

Note: This document has been translated from the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the



June, 25 2024

Company name : i-mobile Co., Ltd.
Representative : Tetsuya Noguchi, Representative Director, CEO
Securities code 6535, Tokyo Stock Exchange
Inquiries : Yasuhiro Fumita, Executive Managing Director
TEL : +81-(0)3-5459-5290
E-mail : imir@i-mobile.co.jp

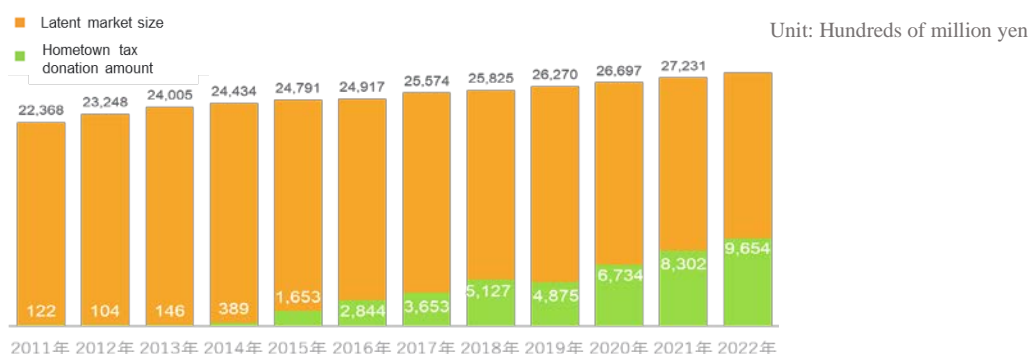
Regarding today's report on the review of the rules for the hometown tax donation system

Regarding our main business, the hometown tax donation business, there has been an announcement from the Ministry of Internal Affairs and Communications and the media indicating that "starting from October 2025, it will be prohibited to solicit donations through portal site operators that grant points or similar incentives." As we have received numerous inquiries from investors about this matter, we would like to share our perspective.

Note

Since the launch of our portal site "Furunavi" in July 2014, we have been contributing to increasing donation amounts by improving recognition of the hometown tax donation system (Chart 1), which is estimated to have an economic impact of several trillion yen and revitalizes local industries. As an Internet marketing company, we believe that we have achieved a certain level of success in stimulating demand by meeting the needs of our users.

Chart 1: Trends in the Hometown Tax Donation Market (from our Business Results material)



Note: This document has been translated from the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the

We are currently inquiring about the details with the relevant government agencies. However, we will continue to operate appropriately in line with the purpose of this system and the established guidelines. By leveraging our product development capabilities, our core strength in ad network customer attraction, and efficient promotions (Chart 2), we aim to reduce regional disparities and promote regional industries. We will continue to advance the realization of the objectives of this system.

Chart 2: Our strengths



This release is prepared based on available factual information and the direct impact on our business performance as understood at this time. If we discover more detailed information or decide on any disclosure-worthy facts that affect our earnings forecast, we will promptly announce them. We appreciate your continued support of i-mobile.