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Company Profile

## **An advertising agency sensitive to the specific needs of the amusement industry**

### **Our role is to contribute to the growth and development of our clients**

Gendai Agency Inc. was founded in April 1995 as an agency specializing in amusement industry advertising. Ever since, as trailblazers in the industry, we have strived as a team toward our goal of building the company into an entirely unique presence in the field.

Ever since listing our shares on the Tokyo Stock Exchange in September 2004, we have defined our business domain as “contribution to clients’ business development and enhancement through the provision of support to bolster performance and assistance in the implementation of strategies to attract customers.”

Our services do not only involve the provision of simple one-off advertisements in a certain media category—we provide comprehensive proposals developed based on strategies to attract customers. Our proposals take the form of consumer communications strategies created from optimal mixes of online and mass media advertising, newspaper flyers, sales promotions, and so on, all tailored to clients’ circumstances, the regions they operate in, and their particular business category. To ensure successful implementation of communications strategies that feature a high degree of originality, we provide a one-stop service with full oversight covering everything from planning and production to execution.

## **Achieving greater efficiency through concentration of business resources**

### **We aim to become a driving force behind the creation of next-generation business models and services**

Our sustained focus on a single field over the more than 25 years since our founding has allowed us to develop concepts and mechanisms that facilitate a high level of efficiency, and our speed, precision, creativity, and superior capabilities in the fields of planning and production are largely a result of these.

Over the years, we have worked to further polish and enhance our systems to enable us to deliver advertising plans that exceed clients’ expectations in terms of both speed and quality .

Now we are leveraging this foundation of expertise we have built up to develop a large number of new business models and tools to meet the needs of clients operating in a diverse range of industries.

## **We see this area of change as an opportunity for us to break into new fields**

In recent years we have seen far-reaching changes in our business environment. To respond flexibly to these changes and achieve sustainable growth we have proactively pushed forward with structural reorganization, pursuing M&A and the development of new business, and working proactively to diversify the range of industries and business categories we cover.

While maintaining our focus on advertising, we will continue to work on tackling new fields, expanding into a diverse range of new industries leveraging the concepts and mechanisms that enable us to achieve superior levels of efficiency. We are now aiming to grow in tandem with an expanding roster of clients, helping them to achieve ever-better results.

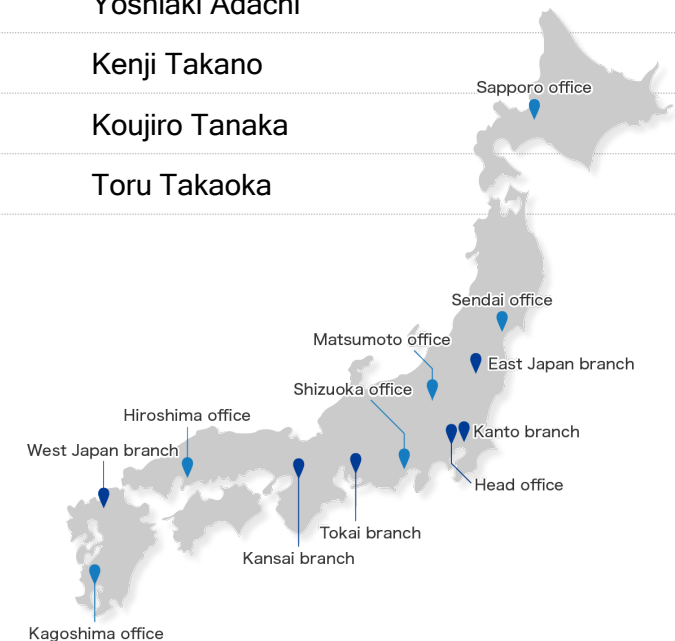
April 2023

CEO Masataka Yamamoto

# Company Profile

Company name	GENDAI AGENCY INC. http://www.gendai-a.co.jp
Location of head offices	29 Fl., Tokyo Opera City Bldg., 3-20-2 Nishi-Shinjuku, Shinjuku-ku, Tokyo 163-1429 Japan
Established	April 1995
Capital	¥100 million
Shares issued & outstanding	12,300,000 shares
Business activities	Planning and production of advertising and promotions
Consolidated subsidiaries	Land Support Inc. (Leasing of real estate and office brokerage) U and U Inc. (Advertisement planning, media slot sales) Julia Japan Inc. (Video and Web contents production) Zealnet Inc. (Planning and production of ads, etc.) Press A Inc. (Operation of customer referral support media) Arc Inc. (Research and development for new service and new business model)
Number of employees	Gendai Agency Group: 212; GENDAI AGENCY INC.: 138 *Data current as of March 31, 2023
Branch office locations	East Japan branch, Sendai office, Kanto branch, Sapporo office, Tokai branch, Matsumoto office, Shizuoka office, Kansai branch, West Japan branch, Hiroshima office, Kagoshima office (11 locations nationwide) *Data current as of April 1st, 2024

Directors and auditors		*Data current as of April 1st, 2024
Representative Director and CEO	Masataka Yamamoto	
Representative Director and COO.CCO	Yuzuru Kamikawana	
Director and CFO	Shuichi Ko	
Director and CIO	Tomoharu Kitou	
Director and CMO	Katsutoshi Oshima	
Outside Director	Masaki Tasaka (Chairperson, p-ban.com Corp.)	
Outside Director	Rihyei Kang (Professor, System Design, Faculty of Engineering and Design, Hosei University)	
Standing Auditor	Yoshiaki Adachi	
Auditor	Kenji Takano	
Auditor	Koujiro Tanaka	
Auditor	Toru Takaoka	



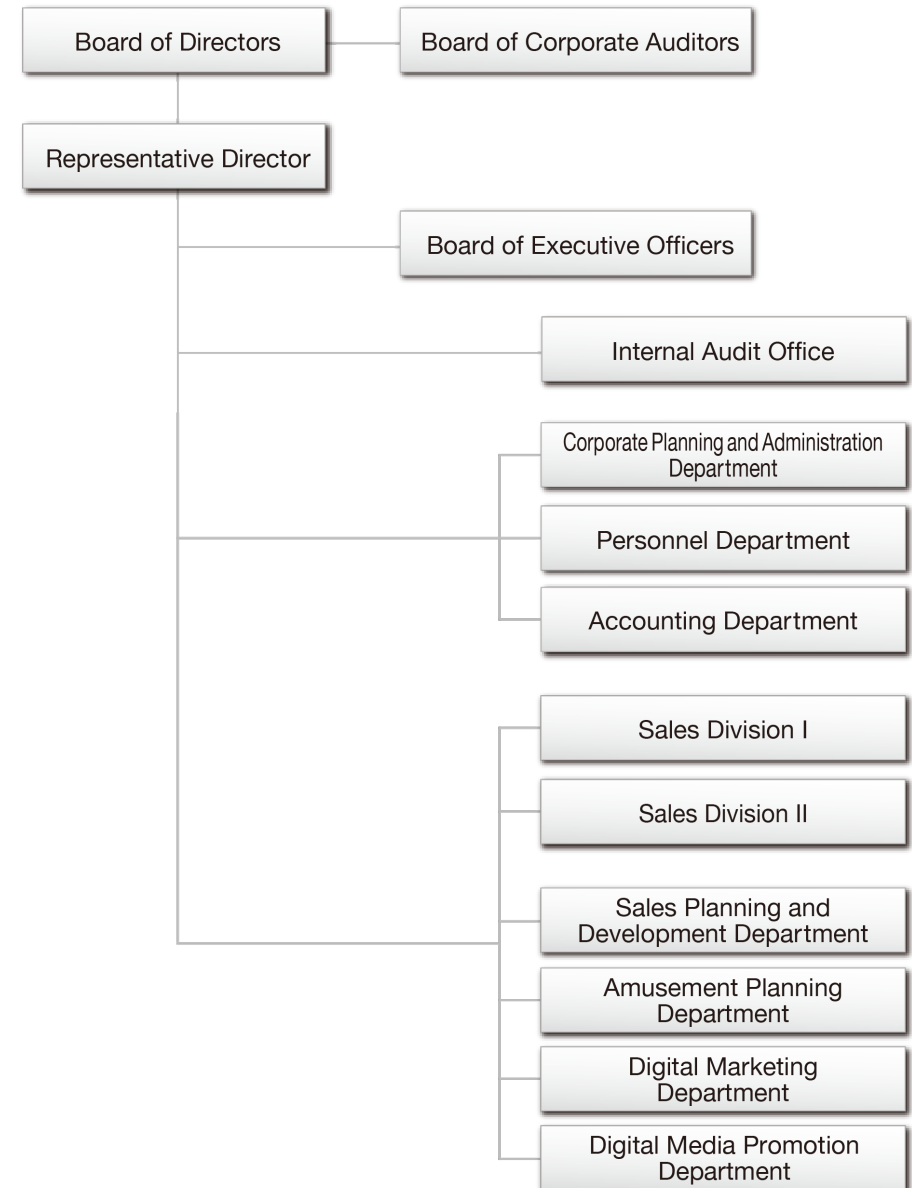
# History - Organization Chart

## 【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 cit., Tokyo.
- Mar.1997. Began establishing business bases in major cities nationwide starting with establishment of the Tohoku Branch (now called Sendai Office)
- Aug.2003. Changed the trade name to GENDAI AGENCY INC.
- Sep.2004. Listed on JASDAQ (Currently listed on Standard Market of Tokyo Stock Exchange)
- Feb.2006. Established Land Support Inc. to offer a support service for clients' seeking to acquire land to open pachinko parlor sites.
- Jul.2010. Acquired 100% of issued shares of Julia Japan Inc. and made it a subsidiary company.
- Jan.2012. Established Zealnet Inc. (currently a consolidated subsidiary) to plan and develop ad systems, etc.
- Mar.2014. Acquired all the shares issued and outstanding of U and U Inc. (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.
- Oct.2016. The head office was relocated to Shinjuku-ku, Tokyo (3-20-2, Nishi-Shinjuku, Shinjuku-ku), from Hachioji, Tokyo (Azumacho 9-8, Hachioji).
- Nov.2016. Established Arc Inc. (currently a consolidated subsidiary).
- Mar.2021. Acquired all the shares issued and outstanding of Press A Inc. and made it a subsidiary company (currently a consolidated subsidiary)

## 【Organization Chart】

Data current as of April 1st, 2024



## 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.

## Group Management Principles

- 1 We aim to become a company that client companies can rely on as a partner who helps them to realize their communication strategies.
- 2 We will continue to take on the challenge of developing new business models and tools that go beyond the bounds of the advertising business.
- 3 We will always strive to offer optimal services with sincerity and passion.

## 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 provide optimal advertising services to support clients' strategies to attract customers.

## Elements needed to propose advertising plans to attract customers to various facilities

Based on our expertise in attracting customers to various facilities obtained through industry specialization and nationwide expansion, we offer a variety of advertising services with a high degree of mobility.

<b>Fusion of digital and analog</b>	Offer services that take advantage of both digital and analog features in order to attract more customers.
<b>Know-how to attract customers to various facilities</b>	For over 25 years since its founding, the company has specialized in offering support to attract customers to various facilities.
<b>Nationwide business locations</b>	Focus on area-based marketing, covering both national and local areas
<b>High mobility</b>	Provide one-stop service covering everything from planning to implementation by establishing a production and execution system within the Group.

# Service Overview

In order to provide effective services to attract customers to various facilities, we are working to develop media utilizing both digital and analog features and enhance our lineup.



Flyers

A circular graphic containing images of various flyers and posters, including one with the text '夏だのダイアットだ'.



Online/mobile advertising

A circular graphic showing a laptop and a smartphone displaying news content.



Location Ad  
～ ロケアド ～

DSP advertising using proprietary big data

A circular graphic featuring the 'Location Ad' logo and the text '~ ロケアド ~'.



Internet media for pachinko parlors

A circular graphic showing the 'PACHISEVEN' logo.



TV/radio, broadcast media

A circular graphic showing a television screen displaying a scenic landscape.



Interactive/VR

A circular graphic showing a person using a VR headset in a virtual environment.



FIT Search

Internet media related to sports and fitness

A circular graphic featuring the 'FIT Search' logo.



IDEAL

Marketing support media for fitness facilities

A circular graphic featuring the 'IDEAL' logo.



Promotional goods, campaigns

A circular graphic showing a promotional flyer for a new membership plan with a price of 4,900 yen.



Business area analysis, area-based marketing

A circular graphic showing a map with various colored regions and data points.



IMAGE FREAK  
GOOD MOVIE!!

Production service of online videos

A circular graphic featuring the 'IMAGE FREAK' logo and the text 'GOOD MOVIE!!'.



A d S E L L

Media portal/matching site

A circular graphic featuring the 'A d S E L L' logo.

## Branch office locations

### 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
East Japan branch	Utsunomiya Ootsuka Building 9F, 2-4-3 Higashi-shukugo, Utsunomiya-shi, Tochigi Pref.	Shizuoka office	Kawamura Building 2F, 9-1 Denma-cho, Aoi-ku, Shizuoka-shi, Shizuoka Pref.
Sendai office	Azalia Hills 5F, 3-4-1 Tsutsujigaoka, Miyaginoku, Sendai-shi, Miyagi Pref.	Kansai branch	Nanba Arena Building 9F, 1-13-8 Nanba-naka, Naniwa-ku, Osaka-shi, Osaka Pref.
Kanto branch	Kanda21 Building 2F, 72-2 Kandatacho, Tiyoda-ku, Tokyo	West Japan branch	Hakko Fukuoka Building 4F, 8-31 Tsunaba-machi, Hakata-ku, Fukuoka-shi, Fukuoka Pref.
Sapporo office	Oodori Bus Center Building 5F, 1-5 Minami 1-jo Higashi, Chuo-ku, Sapporo-shi, Hokkaido	Hiroshima office	Otemachi Square 4F, 2-8-1 Ote-machi, Naka-ku, Hiroshima-shi, Hiroshima Pref.
Tokai branch	Yahagi Higasisakura Building 4F, 2-10-1 Higasisakura, Higashi-ku, Nagoya-shi, Aichi Pref.	Kagoshima office	Soft max Building 6-C, 12-11 Kajiya-cho, Kagoshima-shi, Kagoshima Pref.
Matsumoto office	Daidou Seimei Matsumoto Building 8F, 1-3-10 Honjo, Matsumoto-shi, Nagano Pref.		

April.2024