

Roomie: a Media Proposing a New Lifestyle Based on the Home, and Mediagene's Group Company Launches International Mandarin Edition

TNL Mediagene, a group company of Mediagene Inc. (Headquarters: Shibuya-ku, Tokyo; CEO: Motoko Imada), announced today (the 3rd) that its lifestyle media "Roomie" International Mandarin Edition (<https://www.roomie.tw/>) is officially launched. With the core concept of "The 'Beauty' Extended from Home," "Roomie" International Mandarin Edition is dedicated to sharing quality content related to "residences." It revolves around life, establishing a connection between people and space, and opening up a new era of lifestyle aesthetics for readers.



Mediagene Inc., which launched the original Japanese version of "Roomie," is a leading digital media company in Japan, founded in 1998. Currently, owns several original and licensed Japanese brands, including Gizmodo Japan, Business Insider Japan, Lifehacker Japan, Roomie and MASHING UP.

In May 2023, Mediagene Inc. merged with the pan-Asian digital media group, TNL Media Group, to form TNL Mediagene. This merger allows TNL Mediagene to provide high-quality and independent news, business, technology, science, sports, dining, and lifestyle content across Japan, Taiwan, and Southeast Asia. The launch of "Roomie" International Mandarin

Edition symbolizes TNL Mediagene's commitment to establishing a presence in both Taiwan and Japan and expanding its reach to the Asian market.

Launched as a Japanese web media in 2012, "Roomie" has garnered over 5.4million loyal readers, with the primary age group falling between 25 and 44 years old. The website receives over 16 million monthly visits, making it a leading media outlet in Japan's lifestyle genre. Specializing in introducing home appliances and daily necessities based on people's real-life experiences, it also quickly features fashion items that are likely to become popular, often sparking new trends. Its most popular section, "Every Person's Room," leads readers to unlock the diverse styles of room decor, reflecting "Roomie's" commitment to providing high-quality original content and attracting a large audience of lifestyle enthusiasts.

Joey Chung, CEO and Co-Founder of TNL Mediagene, stated, "For over twenty years, Mediagene has deeply cultivated the Japanese market, establishing 'Roomie' as a leading lifestyle media brand. Now, by combining Mediagene's strength in Japan with The News Lens' influence in Taiwan and Southeast Asia, we will provide more diverse and higher-quality content for Asian readers."

Motoko Imada, COO, President and Co-Founder of TNL Mediagene, commented, "This is the first time that Roomie has expanded overseas as a media brand of Mediagene by launching the International Mandarin Edition. This marks a significant first step for Japanese media to enter the global market. I hope that Roomie, with its strengths in the e-commerce domain, will succeed in the international Mandarin language market, and that this new challenge will contribute to the growth of TNL Mediagene group."

Mario Yang, Co-Founder and Chief Content Officer of TNL Mediagene, shared emotionally: "Ten years ago, we were just a small independent media outlet. Today, thanks to the collective efforts of all our partners in Taiwan and Japan, we have achieved our goal of providing Chinese readers around the world with more high-quality content. We look forward to the launch of the international Mandarin edition of Roomie, which we hope will bring more beauty and inspiration in home living styles to our readers. This is a very important milestone for us."

Richard Lee, CTO of TNL Mediagene, also said, "We are excited to bring 'Roomie,' a media brand beloved by Japanese readers, to Taiwan and introduce it to more Asian readers. Through 'Roomie,' we hope to inspire more people to explore the 'beauty in life' and take this opportunity to introduce Taiwanese readers to Japanese lifestyle aesthetics and details."

To better cater to Taiwanese readers' needs, 'Roomie' International Mandarin Edition will have a local editorial team. Readers will not only get first-hand information on Japanese home aesthetics but also find lifestyle inspirations that align with the local context in Taiwan. Besides content-writing, 'Roomie' International Mandarin Edition views social media engagement as a key to expanding in the Asian market, aiming to strengthen brand recall by presenting native content in various formats. In the future, 'Roomie' plans to collaborate with local brands and creators to launch cross-border projects, extending the aesthetics of home living to more diverse lifestyle areas.

The launch of 'Roomie' International Mandarin Edition marks a new strategic layout for TNL Mediagene in the field of lifestyle aesthetics. Through this significant media brand, TNL Mediagene will continue to cultivate the Asian market, bringing the essence of aesthetic quality to a broad readership. 'Home' will no longer be just a place to live but an ideal realm of imagination that transcends borders, redefining the standards of "tasteful living" with 'Roomie.'

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▼ About TNL Mediagene

TNL Mediagene is Asia's next-generation media company built around a portfolio of diverse and trusted digital media brands and a suite of AI-powered advertising and data analytics solutions. TNL Mediagene offers a wide-range of trusted digital media content in Japanese, Chinese and English to audiences primarily in Japan and Taiwan, with a vision to expand into other key East and Southeast Asian markets, and provides a suite of AI-powered advertising and data analytics technology tools and digital studio solutions that allow advertisers to connect with Millennials and Gen Zers in Asia. Its market-leading mobile ad network, data analytics and AI-powered advertising services allow the group to adeptly capture and offer advertisers and marketing customers deep user insights through zero-, first- and second-party databases and higher ROAS.

At the end of February 2024, TNL Mediagene's 22 media brands in Japan and Taiwan deliver high-quality, independent digital media content on subjects ranging from news and business, B2B media, technology and lifestyle and food to sports and entertainment. The company has offices in Japan, Taiwan and Hong Kong. Its investors include North Base Media; YouTube co-founder Steve Chen; Twitch co-founder Kevin Lin; Silicon Valley investor Tim Draper; Japanese digital advertising agency D.A. Consortium Inc.; and Yasuyoshi Yanagisawa, CEO

of FAN Communications Inc. It has announced plans to go public on Nasdaq via a merger with Blue Ocean Acquisition Corp. (Nasdaq: BOCN).

<https://www.tnlmediagene.com/>

▼ About Mediagene Inc.

Mediagene operates a total of 18 brands, including 15 media tailored for specific target communities and 3 commerce services. Our portfolio features Business Insider Japan, offering economic news for millennials; Gizmodo Japan, which covers tech and new products; MASHING UP, a community-driven media focused on fostering an inclusive future; and Machi-ya, a crowdfunding service specializing in gadgets.

<https://www.mediagene.co.jp/>

For further information, please contact

Mediagene Inc. Public Relations

<https://www.mediagene.co.jp/about#contact>