



FY2026.7

Q2 Business Results

i-mobile Co., Ltd.

(Stock Code 6535, TSE Prime Section)

March 12, 2026



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

Q2 Financial Highlights



Executive Summary (1)

Cumulative net sales achieved the original plan and reached a record-high /
Operating profit for Q2 achieved the original plan

 i-mobile
**Consolidated
results**

Net sales : **102.6%** YoY **100.2%** of the original plan

Operating profit : **76.8%** YoY **88.5%** of the original plan

(The first six months of current year)

Net sales achieved
original plan

Strategic investments and new service launches in response to changes in the market environment were successful

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Profit decline due to
higher SG&A expenses

While Q2 operating profit achieved the original plan, it decreased YoY due to higher promotional expenses following strong Q1 donations and the reversal of the prior-year timing difference in revenue recognition*

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While the App Operation business remained steady, the segment recorded declines in both revenue and profit due to the underperformance of the Ad Network business. The segment launched a new business model leveraging existing assets, targeting early monetization

* 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).

Executive Summary (2)

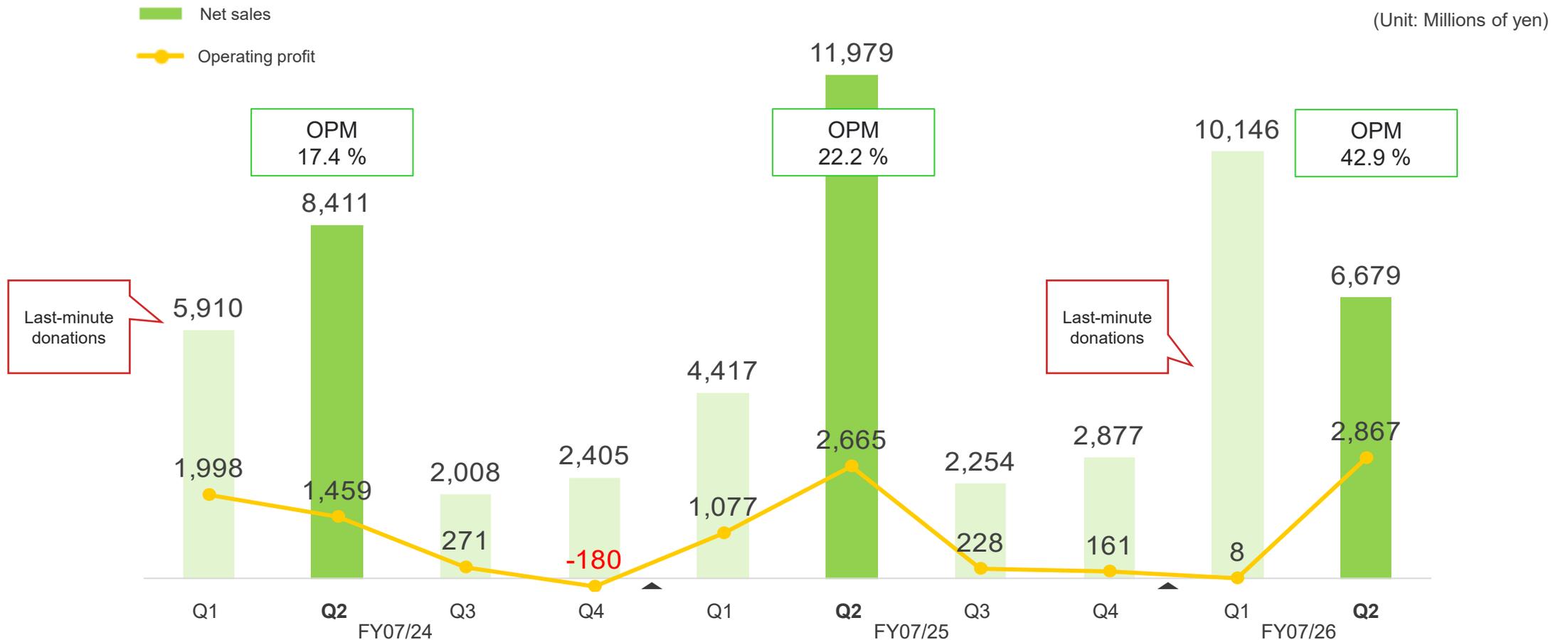
(Unit: Millions of yen)

| | | FY07/25 Q2 Cumulative Period | FY07/26 Q2 Cumulative Period | YoY (%) | % of Original Plan |
|---------------------------------|---------------------------|---------------------------------|---------------------------------|---------|-----------------------|
| Consolidated results | Net sales | 16,397 | 16,826 | 102.6% | 100.2% |
| | Operating profit (OPM) | 3,742 (22.8%) | 2,875 (17.1%) | 76.8% | 88.5% |
| | Profit* | 2,561 | 2,028 | 79.2% | 90.2% |
| Consumer Service | Net sales | 15,133 | 15,606 | 103.1% | 98.8% |
| | Operating profit (OPM) | 3,736 (24.7%) | 2,960 (19.0%) | 79.2% | 88.1% |
| Online Advertising | Net sales | 1,243 | 1,178 | 94.8% | 105.2% |
| | Operating profit (OPM) | 77 (6.2%) | -23 (-2.0%) | - | - |

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

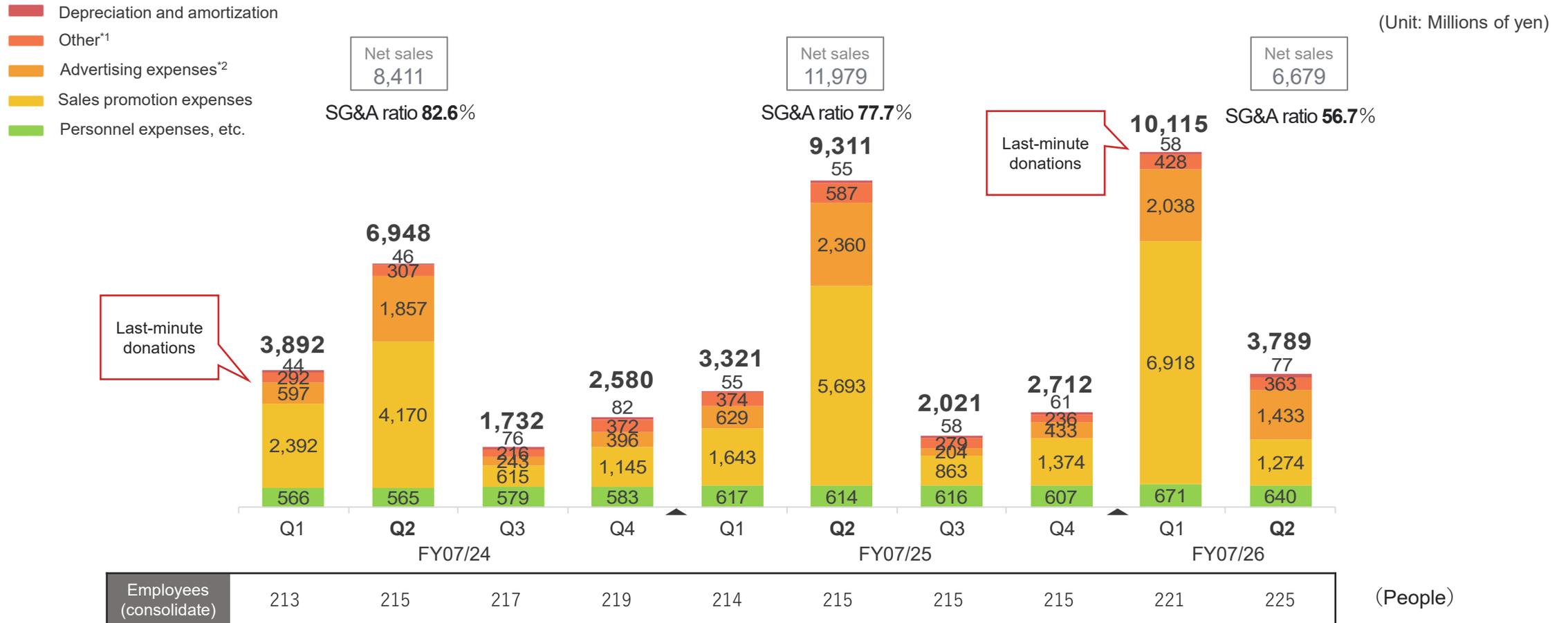
Quarterly Changes in Consolidated Net Sales and Operating Profit

Q2 net sales declined YoY due to the reactionary decline following last-minute donations, but cumulative net sales exceeded the previous year. Operating profit margin improved significantly due to lower promotion cost, achieving a record high on a quarterly basis



Quarterly Changes in Consolidated SG&A Expenses

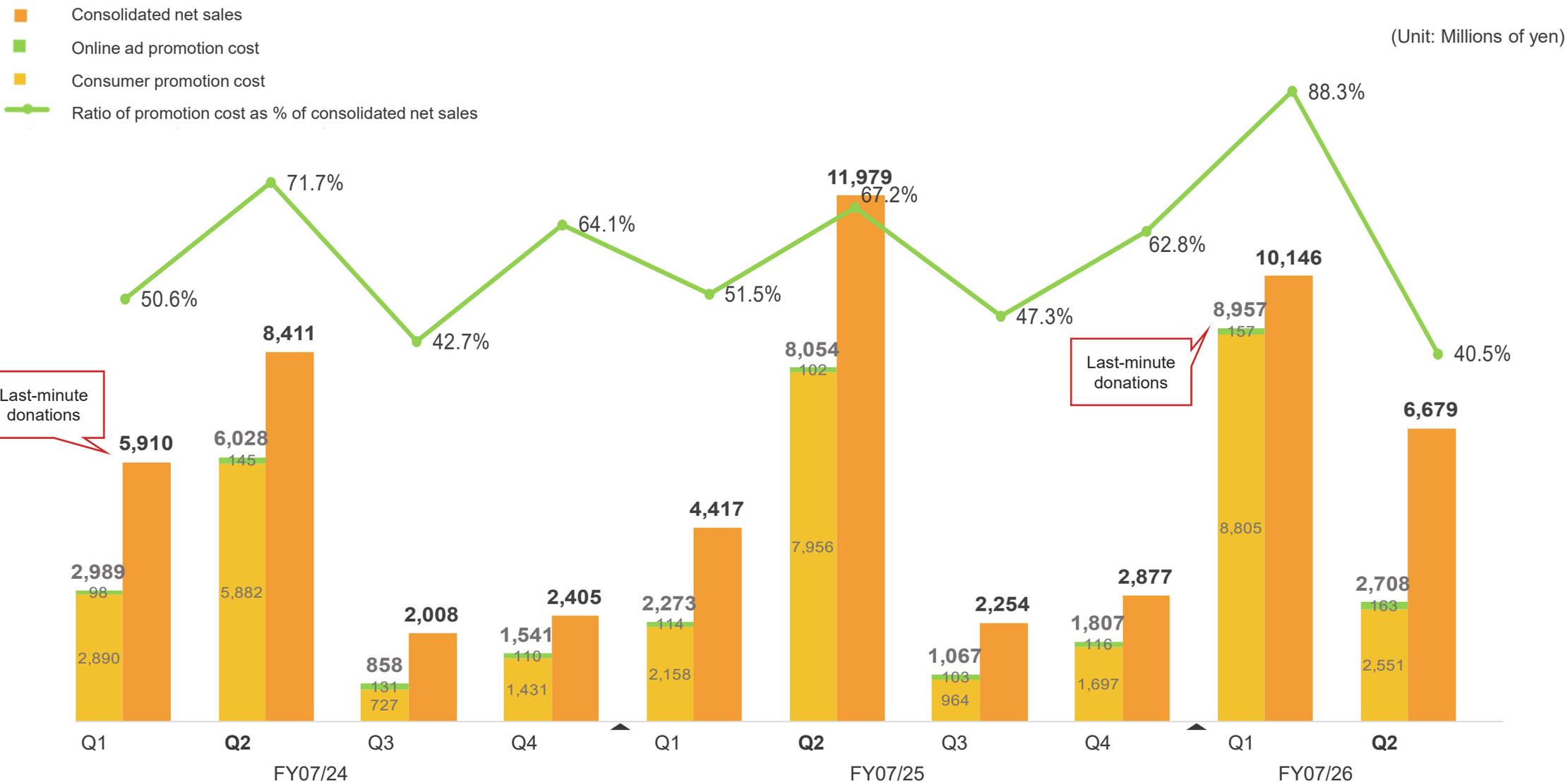
The SG&A expense ratio declined in Q2 due to lower point expenses, but increased YoY on a cumulative basis due to higher sales promotion expenses in the previous quarter, costs for rebuilding the revenue base of the Online Advertising business, and investments in human capital



*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 Q1 - Q2

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



■ Promotion cost consists of promotion expenses and advertising expenses.

Segment Analysis

Consumer Service

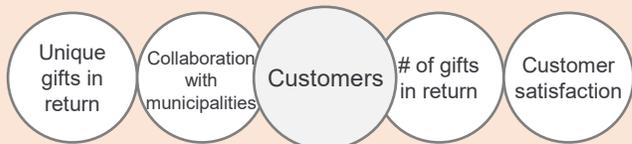


Quarterly Earnings with Results for FY07/26 Q2

Priority Measure for FY2026

Early establishment of competitive edge

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



1 Acquire customers through marketing initiatives in light of system revision

Creation of a competitive edge through promotional initiatives and new services in response to changes in the market environment

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

Enhancing customer satisfaction through UI/UX improvements and new services to promote new customer acquisition and retention

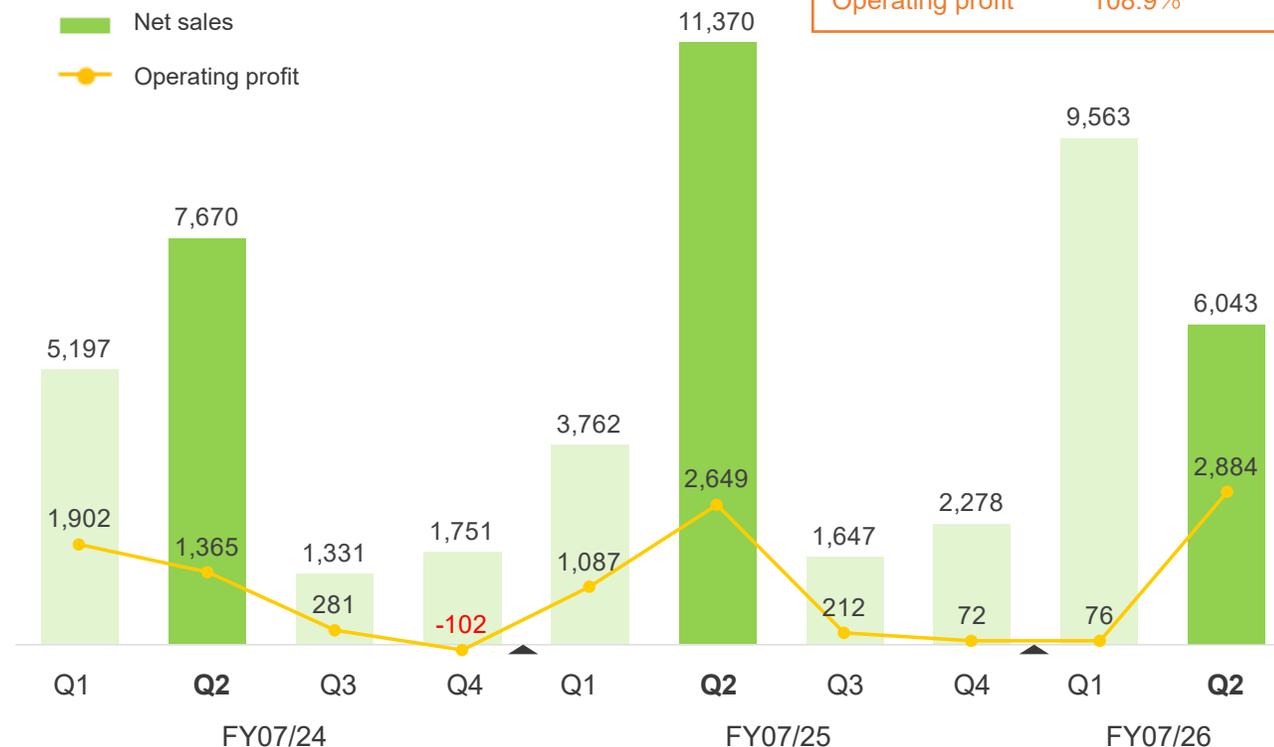
3 Promote regional revitalization through strengthened collaboration with municipalities and establish a sustainable base for growth

Steadily expanded the number of contracted municipalities for our agency service for hometown tax donations*, as well as catalog and crowdfunding

【 Trends in Net Sales and Operating Profit 】

(Unit: Millions of yen)

Q2 Compared with the same quarter of the previous fiscal year
 Net sales 53.1 %
 Operating profit 108.9%



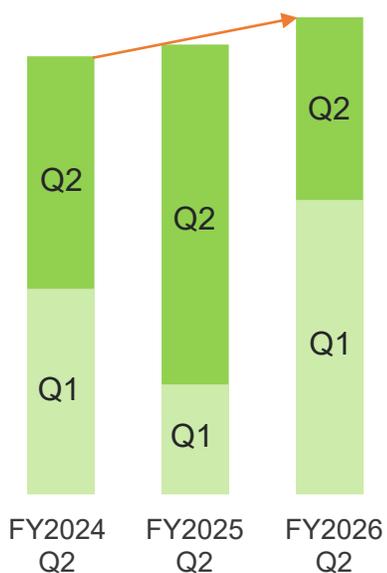
*Agency service for hometown tax donations: A service that acts as an agent for complex operations of hometown tax donations, such as posting on portal sites, delivery management, and responding to business operators and donors.

Growth of Hometown Tax Donation business



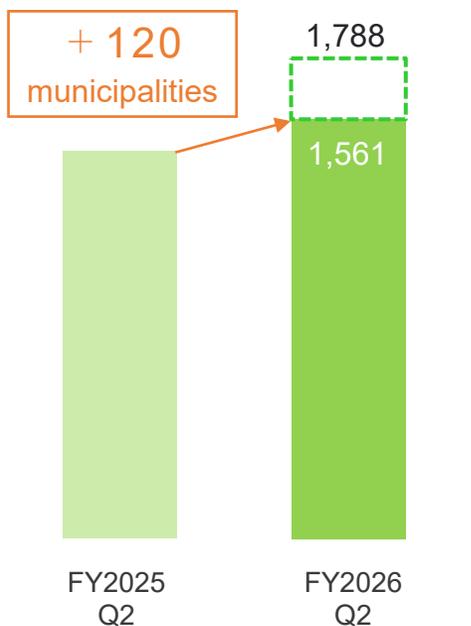
Actual number of donations

YoY **106%**
Yo2Y **109%**



Number of contracted municipalities

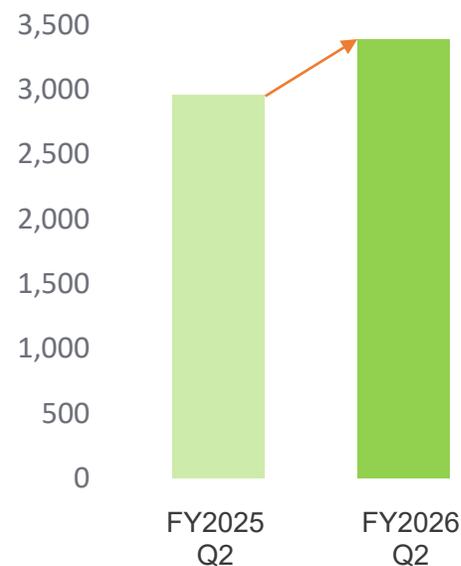
Coverage rate of the number of contracted municipalities* **87%**



Number of members

Compared to same day last year **114%**

(Unit: Thousand of people)

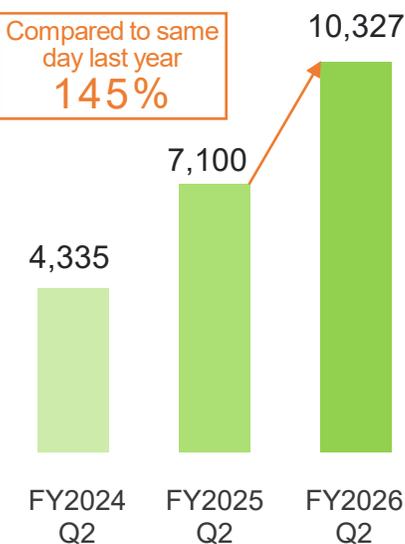


Net sales 96%
(Compared with the same quarter of the previous fiscal year)

Decrease in high-value donors following the tax reform

Number of contracted facilities

Compared to same day last year **145%**



■ The term YoY used on this slide represents a comparison between the cumulative period ended January 31, 2026 and the cumulative period ended January 31, 2025.

* 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 Q2

“Furunavi” TV commercial won the “Commercial Campaign That Moved Consumers” Award



CM Soken Consulting – 2025 Award Announcement:
 “Commercial Campaign That Moved Consumers”
<https://www.cmdb.jp/media/20251210-153147-476.pdf>
 (Available in Japanese only)

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10,000 contracted facilities

Contracted facilities—including popular tourist destinations, restaurants or lodging facilities in Tokyo’s 23 wards, and listed facilities on accommodation booking sites—increased, further enhancing site usability



旅 ふるなびトラベル予約

Exceeded 1,000 listed facilities!



New proprietary payment service “Furunavi Money” launched in Dec 2025

Furunavi Money is available as a prepaid payment instrument* across Furunavi-related services



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Added 25 new municipalities

Total listed municipalities reached 379, expanding selection options for post-donation gifts in return



Agency service for hometown tax donation: newly contracted with 4 municipalities



Launched support in Shintomi Town (Miyazaki), Kami Town (Hyogo), Ayabe City (Kyoto), and Kitakami City (Iwate), fully leveraging Furunavi’s know-how to improve operational efficiency and support the enhancement of regional appeal

See list of PR Times and i-mobile press release

* A prepaid payment instrument is a voucher or electronic record under the Payment Services Act that allows users to pay in advance and use the prepaid amount to purchase goods or services.

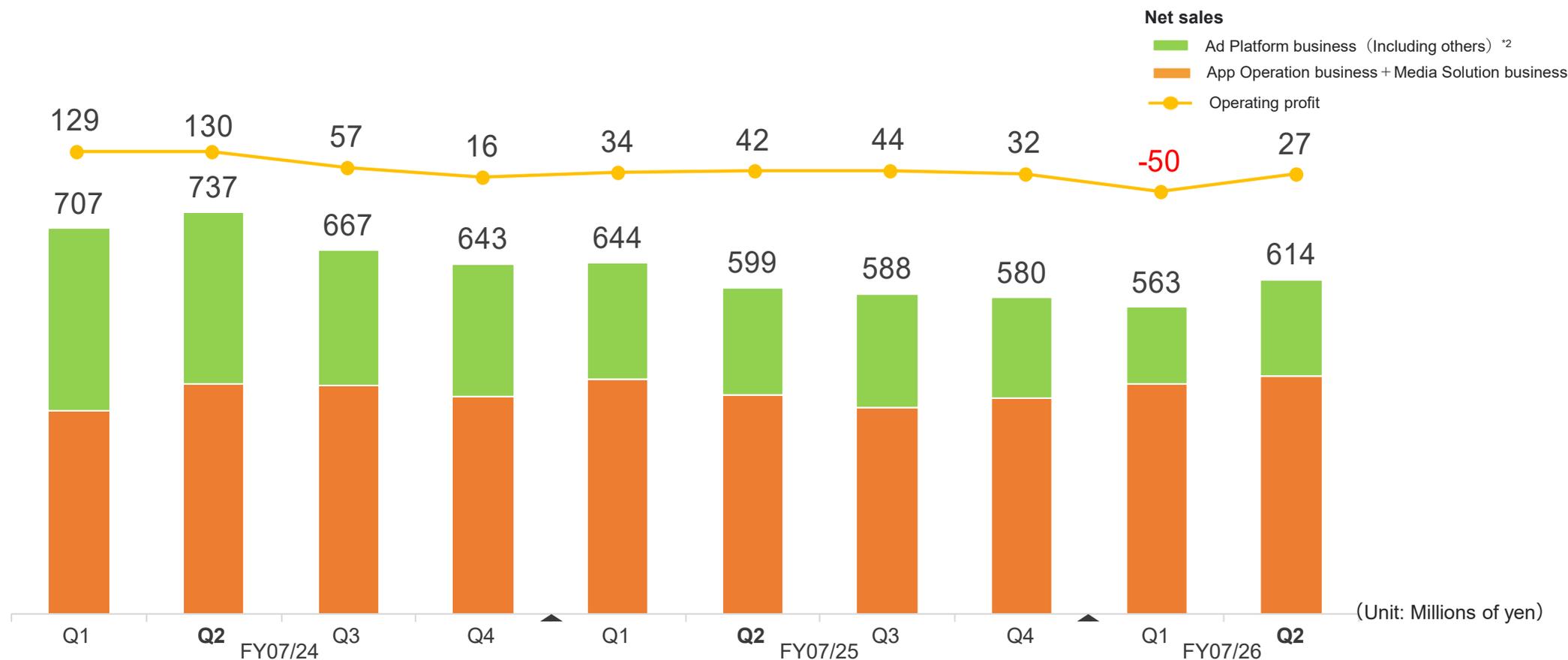
Segment Analysis

Online Advertising



Quarterly Earnings with Results for FY07/26 Q2 (1)

The App Operation business remained steady, while the Ad Network business*¹ recovered with budgets from major client acquisitions, but net sales and profit declined. While maintaining the revenue level of existing businesses, we aim to recover in business performance through early monetization of a new business model



*1 Effective February 1, 2026, the Company integrated the Ad Network, Influencer Marketing, and Media Solutions businesses within the Online Advertising business segment and reorganized them into the Internet Marketing business.

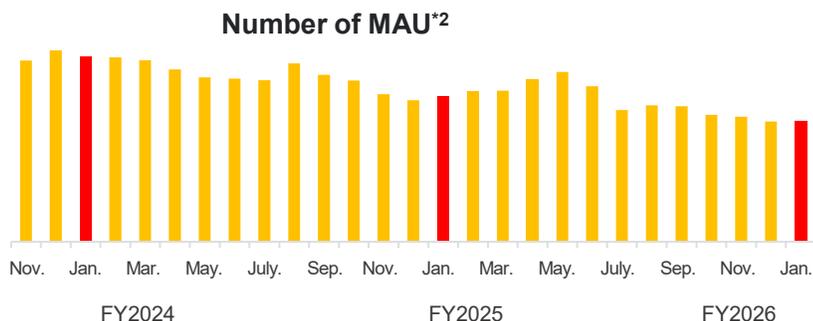
*2 Net sales from the Media Solution business using the Company's own platform have been reclassified in the Ad Platform Business in the calculations.

Quarterly Earnings with Results for FY07/26 Q2 (2)

1 App Operation Business



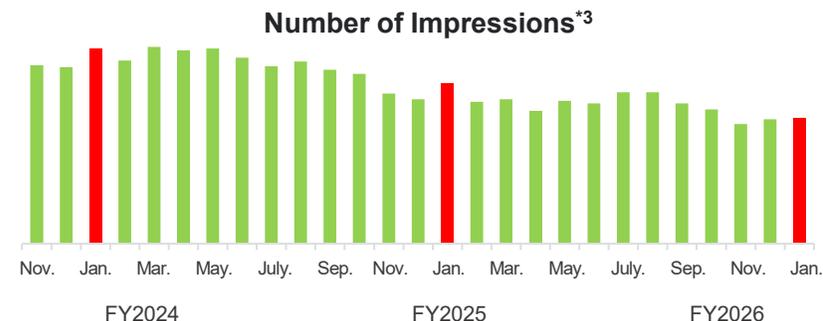
- ✓ **Business expansion through a new revenue model**
In collaboration with TORIMA*1, the launch of new titles led to successful new customer acquisition. Expansion of overseas markets progressed steadily, contributing to revenue
- ✓ **Implementation of retention measures**
Aim to recover revenue by implementing features to improve retention and usage frequency in existing apps and diversifying revenue models



2 Media Solution Business



- ✓ **Full-scale rollout of Ad Network OEM**
Providing ad network operational know-how and infrastructure cultivated to date as OEM solutions to web sites and apps. Maximizing client revenue by leveraging their user bases and first-party data



3 Ad Platform Business



- ✓ In the Influencer Marketing business, we implemented “Fan Search,”— a marketing support tool utilizing image analysis AI—into “Brand radar”*4, which provide comprehensive support for enhancing brand value. Aim to strengthen the revenue base alongside a recovery in revenue level in existing businesses

*1 A poikatsu (point-saving activity) app operated by GeoTechnologies, Inc., earning “miles” based on distance travelled and steps

*2 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.

*3 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

*4 In social media marketing, tools to support the increase in brand value, such as responses to stealth marketing regulations

Initiatives in the Q2

- Jointly developed the proprietary ad platform “Asoview Ads” with ASOVIEW Inc.



Started offering Ad Network OEM to “Asoview!,” one of the largest leisure booking sites in Japan
Maximized advertising effectiveness of “Asoview!” via a programmatic advertising platform

- Released “Fan Search,”*1 a new feature of “Brand radar”



Proprietary AI-powered image analysis feature precisely identifies brand logos and usage scenes within images and visualizes “true fans” beyond hashtags or keyword searches, enhancing accuracy of social media marketing strategies and maximizing performance



【 Fan Search analysis image 】

- Released “TRIMA Triple Match,” the fourth title in the “TRIMA” series

Released a world travel-themed free puzzle game app that integrates poikatsu*2, allowing users to earn TRIMA miles with each stage cleared



*1 Patent Pending *2 It is an abbreviation for “point-saving activity,” a generic term for accumulating points and using accumulated points
[See list of PR Times and i-mobile press release](#)

Overview of New Business

Green Energy Business*



Progress of Initiatives

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

■ Retail electricity business (Furunavi Energy, Inc.) is accepting contracts for its low-voltage rate plan for households  ふるなび電力

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

When the planned **68 sites** (33 low- and high-voltage facilities in operation) are completed, total power generation will exceed 11 megawatts*2



- Dec. 1, 2025 Started selling electricity at the 33rd solar power plant (Koga City, Ibaraki Prefecture, ground-mounted type)
- Nov. 12, 2025 Beginning to accept contracts for the “Smart Price Plan,” a low-voltage rate plan for households
- July 23, 2025 Beginning to offer Furunavi “electricity points” as gifts in return
- Apr. 1, 2025 Establishment of a subsidiary, Furunavi Energy, Inc., responsible for the retail electricity business
- Sep. 12, 2024 Conclusion of a collaboration agreement on energy management with Shintomi Town, Miyazaki 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)



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EVチャージ

■ Expansion of “Furunavi EV Charge,” an EV Charging Service through Partnerships with Municipalities and Lodging Facilities

*1 Grid connection of the utility-scale battery storage facilities completed in November 2025

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

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 | FY2025*2 | YoY | |
|---------------------------------|---|---------------------|------------------|-----------------------|------------------|-------------|
| | Full-Year Results | Full-Year Forecasts | | Full-Year Results | | (Reference) |
| | (New method) | | | (Conventional method) | | |
| | ① | ② | ③ = ②/① | 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 | |
| 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% |

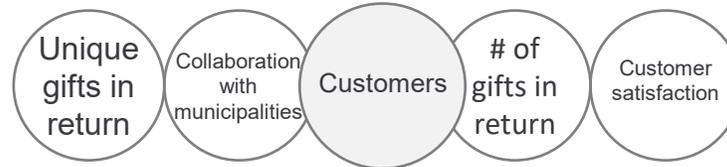
■ The operating profit in the segment of our presentation materials may be displayed as segment profit
 * In the Consumer Service business, revenue has been recorded each time a municipality approves (accepts) a donation, and depending on the timing of the municipality's approval (accepts), there have 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).

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  
- Expand contracted facilities for reservations through Furunabi Travel and Furunabi Travel Reservation, enhance unique gifts in return such as electricity-related gifts



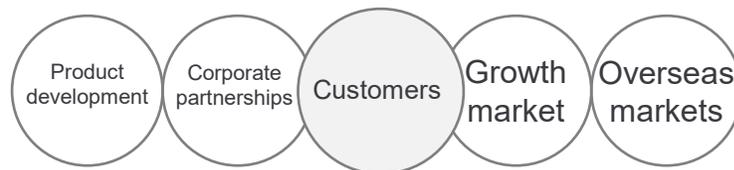
Promote regional revitalization through strengthened collaboration with municipalities and establish a sustainable base for growth

- 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

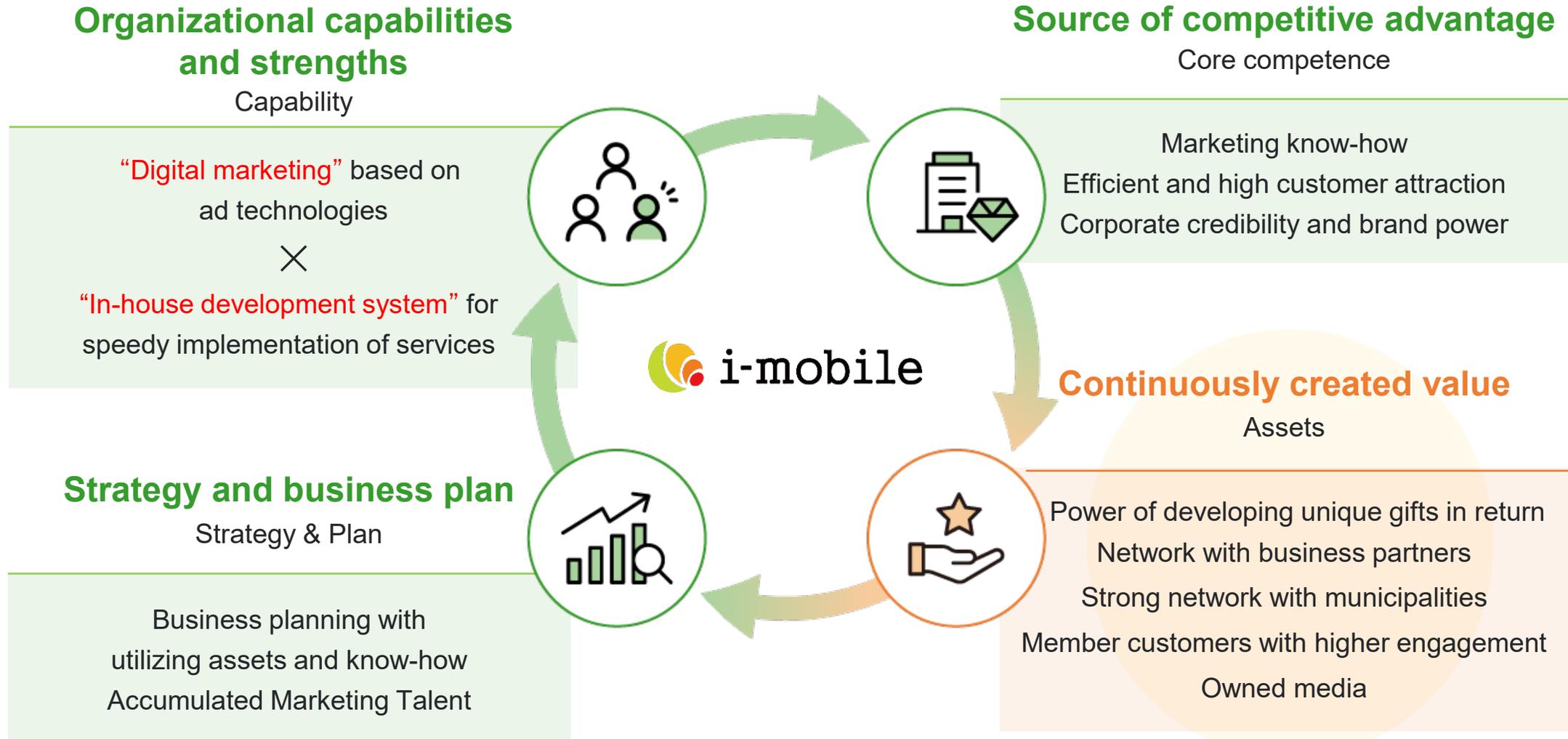
* LTV : Life Time Value. A metric that indicates the profit a company can gain from a customer over the period from the start to the end of their usage

FY2025.7 to FY2027.7

Three-year medium-term management plan

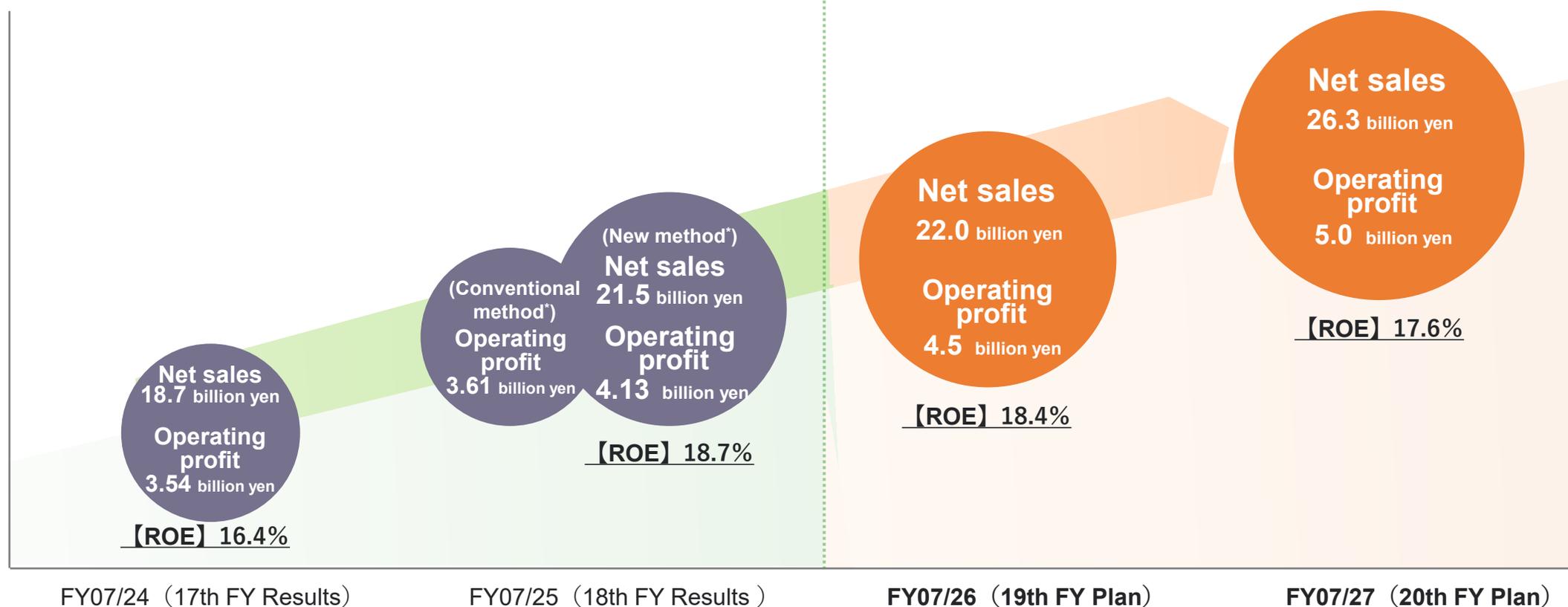


Business Growth Loop



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

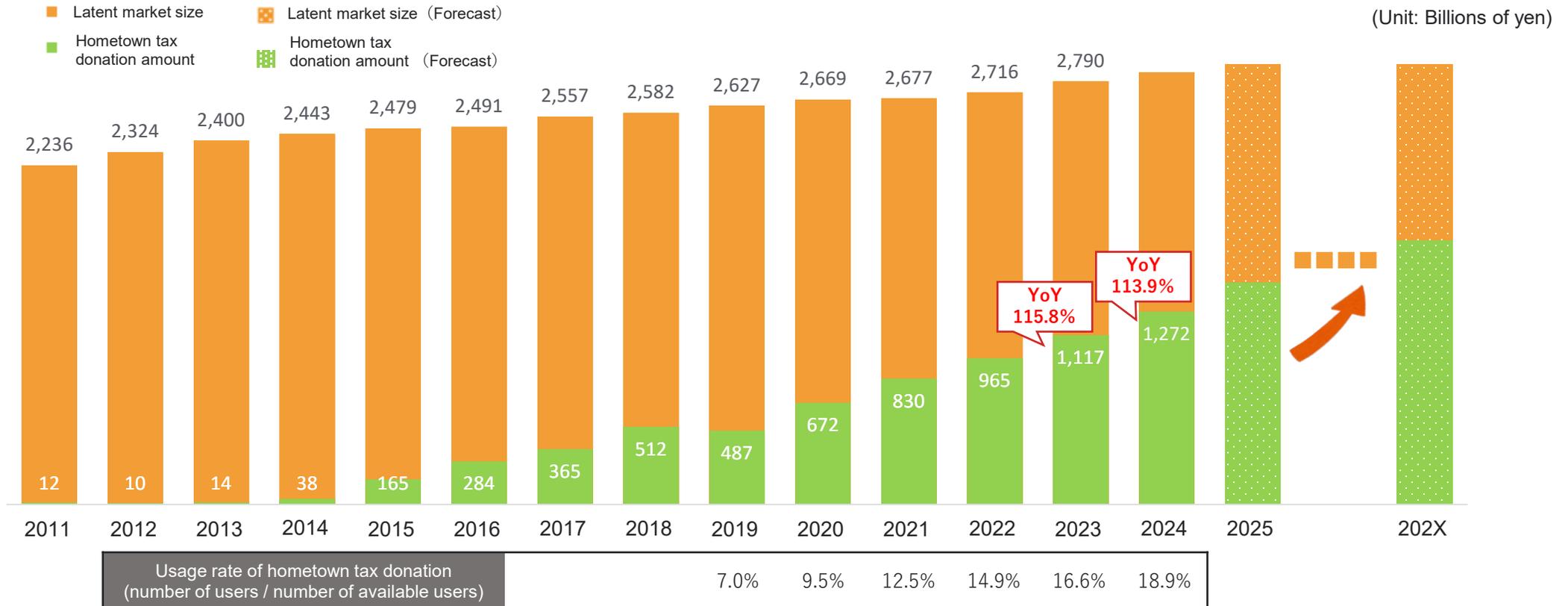
Aim for growth through expansion of peripheral businesses and new businesses based on the Hometown Tax Donation business



* 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

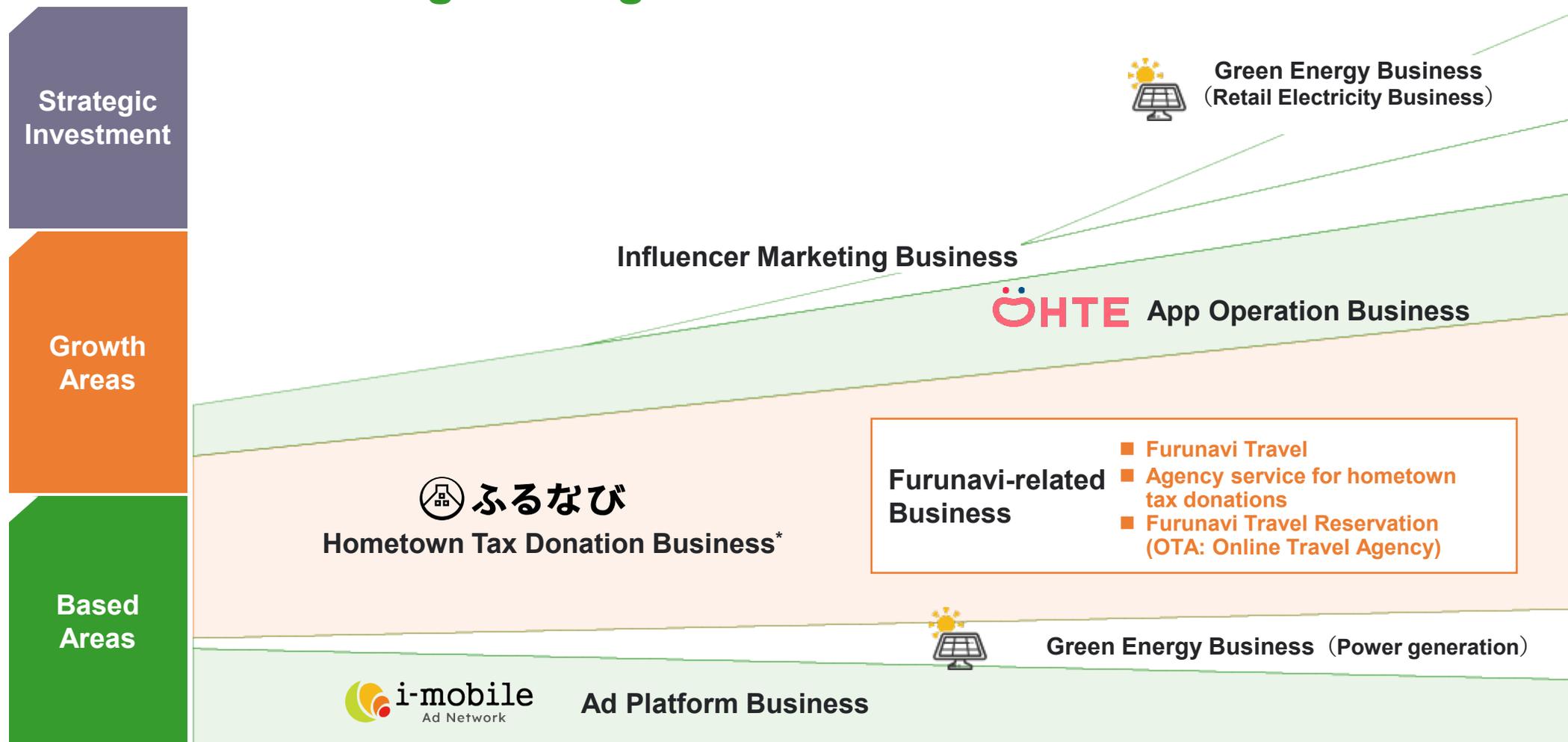
Strategy

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



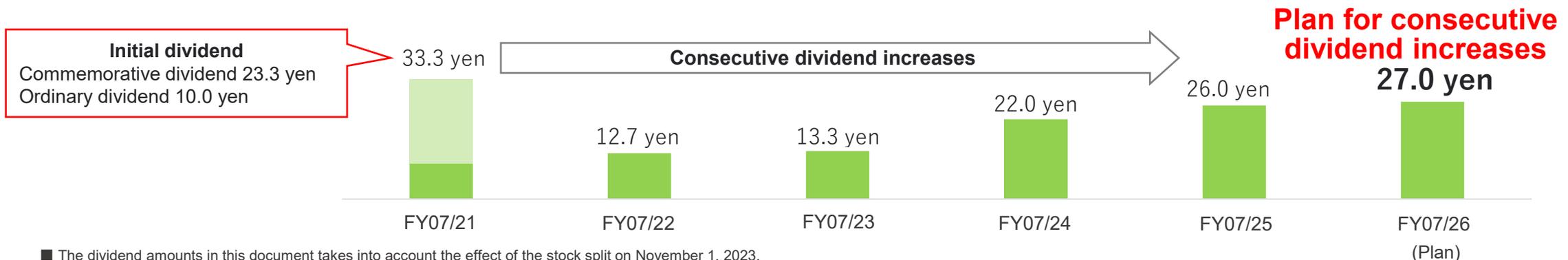
Capital and Shareholder Return Policies

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.



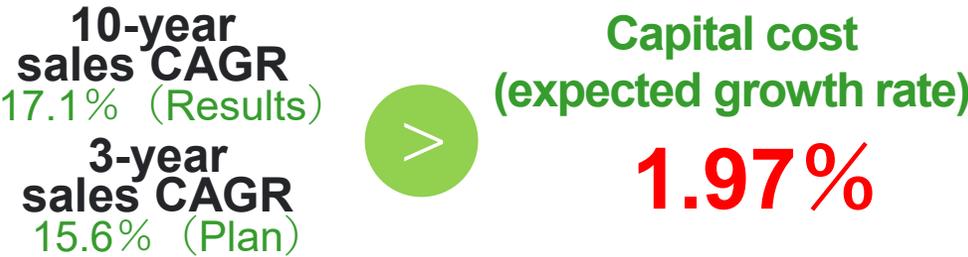
■ The dividend amounts in this document takes into account the effect of the stock split on November 1, 2023.

*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

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 = Cost of shareholder's equity - Expected dividend yield

1.97% = 6.13% - 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 | Deepen the understanding of performance, strategies, and management strategies such as capital management policy <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 | Wider understanding and support of governance, capital management policy, and agenda items of general shareholders' meetings <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

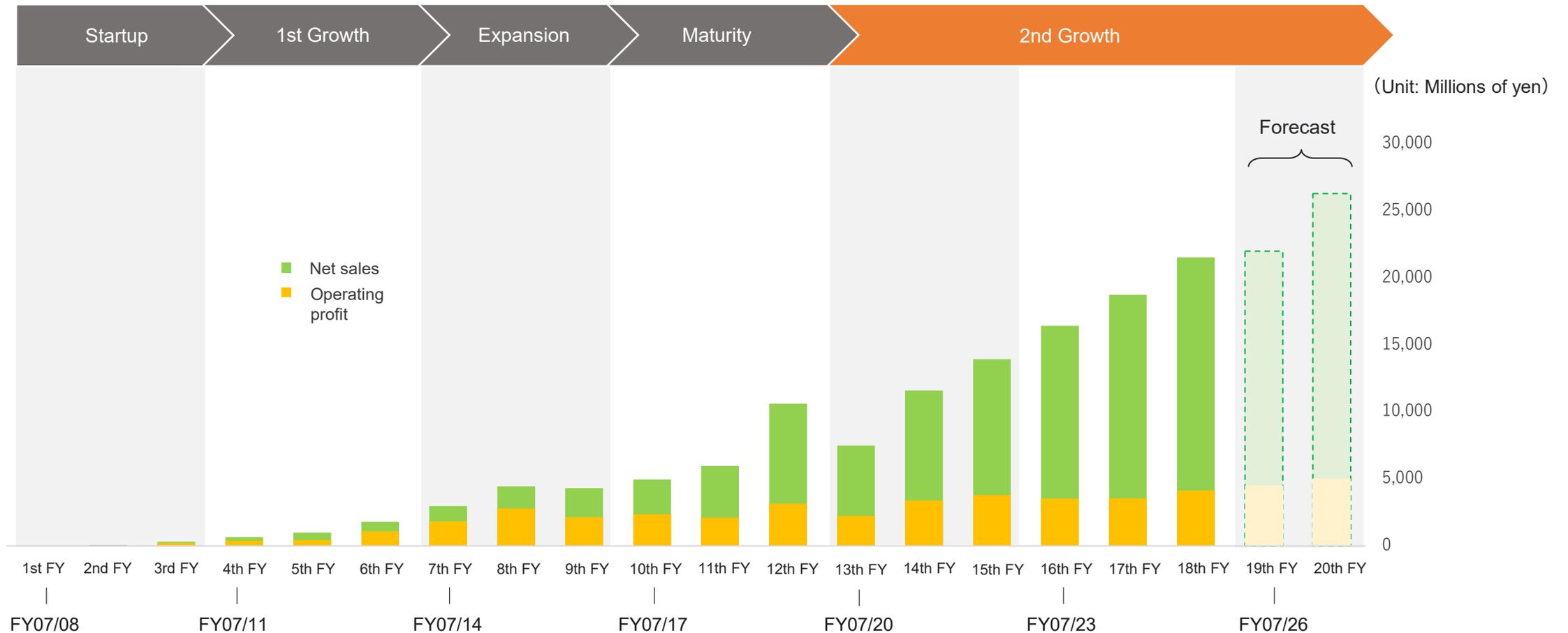
| Segment | Business | | Description | |
|----------------------------------|--|---|--|---|
| Consumer Service | Hometown Tax Donation platform business “Furunavi” |  ふるなび | A web portal for hometown tax donation | |
| | Furunavi-related Business | Furunavi Travel |  ふるなびトラベル | Lodging points service 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 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 ^{*1} | Ad Network |  i-mobile Ad Network | Providing programmatic ads (display, native, and video advertising) | |
| | Influencer Marketing ^{*2} |  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 | |

*1 Effective February 1, 2026, the Company integrated the Ad Network, Influencer Marketing, and Media Solutions businesses within the Online Advertising business segment and reorganized them into the Internet Marketing business.

*2 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

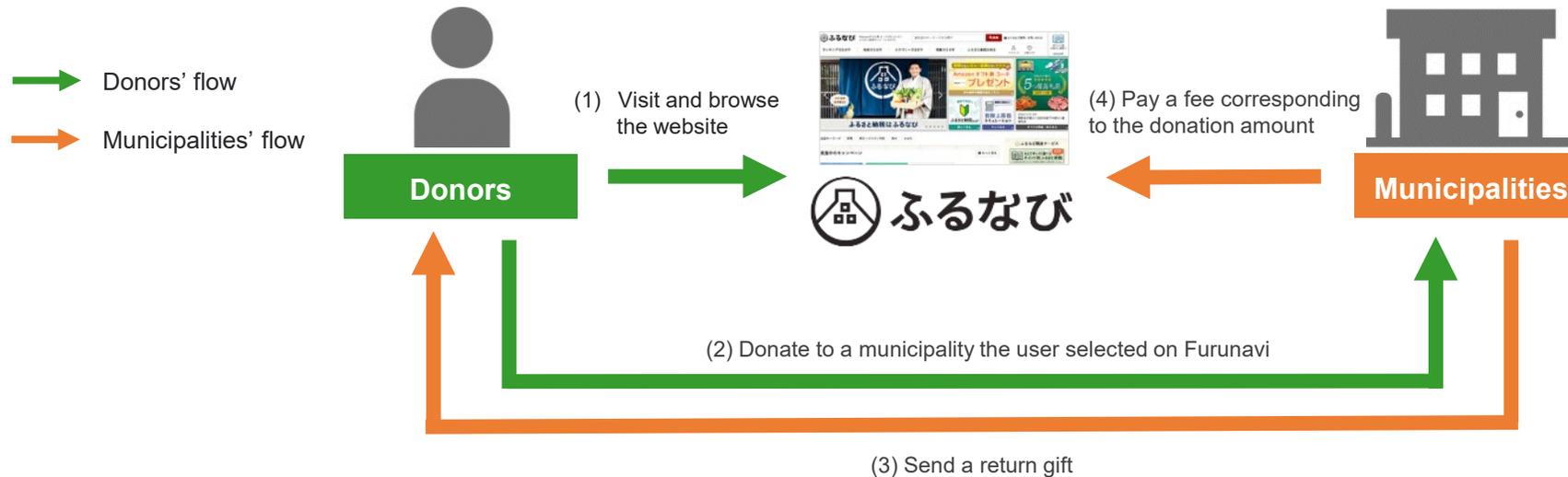
Originally founded as an ad network service provider, i-mobile has continued to grow steadily by leveraging its assets and diversifying business domain changes, and it continues to boost its profits through proactive investment



■ 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



Furunavi's Solutions and Support toward Local Issues (1)

■ 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 (2)

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

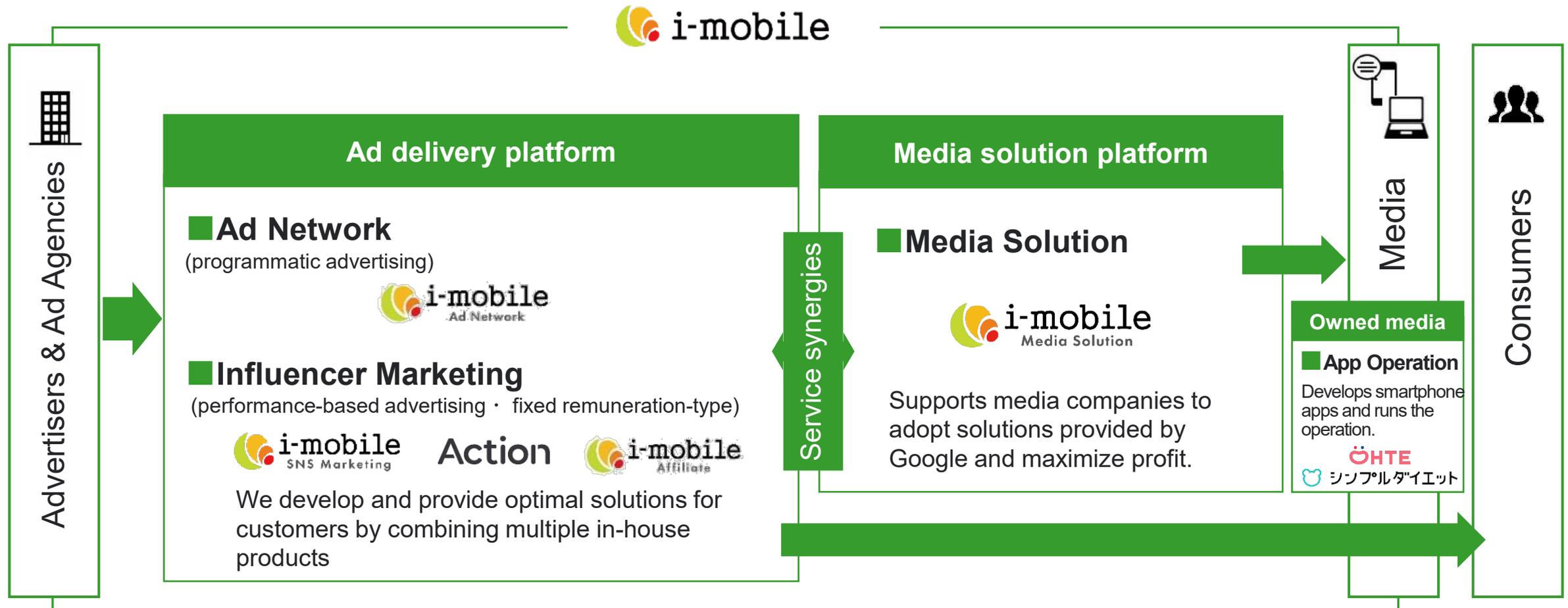
- January 2024 Noto Peninsula Earthquake (Ishikawa Prefecture)
- September 2024 heavy rains in the Noto Peninsula (Ishikawa Prefecture)
- Fire at Shiraoka City Hall, Saitama in 2025
- August 2025 heavy rains (Akita, Hokkaido, Kumamoto, and Kagoshima Prefecture)
- [Emergency] Heavy Rains in September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



*1 According to an analysis by the Furusato 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

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



Total downloads

Over 20.0 million

*As of January 31, 2026



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



Grid-scale battery
storage business

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.”

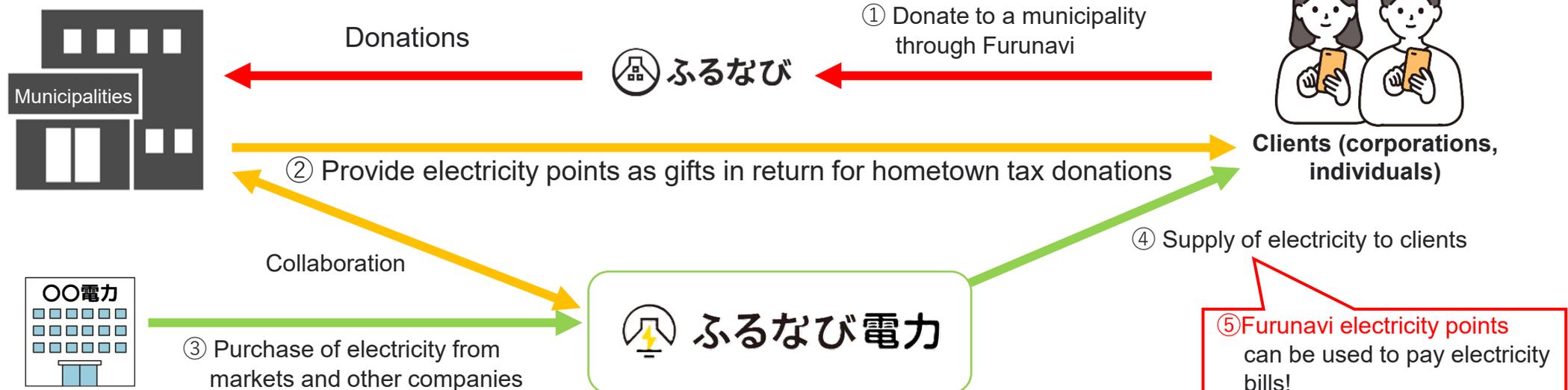
Full entry into the retail electricity business

Reference (Company Information)

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 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 | 11,592 | 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% |
| 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

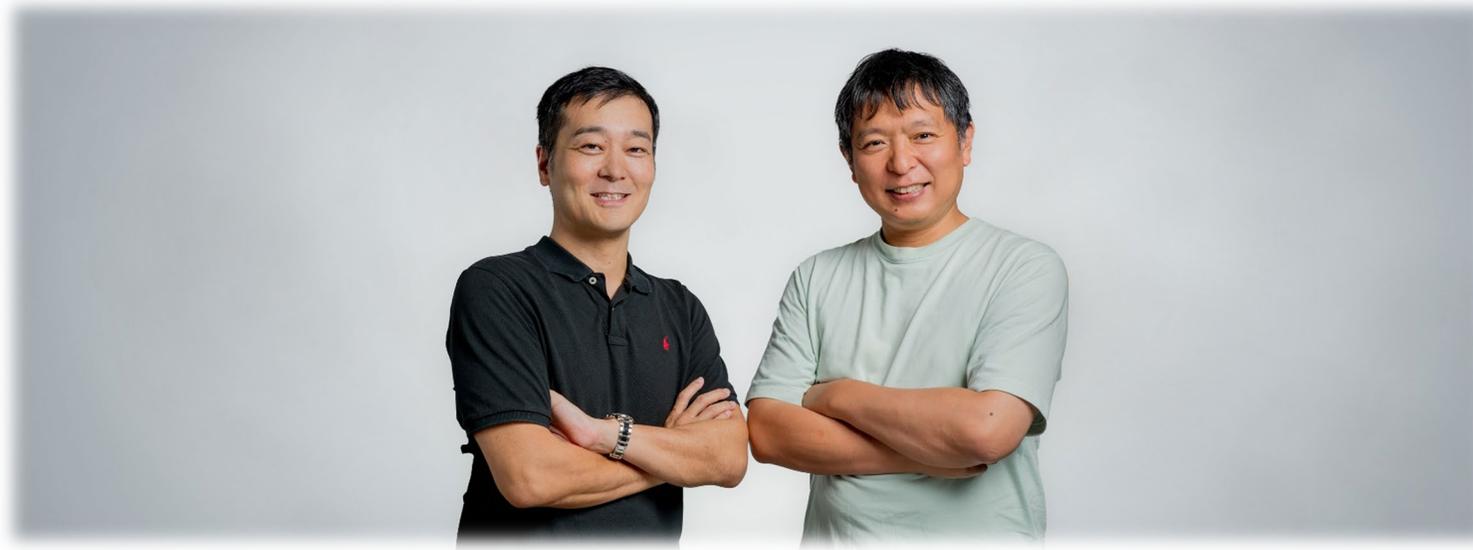
ROE = Profit / Average of beginning and ending equity

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 and Senior Executive Officer

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 and Senior Executive Officer

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

Reference (Company Information)

| | |
|-----------------------|---|
| Company name | i-mobile Co., Ltd. |
| Established | August 17, 2007 |
| Head office | Kandensudosan Shibuya building, 8F, 3-26-20 Shibuya, Shibuya-ku Tokyo 150-0002 |
| Business locations | Tokyo Head Office Kansai Branch Office |
| Group business lineup | Hometown Tax Donation platform business Furunavi Travel business Furunavi Restaurant PR business Loyalty Points Service business Internet Marketing business (Ad Network business Influencer Marketing business Media Solution business) App Operation business, etc. |

| | | |
|-----------------------------|--|--|
| Share capital | 152 million yen (as of January 31, 2026) | |
| Employees | 225 (consolidated, as of January 31, 2026) | |
| Representatives | Toshihiko Tanaka | Representative Director, Chairman and Senior Executive Officer |
| | Tetsuya Noguchi | Representative Director, CEO and Senior Executive Officer |
| 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 |
| Majority-owned subsidiaries | 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

