

May 19, 2025

To Whom It May Concern in the Press

GMO NIKKO Inc.

**GMO NIKKO to Sponsor Japan's Premier Marketing Conference,
"Marketing Agenda 2025"**
**– GMO NIKKO will also give a presentation on a campaign made possible
through the world's first feature it offers, in collaboration with TikTok and
a major domestic retail company –**

GMO NIKKO Inc., a consolidated company of GMO Internet, Inc. and provider of comprehensive marketing support services (President and Executive Officer: Isamu Sakuma; hereinafter referred to as "GMO NIKKO"), will sponsor the "Premium Presentation" at "Marketing Agenda 2025" (<https://marketingagenda.jp/okinawa/>), Japan's premier marketing conference organized by Nanovation, Inc. (President: Hirofumi Nakano), to be held from Wednesday, May 21 to Friday, May 23, 2025, at Grand Mercure Okinawa Cape Zampa Resort.

Additionally, on the program scheduled for Wednesday, May 21, 2025, GMO NIKKO will present the latest case studies featuring the world's first *in-app instant win feature on TikTok* (*1), as well as strategies for maximizing the value of TikTok organic account management. These insights will showcase cutting-edge methods for marketers to rapidly and effectively reach Generation Z and beyond.



(*1) This is the world's first TikTok instant win campaign utilizing the TikTok Business Messaging API. For more details, please refer to the press release dated Monday, February 10, 2025: <https://internet.gmo/en/news/article/7/>

[Background of the Sponsorship]

“Marketing Agenda 2025” is a conference that brings together top marketers from leading domestic and international brands. It is designed to facilitate in-depth discussions on industry initiatives and problem-solving approaches, with the goal of fostering meaningful and practical professional networks.

We at GMO NIKKO support the purpose of this event—to create partnerships where clients and partners share challenges, collaborate, and grow together—which led us to sponsor the “Premium Presentation.”

On the program for Wednesday, May 21, 2025, Akio Kato, Head of the Short Video Division, Brand Strategy Department, Marketing Solutions Division at GMO NIKKO, will be joined by Shohei Takakura, Agency Partnership Manager, Global Business Solutions at TikTok for Business Japan, and a marketing representative from a major retail company. Together, they will present a successful case study of a TikTok campaign for the retailer that leveraged the world’s first in-app instant win feature using the TikTok Business Messaging API provided by GMO NIKKO.

[About “Marketing Agenda 2025”]

Date: Wednesday, May 21 – Friday, May 23, 2025

Venue: Grand Mercure Okinawa Cape Zampa Resort

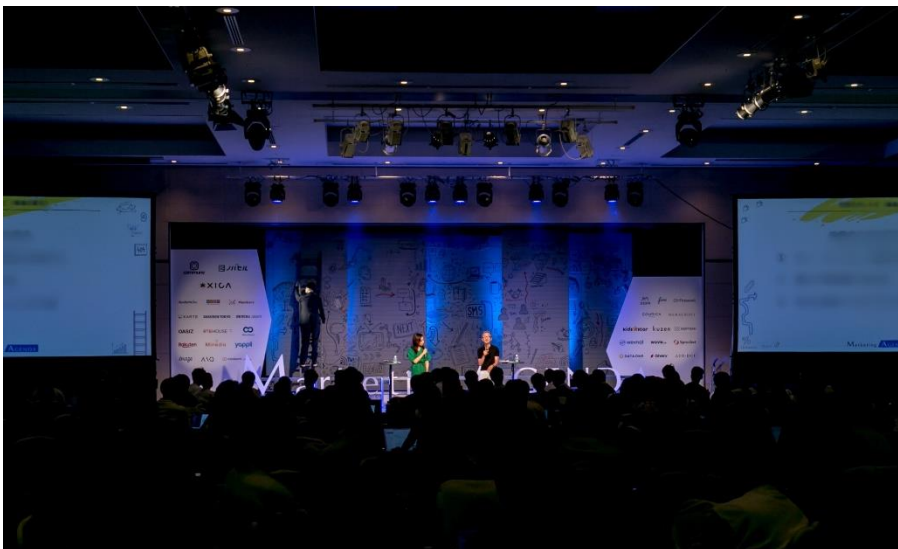
Location: 1575 Uza, Yomitan-son, Nakagami-gun, Okinawa 904-0394, Japan

Attendees: 350 participants

Organizer: Nanovation, Inc.

Special Partner: Agenda Note

Event Website: <https://marketingagenda.jp/okinawa/>



▲ Presentation from the Previous Year

[About Nanovation, Inc.] (URL: <https://nanovation-jp.com/>)

Guided by the corporate philosophy “Bringing knowledge and inspiration to communication worldwide,” Nanovation operates the following three businesses:

1) Conference Business

Nanovation organizes immersive conferences under the brand “Agenda” and large-scale

marketing forums such as “Ne Plus U.” These events attract more than 4,000 participants annually, primarily consisting of Japan’s leading marketers.

2) Media Business

The company operates a business centered around “Agenda note” (<https://agenda-note.com/>), a specialized web media platform for marketing. It comprehensively covers various marketing-related fields and shares practical insights and case studies for marketers across Japan.

3) Education Business

Through structured curriculums based on the real-world experience and strengths of active top marketers, Nanovation provides intensive training opportunities. These programs cover essential knowledge, mindsets, and frameworks for aspiring marketers.

Company Name: Nanovation, Inc.

Okinawa Headquarters: Yomitan Village Community Promotion Center, 2346-11 Kina, Yomitan-son, Nakagami-gun, Okinawa 904-0302, Japan

Tokyo Headquarters: EastWest 6F, 5-17-10 Hiroo, Shibuya-ku, Tokyo 150-0012, Japan

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

GMO NIKKO is a comprehensive marketing support company that creates new value through digital innovation. We develop our own services leveraging cutting-edge technologies such as AI, supporting advertiser clients in achieving their goals—from branding to enhancing customer loyalty—and helping media partners maximize their revenue.

With our vision “Surprising Partner.” we are committed to being an irreplaceable partner that consistently exceeds 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	<p>■ Integrated Marketing Support ■ Digital Marketing</p> <p>■ Ad Technology ■ Media ■ Partner Sales</p> <p>■ Tools and Solutions ■ App Marketing</p>
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	<p>■ Internet Infrastructure</p> <p>Domain Registration and Sales (Registrar Business)</p> <p>Cloud and Rental Server (Hosting Business)</p> <p>Internet Connectivity (ISP Business)</p> <p>■ Internet Advertising and Media</p>
Capital stock	500 million yen

[GMO Internet Group, Inc.] (URL : <https://group.gmo/>)

Company Name	GMO Internet Group, Inc. (TSE Prime Market Securities Code: 9449)
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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