



FY2026.7

Q1 Business Results

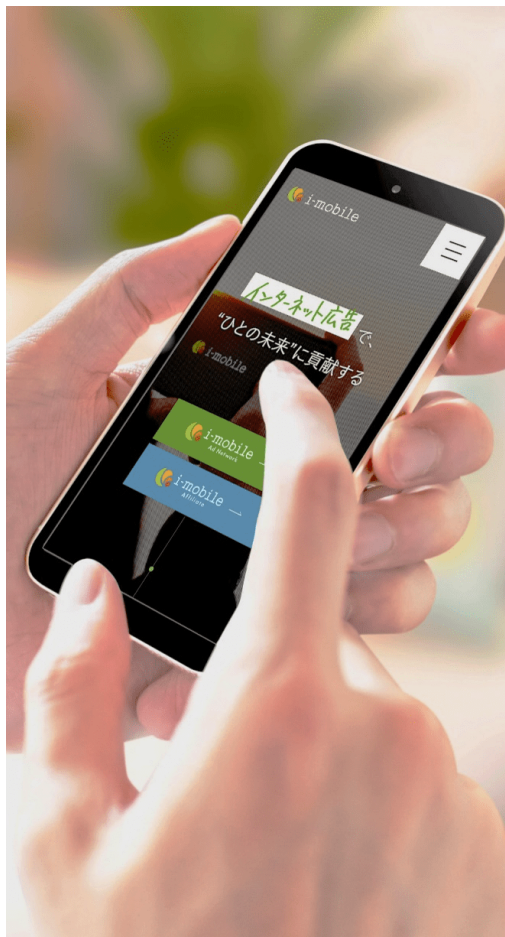
i-mobile Co., Ltd.

(Stock Code 6535, TSE Prime Section)

December 11, 2025



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


FY2026.7

Q1 Financial Highlights



Executive Summary (1)

Both the amount of donations received and consolidated net sales achieved the original plan during the cumulative period and reached a record-high

 i-mobile
**Consolidated
results**

(The first three months of current year)

Net sales : **229.7%** YoY **106.3%** of original plan

Operating profit : **0.8%** YoY **2.1%** of original plan



Net sales achieved
original plan

Building the
revenue base

Profit decline due to
higher SG&A expenses

The promotional strategy designed to capture special demand arising from the system revision proved highly successful, resulting in record-high amount of donations received and net sales, exceeding our original plan. In addition to acquiring and re-engaging customers, the growth of our app and the expansion of contracted facilities for travel reservation have contributed to steady progress in building our business revenue base. However, profit declined due to increased promotional expenses associated with the rise in donations, as well as the impact of a timing shift in revenue recognition from the previous year

 i-mobile


While the App Operation business remained steady, the segment recorded declines in both revenue and profit due to the sluggish Ad Network business. We aim to recover revenue by building a new business model and an integrated solution delivery structure

Executive Summary (2)



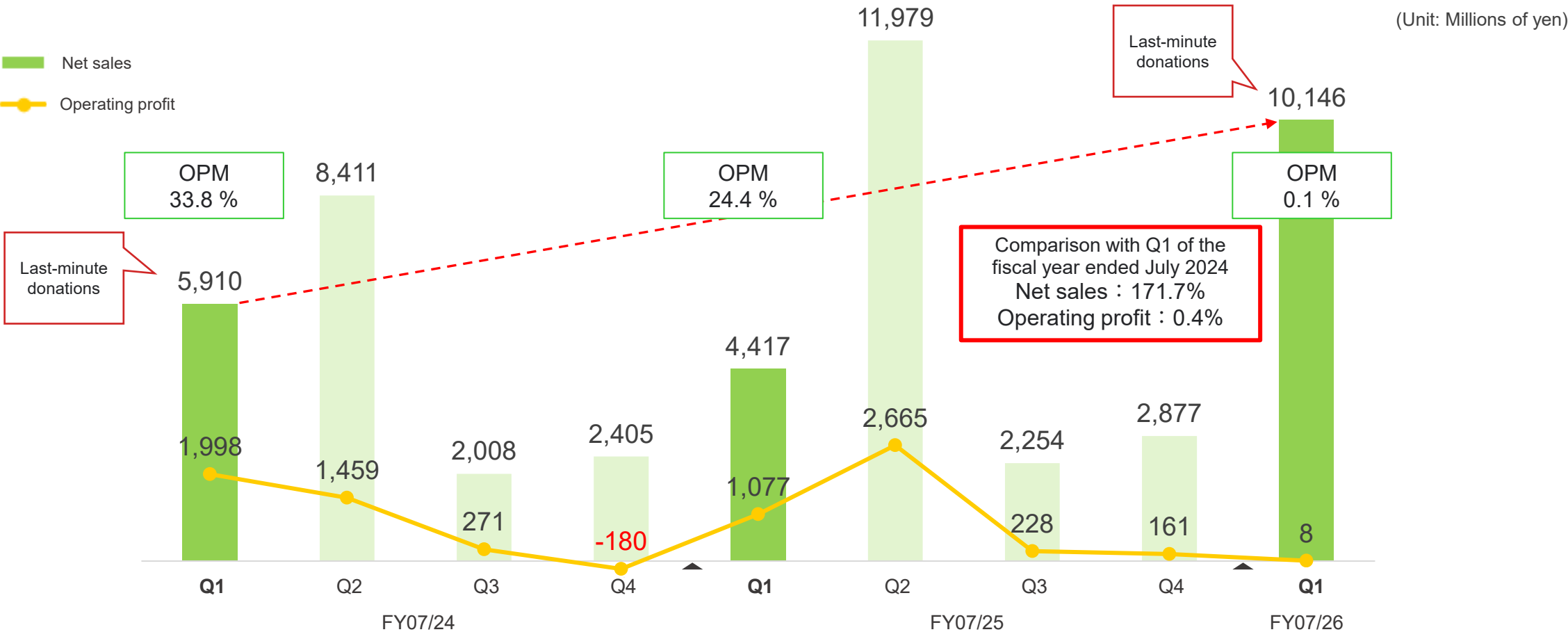
(Unit: Millions of yen)

		FY07/25 Q1 Cumulative Period	FY07/26 Q1 Cumulative Period	YoY (%)	% of Original Plan
Consolidated results	Net sales	4,417	10,146	229.7%	106.3%
	Operating profit (OPM)	1,077 (24.4 %)	8 (0.1 %)	0.8%	2.1%
	Profit*	720	42	5.9%	15.7%
Consumer Service	Net sales	3,762	9,563	254.2%	105.1%
	Operating profit (OPM)	1,087 (28.9 %)	76 (0.8 %)	7.0%	15.6%
Online Advertising	Net sales	644	563	87.5%	104.4%
	Operating profit (OPM)	34 (5.4 %)	-50 (-8.9 %)	-	-

* "Profit" refers to "Profit attributable to owners of parent" in this page.

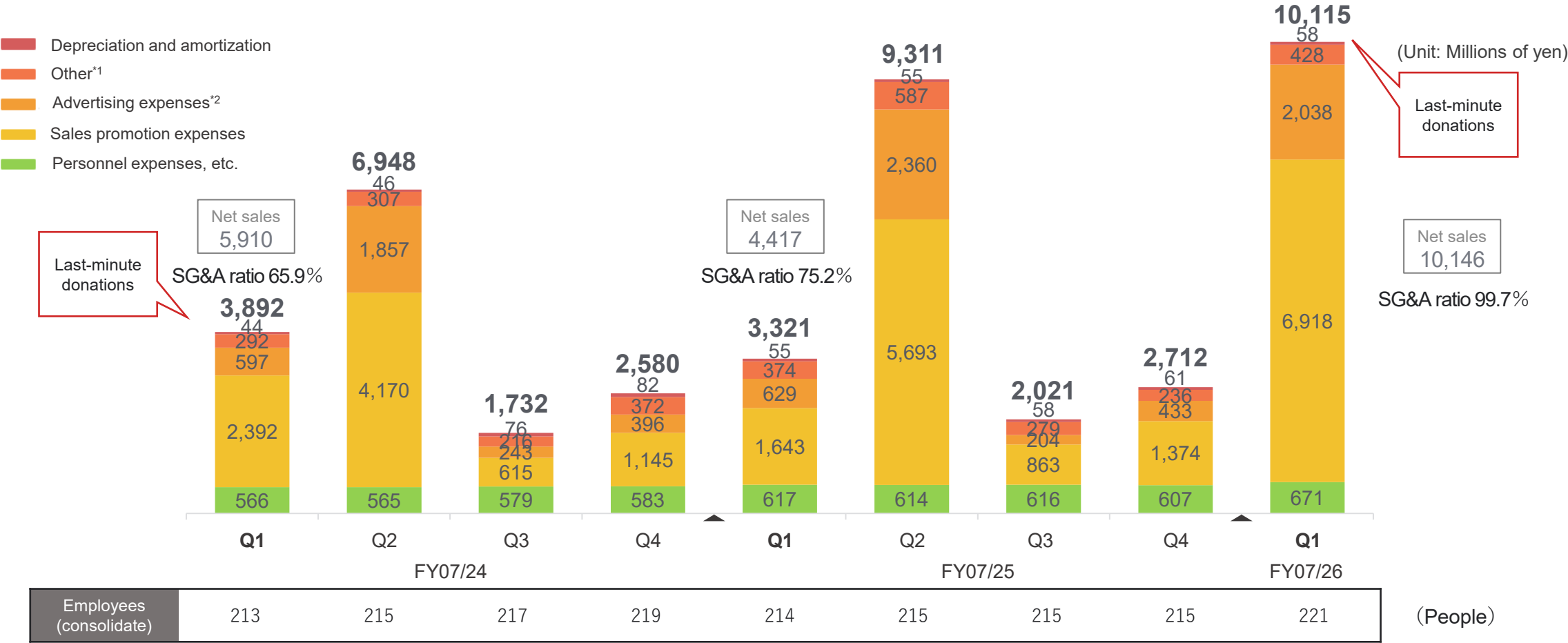
Quarterly Changes in Consolidated Net Sales and Operating Profit

Promotional measures to capture special demand, anticipating future growth after the system revision, were successful, leading to a steady progress in building our business revenue base with a record-high amount of donations received and achieved net sales targets. However, profit decreased as SG&A expenses significantly exceeded expectations



Quarterly Changes in Consolidated SG&A Expenses

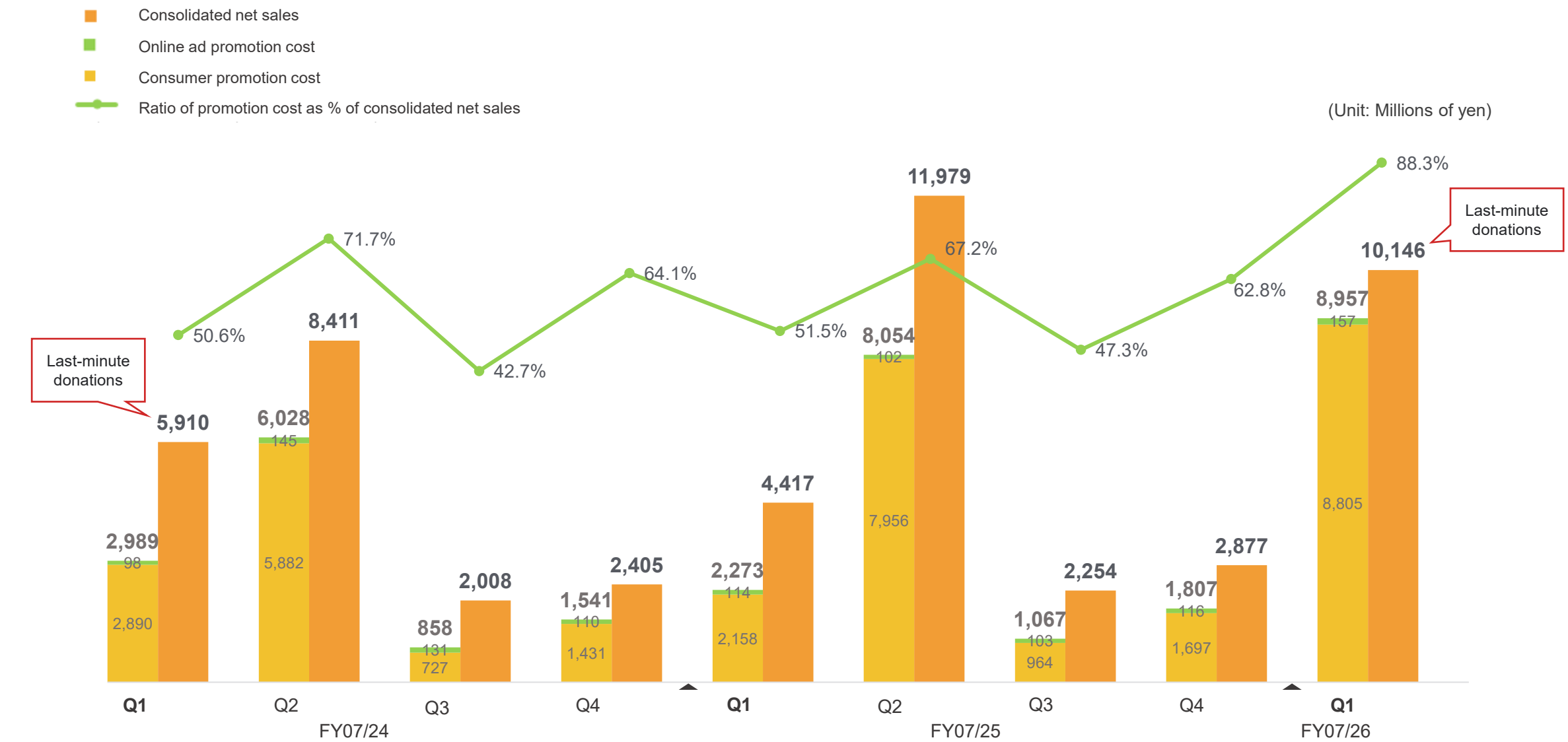
Higher-than-expected one-off promotional expenses were incurred as a result of aggressive promotional activities. The SG&A expense ratio increased YoY, primarily due to these expenses, in addition to costs for rebuilding the revenue base of the Online Advertising business and investments in human capital



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

*2 Advertising expenses include the cost of TV commercials that were aired in the FY07/24 Q1 - Q2, and FY07/25 Q1 - Q2, Q4, FY07/26 1Q

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



Segment Analysis

Consumer Service

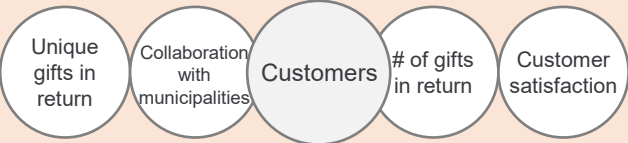


Quarterly Earnings with Results for FY07/26 Q1

Priority Measure for FY2026

Early establishment of competitive edge

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



1 Customer acquisition through marketing initiatives in light of system revision

Proactive promotional initiatives anticipating special demand led to improved new customer acquisition and existing customer retention

2 Build a foundation for loyalty through the improvement of user convenience

We are building a foundation for user re-engagement by enhancing customer engagement through our app and by expanding contracted facilities and improving reservation functions on Furunavi Travel

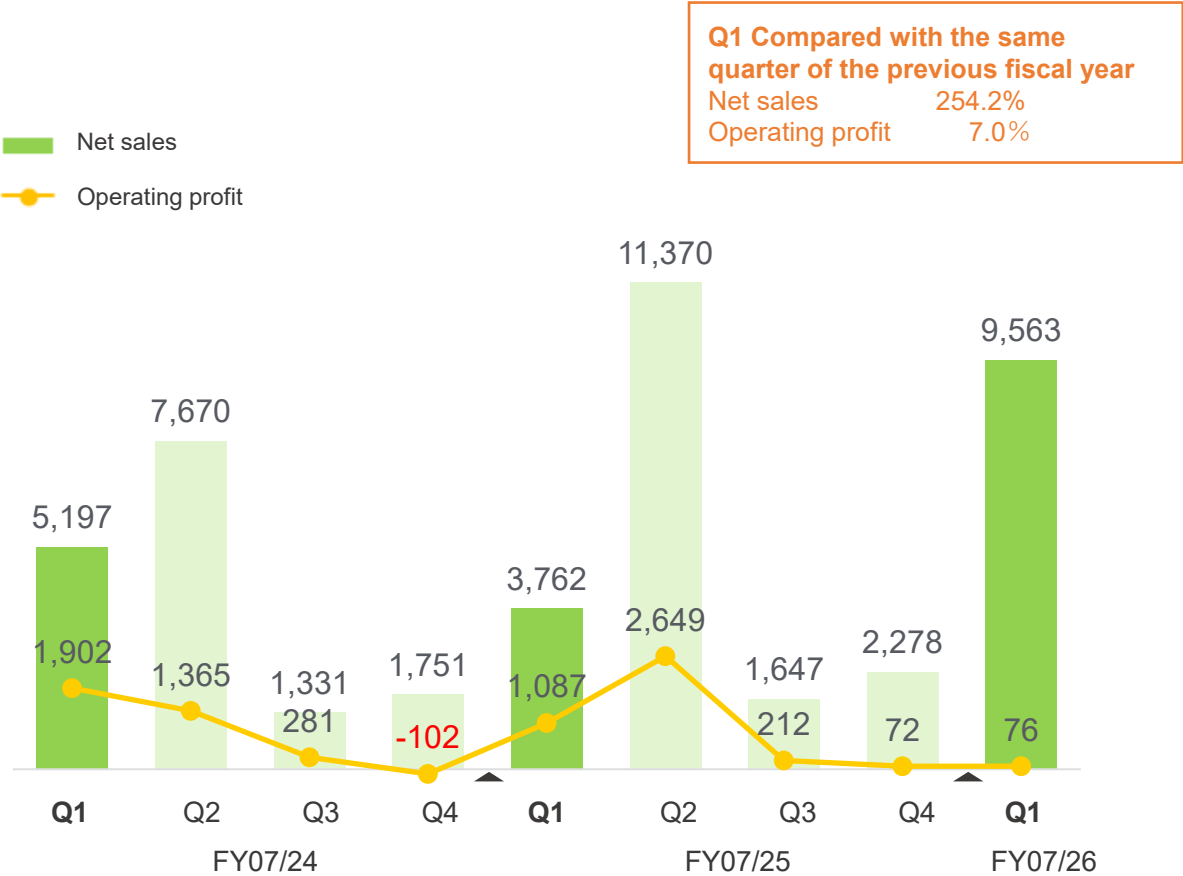
3 Promote regional revitalization through strengthened collaboration with municipalities and establish a sustainable base for growth

Increase in the number of contracted municipalities for our agency service for hometown tax donations*

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

【 Trends in Net Sales and Operating Profit 】

(Unit: Millions of yen)



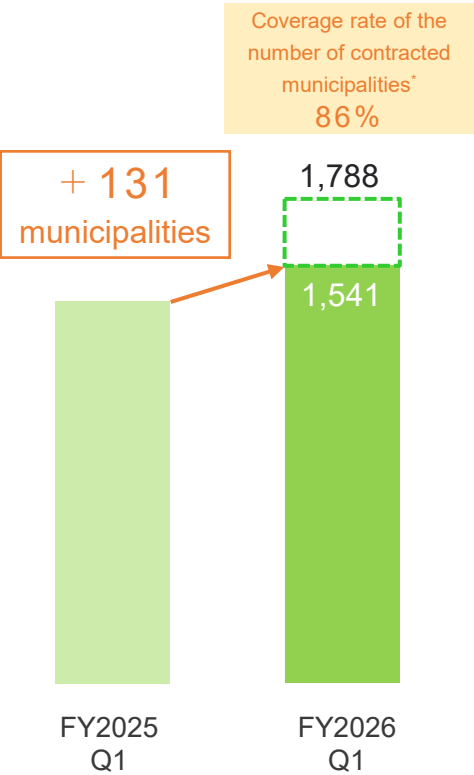
Growth of Hometown Tax Donation business



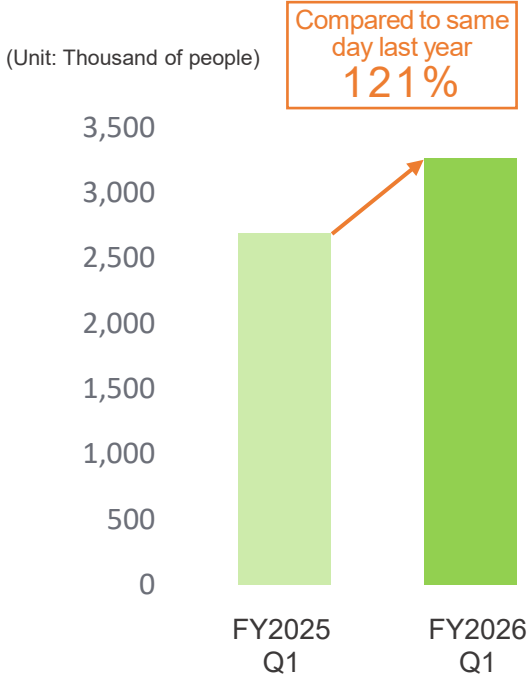
Actual number of donations



Number of contracted municipalities

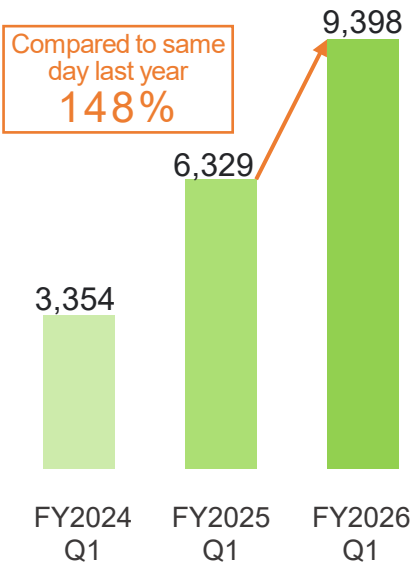


Number of members



Net sales 244%
(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 October 31, 2025 and the cumulative period ended October 31, 2024.
* 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. Furthermore, according to the *Survey on Hometown Tax Donation* published by the Ministry of Internal Affairs and Communications on July 31, 2025, our coverage includes 94% of the municipalities that together account for 99% of total donations in FY2024.

Initiatives in the Q1

■ Over 1,000,000 cumulative downloads of the Furunavi App!

Launched a campaign to offer up to 100% in Furunavi Coin rewards on donations made via our app. Increase our app users and raise frequency of our service usage, aiming to expand service offering



■ Held "Furunavi Hometown Tax Donations Marche," an experiential event

We held a two-day experience-based event in Futakotamagawa, allowing attendees to sample popular gifts in return. This time, in the fourth event, 32 municipalities joined and we welcomed approximately 9,000 visitors, resulting in a great success



■ Reached 1,500 Furunavi contracted municipalities and over 9,000 Furunavi Travel contracted facilities

The number of contracted municipalities and Furunavi Travel contracted facilities—including hotels, restaurants, and activity providers—have continued to grow steadily, making the site even easier to use



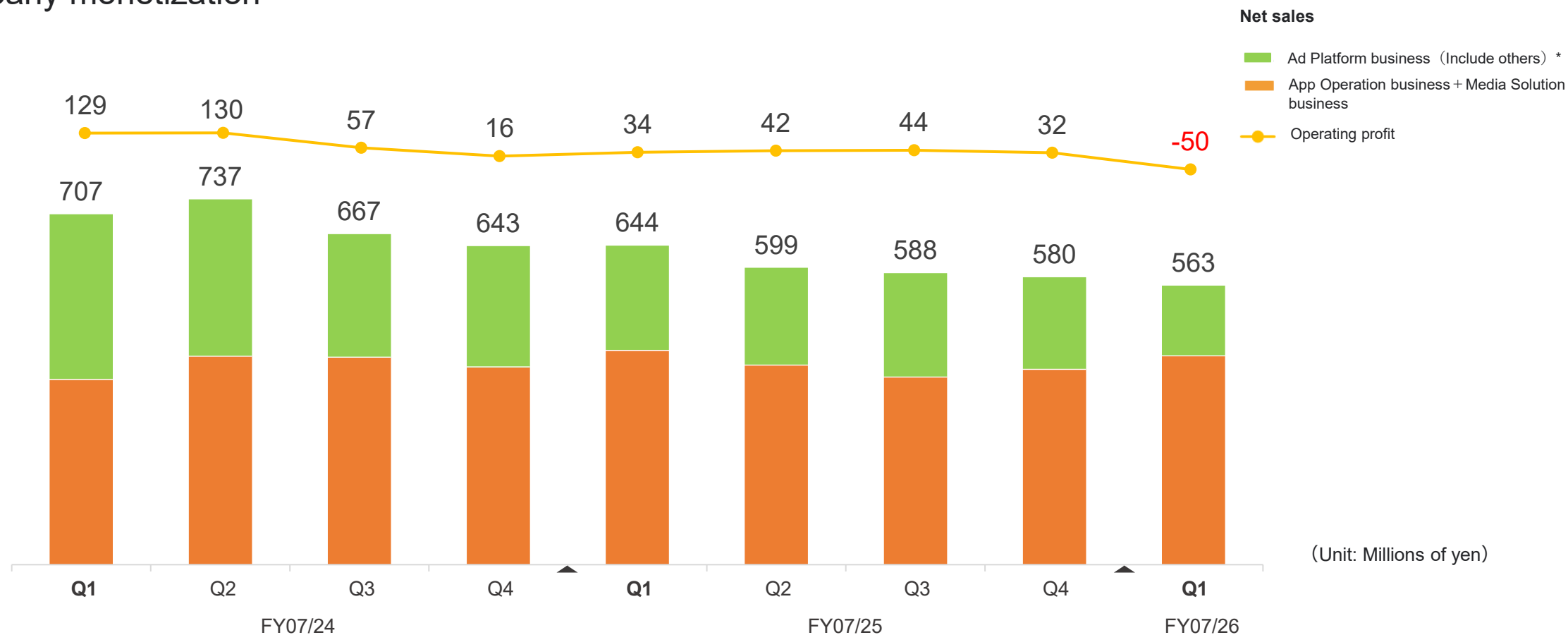
Segment Analysis

Online Advertising



Quarterly Earnings with Results for FY07/26 Q1 (1)

While the App Operation business remained steady, the segment recorded declines in both revenue and profit due to the sluggish Ad Network business in a continuously challenging market environment. We are rebuilding our medium- to long-term revenue structure and developing new revenue formats to achieve early monetization



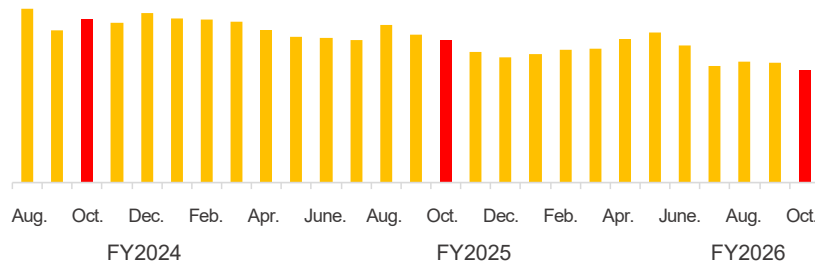
* Net sales from the Media Solution business using the Company's own platform have been reclassified in the Ad Platform Business in the calculations.

Quarterly Earnings with Results for FY07/26 Q1 (2)

1 App Operation Business

- ✓ **Promotion of new revenue model development**
Promoting the expansion of new customer segments and markets through overseas initiatives and collaborations with other companies. Collaborative apps with TRIMA are also performing steadily and contributing to revenue
- ✓ **Implementation of retention measures**
Aim to recover revenue by implementing features that encourage existing app users to return, and by diversifying our revenue models

Number of MAU*1

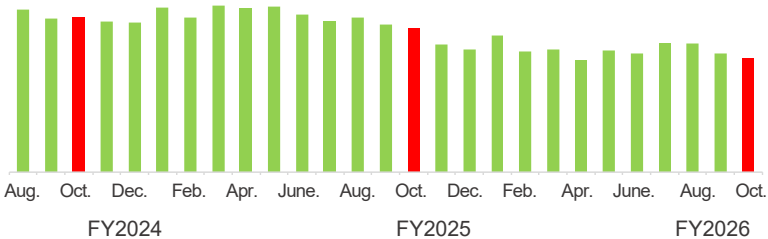


2 Media Solution Business


- ✓ **Launch of “Ad Network OEM”**
We started offering “Ad Network OEM,” leveraging expertise cultivated through operating one of Japan’s largest programmatic ad networks. We support media partners in building their own ad platforms and strengthening features that enhance revenue generation and operational efficiency

Number of Impression*2

*Changed disclosed KPI to Imp due to market shifts



3 Ad Platform Business Action

- ✓ We are building a framework to provide solutions that combine multiple products and have begun offering an updated version of the “ SDK *3,” which supports revenue expansion for app developers. We are also restructuring our business structure to achieve an early recovery in profitability

*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.

*2 Starting from the Q4 of FY2025, we have changed our KPI to impressions, which have a high correlation with sales, in order to achieve a clearer understanding of performance

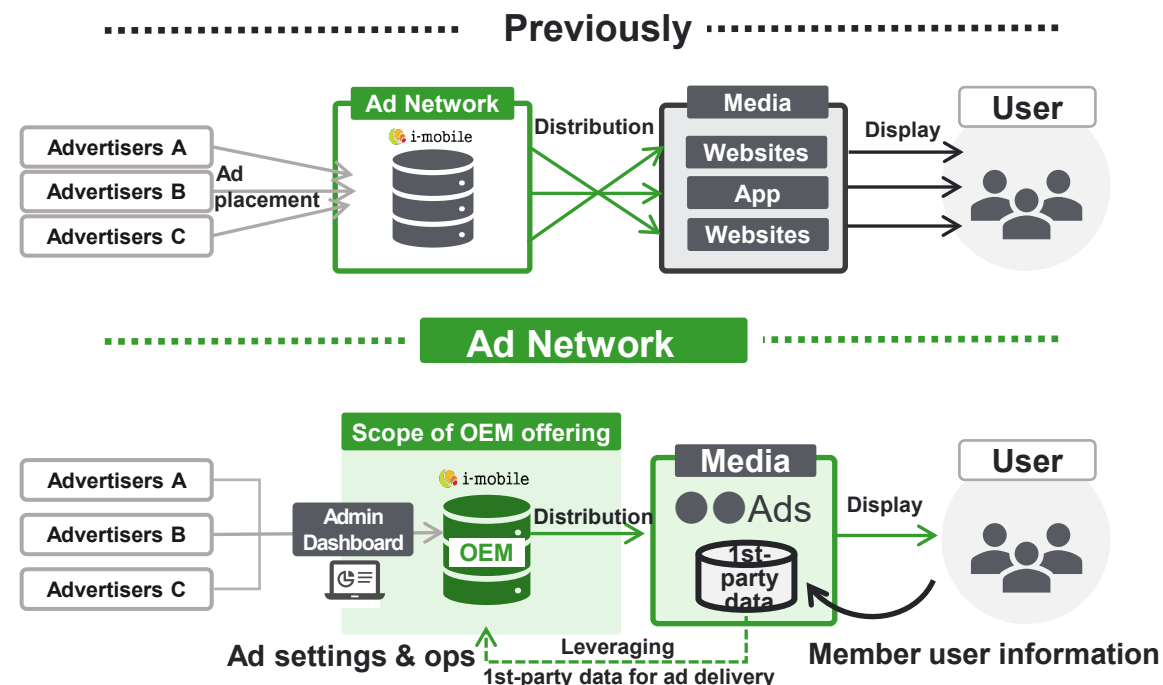
*3 A software development kit that integrates the functions required for delivering ads within apps

Initiatives in the Q1

Started offering “Ad Network OEM” to support media’s programmatic advertising



By combining i-mobile's ad delivery technology with the user base and proprietary first-party data held by media outlets, we enhance advertising effectiveness and contribute to maximizing their revenue. Ad Network OEM creates new value for media and advertisers



Started offering “maio SDK” with enhanced features for major ad formats

The added features substantially reduce implementation workload and enable support for major ad formats with a single SDK. In addition to our rich proprietary ad distribution, the enhanced ad optimization system expands distribution opportunities and helps maximum revenue



Overview of New Business

Green Energy Business*



Progress of Initiatives

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

■ Status of constructing solar power facilities and grid-scale battery storage facilities*1

When the planned **63 sites** (25 currently in operation) are completed, total power generation will exceed 11 megawatts*2



- Oct. 15, 2025 Started selling electricity at the 25th solar power plant (Chiyoda City, Gunma Prefecture, ground-mounted type)
- July 23, 2025 Beginning to offer Furunavi "electricity points" as gifts in return
- Sep. 12, 2024 Conclusion of a collaboration agreement on energy management with Shintomi Town, Miyazaki Prefecture
- Aug. 26, 2024 Started of operations of our first high-voltage solar power plant in Sakuragawa City, Ibaraki Prefecture
- 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
- 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 Looop
- May. 31, 2016 Started selling electricity at the first solar power plant (Omitama City, Ibaraki Prefecture, ground-mounted type)



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■ "Furunavi EV Charge," an EV recharging service

We are expanding the installation of an EV recharging stand "Furunavi EV Charge" utilizing the partnerships with municipalities and lodging facilities developed through the Hometown Tax Donation business



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EVチャージ

*1 Connected to the grid-scale battery storage facilities was completed in November 2025

*2 This is enough electricity to power 3,300 average households' worth of electricity.

Topics



Launch of new proprietary payment service “Furunavi Money”

* Patent pending

Entering Financial Services to Expand the “Furunavi Ecosystem” and Establish a Competitive Advantage



Service Launch Celebration

**“5% Instant Top-Up Bonus! No Bonus Cap!
Service Launch Celebration — Furunavi Money
Instant Bonus Campaign”**

■ This service is currently under application for registration as a “third-party prepaid payment instrument” pursuant to the Payment Services Act.

Key features of Furunavi Money

- Users can charge their accounts with a credit card in advance and make payments for goods and services only within the amount they have charged!
- By joining the campaign and topping up your balance, you can receive bonus Furunavi Money. The bonus is calculated automatically, so you can top up the exact amount you need!
- Accumulated money can be used for a wide range of services, including stays at Furunavi Travel lodging facilities!

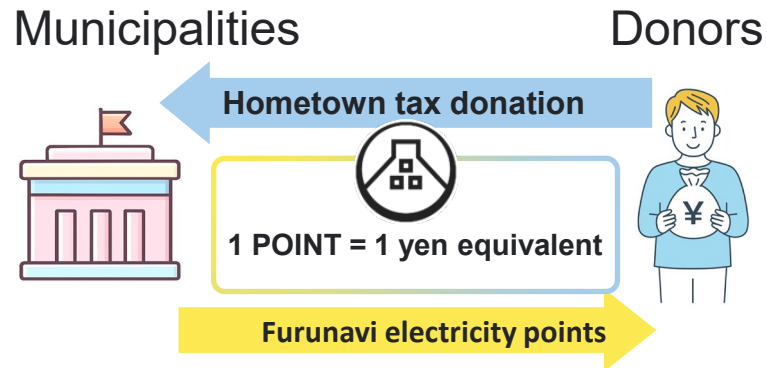
Continuing to expand the range of available facilities and services

Furunavi Energy, Inc. has begun accepting contracts for its residential electricity rate plan!

In November 2025, we began accepting contracts for the “**Smart Price Plan**,” a low-voltage electricity rate plan that enables households to pay their electricity bills through the Hometown Tax donation program. This initiative marks our full-scale entry into the retail electricity business

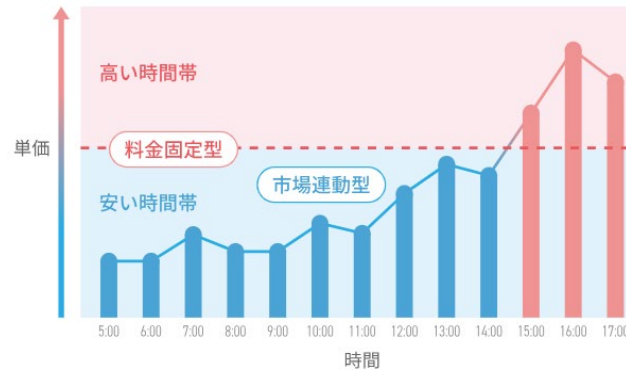
Electricity bills can be paid through Hometown Tax donation

“Furunavi electricity points,” awarded through the Hometown Tax donations to eligible municipalities, can be used to pay monthly electricity bills



Peace of mind with Market-Linked Plans

“Smart Price Plan” sets rates every 30 minutes based on market price



Environmentally Friendly Electricity

Using 100% renewable energy. Achieving both environmental sustainability and local community support



Major Changes in the Balance Sheet (B/S)*

(Unit: Millions of yen)	As of July 31, 2025	As of Oct. 31, 2025	Increase/ decrease
Current assets	23,835	29,555	5,720
(1) Cash and deposits	20,496	6,317	− 14,178
(2) Accounts receivable – trade	2,380	9,746	7,366
(3) Prepaid expenses	769	4,257	3,488
(4) Accounts receivable – other	139	9,182	9,042
Non-current assets	3,428	5,105	1,677
(5) Investments and other assets	1,963	3,546	1,583
Assets	27,264	34,661	7,397
Current liabilities	10,912	19,789	8,877
(6) Accounts payable – other	1,155	2,715	1,559
(7) Deposits received	4,769	6,232	1,462
(8) Provision for sales promotion expenses	2,944	7,628	4,684
Non-current liabilities	131	131	—
Liabilities	11,043	19,921	8,877
(9) Shareholders' equity	16,112	14,631	− 1,480
Net assets	16,221	14,740	− 1,480
Liabilities and net assets	27,264	34,661	7,397

*The above balance sheet only shows major accounts with significant changes.

Accounts (1) and (4), which showed unusual changes, have now returned to normal.

Accounts receivable - other increased by 7,800 million yen at the end of the first quarter due to the settlement system mechanism. Cash and deposits decreased by a nearly corresponding amount due to accounts receivable - other, which has now been collected

(2) An increase in accounts receivable – trade, mainly due to an increase in donations

(3) Represents pre-purchase of points and e-money, which users can exchange for coins and other factors

(5) Deferred tax assets and similar items

(6) An increase in advertising and promotional expenses associated with an increase in donations and other factors

(7) Furunavi Travel points and other factors

(8) Allowance for increased sales promotion expenses (coins) due to increased donations and other factors

(9) Dividends payment

FY2026.7

Earnings Forecast



Consolidated Earnings Forecast for FY07/26

In addition to marketing initiatives and measures to diversify revenue sources in light of the revised hometown tax donation system, we will pursue portfolio restructuring of our advertising business, including the App Operation business, to strengthen new revenue base and achieve increased sales and profit

					(Reference)	
Item (Unit: Millions of yen)	Consolidated results	FY2025*2	FY2026	YoY	FY2025*2	YoY
		Full-Year Results	Full-Year Forecasts		Full-Year Results	
		(New method)			(Conventional method)	
		①	②	③ = ②/①	④	⑤ = ②/④
	Net sales	21,528	22,000	102.2%	21,002	104.7%
	Operating profit (Operating profit margin)	4,133 (19.2%)	4,500 (20.5%)	108.9%	3,613 (17.2%)	124.5%
	Profit*1 (Net profit margin)	2,957 (13.7%)	3,120 (14.2%)	105.5%	2,596 (12.4%)	120.2%

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

*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 ended July 31, 2025, due to changes in contracts with municipalities, a special factor has occurred, whereby sales that were previously shifted to the next month (next fiscal year) at the end of the fiscal period are recorded in the current month (during the current fiscal year).

Earnings Forecasts by Segment for FY07/26

Amidst forecasts for continued growth in the hometown tax donation market, we aim to expand revenue through customer loyalty enhancement initiatives. In the advertising business, we are advancing the restructuring of our revenue base by expanding revenue opportunities through the development of new markets and continuing investment in business development

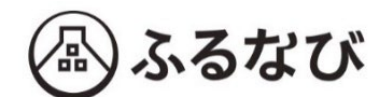
(Reference)

Item (Unit: Millions of yen)		FY2025*	FY2026	YoY	FY2025*	YoY
		Full-Year Results (New method)	Full-Year Forecasts		Full-Year Results (Conventional method)	
		①	②		④	⑤ = ②/④
Consumer Service	Net sales	19,059	19,750	103.6%	18,532	106.6%
	Operating profit (Operating profit margin)	4,021 (21.1%)	4,600 (23.3%)	114.4%	3,501 (18.9%)	131.4%
Online Advertising	Net sales	2,411	2,300	95.4%	2,411	95.4%
	Operating profit (Operating profit margin)	153 (6.4%)	60 (2.6%)	39.0%	153 (6.4%)	39.0%

■ The operating profit in the segment of our presentation materials may be displayed as segment profit

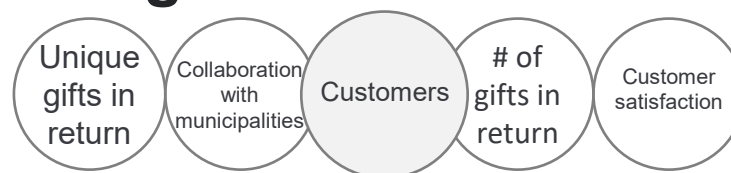
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Business Strategy for FY07/26 (Consumer Service)



Acquire competitive advantage to maximize long-term revenue base

Medium-term goal is to achieve 20% market share





Customer acquisition through marketing initiatives in light of regulatory changes

- Initiatives to stimulate users' desire to donate, thereby retaining existing customers and acquiring potential customers



Build a foundation for loyalty through the improvement of user convenience

- Enhance functions in Furunabi App and Furunabi Travel Reservation  ふるなびトラベル  ふるなびトラベル予約
- Expand contracted facilities for reservations through Furunabi Travel and Furunabi Travel Reservation, enhance unique gifts in return such as electricity-related gifts



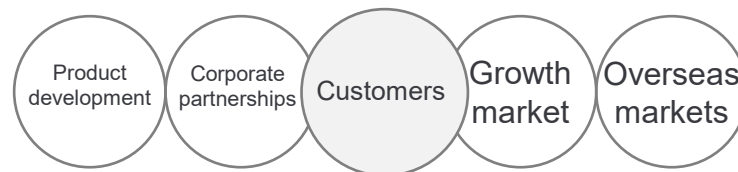
Promote regional revitalization through strengthened collaboration with municipalities and establish a sustainable base for growth

- Strengthen expansion of the “hometown tax donation agency service”*, which supports operational efficiency and stronger promotion of municipalities’ appeal

* A service that acts 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 FY07/26 (Online Advertising)

Restructuring of business portfolio and promoting growth investments in new businesses



App operation business ; Development of new markets, customer bases, and revenue models

- Development of new markets through overseas markets and collaborations with other companies, and acquisition of new customers
- Recover revenue and improve LTV* by adding functions to the existing “Puzzle de Kensho series”



Ad Platform business ; Restructuring the revenue portfolio

- Develop ad products and restructure the revenue base in the Ad Network Business
- Invest in the development of functions to increase the earning power of advertisers and influencers and install them



Media Solution business ; Expand business domains by developing new markets and leveraging our assets

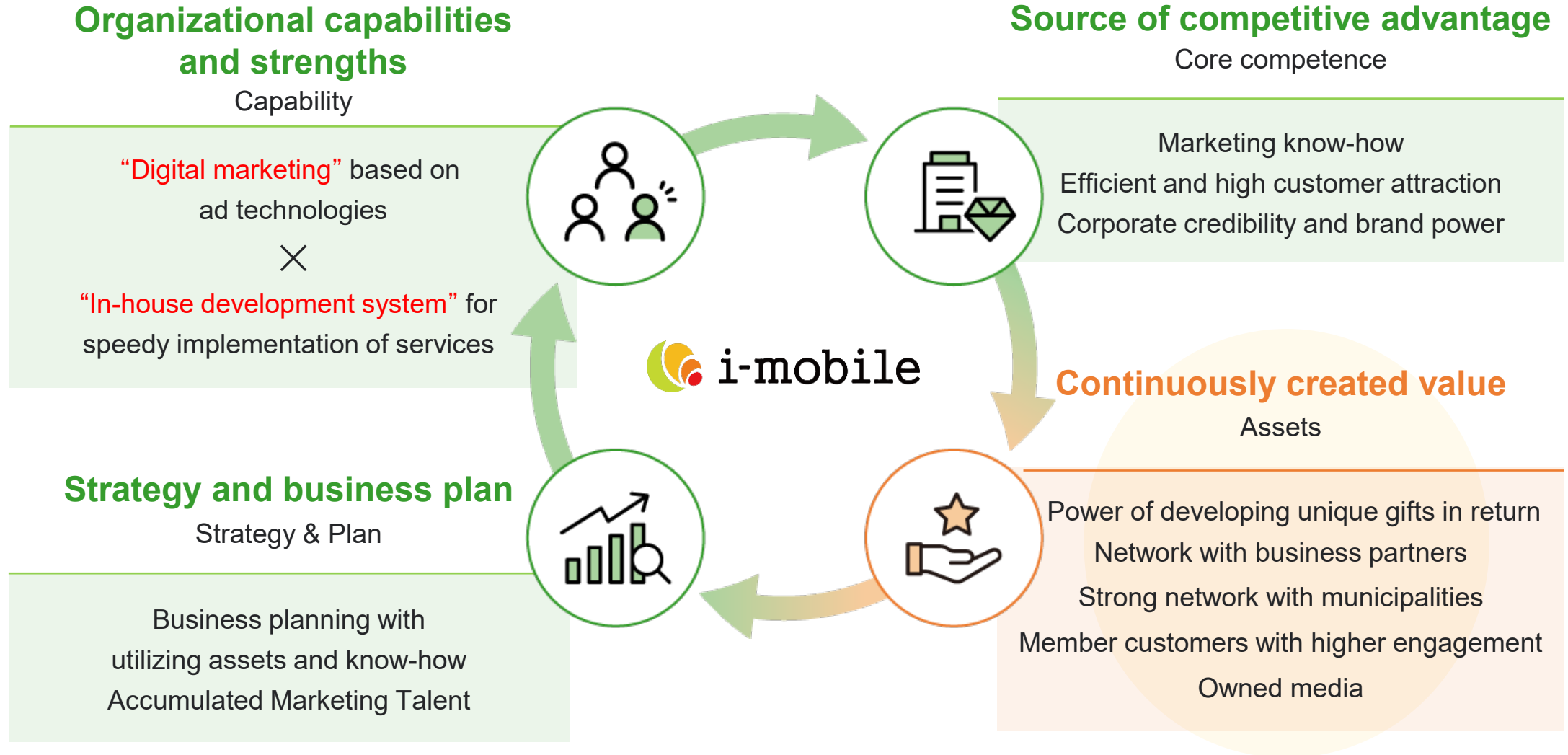
* LTV : Life Time Value. A metric that indicates the profit a company can gain from a customer over the period from the start to the end of their usage

FY2025.7 to FY2027.7

Three-year medium-term management plan

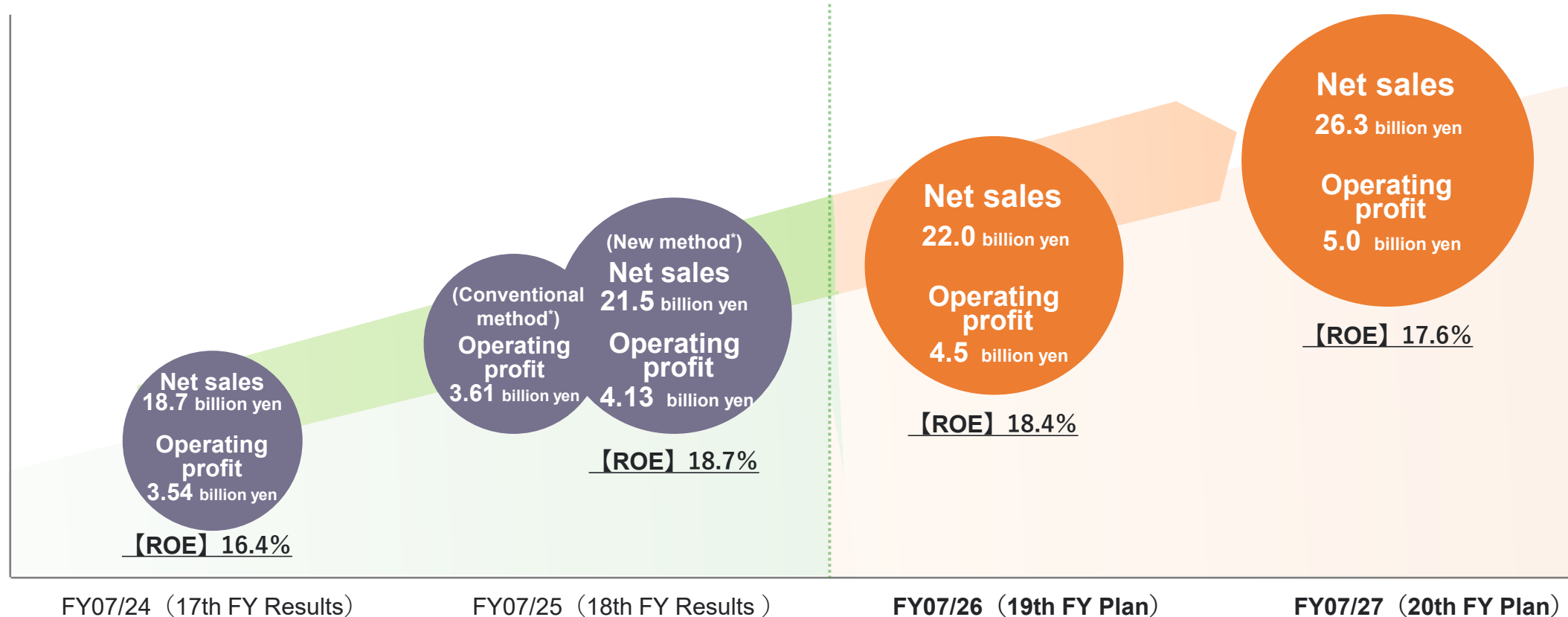


Business Growth Loop



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

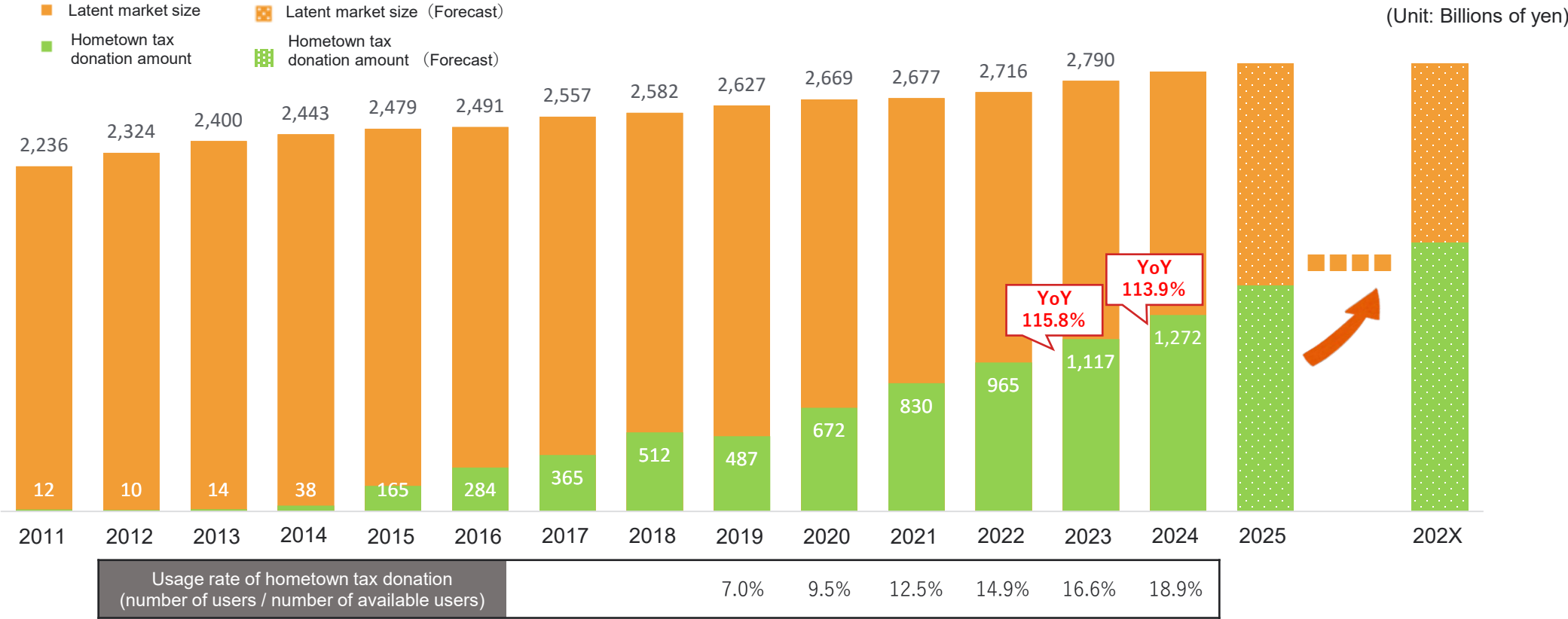
Aim for growth through expansion of peripheral businesses and new businesses based on the Hometown Tax Donation business



* 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 ended July 31, 2025, due to changes in contracts with municipalities, a special factor occurred, whereby sales that had previously been shifted to the next month (next fiscal year) at the end of the fiscal period have been recorded in the current month (during the current fiscal year).

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) and the usage rate, the market 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 2023 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 2024 was calculated based on the data from *Survey on Hometown Tax Donation* published by the Ministry of Internal Affairs and Communications on July 31, 2025.

■ 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.

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

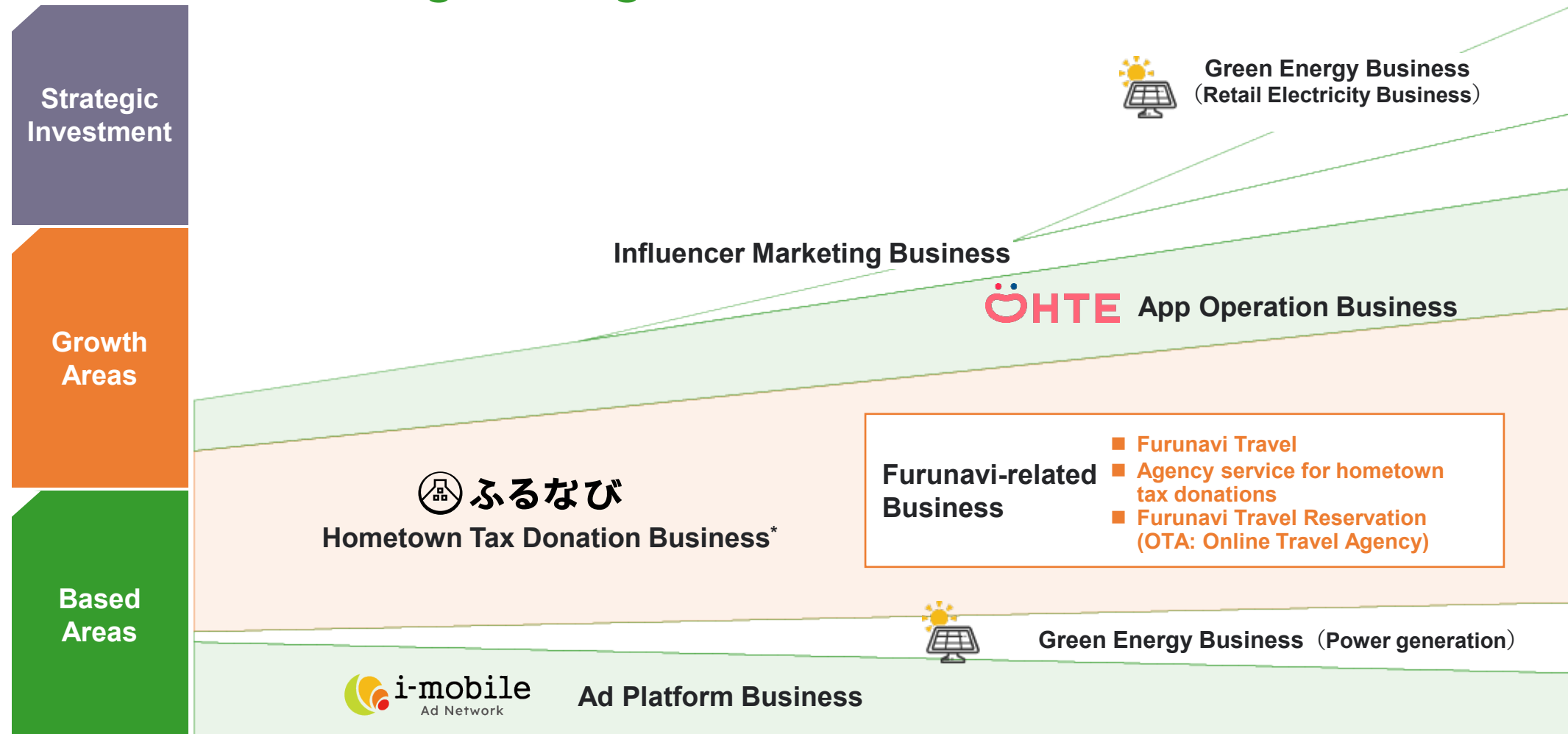
Strategy

Restructure the Online Advertising business

- Develop new markets and restructure the 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

Cost of Capital-Conscious Management



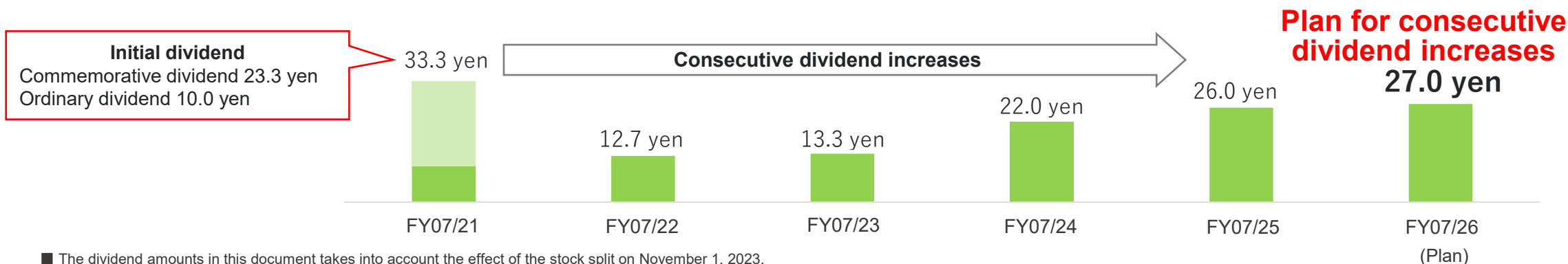
Capital and Shareholder Return Policies

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.



■ The dividend amounts in this document takes into account the effect of the stock split on November 1, 2023.

*Total Payout Ratio of n period fiscal year = (Annual dividends amount for the n period fiscal year) + n period fiscal year amount for share buyback / Profit attributable to owners of the parent for the n period fiscal year

Comparison between long-term expected growth rate and net sales' growth rate

**Capital cost
(expected growth rate)**

1.97%

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Cost of capital-conscious management – Awareness of issues

We will enhance disclosures that contribute to shaping expectations for future growth so that investors can accurately understand our corporate value. In conjunction with our mid-term business strategy, we will treat management practices that take capital costs into account as a priority issue

Awareness of issues and action

FY07/25

Proactive disclosure of non-financial information

Implementation of return policies based on capital strategy

Strengthening of quantitative targets and English disclosures

FY07/26

Disclosure and evaluation of initiatives and business KPIs

Mid-term business strategy and future investment plan

Capital efficiency and investment efficiency


In the future

Capital allocation policy

Investment area and decision criteria

tes

non-financial information	changes of individual shareholders and communication sent out to investors
• Information dissemination through the IR site and blog	• Incorporation of shareholder feedback into governance and capital management policy
• Incorporation of investor feedback into management	

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⑪ = 53 25M Incorporation of shareholders for (regarding) governance and capital management / into management











の意味の日本語は？

Reference(Company Information)



Major Services

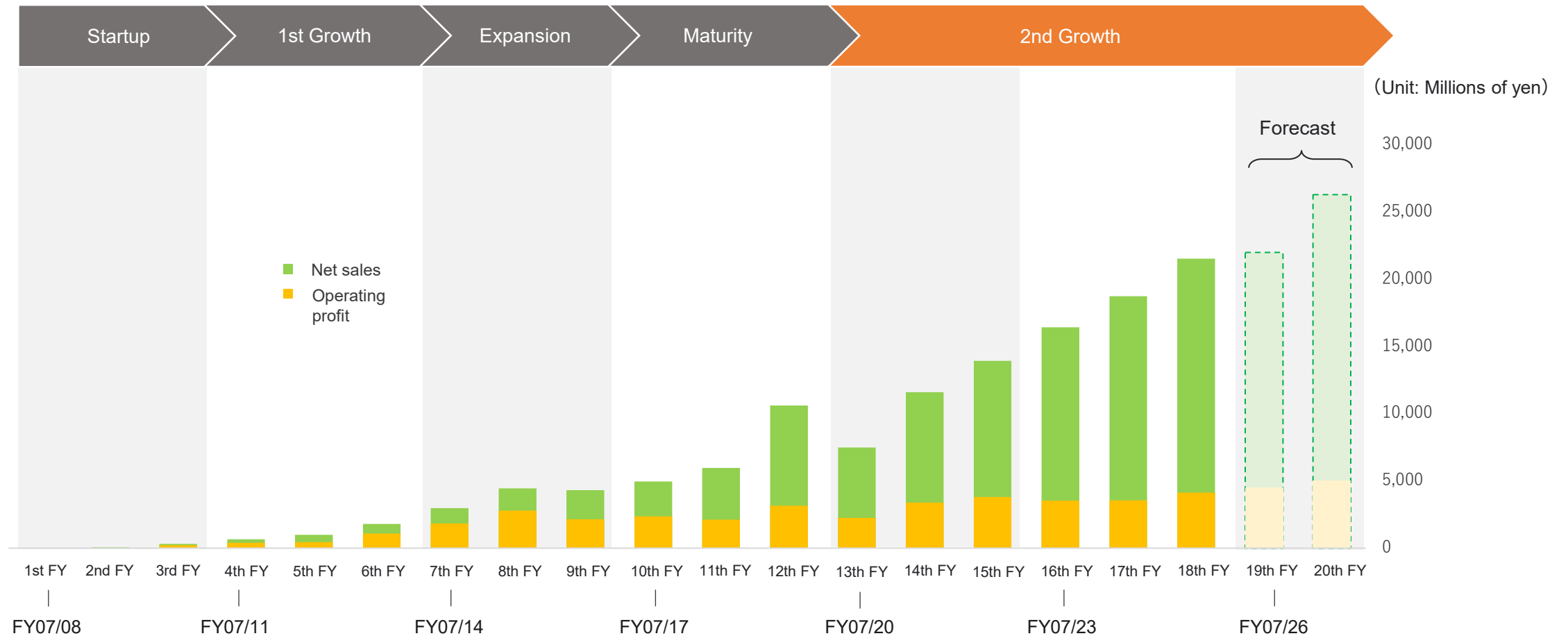
i-mobile aims to achieve growth with high profitability and competitiveness by optimally allocating assets and leveraging synergies of the two business segments: Consumer Service and Online Advertising

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
			 ふるなびトラベル予約 Accommodation booking sites which accept “Furunavi Travel points”
		Restaurant PR	 ふるなび グルメポイント Service that links local food with restaurants in urban areas through hometown tax donation
		Loyalty Points Service	 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
	Media Solution Business		 i-mobile Media Solution As a GCPP Apps Specialist, 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

*The name of “Affiliate business” was changed to “Influencer Marketing business” from the fiscal year ended July 31, 2024. This business also includes the existing activities of the Affiliate business.

Business Results and Future Forecasts

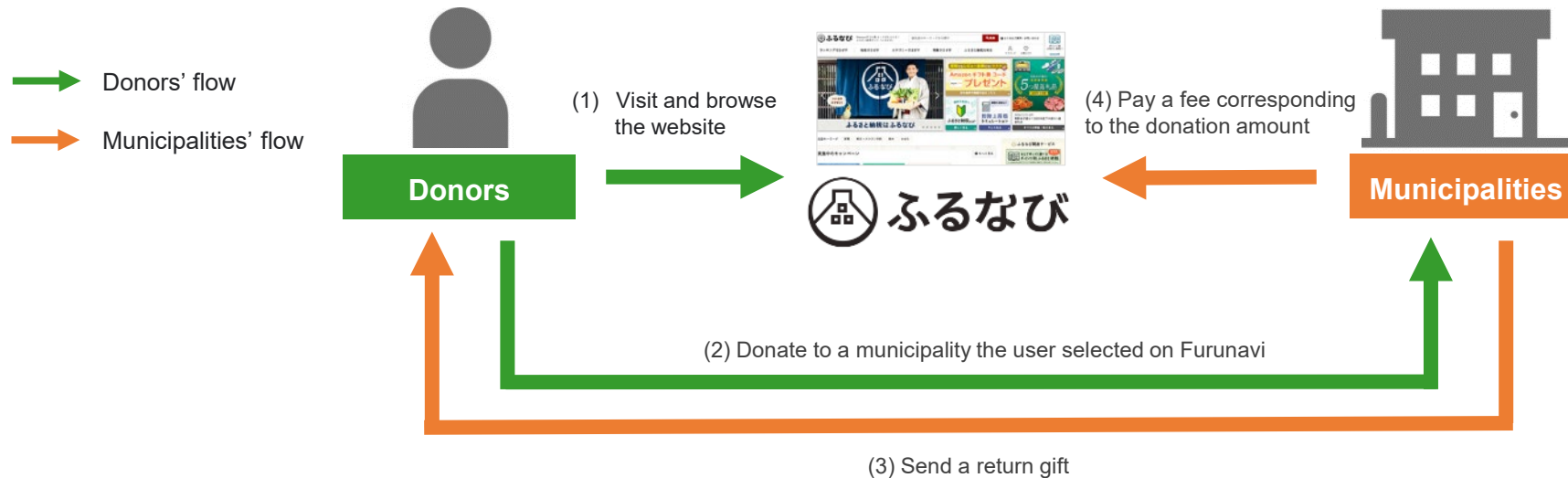
Originally founded as an ad network service provider, i-mobile has continued to grow steadily by leveraging its assets and diversifying business domain changes, and it continues to boost its profits through proactive investment



■ 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.

While the system effectively allows a portion of the residence tax paid to one's local municipality to be redirected to other regions, it is legally defined as a scheme that combines donations with corresponding tax deductions under the tax code.

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

ふるなびトラベル

ふるなびトラベル予約

Users can use points earned through hometown tax donations to redeem Furunavi “original gifts in return” and make seamless “lodging reservations” the Furunavi booking site.

ふるなび Premium

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.

ふるなびカタログ

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

ふるなび

Solving Social Problems

ふるなびクラウドファンディング

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.

ふるなび災害支援

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

ふるさと納税 地方創生 協働ラボ

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

“Furunavi,” a web portal for hometown tax donations

Competitive advantage of “Furunavi”

- 1 Planning and development of original gifts in return in collaboration with municipalities
- 2 Development of customer-first promotional strategies and services that can be implemented in a timely and prompt way



- 3 High customer attraction and closing rate, owing to the use of the digital marketing know-how of our original business
- 4 In-house development system that enables speedy development and implementation of products and services

History of the service

- 2014 : Launch of “**Furunavi**,” a web portal for hometown tax donations
- 2015 : Release of “**Furunavi Premium**,” a hometown tax donation proxy service for high-income taxpayers
- 2017 : Release of “**Furunavi Travel**,” which offers original gifts in return that can be used while traveling, such as for lodging facilities
- 2018 : Release of “**Tamaru Mall**,” a loyalty points service for “Furunavi” members
- 2018 : Release of “**Furunavi Crowdfunding**,” which allows donors to express their opinions more directly
- 2019 : Release of “**Furunavi Catalog**,” a point-based hometown tax donation service that allows donors to choose gifts at their convenience
- 2020 : Release of “**Furunavi Gourmet Experience**,” gifts in return based on local ingredients that connects rural food products with dining experience in urban areas
- 2021 : Launch of “**Electricity points**,” which can be used to pay electricity bills with hometown tax donations
- 2024 : Release of the “**Furunavi App**” offering a smoother process for donation applications and tax deduction procedures
- 2025 : Release of the “**Furunavi Travel Reservation**” service, enabling a seamless process for hometown tax donations accommodation reservations



ふるなび

ふるなび
Premium貯 たまるモール
by ふるなび

ふるなびクラウドファンディング



Furunavi's Solutions and Support toward Local Issues

■ Corporate version of Hometown Tax Donation (regional revitalization support tax system)

This system allows companies to deduct corporate taxes when they donate to “regional revitalization projects” implemented by local governments. It aims to support projects implemented by local regions in national issues, as well as solutions to local challenges, in order to revitalize regional development.

Donations achievements in FY2024 (municipal fiscal year)		
Hokkaido	Hokkaido	Comprehensive strategic plan for the creation of Hokkaido
Fukushima Prefecture	Fukushima Prefecture	Fukushima Revitalization and Regeneration Support Project for Businesses
Niigata Prefecture	Sanjo City	Sanjo City Digital Garden City Concept Comprehensive Strategy Promotion Plan
Ishikawa Prefecture	Ishikawa Prefecture	Ishikawa Prefecture Growth Strategy Plan
Nagano Prefecture	Saku City	Saku City Revitalization Plan Aiming to Become a City of Choice that Fulfills Hopes of Younger Generation
Aichi Prefecture	Gamagori City	Gamagori City Community, People and Jobs Creation Plan
Shiga Prefecture	Shiga Prefecture	Shiga Plan for a Happy and Sustainable Future in a Time of Population Decline
Osaka Prefecture	Izumisano City	Izumisano City Community, People and Jobs Creation Plan
Shimane Prefecture	Shimane Prefecture	“Shimane Creation” Human Resource Development Project for Youth
Hiroshima Prefecture	Hiroshima Prefecture	Promotion of the 2nd Phase of the Comprehensive Strategy for Creating “Hiroshima, a City to Be Proud of to the World”
Kagawa Prefecture	Kagawa Prefecture	Plan to Realize “Kagawa, a Frontier Prefecture in the Era of 100-Year Lifespans”
Fukuoka Prefecture	Oki Town	The 2nd Term Oki Town Community, People and Jobs Creation Plan
Saga Prefecture	Imari City	Imari City Community, People and Jobs Creation Plan
Nagasaki Prefecture	Matsuura City	Matsuura City Community, People and Jobs Creation Plan
Miyazaki Prefecture	Miyazaki Prefecture	Miyazaki Prefecture Community, People and Jobs Creation Plan
Miyazaki Prefecture	Shintomi Town	Shintomi Town Community, People and Jobs Creation Plan

■ Hometown Tax Donation Regional Revitalization Collaboration Lab.

We are demonstrating “solutions for social issues” and “support for regional revitalization” based on a public-private collaboration approach using the corporate version of Hometown Tax Donations and an individual approach using Hometown Tax Donation.



Continuing from last year, "Support business for single mothers and children" is being implemented in collaboration with Tsukubamirai City

To date, approximately 65 tons of rice harvested in Tsukubamirai City have been shipped to a total of 13,134 single mothers and children in Tokyo. In the fourth project, as a way for donors to experience the support firsthand, rice planting and harvesting activities of the rice to be delivered were also offered as return gifts.



Scene of rice planting

Furunavi's Solutions and Support toward Local Issues

The economic effect of Hometown Tax Donations is estimated at about 1.2 trillion yen*¹. Hometown Tax Donations serves not only as a source of funds for local governments but also as a means of regional revitalization through the stimulation of local industries. The Company also carries out various initiatives to contribute to the resolution of social issues through its businesses.

■ Furunavi disaster relief support / Proxy donations

ふるなび 災害支援

Through “**Disaster relief support**,” customers can directly support disaster-stricken municipalities by leveraging Hometown Tax Donations in the event of a disaster. Additionally, through “**proxy donations**,” other municipalities can receive donations in the place of disaster-stricken municipalities to reduce the clerical burden on “disaster-stricken municipalities” and improve response speed. The Company supports mutual cooperation between municipalities by way of Hometown Tax Donations.

* We do not receive any fees in Furunavi disaster relief support, including payment fees from municipalities.

The number of disaster relief support in 2024 : 22,460 cases (of which 13,442 cases are proxy donations)

Examples of Current Recipients of Disaster Relief Support

- January 2024 Noto Peninsula Earthquake (Ishikawa Prefecture)
- September 2024 heavy rains in the Noto Peninsula (Ishikawa Prefecture)
- Fire at Shiraoka City Hall, Saitama in 2025
- August 2025 heavy rains (Akita, Hokkaido, Kumamoto, and Kagoshima Prefecture)
- [Emergency] Heavy Rains in September and October 2025 (Hokkaido, Mie Prefecture, Shizuoka Prefecture)

【石川県（県庁）】令和6年能登半島地震 災害支援（代理：茨城県境町）



令和6年能登半島地震 災害支援

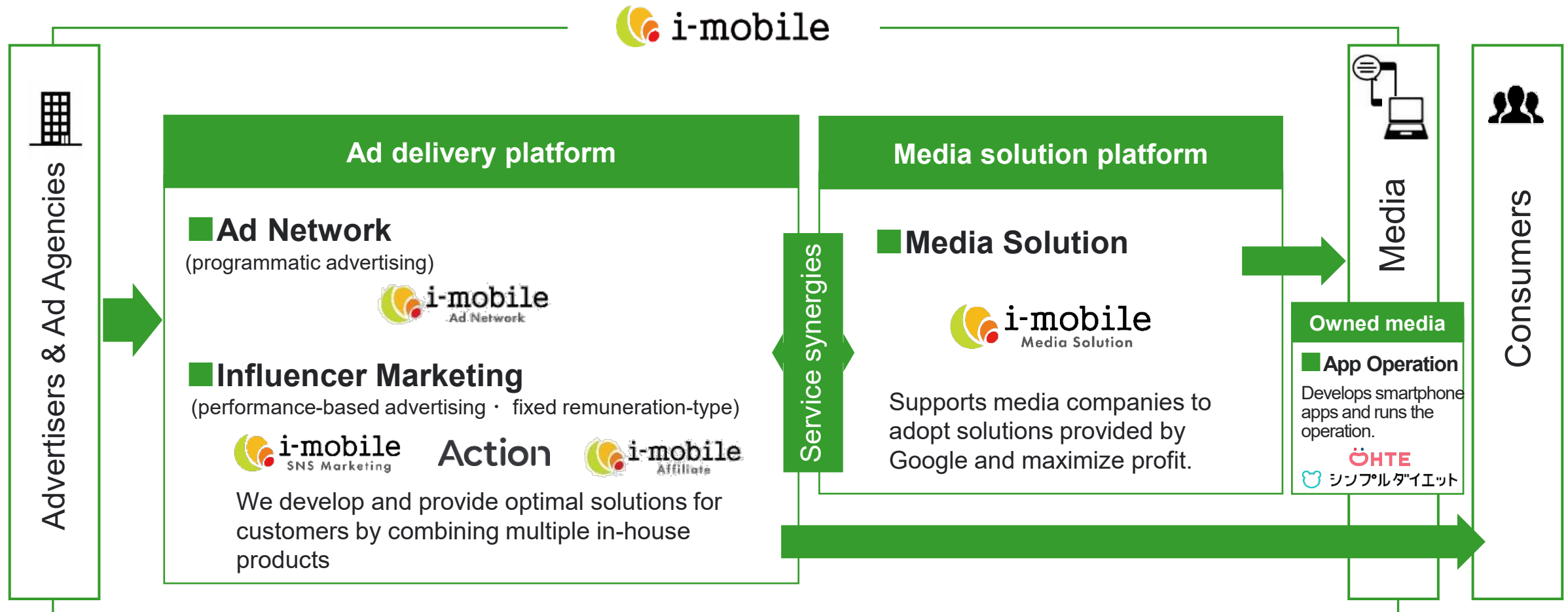
各被災自治体では代理受附も受け付けております。



*¹ According to an analysis by the Frusato Tax Research Institute, Inc., Kansai University and Momoyama Gakuin University, the estimated amount is approximately 1,222,105 million yen.
<https://prtimes.jp/main/html/rd/p/0000000043.000104918.html>

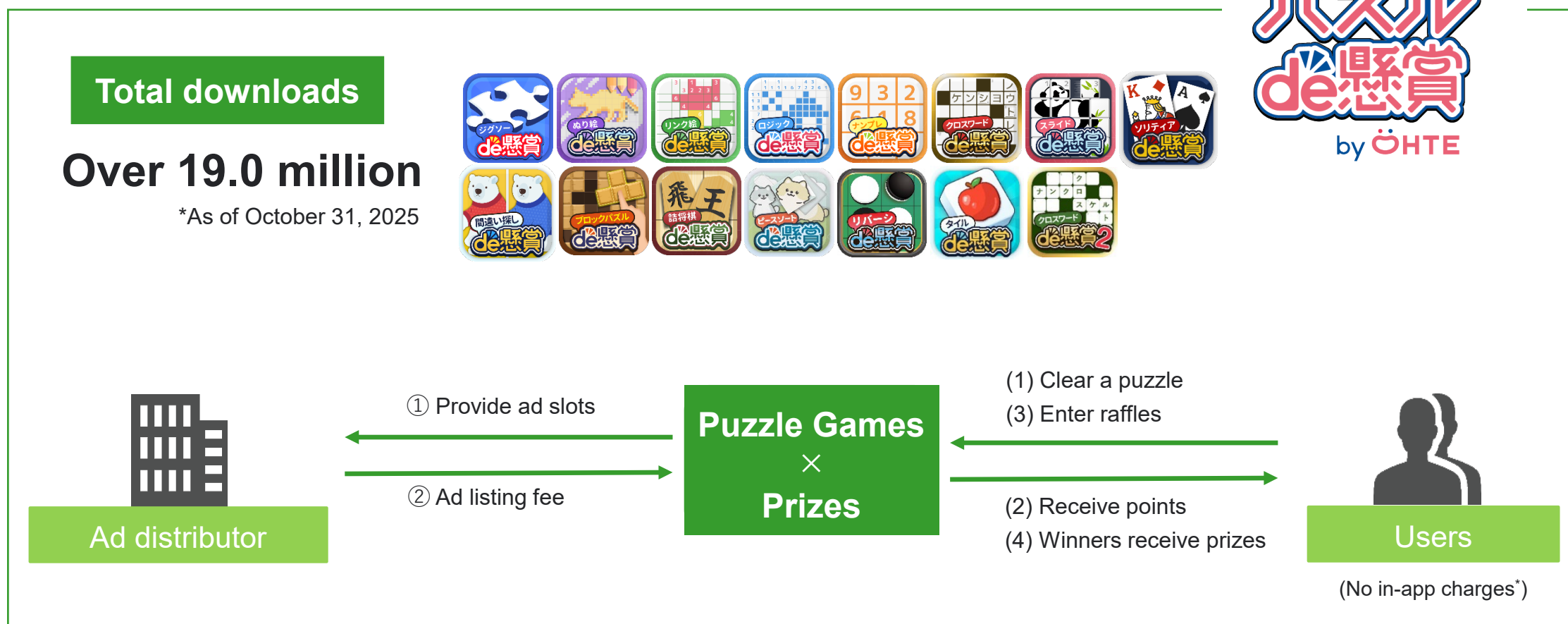
Key Services in Online Advertising Market

The group develops and provides a proprietary ad delivery platform that optimizes advertising for both advertisers and media, thereby maximizing advertising effectiveness and revenue. The Group runs app businesses



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 as a result of product (title) development and marketing management methods utilizing i-mobile's technological expertise



Green Energy Business

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

Strength

Customer base

Network with municipalities

Network with lodging facilities

Strong financial foundation as
a listed company



Power

Agrivoltaics

Outdoor solar
power
generation

On-site PPA
business

EV Charging business

Charging facilities
installation and
management



Agriculture industry

**Retail Electricity
business**

Off-site PPA business

**Municipality Support
business^{*1}**

Ancillary businesses

EPC business
O&M business
Insurance Agency
business

^{*1} Use of green energy to manufacture local
products and supply electricity to public facilities

Opportunity

Growth of
electric vehicle market

Shift to renewable
energy area^{*2}

Momentum toward
local revitalization

Hometown Tax Donation business

Management of portal sites

Hometown Tax Donation
business for corporations

Crowd funding

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

^{*2} 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.

Establishment of Subsidiary “Furunavi Energy, Inc.”

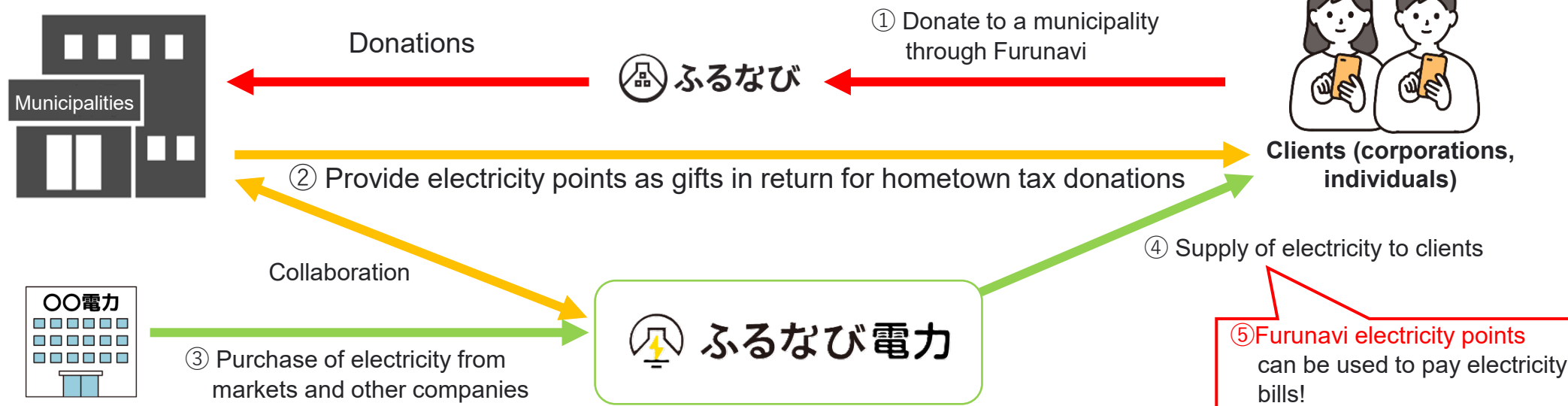
Full entry into the retail electricity business

Green Energy Business

By utilizing our marketing know-how and partnerships with municipalities, we contribute to regional revitalization through electricity

- ✓ Furunavi Electricity Points, awarded for hometown tax donations, can be used to pay monthly electricity bills
- ✓ With Furunavi Electricity points, users can donate anytime, with no expiry date
- ✓ Contribution to a sustainable future with 100% renewable energy electricity

We have launched services for individuals launched in addition to corporate services



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)

	FY07/21	FY07/22	FY07/23	FY07/24	FY07/25
Net sales	11,952	13,933	16,426	18,735	21,528
Gross profit	11,584	13,918	16,401	18,702	21,500
Gross profit margin	99.9%	99.9%	99.8%	99.8%	99.9%
SG&A	8,202	10,125	12,875	15,153	17,367
SG&A ratio	70.8%	72.7%	78.4%	80.9%	80.7%
Operating profit	3,382	3,793	3,525	3,549	4,133
Operating profit margin	29.2%	27.2%	21.5%	18.9%	19.2%
Ordinary profit	3,366	3,839	3,434	3,459	4,069
Ordinary profit margin	29.0%	27.6%	20.9%	18.5%	18.9%
Profit ^{*2}	2,299	2,678	2,404	2,420	2,957
Net profit margin	19.8%	19.2%	14.6%	12.9%	13.7%
Total assets	18,992	18,193	21,721	24,488	27,264
Net assets	14,720	13,406	14,079	15,633	16,221
Net interest-bearing debt	▲ 15,422	▲ 14,268	▲ 16,218	▲ 18,602	▲ 20,496
Equity-to-asset ratio	77.4%	73.3%	64.3%	63.3%	59.3%

I-2. Financial Results by Segment^{*3}

		FY07/21 ^{*4}	FY07/22	FY07/23	FY07/24	FY07/25
Consumer Service	Net sales	7,708	9,916	13,285	15,950	19,059
	Operating profit	1,974	2,495	2,976	3,446	4,021
	Operating profit margin	25.6%	25.2%	22.4%	21.6%	21.1%
Online Advertising	Net sales	3,935	4,065	3,180	2,756	2,411
	Operating profit	1,451	1,415	667	333	153
	Operating profit margin	36.9%	34.8%	21.0%	12.1%	6.4%

II. Management Indicators

	FY07/21	FY07/22	FY07/23	FY07/24	FY07/25
ROE	16.5%	19.0%	17.6%	16.4%	18.7%
ROA	13.4%	14.4%	12.1%	10.5%	11.4%
EPS (yen) ^{*5}	35.8	41.7	39.9	42.1	51.4

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

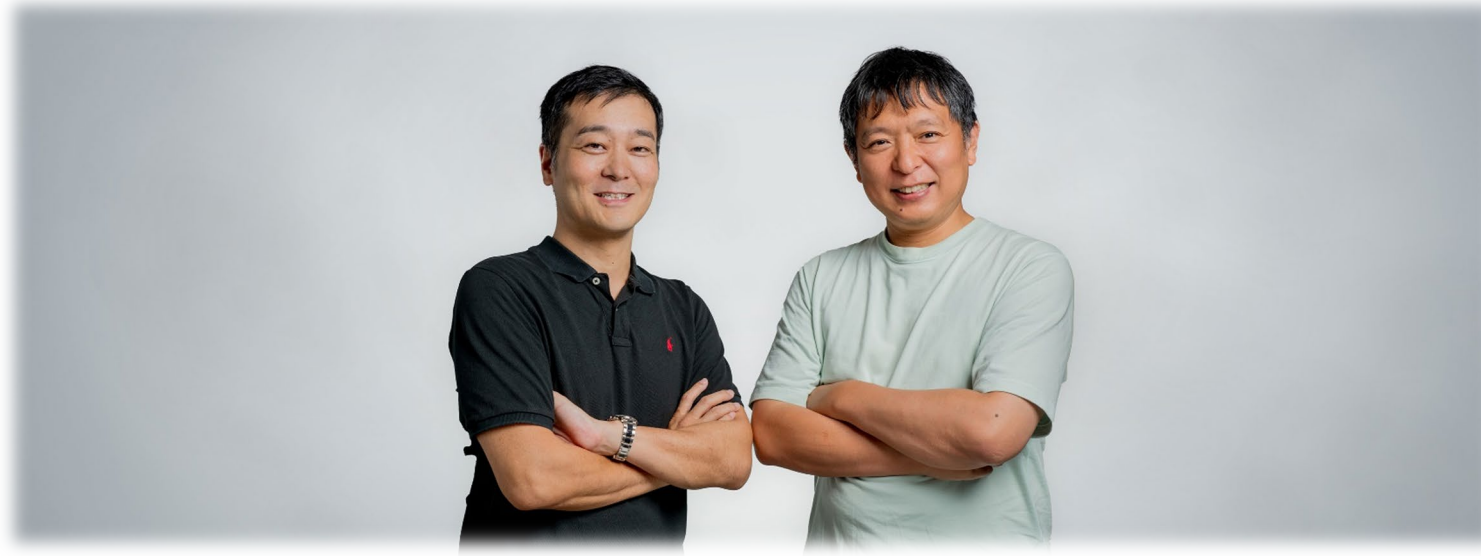
ROE = Profit / Average of beginning and ending equity

ROA = Profit / Average of beginning and ending total assets

EPS = Profit / Average number of outstanding shares during the period

^{*1}: All the amounts shown here are based on the new revenue recognition standards.^{*2}: "Profit" refers to "Profit attributable to owners of parent" in this page^{*3}: The amounts of net sales and operating profit are before the adjustment of intersegment transactions.^{*4}: 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.^{*5}: 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 October 31, 2025)
Established	August 17, 2007	Employees	221 (consolidated, as of October 31, 2025)
Head office	Kandenfudosan Shibuya building, 8F, 3-26-20 Shibuya, Shibuya-ku Tokyo 150-0002	Representatives	Toshihiko Tanaka Representative Director, Chairman and Senior Executive Officer Tetsuya Noguchi Representative Director, CEO and Senior Executive Officer
Business locations	Tokyo Head Office Kansai Branch Office	Directors & Officers	Yasuhiro Fumita Executive Managing Director and Senior Executive Officer, CFO Satoshi Shima Lead Outside Director Masumi Sai Outside Director Yukio Todoroki Outside Director, Audit & Supervisory Committee member (Full-time) Tadatsugu Ishimoto Outside Director, Audit & Supervisory Committee member Akira Takagi Outside Director, Audit & Supervisory Committee member
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 Media Solution business App Operation business, etc.		
		Majority-owned subsidiaries	Ohte, Inc. (100%)

Disclaimer



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Creating a Business for the Future

