

Outline of Initial Listing Issue

Company Name	Geniee, Inc.
Scheduled Listing Date	Dec. 18, 2017
Market Section	Mothers
Current Listed Market	N/A
Name and Title of Representative	Tomoaki Kudo, President & CEO
Address of Main Office	7-20-1 Nishishinjuku, Shinjuku-ku Tokyo, 160-0023 Tel. +81-3-5337-8218
(Closest Point of Contact)	(Same as above)
Home Page	http://en.geniee.co.jp/
Date of Incorporation	Apr. 14, 2010
Description of Business	Adtechnology business centered on the platform "GenieeSSP" aiming to maximize advertising revenue of internet media business
Category of Industry / Code	Services • 6562 (ISIN JP3386640001)
Authorized Total No. of Shares to be Issued	64,000,000 shares
Outstanding Shares	16,147,000 shares (As of Nov. 13, 2017)
No. of Outstanding Shares (incl. treasury shares) at the Time of Listing	17,147,000 shares
Capital	JPY 766,769 thousand (As of Nov. 13, 2017)
Capital at the Time of Listing	JPY 1,387,769 thousand Note: The outstanding shares and the capital at the time of listing count in newly issued shares issued through the public offering. Also, the both numbers could increase as a result of the exercise of the share options.
No. of Shares per Share Unit	100 shares
Business Year	Every year from Apr. 01 to Mar. 31 of the following year
General Shareholders Meeting	In June
Record Date	Every year on Mar. 31
Record Date of Surplus Dividend	Every year on Mar. 31 and Sep. 30
Transfer Agent	Mitsubishi UFJ Trust and Banking Corporation
Auditor	Deloitte Touche Tohmatsu LLC
Managing Trading Participant	Nomura Securities Co., Ltd.

(Reference Translation)

<Overview of Public Offering / Secondary Offering >

Public Offering /	Public Offering (Newly Issued Shares)	1,000,000 shares
Secondary Offering	Public Offering (Treasury Shares)	23,000 shares
	Secondary Offering	
	(Placement Underwritten and Purchased by Principal Underwriting Participants)	285,000 shares
	Secondary Offering	
	(Placement by over-allotment scheme)	196,200 shares
Original Share Offerers	Hiroshi Hirose	80,000 shares
	Takuya Yoshimura	80,000 shares
	Dentsu Digital Investment Limited	
	Partnership	75,000 shares
	Tomoaki Kudo	50,000 shares
Offering Price	JPY 1,350	
Principal Underwriting Participants	Nomura Securities Co.,Ltd. SBI SECURITIES Co.,Ltd. Mitsubishi UFJ Morgan Stanley Securities Co., Ltd. Daiwa Securities Co. Ltd. SMBC Nikko Securities Inc. Ichiyoshi Securities Co., Ltd.	

(Note) The “Initial Listing Application Securities Report (Part I)” of the company is available on our homepage. Please refer to such release for details.