

November 6, 2014

transcosmos inc.

Geniee, Inc.

## **transcosmos and Geniee Announce to Jointly Establish “Simba Digital” in Singapore to Provide SSP Solution to ASEAN Countries**

### **Simba Aims to Power the Monetization of Publishers and Mobile App Developers in the ASEAN Region, with Branches Located in Malaysia, Indonesia and Thailand**

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda; TSE First Section: 9715; hereafter, transcosmos) and Geniee, Inc. (Headquarters: Tokyo, Japan; President: Tomoaki Kudo; hereafter, Geniee) have agreed to joint ventures, and have announced today the launch of the new joint venture company Simba Digital Pte Ltd (Headquarters: Singapore; Managing Director: Kenji Shimoda; hereafter, Simba) which offers Supply Side Platform (hereafter, SSP \*1); a digital advertising monetization solution for publishers and mobile app developers in the ASEAN region.

Due to the rapid scaling of the programmatic advertising market in both the United States and Japan, ASEAN countries are expected to be the next economic region to follow this trend. However, while localized strategies are needed in order to succeed, a dominant leader has yet to come forth in this region.

transcosmos and Geniee have formed a business partnership in May 2013, since then they have been strengthening the combination of transcosmos' ad agency function and Geniee's SSP "Geniee SSP". Both sides have agreed to jointly establish Simba in Singapore with district branches in Malaysia, Indonesia, and Thailand to distribute.

Simba is aiming to be the no.1 SSP provider in ASEAN.

\*1 SSP: abbreviation for Supply Side Platforms, advertising platforms that maximize revenues for media publishers.

#### **Simba Overview**

Company Name:	Simba Digital Pte Ltd
Managing Director:	Kenji Shimoda
Headquarter Location:	Singapore
District Office Location:	Malaysia, Indonesia, Thailand
Service Providing Area:	ASEAN Member countries. (Indonesia, Cambodia, Singapore, Thailand, Philippines, Brunei Darussalam, Vietnam, Malaysia, Myanmar, Laos)
Business Service:	Supply Side Platform distribution
URL:	<a href="http://www.simba-digital.com/">http://www.simba-digital.com/</a>



Simba, a newcomer to the transcosmos group is looking to strengthen its media recruiting by utilizing the group's strong presence in the region; starting by developing a strong alliance with district offices, digital related group members and other partner business conglomerates in the ASEAN region.

Simba is aiming to recruit 3,000 plus publishers, and mobile app developers by 2017.

\* transcosmos is a registered trade name or trademark of transcosmos inc. in Japan and other countries.

\* Other company names and product or service names mentioned are registered trade names or trademarks of various other companies.

**About transcocosmos inc.**

transcocosmos launched operations in 1966. Since then we have combined superior "human resources" with up-to-date "technological" capabilities to enhance the competitive strength of our clients by providing them with superior and valuable services. transcocosmos currently offers Cost Reduction Services (Contact Center, HR/Financial/Sales Back Office, Order Management/SCM, System Development/Management etc.) and Sales Expansion Services (Big Data Analysis, Internet Advertising, Website Construction/Management, Smartphone/SNS Utilization, Telemarketing etc.). transcocosmos continues to pursue operational excellence by providing these services through our 124 locations in 16 countries with a focus in Asia. Furthermore, following the expansion of E-Commerce market on the global scale, transcocosmos provides a comprehensive, one-stop global E-Commerce service to deliver our clients' excellent products and services to consumers in 39 countries. transcocosmos aims to be the "Global BPO Partner" of our clients to provide them with high quality BPO services on a global scale.

**About Geniee, Inc.**

Since its foundation in 2010, Geniee has utilized ad technology to become one of Japan's largest SSP operators. Geniee also created the "RTB\*2 Market" as a new market in Japan through its promotion of programmatic buying\*3, a system that maximizes revenues for Internet media publishers.

\*2 RTB: abbreviation for Real-time Bidding, a system where ad slot buying is conducted online. For every advertising impression generated, ad slot bidding takes place based on user demographics and posted sites to decide on ad delivery.

\*3 programmatic buying : A system that enables automatic bidding for ad slots based on user demographics, advertisers' placement conditions and other data.

**Inquiries from the media should be forwarded to:**

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