



FY2025.7

Business Results

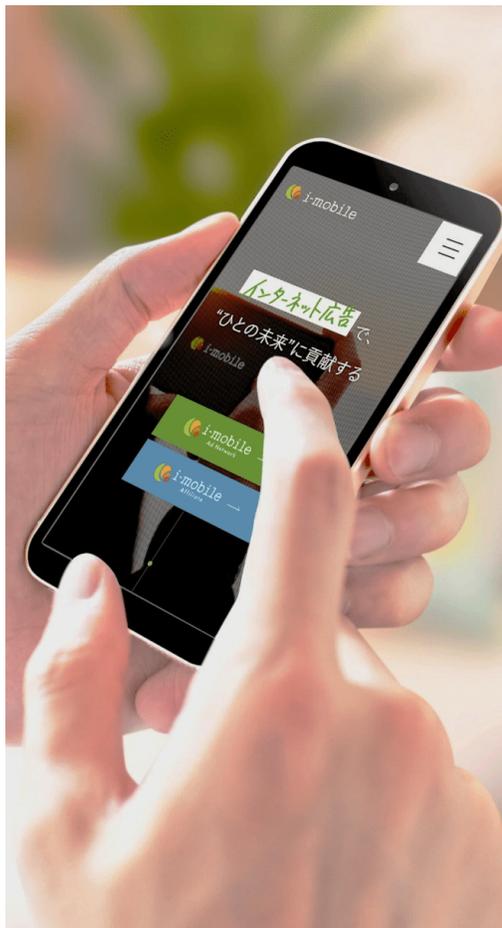
i-mobile Co., Ltd.

(Stock Code 6535, TSE Prime Section)

September 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

FY2025.7

Financial Highlights



Executive Summary (1)

Achieved “record-high” cumulative consolidated net sales and operating profit



YoY :

Against the backdrop of market expansion, strengthened promotional activities and improved user convenience boosted usage among existing customers. As a result, donation amounts reached a record high, leading to increased sales and profit

vs.
original plan :

The increase in new customers fell below expectations, and sales and profit fell short of the original plan



In the App Operation business, collaboration with other companies and development of new markets steadily expanded new customer acquisition, enabling the business to maintain strong performance. Sales and profit in the Online Advertising business as a whole decreased due to a slump in existing businesses

Shareholder's return

To enhance capital efficiency and maximize shareholder value, we conducted a share buyback equivalent to approximately 3% of the total shares outstanding. The year-end dividend was set at 26 yen, achieving the planned increase

Executive Summary (2)



		FY07/24 Cumulative Period	FY07/25 Cumulative Period	YoY (%)	(Unit: Millions of yen)	
					Original Plan	% of Original Plan
Consolidated results	Net sales	18,735	21,528	114.9%	23,000	93.6%
	Operating profit (OPM)	3,549 (18.9%)	4,133 (19.2%)	116.5%	4,500 (19.6%)	91.9%
	Profit*	2,420	2,957	122.2%	2,950	100.2%
Consumer Service	Net sales	15,950	19,059	119.5%	20,200	94.4%
	Operating profit (OPM)	3,446 (21.6%)	4,021 (21.1%)	116.7%	4,200 (20.8%)	95.7%
Online Advertising	Net sales	2,756	2,411	87.5%	2,760	87.4%
	Operating profit (OPM)	333 (12.1%)	153 (6.4%)	46.2%	340 (12.3%)	45.2%

(Reference) Operating profit margin for the full year cumulative period in the Consumer Service business: FY2023: 22.4 %, FY2024: 21.6 %, FY2025: 21.1 %

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

Annual Changes in Consolidated Net Sales and Operating Profit

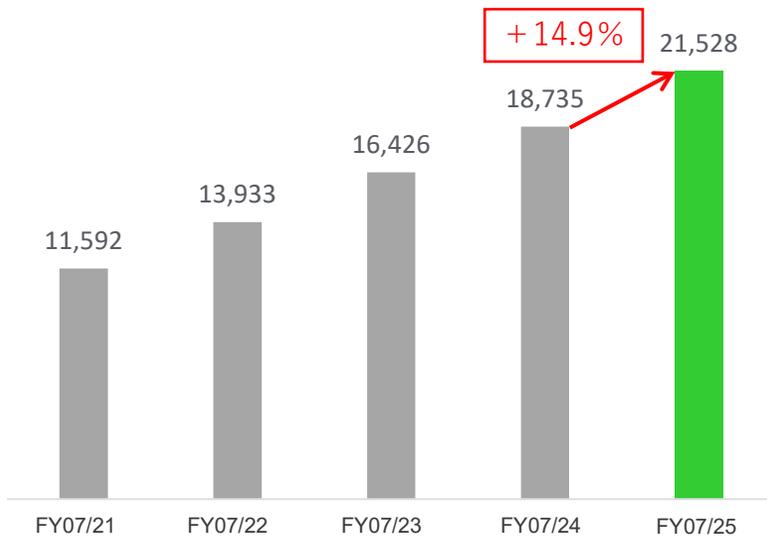
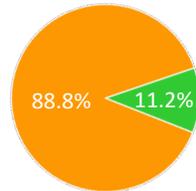
Favorable results in the Hometown Tax Donation business drove growth, and the company promoted the development and expansion of new revenue opportunities, with sales growing significantly. Despite increased expenses for human capital investment, including head office relocation costs, as well as business restructuring costs and settlement costs, operating profit still increased

Net sales

(Unit: Millions of yen)

FY07/25 Net sales
Performance by segment

- Consumer Service
- Online Ad Service

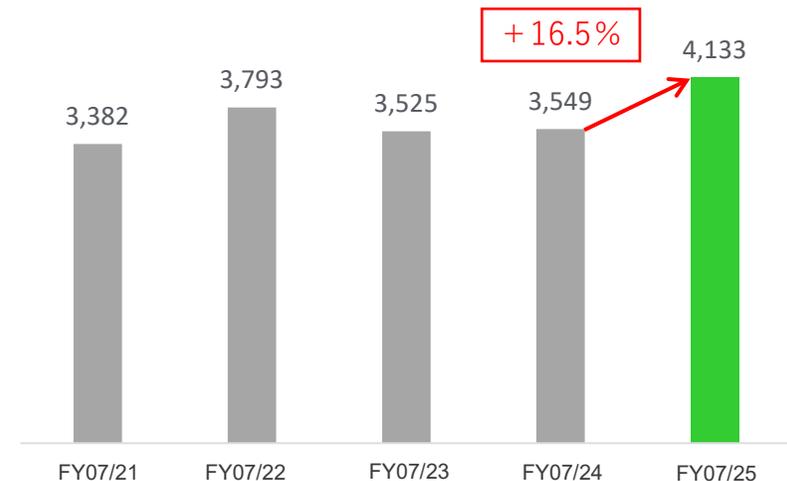
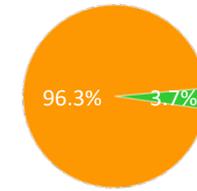


Operating profit

(Unit: Millions of yen)

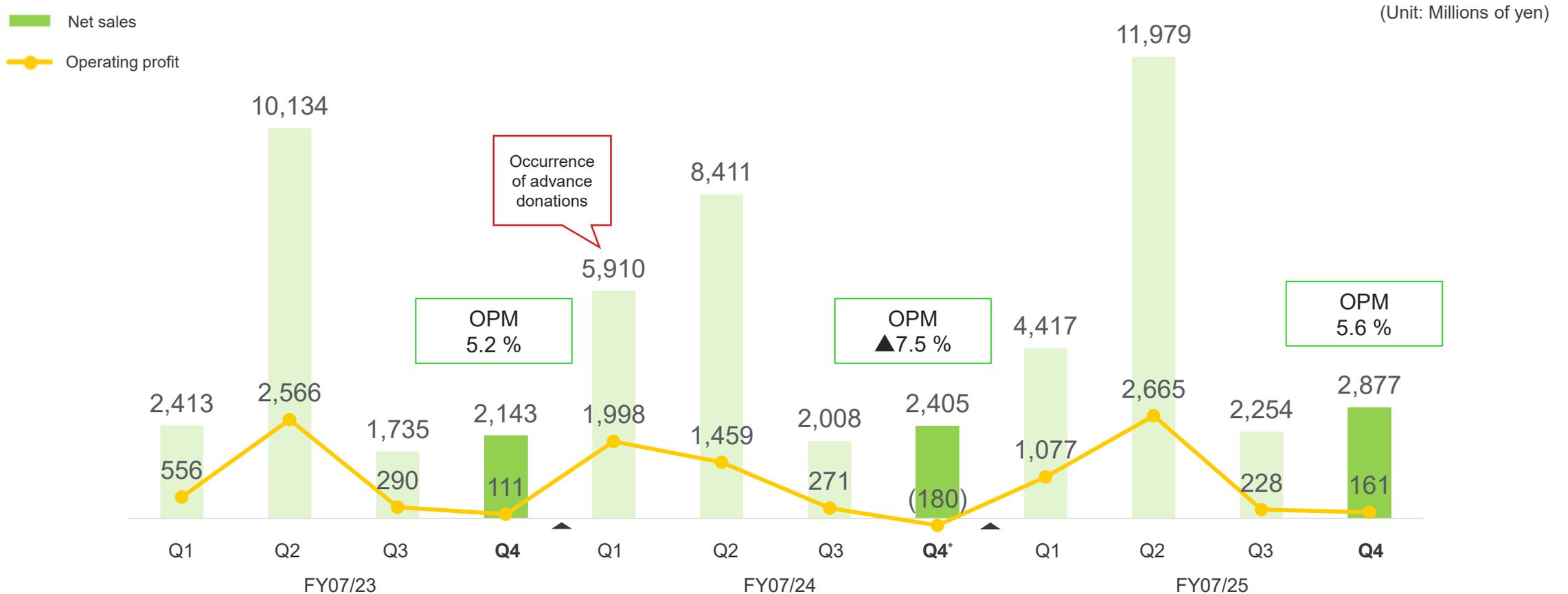
FY07/25 Operating profit
Performance by segment

- Consumer Service
- Online Ad Service



Quarterly Changes in Consolidated Net Sales and Operating Profit

Although sales peaks were dispersed due to advance demand for the Hometown Tax Donation business in the previous year, sales and profit remained on a steady track in each quarter

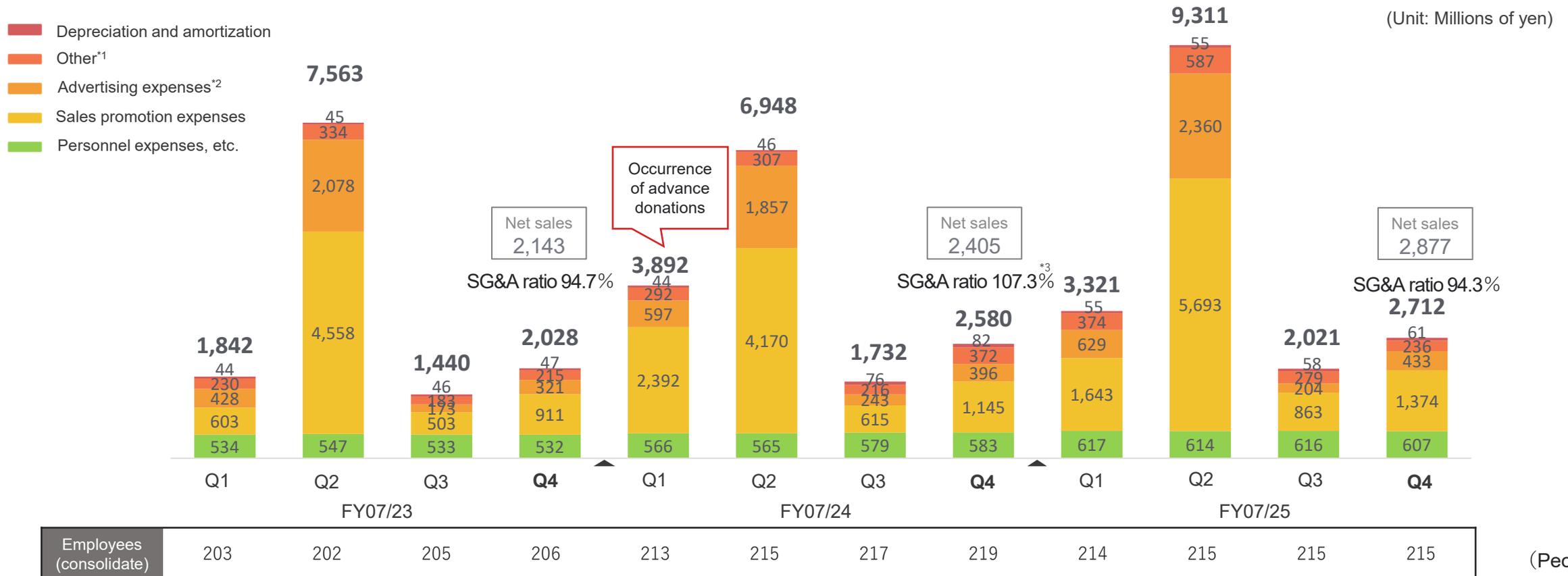


■ OPM : Operating Profit Margin

*Due to the rise in extraordinary expenses related to the head office relocation, operating profit is significantly lower compared to previous years.

Quarterly Changes in Consolidated SG&A Expenses

Although the SG&A expense increased YoY due to costs that rise with sales, such as promotion costs for the Furunavi campaign and settlement costs, as well as increased investment in human capital, including head office relocation, SG&A expenses remained in line with the original plan



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

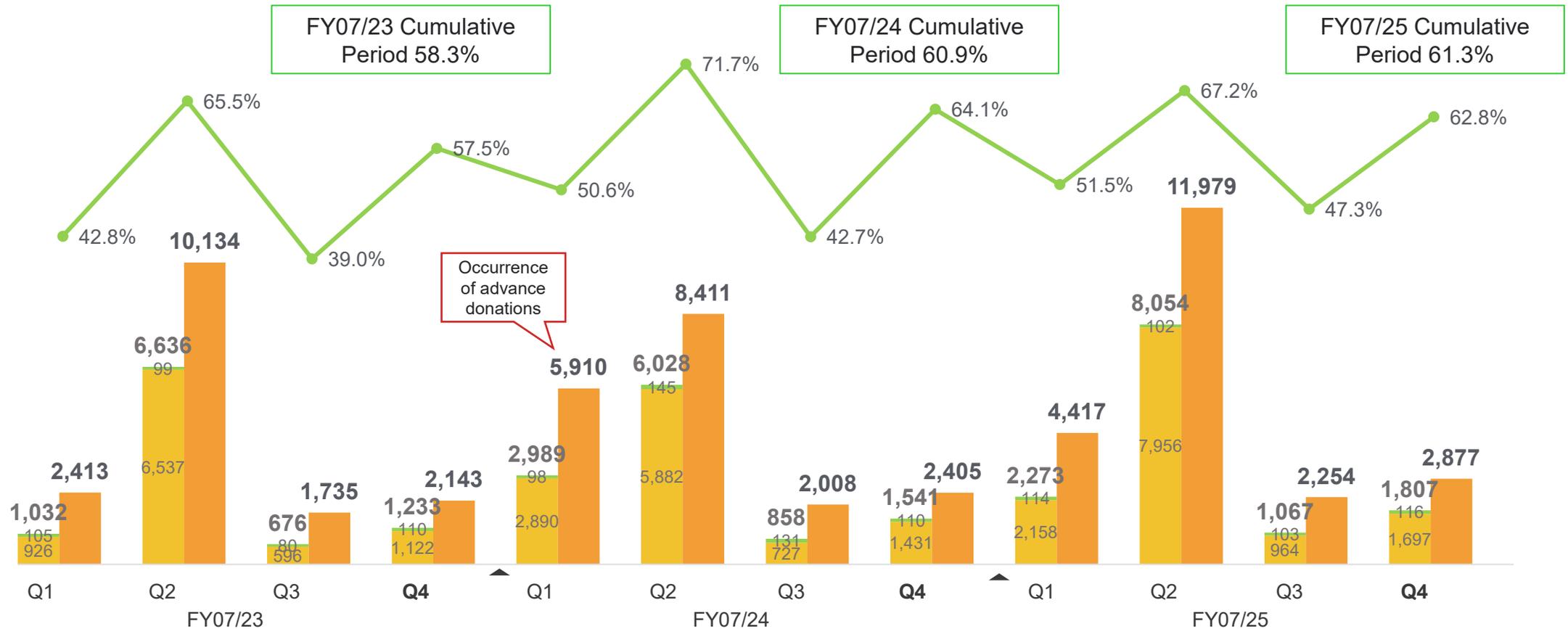
*2 Advertising expenses include the cost of TV commercials that were aired in the FY07/23 Q1 – Q4, FY07/24 Q1 - Q2, and FY07/25 Q1 - Q2, Q4

*3 Due to factors such as double rent associated with the head office relocation, changes in promotional expense recognition, and lump-sum recognition of small-value assets, the SG&A ratio for the period ended in July 2024 is higher than usual level.

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

- Consolidated net sales
- Online ad promotion cost
- Consumer promotion cost
- Ratio of promotion cost as % of consolidated net sales

(Unit: Millions of yen)



■ Promotion cost consists of promotion expenses and advertising expenses.

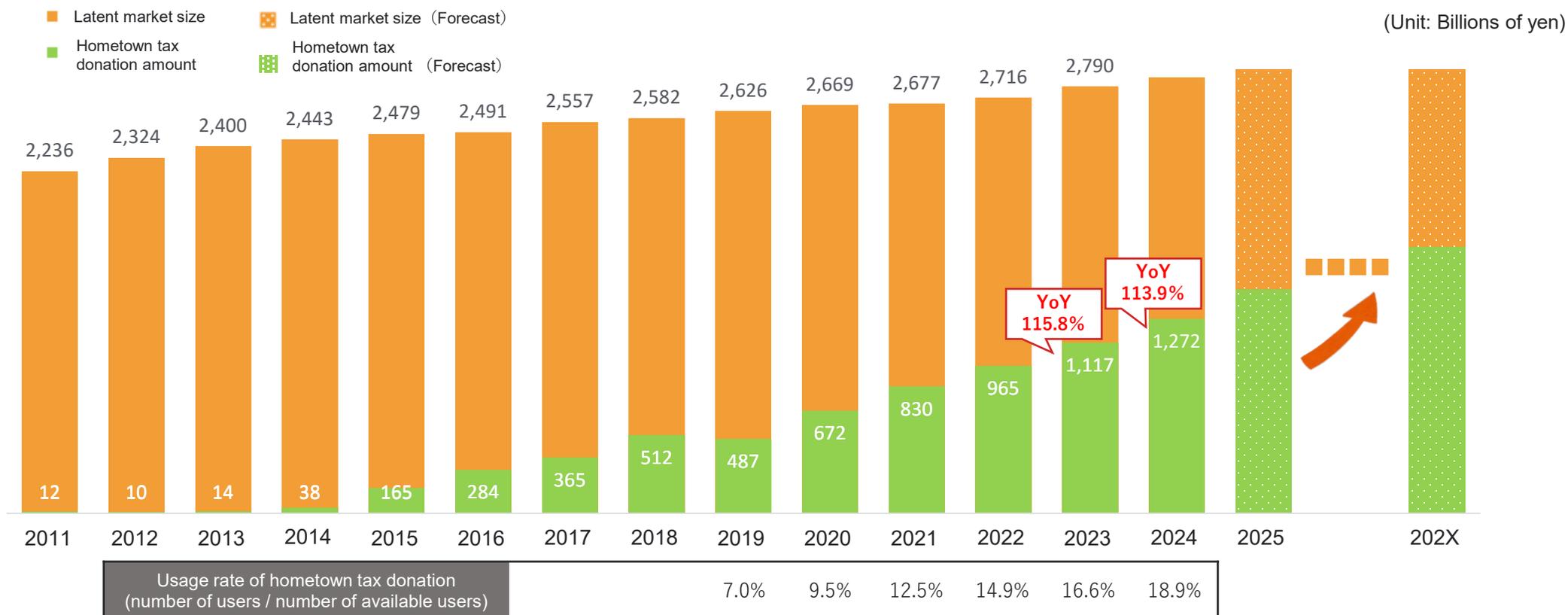
Segment Analysis

Consumer Service



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.

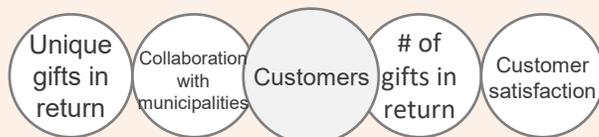
* The amounts were calculated based on the market size and growth potential estimated by i-mobile. Note that the amounts may differ from the statistical figures.

Full-Year Business Results for FY07/25

Priority Measure for FY2025

Early establishment of competitive edge

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

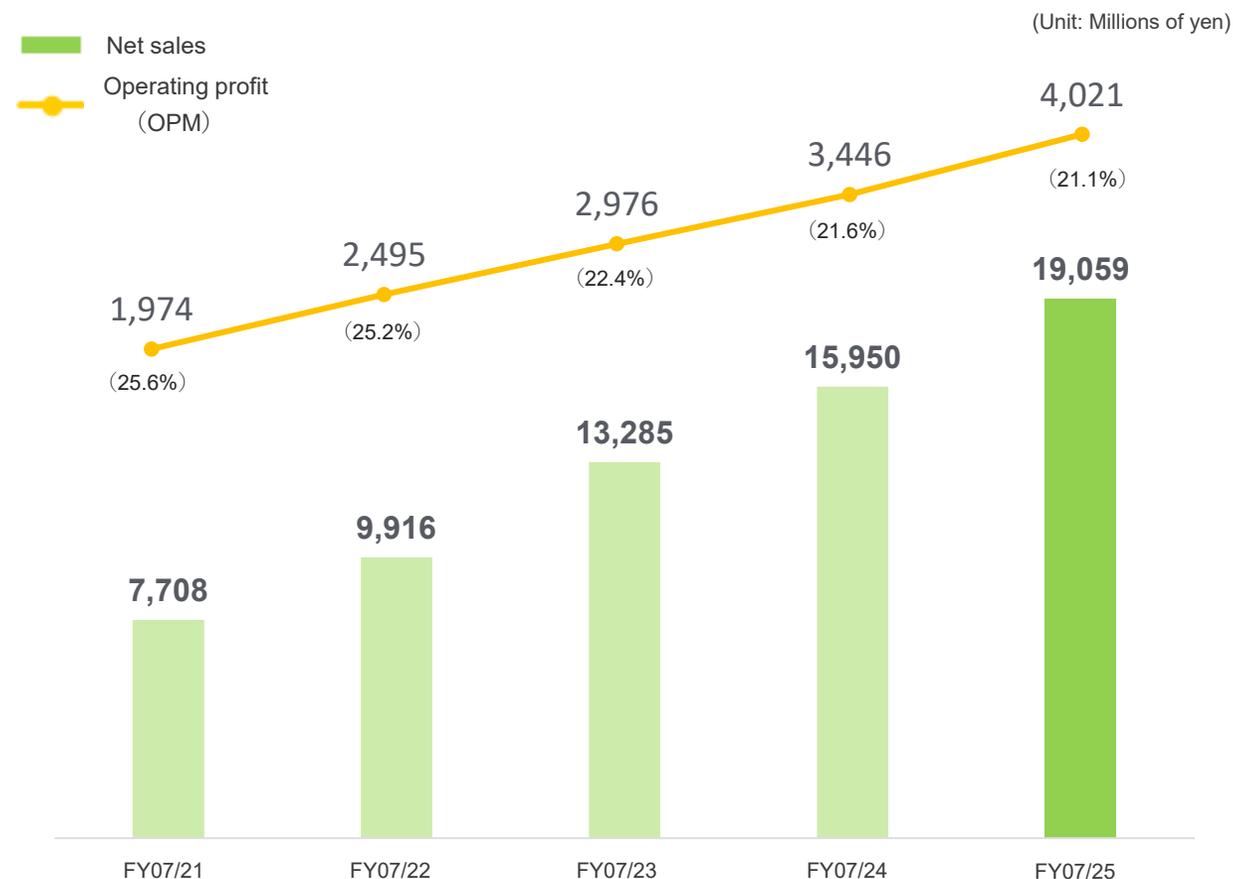


----- Valuation for FY07/25 -----

- Strengthening sales promotion to acquire new customers and enhancing user convenience
- Strengthening collaboration with municipalities
- Enhancement of unique gifts in return and increase in number of goods handled

Net sales : YoY **119.5%** **94.4%** of original plan
 Operating profit : YoY **116.7%** **95.7%** of original plan

【 Trends in Net Sales and Operating Profit 】



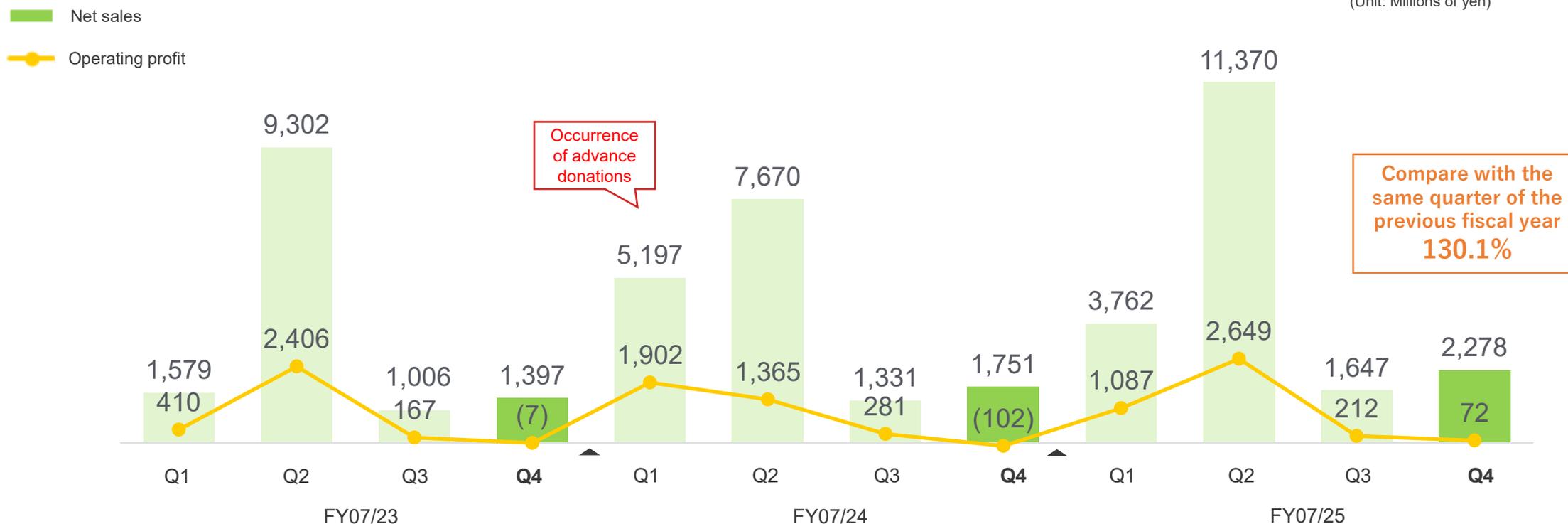
■ The term YoY used on this slide represents a comparison between the consolidated fiscal year ended July 31, 2025 with the consolidated fiscal year ended July 31, 2024.

Quarterly Earnings with Results for FY07/25 Q4

Against the backdrop of growth in the hometown tax donation market, the success of unique gifts in return and promotional measures, as well as the effect of the Furunavi App and Furunavi Travel Reservation, led to higher retention. Increased donations for high-priced gifts in return also contributed, resulting in higher sales and profit compared with the same quarter of the previous fiscal year

【 Trends in Net Sales and Operating Profit 】

(Unit: Millions of yen)

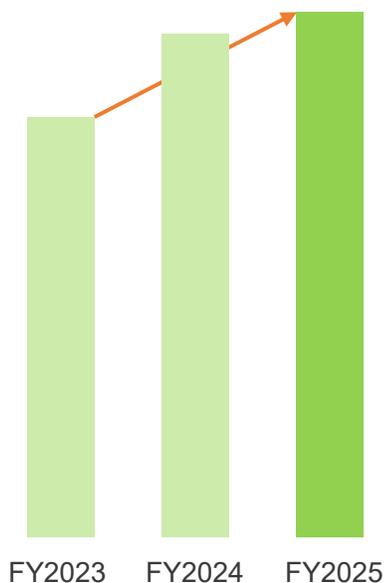


Growth of Hometown Tax Donation business



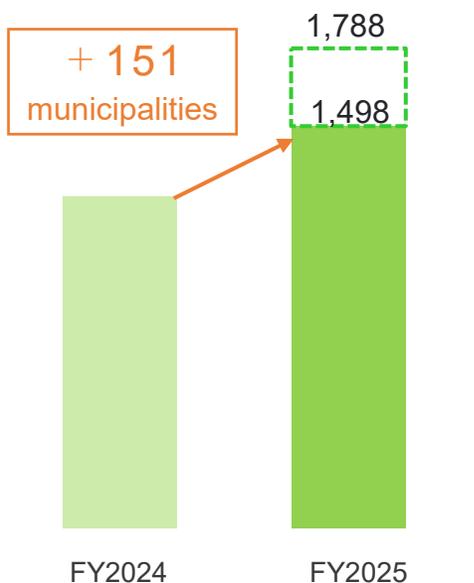
Actual number of donations

YoY **104%**
Yo2Y **120%**



Number of contracted municipalities

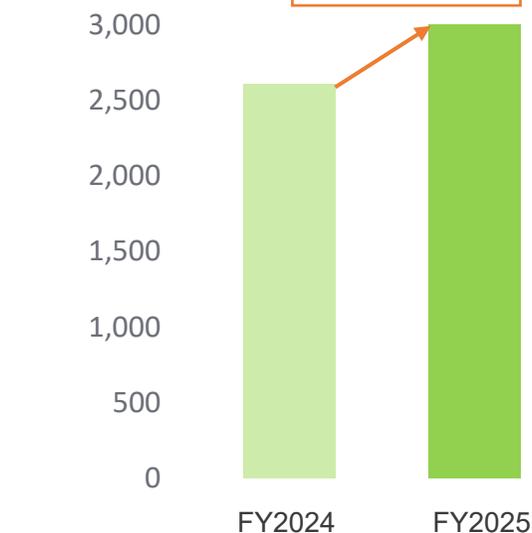
Coverage rate of the number of contracted municipalities* **84%**



Number of members

(Unit: Thousand of people)

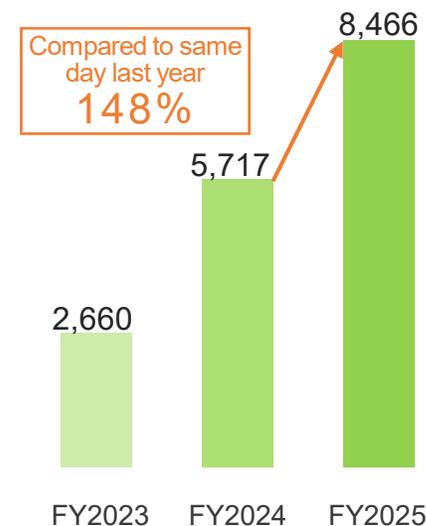
Compared to same day last year **116%**



Net sales **158%**
(Compared with the same quarter of the previous fiscal year)

Number of contracted facilities

Compared to same day last year **148%**



■ The term YoY used on this slide represents a comparison between the cumulative period ended July 31, 2025 and the cumulative period ended July 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. Additionally, the top 98.6% of municipalities ranked by donations is covered at 92.8%.

Initiatives in the Q4

■ Broadcast of the Furunavi TV commercial

For the seventh year in a row, a commercial featuring the 65th Yokozuna Takanohana was released. Pay attention to Takanohana, who struggled to deliver lines and sing while riding a giant rodeo machine



■ Expansion of “Furunavi Travel” facilities in Tokyo’s 23 Wards

Furunavi Travel ranked first in the amount of hometown tax donations among all gifts in return in Chiyoda Ward, Tokyo. Shibuya Ward in Tokyo also began offering Travel Points



■ We started accepting donations of “Furunavi Electricity Points,” which can be used to pay electricity bills

A new gift in return that can be applied to electricity bills for Furunavi Energy’s “100% Renewable Energy from Ibaraki Prefecture” has been introduced. Realizing a new form of hometown tax donation that is friendly to both the environment and local communities



Segment Analysis

Online Advertising

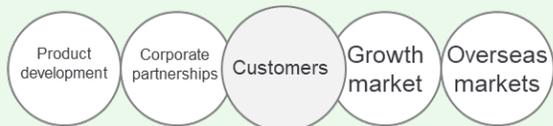


Full-Year Business Results for FY07/25

Priority Measure for FY2025

business portfolio restructuring

diversify revenue sources



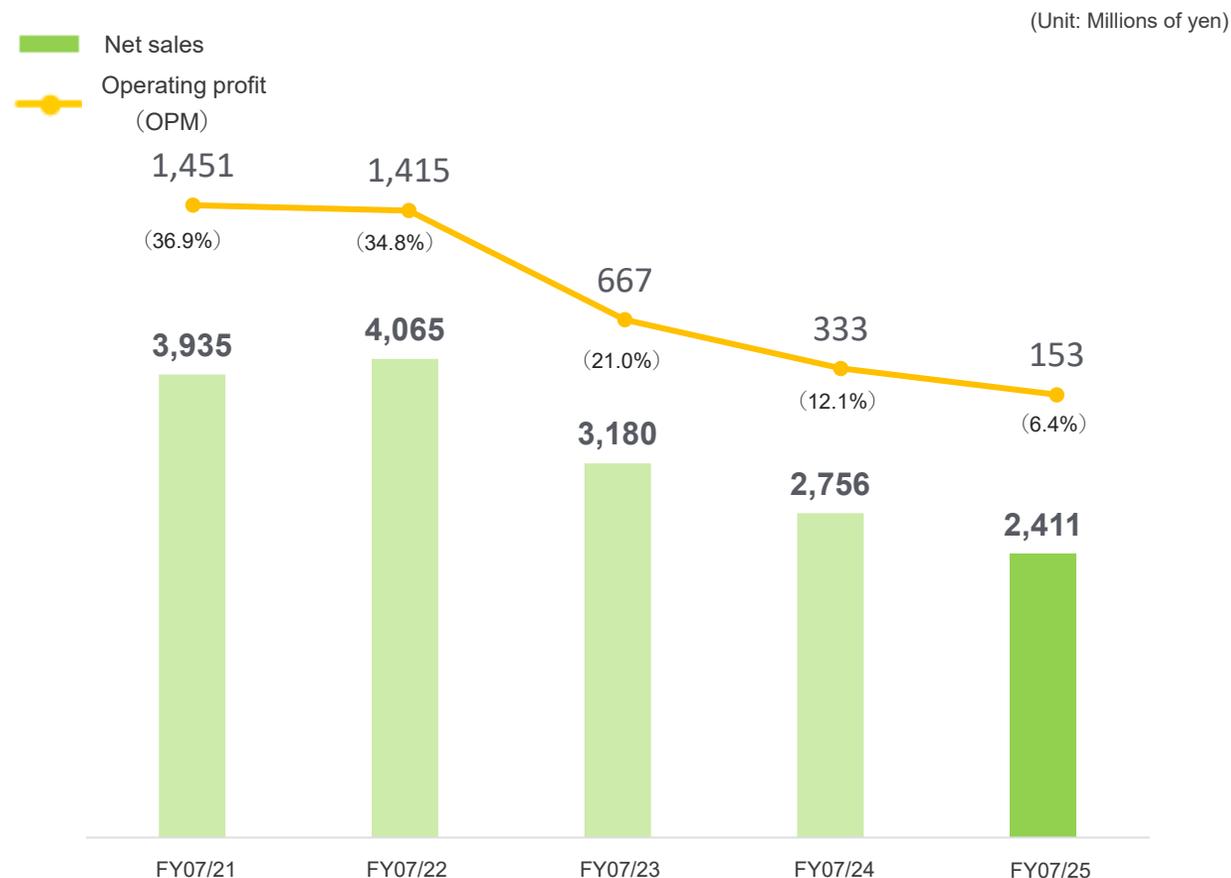
----- Valuation for FY07/25 -----

- Expansion of the customer base, the market, and the revenue model in the App Operation business ➤ ○
- Shift in the Ad Platform business portfolio area ➤ ○
- In the Media Solution business, impressions* expanded ➤ △

Net sales : YoY **87.5%** **87.4%** of original plan

Operating profit : YoY **46.2%** **45.2%** of original plan

【 Trends in Net Sales and Operating Profit 】

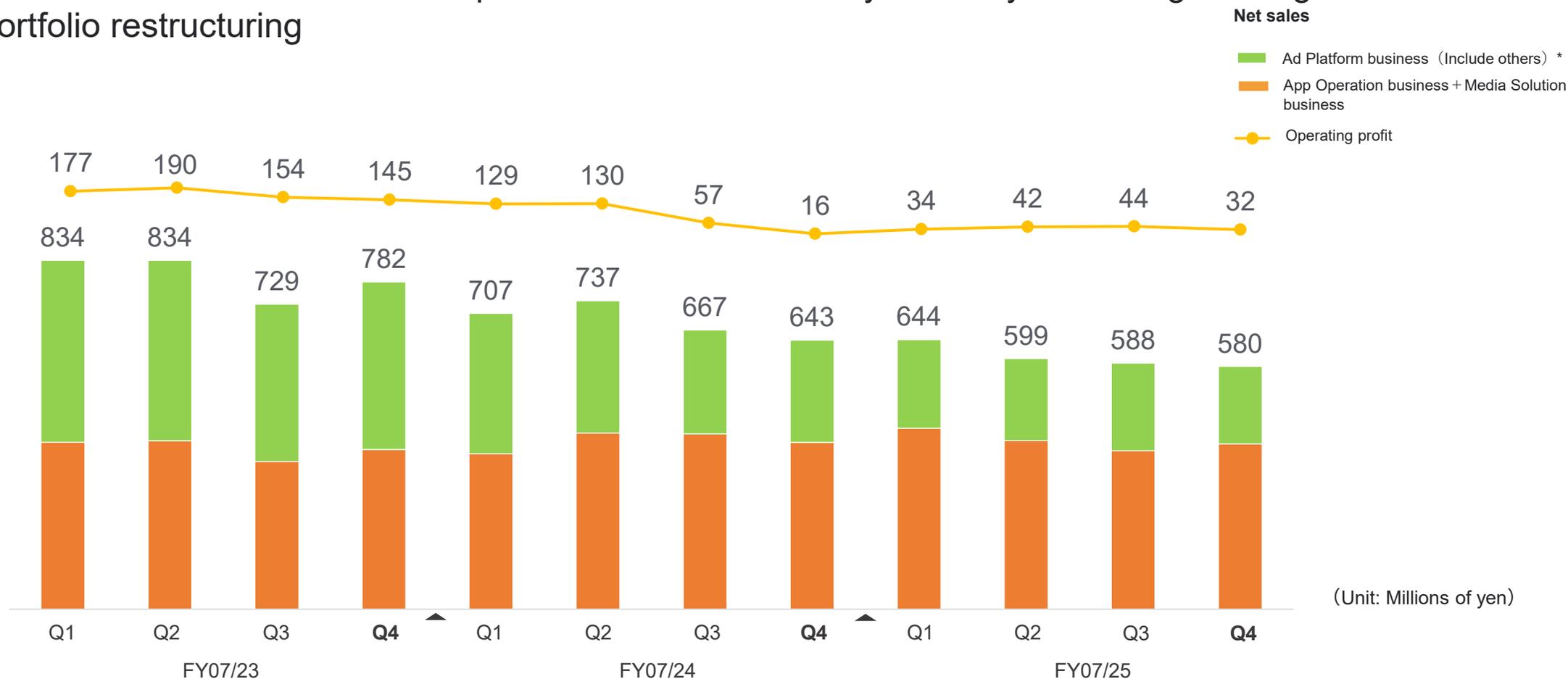


■ The term YoY used on this slide represents a comparison between the consolidated fiscal year ended July 31, 2025 with the consolidated fiscal year ended July 31, 2024.

* Starting this quarter, we have changed our KPI to impressions, which have a high correlation with sales, in order to achieve a clearer understanding of performance.

Quarterly Earnings with Results for FY07/25 Q4 (1)

While the App Operation business remained steady, the Ad Network business continued to face a challenging market environment, which together with the burden of business development expenses, resulted in decreased sales and profit. We aim for an early recovery of earnings through business portfolio restructuring



(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.

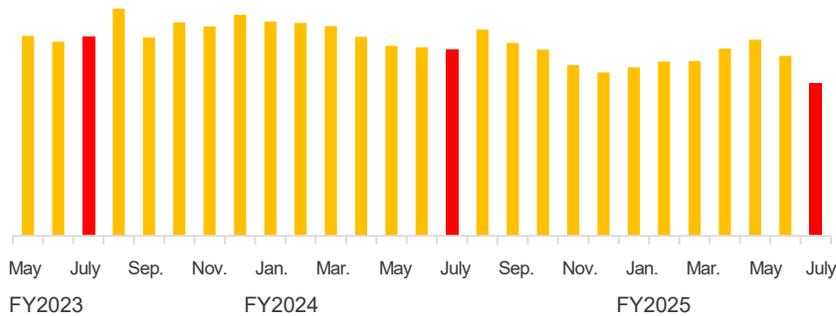
Quarterly Earnings with Results for FY07/25 Q4 (2)

1 App Operation Business



- ✓ **Development of new revenue opportunities**
Development of new revenue opportunities through overseas markets and collaborations with other companies. The three apps released in collaboration with TRIMA are making steady progress and contributing to revenue
- ✓ **Implementation of retention measures**
We aim to recover earnings through improvements to existing apps, such as implementing features that enhance user loyalty in Puzzle de Kensho

Number of MAU*1



2 Media Solution Business



- ✓ **Updates of services that contribute to revenue**
Significant updates to “Smart Tag,” a unique solution for websites that allows revenue expansion for partners
- ✓ **Impressions are on a recovery trend**
Optimization of sales and restructuring of the revenue base

Number of Impression*2



3 Ad Platform Business



Action

- ✓ In the growing Influencer Marketing business, we have initiated business partnerships with influencers. We aim to strengthen the revenue base by building a comprehensive support framework for social media marketing. In the Ad Network Business, we aim to restore earnings by leveraging existing assets and rebuilding the business foundation.

*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 this quarter, we have changed our KPI to impressions, which have a high correlation with sales, in order to achieve a clearer understanding of performance.

Initiatives in the Q4

■ Action entered into a business partnership with popular influencer Nanako Shibasaki

Against the backdrop of the increase in inbound tourism, we have formed a business partnership with popular influencer Nanako Shibasaki, who boasts over 1.9 million total social media followers, to strengthen inbound influencer marketing

*A popular influencer with 1.4 million followers on TikTok and 476,000 on Instagram. She specializes in short videos and live streaming, and is widely known in Indonesia by the nickname "Nachan."



■ Significant updates to "Smart Tag," a unique solution for websites

New functions have been implemented in "Smart Tag," which supports reducing publishers' workload and maximizing revenue, to expand revenue opportunities. This provides publishers with opportunities to increase their advertising revenue



■ "Puzzle de Kensho" celebrates its 11th anniversary, having surpassed 19 million total downloads across the series, and has become a long-selling app

Ohte, Inc.'s "Puzzle de Kensho" celebrates its 11th anniversary, having surpassed 19 million total downloads and 2.2 billion puzzle completions across the series, and has become a beloved app among many users



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 storage facilities*1

When the planned **63 sites** (22 currently in operation) are completed, total power generation will exceed 11 megawatts*2



- July. 25, 2025 Started selling electricity at the 22nd solar power plant (Onumata Town, Ashikaga City, Tochigi 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 Loop
- May. 31, 2016 Started selling electricity at the first solar power plant (Omitama City, Ibaraki Prefecture, ground-mounted type)



■ Installation status of “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



*1 Scheduled for connection to the grid storage facilities in autumn 2025

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

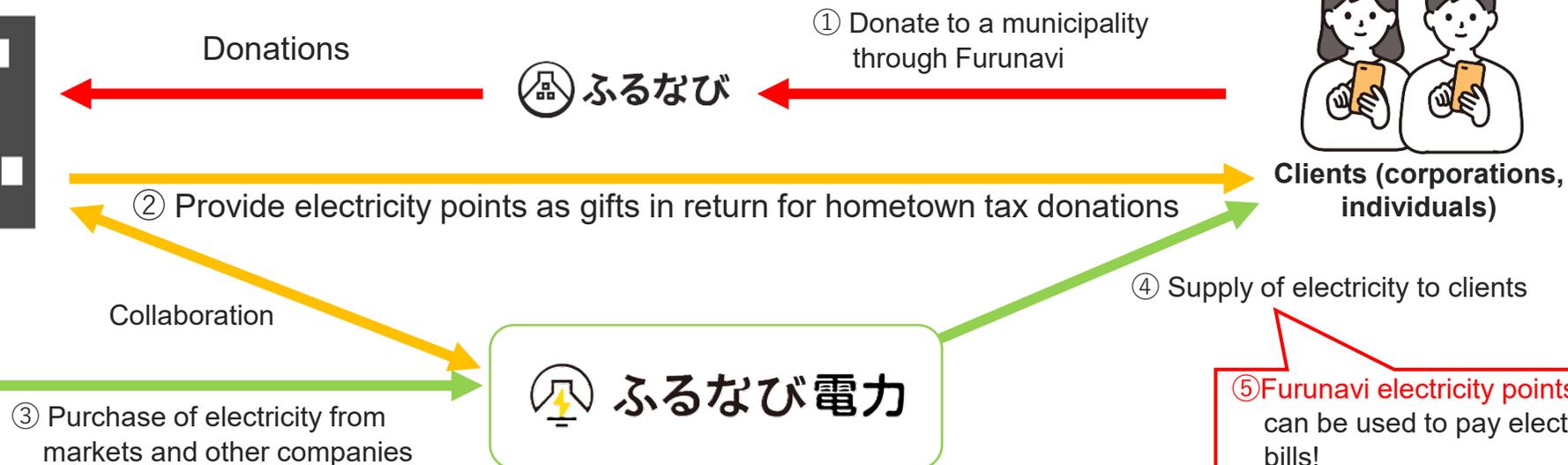
Establishment of Subsidiary “Furunavi Energy, Inc.”

Full entry into the retail electricity 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



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

Item (Unit: Millions of yen)	FY2025*2	FY2026	YoY	(Reference)		
	Full-Year Results (New method)	Full-Year Forecasts		Full-Year Results (Conventional method)	YoY	
	①	②		④	⑤ = ②/④	
Consolidated results	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	③ = ②/①	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

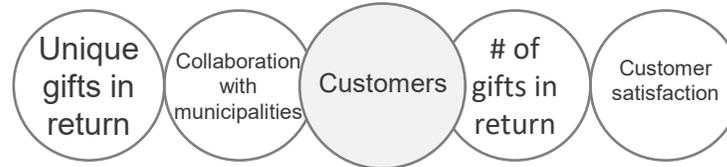
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Business Strategy for FY07/26 (Consumer Service)



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



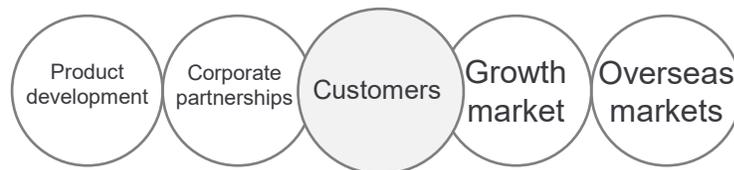
Promote regional revitalization through strengthened collaboration with municipalities and establish a sustainable base for growth

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

* 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 FY07/26 (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

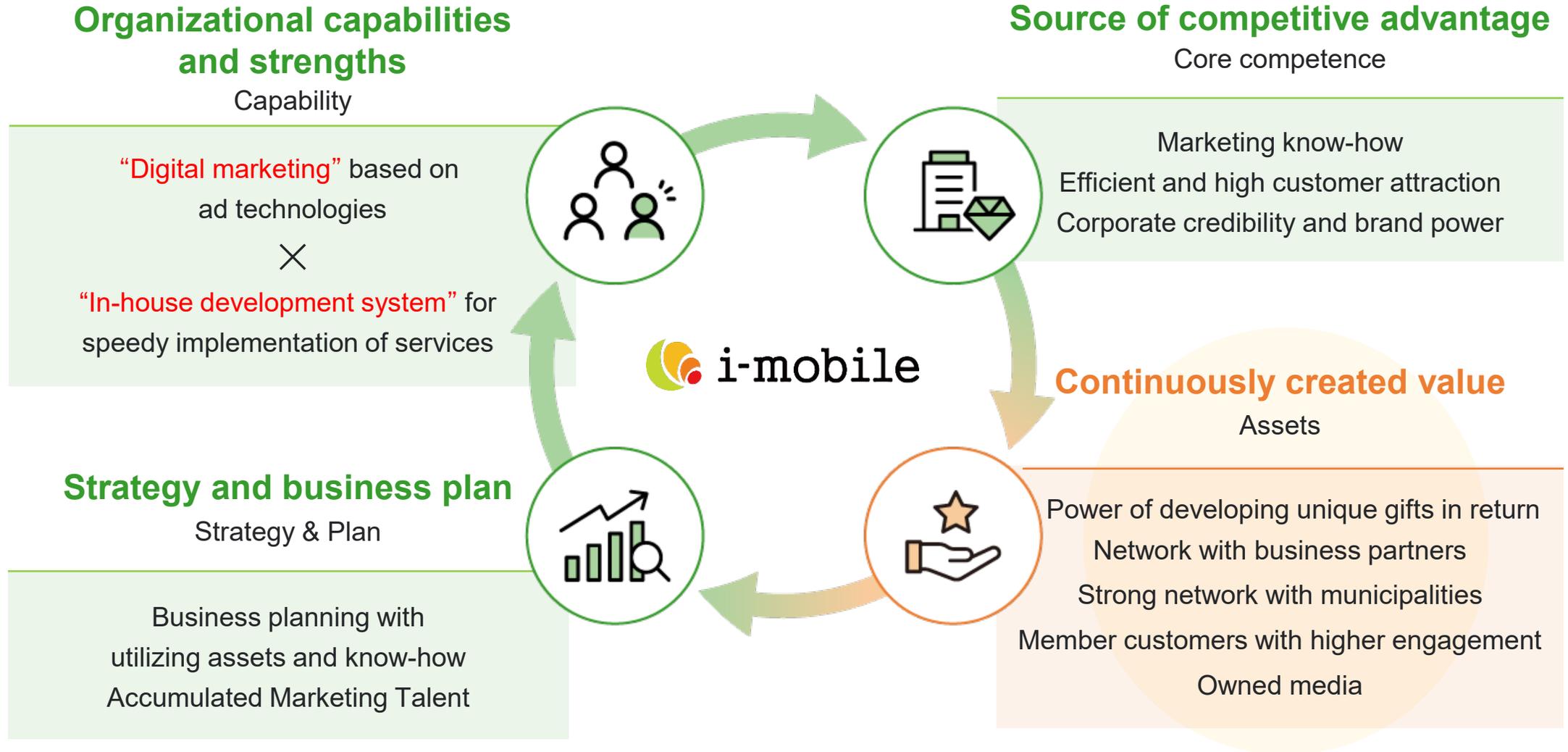
* LTV : Life Time Value. A metric that indicates the profit a company can gain from a customer over the period from the start to the end of their usage

FY2025.7 to FY2027.7

Three-year medium-term management plan

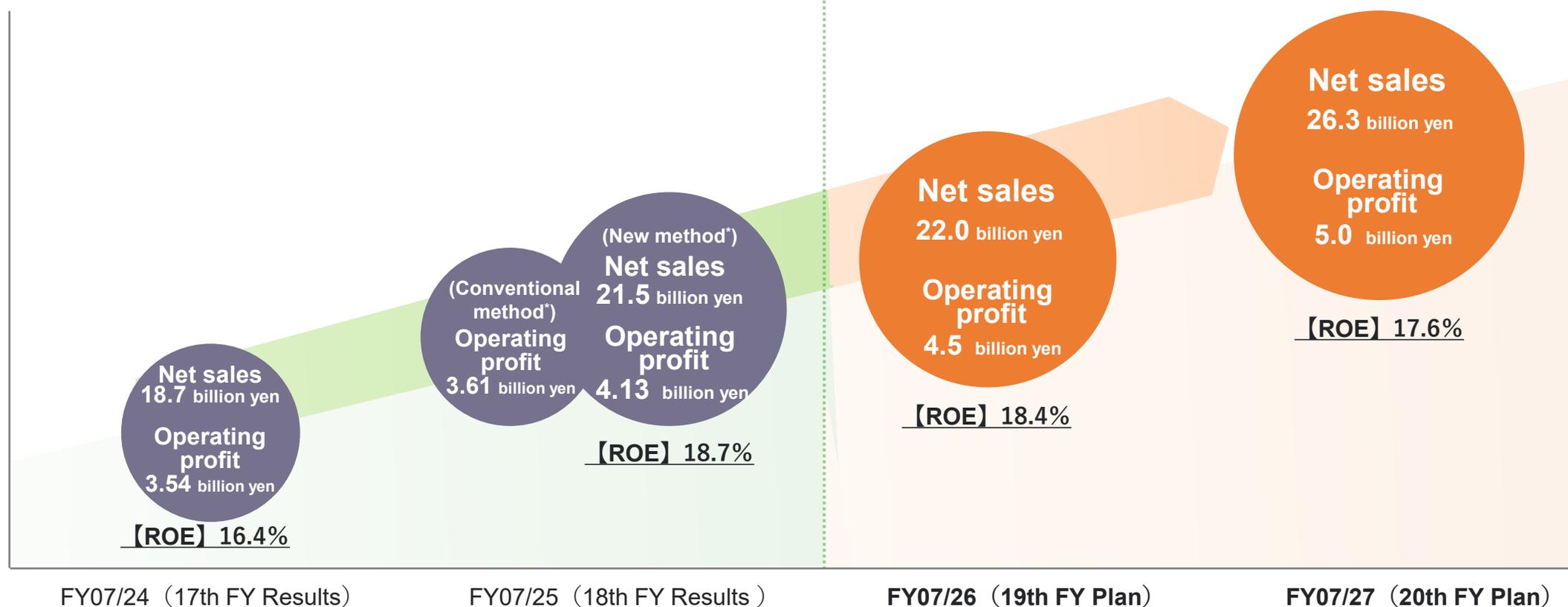


Business Growth Loop



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 has occurred, 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).

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

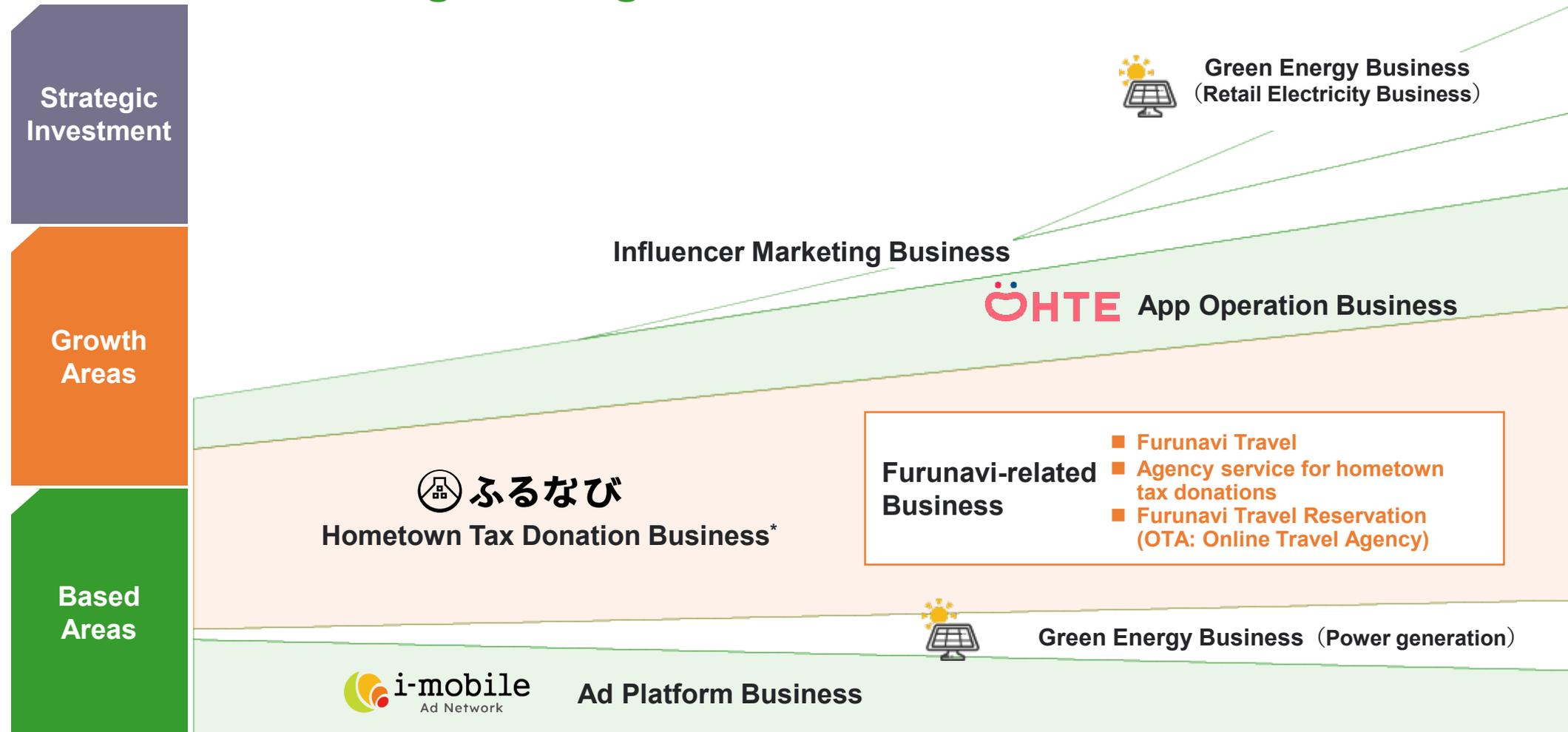
Strategy

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 fiscal years from FY07/24 through FY07/27, we will implement shareholder returns through a **total return***, consisting of dividends with a target **payout ratio of approximately 50%**, together with flexible repurchases of treasury shares in line with the share price level and market conditions.

■ 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

Shareholder returns

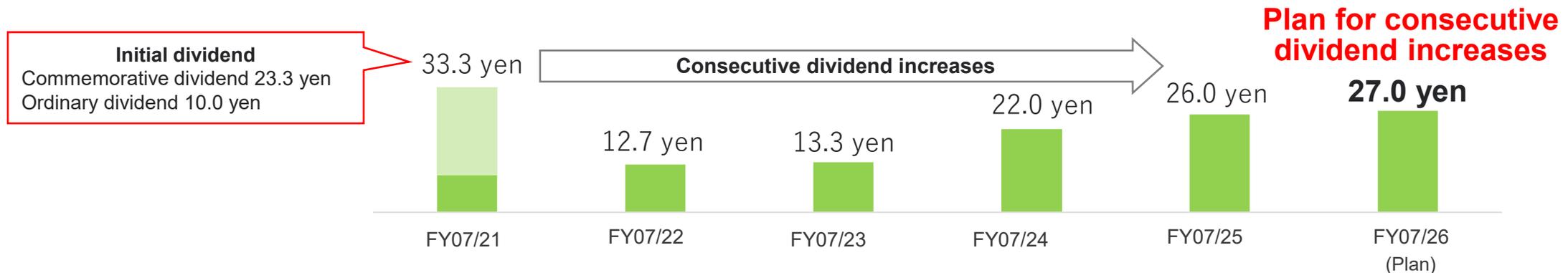
1. Share buyback

The Company conducted the share buyback with the aim of enhancing capital efficiency and increasing shareholder value by strengthening shareholder returns, taking into consideration the overall level of the Company's stock price.

- (1) Total number of shares purchased 1,800,000shares
 - (2) Total purchase cost of shares 1,124,248,100 yen
 - (3) Purchase period June 12, 2025 to June 23, 2025
 - (4) Purchase method Market purchase and off-auction own share repurchase trading (ToSTNeT-3) in the Tokyo Stock Exchange
- The Company plans future cancellations of treasury shares.

2. Dividends Paid for FY07/25 and Dividends Plan

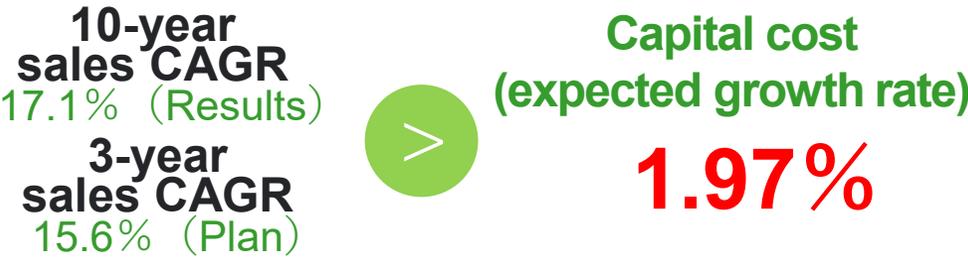
We will pay a dividend of 26.0 yen as planned, in line with the consolidated results of FY07/25 and our shareholder return 's policy. In FY07/26, we also plan to increase the dividend of 27.0 yen per share.



Cost of capital-conscious management – Analysis of the present condition

We recognize that the growth expectations embedded in the market are conservative relative to our actual results and plans. To close this perception gap, we will enhance our disclosure and broaden our investor outreach, thereby making our growth potential more visible to the investment community

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



Long-term expected growth rate embedded in the share price

Expected growth rate 1.97% = Cost of shareholder's equity 6.13% - Expected dividend yield 4.16%

*Estimated PER approximately 12x *Payout ratio of 50%

Issues and initiatives regarding capital management policy

Aim for achievement of optimal capital structure for business growth

Issue	<input type="checkbox"/> Low capital turnover ratio
	<input type="checkbox"/> Low asset turnover ratio
	<input type="checkbox"/> Improve equity-to-asset ratio



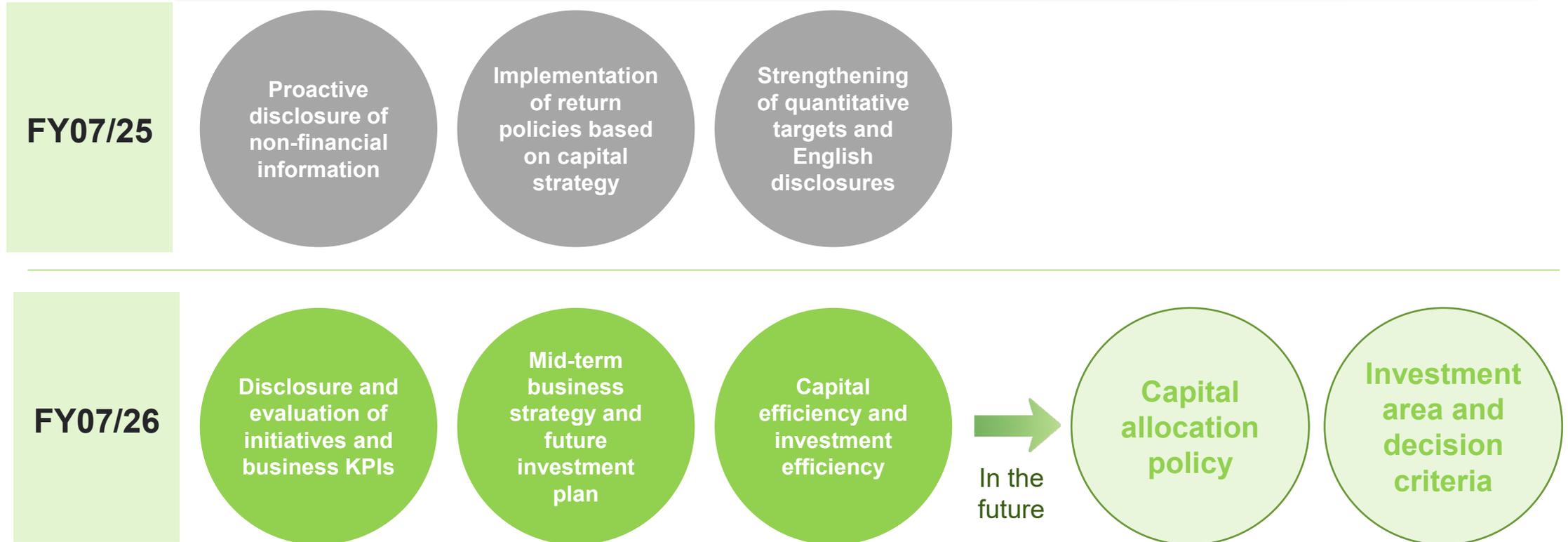
Policy	<input type="checkbox"/> Investment for business growth
	<input type="checkbox"/> Enhance shareholder returns
	target value ROE 15% Total assets turnover ratio More than 1 turnover

■ Capital cost is calculated using CAPM
Shareholders' equity cost = risk-free rate 1.55% (10-year government bond yield as of July 31) + beta value of 0.763 (based on five years of monthly data by Speeda) x market risk premium 6.0% = 6.13%

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



Basic policy for IR and SR activities

The i-mobile Group promotes transparent management and builds relationships of trust with shareholders and investors through timely, appropriate, and fair disclosure as well as constructive dialogue, thereby enhancing investors' understanding of the company's corporate value

	IR (Investor Relations)	SR (Shareholder Relations)
Targets	Primarily institutional investors in Japan and abroad, securities analysts and other financial institutions	Primarily existing shareholders in Japan and abroad (both individual and institutional shareholders), proxy advisory firms and custodians
Objective	By fostering an accurate understanding among investors, we sustainably enhance corporate value, gain appropriate evaluation, ensure liquidity, and secure a stable and diverse investor base	By disclosing timely, appropriate and accurate information to shareholders, we foster trusting relationships. By deepening the understanding of the Company's current status and attractiveness, we maintain and expand a stable and optimal shareholder mix
Main activities	<p>Deepen the understanding of performance, strategies, and management strategies such as capital management policy</p> <ul style="list-style-type: none"> • Dialogue opportunities (earnings briefings, meetings with investors, etc.) • Disclosure of documents concerning financial and non-financial information • Information dissemination through the IR site and blog • Incorporation of investor feedback into management 	<p>Wider understanding and support of governance, capital management policy, and agenda items of general shareholders' meetings</p> <ul style="list-style-type: none"> • Dialogue opportunities (meetings with major shareholders, proxy advisory firms, etc.) • Disclosure of documents concerning general shareholders' meetings and voting rights • Briefings for individual shareholders and communication sent out to investors • Incorporation of shareholder feedback into governance and capital management policy

Reference(Company Information)



Major Services

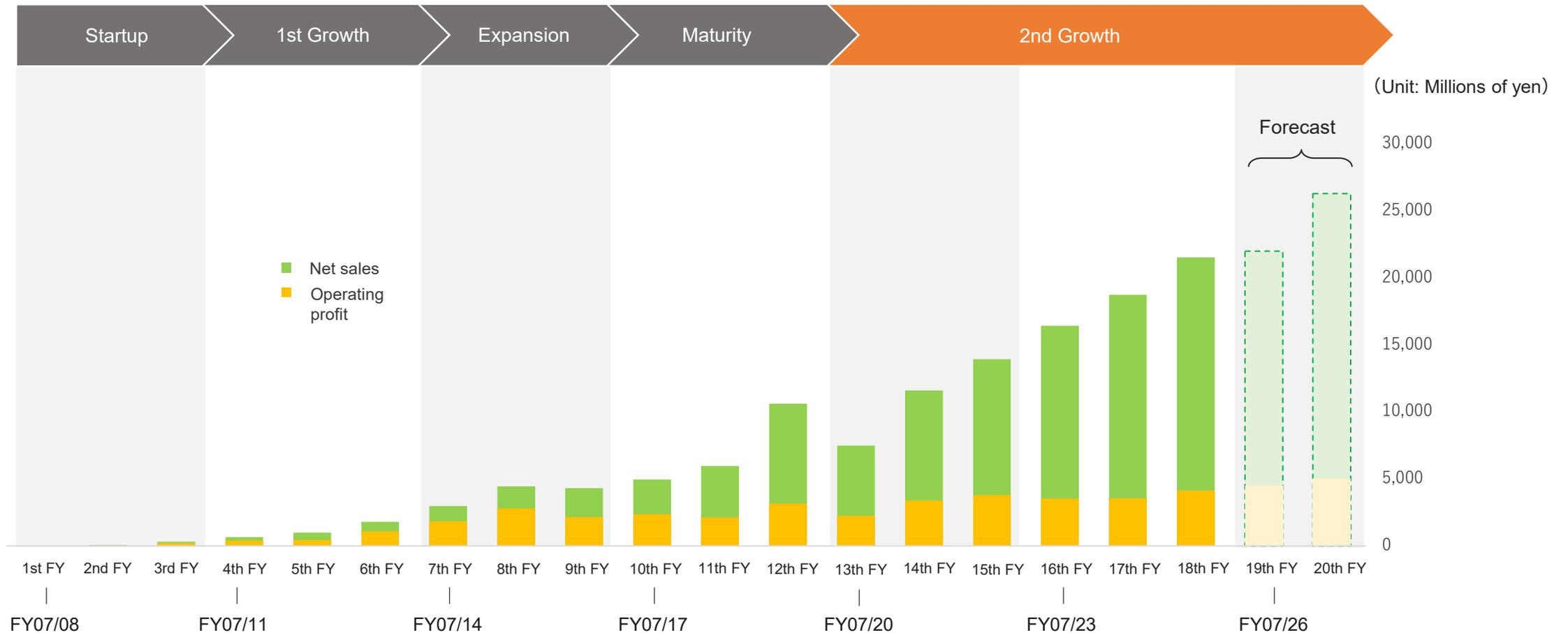
i-mobile aims to achieve growth with high profitability and competitiveness by optimally allocating assets and leveraging synergies of the two business segments: Consumer Service and Online Advertising.

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 	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  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	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

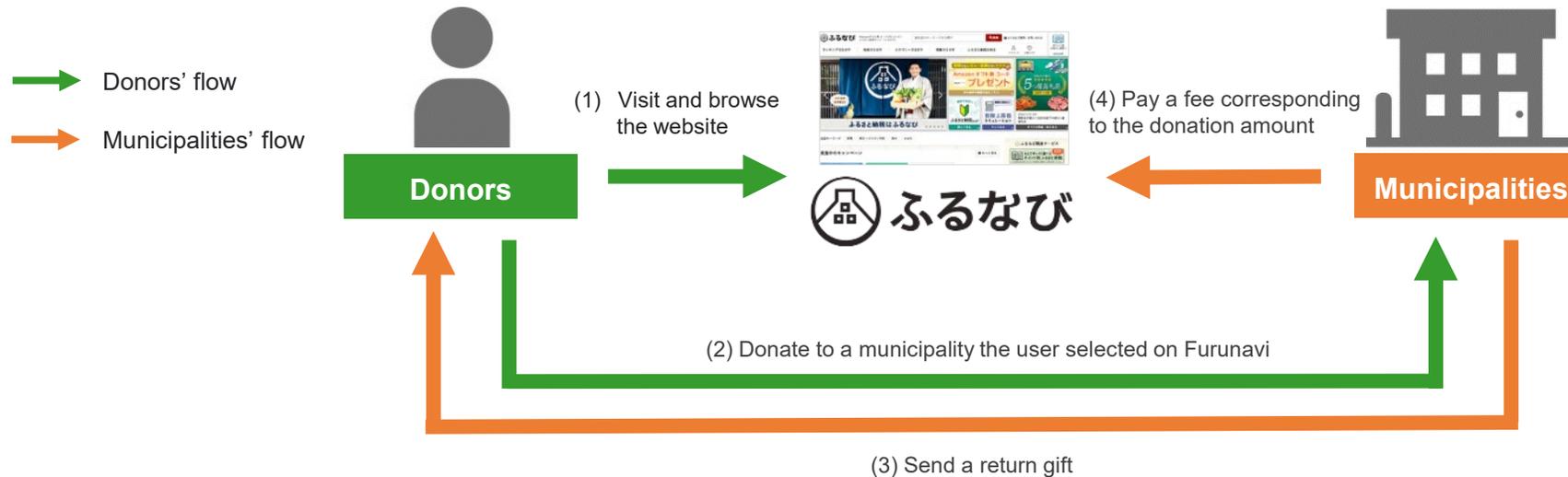
Originally founded as an ad network service provider, i-mobile has continued to grow steadily by leveraging its assets and diversifying business domain changes, and it continues to boost its profits through proactive investment.



■ 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.

*P*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たまるモール
ふるなび

ふるなびクラウドファンディング

ふるなび
カタログふるなび
電気代

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 FY2023 (municipal fiscal year)		
Ibaraki Prefecture	Tsukubamirai City	Tsukubamirai City Community, People and Jobs Creation Plan
Tochigi Prefecture	Tochigi Prefecture	Tochigi Mirai Sozo Project from “Genki na Tochigi”
Gunma Prefecture	Gunma Prefecture	Gunma Prefecture Community, People and Jobs Creation Plan
Kanagawa Prefecture	Hakone Town	Hakone Town Community, People and Jobs Creation Plan
Kanagawa Prefecture	Yugawara Town	Planned promotion of corporate version of Hometown Tax Donations in Yugawara Town
Nagano Prefecture	Nagano Prefecture	Nagano Prefecture's Regional Revitalization Plan - Protecting a positive lifestyle and creating a prosperous society from Shinshu -
Gifu Prefecture	Hida City	Creating a vibrant and proud Hida City - A prescription for an era of declining population -
Shizuoka Prefecture	Atami City	Atami City Community, People and Jobs Creation Plan
Shizuoka Prefecture	Ito City	Ito City Community, People and Jobs Creation Plan
Aichi Prefecture	Nagoya City	Nagoya City Community, People and Jobs Creation Plan
Mie Prefecture	Shima City	Comprehensive strategic plan for the creation of Shima City
Mie Prefecture	Meiwa Town	Meiwa Town 2nd Community, People and Jobs Creation Plan
Shimane Prefecture	Ama Town	Project to develop island protectors by creating and expanding the relevant population
Okinawa Prefecture	Okinawa Prefecture	21st Century Vision of Okinawa - Yugafushima creation
Okinawa Prefecture	Nago City	Nago City 2nd Community, People and Jobs Creation Plan
Okinawa Prefecture	Miyakojima City	Miyakojima City 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

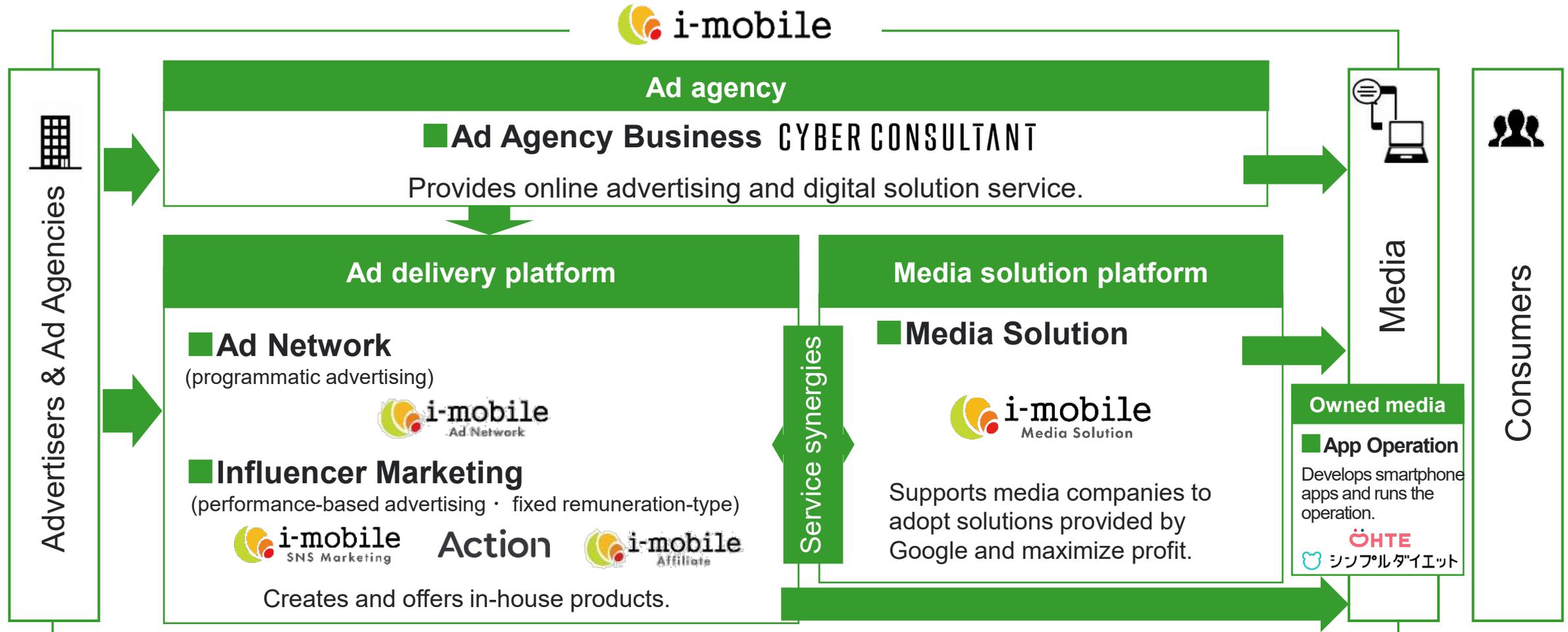
- January 2024 Noto Peninsula Earthquake (Ishikawa Prefecture)
- September 2024 heavy rains in the Noto Peninsula (Ishikawa Prefecture)
- January–February 2025 heavy snowfall (Fukushima, Gifu, and Aomori Prefectures)
- February–March 2025 forest fires (Ehime and Iwate Prefectures)
- [Emergency] August 2025 drought (Yamagata Prefecture)
- [Emergency] August 2025 heavy rains (Akita, Kumamoto, and Kagoshima Prefecture)



*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://prtmes.jp/main/html/rd/p/000000043.000104918.html>

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.



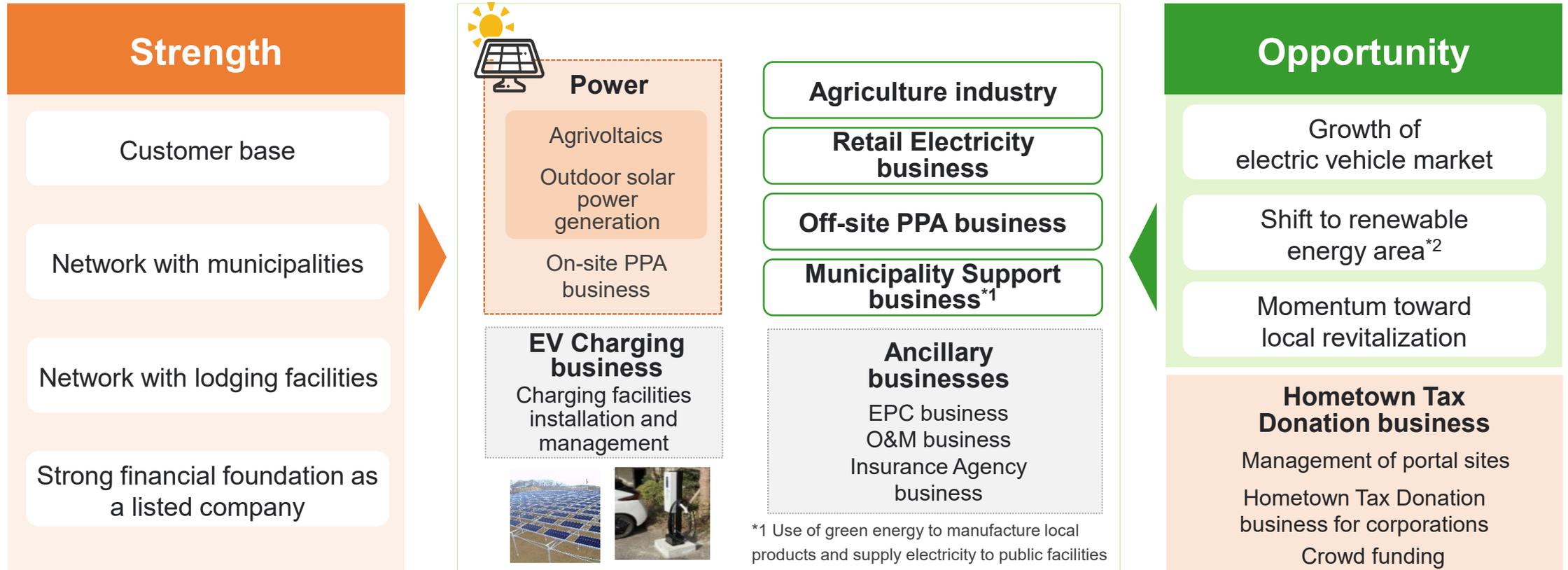
Business Model: App Operation Run by Ohte, Inc.

Offering “Puzzle de Kensho” smartphone app series which combines high-quality puzzles and a prize system. Successful expansion of ad revenue 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"



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.

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	11,592	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%
Net income ^{*2}	2,299	2,678	2,404	2,420	2,957
Net income 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

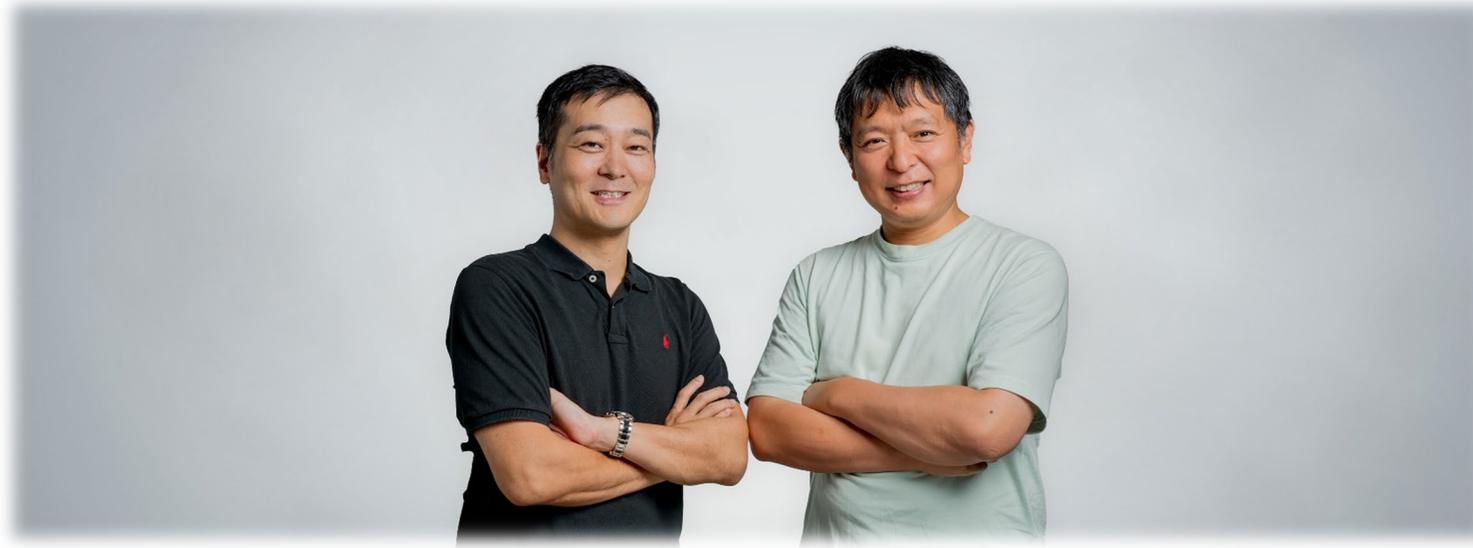
ROE = Net income / Average of beginning and ending equity

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}: "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 July 31, 2025)	
Established	August 17, 2007	Employees	215 (consolidated, as of July 31, 2025)	
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
			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 Agency business Media Solution business App Operation business, etc.	Majority-owned subsidiaries	Cyber Consultant, Inc. (100%) Ohte, Inc. (100%)	

Disclaimer

- Opinions and forecasts presented in this material represent our views at the time of the preparation of this material, and we make no guarantees or warranties regarding the accuracy of the information. Actual results may turn out to be different due to various factors. While every reasonable care has been taken in preparing this material to ensure it is free from omission or misrepresentation of the facts, we make no guarantees or warranties regarding the accuracy or completeness of the information contained herein.
- The materials and information provided in this presentation may contain forward-looking statements. These statements are based on current expectations, forecasts and assumptions involving risks and uncertainties that could cause actual outcomes and results to differ materially. These risks and uncertainties include, but are not limited to, general industry and market conditions, general economic conditions within Japan and those on a global level, which include fluctuations of interest rates and currency exchange rates. We assume no obligation to update or revise the forward-looking statements contained in this presentation, even if new information becomes available through future events.

Creating a Business for the Future

