



Company Profile



2411

**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. The company listed on the JASDAQ Securities Exchange in September 2004. We define 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 20 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 customer attraction strategies 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

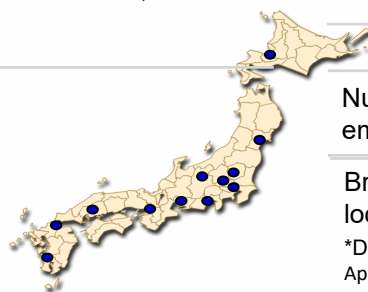
In recent years we have seen far-reaching changes in our business environment. To respond flexibly to these changes and achieve sustainable growth we have proactively pushed forward with structural reorganization, pursuing M&A and the development of new business, and working proactively to diversify 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 to 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 2020
CEO Masataka Yamamoto

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
Capital	¥751.59 million
Shares issued & outstanding	15,050,000 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) ARC Inc. (Research and development for new service and new business model)

Directors and auditors	
Representative director and CEO	Masataka Yamamoto
Representative director and COO.CCO	Yuzuru Kamikawana
Director and CFO	Shuichi Ko
Director and CIO	Tomoharu Kitou
Outside Director	Yasushi Kobayashi (President of Market Enterprise Co., Ltd.)
Outside Director	Kasumi Kanemoto (Mint'z Planning co.,ltd)
Standing Auditor	Yoshiaki Adachi
Auditor	Toru Azuma
Auditor	Kenji Takano
Auditor	Koujiro Tanaka
*Data current as of June 26, 2020	



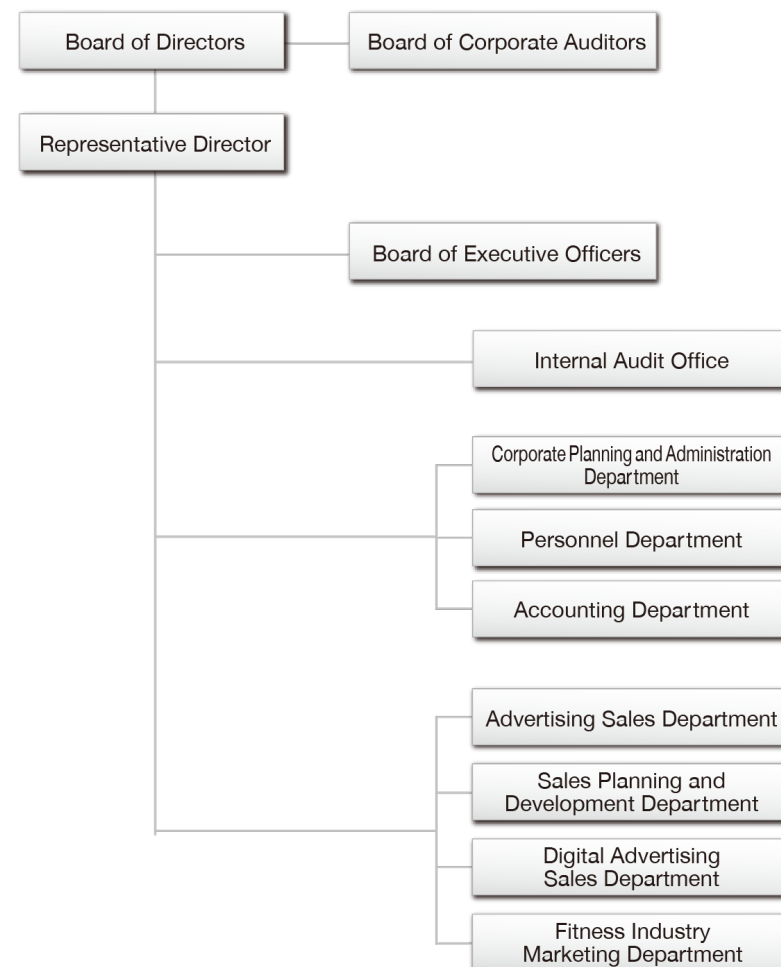
Number of employees	164 (non-consolidated) Avg. age: 38.3 *Data current as of March 31, 2020
Branch office locations *Data current as of April 1st, 2021	Sapporo, Sendai, Tokyo, Utsunomiya, Saitama, Matsumoto, Nagoya, Shizuoka, Osaka, Hiroshima, Fukuoka, Kagoshima (12 locations nationwide)

【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.
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.
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).

【Organization Chart】

Data current as of April 1st, 2021



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

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| 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.
Sapporo	Oodori Bus Center Building 5F, 1-5 Minami 1-jo Higashi, Chuo-ku, Sapporo-shi, Hokkaido	Matsumoto	Daidou Seimei Matsumoto Building 8F, 1-3-10 Honjo, Matsumoto-shi, Nagano 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.
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.	Fukuoka	Hakko Fukuoka Building 4F, 8-31 Tsunaba-machi, Hakata-ku, Fukuoka-shi, Fukuoka Pref.
Saitama	No.3 Ogishima Building 1F, 6-1-8 Nishikawaguchi, Kawaguchi-shi, Saitama Pref.	Kagoshima	Soft max Building 6-C, 12-11 Kajiya-cho, Kagoshima-shi, Kagoshima Pref.