

April 18, 2025

GMO NIKKO, Inc.

GMO NIKKO Launches “Gen Z Trend Lab by GMO” Marketing Support Service -Supporting empathetic relationship building between companies and Gen Z-

GMO NIKKO Inc., a consolidated subsidiary of GMO Internet, Inc. that operates comprehensive marketing support services (President and Executive Officer: Isamu Sakuma, hereinafter “GMO NIKKO”), has officially launched the marketing support service “Gen Z Trend Lab by GMO” on Friday, April 18, 2025, aimed at companies facing challenges in communicating with Gen Z.

This service helps companies build deeper and more meaningful relationships with Gen Z through various initiatives, including research targeting Gen Z, support for managing social media accounts, PR campaigns utilizing influencers, and co-creation projects with Gen Z. By designing highly empathetic communication that accurately reflects the values at the core of Gen Z trends, we will further advance companies’ marketing activities with even greater effectiveness.



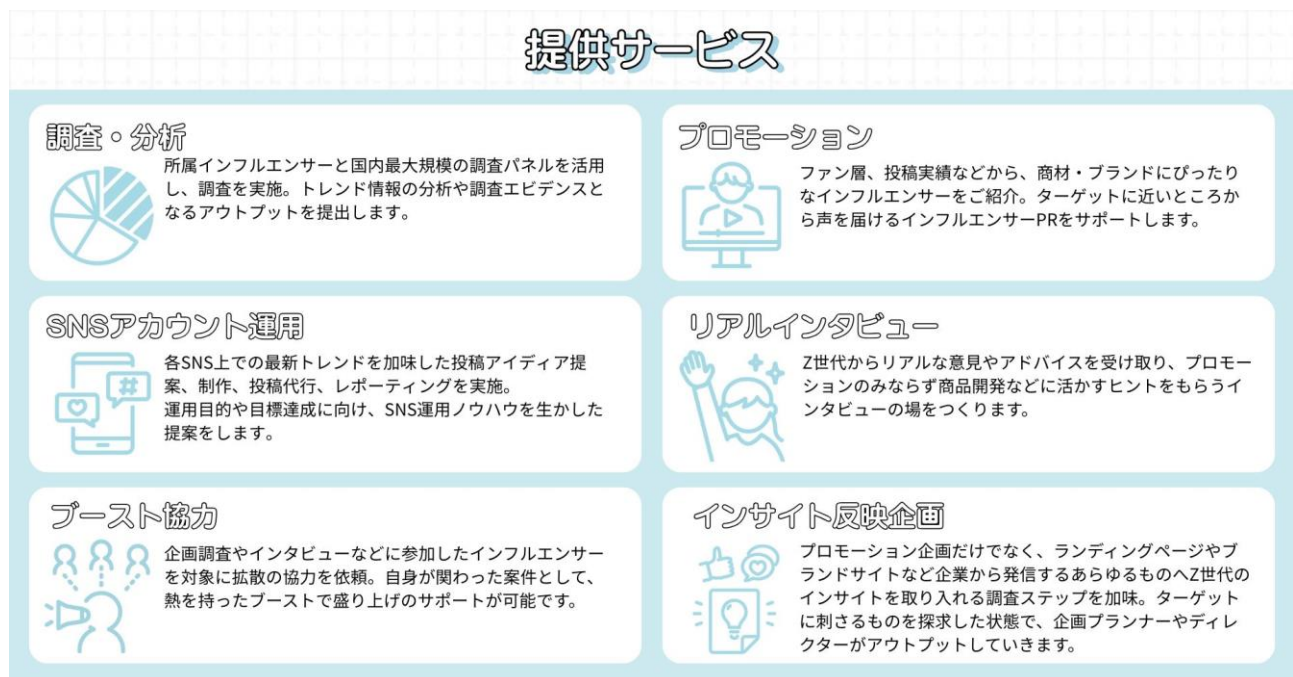
[About “Gen Z Trend Lab by GMO”]

(URL: <https://www.ztrendlab.com/service/index.html>)

“Gen Z Trend Lab by GMO” is a marketing service that helps companies deeply understand the real feelings, emotions, and values (insights) hidden within Gen Z, supporting them in solving communication challenges.

Utilizing our exclusive network of Gen Z influencer members and one of the largest research panels in Japan ^(※1), we provide multifaceted support for marketing activities tailored to younger generations.

(※1) The research monitors are linked to the “JAPAN Cloud Panel,” which includes 34.26 million people in Japan as of



■ Main Services Offered

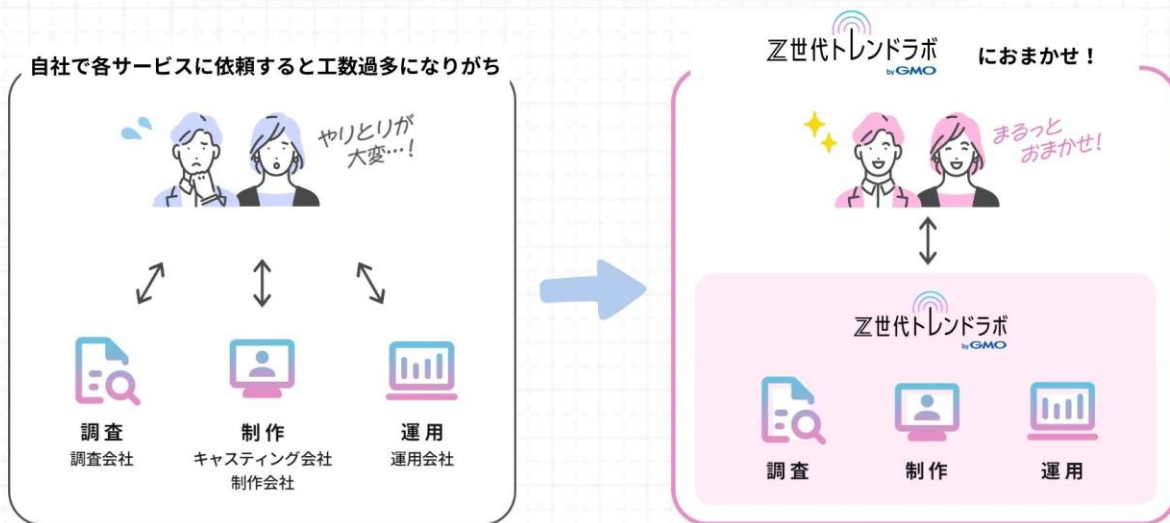
- Research for Gen Z, including online surveys, in-depth interviews, and group interviews
- PR and gifting campaigns utilizing influencers
- Support for managing social media accounts
- Design and implementation of co-creation projects with Gen Z

[Background of “Gen Z Trend Lab by GMO”]

Gen Z (born from the mid-1990s to the early 2010s) is known as the “digital native generation,” having grown up surrounded by smartphones and social media as a natural part of daily life. They process information rapidly, have diverse values, and are now at the center of consumer behavior and trendsetting.

For companies to achieve sustainable growth, it is essential to build relationships with Gen Z based on empathy. However, because Gen Z is constantly exposed to new things and their interests change quickly, it is not easy to accurately capture their insights and develop optimal communication strategies. “Gen Z Trend Lab by GMO” leverages a real network with Gen Z to provide one-stop support for marketing tailored to rapidly changing trends.

企画から実行までワンストップで徹底サポート！



[Future Outlook]

In addition to building networks with influencers who have strong outreach on social media platforms, we will also establish connections with Gen Z creators who specialize in vertical video production. Moving forward, we aim to further expand the scope of our marketing support and continue to enhance the quality of our services.

[About GMO NIKKO] (URL: <https://www.koukoku.jp/>)

GMO NIKKO is a comprehensive marketing support company that creates new value centered on digital technology. We develop our own services utilizing cutting-edge technologies such as AI, contributing to achieving goals for advertiser companies—from branding to increasing customer loyalty—and supporting media companies in maximizing their revenue. Guided by our vision “Surprising Partner.,” we are committed to always being an irreplaceable partner that exceeds our clients’ expectations.

【Press Inquiry】

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【GMO NIKKO, Inc.】 (URL : <https://www.koukoku.jp/>)

Company Name	GMO NIKKO, Inc.
Location	SHIBUYA FUKURAS 9-16F 1-2-3, Dogenzaka, Shibuya-ku, Tokyo
Representative	Yuu Sakuma, President and CEO
Business	■ Integrated Marketing Support ■ Digital Marketing ■ Ad Technology ■ Media ■ Partner Sales ■ Tools and Solutions ■ App Marketing
Capital stock	100 million yen

【GMO Internet, Inc.】 (URL : <https://internet.gmo/>)

Company Name	GMO Internet, Inc. (TSE Prime Market Securities Code: 4784)
Location	Cerulean Tower 26-1 Sakuragaoka-cho, Shibuya-ku, Tokyo
Representative	Tadashi Ito, President and CEO
Business	■ Internet Infrastructure Domain Registration and Sales (Registrar Business) Cloud and Rental Server (Hosting Business) Internet Connectivity (ISP Business) ■ Internet Advertising and Media
Capital stock	500 million yen

【GMO Internet Group, Inc.】 (URL: <https://www.gmo.jp/>)

Company Name	GMO Internet Group, Inc. (TSE Prime Market Securities Code: 9449)
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Location	Cerulean Tower 26-1 Sakuragaoka-cho, Shibuya-ku, Tokyo
Representative	Masatoshi Kumagai, Founder, Chairman and Group CEO
Business	<p>■ Holding Company (Group Management Functions)</p> <p>Internet Infrastructure</p> <p>Internet Security</p> <p>Online Advertising and Media</p> <p>Internet Finance</p> <p>Crypto assets</p>
Capital stock	5 billion yen

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