

## Appointment of New Directors at Overseas Group Companies

— Geniee strengthens overseas office management structure  
and business promotion structure —

Geniee, Inc. (Head Office: Shinjuku-ku, Tokyo; President & CEO: Tomoaki Kudo; hereinafter, “Geniee”), at its Board of Directors’ Meeting today implemented the following changes to the respective executive structures of its five overseas group companies by naming three new directors.

### 1. New officers

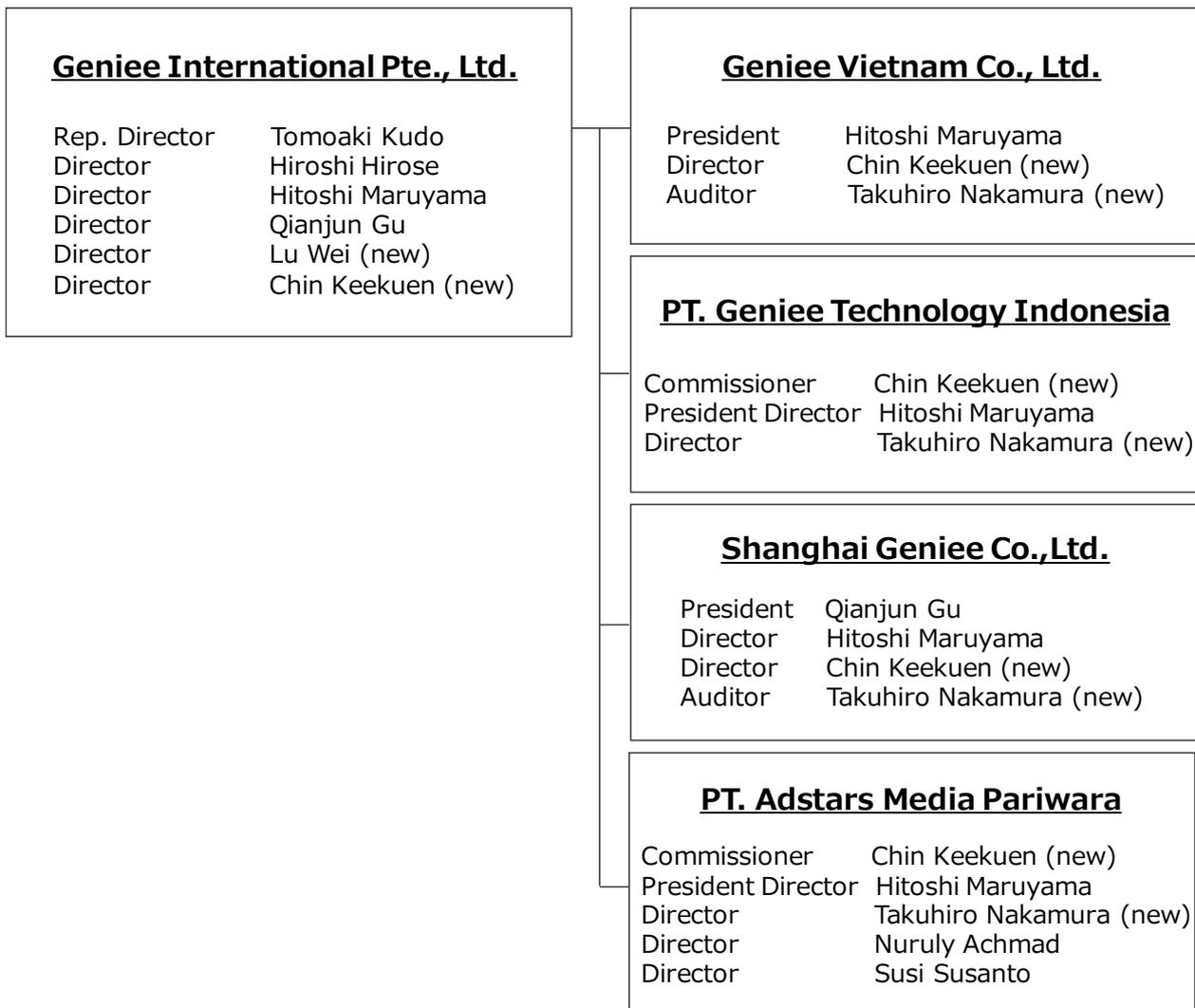
Current position	Name	Career
Corporate Planning Office General manager	Takuhiro Nakamura	April 2005 - Joined Mitsui & Co., Ltd. Worked in IT Solutions business, power business development, and company-wide innovation generation Acquired MBA in the USA November 2016 - Joined Geniee
Promoting overseas business	Lu Wei	April 2006 - Joined ITOCHU Techno-Solutions Corporation Worked in financial systems business and Global Business Division June 2013 – Joined NTT DATA Corporation January 2016 – Joined iRidge, Inc. October 2016 – Joined Geniee
Administration Department	Chin Keekuen	October 2007 – Joined KPMG Tax Corporation May 2009 – Joined Arysta LifeScience Corporation November 2013 – Joined KLab Inc. Financial Control Manager, Executive Manager of Singapore subsidiary, CFO of Philippine subsidiary July 2015 – Joined Asia Alliance Partner Co., Ltd. March 2016 – Joined AP Fashion Inc. as CFO October 2016 – Joined Geniee

**2. Reason for election**

Since establishing our first overseas subsidiary in Singapore – Geniee International Pte., Ltd., in August 2012, Geniee has expanded our business into Vietnam, Indonesia, and China (Shanghai). Embracing the mission of “Ad-venture the Future”, we have aggressively developed business in both Japan and throughout Asia.

By appointing new directors and changing our executive structure, we will strengthen our management structure and business promotion structure as we aim for the continued expansion of our business overseas.

**3. New officer structure of the overseas group companies**



## **[About Us]**

Founded : April 14, 2010

Representative : Tomoaki Kudo , President

Capital : 592 million yen (As of end of March, 2016)

Head Office : 25F Sumitomofudosan Nishi-shinjuku Bldg.

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

Overseas Bases : Singapore, Vietnam, Indonesia, China (Shanghai)

Businesses :

We develop, operate and provide the No. 1 online media advertisement revenue maximization platform in Japan "GenieeSSP" (<http://geniee.co.jp/ssp/>), and "GenieeDSP" (<http://geniee.co.jp/dsp/>), "GenieeDMP" (<http://geniee.co.jp/dmp/>) independently.

Providing marketing support services for advertisers and ad agencies.

Development and Support for introduction of Marketing Automation Platform "MAJIN" (<http://geniee.co.jp/majin/>).

**<For press inquiries regarding this matter>**

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