



## Company Profile



**As an advertising agency specialized in the pachinko business, we support the development of our client companies.**

Gendai Agency Inc. (former company name: Gendai Kokokusha) was established in April 1995 as an advertising agency specialized in the pachinko business. In September 2004, the year of our tenth anniversary, with the support of our shareholders and other stakeholders we became listed on the JASDAQ exchange. Our business domain consists of providing back-up support to help our clients attract customers as well as contribute to client business development and performance improvement, as we aim to be a business that provides business performance development support.

Through our comprehensive range of services that span from strategy proposals to the planning and production of newspaper flyers, sales promotions, and mass media advertising, we provide highly-original complete advertising packages so as to attract customers to pachinko parlors, create new client bases, and improve customer satisfaction.

**In the pachinko business, it is now the fans that select where they want to play.  
In our aim for an outstanding reputation, we provide proposals and a system based on the demands of our clients.**

With polarization in the industry and changes in the inclinations of users, it is now the fans that select where they want to play. In response to these conditions, we have provided back-up support to help our clients through fine-tuned promotion support services based on an understanding of the psychology of fans, as well as proposals of marketing plans aimed at retaining fans. In addition, to ensure that proposals can be quickly achieved and to respond effectively to the

requests of clients, we connect sales representatives and creators online through a system that can promptly and efficiently provide only the required services when they are necessary.

**Exposing needs through the gathering of real-time information, we operate in the 21st century based on the concept of steady progress with big dreams.**

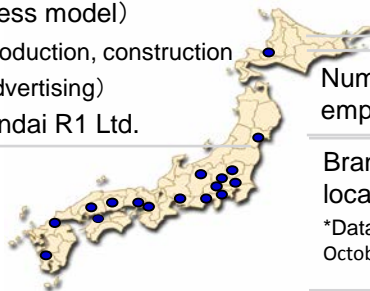
We have gained confidence in the success of our advertising business specialized in pachinko parlors as it has become possible to use this system to gather large volumes of real-time information from clients. We have worked to generate new demand by using this information to expose latent client needs.

Our goal for the future is to further develop and expand the scope of the support services we can provide so that we can grow together and build-up new fields with even more clients. As part of these efforts, we will work towards further fine-tuned expansion in new regions while we take on new business domains, based on the themes of steady progress with big dreams.

April 2017  
CEO Masataka Yamamoto



Company name	GENDAI AGENCY INC. <a href="http://www.gendai-a.co.jp">http://www.gendai-a.co.jp</a>
Location of head offices	29 Fl., Tokyo Opera City Bldg., 3-20-2 Nishi-Shinjuku, Shinjuku-ku, Tokyo 163-1429 Japan
Capital	¥751.59 million
Shares issued & outstanding	15,700,000 shares
Business activities	Planning and production of advertising and promotions
Consolidated subsidiaries	Land Support Inc. (Leasing of real estate and office brokerage) U&U Inc. ( Planning and production of advertising) Julia Japan Co., Ltd. (Video and Web content production) Zealnet Inc. (Advertising-related systems development) LED Inc. (Planning and development of mobile phone applications) ARC Inc. (Research and development for new service and new business model) Ensign Ad Inc. (Planning, production, construction and management of outdoor advertising) Gendai Agency HK Ltd. Gendai R1 Ltd.



Directors and auditors	
Representative director and CEO	Masataka Yamamoto
Representative director and COO.CCO	Yuzuru Kamikawana
Director and CFO	Shuichi Ko
Director	Tomoharu Kitou
Director	Sekishin Sakamoto
Outside Director	Takeshi Ue (Representative director of Happy Terrace Co., Ltd.)
Outside Director	Misa Matsuzaki (Representative director of People Worldwide Co., Ltd.)
Standing Auditor	Yoshiaki Adachi
Auditor	Kouki Terada
Auditor	Toru Azuma
Auditor	Kenji Takano

\*Data current as of June 24, 2016

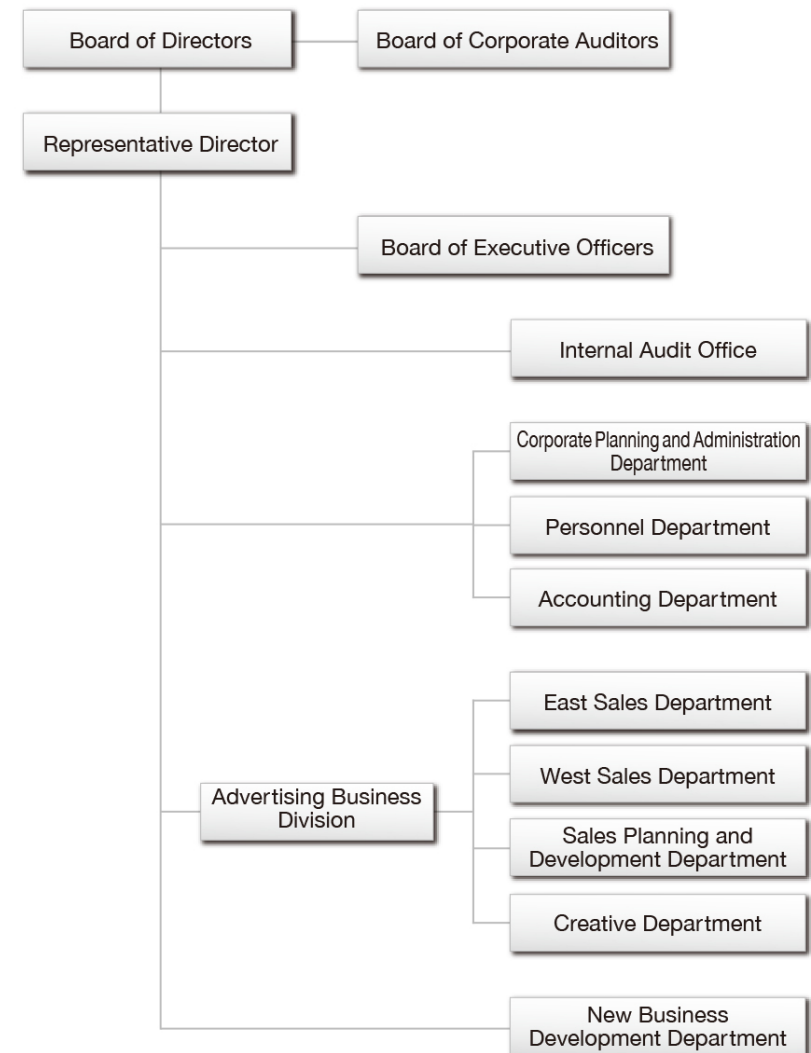
Number of employees	212 (non-consolidated) Avg. age: 35.9 *Data current as of March 31, 2016
Branch office locations	Sapporo, Sendai, Tokyo, Utsunomiya, Saitama, Yokohama, Matsumoto, Nagoya, Shizuoka, Osaka, Kobe, Hiroshima, Okayama, Matsuyama, Fukuoka, Kagoshima (16 locations nationwide) *Data current as of October 1st, 2016

## 【History】

Feb.1994.	Launched advertisement business with a private company named Gendai koukokusha. (founded by Masataka Yamamoto)
Apr.1995.	Established an advertisement firm, Gendai koukokusha, with capital of 10 million yen and opened an office at Hachioji city, Tokyo.
Aug.2003.	Changed the trade name to GENDAI AGENCY INC.
Sep.2004.	Listed on JASDAQ
Apr.2005.	Exceeded target of 10 billion, achieving net sales of 10.6 billion yen for the fiscal year ended March 31, 2005.
Feb. 2006.	Established Land Support Inc. to offer a support service for clients' seeking to acquire land to open pachinko parlor sites.
Oct. 2006.	Opened branch office in North Kyushu city and 2 other locations, resulting in a grand total of 20 branch offices.
Apr. 2010.	Earned net sales of 20.5 billion yen for the fiscal year ended March 31, 2010.
Jul. 2010.	Acquired 100% of issued shares of Julia Japan Co., Ltd. and made it a subsidiary company.
Jan. 2012.	Established Zealnet Inc. a company providing an advertising-related systems development service.
Sep. 2012.	Established Gendai Agency HK Limited in Hong Kong
Mar.2014.	Acquired all the shares issued and outstanding of U&U Co.,Ltd. (currently a consolidated subsidiary) to make it a wholly owned subsidiary with the aim of offering advertising services in the health food mail order industry, etc.
April.2014.	Established Ensign Ad Inc. (currently a consolidated subsidiary) as a joint venture to provide outdoor advertising.

## 【Organization Chart】

Data current as of April 1st. 2017



## Basic Philosophy

We engage in activities aimed at supporting the earnings growth and advancement of our client companies through innovation and imagination, through which we hope to contribute to the creation of a richer, fuller society.

## Vision

- 1 Our aim is to remain No. 1 among advertising companies that serve the pachinko industry.
- 2 To support the communications strategies of our clients, we develop and put into practice tools and ideas that go beyond the conventions of the advertising business.

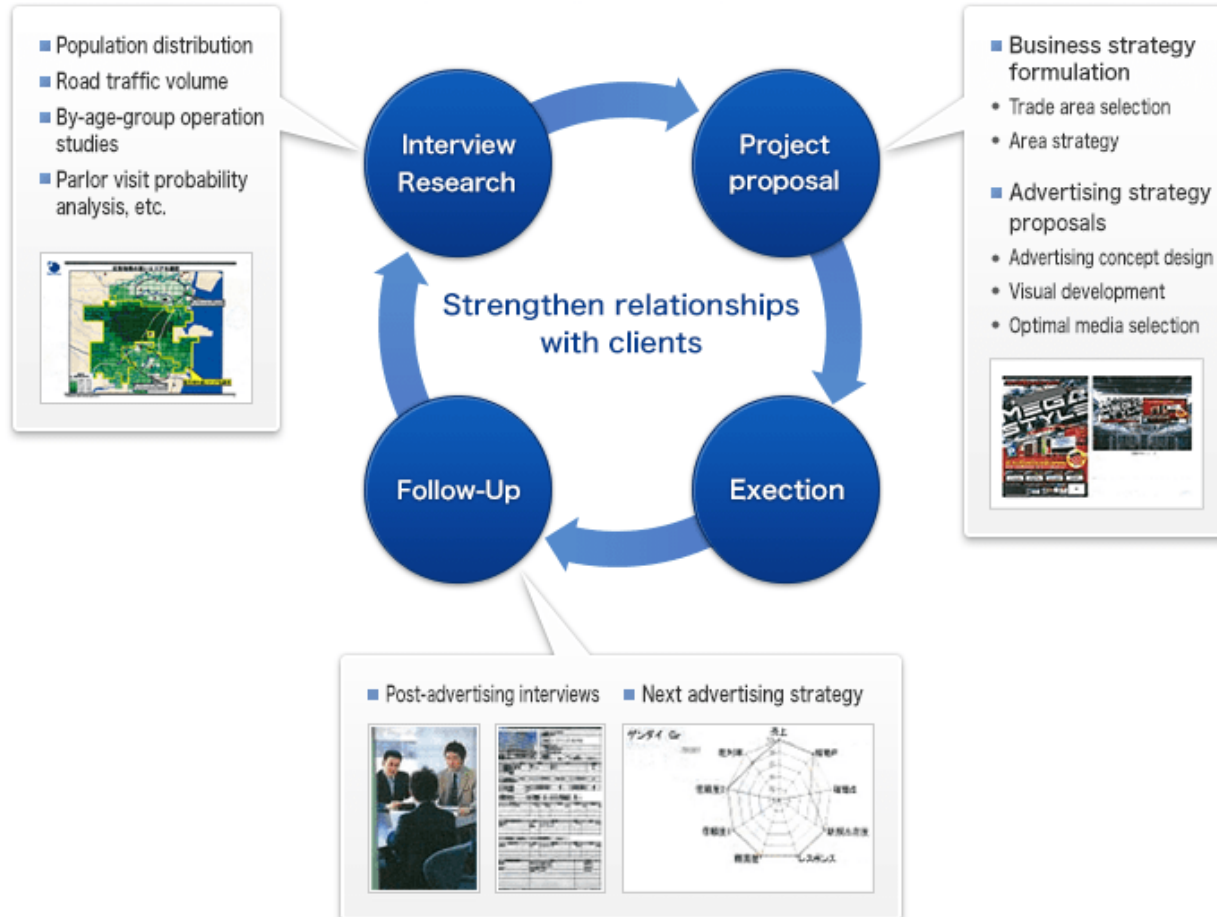
## Code of Conduct

- 1 **Legal Compliance** As an integral member of society in the areas where we do business, we engage in business activities that are sound, highly transparent, and in strict compliance with the law.
- 2 **Focus on Shareholders** Always with shareholder interest in mind, we pursue management policies aimed at raising the enterprise value of our company. and furthering the interests of our shareholders.
- 3 **Customer Satisfaction** To gain the satisfaction and trust of our clients, we devote ourselves to constant efforts to devise new, high-grade services.
- 4 **Respect for Employees** We value the ambitions and capabilities of every one of our employees, and we strive to provide fair working conditions and an environment conducive to doing good work.

We produce and integrate a comprehensive range of advertisement activities and various kinds of other vehicles for communicating information to stimulate and increase customer participation at pachinko parlors.



We strengthen relationships with clients and secure continuing business by repeating a cycle of proposal activities designed to more effectively attract customers. We propose appropriate advertising strategies based on a variety of information that reflects a firm grasp of customer needs. We conduct post-project interviews, confirm impact, and apply the findings to future proposals.



## GENDAI AGENCY INC.

29 Fl., Tokyo Opera City Bldg., 3-20-2 Nishi-Shinjuku, Shinjuku-ku, Tokyo 163-1429 Japan

Sales Offices	Address	Sales Offices	Address
Tokyo	Kanda21 Building 3F, 72-2 Kandatacho, Tiyoda-ku, Tokyo	Nagoya	Yahagi Higasisakura Building 4F, 2-10-1 Higasisakura, Higashi-ku, Nagoya-shi, Aichi Pref.
Osaka	Nanba Arena Building 9F, 1-13-8 Nanba-naka, Naniwa-ku, Osaka-shi, Osaka Pref.	Shizuoka	Kawamura Building 2F, 9-1 Denma-cho, Aoi-ku, Shizuoka-shi, Shizuoka Pref.
Sapporo	Oodori Bus Center Building 5F, 1-5 Minami 1-jo Higashi, Chuo-ku, Sapporo-shi, Hokkaido	Kobe	Nissei Building 3F, 3-1-19 Hachiman-dori, Chuo-ku, Kobe-shi, Hyogo Pref.
Sendai	Azalia Hills 5F, 3-4-1 Tsutsujigaoka, Miyaginoku, Sendai-shi, Miyagi Pref.	Hiroshima	Royal Tower 10F, 1-1 Inari-machi, Minami-ku, Hiroshima-shi, Hiroshima Pref.
Utsunomiya	Utsunomiya Ootsuka Building 9F, 2-4-3 Higashi-shukugo, Utsunomiya-shi, Tochigi Pref.	Okayama	Asahi Seimei Okayama Yanagimachi Building 10F, 2-6-25 Yanagi-machi, Kita-ku, Okayama-shi, Okayama Pref.
Saitama	Urawa Maruzen Building 5F, 2-14-17 Takasago, Urawa-ku, Saitama-shi, Saitama Pref.	Matsuyama	Asahi Seimei Matsuyama Building 2F, 2-14-4 Katsuyamacho, Matsuyama-shi, Ehime Pref.
Yokohama	Taiyo Kensetsu Kannai Building 3F, 2-27 Onoe-cho, Naka-ku, Yokohama-shi, Kanagawa Pref.	Fukuoka	Hakko Fukuoka Building 4F, 8-31 Tsunaba-machi, Hakata-ku, Fukuoka-shi, Fukuoka Pref.
Matsumoto	Daidou Seimei Matsumoto Ekimae Building 8F, 1-3-10 Honjo, Matsumoto-shi, Nagano Pref.	Kagoshima	Soft max Building 6-C, 12-11 Kajiya-cho, Kagoshima-shi, Kagoshima Pref.

April.2017