Brand Growth business (SNS marketing support for cosmetics brands) outperformed plan.</li> </ul>	<ul style="list-style-type: none"> <li>• Progress toward achieving the full-year forecast is currently on track.</li> <li>• Influencer PR growth continues to accelerate, and we expect strong expansion through 4Q in 2H (organic growth plus iHack consolidation effects).</li> </ul>
	Operating profit	131	116	89%		

# FY2025-Q3 | Segment-wise Financial Summary

While the Ad Platform remains our core business, revenue continued to grow supported by contributions from multiple businesses; Marketing SaaS was stable and Digital PR continued to expand, pushing quarterly revenue above JPY 1.0bn this quarter, although Marketing SaaS (mainly SFA/CRM) recorded temporary consulting costs related to resolving development issues.

	FY2024 Q1	FY2024 Q2	FY2024 Q3	FY2024 Q4	FY2025 Q1	FY2025 Q2	FY2025 Q3
Revenue	2,265	2,856	3,160	3,039	3,061	3,239	3,593
Advertising Platform Business*	1,418	1,293	1,447	1,302	1,258	1,371	1,491
Marketing SaaS Business	859	864	963	1,083	1,116	1,074	1,112
Digital PR Business	—	707	761	680	703	807	1,001
(Adjustments)	▲11	▲10	▲11	▲27	▲16	▲14	▲12
Gross Profit	1,740	2,139	2,515	2,411	2,362	2,383	2,584
Segment Profit	815	752	563	389	333	411	539
Advertising Platform Business*	605	610	730	680	538	611	721
Marketing SaaS Business	25	126	260	256	287	186	216
Digital PR Business	—	202	150	78	103	114	211
(Company-wide / Eliminations)	184	▲187	▲577	▲626	▲596	▲501	▲609
Operating profit	815	752	563	389	333	411	539
Advertising Platform Business*	361	374	472	417	283	380	496
Marketing SaaS Business	▲193	▲91	21	8	▲1	▲99	▲86
Digital PR Business	—	108	65	4	24	49	116
(Adjustments)	647	361	3	▲40	26	81	13
Profit Before Tax	748	750	406	361	231	350	456
Profit Attributable to Owners of the Parent Company	672	568	292	421	150	196	293

\*From FY2025, the overseas business has been integrated into the Advertising Platform Business; FY2024 figures are also presented on a reclassified basis.

\*\* In the Digital PR Business, a ¥70m gain on sale from the divestment of the Singapore operations was recorded in FY2024-2Q, while ¥20m in acquisition-related costs were incurred in FY2025-2Q related to the acquisition of iHack.

# FY2025-Q3 | KPI Summary

The Ad Platform business is seeing improving profitability. Marketing SaaS continues to grow as ARR expands to JPY 3.7bn (+16% YoY) driven by more accounts and lower churn. Digital PR also improved its operating margin, increasing its earnings contribution.

	(Unit)	FY2024 Q1	FY2024 Q2	FY2024 Q3	FY2024 Q4	FY2025 Q1	FY2025 2Q	FY2025 3Q
<b>Marketing SaaS Business</b>								
Number of Paid Accounts	(accounts)	18,714	19,416	20,337	21,676	22,651	24,157	24,623
ARPA (Average Revenue Per Account)	(yen)	13,501	15,284	19,874	18,777	20,620	17,167	17,667
Churn Rate	(%)	0.20	1.83	0.72	0.30	2.15	1.17	0.38
ARR (Annual Recurring Revenue)	(million yen)	2,658	2,984	3,244	3,471	3,539	3,683	3,761
Gross Profit Margin	(%)	71.3	72.4	73.3	74.7	78.6	77.6	76.7
Recurring Revenue Ratio	(%)	80.5	81.2	82.1	80.3	80.2	79.8	80.1
<b>Advertising Platform Business*</b>								
Number of Clients	(companies)	247	267	287	293	251	259	295
Revenue per Client	(thousand yen)	2,012	1,636	2,120	1,439	1,859	1,826	1,842
Operating Profit Margin	(%)	25.5	28.9	32.7	32.1	22.5	27.7	33.3
Operating Profit	(million yen)	361	374	472	417	283	380	496
<b>Digital PR Business</b>								
Number of New Clients Acquired	(companies)	—	808	1,090	1,067	831	748	854
Operating Profit Margin	(%)	—	15.3	8.6	0.6	3.6	6.1	11.6
Operating Profit	(million yen)	—	108	65	4	24	49	116

\*1 The Advertising Platform Business includes the overseas business.

\*2 KPIs have been recalculated to reflect the segment integration.

# JAPAN AI: Growth Track Record & Upside Potential

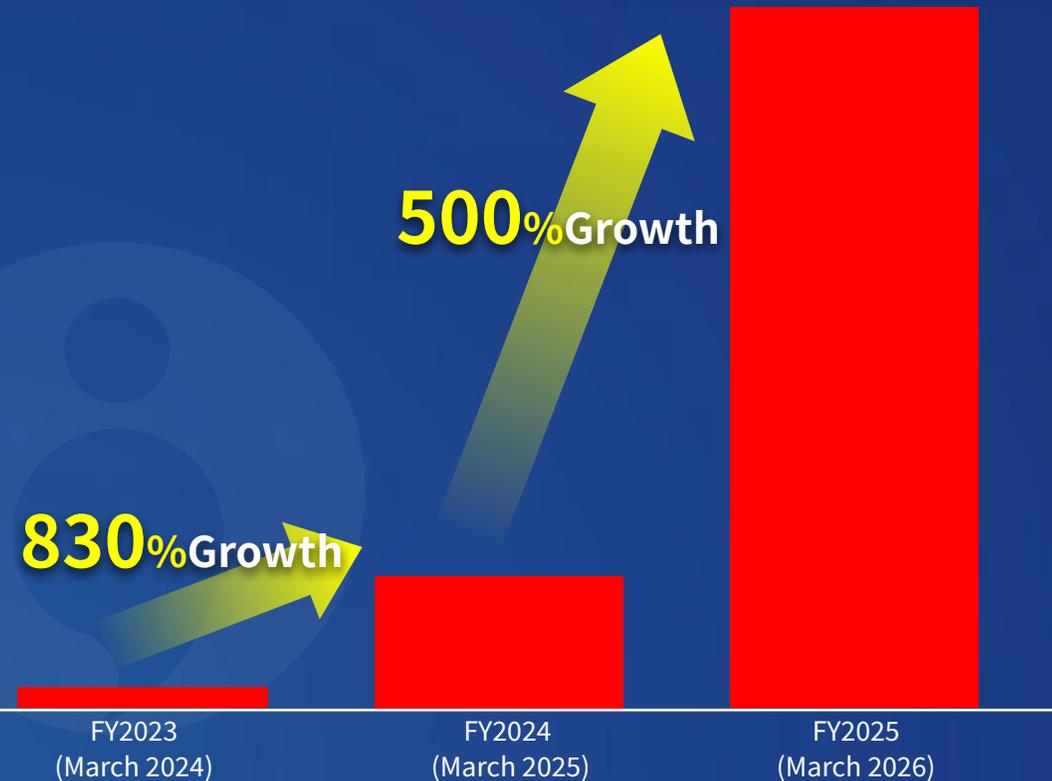
Our group company JAPAN AI has revised its plan upward twice this fiscal year and now expects revenue growth of ~500% YoY, with strong momentum continuing in Oct–Dec.

While currently outside consolidation/accounting scope, it is contributing through cross-selling to enterprise customers.

## Performance Overview

## Business Highlights

Revenue **¥2.5B**



We released JAPAN AI STUDIO in October as a future core product, enabling a new AI operating model in which AI agents collaborate while sharing data and tools, addressing enterprise AX demand.

We are also expanding agent/STUDIO products specialized for functions such as marketing, sales, and recruiting, and moving to fully develop the rapidly growing AI outsourcing (AI BPO) domain.

By 3Q, we acquired ~55k leads (including ~16k enterprise leads), of which ~20% are expected to be shared with Geniee. We will also create further synergies by upgrading our SaaS products in various ways, including embedding AI features.

# By Segment | Percentage of Earnings

While the Advertising Platform Business continues to lead revenue growth, the revenue mix of other businesses has increased, improving the stability of overall growth. The Marketing SaaS Business is expanding through enterprise adoption and is emerging as the next major growth driver after the Advertising Platform Business. The Digital PR Business, launched following the consolidation of Social Wire, also continues to grow, led by influencer PR.

## Digital PR Business

Revenue

**2,512**

(Reference) Segment profit 429

Operating profit 190

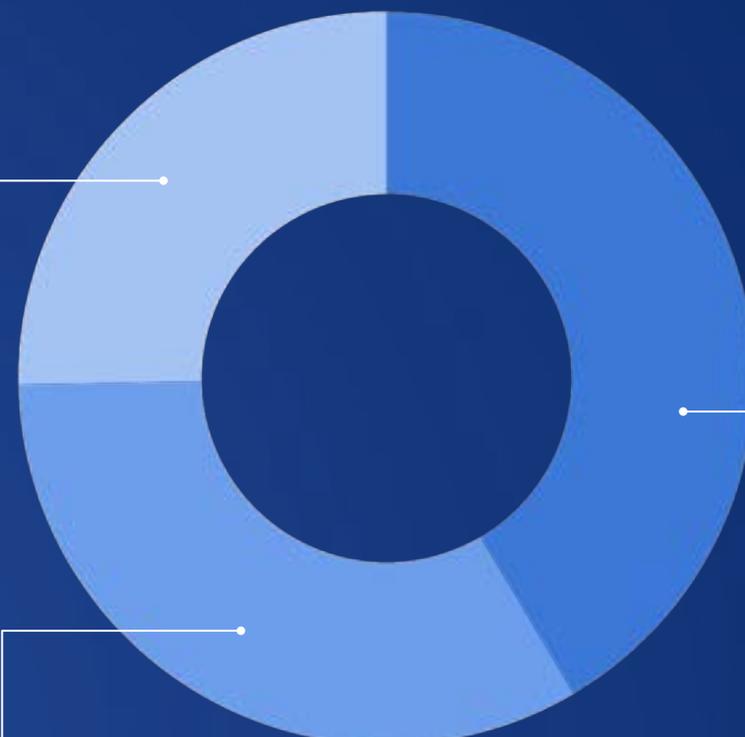
## Marketing SaaS Business

Revenue

**3,303**

(Reference) Segment profit 691

Operating loss 187



## Advertising Platform Business (including overseas)

Revenue

**4,122**

(Reference) Segment profit 1,871

Operating profit 1,161

(million yen)

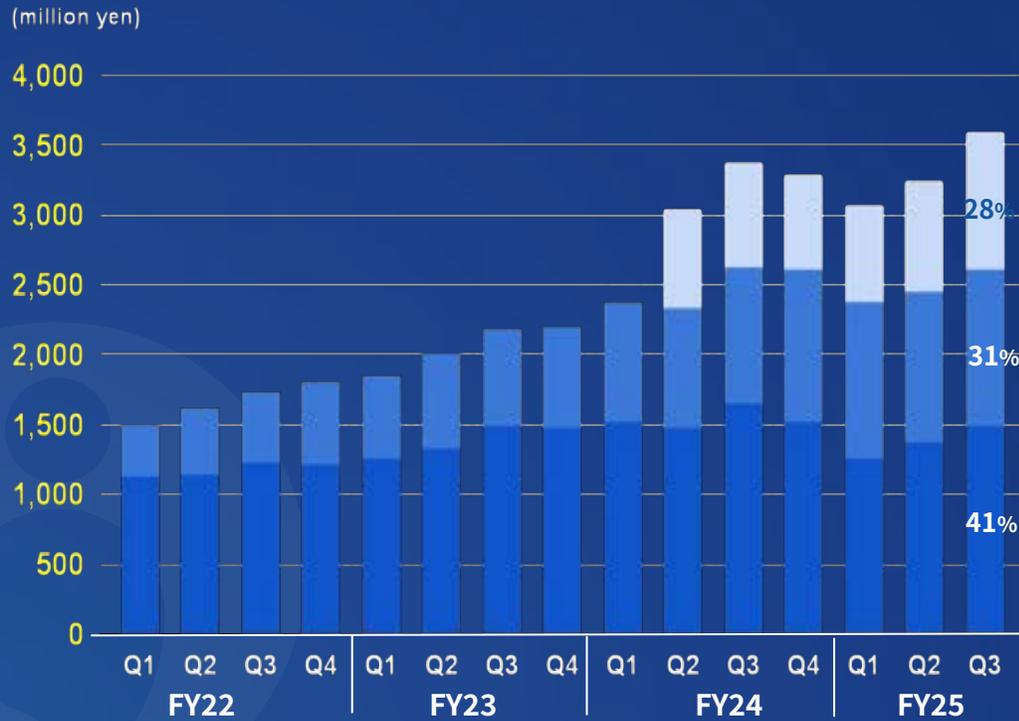
# By Segment | Percentage of Earnings Trends

Our Marketing SaaS business—operating in a large, fast-growing market—continues to deliver strong growth, increasing its revenue mix. In addition, the acquisition of Social Wire (Digital PR) from FY24 Q2 accelerated overall growth.

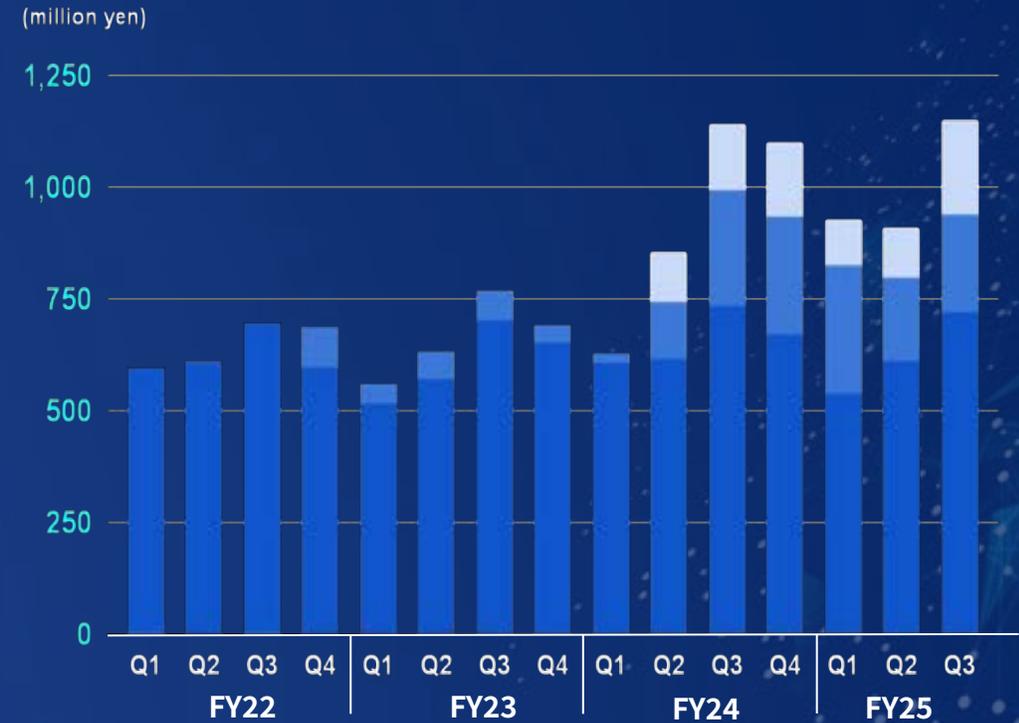
Within Digital PR, consolidating iHack through an M&A in FY25 Q2 has further raised the growth trajectory, also increasing its mix. AS a result, a second growth pillar beyond the ad platform business is emerging, improving the stability of our growth.

- Advertising Platform Business
- Marketing SaaS Business
- Digital PR Business

## Revenue



## Segment profit



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## 「JAPAN AI AGENT」 Leader Award

### Key evaluation points

- Usability that enables users to build AI agents without specialized expertise
- Significant time savings for tasks such as meeting minutes and document creation
- Strong post-implementation support

## 「JAPAN AI CHAT」 High Performer Award

### Key evaluation points

- Security framework that enables safe handling of confidential information
- Flexibility to choose from multiple large language models
- Significant reduction in working time

\*1 An award by ITreview (operated by ITcloud), based on user reviews, recognizing products with high customer satisfaction and market visibility each quarter



## JAPAN AI AGENT : Grand Prix (AI Agent category)

### Key evaluation points

- A wide range of prebuilt agents tailored to Japanese business workflows
- Dedicated onboarding support provided free of charge
- Flexible customization to fit each company's processes

\*2 An awards program by the AI portal media "Alsmiley" recognizing the most notable AI products in each category; selections were made by the editorial team based on proprietary data (including inquiries via the media) during Jan 1–Dec 31, 2025

# TOPICS We launched “JAPAN AI HR,” an AI agent for recruitment support.

It streamlines the hiring workflow—from defining selection criteria to interview prep, minutes, and evaluations—while improving interview quality, standardizing processes, and increasing hiring success.



## Challenges

- Screening has become time-consuming
- Evaluations are inconsistent and error-prone
- Post-interview evaluations require significant effort

## Four AI agents included in “JAPAN AI HR”

### 1 Evaluation Criteria Builder



Creates role-specific resume and interview criteria to prevent misalignment and speed up scouting decisions.

### 2 Resume Match Scoring



Automatically screens resumes against the criteria and generates a match score.

### 3 Interview Evaluation



Auto-transcribes interviews and produces a criteria-based evaluation report.

### 4 Job Posting Creation & Optimization

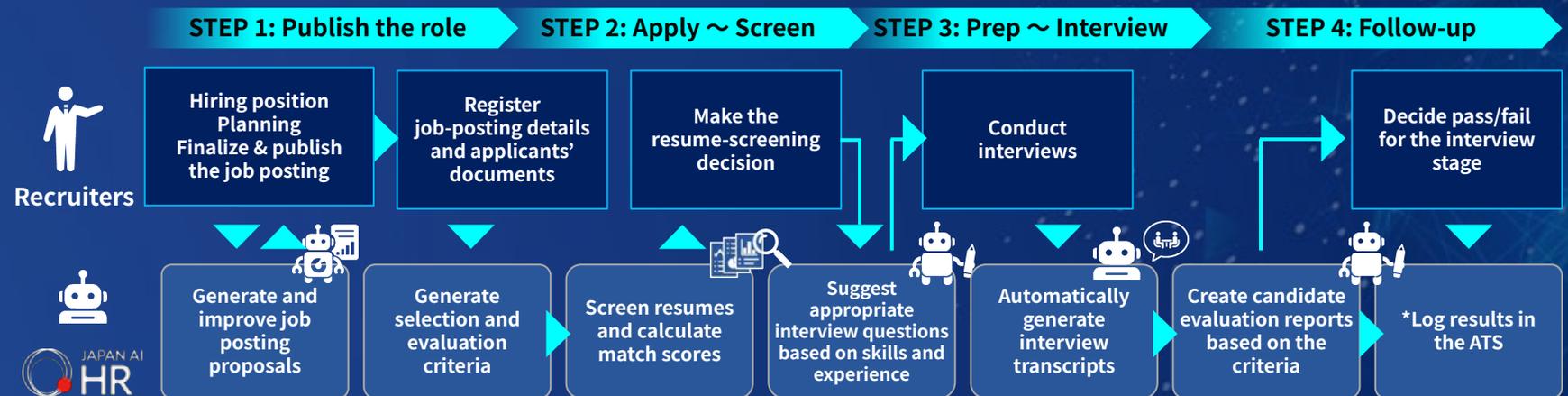


Generates job descriptions in your company format and suggests improvements to existing postings through competitor benchmarking.

## Outlook

We will expand beyond evaluation into sourcing and candidate attraction (e.g., scout message drafting, role-fit role suggestions, channel effectiveness analysis, new-grad ES scoring) and add end-to-end features such as scheduling and offer-interview support.

## Recruitment workflow efficiency with JAPAN AI HR



\*ATS: “Applicant Tracking System,” a system used to centrally manage candidate applications and selection data.

## TOPICS Selected as a constituent of the 'JPX Startup 100.'

Our shares have been selected as a constituent of the '**JPX Startup 100**,' a stock price index calculated by JPX Market Innovation & Research, Inc. that focuses on the growth potential of emerging companies.



### [ JPX Startup 100 ]

A stock price index composed of 100 high-growth startups representing Japan.



### [ Selection Method ]

Targets stocks listed on the TSE Growth Market and those within a certain period after transferring from it, screens for companies that meet either (1) year-on-year revenue growth of at least 20% or (2) market-cap growth of at least 2x versus six months or one year earlier, then selects the top 100 by average listed market capitalization in the selection month.

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# Big Picture of Digital Marketing

Multiple measures and products are utilized in each phase from the customer's "awareness" of the product to their "loyalty"



## Examples of measures

SEO

Web advertising

Flyer/DM

UX improvement

E-mail magazine

Chat

SMS notification

Survey

News delivery

Churn prevention

TV commercial

Transit advertising

Out-of-home advertising

Web customer service

Purchase promotion

LINE registration

Membership registration

Coupon

There is a need to use multiple different tools for each phase and the marketing industry is flooded with tools and operators. Corporate marketing activities are becoming more complicated and inefficient.



## Common challenges

### Business efficiency

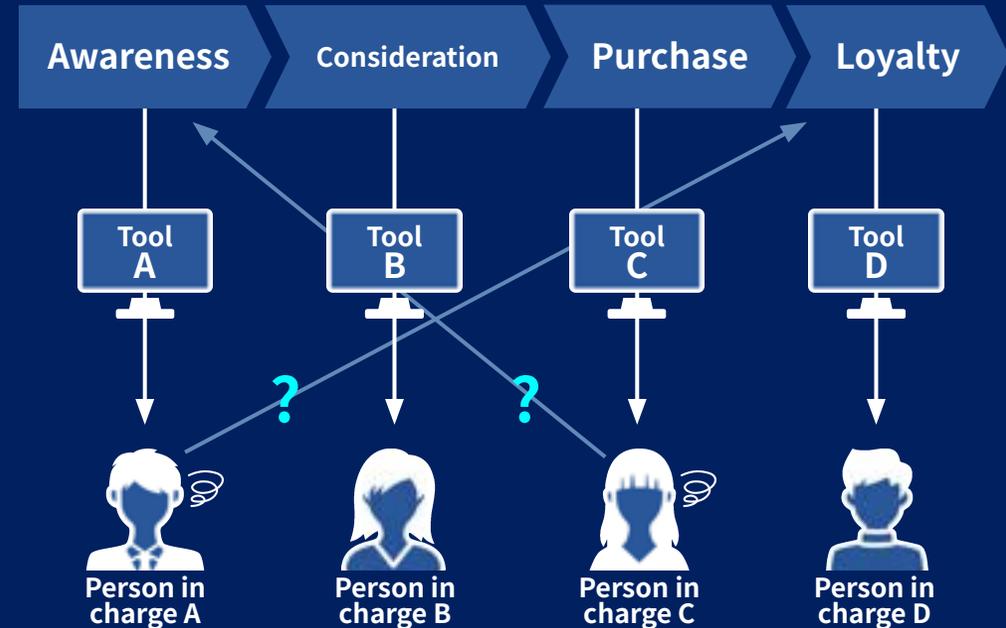
- Labor-intensive tasks for implementing breakouts arising (manual ad operation, data integration/analysis, etc.)
- Inefficiency of using complex marketing tools

### Costs

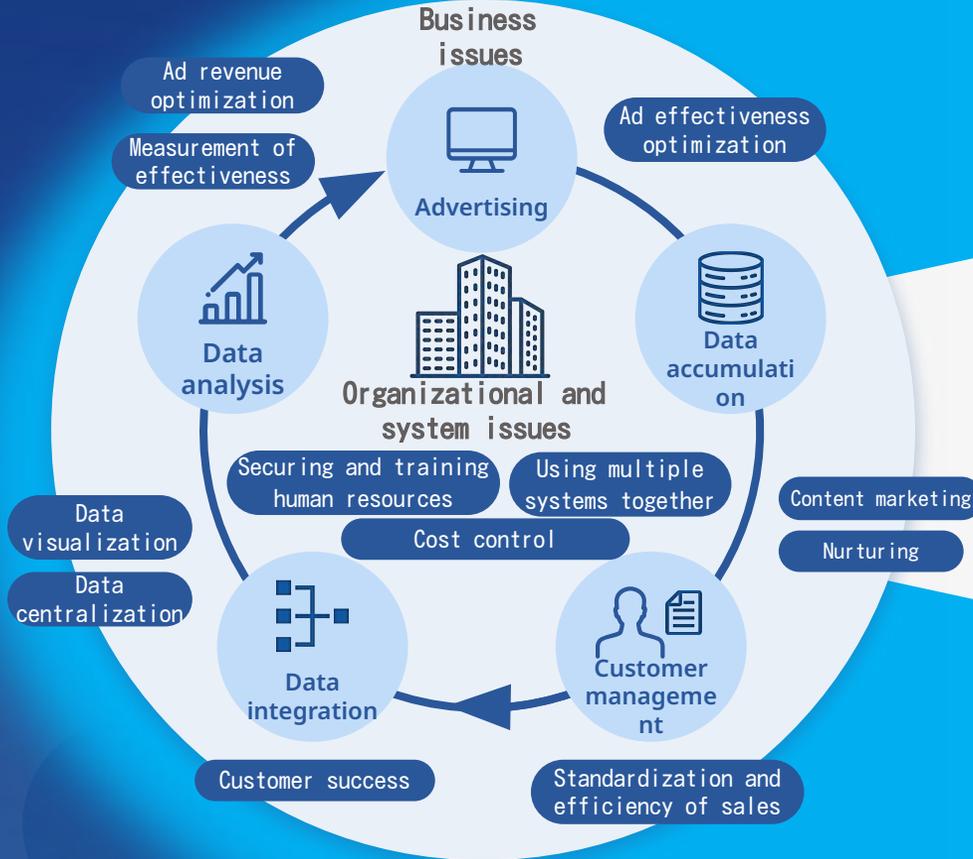
- Since multiple operators are used, commission expenses, communication costs, and development costs are incurred
- High hurdles, such as knowledge acquisition and in-house training, to utilize individual products

### Effects of measures

- Failure to integrate marketing tools and internal systems prevents maximization of effectiveness
- Persons in charge of measures differ for each phase, making measures only partially optimal (example: issues in the “awareness” area being overlooked by the person in charge of marketing measures in the “purchase” phase prevents the issues from being solved fundamentally)



# What Geniee Is Aiming For



**GENIEE**

One-stop platform

Diverse product areas

Utilization of the latest AI technology

Purpose

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

High cost performance

Automating and streamlining operations

State-of-the-art AI technology

# Areas of Business

Providing highly **cost-effective marketing solutions**

State-of-the-art **generative AI** development improving the value of products to customers, moving forward to a world where everyone can succeed in marketing.



**GENIEE Ads Platform**

- GENIEE DMS (Marketing Consulting)
- GENIEE DOOH
- GENIEE RMP
- GENIEE SSP
- GENIEE DSP

**SocialWire Digital PR**

- Find Model
- @クリッピング
- @Press
- RISKEYES

**GENIEE Marketing Cloud**

- GENIEE SEARCH
- GENIEE RECOMMEND
- GENIEE ENGAGE
- GENIEE CHAT
- GENIEE MA
- GENIEE ANALYTICS (CATS, L-ad, AFAD, BUY-X)
- GENIEE SFA/CRM
- GENIEE DATA CONNECT
- GENIEE BI
- GENIEE CDP

**JAPAN AI** State-of-the-art generative AI solutions





Overwhelmingly  
**highly cost-effective**  
products

# Market Size

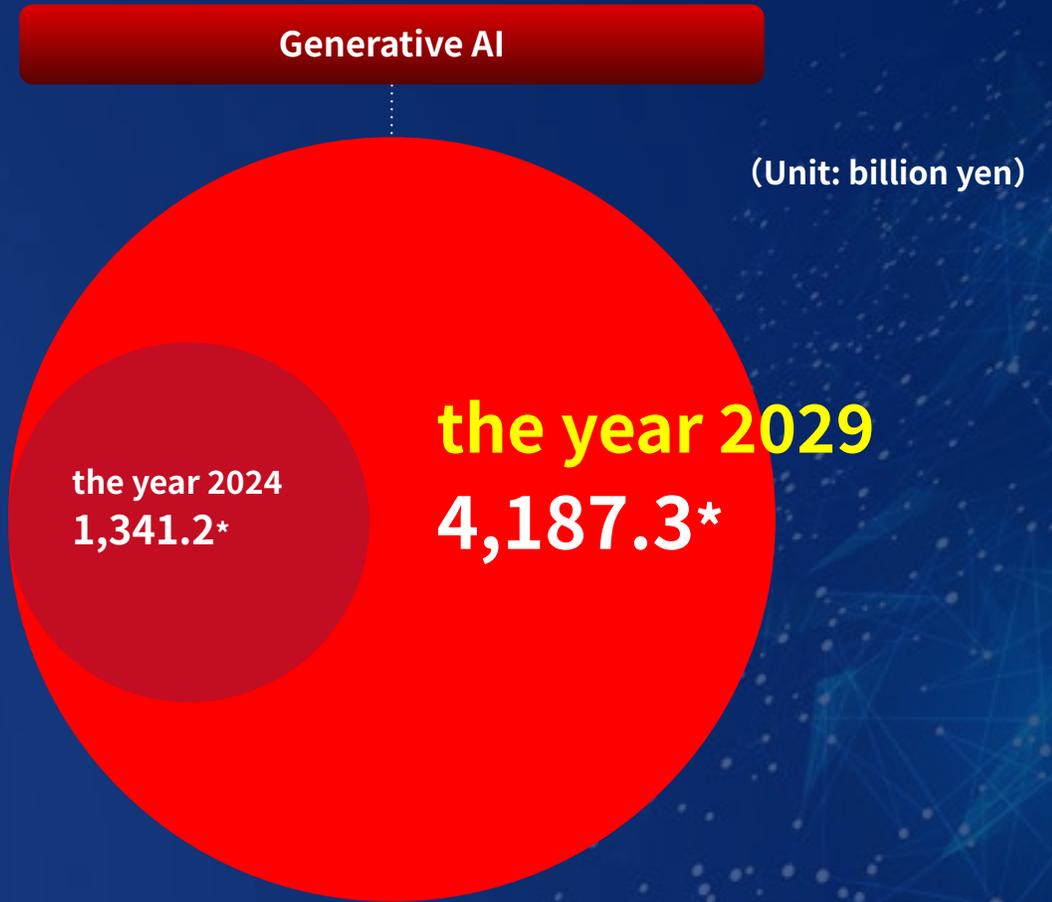
The target market size for the 16th fiscal year (FY2025) is a vast total of 987 billion yen across the entire company, indicating significant room for development. By the 18th fiscal year (FY2027), we aim to capture a market worth 23.2 billion yen.

Our group company, JAPAN AI, is rapidly growing in the domestic generative AI market. It is expected to become a considerably large market in the future.



Target market size for FY2025 (16th fiscal year) (markets where our company is currently active)
  Market acquisition target for FY2027 (18th fiscal year)

\*From FY2025, overseas business will be integrated with the advertising platform business.



\*Source: International Data Corporation (IDC) "Domestic AI System Market Forecast"  
<https://my.idc.com/getdoc.jsp?containerId=prJPJ53362125>

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# Marketing SaaS Business | Highlights

Recurring revenue remains stable at ~80%. Marketing SaaS ARR surpassed JPY 3.7bn, driven by more accounts and improved churn, with churn down to ~0.4%.

Number of Paid Accounts

**24,623**

ARPA / YoY Growth Rate

**17,667** yen / **▲11.1%**

Churn Rate

**0.38%**

ARR / YoY Growth Rate

**3,761** million yen / **15.9%**

Gross Profit Margin

**76.7%**

Recurring Revenue Ratio<sup>\*1</sup> / YoY Change

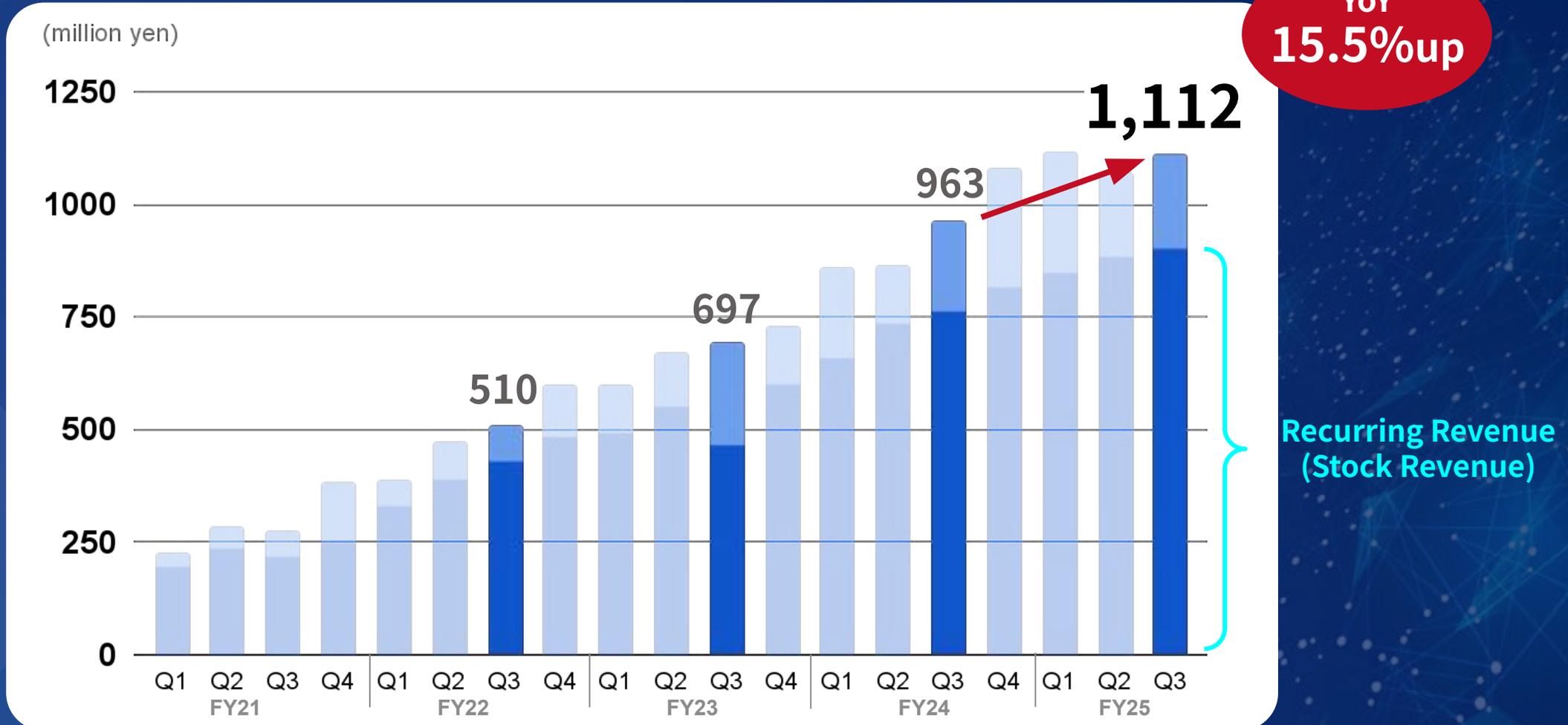
**80.1%** / **▲1.9point**

<sup>\*1</sup> Calculated based on figures from the previous 12 months from the end of the period.

# Marketing SaaS Business | Revenue Trend

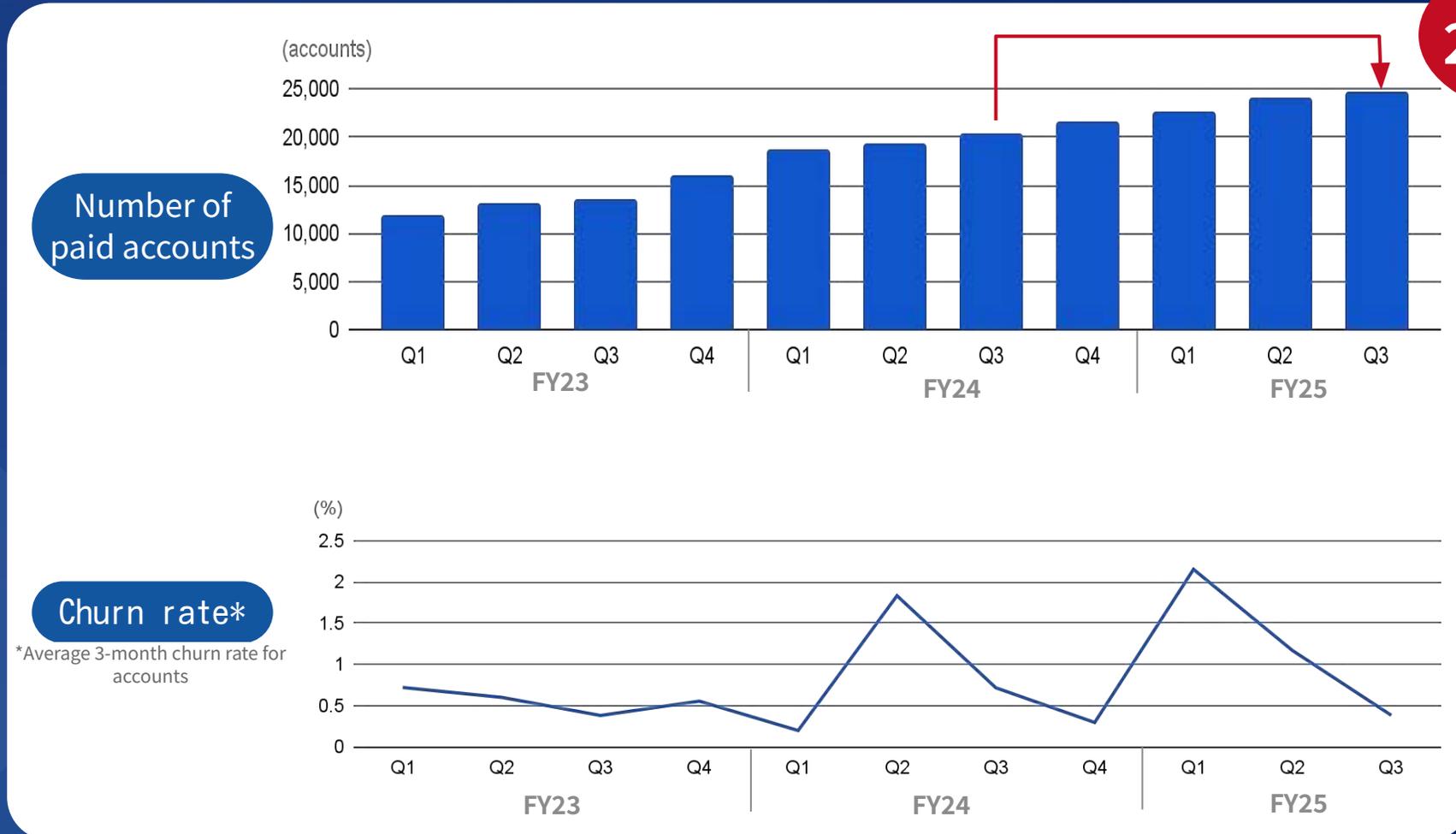
Performance is being driven mainly by SFA/CRM and CHAT, and we have largely completed efforts to resolve delivery/implementation issues.

We have improved the pre-sales process and aim to accelerate order growth again from Q4 onward.



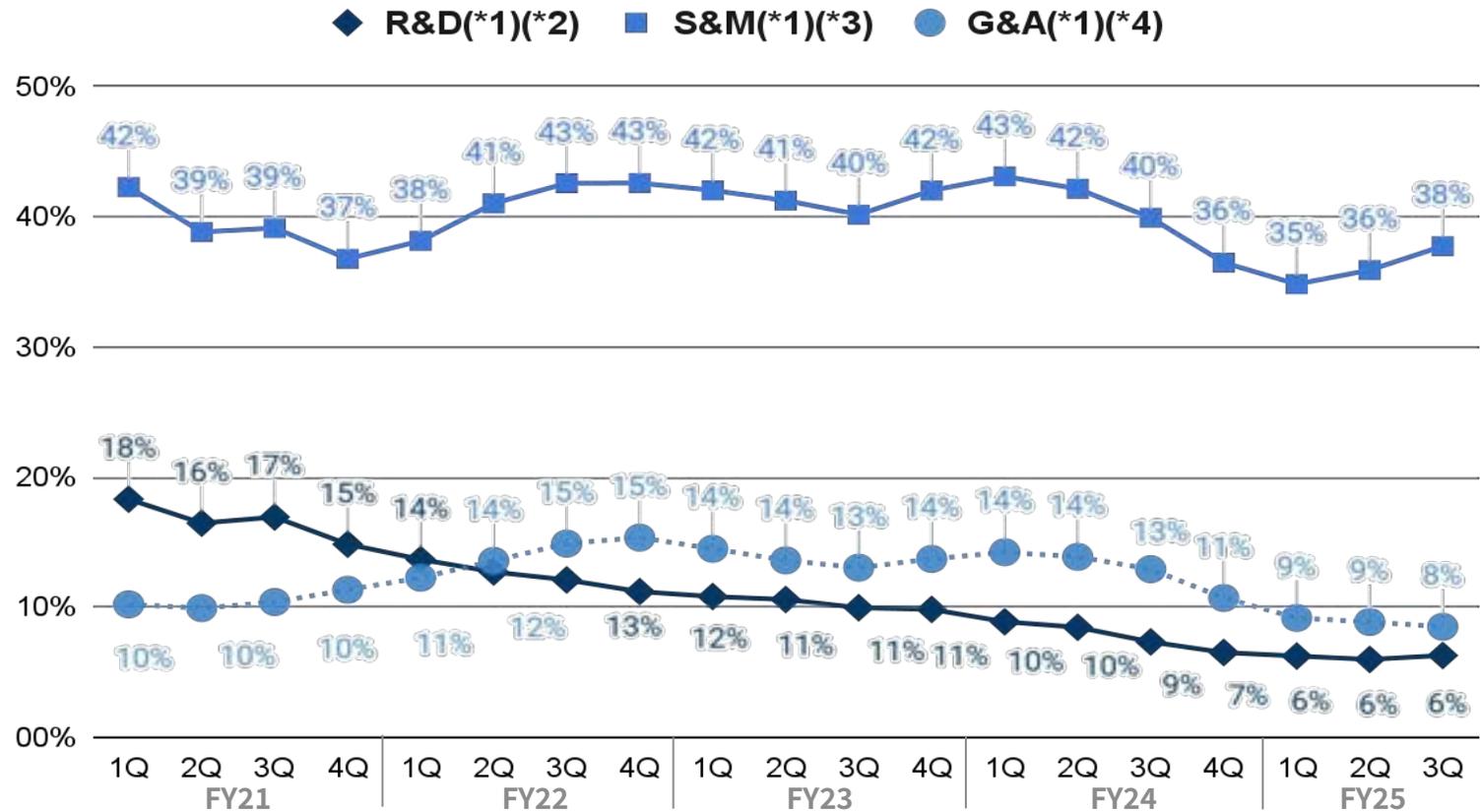
# Marketing SaaS Business | KPI

Accounts increased mainly in SFA/CRM and CHAT. Churn temporarily rose in 1-2Q due to one-off factors, but has since improved to below 0.5%.



# Marketing SaaS Business | Ratio of SG&A Expenses to Revenue

G&A continues to decline as MRR grows, while S&M increased due to ramped-up resourcing to resolve project delays in enterprise engagements.



\*1 Calculated based on figures from the past 12 months from the end of the quarter.

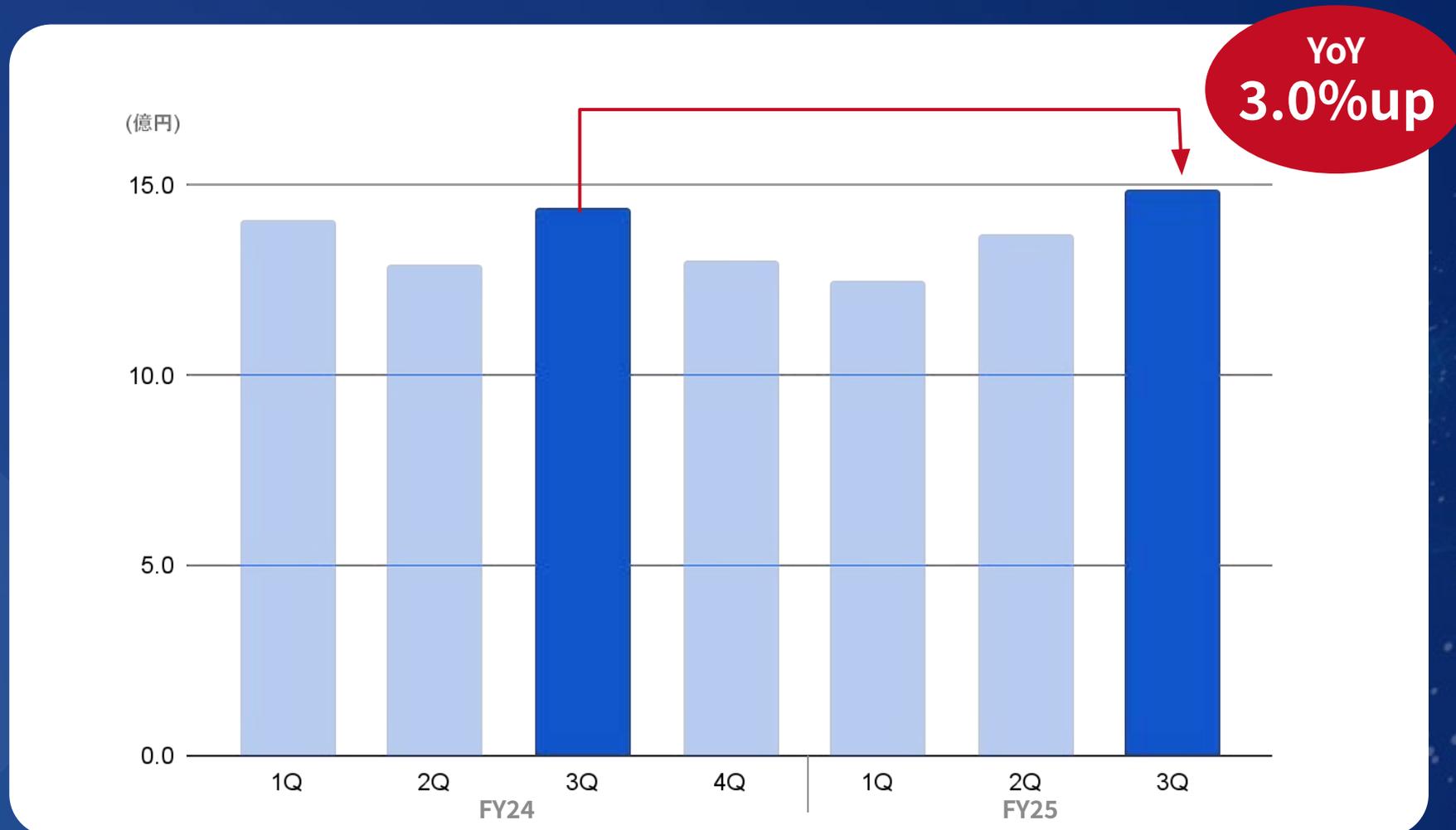
\*2 R&D: Total personnel costs for engineers involved in research and development and related expenses.

\*3 S&M: Total advertising expenses, sales personnel costs, and related expenses for sales promotion.

\*4 G&A: Total personnel costs, related expenses, and common expenses for corporate departments that should be borne by the Marketing SaaS business.

# Advertising Platform Business | Revenue Trend

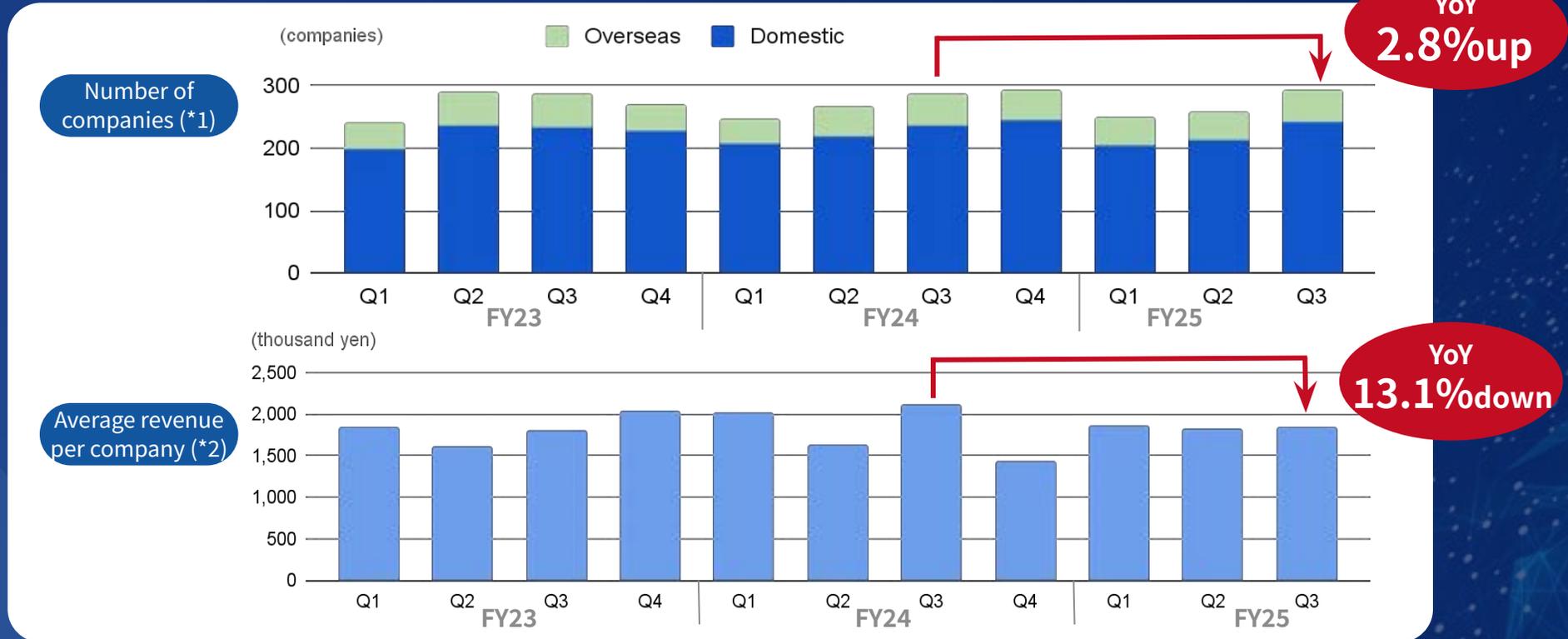
Revenue grew 6% YoY in Q2 and 3% YoY in Q3, maintaining steady growth. Structural reforms progressed in Q3, and we expect a faster growth pace from Q4 onward.



※From FY25, we have integrated the domestic and overseas SSP businesses to speed up decision-making and optimize at the group level, and disclose them as the “Advertising Platform Business.”  
※For comparability, FY24 figures have been reclassified under the new segment and are shown on a revenue basis to better reflect business scale (no regional breakdown is provided due to our shift to a function-based organization).

# Advertising Platform Business | KPIs

A growing client count continued to underpin revenue. Both client count and ARPA are measured at period-end, and period-end ARPA declined YoY due to monthly mix and revenue recognition timing; however, on a quarterly-average basis ARPA is trending up (+5.6% YoY).



\*1: We count advertisers and media partners as “customers” only if they exceed a minimum revenue threshold. Previously, small non-target customers were included, causing large fluctuations that did not reflect business reality; the threshold-based definition better reflects actual performance.

\*2: Revenue per customer = revenue ÷ customer count (revenue = ad spend paid by advertisers – payments from GENIEE to media). Advertisers pay placement fees to media, and GENIEE earns the intermediary margin, which is recognized as revenue.

\*3: KPIs have been recalculated to reflect the segment integration.

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# FY2025 | Planning Assumptions

For FY2025, we anticipate continued yen weakness based on assumptions of ongoing high inflation and interest rates in the US. From this fiscal year, the overseas segment has been integrated into the advertising platform segment due to the global integration of advertising platforms. Total internet advertising media costs are estimated to grow by 9.7% in 2025, with the video sector specifically projected to increase by over 14.7%.\*

\*Source: "2024 Japan Advertising Expenditures: Detailed Analysis of Internet Advertising Media Costs"

## External environment and planning assumptions



- The current weak yen level is expected to continue due to persistently high US interest rates.
- The internet advertising market is gradually recovering in Japan due to the weak yen and low interest rates, with expansion particularly in the video sector.
- The forecast includes considerations for the business plan of SocialWire, which has become a consolidated subsidiary.

## Policies of each business segment



- Advertising Platform: Global integration improving efficiency, boosting cross-selling and enterprise media development.
- SaaS: Achieved profitability, pursuing growth and expanding in CDP through accelerated investment.
- Digital PR: Building high-PV media for releases and SMB platforms for influencer PR to expand market share.

# FY2025 | Full-year earnings forecast revision

(Revising sales growth to a steady growth trajectory and updating the full-year forecast. Normalized profit excluding one-time items expected to increase by 26% year over year.)

(million yen)

	FY2024 (Actuals)	FY2025 (Initial Plan)	FY2025 (Revised Plan)
Revenue	11,321	15,300	+25% 14,150
Advertising Platform Business	5,462	6,970	5,850
Marketing SaaS Business	3,770	5,280	4,905
Digital PR Business	2,150	3,100	3,450
(Adjustment)	▲60	▲50	▲57
Gross profit	8,807	11,800	+22% 10,700
Segment Profit	2,520	2,750	2,200
Advertising Platform Business	2,627	3,370	2,796
Marketing SaaS Business	668	1,370	1,325
Digital PR Business	431	460	554
(Corporate/Elimination, etc.)	▲1,206	▲2,450	▲2,474
Operating profit	2,520	2,750	2,200
Advertising Platform Business	1,626	2,300	1,758
Marketing SaaS Business	▲256	40	40
Digital PR Business	178	110	205
(Adjustment)	972	300	198
Profit before tax	1,593	2,490	+26% 2,000
Profit attributable to owners of parent	2,267	2,600	1,950

## Revenue

Consolidated: Sustain high growth of +25% YoY

- Ad Platform: Revise growth rate to align with H1 trend during restructuring period. Expect +7% YoY
- Marketing SaaS: Despite CHAT churn from major customers, SFA/CRM and CDP drive overall growth. JAPAN AI integration and cross-sell initiatives sustain +30% YoY high growth in revised plan
- Digital PR: Upward revision reflecting organic growth in influencer PR plus iHack consolidation via M&A. Revised plan expects +27% YoY

\*(Consolidated subsidiary from FY24 Q2 onwards; growth rate on full-year basis excluding exited businesses)

## Operating profit

Normalized profit (excluding one-time items): +26% YoY

- Ad Platform: +8% YoY through SG&A reduction via organizational integration and operational efficiency
- Marketing SaaS: Revenue decline from development issues to be resolved by Q3. SG&A reduction through organizational integration; achieve profitability from Q4 onwards and full-year breakeven
- Digital PR: +15% YoY through iHack consolidation

Normalized profit excluding one-time items  
(Unit: million yen)

FY24  
1,593

FY25  
2,000

26%  
UP

# Investing in Continuous Growth

Debt related to the Geniee US (formerly Zelto) acquisition will be repaid primarily from operating cash flow (with equity financing generally not assumed). We aim to secure operating cash flow and maintain a stable cash position while keeping funding costs low. Treasury shares acquired from SoftBank will be used for strategic capital/business alliances, share exchanges, or cancelled using profits, considering net assets. On the investment side, we will prioritize organic growth while pursuing business investments and M&A.



- 1 Business Performance Overview
- 2 TOPICS
- 3 Business Overview
- 4 Financial Summary by Business Segment
- 5 Current Fiscal Year Plan
- 6 Q&A**



<b>How are you addressing cookie regulations?</b>	Although Google’s Chrome announced plans to phase out all third-party cookies, it later reversed this policy amid opposition from the UK Competition and Markets Authority (CMA) and the advertising industry. However, as cookie deprecation continues in Safari and future regulatory risk remains, we will continue developing and implementing cookie alternative technologies.
<b>How do you view the impact of the Trump administration on business performance?</b>	Since few of our clients are directly exposed to tariffs (e.g., trading houses, manufacturers), we believe the direct impact is limited at this time. That said, we recognize the possibility that companies concerned about an economic slowdown may curb advertising spend.
<b>Will Google’s antitrust issues impact your performance?</b>	At present, the web advertising ecosystem is built around Google Ad Manager (GAM), so we do not expect a significant short-term impact. Depending on how the situation evolves, however, we may have an opportunity to gain share as an alternative to GAM given that we offer an SSP with ad server functionality. Conversely, if bidding into GAM from Google demand sources (e.g., Google Ads, DV360) declines, there is a risk that CPMs via Google could fall.
<b>Why did you consolidate the segments?</b>	Following the global management integration on the supply side from FY24-2Q onward, we integrated the Ad Platform business and the Overseas business into a single “Ad Platform” segment. After the integration, cross-selling between domestic and international operations has accelerated, and the business is now managed as one unified organization. Overseas KPIs are also aggregated with the domestic Ad Platform business (number of companies and ARPA) and presented on a global basis.
<b>For Geniee US (formerly Zelto), how do you assess goodwill impairment risk due to the CGU change?</b>	Following the global supply-side management integration in October 2024, the decision-making authority for product development/sales, product ownership, organizational structure, entity names, and brand attribution changed. As a result, from FY25 the goodwill impairment test for the acquired Geniee US (formerly Zelto) will shift from being assessed on a “standalone Geniee US” basis to being assessed based on the future operating cash flows of the “global supply-side business as a whole.” Because recoverability will be evaluated considering the supply-side future cash flows of the entire Geniee group, we believe the probability of impairment has decreased.

<b>What drove the growth of the Marketing SaaS business?</b>	Performance growth was driven by (i) an expanding enterprise customer base centered on SFA/CRM, which increased the number of accounts, and (ii) a low churn rate supported by high-satisfaction customer success. In the CHAT domain, we are also continuing to grow by partnering with major agencies and rolling out our product to large clients, as it delivers strong performance versus competing products.
<b>When do you expect the Marketing SaaS business to become profitable?</b>	The Marketing SaaS business as a whole turned profitable in 2H FY24. In FY25, we aim to maintain full-year profitability by focusing on winning new large-scale SaaS deals; however, deal acquisition has recently been slower than expected, so profitability remains uncertain.
<b>What share of total MRR comes from enterprise customers, and which products are most common?</b>	Defining “enterprise” as customers with ARR of JPY 10 million or more, they account for around 50% of total MRR. By product, most enterprise customers use SFA/CRM, CHAT, and SEARCH.
<b>What is your competitive advantage/differentiation in enterprise SFA/CRM deals?</b>	Enterprise customers often already have internal systems in place, and implementations typically require development work—products without sufficient development capability tend to be screened out. We have strong product development capability to meet client requirements and a one-stop delivery model covering requirements definition through maintenance. In addition, we emphasize cost performance and can typically offer pricing at roughly one-half to two-thirds of comparable large foreign vendors with similar functionality.
<b>Why does churn sometimes spike unexpectedly?</b>	Churn is calculated on an account-count basis, so the cancellation of a single large account can have a disproportionate impact. Most past churn has been driven by customer-specific factors; excluding such one-off cases, churn has generally remained below approximately 0.5%.

<b>Is JAPAN AI aiming for an IPO?</b>	We have raised funding from external VCs and are aiming to go public. We will announce the timing once it becomes clearer. We also plan to exercise the currently held potential shares (over 50%) at the time of listing and reclassify JAPAN AI as a consolidated subsidiary.
<b>Why not consolidate JAPAN AI immediately?</b>	The generative AI space is evolving rapidly, with frequent short-cycle updates and intense competition. To scale quickly, we need to raise capital early and invest aggressively in hiring (engineering and business), marketing spend, and M&A. As a result, while the business is performing strongly (e.g., revenue up more than 8x YoY), we expect operating losses in the near term. To manage the impact on group earnings and to prioritize JAPAN AI's growth, we currently keep it outside consolidation.
<b>What synergies do you expect between JAPAN AI and GENIEE?</b>	We expect strong synergies in product enhancement, especially in AI × SaaS. For example, we can automate workflows from AI SPEECH to SFA—linking meeting minutes and setting next actions. We are also driving internal AX with JAPAN AI AGENT to reduce employee workload, and creating cross-sell opportunities for GENIEE's SaaS products from JAPAN AI's growing enterprise customer base.
<b>What are JAPAN AI's strengths?</b>	First, strong technology—high RAG accuracy that improves the quality of AI outputs and responses. Second, strong hands-on implementation support—helping customers adopt generative AI effectively in day-to-day operations. Third, a product suite with clear practical value; since launching AI agents in particular, product fit has improved and adoption by enterprise customers has increased significantly.
<b>Do you plan to raise more external funding for JAPAN AI?</b>	Yes, we plan to do so during 2026. In the last round (July 2025; valuation JPY 8.65 billion), it was still early in the fiscal year and full-year execution confidence was not yet clear. Since performance has been tracking above plan, we expect the valuation to be higher than the previous round.
<b>What is the hiring status at JAPAN AI?</b>	We hired about 40 people in 1H FY2025, including 10 high-caliber engineers. Candidates value the opportunity to work on practical, production-grade AI product development—not just research. We are also actively pursuing M&A to secure engineering talent, including companies with patented AI image-processing technologies.

# QA on SoftBank's Share Buyback

<b>Why do you need to issue preferred shares?</b>	Repurchasing treasury shares (JPY 4.95 billion) would reduce net assets, so we need to replenish equity to maintain net assets. Issuing common shares would likely cause a significant decline in the share price, so we plan to issue equity-like preferred shares instead of common stock.
<b>What happens if performance deteriorates and the share price falls further?</b>	Mizuho's conversion price is set at JPY 933; converting below that would be loss-making, so they are expected to continue receiving preferred dividends. If earnings weaken, retained earnings will accumulate more slowly, so we will maximize internal reserves—including dividends from subsidiaries—to build the funds needed for repurchase from year two onward and execute the buyback.
<b>Under what circumstances would conversion into common shares occur?</b>	In principle, the financial institution is not expected to exercise conversion rights, and the main scenario is a repurchase after two years. If we deviate from that scenario, conversion could occur from year three onward if the share price exceeds JPY 933 (allowing capital gains) and we are unable to repurchase for some reason.
<b>How will your relationship with SoftBank evolve?</b>	This share repurchase will terminate the capital alliance, but the business partnership will continue. Transactions with SoftBank Group's LY Corporation (LINE Yahoo) in the ad platform business are expected to continue.
<b>How will you use the shares repurchased from SoftBank?</b>	We plan to use the repurchased treasury shares for: ① Transfer to strategic/business partners ② M&A via share exchanges and similar transactions ③ Cancellation using profits
<b>What kind of partners do you envision for transfers to business partners?</b>	Primarily partners with strong business synergies, but we will broadly consider partners that can contribute to increasing our market capitalization. In all cases, we assume partners with a long-term investment horizon.

**Will you continue to pursue M&A actively going forward?**

We aim for sustainable high growth and, in addition to organic growth, will proactively pursue M&A that is necessary to achieve our purpose. We may also execute deals opportunistically where no major changes to internal controls or the management framework are required.

**Regarding the acquisition of Social Wire: you acquired a 49% stake—why can it be treated as a subsidiary, and how are sales/profits recognized?**

We prepare consolidated financial statements under IFRS. Under IFRS, subsidiary status is determined based on whether we have de facto control rather than ownership percentage alone. In this case, the transaction is premised on obtaining consent from a majority of directors, enabling us to control key management decisions; therefore, we treat it as a consolidated subsidiary. Revenue and profit are consolidated on a 100% basis through profit for the period, while profit attributable to owners of the parent reflects only our 49% interest.

**Why did you merge Hypersonic and BST (Business Search Technology) into the parent?**

While we have already been driving synergies through product integration, cross-selling using each company's customer base, and joint product planning/development, we decided to merge them to concentrate management resources, improve operational efficiency, and accelerate decision-making.

<p><b>What does “stepping up IR activities” mean in practice?</b></p>	<p>①We will refine our earnings presentation materials by incorporating investor feedback, further quantifying KPIs and clarifying how they link to our strategy, and more explicitly highlighting our competitive advantages. ②We will proactively share information via media exposure and platforms such as note to help investors better understand our businesses.</p>
<p><b>How will your business portfolio evolve?</b></p>	<p>Following the acquisition of Social Wire, we established a new Digital PR business, while the overseas business was integrated into the Ad Platform business. As a result, the Ad Platform business remains the largest by revenue, but we expect the fast-growing Marketing SaaS business to expand and, over time, reach a revenue scale comparable to the Ad Platform business.</p>
<p><b>Why did JAPAN AI become an equity-method affiliate, and how will it be positioned within the Geniee Group going forward?</b></p>	<p>JAPAN AI’s purpose is to “create a sustainable future society with AI,” tackling issues across a wide range of domains beyond marketing through generative AI. To accelerate problem-solving ahead of competitors, it needed to secure engineering and business talent and build its organization quickly, and therefore completed equity financings with external VCs (end-July 2024 and August 2025). As a result, it became an equity-method affiliate in July 2024. However, our CEO Kudo continues to serve as JAPAN AI’s CEO, and on a fully diluted basis we still held over 50% as of August 2025; we will continue to position it as a core driver of the group’s DX initiatives.</p>
<p><b>How do you view the business alliance with Piala?</b></p>	<p>Piala has long been our customer, and we see strong collaboration potential—particularly with CHAT and ANALYTICS, as well as our newly launched CDP and SFA/CRM offerings and integrations with JAPAN AI. We entered into the alliance because we believe closer business collaboration will benefit the performance of both companies.</p>
<p><b>Why did you also enter into a capital alliance with Piala?</b></p>	<p>To ensure the medium- to long-term effectiveness of the business alliance, we place strong emphasis on confirming the likelihood that the partner can continuously maintain net assets. Piala’s results have been improving quarter by quarter, and by leveraging our tools it has been improving efficiency and reducing SG&amp;A. We therefore believe the probability of net asset maintenance is high, and participating in an equity financing within a level where investment recovery is expected is rational. In fact, in FY2024 Q4 (year ended December 2024), Piala reported revenue of JPY 4,123 million, operating profit of JPY 63 million, and quarterly net profit of JPY 68 million, contributing to an improvement in net assets.</p>
<p><b>What is the objective of entering capital and business alliances with multiple companies (e.g., FCE, Branding Technology)?</b></p>	<p>We enter into such alliances when providing our and/or JAPAN AI’s products and services could enable higher value creation. Specifically, we aim to deepen collaboration through initiatives such as having partners use our group’s products directly, or offering our products on an OEM basis for partners to deploy to their customers.</p>

# Reference Material



FY2025 | Q3 Financial Results Briefing Materials

<b>Name</b>	GENIEE, Inc.
<b>Business Description</b>	Advertising Platform Business, Marketing SaaS Business, and Digital PR Business
<b>Location</b>	Sumitomo Fudosan Shinjuku Oak Tower 6F, 6-8-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo
<b>Representative</b>	President & CEO: Tomoaki Kudo
<b>Officer</b>	<p>Director Yuichi Nishino Haruka Koshimizu(Outside)</p> <p>Director, Audit &amp; Supervisory Committee member Katsuyuki Toritani (full-time, external) Yukio Todoroki (external) Yoshitaka Sasaki (external)</p>
<b>Number of Employees</b>	877 (consolidated, as of March 31, 2025)
<b>Date of Establishment</b>	April 14, 2010
<b>Share Capital</b>	100 million yen (as of March 31, 2025)
<b>Fiscal Year End</b>	March



At Waseda University Graduate School of Science and Engineering, Kudo was affiliated with a research lab focused on AI and search engines.

Joined Recruit Co. Ltd. (now Recruit Holdings Co., Ltd.) and engaged in new business development.

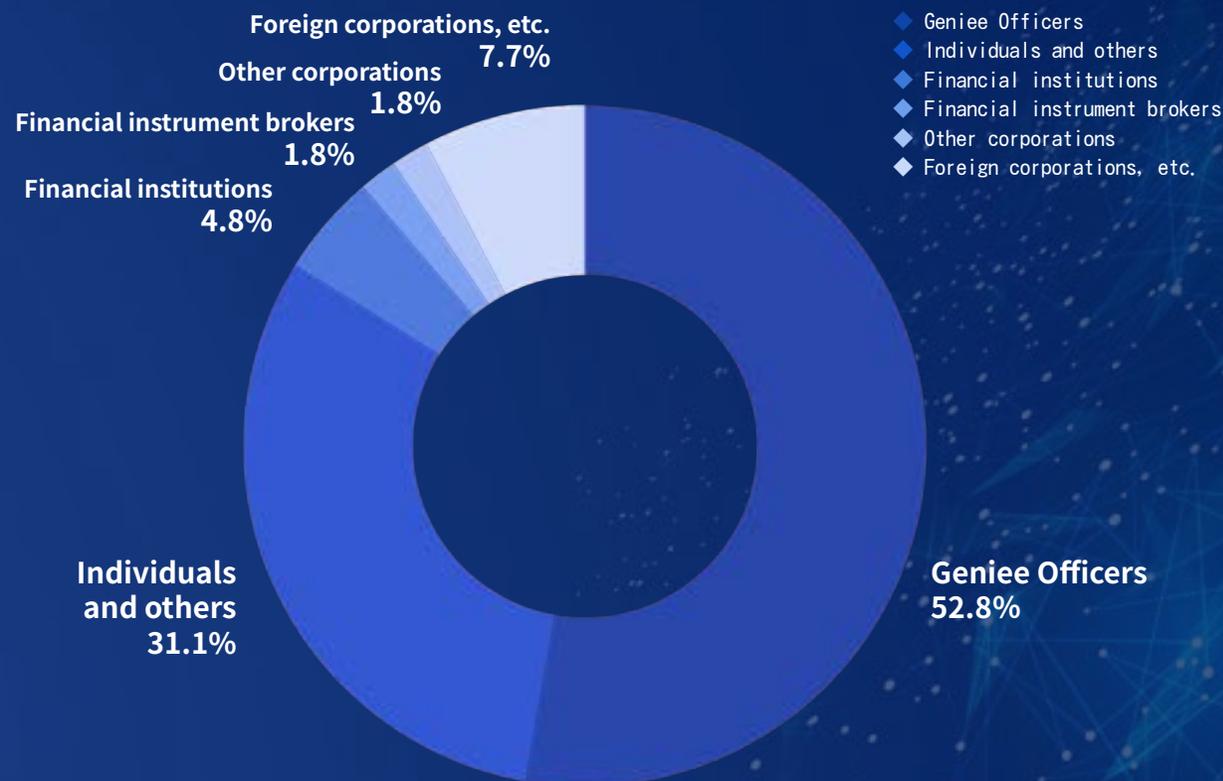
In April 2010, he founded Geniee, Inc. and became president and representative director. In April 2023, he established JAPAN AI, Inc.

# Status of Shareholders (as of the end of September 2025)

## Status of Major Shareholders

Shareholder Name	Number of Shares Owned (shares)	Shareholding Ratio (%)
Tomoaki Kudo (President & CEO)	6,544,400	52.7
NICE SATISFY LIMITED	402,000	3.2
Takuya Yoshimura	352,500	2.8
Daisuke Gomi	341,000	2.7
Custody Bank of Japan, Ltd. (Trust Account)	308,300	2.5
JAPAN SECURITIES FINANCE CO., LTD.	211,600	1.7
NOMURA PB NOMINEES LIMITED OMNIBUS – MARGIN (CASHPB)	158,300	1.3
SBI SECURITIES Co.,Ltd.	129,995	1.0
THE BANK OF NEW YORK MELLON 140042	92,200	0.7
Hiroshi Hirose	89,200	0.7

## Shareholders



\*1: Treasury shares are excluded from the above major shareholders.

\*2: The top 10 shareholders are listed in descending order of the number of voting rights associated with owned shares. On July 31, 2024, 10,000,000 Class A preferred shares were issued to Mizuho Bank.

## Business Purpose

A world view realized by Geniee's products and services

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

## Corporate Purpose

Long-term goals of the organization • Existential significance

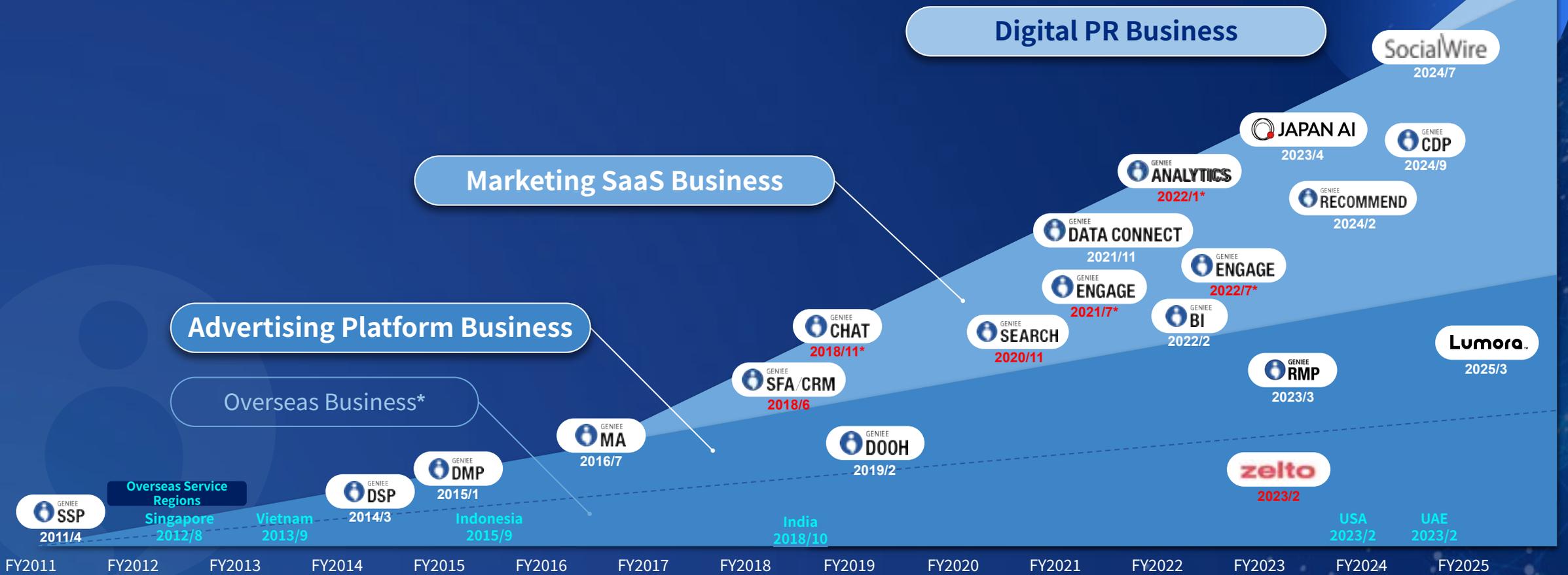
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**To become a global technology company  
from Japan, contributing to Japan and Asia**

# Business Trends

Started advertising platform business in 2010. Grew to top-tier scale in Japan by 2016.  
 Began offering marketing SaaS products from 2016, expanding business while conducting M&As.  
 Overseas business expansion started in 2012, with foreign revenue significantly increasing after acquiring Geniee US (formerly Zelto) in 2023.  
 In 2024, made SocialWire a subsidiary through third-party allotment, establishing a new Digital PR segment.

Gross profit(FY2024):  
**8.8 billion yen**



\*Red text indicates acquisitions through M&A. Currently, former Chamo, former Engagebot, and former HyperSonic have been integrated into the GENIEE CHAT brand. Additionally, CATS Corporation's products have been integrated into the GENIEE ANALYTICS brand. As of FY25, overseas business has been integrated into the Advertising Platform.

# TOPICS

## Regarding Geniee US (formerly Zelto)'s Impairment Test Unit from FY25

Goodwill and fixed assets are grouped into cash-generating units (CGUs) that produce independent cash flows, with recoverability determined by comparing goodwill to discounted future operating cash flows. Following global supply-side integration, decision-making, organizational structure, and brand attribution changed, shifting Geniee US (formerly Zelto)'s CGU from "standalone" to "global supply as a whole," significantly reducing impairment risk for Geniee US (formerly Zelto) acquisition goodwill.

Determined on Geniee US (formerly Zelto) stand-alone basis

**Before**  
FY2024

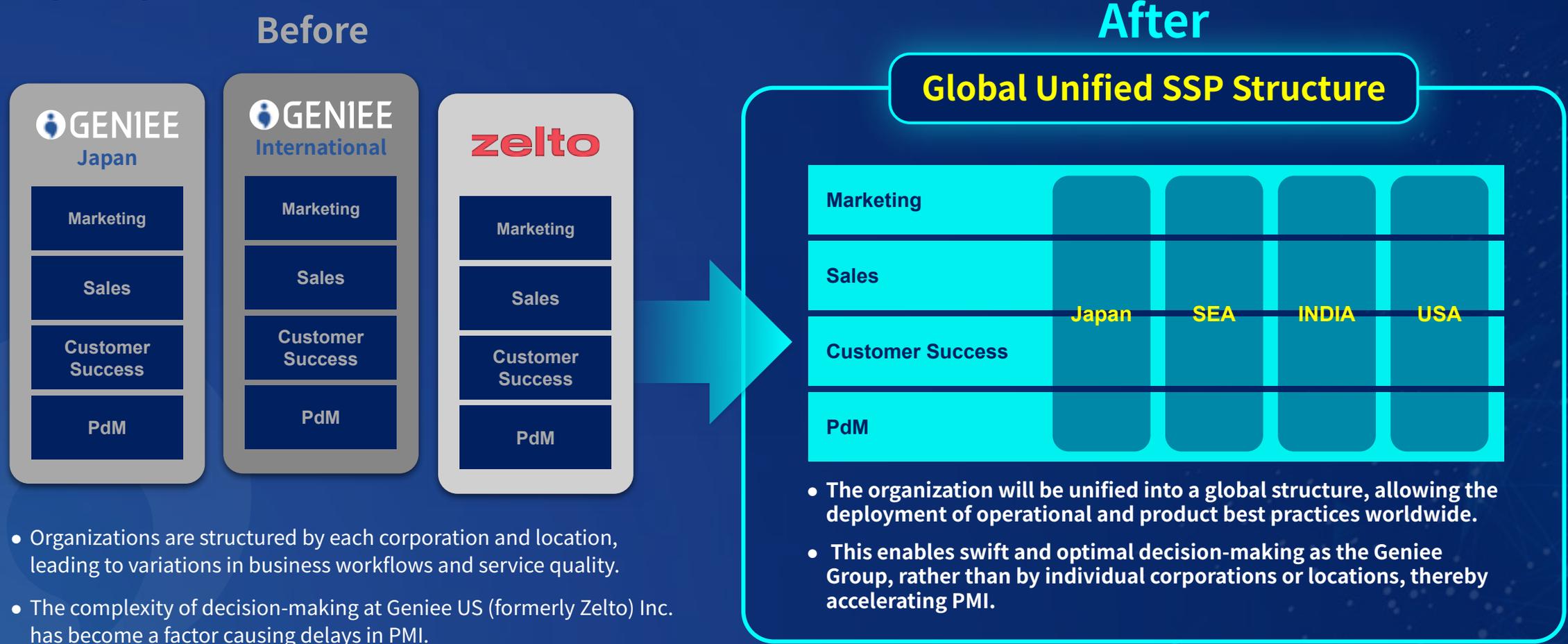
Determined on Global Supply overall basis

**After**  
FY2025



# Progress on PMI at Geniee US (formerly Zelto), Inc.

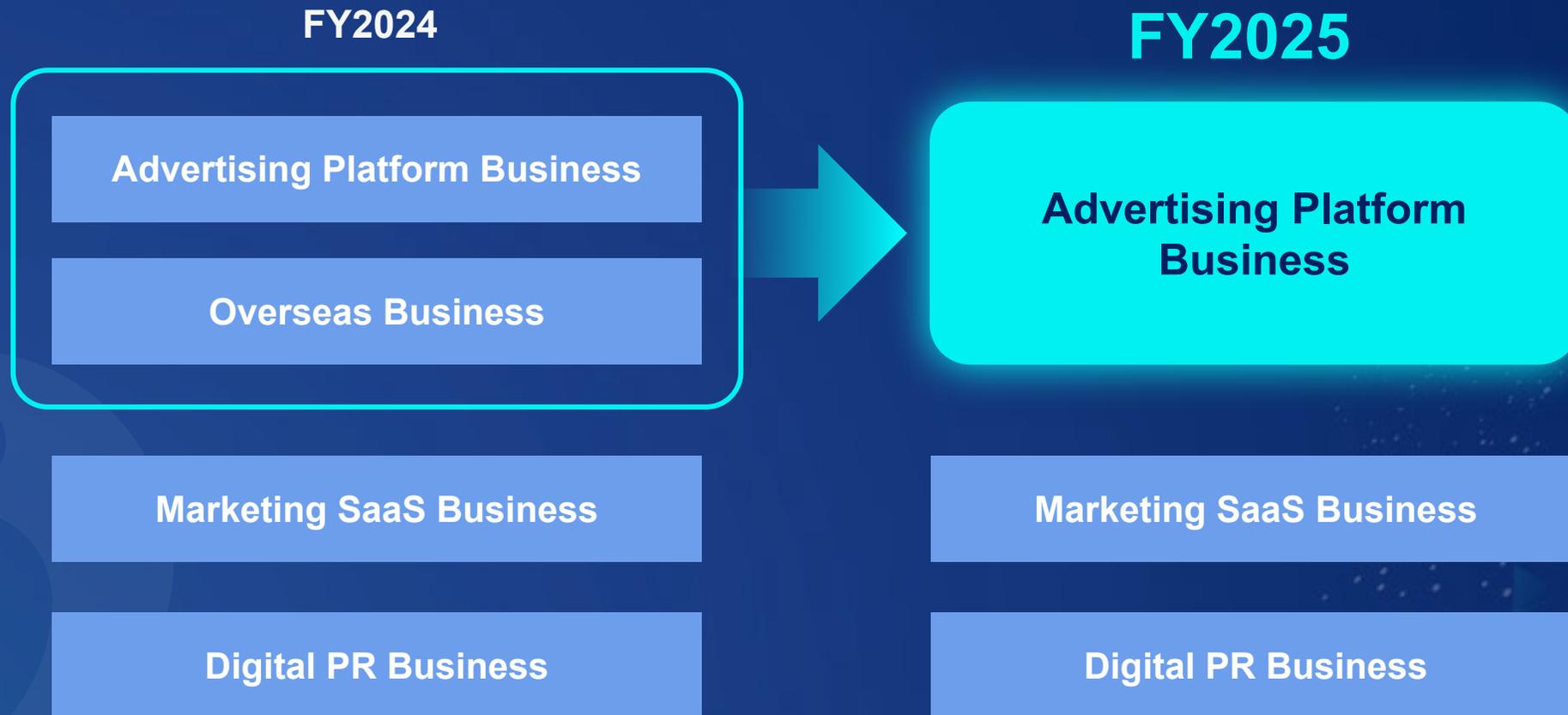
Starting from September 2024, the domestic SSP business and the overseas SSP business (including Geniee US (formerly Zelto)) will integrate their organizational structure and operations. The business workflows of each function-based organization will be standardized at a global level to accelerate the progress of PMI. Additionally, product sales will be integrated, with the proactive launch of Geniee US (formerly Zelto)'s highly competitive products in the domestic market.



- Organizations are structured by each corporation and location, leading to variations in business workflows and service quality.
- The complexity of decision-making at Geniee US (formerly Zelto) Inc. has become a factor causing delays in PMI.

# TOPICS Business Segment Changes

Following global supply-side integration from FY24-Q2, Advertising Platform and Overseas businesses merged into "Advertising Platform Business." Cross-selling between domestic and international operations has increased significantly since integration.

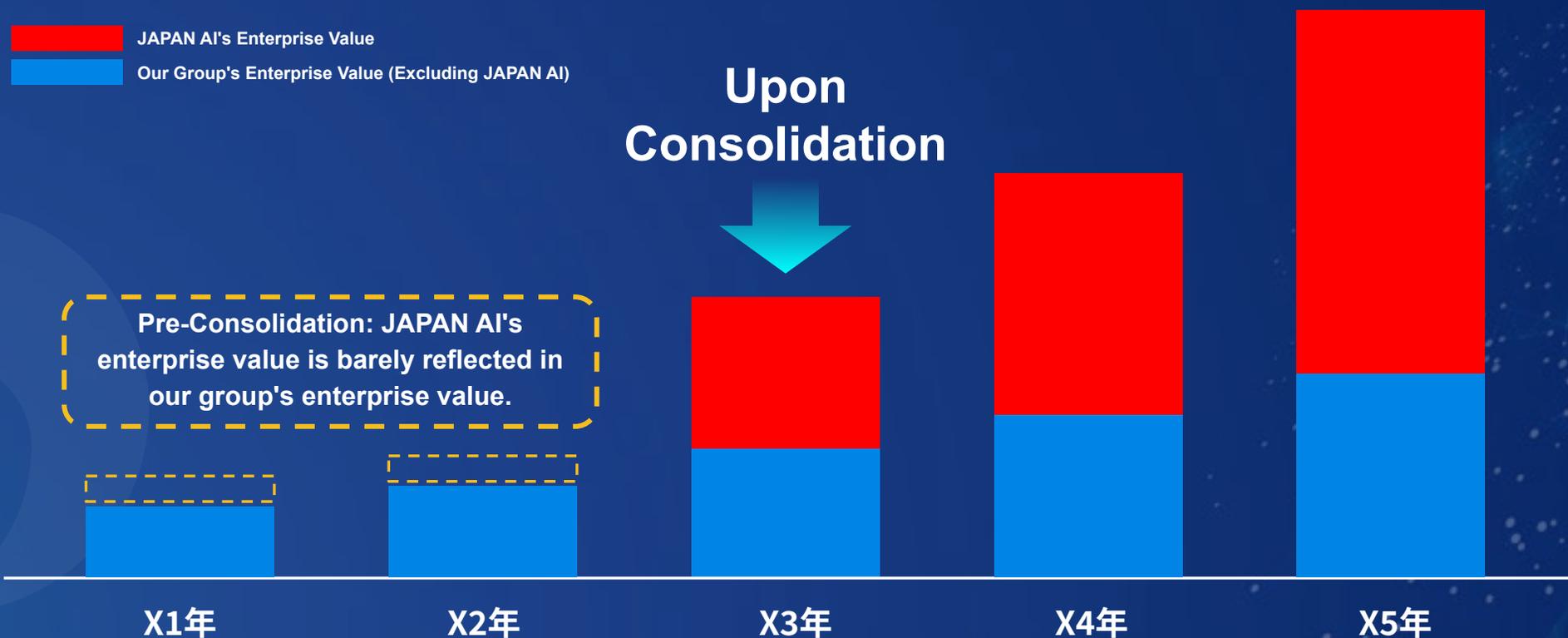


# Impact of JAPAN AI on Our Company's Enterprise Value

As of end-September 2025, we hold 5.88% of JAPAN AI's equity. Under IFRS, we exercise significant influence over the company and apply the equity method. Therefore, our proportionate share of earnings is reflected in our consolidated results, with limited impact on our enterprise value prior to full consolidation.

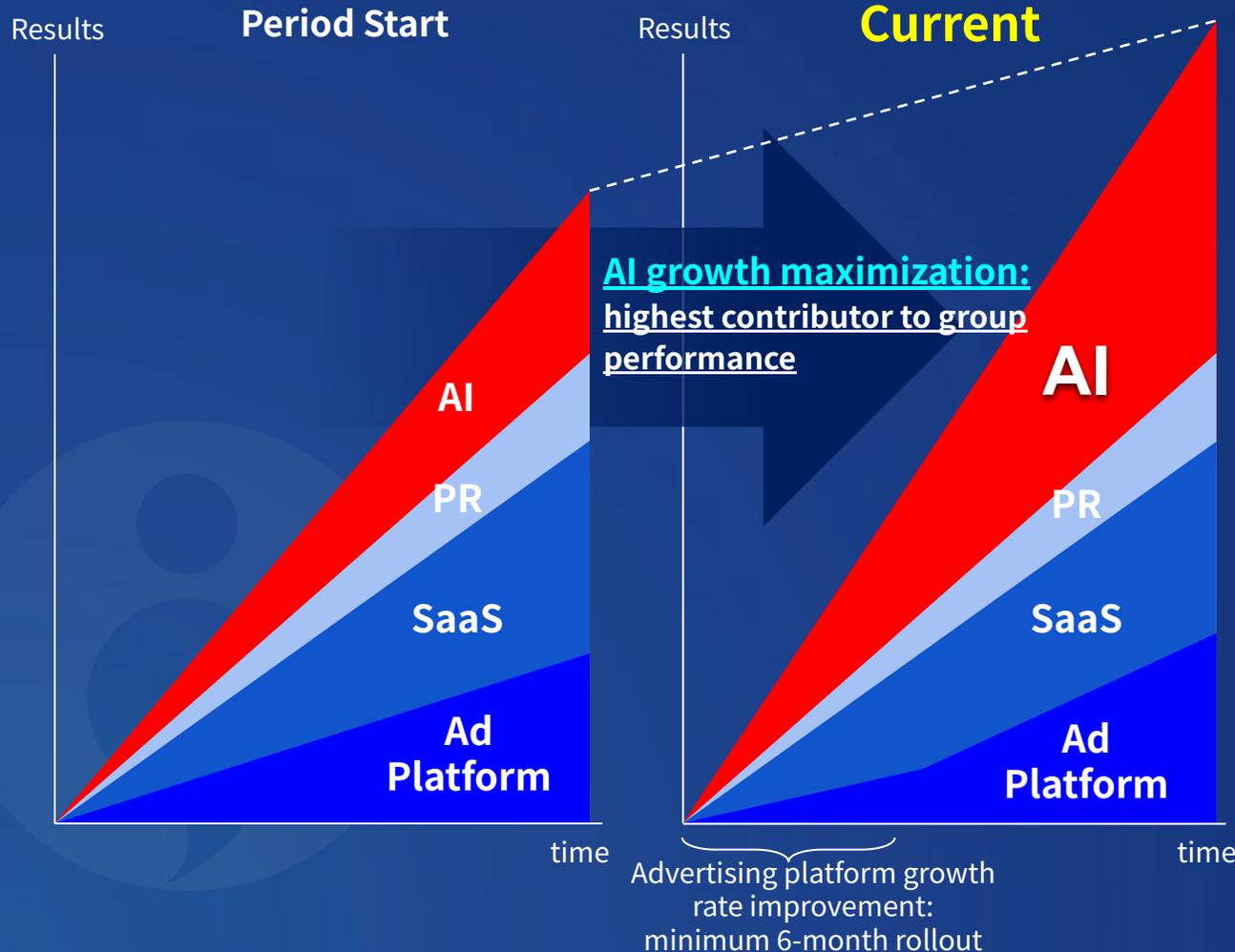
However, as of end-September 2025, we hold over 50% of JAPAN AI's shares on a diluted basis and can exercise warrants under certain conditions. If we exercise warrants to increase our stake above 50% and consolidate the subsidiary, **100% of earnings would be included in consolidated results, increasing revenue, gross profit, operating income, and net income\***. One-time gains/losses are expected upon consolidation. Currently, we believe both companies maximize enterprise value by operating independently, so we account for JAPAN AI as an equity method investee.

\*Non-controlling interests are deducted from net income attributable to parent company shareholders.



# Priority review for this period based on Geniee Group performance

## Group-wide performance growth vision



Category	This Period's Priority	Projected Future Performance Due to Priority Shift	Description
<b>Total/ Group</b>	-	↗	Expand medium-to-long-term group performance by allocating management resources to high-impact AI and maximizing future enterprise value.
<b>AI</b>	↗	↑	Drive rapid expansion via 2x upward revisions this period, >5x YoY sales growth, and JAPAN AI STUDIO + SaaS integration.
<b>SaaS</b>	→	→	No priority change (maintain growth rate).
<b>Digital PR</b>	→	→	No priority change (maintain growth rate + upward revisions).
<b>Ad Platform</b>	↘	→	Continue current growth trajectory; target recovery via structural reform.

# Organizational Restructuring and Operational Reform for Next Growth Phase

Oct 2025 Reorganization: Consolidate into AD & SaaS divisions under CEO Kudo; deploy functional heads to strengthen execution and efficiency.

## After



Challenge: Product-level expansion works, but PMF maturity reveals duplicate operations and customer data silos causing opportunity losses.

Solution: Unify customer data, integrate operations, bundle offerings; leverage JAPAN AI alignment, AI automation, and product value enhancement.

Increase leads by 20%+ through customer referrals from JAPAN AI and new organizational structure benefits

Reduce SaaS trade show promotional expenses by 50%+ through optimized co-exhibitions and streamlined processes

Improve CS quality and achieve ~20% headcount reduction through CS operation automation via AGENT

(All expected to be realized in H2 FY2025)

# Competitive Advantage | Three Factors to Increase Cost Effectiveness

Our competitive advantage to maximize customer's **cost effectiveness** (= ① Customer value proposition / ② Customer's consideration payment).

## Business management

Management style of a tech company that supports high growth by unifying and mutually using assets and brands from multiple businesses

- Multiple business divisions demonstrating synergies, implementing cost-effective business operations
- Instilling value management, and recruiting and developing a large number of management personnel and business development human resources
- Know-how to realize proactive M&A execution and PMI to grow at an early stage

In particular, functions to lower ②

## Technology

Boasting one of the best technical capabilities in Japan, equipping marketing tools with generative AI solutions

- Boasting one of the best technical capabilities in Japan, developing many products with high customer value proposition in-house
- Integrating and utilizing company-wide data accumulated in multiple businesses and equipping each product with AI functions

In particular, functions to raise ①

## Business

Establishing a system to enhance internal organizational capabilities, and realizing efficient business operations and operational excellence

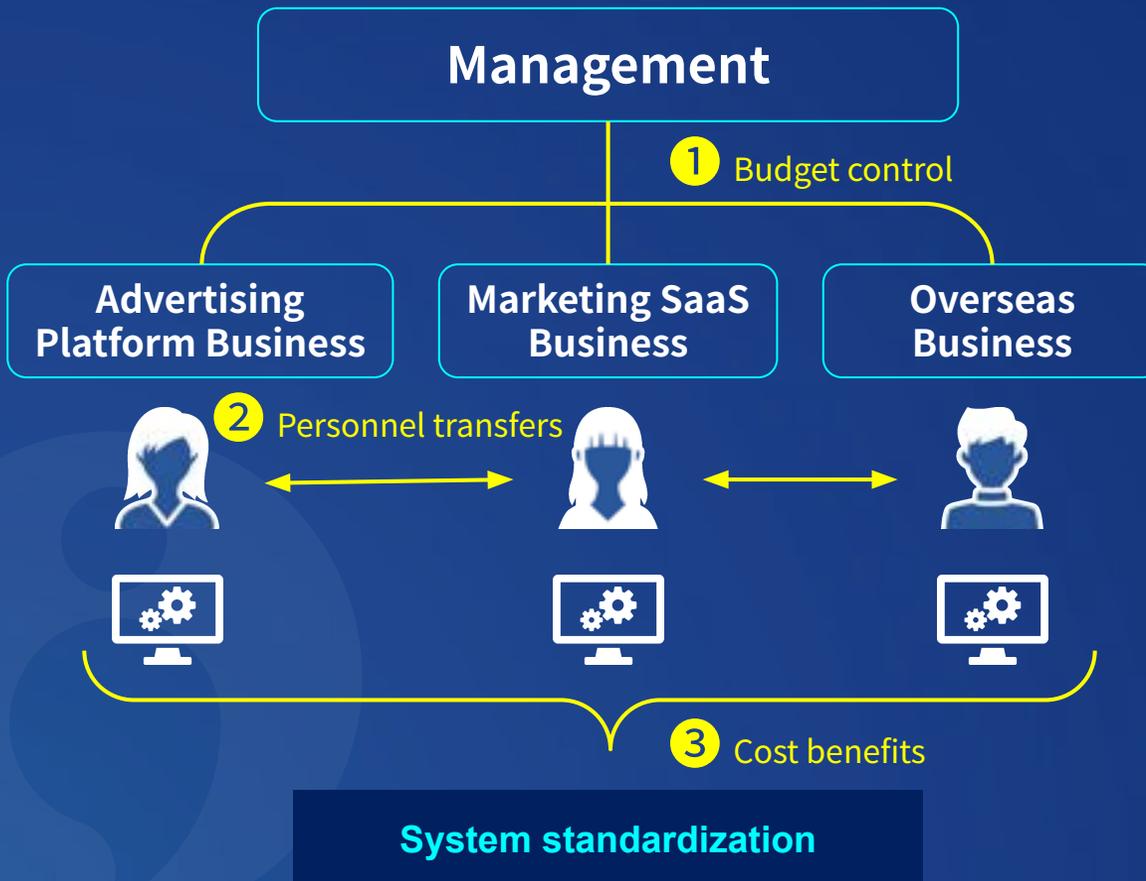
- Recruiting and developing a large number of product managers
- Building a data-driven management system through company-wide adoption of sales management tools developed in-house
- Low churn rate through product retention support

Functions to both raise ① and lower ②

# Advantages in Business Management | Inter-Business Synergies

Multiple business divisions demonstrating synergies, implementing cost-effective business operations

Reducing management costs, making provision of inexpensive products without adding prices to customers (reduction in customer's consideration payment) feasible.



## 1 Budget control

A management system that adjusts the budget optimally. Management centrally grasps the budget status and plan achievement status of each business division. There is a system in place for performing optimal and agile budget allocations and adjustments on a company-wide level according to the situation. Reducing company-wide costs through efficient management of SG&A expenses.

## 2 Flexible personnel transfers across departments

The transfer of human resources between departments is flexible and the replenishment of human resources is carried out in an agile manner. Reducing extra hiring costs through efficient staffing.

## 3 Cost benefits

Standardizing systems such as servers for each business, making volume discounts on system usage fees and purchase prices feasible. Creating cost benefits in managing multiple businesses.

# Advantages in Business Management | Recruiting and Developing Human Resources

© GENIEE, Inc.

Instilling value management, and recruiting and developing a large number of management personnel and business development human resources.

Creating multiple high-growth businesses, **serving as the source of income for creating highly cost-effective products.**

## Value management

- Instilling value (concept of values and culture). A corporate culture that allows speedy alignment based on a common concept of values even when businesses diversify and the organization size expands. Implementing instillation by reflecting it in the evaluation system.
- In particular, the commitment and ownership values of being particular about achieving performance are deeply rooted in the corporate culture.

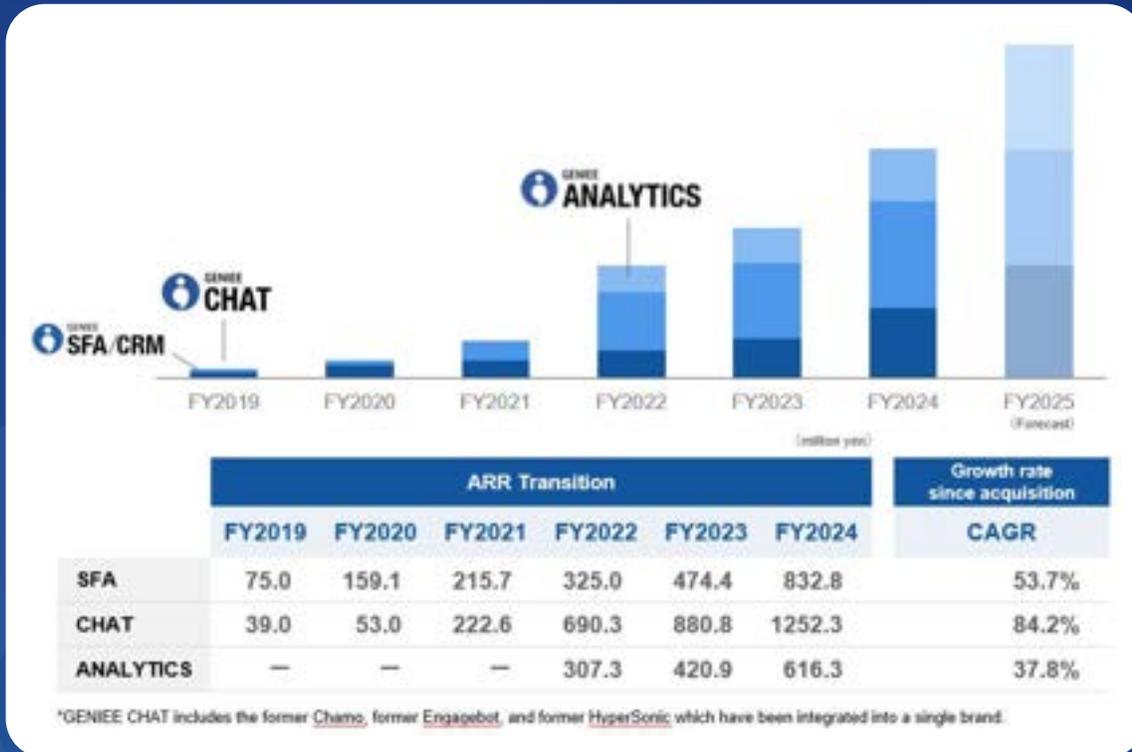
## Recruiting capabilities

- Setting the highest level of remuneration in the industry. Designing incentives to enhance corporate value.
- An environment where people are involved in multiple high-growth businesses with discretionary power and opportunities to come into contact with advanced technology, such as AI, serving as advantages in recruitment.
- Employing a large number of management and executive human resources of listed companies' C-suite level.

## Development

- Developing management human resources capable of growing acquired businesses. Developing by way of OJT through assignments to acquired businesses and mutual sharing of knowledge through flexible transfers between business divisions.

Many cases of acquired businesses registering high growth at an annual rate of 30% or more. Utilizing the Geniee Group’s technical capabilities and customer base to develop the industry’s No. 1 product and make it a business with the No. 1 growth rate.



## 1 Cross-selling to existing customers

- Rapidly growing by implementing cross-selling to Geniee’s huge existing customer base
- There are cases where accounts have grown by hundreds of percent in three years

## 2 Improving product value

- Assigning product development/engineer members from the initial stage of PMI
- Armed with high technical capabilities, benchmarking competitor products and implementing product updates and function enhancements

## 3 Business management and PMI know-how

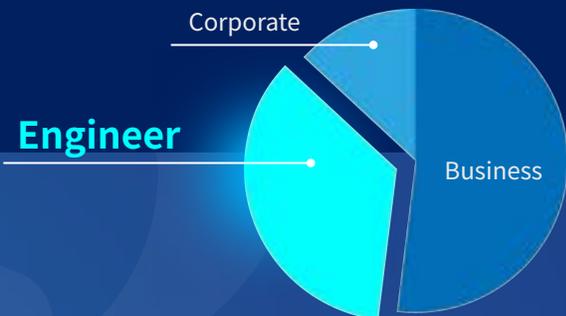
- Actively supporting the establishment of a system to increase sales of services while integrating management and development policies and establishing a business management system
- Setting up incentive plans for the management teams and members of acquired businesses

# Advantages in Technology | Technical Capabilities

Boasting one of the best technical capabilities in Japan, developing many products with high customer value proposition in-house. Product value improving dramatically by equipping marketing tools with generative AI solutions (increase in customer value proposition).

## Engineers with one of the best technical capabilities in Japan

- Approximately 35% of all employees are in engineer / product planning positions.
- Housing many engineers with master's or doctorate degrees in computer science.
- Housing numerous persons who worked at other companies such as Big Tech companies and as CTOs of ventures.



## Equipped with vast big data and Japan's best AI technology

- In-house development of the ad delivery platform of the No. 1 scale in Japan. Massive data processing technology that can withstand delivery of hundreds of thousands of ads per second, and automation of ad operations utilizing machine learning.
- Research and development of globally top-class speech recognition / image generation technology. Dramatically boosting the productivity of marketing activities.



## Strong alliances with the world's leading tech companies

- Certified as a Technology Partner that provides technical support for the marketing solutions of LY Corporation.
- Certified as Google Cloud Build Partner. Strengths in big data utilization and AI development.



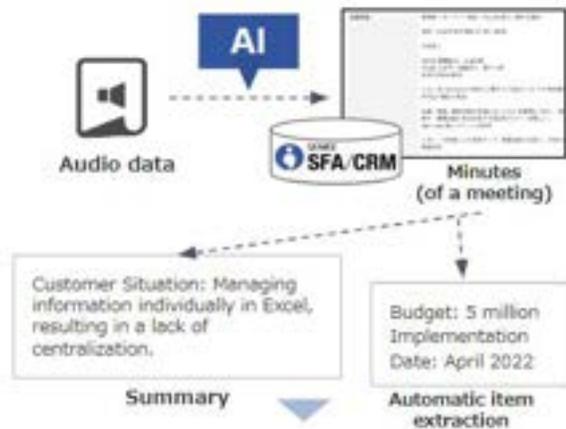
# Advantages in Technology | AI Development

Capable of integrating and utilizing company-wide data accumulated in multiple businesses and equipping each product with AI functions.  
**Raising product performance** with advanced AI technology (increase in customer value proposition).



## AI summarization / automatic extraction

Audio minutes → Summarized and itemized by AI, reducing input burden and minimizing the manager's review workload.



Transcribe audio data from online meetings and use AI to automatically extract information, registering it into SFA records. Create a system that allows sales representatives to focus on sales activities.

## AI order prediction

Optimizing sales activities through AI-driven predictions.



Based on accumulated achievement data, AI independently predicts sales and customer behavior. Enables proactive planning of optimal sales strategies using future predictions.

## Next action recommendations

Systematizing and automating the sales process with next action recommendations.



Automate the sales process as recommended actions and provide recommendations based on the status of negotiations, enabling a reduction in management workload.

## JAPAN AI

Engaging in research and development as well as providing services for various generative AI products.

### 1 JAPAN AI CHAT



- 1 Corporate GPT
- 2 Data Integration
- 3 RAG
- 4 Prompt Template
- 5 Multi-LLM Support

### 2 JAPAN AI SPEECH



- 1 Meeting Transcription
- 2 Minutes Taking
- 3 Speaker Diarization
- 4 Conference System Integration
- 5 SFA Integration

### 3 JAPAN AI SALES & MARKETING



- 1 Persona Inference
- 2 Image Generation
- 3 Video Script Generation
- 4 Social Media Post Generation
- 5 Article Landing Page
- 6 Legal Check



# TOPICS About 'JAPAN AI AGENT'

ChatGPT was released in November 2022, and we are now entering the era of "AI Agents."

Announced by OpenAI: **[Evolution Levels Towards AGI]**

**Level 1**

Chatbots.

Conversational AI that understands the meaning of words and provides responses.  
Traditional Chat-GPT and enterprise generative AI services.

Traditional Chat-GPT and enterprise generative AI services.

**Level 2**

Reasoners.

AI with human-level problem-solving abilities (e.g., o1 models).

**Level 3**

Agents.

Systems that can think for themselves and take action.



**Level 4**

Innovators.

AI that can assist in inventions.

**Level 5**

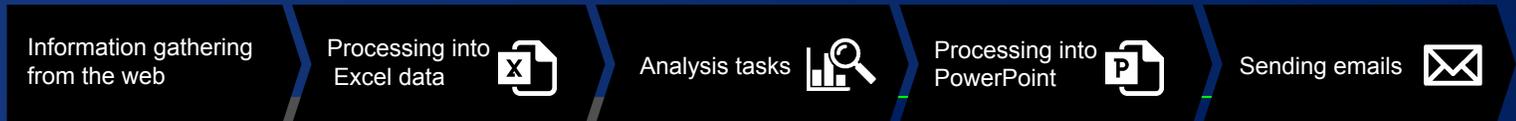
Organizational management.

AI that can perform organizational tasks.

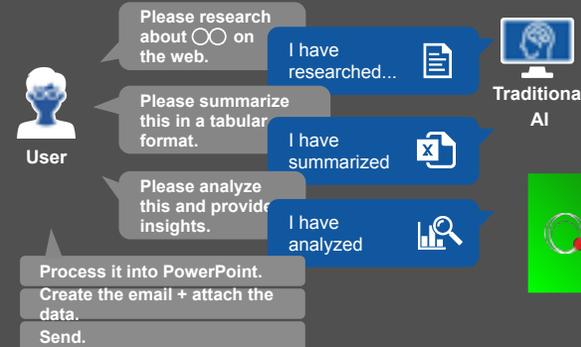
Evolving from mere conversational AI to "AI that thinks for itself and takes action."



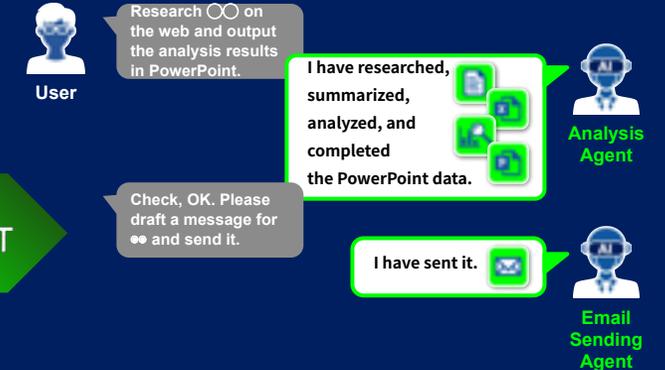
▼What "JAPAN AI AGENT" can do at this point (for example, tasks like these)



[Before] Progressing tasks while interacting with AI.



[After] Most tasks are executed by the AI agent.



① Implement mutual cross-selling and product collaboration between the two companies to accelerate product expansion.

- Propose cross-selling of JAPAN AI to existing customers of GENIEE SFA/CRM. (Collaboration where AI automatically records/summarizes sales appointment minutes at a major security manufacturer and automatically logs them into GENIEE SFA/CRM.)
- Conduct cross-selling of GENIEE products to existing customers of JAPAN AI (pharmaceutical companies, recruitment agencies, etc.).

② Introduce AI AGENT within our company to initiate the digital transformation (DX) of operations.

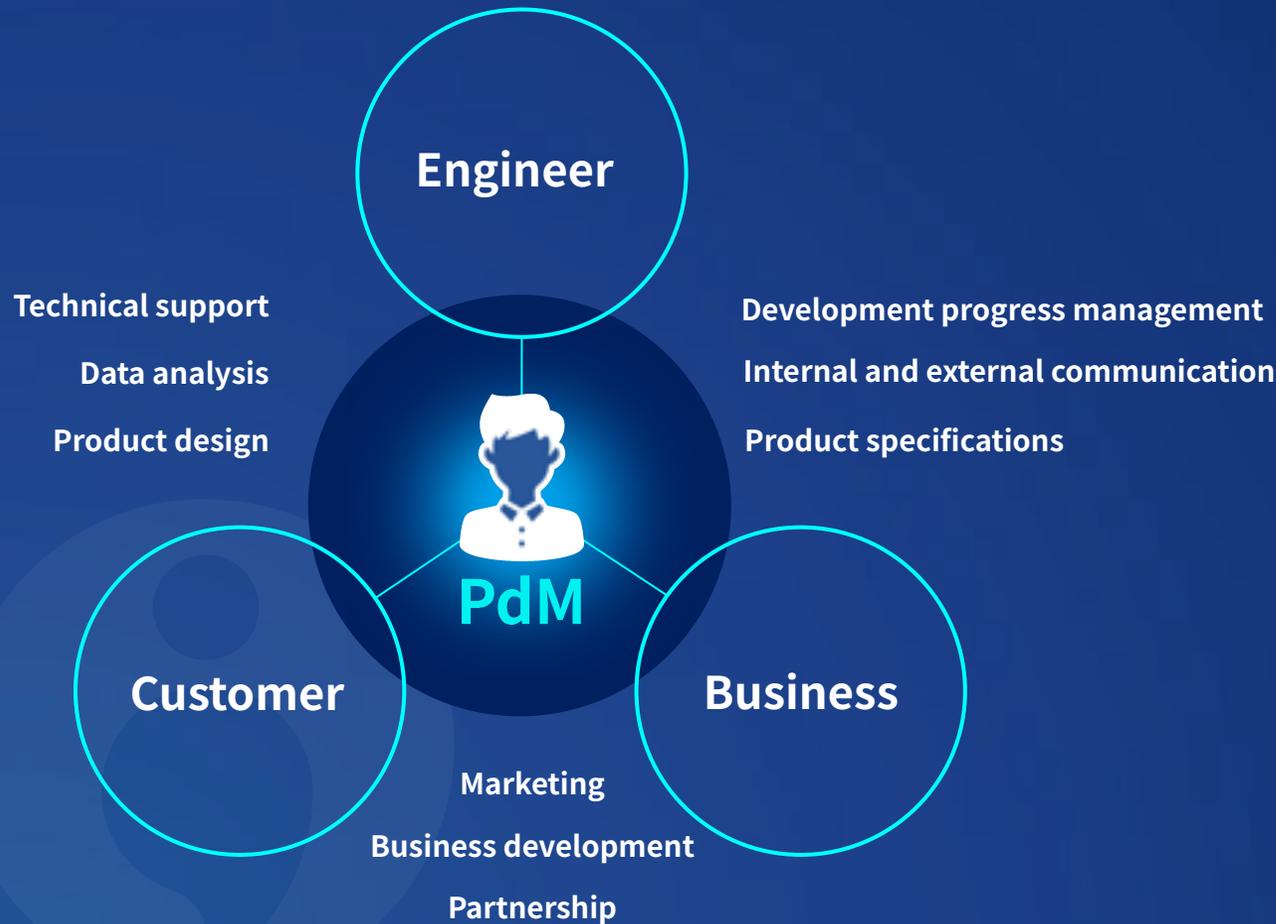
- Sales-oriented corporate research AGENT, engineering support, product requirement definition, etc.

In the future...

Package advertising operations and SaaS-based operations in collaboration with the services we provide, allowing "JAPAN AI AGENT" to handle the tasks.

▶ Reducing the workload of users.

Recruiting and developing a large number of product managers (PdMs). A system of developing highly cost-effective products and building medium- to long-term competitive advantage.



## About product manager (PdM)

### ■ What is PdM?

- An occupation responsible for improving the value of products. Stands between business, engineer, and customer, and plays a wide range of roles in all directions.
- It is an important job category at tech companies that focus on products, but there are only a few cases of such job category being in place at Japanese companies or such human resources in the market.

### ■ Status of Geniee

- A large number of PdMs have been employed/appointed and PdMs are assigned for each product. An organizational structure that continues to increase the cost effectiveness of products as a driver for business growth.
- Company-wide knowledge sharing and development through PdM study sessions, internal meetings specialized in product improvement, etc.

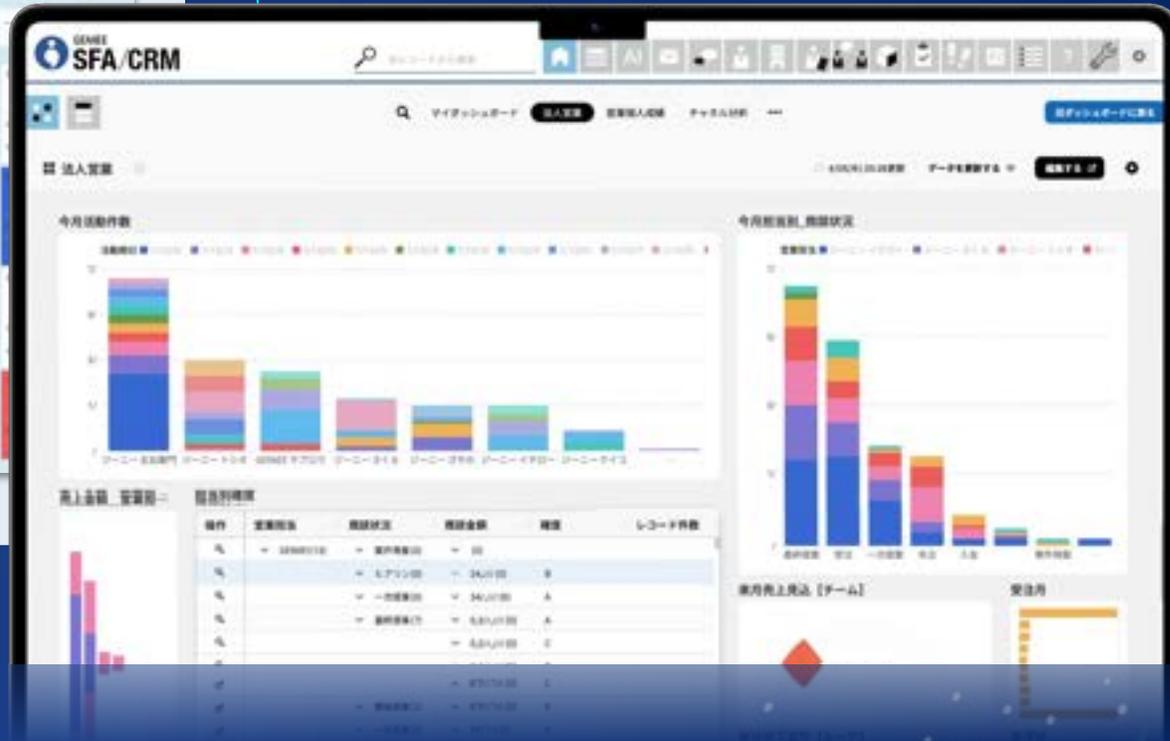
# Advantages in Business | Sales

Adopting in-house sales management products (GENIEE SFA/CRM) company-wide.  
Highly reproducible scientific business management system based on data.

Visualizes project progress and reliably leads to results



Highly precise management system based on quantitative data



Building a generous service system for enterprise customers in-house to continually realize extremely low churn rates. Possessing the advantage of having both an in-house product development system and a utilization/introduction support system.

## Introduction period (two to three months from start of operation)

### Introduction support

- Support for organizing product requests, operation training, integration of GENIEE products and existing customer systems, etc.
- Since Geniee develops products in-house, there are no communication costs or unnecessary expenses upon introduction (in the case of other companies in general, the system provider and the introduction support company are separate, so there is overlapping communication).

Requirements definition

Initial setup

Advanced settings

Data migration

Holding of operation lecture sessions

## Utilization period

### Utilization support

- Customer requests can be reflected promptly in in-house products and functions can be improved speedily. Seamless integration with other GENIEE products to maximize marketing effectiveness.
- A system of generously following up until the product is entrenched (= customer success) rather than just finish with providing products. Products are developed in-house, meaning plenty of know-how to support **entrenchment** (in the case of other companies, utilization support after product introduction is outsourced).

Support for utilizing new features

Sharing of success stories

Proposals for use in strategies

Information on study sessions

# Areas of the Marketing SaaS Business



# Structure of the Marketing SaaS Business

Offering SaaS tools enabling execution/management of everything from customer attraction to sales promotion and order acceptance for marketing DX / sales DX.

Stable revenue model with monthly revenue accounting for 80% of overall revenue.

## Companies that want to do efficient sales activities

「Campaign details and progress are in pieces. If only these can be checked all at once...」  
「Want to find prospects more easily...」



Provision

## Companies that want to increase revenue even more

「Even if they look at the website, they end up leaving」  
「Even if they see the ad, they end up not buying」



Provision



80% of overall revenue are monthly charges

$$\begin{matrix} \text{Development costs} \\ \text{One-time revenue} \end{matrix} + \left( \begin{matrix} \text{Monthly fee} \\ \text{Monthly fee} \\ \text{Monthly fee} \dots \end{matrix} \right) = \text{Subscriptions}$$

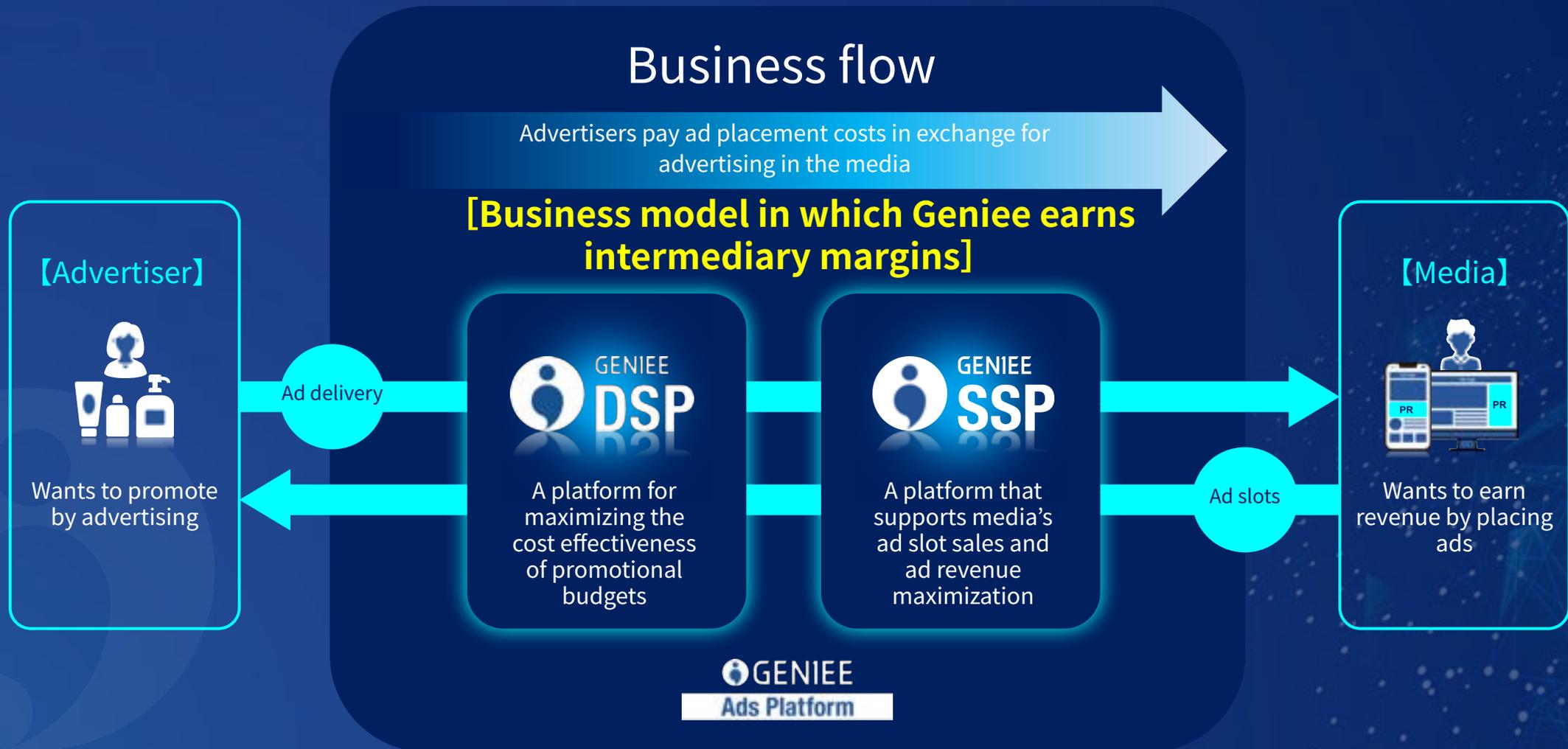
**GENIEE revenue**

# Areas of the Advertising Platform Business



# Advertising Platform Business | GENIEE SSP / GENIEE DSP

Technology that displays personalized ads, providing **high revenue for media** and **high return on ad spend for advertisers**.



# Overseas Business

We began our international expansion in 2012 and have since expanded our ad platforms mainly in the rapidly growing Asian region. In February 2023, operator of ad platform businesses in Europe, the U.S., and the APAC region **Geniee US (formerly Zelto)** was made a wholly owned subsidiary.

Implemented integration and function enhancements between Geniee US (formerly Zelto) products and domestic businesses.

## Overseas bases



### Business description

- Expanding business in Europe, the U.S., and the APAC region, while also establishing a market leader position in the area of ad revenue optimization in the APAC region
- In addition to being a Google reseller and providing GENIEE SSP, offers AdPushup (an ad revenue optimization solution) and AdRecover (a monetization solution for ad inventory) services

# Areas of the Digital PR Business



Starting from the second quarter of this fiscal year, a new structure has been established, referring to the following four businesses operated by SocialWire Inc. This aims to complement the value chain in the marketing domain and accelerate the establishment of a comprehensive one-platform solution.

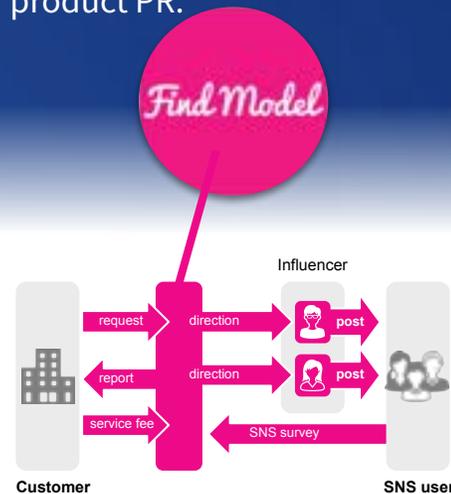
## News wire Business

A press release distribution service supporting corporate communications, "@Press" is the industry's second-largest after PR TIMES.



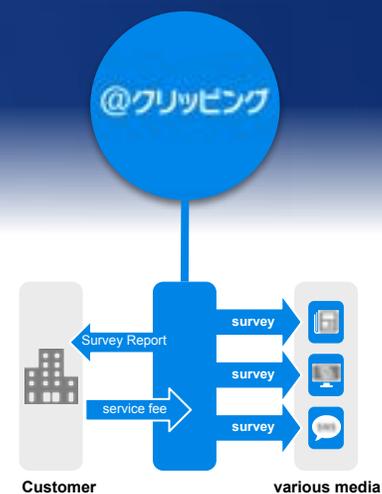
## Influencer PR Business

A service that receives orders from advertising agencies and direct clients to cast influencers on social media, primarily Instagram, for product PR.



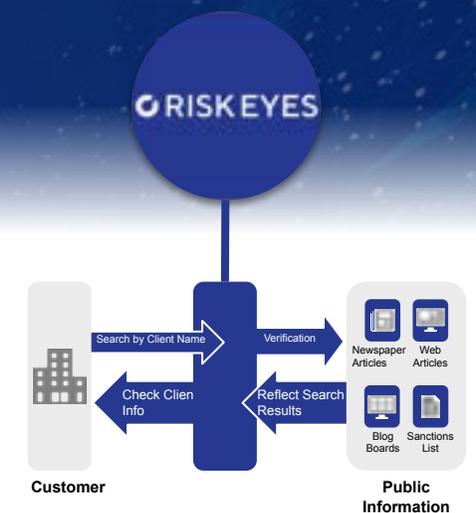
## Clipping Business

A service that researches, selects, and reports (via mail) articles from media that customers need.



## Risk Assessment Business

A service to verify a client's ties to anti-social forces, criminal activities, and scandals using public information like news articles.



# Risks and Response Policies

In order to achieve the Medium-Term Management Plan, we identify and assess risks through global risk management activities and develop response policies.

When risks become apparent, we will respond quickly and appropriately.

Major Risks	Related Segment	Example Risk Scenarios	Main Response Policies
<b>Internet advertising market trends and competitive environment</b>	Advertising Platform Business	Possible decline in revenue due to economic downturn, reduction in advertising budgets, and a lack of competitiveness.	<ul style="list-style-type: none"> <li>Approach business sectors/industries that are less likely to be affected.</li> <li>Benchmark competitors and continue investing in technology.</li> </ul>
<b>Information security and management of personal information</b>	Marketing SaaS Business	Leakage of information assets such as customer information of companies that adopted SaaS products.	<ul style="list-style-type: none"> <li>Obtain Privacy Mark certification, maintain and improve the level of management of personal information on a continuous basis.</li> </ul>
<b>Technological Innovations</b>	All businesses	Possible decline in competitiveness, additional system development, and increased labor costs due to competitors' development of new technologies and introduction of new services.	<ul style="list-style-type: none"> <li>Develop new technologies.</li> <li>Analyze overseas advanced cases.</li> <li>Cooperate technically with other companies.</li> </ul>
<b>Risks of the Advertising Platform Business at Overseas Locations</b>	Advertising Platform Business	Possible impact on our Group's financial position and operating results from not being able to recover our investment due to country-specific business practices, government regulations, and other factors.	<ul style="list-style-type: none"> <li>Confirm regulatory changes with a local corporate legal firm.</li> <li>Collaborate on information between overseas subsidiaries and the head office.</li> </ul>
<b>Entering new service areas</b>	All businesses	Possible losses due to service suspension or withdrawal as a result of failure to achieve initially expected results due to timing discrepancies between upfront investment associated with entering a new market and the speed or scale of market expansion.	<ul style="list-style-type: none"> <li>Interview multiple experts.</li> <li>Study overseas advanced cases.</li> <li>Defer upfront investments until strategies to earn profit from potential customers are established.</li> </ul>
<b>Corporate acquisitions and investments</b>	All businesses	Possible significant losses due to the occurrence of contingent or unrecognized liabilities after an acquisition, or potential fraud or compliance issues due to inadequate internal controls.	<ul style="list-style-type: none"> <li>Conducting due diligence with various internal and external experts.</li> <li>Utilize M&amp;A know-how and insights accumulated from the past.</li> </ul>

Focusing particularly on social and governance aspects of ESG, we adopt a wide variety of systems to ensure fair opportunities for employees, enhance career motivation, and facilitate internal communication.

Furthermore, as a publicly listed company, we place importance on governance and have thoroughly implemented a code of conduct for employees to conduct business legally and appropriately. We have also established a system to enhance the reliability and transparency of our financial reporting.

	Examples of Initiatives and Results	SDGs Initiatives
<p><b>Environment</b></p>	<ul style="list-style-type: none"> <li>Requested quotations and basic contracts to be electronically signed in principle to reduce environmental impact, optimize resource use, and improve business efficiency.</li> <li>Achieved complete paperless operations by adopting cloud-based systems for HR, attendance, accounting, and expense reimbursement.</li> </ul>	
<p><b>Social</b></p>	<ul style="list-style-type: none"> <li>Created a comfortable working environment through programs such as refreshment leave, rent subsidies, book subsidies, and support for working parents. Additionally, supported career development with internship programs, job change programs, global challenge initiatives, and other opportunities.</li> <li>Actively hiring and promoting female employees to management positions to support their success. We will continue to foster an environment where all employees can work comfortably, regardless of gender.</li> <li>Assigned the right people to the right positions globally, including relocating talented overseas personnel to the head office and promoting head office staff to overseas positions.</li> </ul>	   
<p><b>Governance</b></p>	<ul style="list-style-type: none"> <li>Held Compliance Committee meetings regularly and ensured that all employees are aware of the company's sexual harassment and power harassment policies.</li> <li>With a high proportion of external directors, oversight and checks by these directors functioned effectively.</li> <li>As a company with an audit and supervisory committee, we ensured the reliability and transparency of financial reporting by supervising and supporting both internal and external audits.</li> </ul>	

The figures for consolidated management targets and other data presented in this document are based on plans formulated using information currently available and include a number of uncertainties.  
Actual results and performance may differ due to changes in business conditions and other factors.