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Geniee invests in Indonesian leading ad technology company ADSKOM

Accelerating business expansion in Southeast Asia.

Geniee Inc. (Headquarters: Tokyo, Japan; Representative Director & CEO: Tomoaki Kudo; hereinafter referred to as "Geniee") announces the subscription of Series A funding of Indonesian leading Ad Technology company, ADSKOM.

1. Background of subscription

Geniee has been offering Supply Side Platform ("SSP") service since its foundation in 2010. Geniee has contributed to the expansion of programmatic advertising market in Japan with a variety of products for digital media companies and publishers. As an expansion beyond Japanese market, Geniee started to provide SSP service in Southeast Asia in 2012 and now operates subsidiaries in Singapore and Vietnam.

In Southeast Asia, Geniee and ADSKOM have enjoyed a business relationship since 2014. In order to strengthen the partnership, Geniee subscribed ADSKOM's series A funding as an lead investor. This round's investment amount and stockholding ratio is undisclosed. Geniee will deepen business relationship with ADSKOM and develop the presence in Indonesian market which is expected to have rapid expansion as follows.

Geniee is committed to actively invest in Southeast Asian market.

2. Indonesian online advertising market

According a research, Indonesian online market size is estimated to be 460 Million USD and expected to grow to 800 Million USD. The growth will continue and projected market size will reach 7.6 Billion USD in 2019.

3. About ADSKOM

ADSKOM currently manages 150 million pieces of unique audience data in Indonesian market. As Indonesia's market leader in premium publisher inventory, the team is integrated with more than 200 supply partners, data, and advertising partners. Currently, ADSKOM operates in three countries - Indonesia, Singapore, and the US.

Prior to this funding round, ADSKOM raised multiple seed-stage investments from Japan's Rebright Partners, Digital Garage, Beenos Plaza, and Skystar Capital in Indonesia.

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