



FY2021 3Q Results Briefing Materials

Feb. 10, 2022

Key messages

Gross profit grew 47.3% YoY; accumulated operating income was ¥0.4 billion—
significant progress toward achieving our full-year target

Introduced shareholder special benefit plan (Shareholder Premium Club)
to enhance shareholder returns for individual investors

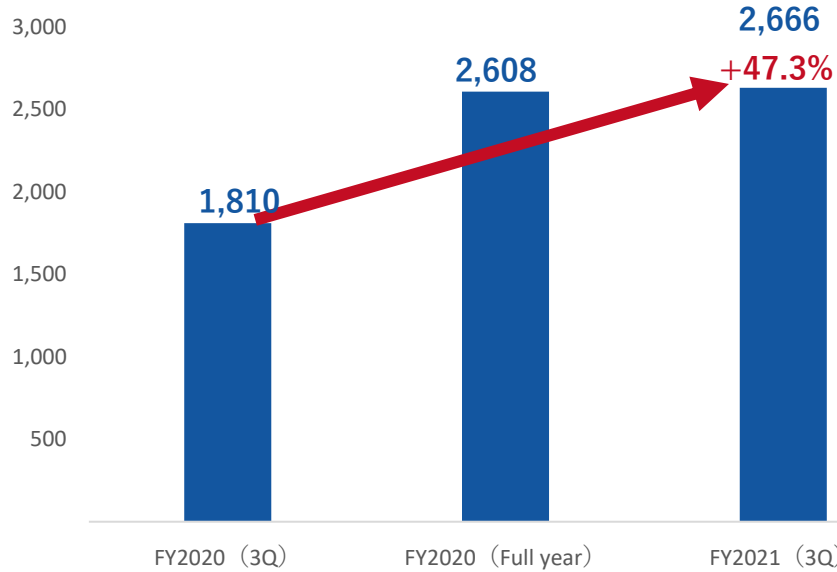
Newly defined our purpose
Integrated brands to accelerate creation of a one-stop platform

Established new company Marge as a subsidiary
Strengthened Marketing SaaS Business with support for measuring online ad
effectiveness and automated report creation

Gross profit and operating income rose sharply to levels above those of the previous full year.

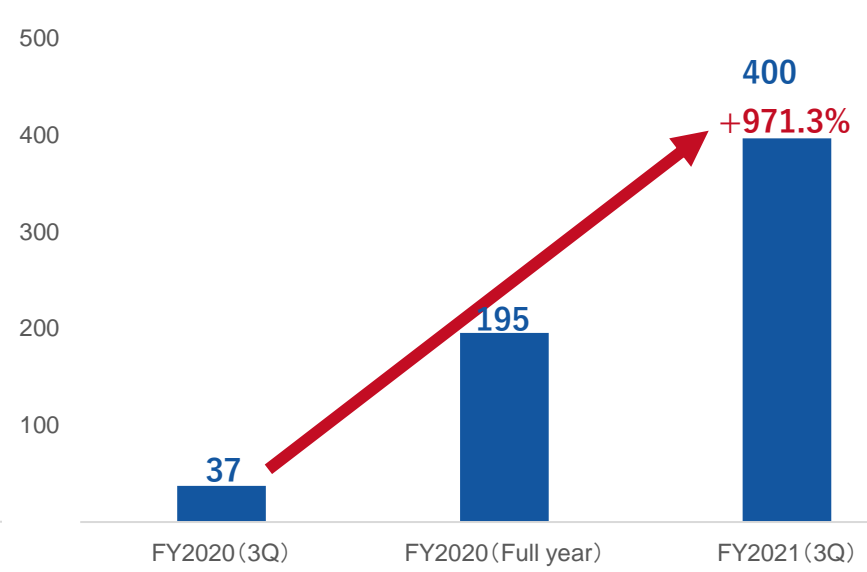
Gross Profit

(JPY million)



Operating Income

(JPY million)



Newly defined purpose

Business Purpose

World view realized by Geniee products and services

To create a world where anyone can succeed at marketing

Corporate Purpose

Organization's long-term goal and raison d'être

To serve Japan and Asia as a Japan-based global technology company

Rebranding




GENIEE has renewed its brands to align with the purpose of our business activities in 2022. Our products and services are designed to realize our Business Purpose, "to create a world where anyone can succeed in marketing." To communicate this more clearly to customers, we have newly established the brands "GENIEE Marketing Cloud" and "GENIEE Ads Platform," and changed the names of some of our existing services. Going forward, Genie will continue to evolve.

Renewed product names and logos

 GENIEE

Marketing Cloud

 ちきゅう →

 GENIEE
SFA/CRM

 Chamo  Engagebot →

 GENIEE
CHAT

 MAJIN →

 GENIEE
MA

probo ポップリンク
ポップファインド →

 GENIEE
SEARCH

新規サービス

 GENIEE
BI  GENIEE
DATA CONNECT

 GENIEE

Ads Platform

 GENIEE
SSP

 GENIEE
DOOH

 GENIEE
DSP

 GENIEE
AFFILIATE

 GENIEE
DMP

 GENIEE
DMS

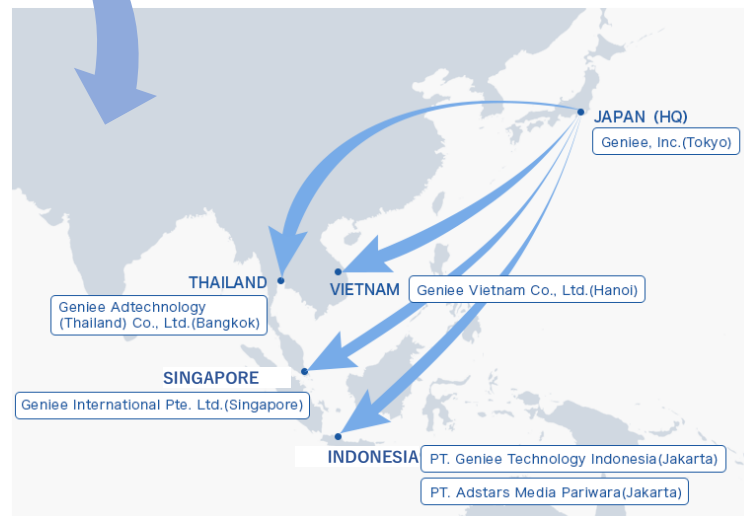
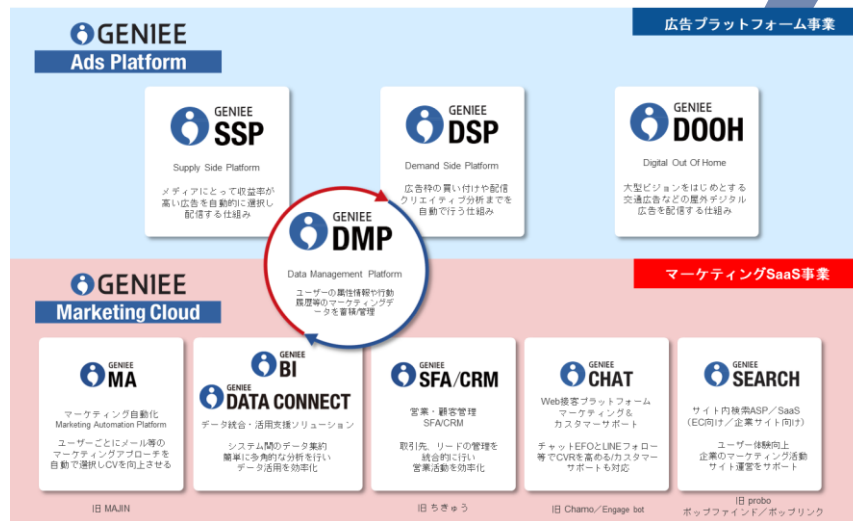
01

Business Overview

Business Overview

Geniee operates an Ad Platform Business, which focuses on online advertising, and a Marketing SaaS Business, which provides marketing optimization software. We also offer our products overseas, mainly in Southeast Asia.

Overseas expansion

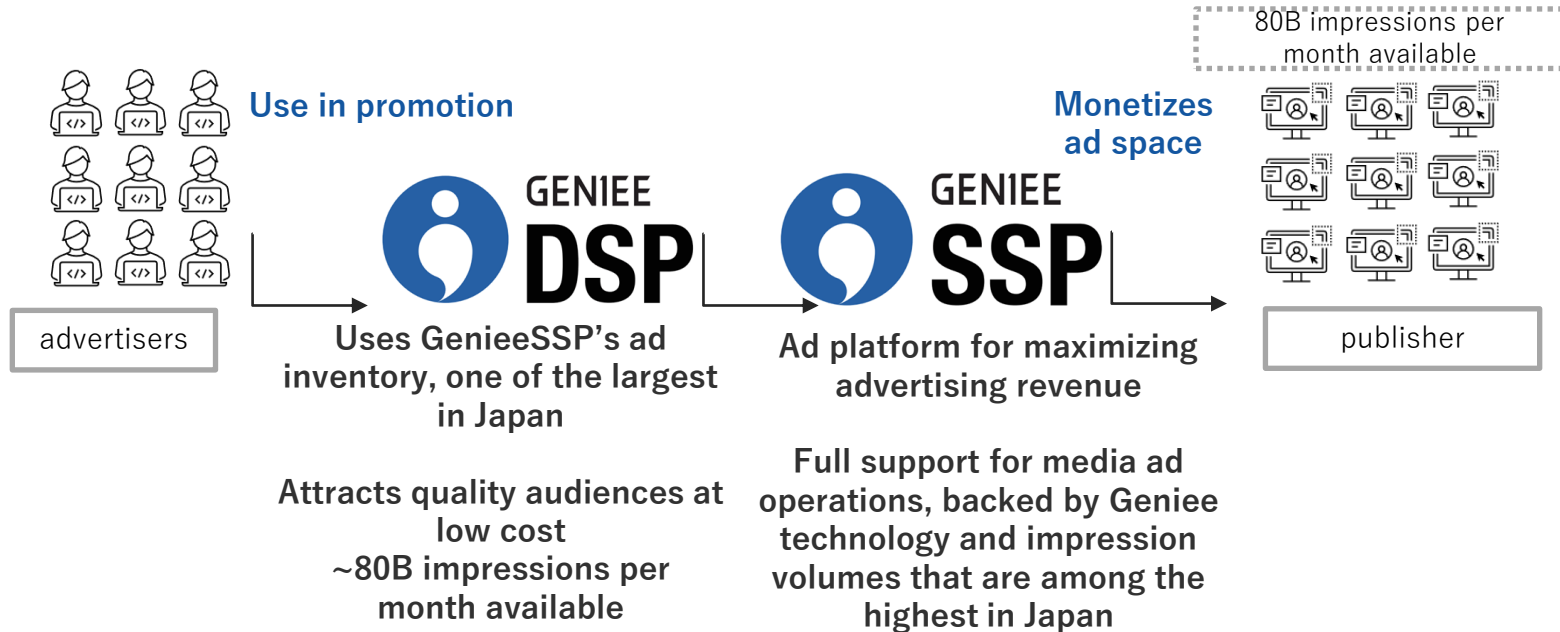


Ad Platform Business



Ads Platform

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



Marketing SaaS Business



Marketing Cloud

The only Japan-made sales and marketing platform that enables integrated execution and management from customer attraction to sales promotion to receipt of orders



GENIEE

SFA/CRM

serviced by
☺) ちきゅう

Management of sales and customer information



GENIEE

MA

serviced by
MAJIN

Cultivation of high-quality customers



GENIEE

DATA CONNECT

Centralizing internal data

Customer management, cultivation of high-quality customers



GENIEE

CHAT

serviced by
Chamo

Supporting purchases



GENIEE

BI

Analyzing internal data



GENIEE

SEARCH

serviced by
probo

Increasing purchase intent

Overseas Business

Through our eighth year of overseas expansion and our structural transformation in FY2020, we have achieved our largest-ever quarterly operating income. We have also implemented numerous business alliances and investment M&As. Yuki Isobe (Director, Geniee International) spoke at an industry conference in Asia.



International
offices
Overseas expansion
since our third year
Singapore
Indonesia
Thailand
Vietnam

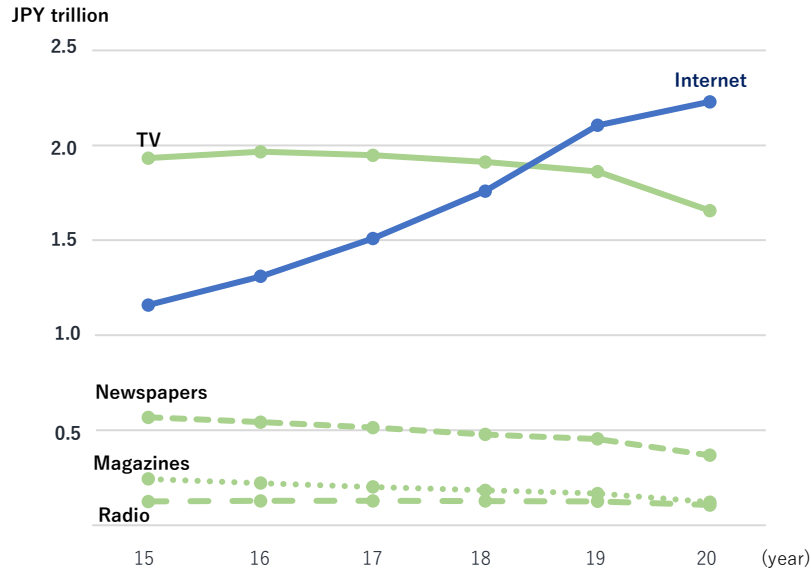
Coverage

In addition to our offices in Japan, we have extensive coverage of the Asian and North American markets.

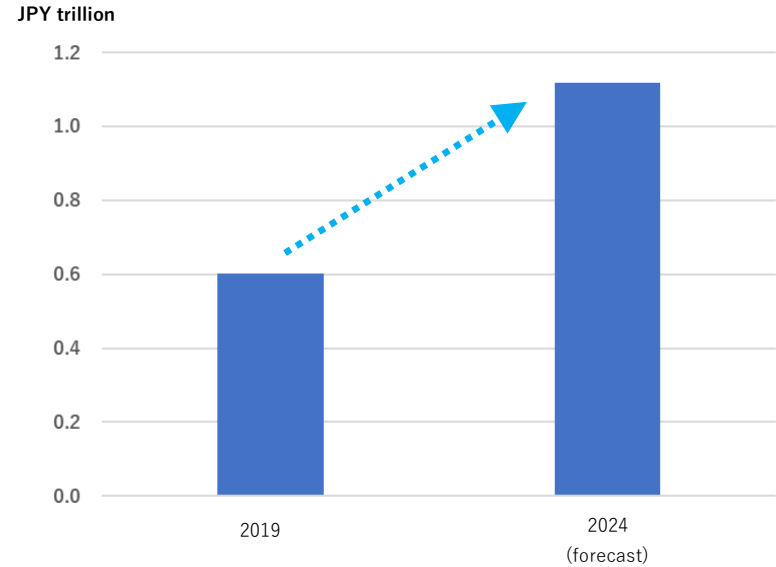
Market size

The marketing technology industry in which we operate (online ad market and SaaS market) is growing rapidly due to the prominence of online media and advances in digital transformation.

Online ad market growth



SaaS market growth

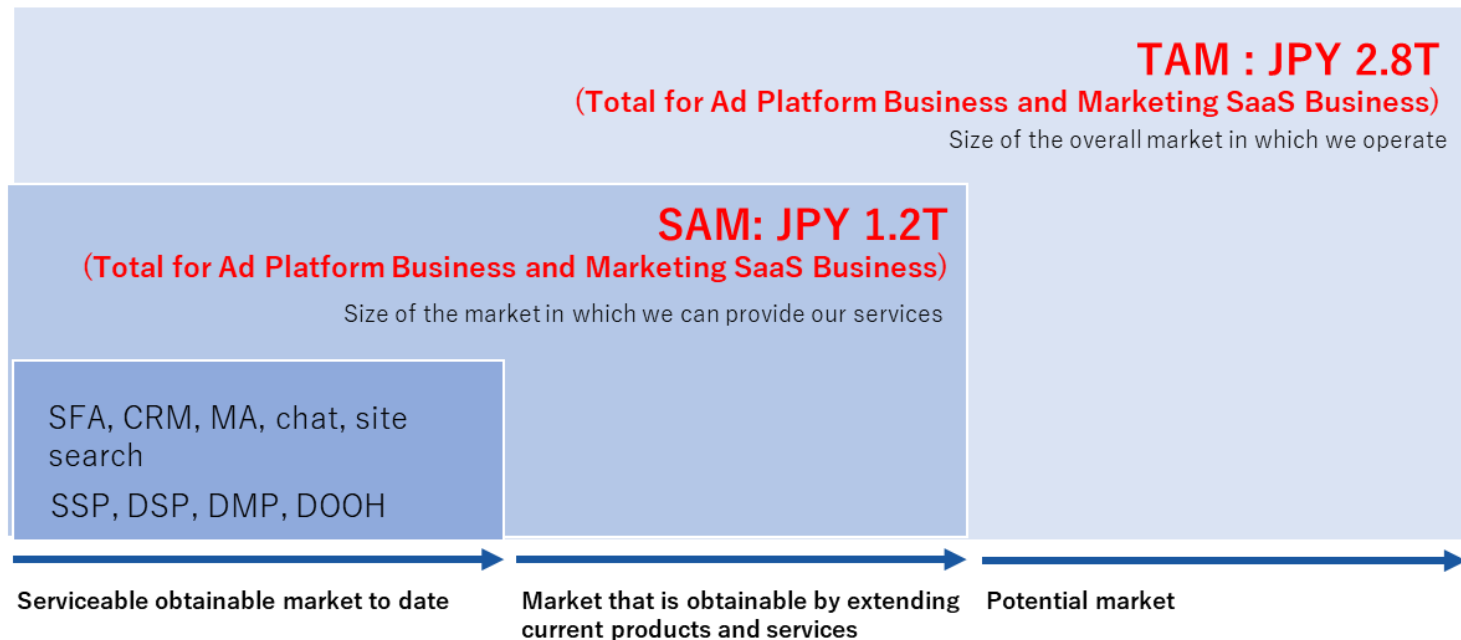


Source: Dentsu Inc., "Advertising Expenditures in Japan"

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

Target market

We estimate the serviceable addressable market for our services to be more than JPY 1 trillion, with a total addressable market of nearly JPY 3 trillion.



*1. Total for Ad Platform Business and Marketing SaaS Business.

This indicates the maximum market size assumed by Geniee. It is not intended as an indication of an objective market size for the businesses operated by Geniee in FY2020. (Prepared by Geniee based on: data on search advertising market, social media advertising market, display advertising market, affiliate advertising market, DOOH advertising delivery market, and other peripheral areas in "Detailed Analysis of 2020 Japanese Advertising Expenditures and Internet Advertising Media Expenditures" by Dentsu Inc., Dentsu Digital Inc., Cyber Communications Inc., and D2C Inc.; data on the advertising and promotion market in "MarTech Market Status and Outlook: FY2019 Edition" by MIC Research Institute; and the "2016 Economic Census for Business Activity - Tabulations across Industries.")

*2. Total for Ad Platform Business and Marketing SaaS Business.

The size of the potential market for the Ad Platform Business is calculated as the sum of obtainable market shares in search advertising, social media advertising, display advertising, affiliate advertising, DOOH advertising, and other peripheral areas, based on the size of each market and considering the industry and characteristics of the target customers for each service area provided. (Prepared by Geniee based on: "Detailed Analysis of 2020 Japanese Advertising Expenditures and Internet Advertising Media Expenditures" by Dentsu Inc., Dentsu Digital Inc., Cyber Communications Inc. and D2C Inc.; and Martech Market Status and Outlook: FY2019 Edition" by MIC Research Institute.) The size of the potential market for the Marketing SaaS business is the total annual amount that would be paid by all potential customers of the Group in Japan if all potential customers installed each SaaS product. All potential customers is categorized into the largest, large, medium, small, and micro businesses, based on the size of the workforce. The number of potential customers is calculated based on the ratio of the business size to usage by companies and on the number of customers.

02

FY2021 3Q Results

FY2021 3Q Results Summary

Gross profit increased substantially, up 47.3% YoY. Profit at all levels increased from the previous fiscal year.

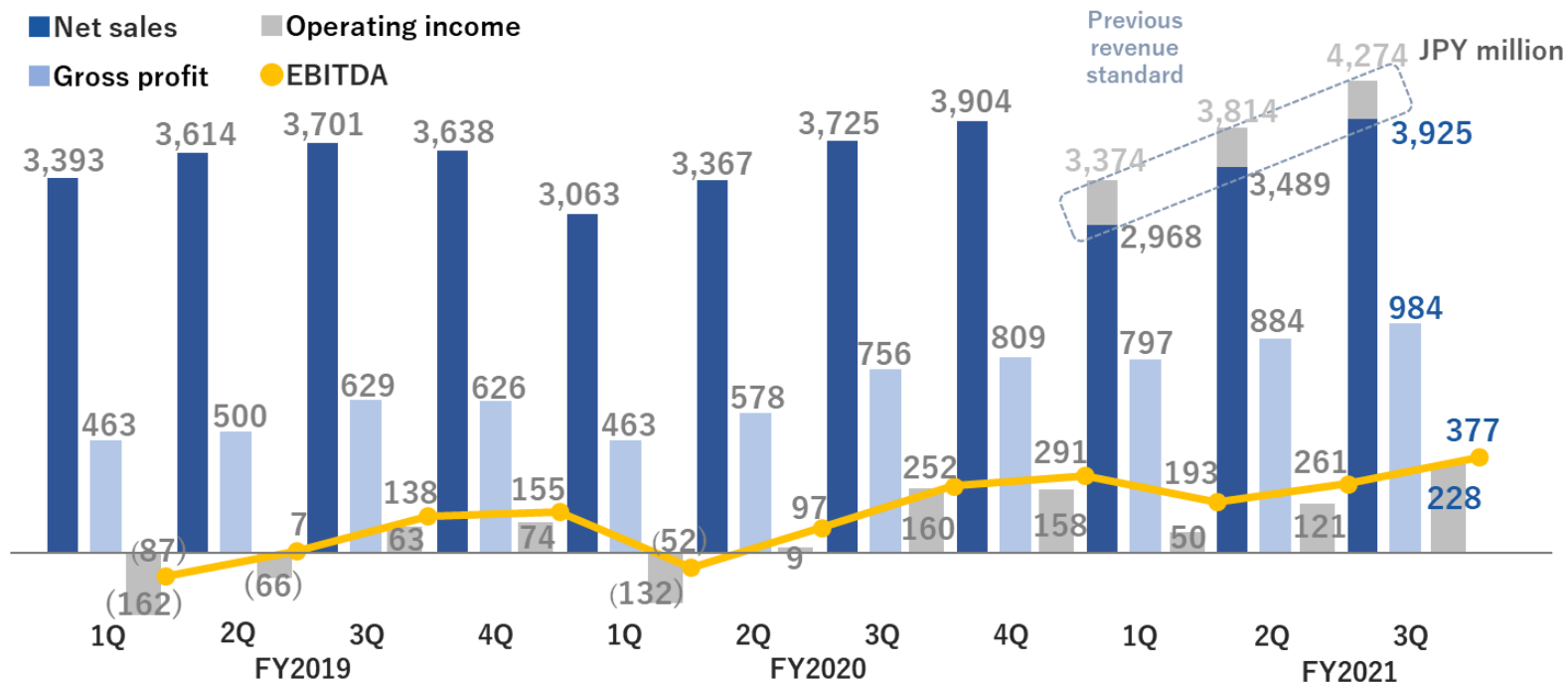
(JPY million)

	FY2020 3Q	FY2021 3Q (Actual)	Inc/Dec		FY2021 3Q (Budget)
			Amounts	%	
Net sales	10,156	10,384	—	—	9,423
(Reference) Estimated impact of change in accounting standard for net sales	-	1,080	—	—	—
(Reference) Excluding impact of change in accounting standard for net sales	10,156	11,464	1,307	+12.9%	—
Cost of sales	1,810	2,666	855	+47.3%	2,727
Operating income (loss)	37	400	363	+971.3%	241
Ordinary income (loss)	2	417	415	+18,404.3%	226
Profit (loss) attributable to owners of parent	(23)	307	331	—	119
EBITDA	300	832	532	+177.3%	695

The Group has adopted the "Accounting Standard for Revenue Recognition" (ASBJ Statement No. 29, March 31, 2020), etc. from the beginning of the fiscal year ending March 31, 2022. As a result, certain portions of the net sales of the Ad Platform Business and Overseas Business have been changed to net amounts. For this reason, comparisons of consolidated net sales with the same period of the previous fiscal year are not provided.

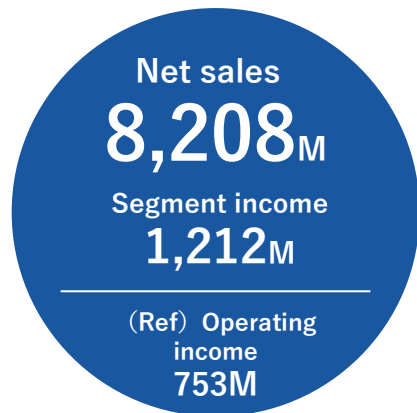
FY2021 Quarterly Results

The Ad Platform Business is seasonal, with 3Q and 4Q being the busiest periods. Net sales were up YoY despite the change in revenue recognition standards (a negative impact of approximately JPY 1 billion). Profit reached a record high in the third quarter of the fiscal year.



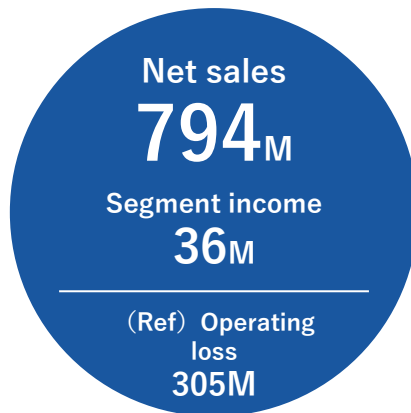
Highlights by segment

Ad Platform Business



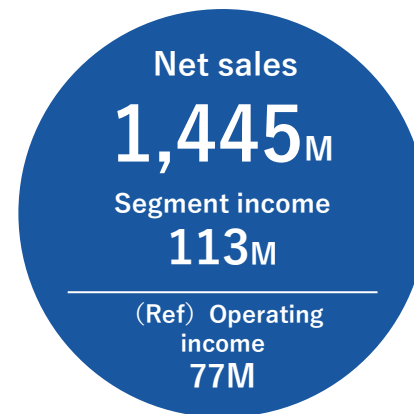
- Expanded demand-side business, particularly around e-commerce sites and online services, which have been growing due to the coronavirus pandemic.
- Combining in-house development and collaboration with other companies, started ad delivery verification using a universal ID that does not rely on third-party cookies.

Marketing SaaS Business



- Targeted growth in product sales through initiatives such as holding online seminars and participating in online exhibitions.
- Started to offer a new product, GENIEE DATA CONNECT

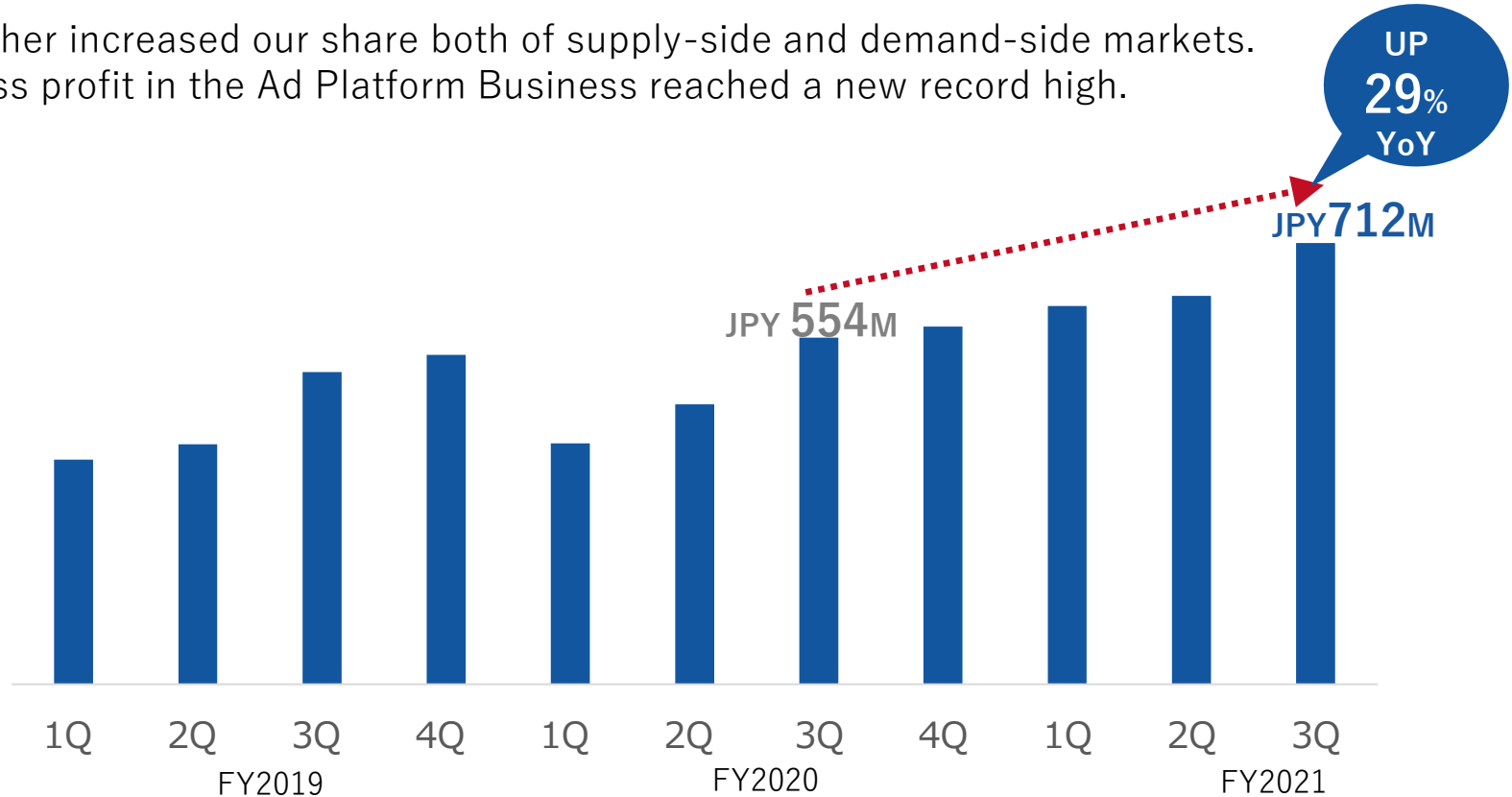
Overseas Business



- Supply side business grew, due to promoting the strengthening of reseller and partnership businesses.

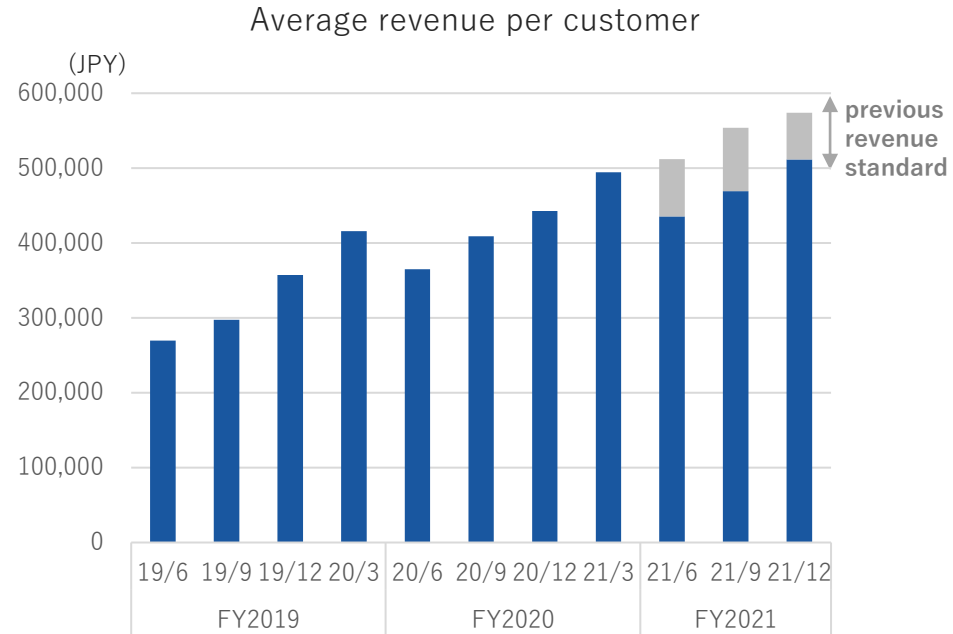
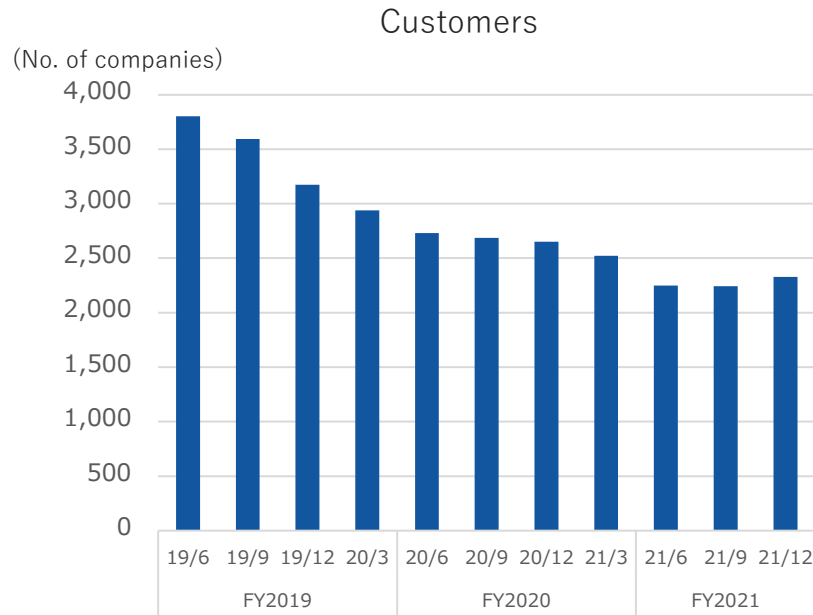
Ad Platform Business: Gross Profit

Further increased our share both of supply-side and demand-side markets. Gross profit in the Ad Platform Business reached a new record high.



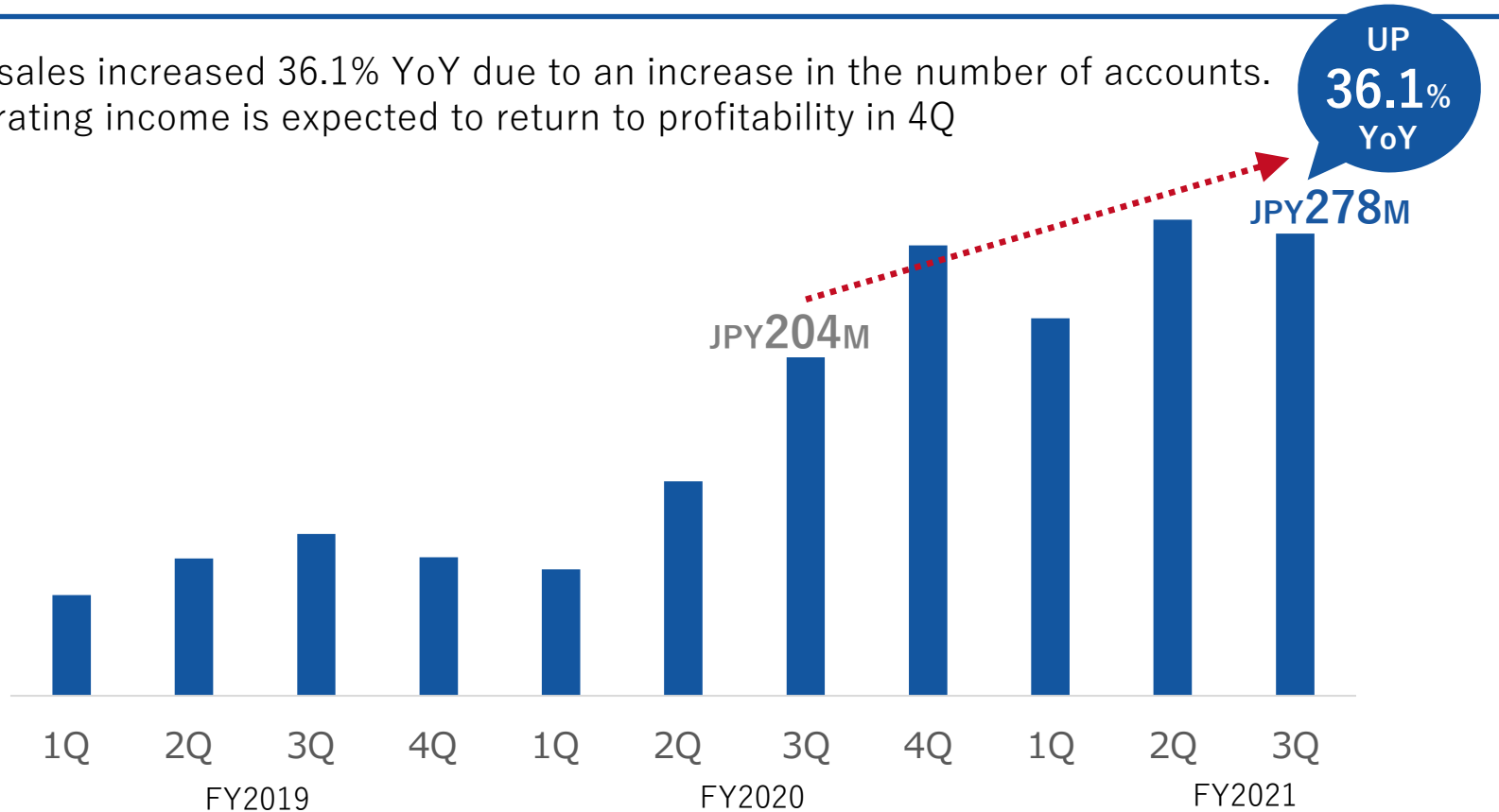
Ad Platform Business: KPI

In the Ad Platform Business, we will continue working to improve profits and target further growth in average revenue per customer.



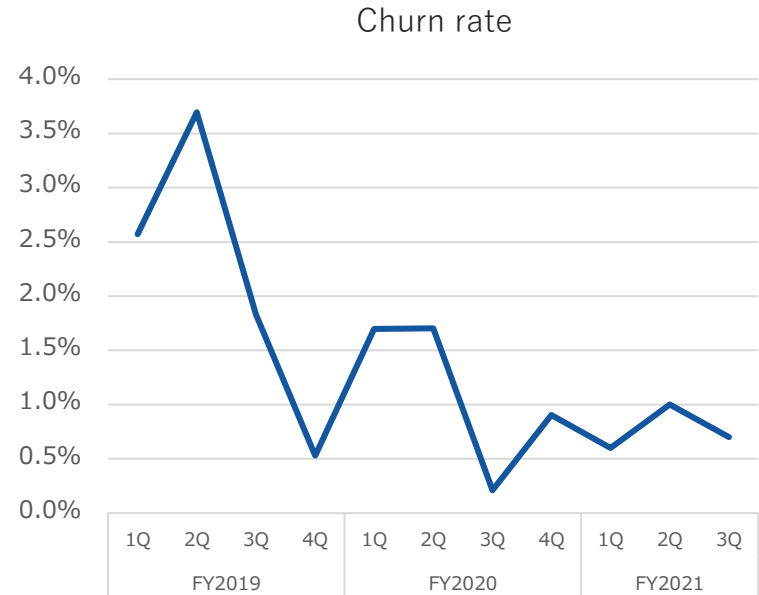
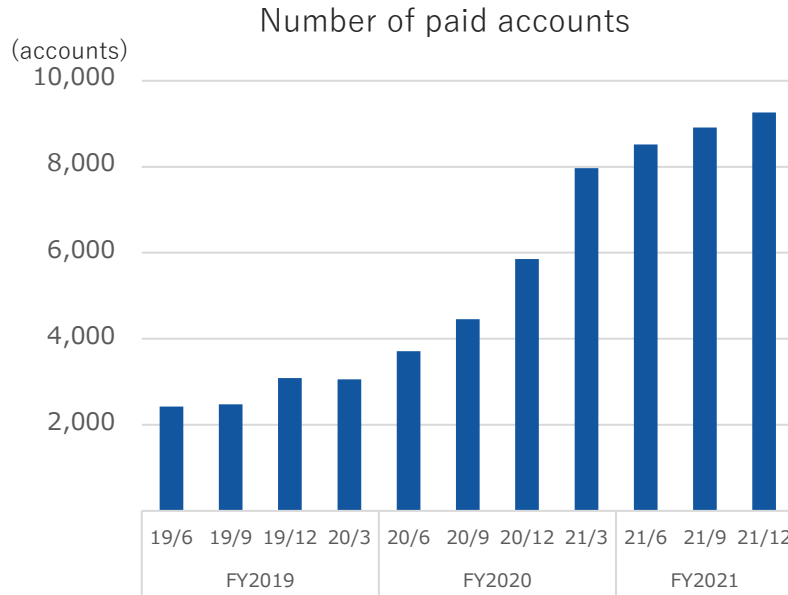
Marketing SaaS Business: Net Sales

Net sales increased 36.1% YoY due to an increase in the number of accounts.
Operating income is expected to return to profitability in 4Q



Marketing SaaS Business: KPI

We aim to expand our market share and increase the number of paid accounts by enhancing the functionality of each SaaS product and strengthening our sales channels. We also aim to further reduce the churn rate by enhancing our products and customer success.



Topics

Converted CATS into a wholly owned subsidiary through M&A.



Promotes a product concept of replacing marketing activities with software



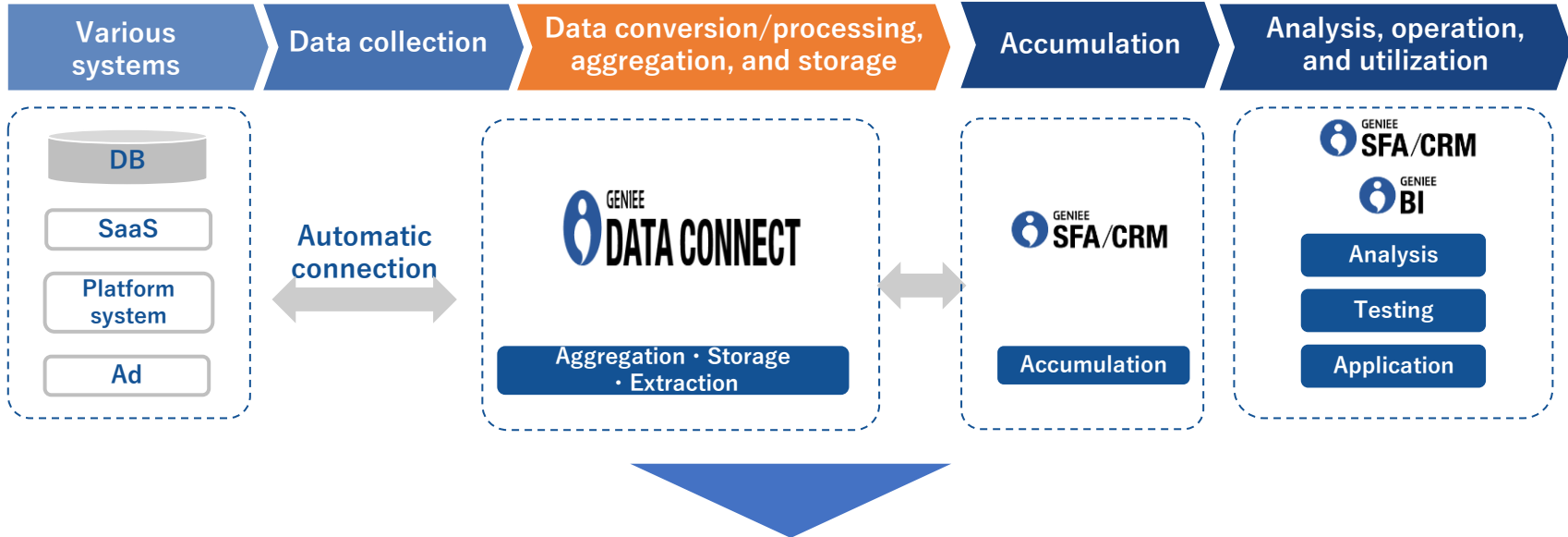
「CATS」

Provides tools for measuring effectiveness of affiliate ads, ad effectiveness measurement tools for EC companies, and programmatic advertising media report aggregation tools

Expand ad effectiveness measurement tools and analytical reporting features with a focus on EC customers (D2C)

Topics

Launch of GENIEE DATA CONNECT, a fully automated data aggregation system



Fully automated processing and integration of fragmented data
Sharing of integrated internal data assets to various systems

03

**FY2021 Earnings
Forecast**

FY2021 Full-year Earnings Forecast

Our 3Q results were above forecasts. However, given the uncertain economic environment, our FY2021 full-year earnings forecast is unchanged from the forecast announced on May 14, 2021.

	FY2020	FY2021	YoY Change			JPY million
			Amount		%	
Net sales	14,061	13,425~13,739	-			-
Gross profit	2,608	3,968~4,168	1,359~1,559	+52.1%	~	+52.1%
Operating income	195	640~840	444~644	+227.1%	~	+329.3%
Ordinary income	149	620~820	470~670	+315.5%	~	+449.5%
Profit attributable to owners of parent	101	526~655	424~563	+417.1%	~	+553.8%
EBITDA	587	1,259~1,459	671~871	+114.3%	~	+148.3%
Ref : Net sales under previous revenue standard	14,061	15,049~15,363	987~1,301	+7.0%	~	+9.3%

	FY2020	FY2021 forecast
Net sales	14.00	13.4-13.7
Ad Platform Business	11.90	10.1-10.3
Marketing SaaS Business	0.70	1.5-1.6
Overseas Business	1.50	1.2
Segment income	0.19	0.64-0.84
Ad Platform Business	1.10	1.5-1.6
Marketing SaaS Business	(0.05)	0.3-0.4
Overseas Business	0.09	0.09
(Adjusted amounts)	(0.96)	(1.25)
(Ref.) Operating income	0.19	0.64-0.84
Ad Platform Business	0.60	0.87 - 0.97
Marketing SaaS Business	(0.34)	(0.1) - 0.0
Overseas Business	0.04	0.03
(Adjusted amounts)	(0.10)	(0.16)

1. The Group has adopted the "Accounting Standard for Revenue Recognition" (ASBJ Statement No. 29, March 31, 2020), etc. from the beginning of the fiscal year ending March 31, 2022. As a result, certain portions of the net sales of the Ad Platform Business and Overseas Business have been changed to net amounts. For this reason, comparisons of consolidated net sales with the same period of the previous fiscal year are not provided.

04

Medium- to long-term policy

Medium-term policy

- **Geniee will pursue rapid growth in the marketing SaaS business while also expanding its Ad Platform Business to become a leading company in marketing technology.**
- **With the goal of listing on the prime market, we will aim to meet the necessary criteria for liquidity, governance, management performance, and financial condition.**
- **For accounting standards, we will consider applying IFRS.**

FY2023 Numerical Targets

Numerical targets for FY2023 (IFRS basis)

Net sales	JPY 25B	-	JPY 30B
Gross profit	JPY 8B	-	JPY 9B
Operating income	JPY 2B	-	JPY 2.5B
EBITDA	JPY 2.7B	-	JPY 3.2B

(Ref.) Japanese GAAP

Net sales: JPY 25B – JPY 30B, Gross profit: JPY 8B – JPY 9B, Operating income: JPY 1.8B – JPY 2.3B, EBITDA: JPY 2.7B – JPY 3.2B

Establishment of a shareholder special benefit plan

We have introduced a shareholder special benefit plan. Its aim is to further enhance the appeal of investing in the Company's shares and to increase the number of shareholders who will hold the Company's shares over the medium to long term.



Stocks	Point
300株～399株	4,000
400株～499株	6,000
500株～999株	10,000
1,000株～4,999株	20,000
5,000株～99,999株	30,000
100,000株以上	40,000

優待商品の一例をご紹介します

*写真はイメージです。また、優待商品は変更になる場合がございます。

40,000 point ~ (100,000株~) の対象優待商品例



20,000 point ~ (1,000株~4,999株) の対象優待商品例



30,000 point ~ (5,000株~99,999株) の対象優待商品例



10,000 point ~ (500株~999株) の対象優待商品例



Update on share buyback program

■ Resolution of Board of Directors concerning share buyback program (Announced on August 13, 2021)

- (1) Type of shares to be acquired: Common stock of the Company
- (2) Total number of shares to be acquired: Up to 350,000 shares
(1.94% of total shares outstanding (excluding treasury stock))
- (3) Total amount to be paid for acquisition: Up to JPY 350 million
- (4) Period of acquisition: August 16, 2021 to August 15, 2022
- (5) Method of acquisition: Market purchase (including off-hours trading)

■ Cumulative number of shares acquired as of October 31, 2021, pursuant to above resolution of Board of Directors

- (1) Total number of shares acquired: 47,900 shares
- (2) Total amount paid for acquisition: 46,654,600 yen

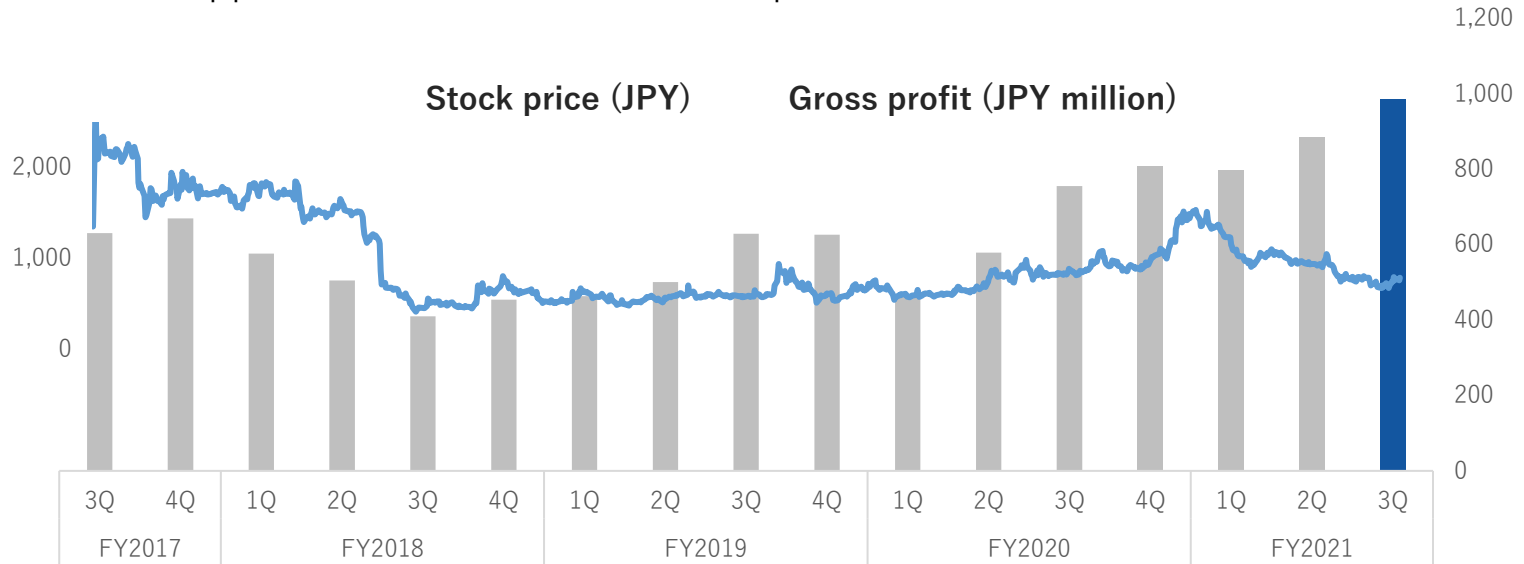
No stock purchases were carried out until February 10, 2022. This was due to a conservative judgment that there were matters from September to October 2021 that could have constituted undisclosed material facts under insider trading regulations.

However, since there are no undisclosed material facts at this time, the Company will repurchase its own shares in accordance with the policy announced on August 13, 2021.

Share price

Share price: JPY 786, as of February 9, 2022

While pursuing solid growth in the short, medium, and long term, we will enhance our IR activities to support an increase in our share price.



Reference Materials

Our Strengths: Five Competitive Advantages

5. Products with high value for customers—and the technical development capabilities to create them

We are a leading technology company in Japan with more than 140 engineers. Testing new technologies everyday, we develop new value based on customer and market needs

4. Geniee platform, partnership with SoftBank Group

We have operations in Singapore, Vietnam, Indonesia and Thailand. We collaborate with the SoftBank Group to respond to customer requests

1. Strong commitment to customer success

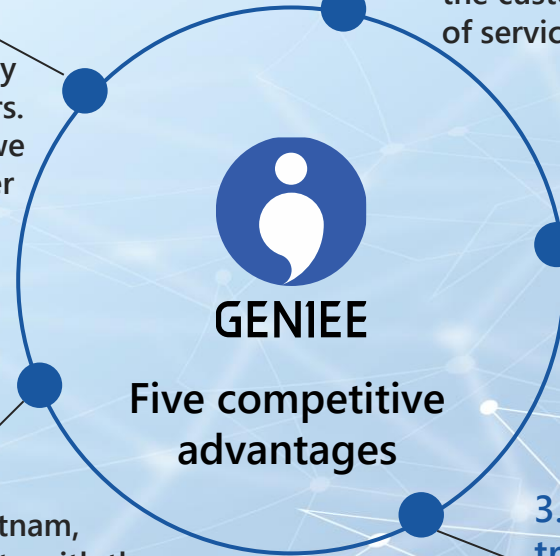
Each of our employees strives to get close to the customer, out of a strong motivation to be of service to the customer

2. Big Data

Backed by Japan's leading big data processing technology, we have accumulated a vast amount of data in the field of marketing

3. Knowledge of cutting-edge digital transformation and marketing

We have produced some of Japan's leading success stories in cutting-edge technology and marketing, enabling us to accumulate extensive knowledge



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



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
60B impressions

Active customers
3,000 companies

Blog / column

Full of useful tips on digital marketing



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.

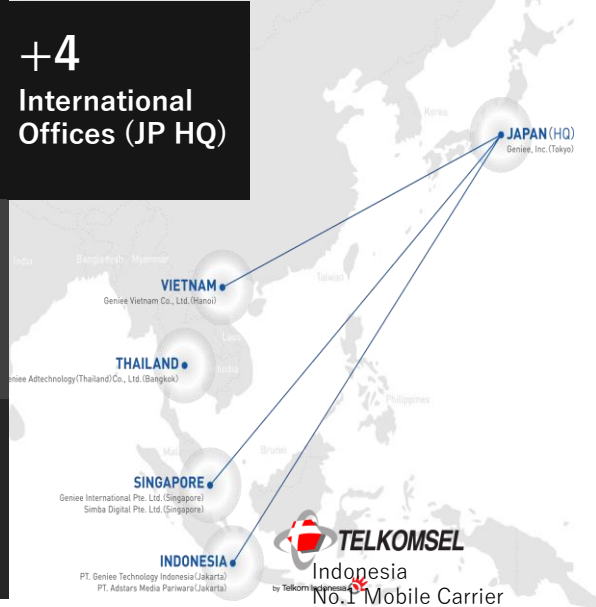
Asia

80 billion
impressions
managed per
month

+4
International
Offices (JP HQ)

10,000+
active publishers
globally

50,000+
Campaigns
managed per
month globally



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

Products that offer high value for customers—and the technical development capabilities to create them

Marketing SaaS Business



Hirotaka Ohashi

Executive Officer (CPO); General Manager, Product Management Dept., R&D Division

After graduating from Hokkaido University, went freelance and then joined an online ad agency. Hired by Geniee in 2016. Experience with supply side business planning and product management. After supervising the Product Management Department, including Geniee DSP's general ad technology, appointed Executive Officer of Product Management in April 2019. Appointed CPO in April 2021.

Technology Strategy Office



Shoryo Mo

Executive Officer; General Manager, Technology Strategy Office, R&D Division

backend development for social network games, curation media development, affiliate ad development, and DSP development, hired by Geniee in 2018. Started up the Science Team to strengthen data-driven, AI-powered prediction and automated control functions. Currently directing product feature enhancement and optimized development efficiency in the marketing technology domain.

Ad Platform Business (Supply Side Business)



Shunsuke Kawasaki

Executive Officer; Supply Side Business Division CEO

Hired by Mitsui & Co., Ltd. after graduating from Hitotsubashi University. Hired by Geniee in 2015. Started his career here in new product development as a product planner for our core product, Geniee SSP. Experience as a general product manager for Geniee SSP and in the Overseas Business. Appointed the company's youngest ever executive officer in April 2019.

Ad Platform Business (Demand Side Business)



Sayaka Kobayashi

Manager, Product Management Dept.; Acting General Manager, Business Development Dept., Demand Side Business Division

Hired upon graduating from college in 2016. Worked in sales for ad platforms Geniee SSP and Geniee DSP. Appointed the company's first female product manager in April 2019. Appointed Acting General Manager of the Demand Side Business Division in April 2021 to carry the business forward.

Company Profile

Company name	Geniee, Inc.	Employees	307 (Consolidated, as of March 31, 2021)
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Business	Marketing technology business	Establishment	April 14, 2010
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Headquarters	Sumitomo Realty & Development Shinjuku Oak Tower 6th Floor, 6-8-1 Nishi Shinjuku, Shinjuku-ku, Tokyo 163-6006	Capital	JPY 1,549 million
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Representative	Tomoaki Kudo, President and CEO	End of fiscal year	March 31
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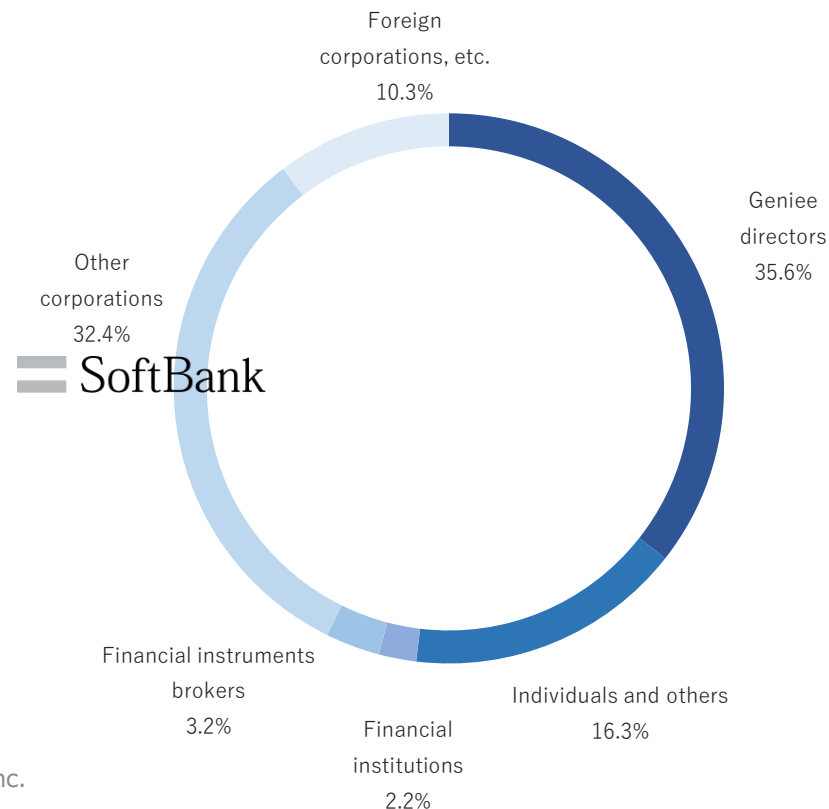
Executive officers	Directors: Michimasa Naka (Outside) Koichi Machida (Outside) Director and Audit & Supervisory Committee Members: Katsuyuki Toritani (Full-time, Outside) Yukio Todoroki (Outside) Yoshitaka Sasaki (Outside)	Group companies	Business Search Technologies Corporation REACT, Inc. Geniee International Pte., Ltd. Geniee Vietnam Co., Ltd. PT. Geniee Technology Indonesia Geniee Adtechnology (Thailand) Co., Ltd. PT. Adstars Media Pariwara
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Shareholder Composition (as of September 30, 2021)

Major shareholders

Name	Shares Owned	(%)
Tomoaki Kudo (President & CEO)	6,541,400	36.24
SoftBank Corp.	5,625,000	31.16
NOMURA PB NOMINEES LIMITED OMNIBUS-MARGIN	762,100	4.22
Hiroshi Hirose	670,000	3.71
Takuya Yoshimura	594,900	3.29
NICE SATISFY LIMITED	402,000	2.22
Custody Bank of Japan, Ltd.	241,800	1.33
Okasan Online Securities Co.,Ltd.	175,800	0.97
BNY GCM CLIENT ACCOUNT JPRD AC ISG	175,500	0.97
J.P.Morgan Securities plc	170,300	0.94

Breakdown of shares by type of shareholder



Earnings forecasts and other forward-looking statements indicated in these materials are based on information available and certain assumptions deemed reasonable at the time. Statements in these materials do not constitute any guarantee of actual performance. Actual business results may differ substantially due to various factors.

