



30 September 2015, Tokyo

**Geniee opens a new Jakarta office  
to strengthen the partnership with clients in Indonesia**

Geniee, Inc. (Headquarters: Tokyo, Japan; President and CEO: Tomoaki Kudo; hereinafter, Geniee) has announced today the opening of a new regional office in Jakarta, Indonesia.

Geniee has been offering Supply Side Platform (“SSP” \*1) service since its foundation in 2010. Geniee has contributed to the expansion of programmatic\*2 advertising market in Japan with a variety of products using RTB\*3 for digital media companies and publishers.

The Jakarta office is part of Geniee’s latest move in its global expansion, with offices in Singapore and Vietnam launched in 2012 and 2013 respectively. This new office in Indonesia allows Geniee to serve better for current partners and provide more services. In the coming years, Geniee is committed to work with partners to promote the online marketing with ad technology in Indonesia. Geniee also keep localizing system by adopting local currencies and languages for APAC countries.

\*1 SSP: abbreviation for Supply Side Platform, an advertising platform that maximize revenue for online publishers

\*2 Programmatic: A system that enables automatic bidding for ad slots based on user demographics, advertisers’ placement conditions and other data.

\*3 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 contents to decide on ad delivery.

**Company Details**

Name: PT. Geniee Technology Indonesia

Directors: Tomoaki Kudo, Chairman  
Hitoshi Maruyama, Executive Director

Location: Level 3A, Wisma Metropolitan I  
Jl. Jend. Sudirman Kav. 29-31  
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Covering Area: Indonesia

Business: Online Advertising Delivery System

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