

# Introduction of GREE, Inc.

Apr2017



# What we do

## Japan ( 2004 Founded )

Mobile Games

Advertising

Community  
and Media

Non Game  
(Lifestyle, Mobile Video)

Investment  
(GREE Japan + GREE Ventures)

## US ( 2011 Founded )

Mobile Games

US HQ  
(Funzio,  
Openfeint)

EU  
Studio

AU  
Studio  
(Twitch)

Investment  
(GREE Japan+ GVR Fund)

# US Strategy

## 1. Acquire Company to make business faster

- ✓ Funzio ( 2012 ) , OpenFeint ( 2011 ) , Twitch ( 2015 ) , Dragon Soul ( 2016 )

## 2. Local Management & Local Hire

- ✓ Only one Japanese in management
- ✓ Less than 10 Japanese



### Merit

- Speed
- Deep understand for local market
- Local Network
  - ✓ Hiring
  - ✓ Marketing
  - ✓ BizDev
  - ✓ Investment

### Demerit

- Less synergy between US and Japan