



FY2024.7

# Business Results

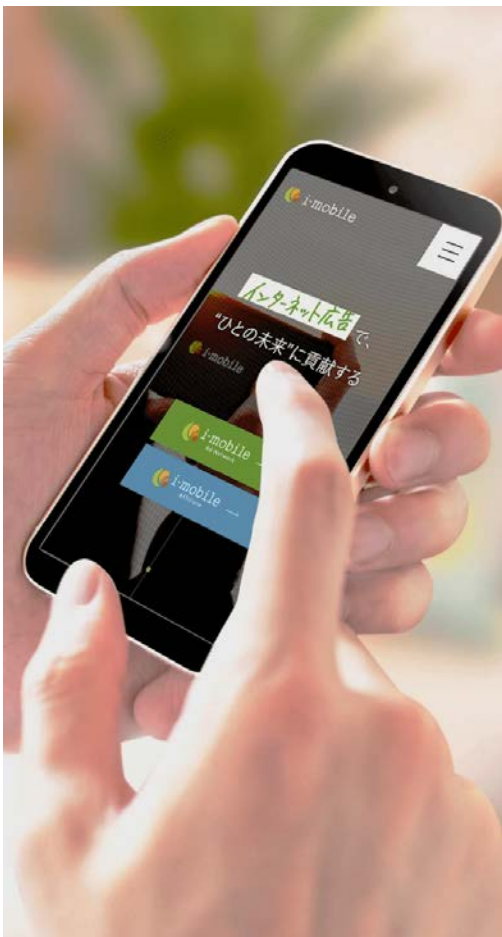
i-mobile Co., Ltd.

(Stock Code 6535, TSE Prime Section)

September 12, 2024



# Corporate Philosophy



## Vision

Creating a Business for the Future

“ひとの未来”に貢献する事業を創造し続ける

### - Mission

Enhancing User Experience with Internet Marketing

マーケティングで価値ある体験を提供し続ける

### - Values

Smile × Growth × Team

笑顔 × 成長 × チーム

FY2024.7


# Financial Highlights

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# Executive Summary (1)

## Achieved record-high net sales, and operating profit exceeding the previous year's level

 **i-mobile**  
**Consolidated  
results**  
(FY2024 Cumulative Period)

Achieved a rise in both net sales and operating profit against the backdrop of strong business. We were unable to meet the forecast as planned due to a delayed recording term of net sales, advance accounting of head office relocation expenses, and other factors.

 **ふるなび**

Against the backdrop of stable high growth of the market, measures to acquire new customers, strengthen unique gifts in return, and efficient sales promotion were successful, resulting in reaching the record-high total amount of donation received and achieving an increase in net sales and operating profit.

 **OHTE**

Increases in the number of releasing new titles and collaboration with other companies contributed to acquiring the new customers, and stable MAU\* resulting in the achievement of a rise in both net sales and operating profit.

**Shareholder's  
return**

Decided on a payout ratio benchmark of 50 % for the four-year period from FY07/24 to FY07/27. The year-end dividend was increased year on year to 22 yen (payout ratio: 52.2%).

\* MAU refers to Monthly Active Users, indicating the number of active users per month.

# Executive Summary (2)

(Unit: Millions of yen)

		FY07/23 Cumulative Period	FY07/24 Cumulative Period	YoY (%)	Forecast	% of forecast
<b>Consolidated results</b>	Net sales	16,426	<b>18,735</b>	114.1%	20,000	93.7%
	Operating profit* <sup>1</sup> (OPM)	3,525 (21.5%)	<b>3,549</b> (18.9%)	100.7%	3,800 (19.0%)	93.4%
	Profit* <sup>2</sup>	2,404	<b>2,420</b>	100.7%	2,600	93.1%
<b>Consumer Service</b>	Net sales	13,285	<b>15,950</b>	120.1%	17,000	93.8%
	Operating profit (OPM)	2,976 (22.4%)	<b>3,446</b> (21.6%)	115.8% <sup>*3</sup>	3,300 (19.4%)	104.4%
<b>Online Advertising</b>	Net sales	3,180	<b>2,756</b>	86.7%	2,940	93.7%
	Operating profit (OPM)	667 (21.0%)	<b>333</b> (12.1%)	49.9% <sup>*3</sup>	670 (22.8%)	49.7%

\*1 We have determined the date of leave of the former head office as it proceeds with the relocation of its head office. Consequently, it has shortened the service life of fixed assets whose use is not expected following the relocation. For this reason, the operating profit for the current fiscal year is 43 million yen below figures obtained using the previous accounting method.

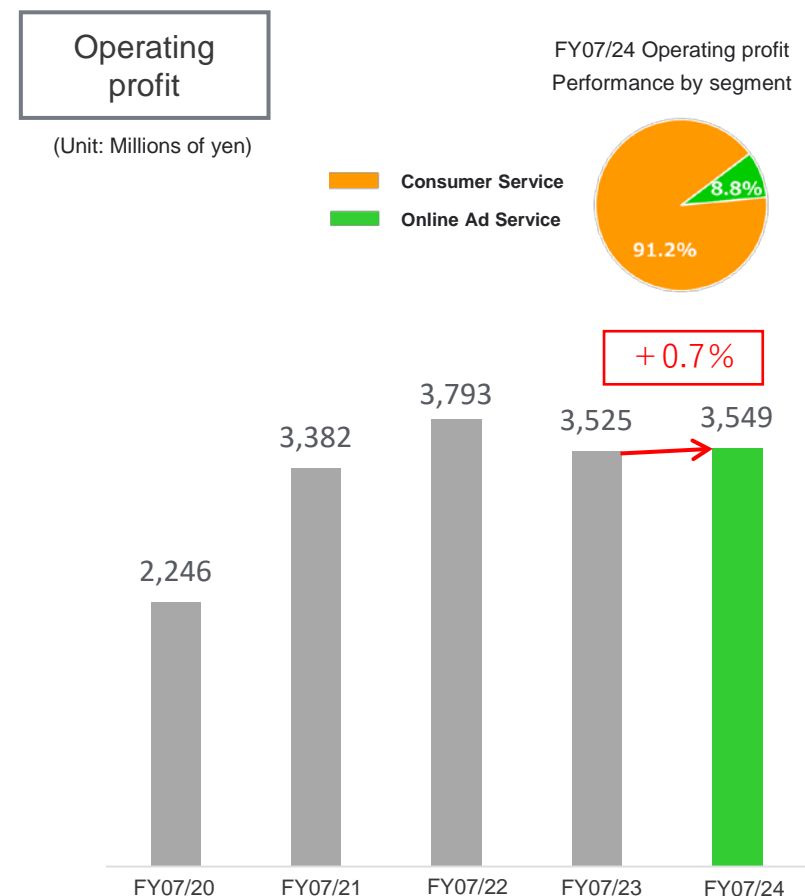
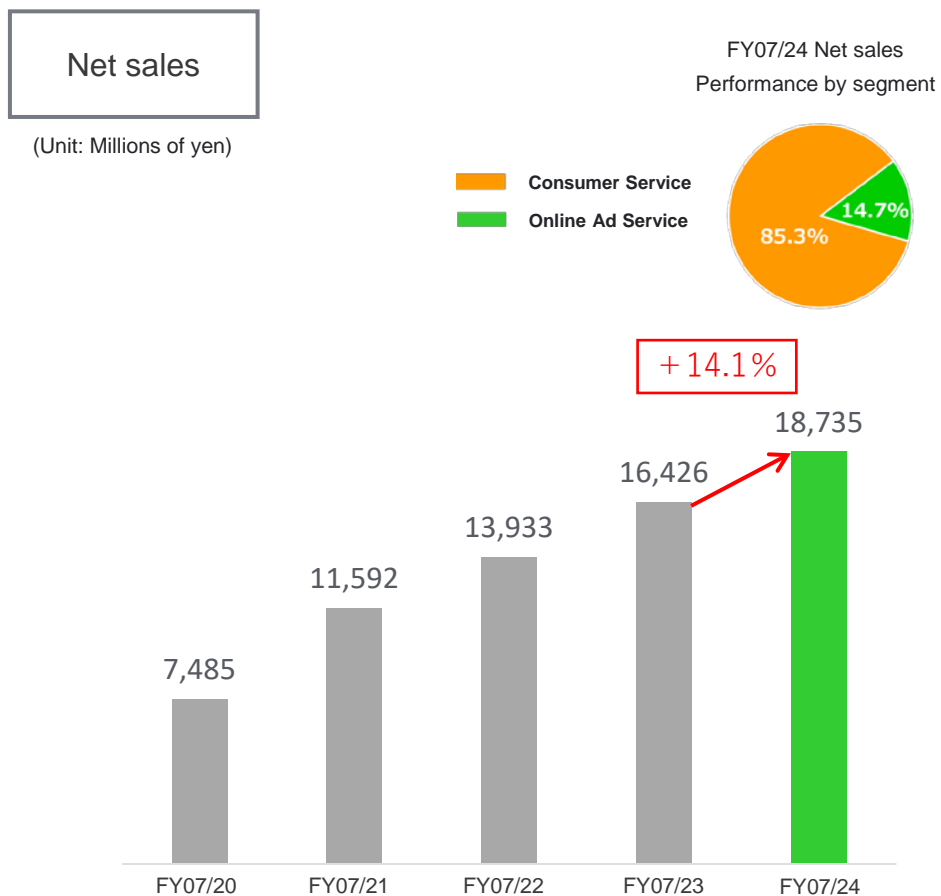
\*2 "Profit" refers to "Profit attributable to owners of parent" in this document.

\*3 Effective from the fiscal year ended July 31, 2024, the method of allocating corporate expenses to segments was changed. If calculated using the previous allocation method, the Consumer Service business and the Online Advertising business stand at 118.8% and 36.5%, respectively, compared with the same period of the previous fiscal year.

# Annual Changes in Consolidated Net Sales and Operating Profit

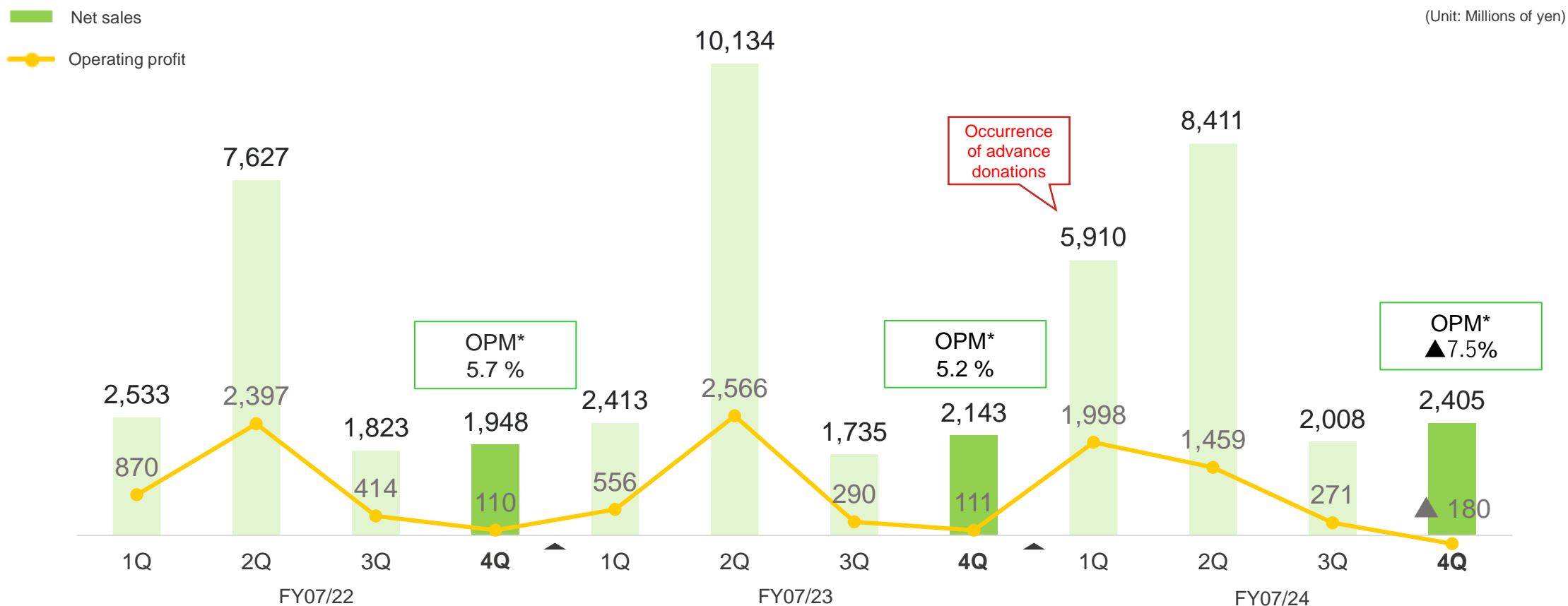
Net sales significantly increased driven largely by Hometown Tax Donation business.

Operating profit slightly rose, due to increases in human capital cost, head office relocation expenses, and expenses incurred for demonstration testing for Green Energy business, despite a decrease in sales promotion expenses as a result of staggering of sales peaks.



# Quarterly Changes in Consolidated Net Sales and Operating Profit

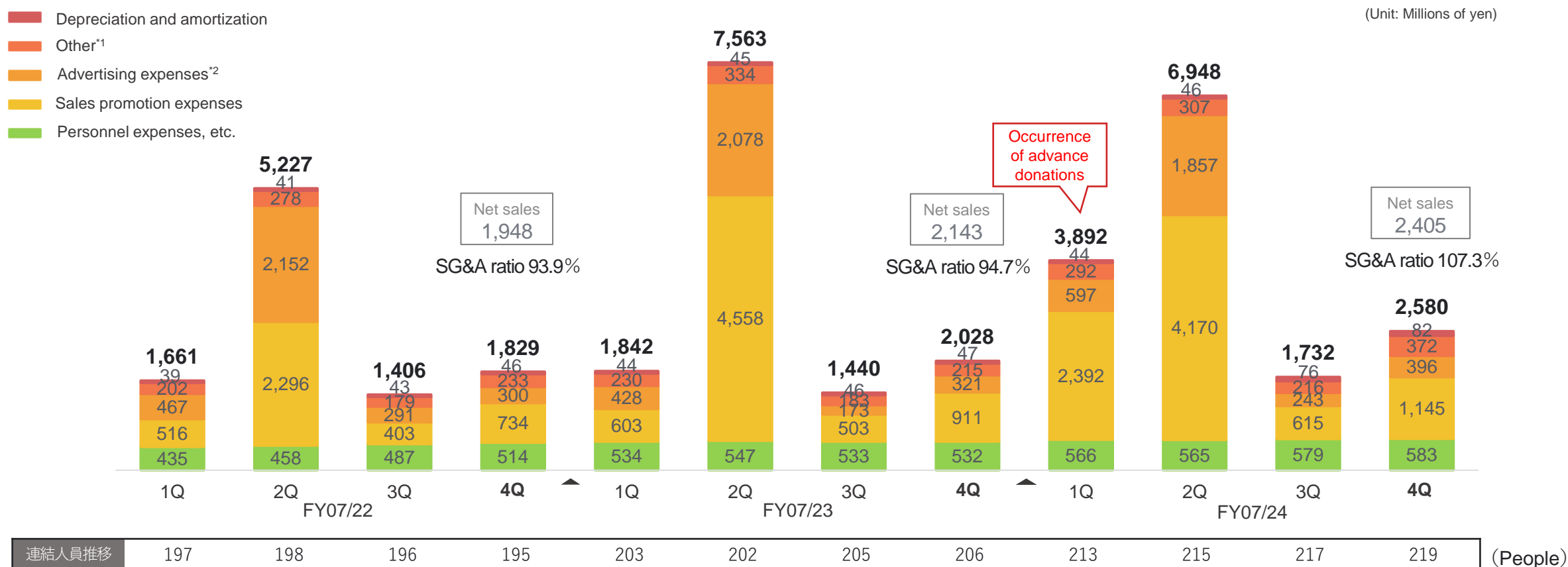
Operating profit decreased compared with the same quarter of the previous fiscal year because of increases of sales promotion expenses due to a delayed recording term of net sales and expenses due to advance accounting of head office relocation expenses, though the business performance remained strong.



\*OPM : Operating Profit Margin

# Quarterly Changes in Consolidated SG&A Expenses

Increases in sales promotion expenses in the Hometown Tax Donation business and advertising expenses due to new title releases in the App Operation business, hiring personnel in line with the management strategy, and incurred head office relocation expenses led to an increase in SG&A ratio compared with the same quarter of the previous fiscal year.



\*1 Mainly consists of communication expenses, commission expenses, rent expenses on land and buildings, travel and transportation expenses.

\*2 Advertising expenses include the cost of TV commercials that were aired in the FY07/22 Q1 through Q3, FY07/23 Q1 through Q4, and FY07/24 Q1 through Q2.



# Quarterly Changes in Promotion Cost (as % of Net Sales)

Ratio of promotion cost as % of net sales rose compare with the same quarter of the previous fiscal year due to an increase of sales promotion expenses for retention measures and delayed recording term of sales in Hometown Tax Donation business.



■ Promotion cost consists of promotion expenses and advertising expenses.

**Segment Analysis**

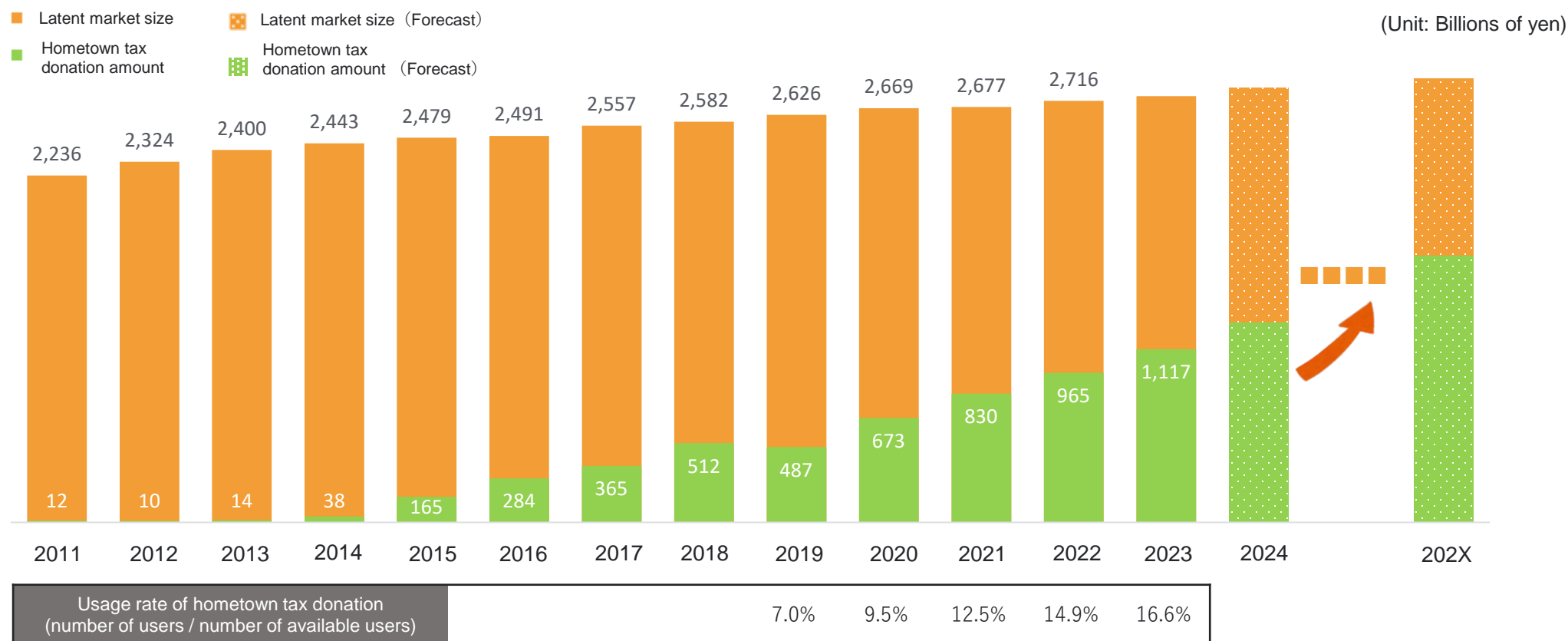
# **Consumer Service**

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# Trends in Hometown Tax Donation Market

The actual amount received in hometown tax donations is steadily increasing. In terms of the potential size of hometown tax donations (latent market size), the business still has room for growth\*. We expect this business to expand further as the system becomes stabilized and gains publicity.



■ The latent market size of hometown tax donations for 2011 through 2022 was calculated by i-mobile (using the individual resident tax revenue of 20%), based on the data from *White Paper on Local Public Finance* published by the Ministry of Internal Affairs and Communications of Japan.

■ The hometown tax donation amount for the years from 2011 through 2023 was calculated based on the data from *Survey on Hometown Tax Donation* published by the Ministry of Internal Affairs and Communications on Aug 02, 2024.

■ The usage rate of hometown tax donation is calculated by the Company with reference to "Actual Results of Residence Tax Deduction for Taxation in Each Fiscal Year" and "Survey of Municipal Taxation Status in Each Fiscal Year," both published by the Ministry of Internal Affairs and Communications.

\* The amounts were calculated based on the market size and growth potential estimated by i-mobile. Note that the amounts may differ from the statistical figures.

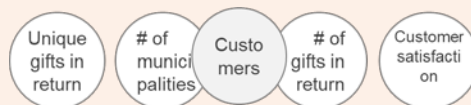
# Full-Year Business Results for FY07/24

## Priority Measure

### Early establishment of competitive edge

Securing of market power with the acquisition of a 20% market share

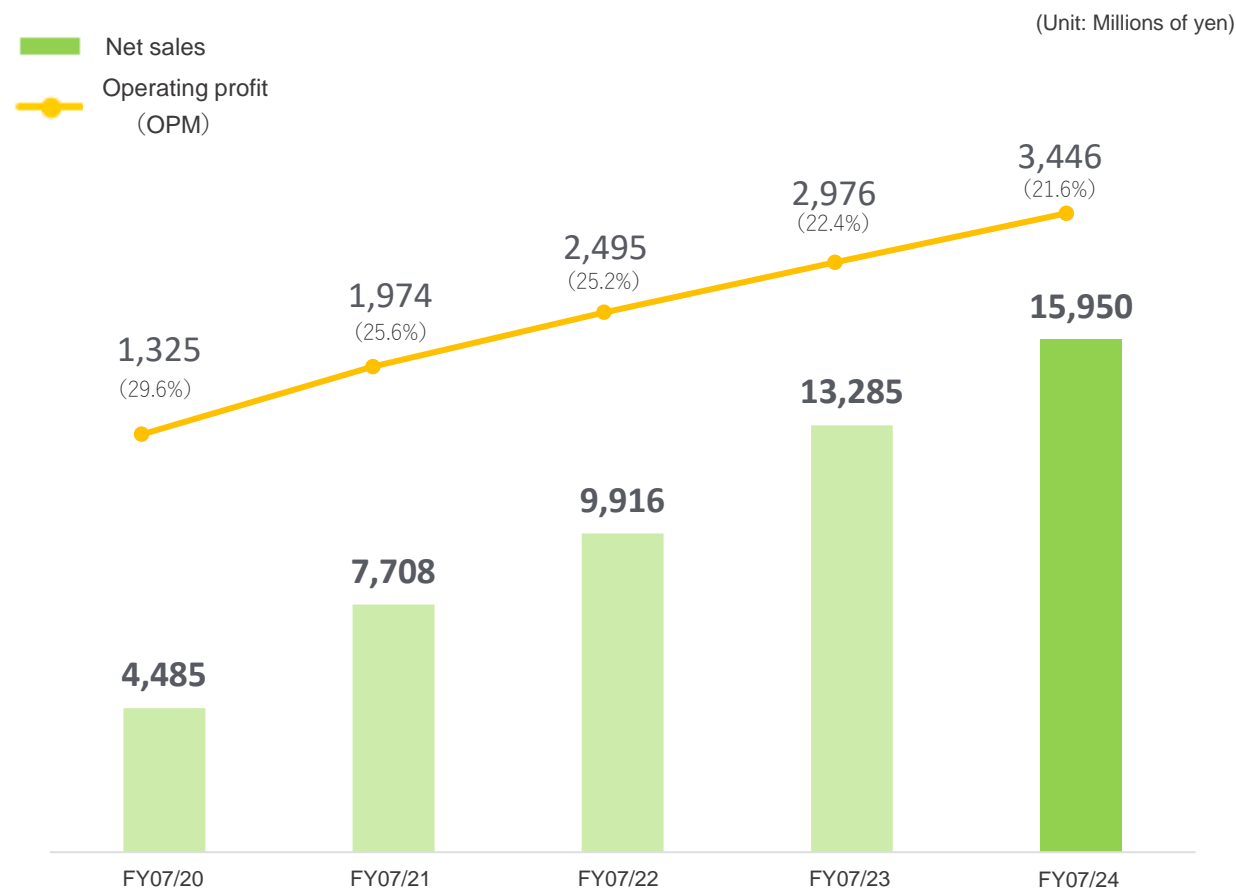
----- Valuation for FY07/24-----



- Strengthening of sales promotion to acquire new customers
  - Enhancement of unique gifts in return and increase in number of goods handled
  - Expansion of web portal functions
  - Immediate goal of 1,500 contracted municipalities
- On track

Net sales : YoY **120.1%**    **93.8%** of forecast  
 Operating profit : YoY **115.8%**    **104.4%** of forecast

## 【 Trends in Net Sales and Operating Profit 】

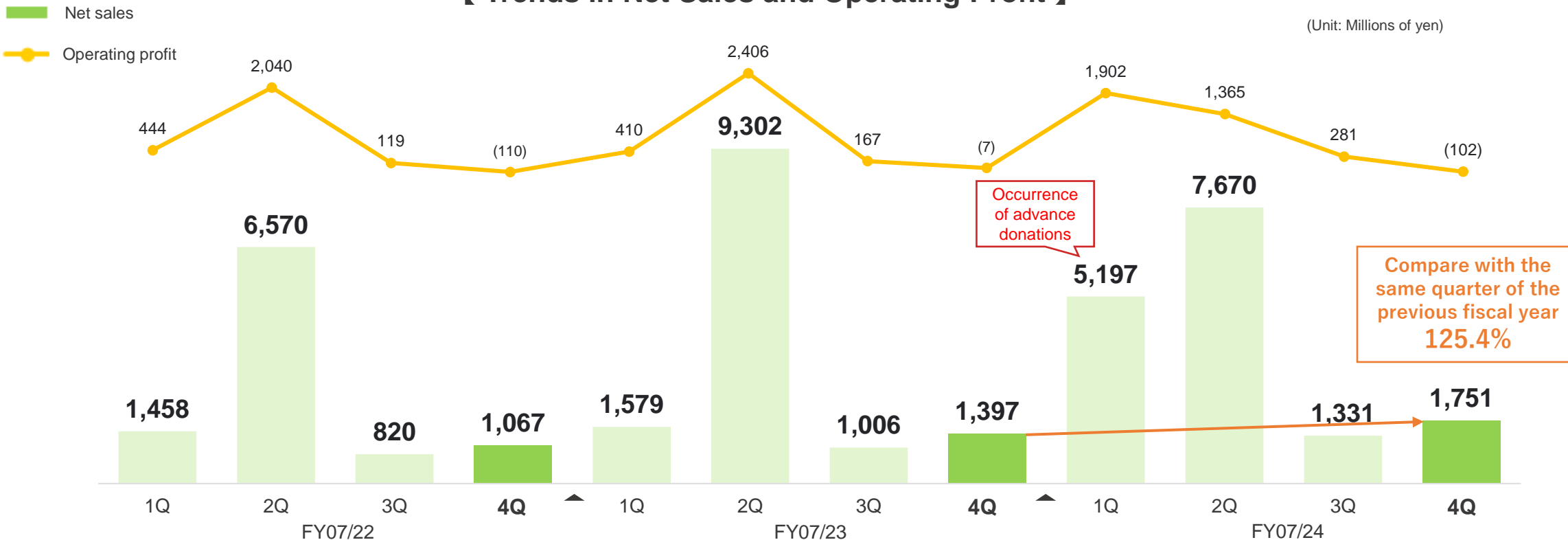


■ The term YoY used on this slide represents a comparison between the consolidated fiscal year ended July 31, 2024 with the consolidated fiscal year ended July 31, 2023.

# Quarterly Earnings with Results for FY07/24 Q4

Net sales significantly increased compared with the same quarter of the previous fiscal year thanks to aggressive promotions. Operating profit decreased compared with the same quarter of the previous fiscal year due to an increase of sales promotion expenses for retention measures and delayed recording term of sales.

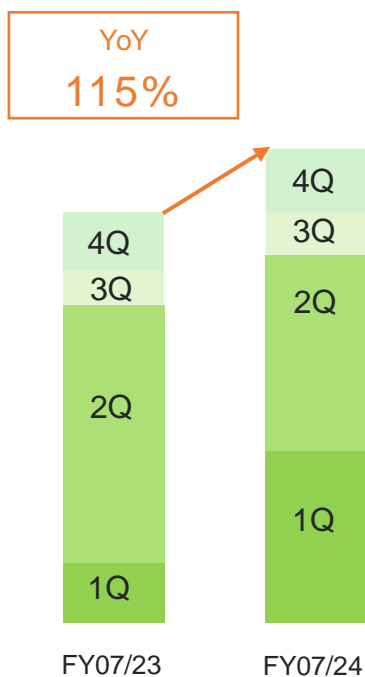
【 Trends in Net Sales and Operating Profit 】



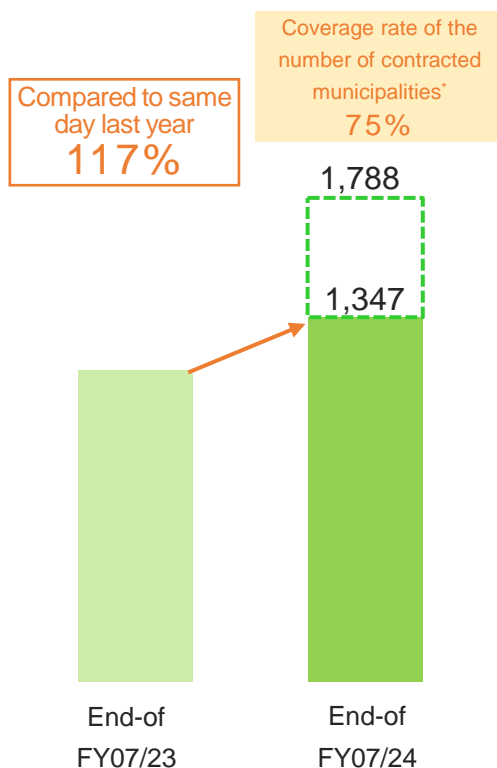
# Growth of Hometown Tax Donation business



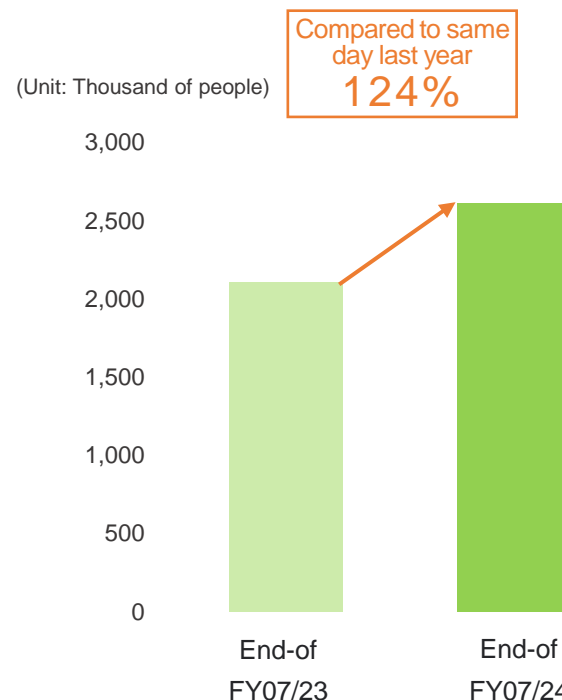
### Actual number of donations



### Number of contracted municipalities

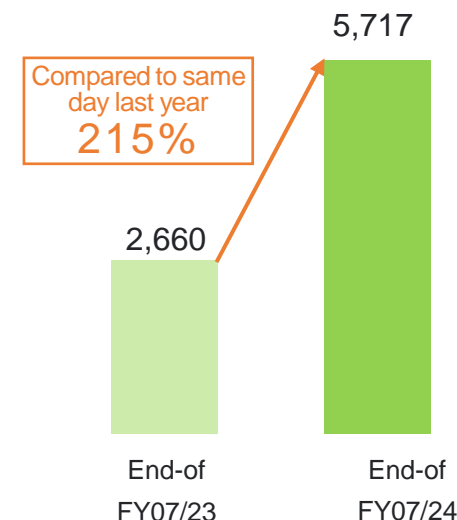


### Number of members



**Net sales 180%**  
(Compared with the same quarter of the previous fiscal year)

### Number of contracted facilities



■ The term YoY used on this slide represents a comparison between the cumulative period ended July 31, 2024 and the cumulative period ended July 31, 2023.

\* The total number of municipalities is set at 1,788 in the calculations as per investigations based on the Fourth Basic Environment Plan announced by the Ministry of the Environment.

**Segment Analysis**

# **Online Advertising**

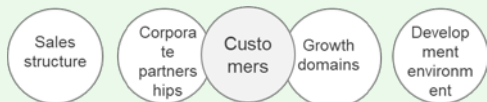
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# Full-Year Business Results for FY07/24

## Priority Measure

### Shift to growth areas and customer securement

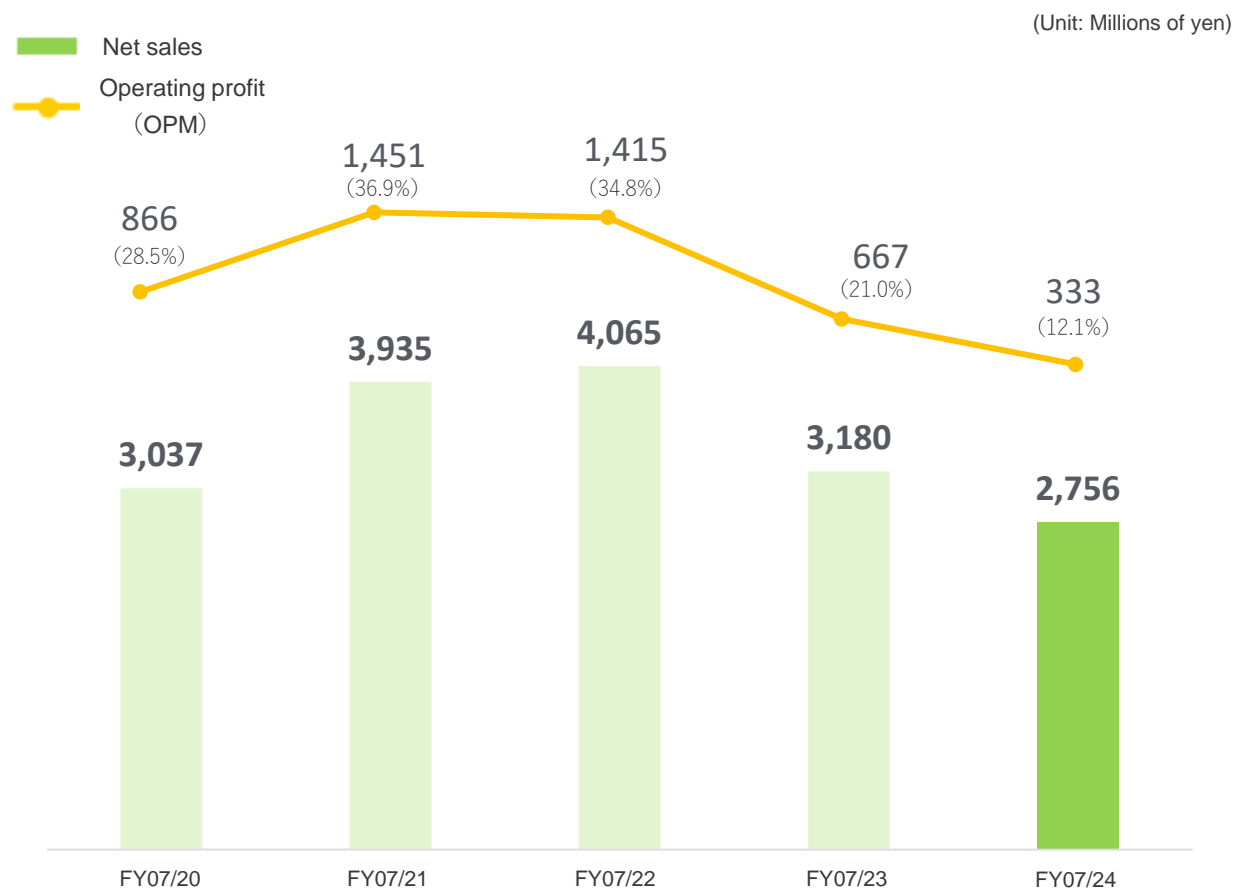


----- Valuation for FY07/24 -----

- Growth acceleration of the Influencer Marketing business ➤ **Continuous investment**
- Provision of new services in line with trends ➤
- Renewal of video services ➤
- Release of 4 app titles ➤
- Customer acquisition through rebuilding of the sales structure ➤

Net sales : YoY **86.7%** **93.7%** of forecast  
 Operating profit : YoY **49.9%** **49.7%** of forecast

## 【 Trends in Net Sales and Operating Profit 】



\*The term YoY used on this slide represents a comparison between the consolidated fiscal year ended July 31, 2024 with the consolidated fiscal year ended July 31, 2023.



# Quarterly Earnings with Results for FY07/24 Q4(1)

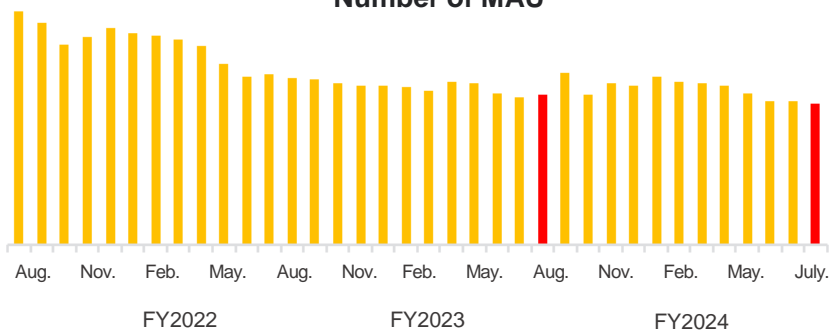
## 1 App Operation Business



- ✓ With the effect of new titles, MAU\*1 remained stable. Released “Reversi de Kensho” in this quarter.
- ✓ Newly entered the poikatsu\*2 market. Developed and provided “Trima Solitaire” through collaboration with Trima.



Number of MAU



## 2 Media Solution Business



- ✓ The number of active partners grew steadily and reached new record high.
- ✓ Contributed to revenue by realizing the maximization of advertising revenue for partner media through the introduction of a new ad format.

Number of active partners\*3



## 3 Ad Platform Business



- ✓ Given a challenging market environment in the Ad Network business, expand business investment in the Influencer Marketing business, a growth market. Strengthen the revenue base of the Influencer Marketing business by providing services that enable advertisers to utilize SNS marketing with confidence.

\*1 MAU refers to Monthly Active Users, indicating the number of active users per month. This graph shows changes based on the average value in the 30 days at the end of each month.

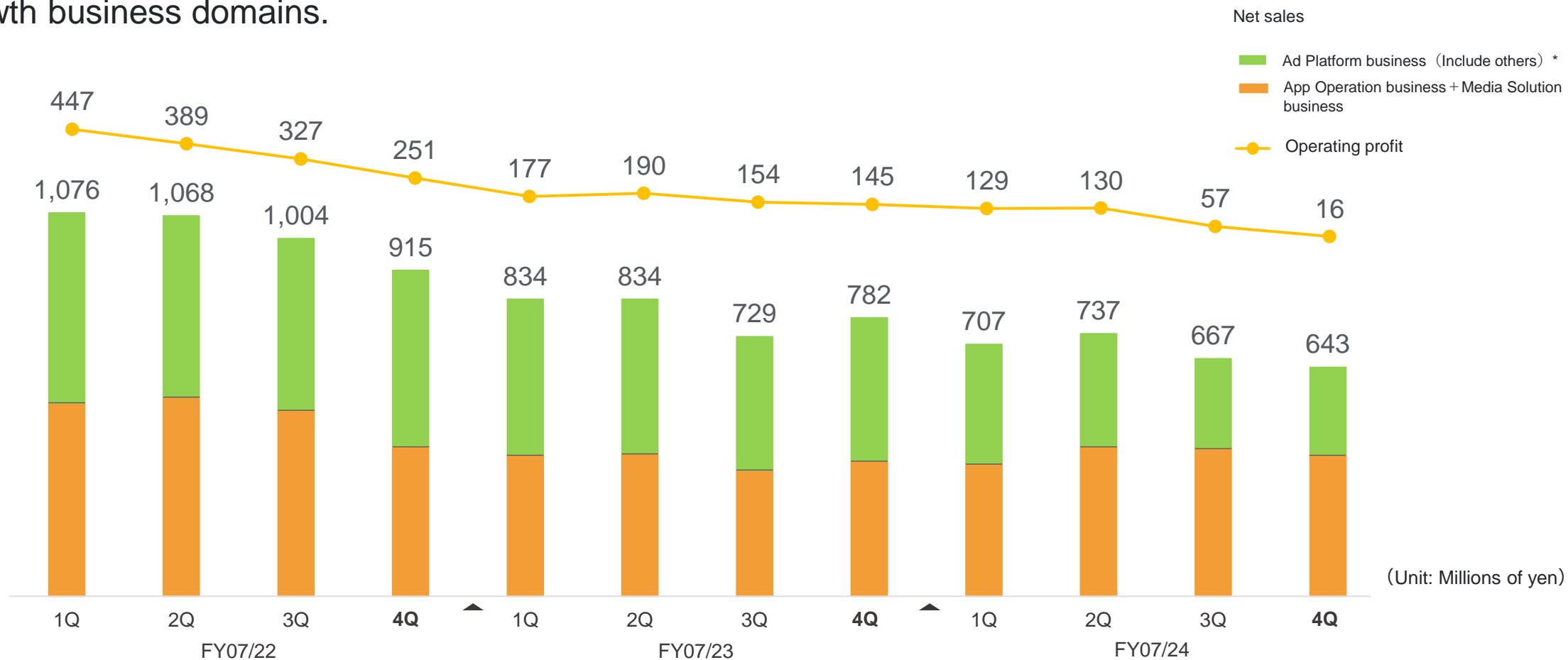
Additionally, the above graph does not include the figures of Trima Solitaire.

\*2 It is an abbreviation for “point-saving activity,” a generic term for accumulating points and using accumulated points.

\*3 The method of counting active partners has been changed from the current quarter.

# Quarterly Earnings with Results for FY07/24 Q4(2)

Despite a steady progression of the App Operation business and the Media Solution business, Net sales and operating profit decreased due to the significant impact of lower revenues in the Ad Network business. Striving to restore the revenue base through continuing investments in growth business domains.



(Unit: Millions of yen)

\* Net sales from the Media Solution business using the Company's own platform have been reclassified in the Ad Platform Business in the calculations.

Overview of New Business

# Green Energy Business

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# Progress of Demonstration Testing

## Promoting a decarbonized society with marketing and technology and achieving regional revitalization

### Status of constructing solar power facilities

We commenced operations of a solar sharing power plant in Sakuragawa City, Ibaraki Prefecture. When the planned **90 sites** (15 currently in operation) are completed, total power generation will exceed 10 megawatts\*.

\*This is enough electricity to power 3,000 average households' worth of electricity.



- Aug. 26, 2024 Began electricity sales at the 15th solar power plant (Sakuragawa City, Ibaraki Prefecture, ground-mounted type)
- Jun. 13, 2024 Started cooperation with Marubeni Power Retail Corporation and Sun Village Co., Ltd.
- Feb. 17, 2023 Concluded comprehensive partnership agreement with Meiwa Town in Mie Prefecture
- Jan. 20, 2023 Started selling power at the Company's second solar sharing power plant (Oyama City, Tochigi Prefecture)
- Dec. 23, 2021 Concluded business partnership with UPDATER, Inc. (formerly Minna Denryoku)  
Began providing "electricity points" as a gift in return for hometown tax donations
- Mar. 22, 2017 Concluded capital partnership with Loop
- May. 31, 2016 Started selling electricity at the first solar sharing power plant (Omitama City, Ibaraki Prefecture, ground-mounted type)



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EVチャージ

### Installation status of "Furunavi EV Charge," an EV recharging service

We have started to install an EV recharging stand "Furunavi EV Charge" utilizing the partnerships with municipalities and lodging facilities developed through the Hometown Tax Donation business. Steady progress against the initial plan (initial target of 100 units). For example, newly started service at Hotel Okura Kyoto.

FY2025.7

# Earnings Forecast

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# Consolidated Earnings Forecast for FY07/25

Aim to increase net sales and operating profit by securing a market advantage for medium- to long-term stable profitability via strengthening the foundation of the Hometown Tax Donation business, and concentrating on promoting the App Operation business and other businesses, our strategic areas, and new businesses, and investing in human capital.

(Unit: Millions of yen)

Item	Full-Year Results of FY07/24	New method			Conventional method			
		Full-Year Forecasts for FY07/25 <sup>*2</sup>	YoY	Changes	(Reference) Full-Year Forecasts for FY07/25 <sup>*2</sup>	YoY	Changes	
Consolidated results	Net sales	18,735	<b>23,000</b>	+ 4,264	+ 22.8%	<b>22,280</b>	+ 3,544	+ 18.9%
	Operating profit (Operating profit margin)	3,549 (18.9%)	<b>4,500</b> (19.6%)	+ 950	+ 26.8%	<b>3,800</b> (17.1%)	+ 250	+ 7.1%
	Profit <sup>*1</sup> (Net profit margin)	2,420 (12.9%)	<b>2,950</b> (12.8%)	+ 529	+ 21.9%	<b>2,500</b> (11.2%)	+ 79	+ 3.3%

\*1 "Profit" refers to "Profit attributable to owners of parent" in this document

\*2 In the Consumer Service business, revenue has been recorded each time a municipality approves (accepts) a donation, and depending on the timing of the municipality's approval (accepts), there have been cases where revenue was shifted to the next fiscal period. In the fiscal year ending July 31, 2025, due to changes in contracts with municipalities, a special factor is expected to occur, whereby sales that were previously shifted to the next month (next fiscal year) at the end of the fiscal period will be recorded in the current month (during the current fiscal year).

# Earnings Forecasts by Segment for FY07/25

Sales and profit increase in the Consumer Service business due to expand market share through functional improvement and sales promotion, and promote related business.

In the Online Advertising business, we plan to maintain profit levels similar to the previous year by strengthening the profitability in the App Operation business.

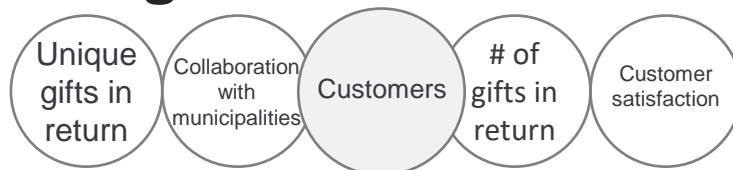
Item		Full-Year Results of FY07/24	New method			Conventional method		
			Full-Year Forecasts for FY07/25*	YoY	Changes	Full-Year Forecasts for FY07/25*	YoY	Changes
Consumer Service	Net sales	15,950	<b>20,200</b>	+ 4,249	+ 26.6%	<b>19,480</b>	+ 3,529	+ 22.1%
	Segment profit	3,446	<b>4,200</b>	+ 753	+ 21.9%	<b>3,500</b>	+ 53	+ 1.5%
	(OPM)	21.6%	<b>20.8%</b>	—	—	<b>18.0%</b>	—	—
Online Advertising	Net sales	2,756	<b>2,760</b>	+ 3	+ 0.1%	<b>2,760</b>	+ 3	+ 0.1%
	Segment profit	333	<b>340</b>	+ 6	+ 2.1%	<b>340</b>	+ 6	+ 2.1%
	(OPM)	12.1%	<b>12.3%</b>	—	—	<b>12.3%</b>	—	—

(Unit: Millions of yen)


\* In the Consumer Service business, revenue has been recorded each time a municipality approves (accepts) a donation, and depending on the timing of the municipality's approval (accepts), there have been cases where revenue was shifted to the next fiscal period. In the fiscal year ending July 31, 2025, due to changes in contracts with municipalities, a special factor is expected to occur, whereby sales that were previously shifted to the next month (next fiscal year) at the end of the fiscal period will be recorded in the current month (during the current fiscal year).

Market expansion through increased recognition of the system and  
Early establishment of competitive edge

Medium-term goal is to achieve 20% market share



## Sales promotion and improved user convenience to acquire new customers

-  ふるなびトラベル Release of accommodation reservation system
- Release of the Furunavi App
- Sales promotion measures to acquire new customers with a view to the potential for market growth



## Strengthening collaboration with municipalities, leading to the promotion of regional revitalization and sustainable growth

- Promotion of an agency service for hometown tax donations \*. Improving operational efficiency in local areas and stronger communication of the appeal of municipalities.



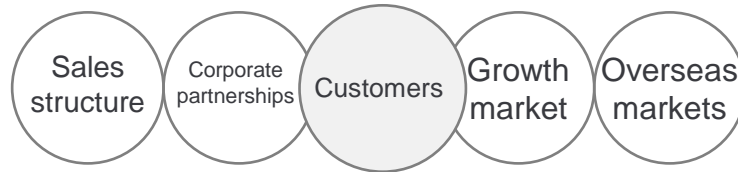
## Expansion of related business, enhancement of unique gifts in return, and increase in number of gift in return handled and contracted municipalities

\*Agency service for hometown tax donations: acting as an agent for complex operations of hometown tax donations, such as posting on portal sites, delivery management, and response to businesses and donors.



# Business Strategy for FY07/25 (Online Advertising)

## Restructuring of business portfolio and promote growth investments in new businesses



### Expansion of the customer base, market, and revenue model for the App operation business

- Diversify revenue models and acquire new customers by entering new markets such as overseas
- Enhancing LTV\* through improving the functionality of existing titles and recall measures for existing customers



### Shift in the Ad Platform business portfolio area

- Shifting customer base to growth markets in the Ad Network business and optimizing the business structure
- Monetization through strategic investment in influencer marketing business



### Expanding the number of contracted partners in the Media Solution business through customer development in new areas

\* LTV : Life Time Value. A metric that indicates the profit a company can gain from a customer over the period from the start to the end of their usage

# Hometown Tax Donation Market Our Approach to the External Environment



Revision of the Hometown Tax Donation system announced by the Ministry of Internal Affairs and Communications of Japan

Threat of new major companies entering the market

No particular concern about the relationship with the competition, though the strategy needs to be modified and is a cost factor

Entering the market with large customers and economies is a threat but also an opportunity for further market expansion

- ✓ Prohibit advertising that emphasizes gifts in return  
( Scheduled to take effect in October 2024 )
- ✓ Establish new restrictions of use for nationwide lodging facilities chain  
( Scheduled to take effect in October 2024 )
- ✓ Virtually prohibit the granting of points to donors  
( Scheduled to take effect in October 2025 )

- ✓ Largest user base in Japan
- ✓ Mutual customer referral for services within the group
- ✓ Diverse promotional opportunities including settlement

↓  
There is concern about a decline in earnings due to intensified competition and rising cost pressures.

All of the changes in the external environment have already been anticipated, and we have already considered and prepared proactive measures. As the Hometown Tax Donation market is highly expected to grow further, we will promote business operations in accordance with the purpose of the system at the time of establishment, including measures to further strengthen our competitive advantage.

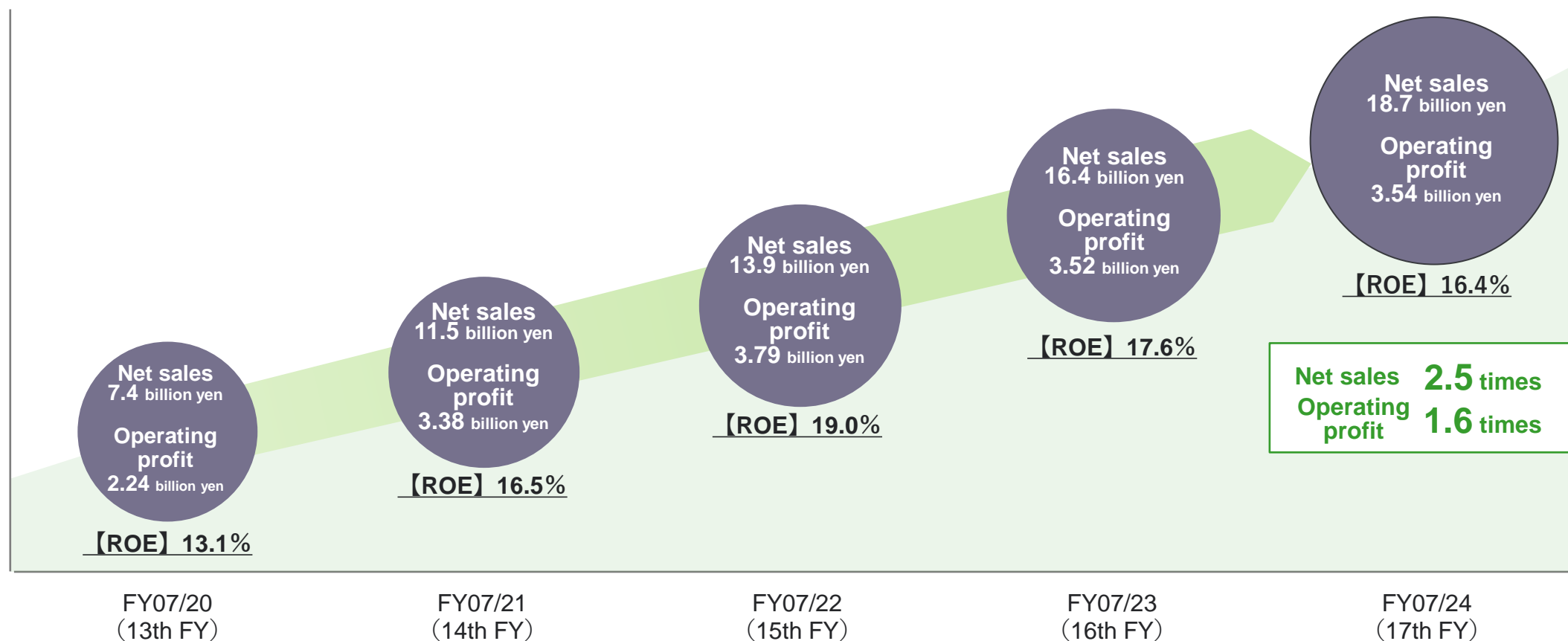
FY2025.7 to FY2027.7

# Three-year medium-term management plan



## Results for the Last Five Years (FY07/20 to FY07/24)

Continued steady growth, we achieved 2.5 times net sales and 1.6 times operating profit compared to the 13th period



## Four Issues to be Solved

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### **Establish a strong revenue base**

- Shift to business that maximizes long-term earnings

### **Realize sustainable growth**

- Invest in asset-driven business

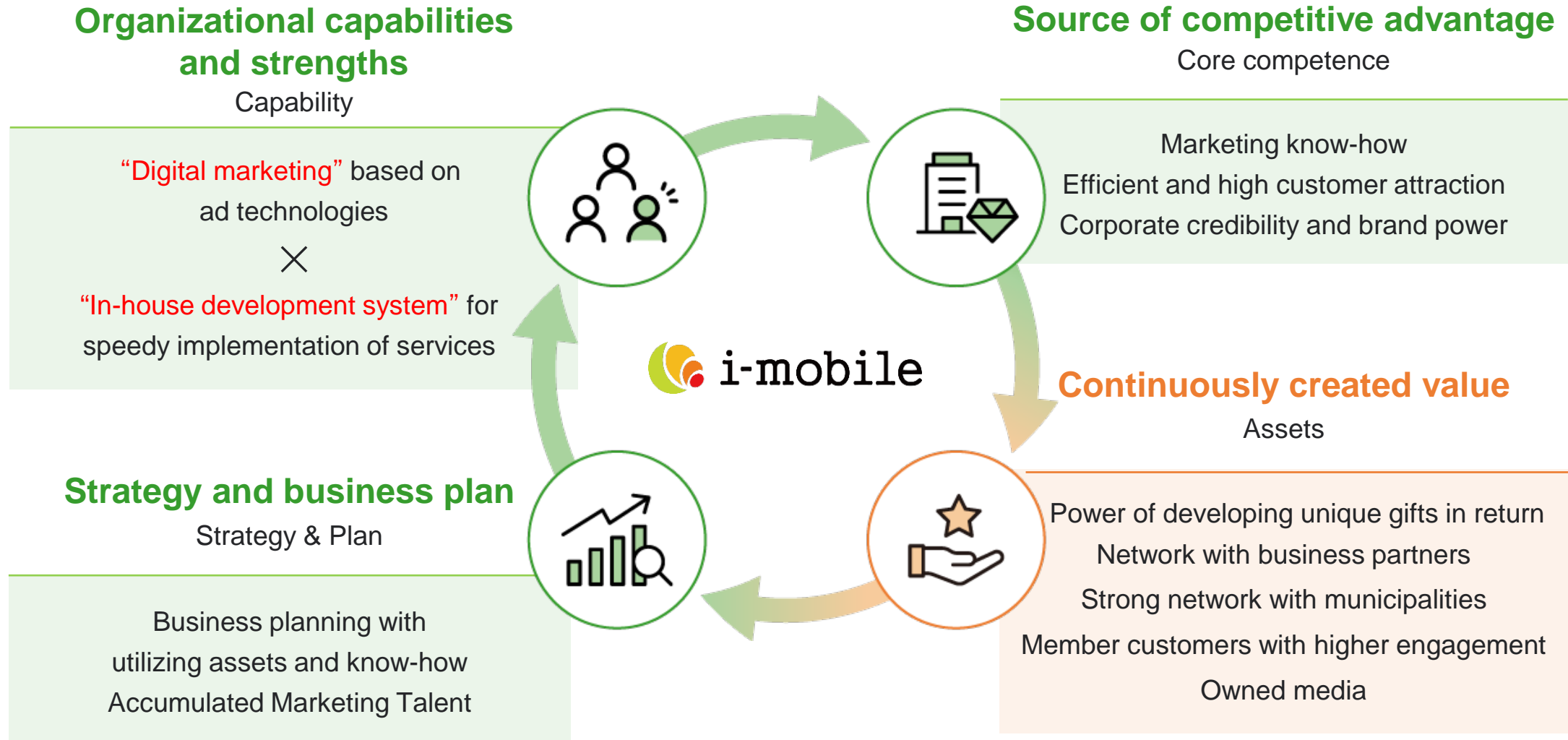
### **Respond to changes in customer behaviours and consumer lifestyles**

- Restructure business portfolio in response to market environments

### **Establish a long-term stable management base**

- Improve capital efficiency and promote sustainability management

# Business Growth Loop



# Three-year medium-term business strategies

## Medium-Term Strategies



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### Improve “Furunavi” business LTV

- Acquire competitive advantage to maximize long-term earnings base

Strategy

#### Invest in growing Furunavi-related services

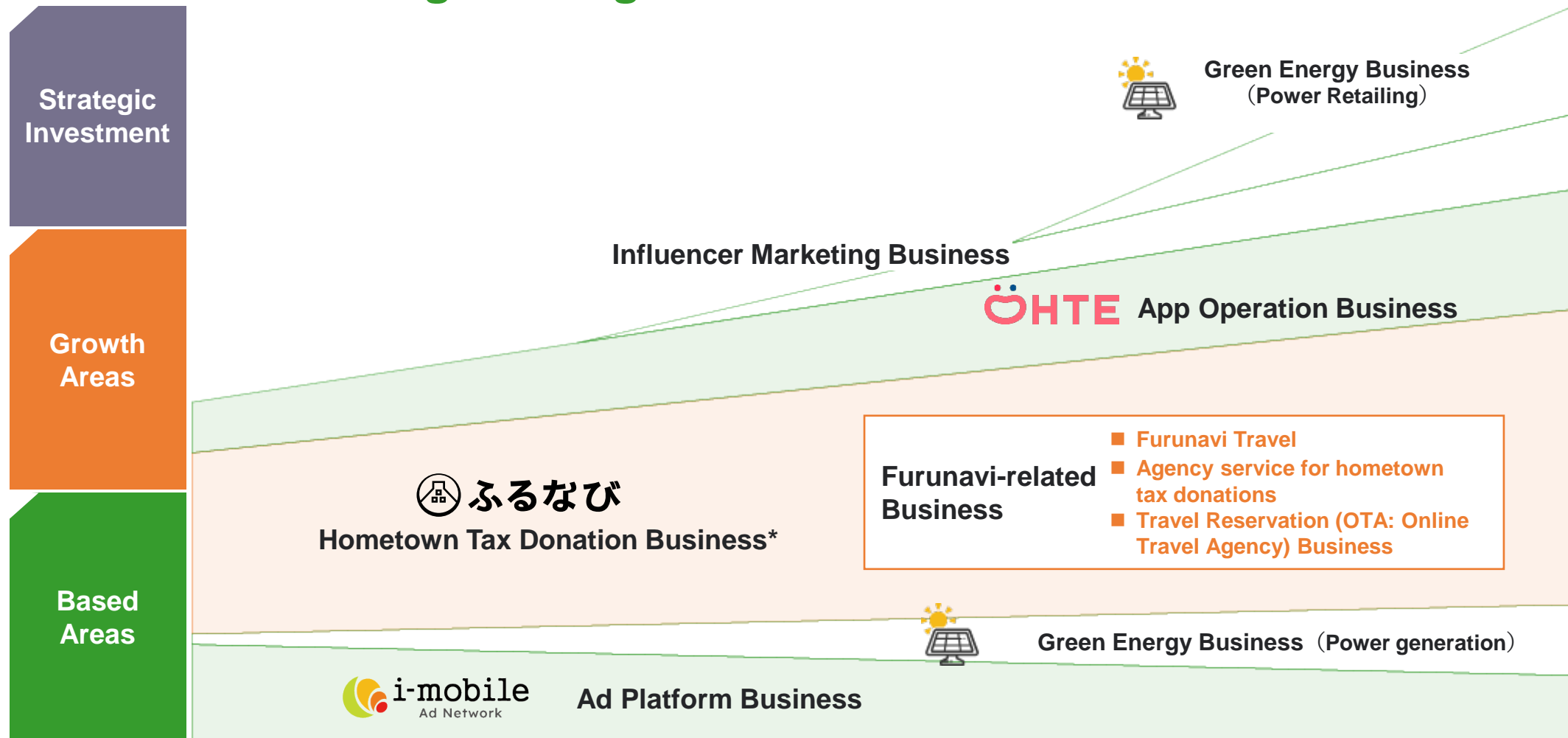
- Develop new businesses by utilizing assets

Strategy

#### Online Advertising Segment Restructure business portfolio

# Medium- and Long-Term Growth Curve

Realize growth by securing a stable revenue base and diversifying earnings through new business investments

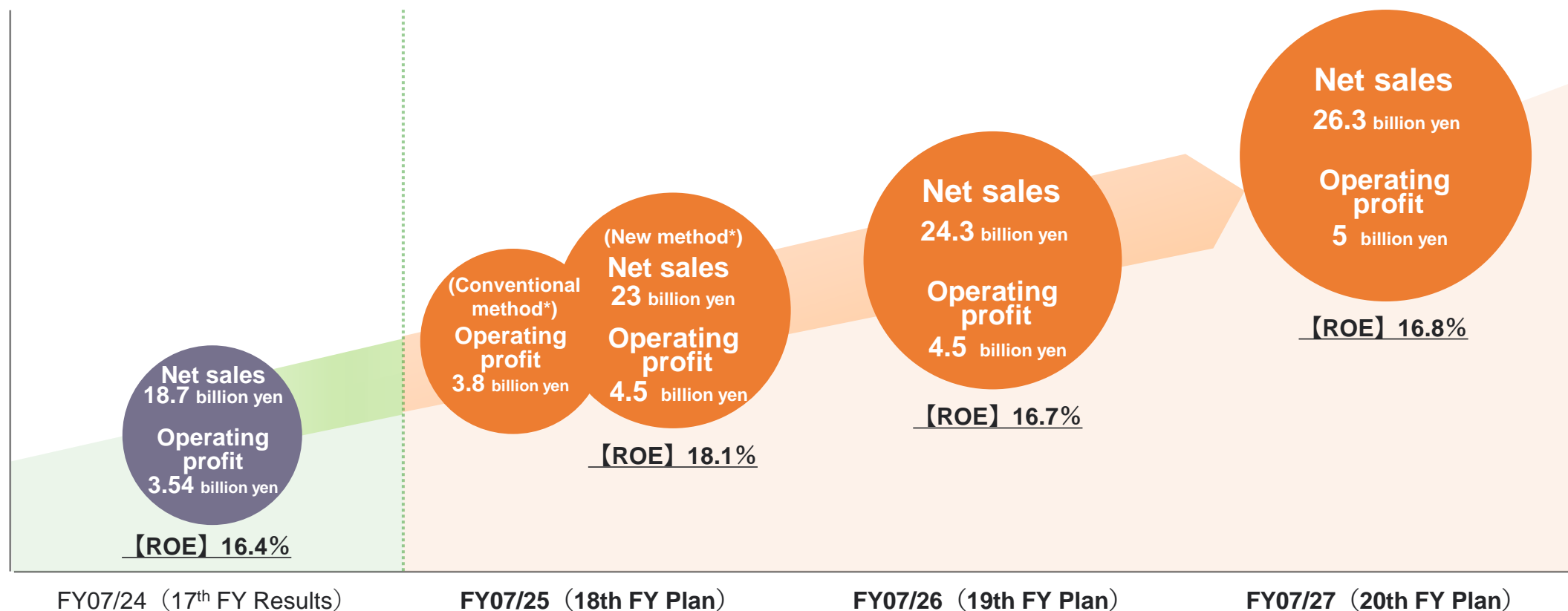


\* Hometown Tax Donation Business: fee income from hometown tax donation platform



# Three-year medium-term management plan (FY07/25 to FY07/27)

**Aim for growth through expansion of peripheral businesses and new businesses based on the Hometown Tax Donation business**






**We will immediately disclose any revisions to the plan due to the impact of legal revisions to the hometown tax donation system**

\* In the Consumer Service business, revenue has been recorded each time a municipality approves (accepts) a donation, and depending on the timing of the municipality's approval (accepts), there have been cases where revenue was shifted to the next fiscal period. In the fiscal year ending July 31, 2025, due to changes in contracts with municipalities, a special factor is expected to occur, whereby sales that were previously shifted to the next month (next fiscal year) at the end of the fiscal period will be recorded in the current month (during the current fiscal year).

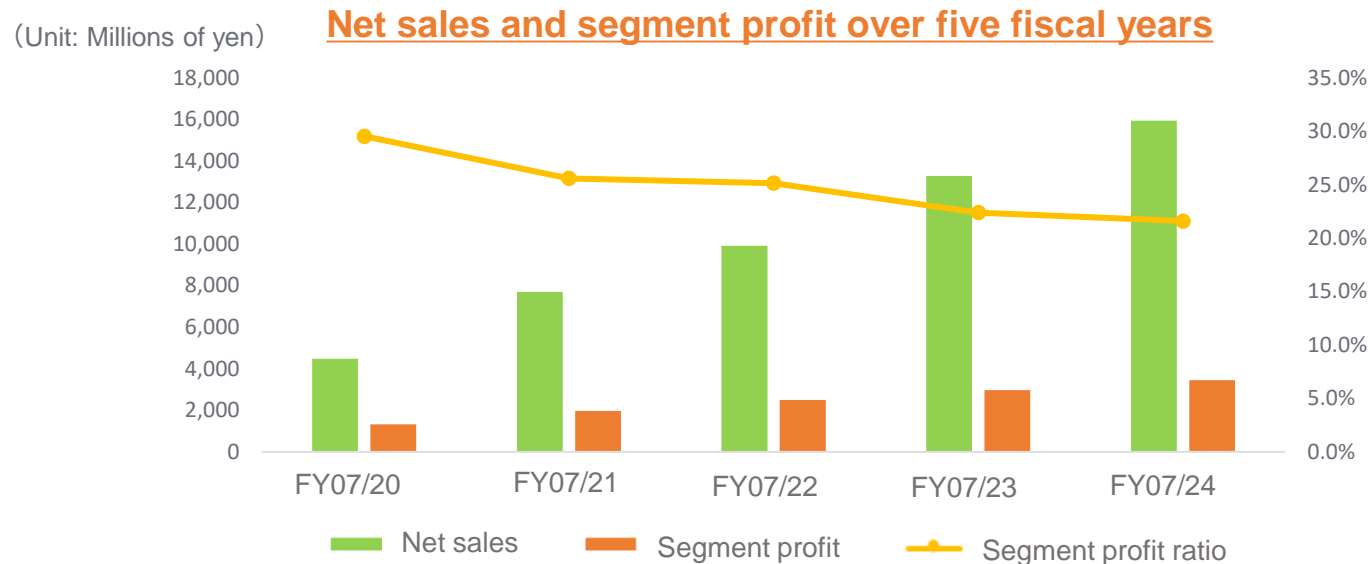
# Medium-term Strategy for Consumer Service

## Consumer Service

- 
**Improve business LTV with the acquisition of a 20% market share of “Furunavi”**
- 
**Enhance functions of Furunavi Travel and commercialize OTA\***
- 
**Promote an agency service business for hometown tax donations\***

\* OTA: Travel business conducted over the Internet (abbreviation for Online Travel Agent)

\*Agency service for hometown tax donations: acting as an agent for complex operations of hometown tax donations, such as posting on portal sites, delivery management, and response to businesses and donors.



■ Net sales and segment profit are amounts prior to adjustment for intersegment transactions and others.



# Medium-term Strategy for Online Advertising

## Online Advertising



Expand the customer base, the market and the revenue model in the App Operation business



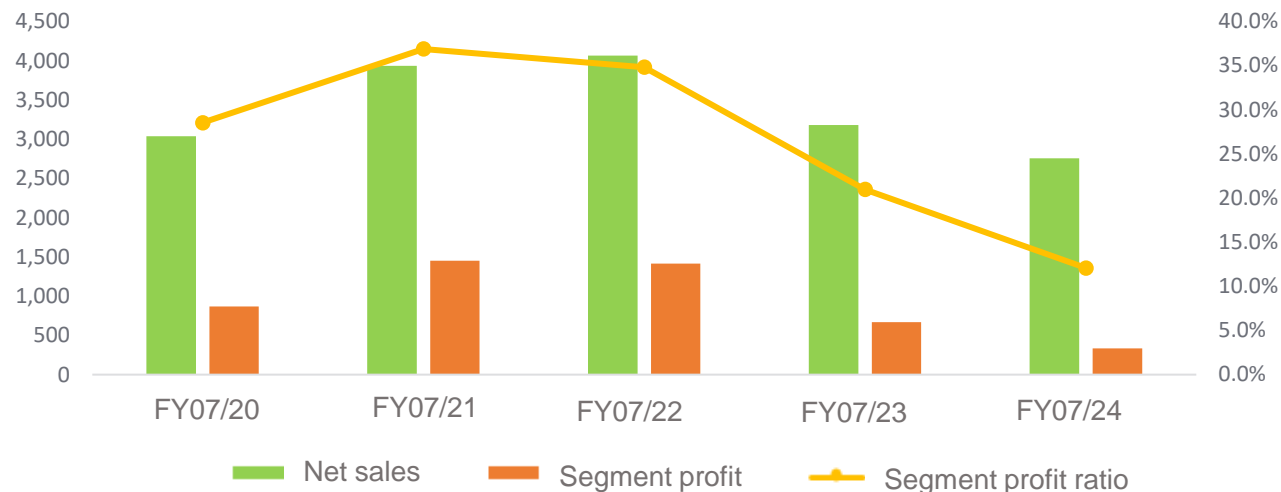
Expand business areas and business models in the Ad Platform business



Building a platform business with high stockholding potential

Net sales and segment profit over five fiscal year

(Unit: Millions of yen)



■ Net sales and segment profit are amounts prior to adjustment for intersegment transactions and others.

# Improve capital efficiency and promote sustainability management

## Realize sustainable growth

### Capital management policy

Aim for achievement of optimal capital structure for business growth

#### Issue

- Low capital turnover ratio
- Low asset turnover ratio
- Improve equity-to-asset ratio

#### Policy

- Investment for business growth
- Enhance shareholder returns target value

ROE	Total assets turnover ratio
15%	More than 1 turnover

### Sustainability

Aim for coexistence of a sustainable society and corporate management

#### Issue

- Request to contribute to a decarbonized society
- Expand opportunities for regional revitalization by promoting hometown tax donation business
- Develop human resources with strong business execution skills

#### Policy

- Develop Green Energy business at full scale
- Expand business in line with the purpose of hometown tax donation system
- Promote human capital management

# Capital policy and Sustainability Initiatives



# Capital and Shareholder Return Policies

## 1. Fundamental policy on capital management

- We plan to improve our return on equity (ROE) through direct profit sharing while **securing internal reserves** necessary for our future business development and improved financial strength. In addition, we aim to maximize shareholder profits in the mid-to-long term by achieving a high level of total shareholder returns, including an **increase in the share price** resulting from the sustainable growth.

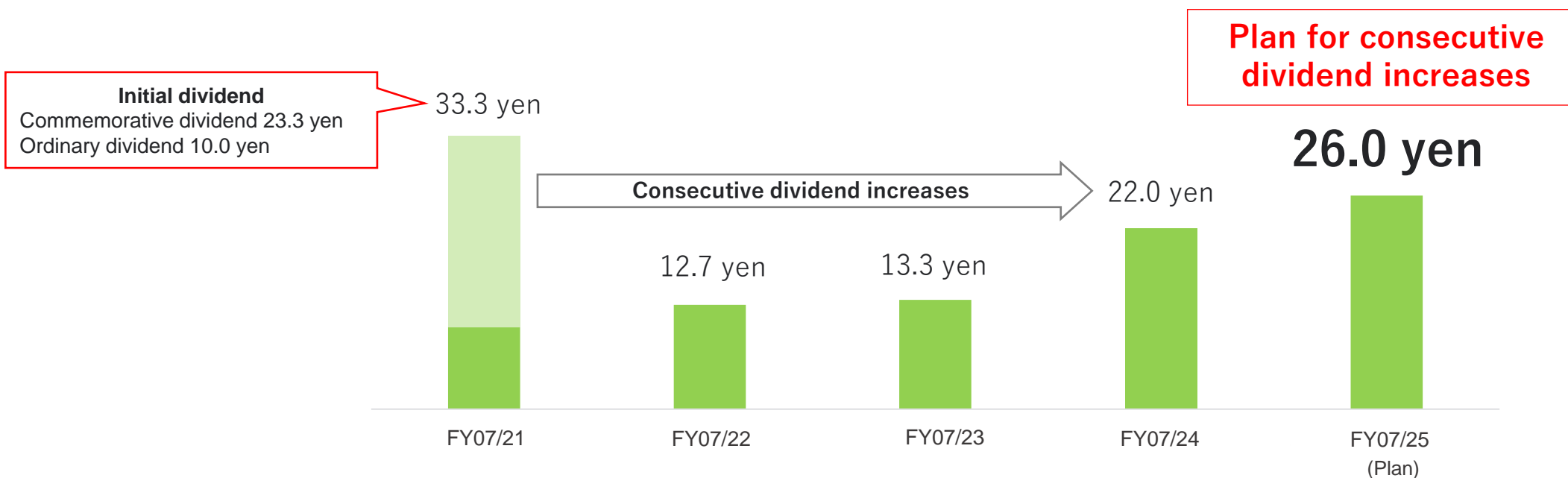
## 2. Shareholder return policy

- While preserving the resources required to maintain our business foundation and achieve sustainable growth, we will provide shareholder returns agilely, in addition to considering relevant factors, including our business performance, financial conditions, and internal reserves.
- More specifically, for the four years between FY07/24 and FY07/27, we will implement total return by distribution of dividends with a **benchmark payout ratio of 50%**, in addition, by flexible purchases of treasury shares in line with share price level and market environment.

# Dividends Paid for FY07/24 and Dividends Plan

We will pay a dividend of **22.0 yen** per share as planned, in line with the consolidated results of FY07/24 and our shareholder return's policy.

Additionally, in FY07/25, we plan to pay a dividend of **26.0 yen** per share (**increase** of **+4.0 yen** YoY).



# Sustainability Initiatives

## Promote initiatives to increase corporate value sustainably


- Established a Sustainability Committee and started our information disclosure based on the TCFD recommendations.
- To further promote human capital management, updated policies on developing human resource and improving internal environment.



### ■ Main initiatives in 4Q


#### Environment

##### ■ Established policies and targets for decarbonization

- ✓ Formulated Environment Policy to promote the initiatives to solve environmental issues
- ✓ Participated in “Decokatsu Support Team” led by the Ministry of the Environment 

#### Society

##### ■ Resolved social issues and promote human capital management

- ✓ Sent approximately 18 tons of rice to a total of 3,700 single mothers and children\* suffering from soaring prices this fiscal year
- ✓ Awarded for the Hataraku Yell for the second straight year 

#### Governance

##### ■ Appointment of New Candidates for Outside Director

- ✓ Appointed for the purpose of supplementing executive skills and ensuring diversity (tentative decision)

### ■ Relocated to the office with high environmental performance

We relocated its head office in July 2024 to realize to increase productivity through flexible work styles, to exhibit creativity by strengthening cooperation among employees and departments, and to improve operational efficiency.



\* Support via Hometown Tax Donation Regional Revitalization Collaboration Lab.



# Topics

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# Satisfaction of the Continued Listing Criteria

Satisfied the tradable share market capitalization and met the continued listing criteria on the Prime Market of the Tokyo Stock Exchange.

## ■ Compliance with the Continued Listing Criteria\*1

	No. of shareholders	No. of tradable shares*2	Tradable share market capitalization	Tradable share ratio
Continued listing criteria	More than 800 people	More than 20,000 units	More than 10 billion yen	More than 35%
Previous record date (As of July 31, 2023)	8,854 people	224,877 units	9.5 billion yen	36.7%
Latest record date (As of July 31, 2024)	10,491 people	233,254 units	11.1 billion yen	40.1%
	Satisfied	Satisfied	<b>Satisfied</b>	Satisfied

The Company will strive to maximize shareholder value by pursuing transparent management and sustainable growth.

\*1 The conformity status is based on the notice received from Tokyo Stock Exchange, Inc. on September 3, 2024.

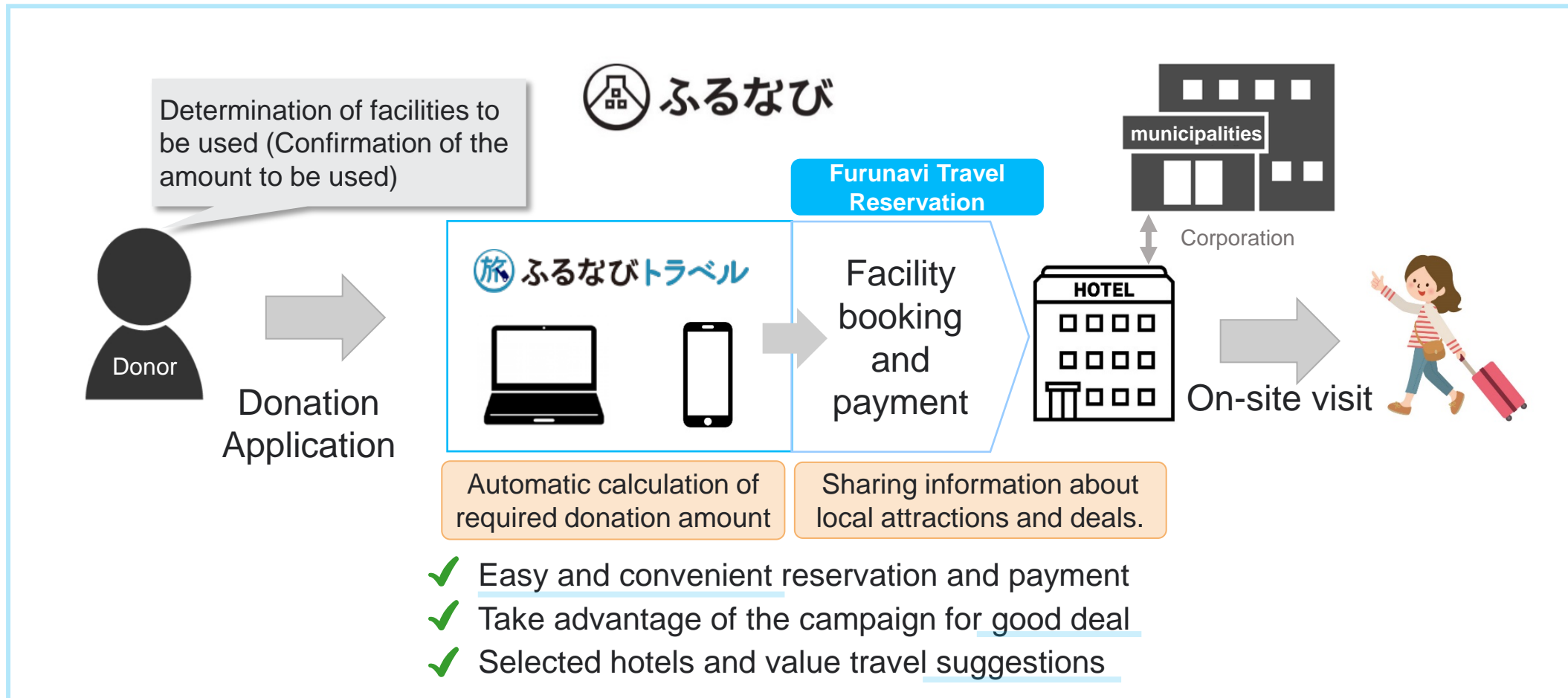
\*2 The Company conducted a stock split on November 1, 2023 with each common share split into three shares. The number of shares in circulation is shown after taking into account the stock split.

# The travel reservation site "Furunavi Travel Reservation" will launch this fall

Booking and payment for travel using the Hometown Tax Donations made seamless, easier, and more convenient



~Available for use either through travel bookings alone or with advance payment via credit card



# 4Q Topics

## ■ Selected as constituents of the JPX Nikkei Small- and Mid-cap Index\*



Selected as a constituent of the JPX Nikkei Small- and Mid-cap Index in 2024 (Effective from August 30, 2024).

\*A stock price index that applies the same concept as the JPX-Nikkei 400, which consists of companies attractive to investors, to small and mid-cap stocks, and is composed of companies that are committed to sustainable corporate value enhancement and shareholder-focused management.

## ■ Obtained certification under JICDAQ\* in two areas: brand safety and countermeasures against Invalid Traffic



By acquiring JICDAQ certification, the Company will strive to further improve advertising quality, promote transparent advertising transactions, and ensure the quality of traffic.

\*Japan Joint Industry Committee for Digital Advertising Quality & Quality

## ■ Launched a audience delivery function by specifying user attributes in the playable ads



By combining the playable ads with the audience delivery, data on user attributes\* can be used to approach target users effectively and expect the Company to increase awareness of products and services.

\*The function is linked to IM-DMP, a data utilization platform that crosses the approximately 470 million units of audience data held by Intimate Merger, Inc. with advanced analytical technology.

# Major news release

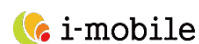
May. 2024



The number of contracted facilities with Furunavi Travel exceeded 5,000 facilities.



Start of an agency service for hometown tax donations in Imari City, Saga Prefecture by “Furunavi”



The number of cases supported for the introduction of Google's beta feature “Offerwall” exceeded 200, the largest number in Japan.

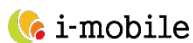


“Numpre de Kensho” celebrated its 10th anniversary



“Jigsaw de Kensho” celebrated its 5th anniversary

Jun



i-mobile Co., Ltd., Marubeni Power Retail Corporation. and Sun Village Co., Ltd. started collaboration on handling renewable energy power.



Ohte, Inc., operator of “Puzzle de Kensho Series,” entered the “Poikatsu Market.”

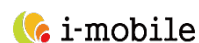


Started collaboration with Kyoritsu Maintenance Co., Ltd. in Furunavi Travel.

July



Release of “Reversi de Kensho”



i-mobile Co., Ltd. relocated its head office











# Reference(Company Information)

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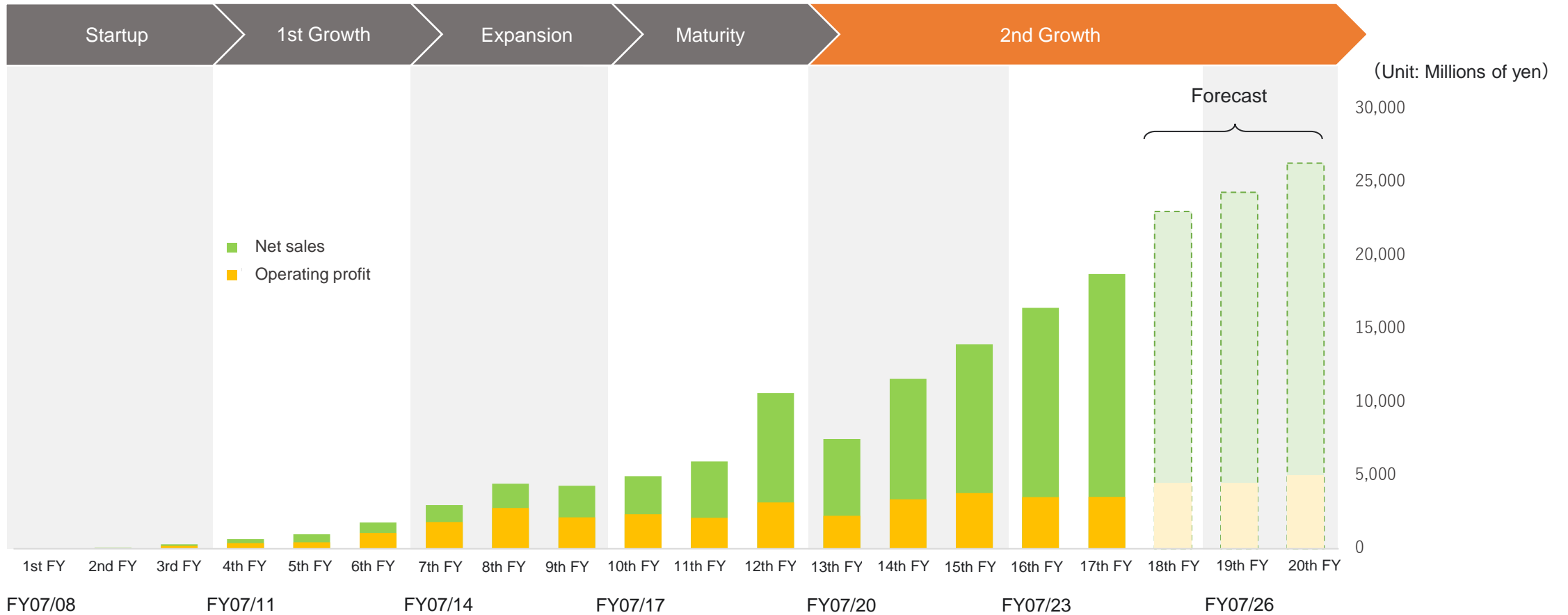
# Major Services

i-mobile aims to achieve growth with high profitability and competitiveness by optimally allocating assets and leveraging synergies of the two business segments: Consumer Service and Online Advertising.

Segment	Business		Description	
Consumer Service	Hometown Tax Donation platform business "Furunavi"	 ふるなび	A web portal for hometown tax donation	
	Furunavi-related Business	Furunavi Travel	 ふるなびトラベル	Lodging points service for Furunavi members in exchange of hometown tax donation via Furunavi
		Restaurant PR	 美食体験 byふるなび	Service that links local food with restaurants in urban areas through hometown tax donation
		Loyalty Points Service	 貯たまるモール byふるなび	Loyalty points service for Furunavi members
Online Advertising	Ad Platform Business	Ad Network	 i-mobile Ad Network	Providing programmatic ads (display, native, and video advertising)
		Influencer Marketing	 i-mobile SNS Marketing Action  i-mobile Affiliate	Providing influencer marketing and performance-based advertising
	Ad Agency Business	 CYBER CONSULTANT	Online ad agency specializing in web marketing	
	Media Solution Business	 i-mobile Media Solution	GCPP (Google Certified Publishing Partner) providing solution services for maximizing media revenue	
	App Operation Business	 OHTE シンプルダイエット	Smartphone app service provider including its design, development, and operation	

# Business Results and Future Forecasts

Originally founded as an ad network service provider, i-mobile has continued to grow steadily by leveraging its assets and diversifying business domain changes, and it continues to boost its profits through proactive investment.

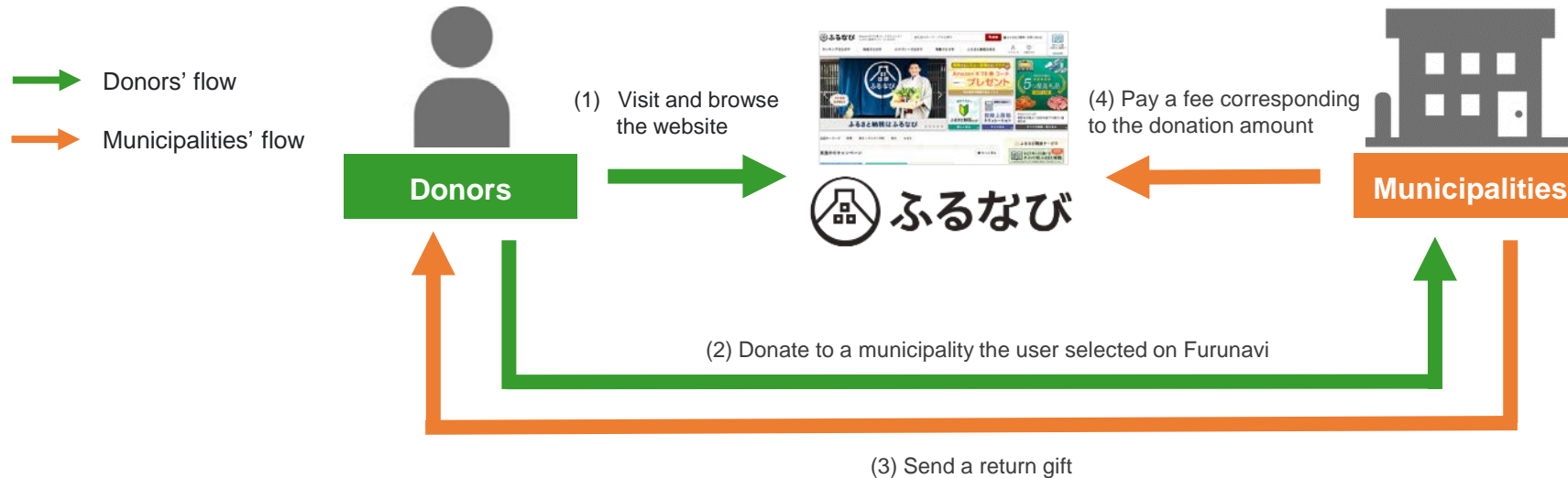


\*All the amounts shown here are based on the new revenue recognition standards.



# Business Model: Hometown Tax Donation Service “Furunavi”

Furunavi is a web portal designed to introduce gifts in return of hometown tax donations and other contribution methods for donors.



The hometown tax donation system is designed to promote contribution to hometowns by giving taxpayers an option to choose their hometowns or other regions they wish to support or show appreciation. This system allows taxpayers to contribute to society through donations while giving them options to choose return gifts that many municipalities offer.

The tax donations technically work as credits on residence tax that the donors will pay, but in terms of the tax law, this system also provides tax deduction benefits associated with donations.

# Furunavi-related Services in Consumer Service

Furunavi-related services feature improved user convenience (original product development and enhanced lineup) and solving social problems (through hometown tax donations).

## Improved user convenience



Furunavi Premium is a hometown tax concierge service targeting high-income taxpayers. It offers a comprehensive service from a proposal of optimal donation plans via the application.



Furunavi Catalogue enables users to choose gifts at the timing of their choice after they have received points in exchange of donations.



Furunavi Travel offers original gift certificates accepted by lodging facilities all around Japan in exchange for points individuals earned from donations.



Enjoy dishes using local ingredients (where donated) at restaurants in Tokyo and other places. Support local businesses and stores for creating permanent relationships between local businesses and urban areas.



## Solving Social Problems



Furunavi Crowdfunding allows taxpayers to choose a municipality with the objective they want to support. The donations are directly given to its regional projects to resolve specific issues.



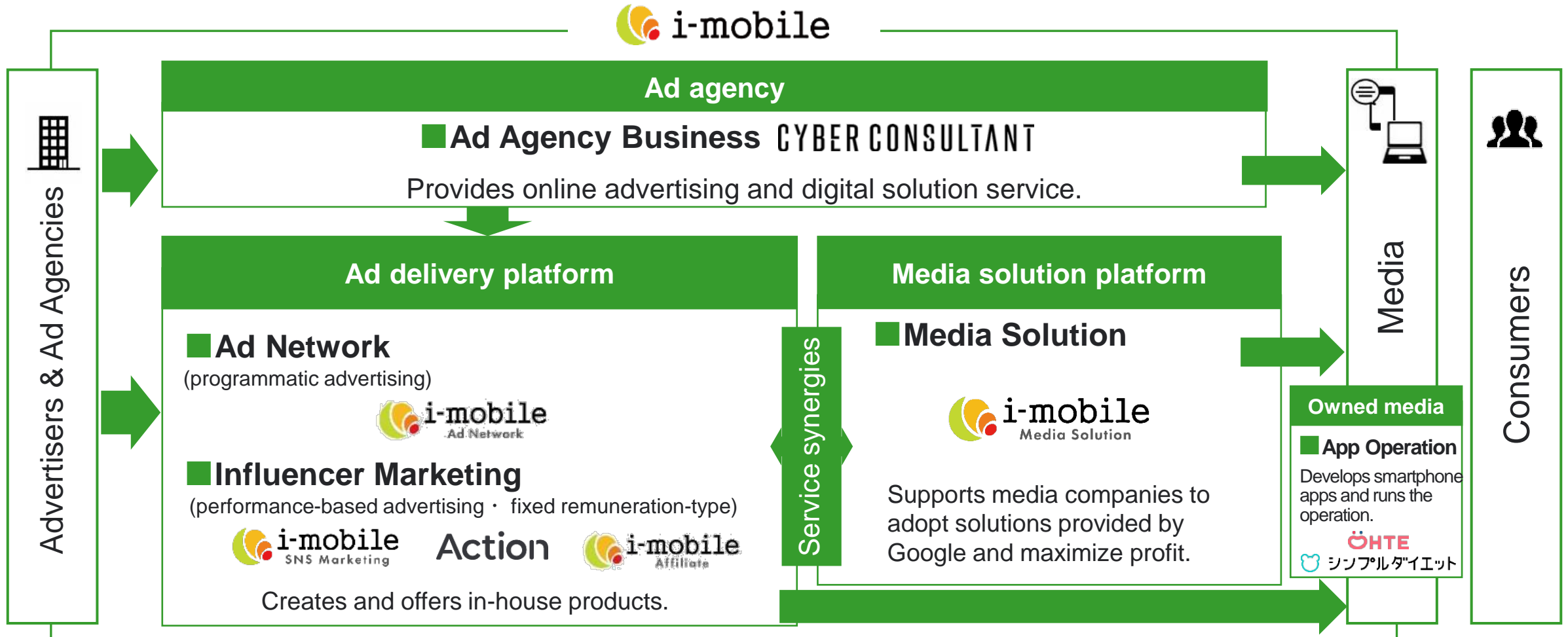
Furunavi Saigai Shien accepts donations for disaster relief. Municipalities affected by natural disasters can start fundraising for recovery through this service.



We are using the corporate version of Hometown Tax Donation as a starting point aimed at resolving social issues and regional revitalization.

# Key Services in Online Advertising Market

This segment develops and provides a unique ad delivery platform that optimizes advertisers and media to maximize ad effectiveness and revenue, combined with ad agency and media management services provided by our group companies.



# Business Model: App Operation Run by Ohte, Inc.

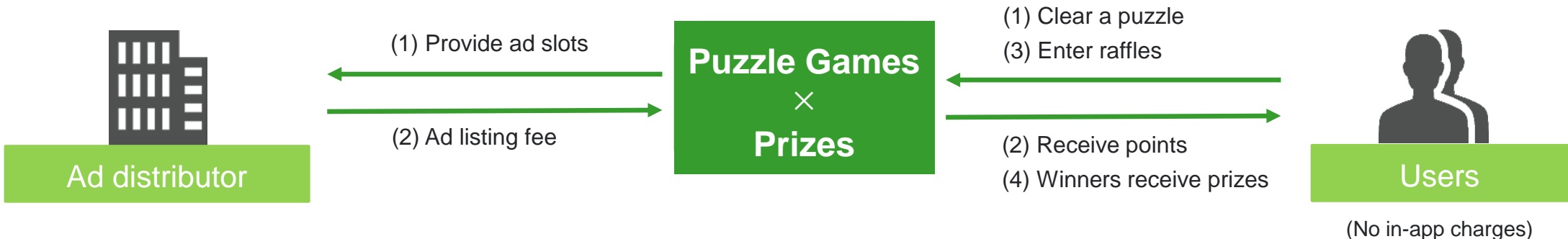
Offering “Puzzle de Kensho” smartphone app series which combines high-quality puzzles and a prize system. Successful expansion of ad revenue due to product development and marketing that use i-mobile’s marketing management methods



Total downloads

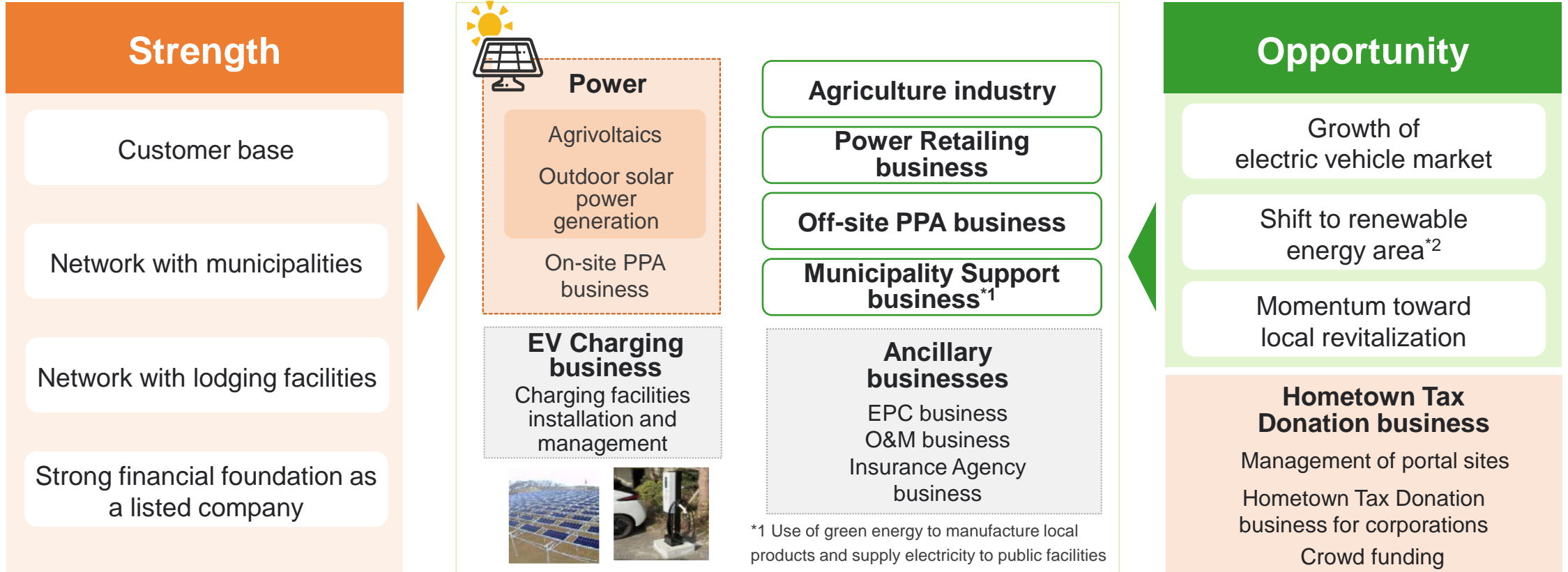
Over 17 million

\*As of July 31, 2024



# Green Energy Business

Tackling the social issue of society's decarbonization for the "future of people"



Promoting a decarbonized society with marketing and technology and achieving regional revitalization

<sup>\*2</sup> It shows the paradigm shift potential of the gas station market, which is said to be about 5 trillion yen due to the market growth and increase of EVs (BEV + PHEV), and the structural change of the electricity market, which is said to be about 20 trillion yen due to the government's goal to reduce greenhouse gas emissions by 46% in FY2030.

# Sustainability of the i-mobile Group

## Basic Policy on Sustainability

To realize the Group Vision “Creating a Business for the Future,” we are committed to solving social issues through our business and corporate activities and aim to become an attractive company for all stakeholders by continuously enhancing our corporate value.

- (1) Promote businesses that will solve social issues
- (2) Support activities for regional revitalization by working together with municipalities and communities
- (3) Educate and encourage employees to promote sustainability

## Materiality in Four Aspects



QOL improvement

Social value creation

Sustainable urban development

Discovering local attraction



We support local communities through our hometown tax donation service **Furunavi** and **Corporate Version of Hometown Tax Donation**.

# Changes in Key Performance Indicators

## I-1. Results of Operations \*1

(Unit: Millions of yen)

	FY07/20	FY07/21	FY07/22	FY07/23	FY07/24
Net sales	7,485	11,592	13,933	16,426	1,675
Gross profit	7,292	11,584	13,918	16,401	1,675
Gross profit margin	97.4%	99.9%	99.9%	99.8%	100.0%
SG&A	5,046	8,202	10,125	12,875	1,289
SG&A ratio	67.4%	70.8%	72.7%	78.4%	77.0%
Operating profit	2,246	3,382	3,793	3,525	385
Operating profit margin	30.0%	29.2%	27.2%	21.5%	23.0%
Ordinary profit	2,248	3,366	3,839	3,434	411
Ordinary profit margin	30.0%	29.0%	27.6%	20.9%	24.5%
Net income	1,727	2,299	2,678	2,404	146
Net income margin	23.1%	19.8%	19.2%	14.6%	8.7%
Total assets	15,359	18,992	18,193	21,721	24,488
Net assets	13,222	14,720	13,406	14,079	15,633
Net interest-bearing debt	(12,363)	(15,422)	(14,268)	(16,218)	(18,602)
Equity-to-asset ratio	86.1%	77.4%	73.3%	64.3%	63.3%

## I-2. Financial Results by Segment \*2

		FY07/20	FY07/21	FY07/22	FY07/23	FY07/24
Consumer Service	Net sales	4,485	7,708	9,916	13,285	15,950
	Operating profit	1,325	1,974	2,495	2,976	3,446
	Operating profit margin	29.6%	25.6%	25.2%	22.4%	21.6%
Online Advertising	Net sales	3,037	3,935	4,065	3,180	2,756
	Operating profit	866	1,451	1,415	667	333
	Operating profit margin	28.5%	36.9%	34.8%	21.0%	12.1%

## II. Management Indicators

	FY07/20	FY07/21	FY07/22	FY07/23	FY07/24
ROE	13.1%	16.5%	19.0%	17.6%	1.0%
ROA	10.7%	13.4%	14.4%	12.1%	0.6%
EPS (yen) *4	25.6	35.8	41.7	39.9	2.5

Net interest-bearing debt = Interest-bearing debt - Cash and cash equivalents

ROE = Net income / Average of beginning and ending equity

ROA = Net income / Average of beginning and ending total assets

EPS = Net income / Average number of outstanding shares during the period

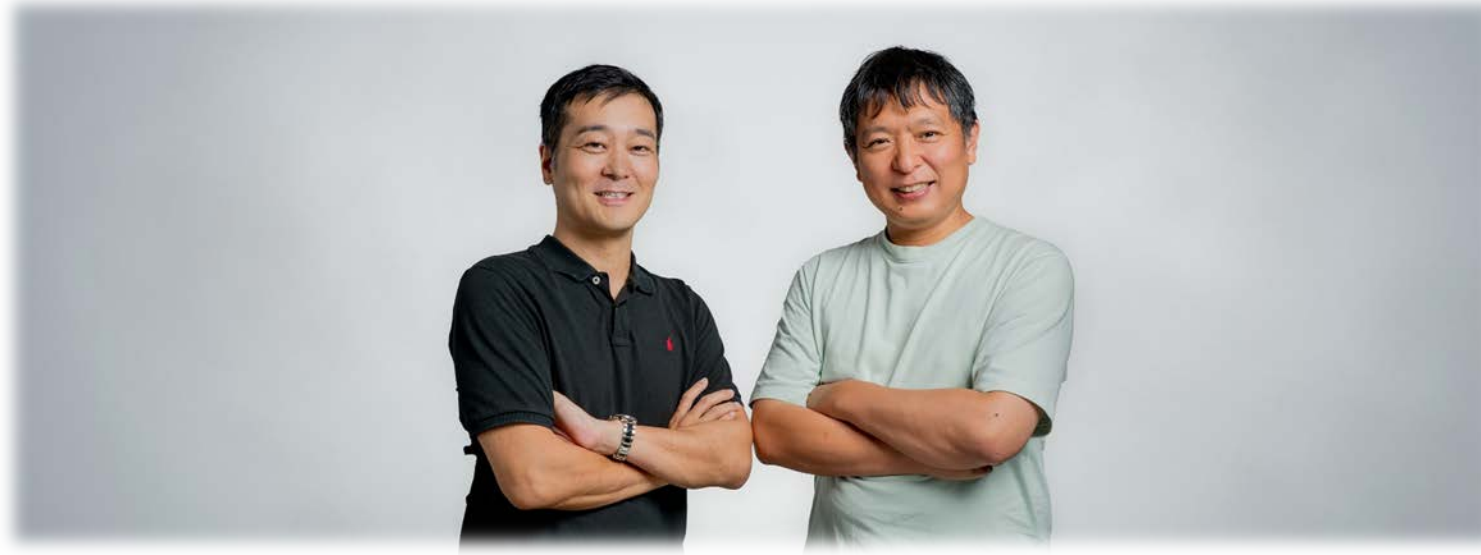
\*1: All the amounts shown here are based on the new revenue recognition standards.

\*2: The amounts of net sales and operating profit are before the adjustment of intersegment transactions.

\*3: The allocation method was changed in the fiscal year ended July 31, 2022 and operating profit for the fiscal year ended July 31, 2021 has been restated according to the revised allocation method.

\*4: EPS in this document takes into account the effect of the stock split.

# Founders



## **Toshihiko Tanaka**

### **Representative Director, Chairman**

Born in 1979. Following a career at an IT company and an ad agency, Tanaka decided to launch a startup business on mobile services in light of the expanding Internet market, envisioning possibilities for the future generation. In 2007, he co-founded i-mobile with Noguchi and became the Representative Director, CEO. Tanaka has led the expansion of the Internet ad business specializing in mobile applications, making the company one of the largest ad network business providers in Japan. With his outstanding foresight, he was able to identify opportunities in businesses to become an intermediary for hometown tax donations. He is leading multiple projects while continuing to create new businesses.

## **Tetsuya Noguchi**

### **Representative Director, CEO**

Born in 1974. Following a career at IBM Research Laboratory in Japan and working at Arthur D. Little Japan, Noguchi founded his own tech company. Aspiring to start an ad network business, he co-founded i-mobile with Tanaka and became the Director & CTO in 2007. His advanced skill as an engineer allowed him to develop a unique ad delivery system for the company. As a CTO, he has been leading the system development, employing extensive market research. In 2017, he became the President & Representative Director of the company.



# Corporate Profile

Company name	i-mobile Co., Ltd.	Share capital	152 million yen (as of July 31, 2024)
Established	August 17, 2007	Employees	219 (consolidated, as of July 31, 2024)
Head office	Kandensudosan Shibuya building, 8F, 3-26-20 Shibuya, Shibuya-ku Tokyo 150-0002	Representatives	Toshihiko Tanaka Representative Director, Chairman Tetsuya Noguchi Representative Director, CEO
Business locations	Tokyo Head Office Kansai Branch Office	Directors & Officers	Yasuhiro Fumita Executive Managing Director, CFO Yoshinori Mizota Director Kunihiro Tanaka Lead Outside Director Satoshi Shima Outside Director Yukio Todoroki Outside Director, Audit & Supervisory Committee member (Full-time)
Group business lineup	Hometown Tax Donation platform business Furunavi Travel business Furunavi Restaurant PR business Loyalty Points Service business Ad Network business Influencer Marketing business Agency business Media Solution business App Operation business, etc.		Tadatsugu Ishimoto Outside Director, Audit & Supervisory Committee member Akira Takagi Outside Director, Audit & Supervisory Committee member
		Majority-owned subsidiaries	Cyber Consultant, Inc. (100%) Ohte, Inc. (100%)

# Disclaimer

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*Creating a Business for the Future*

