

# **Business Results for the Nine Months** of the Fiscal Year Ending July 31, 2022

(August 1, 2021 to April 30, 2022)

i-mobile Co., Ltd. (Stock Code 6535, TSE Prime Section)

June 8, 2022

# Corporate Philosophy



# Vision

"ひとの未来"に貢献する 事業を創造し続ける Creating a Business for the Future

**M** is sion
Enhancing User Experience with Internet Marketing

Values Smile × Growth × Team

# Financial Highlights for the Nine Months Ended April 30, 2022

# **Executive Summary (1)**

# Record-high results for two consecutive terms\*1

#### I. All-time high net sales and operating profit for first nine-month period

Operating profit was 116.3% of the plan due to the stable contribution to earnings from the ADPF business\*2, our base business, as well as the growth and expansion of businesses in growth areas.

#### II. Execution of various measures for business growth as planned

Furunavi maintained growth as a result of successful implementation of aggressive sales promotion measures and realization of advertising efficiency adapted to the market in the Online Advertising business.

#### III. Provision of shareholder returns through share buybacks

In order to improve capital efficiency and enhance shareholder returns, share buyback up to 1.5 million shares (2 billion yen) of treasury shares in addition to \*1 Net sales and operating profit for the nine-month period paying dividends\*3.

<sup>\*2:</sup> Ad Platform Business

<sup>\*3</sup> Acquisition period: From May 9, 2022 to July 25, 2022

# **Executive Summary (2)**

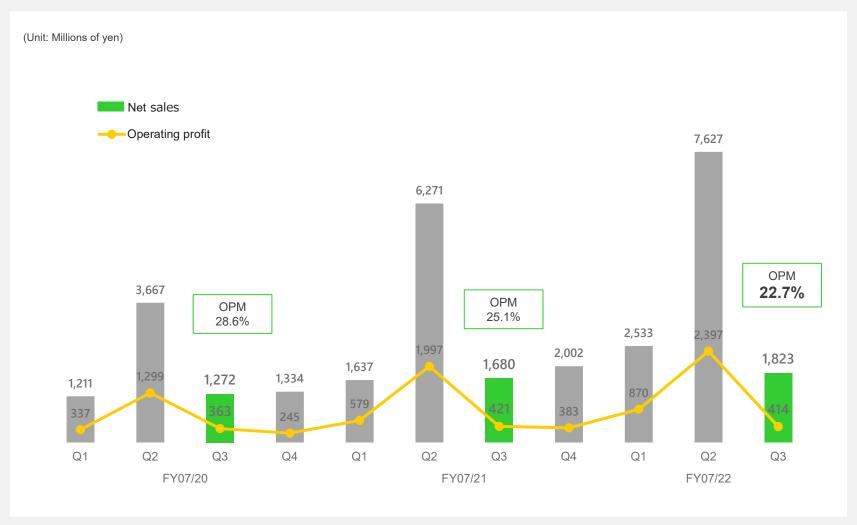
(Unit: Millions of yen)

Item		FY07/21 Q3	FY07/22 Q3	YoY (%)	% of forecast
	Net sales	9,590	11,984	125.0%	99.5%
Consolidated results <sup>*</sup>	Operating profit	2,998 (31.3%)	<b>3,683</b> (30.7%)	122.8%	116.3%
	Net income	2,016	2,625	130.2%	124.5%
Consumor Somioo	Net sales	6,829	8,848	129.6%	98.3%
Consumer Service	Operating profit	2,034 (29.8%)	<b>2,605</b> (29.4%)	128.0%	118.9%
Online Advertising	Net sales	2,776	3,149	113.5%	102.7%
	Operating profit	986 (35.5%)	<b>1,164</b> (37.0%)	118.0%	119.2%

<sup>\*</sup>Beginning with the current fiscal year, we adopted the Accounting Standard for Revenue Recognition, etc. and changed the accounting method for revenue recognition. In addition, we re-examined the cost allocation methods of corporate expenses for each segment and also reclassified the past results to reflect the new allocation method.

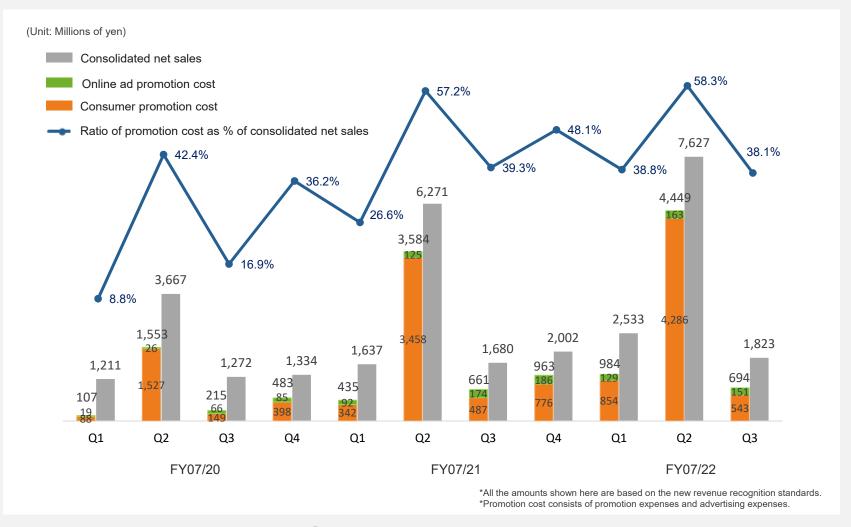
# **Changes in Consolidated Net Sales and Operating Profit**

Achieved QoQ revenue growth for seven consecutive quarters by executing management strategies centered on media-related businesses.



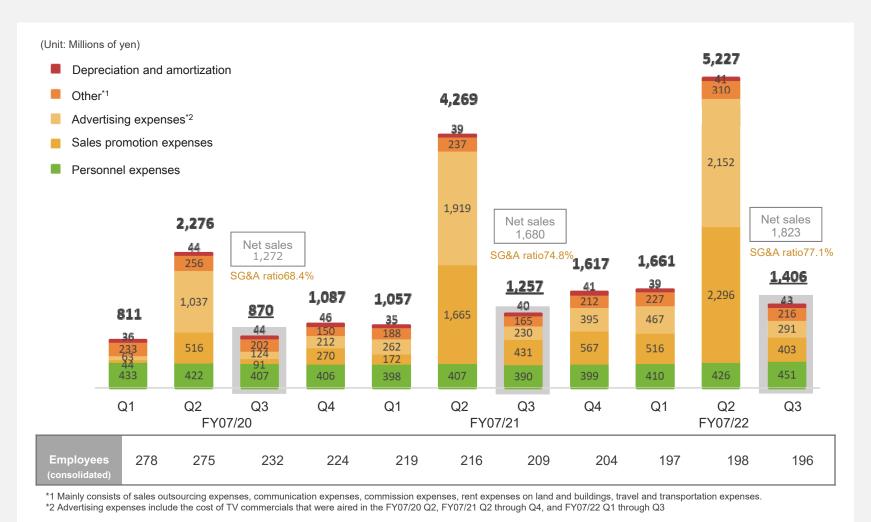
# **Changes in Promotion Cost (as % of Net Sales)**

Sales progressed as planned due to optimized cost-effectiveness control of aggressive promotional activities aimed at growth.



# **Changes in Consolidated SG&A Expenses**

SG&A ratio increased slightly QoQ due to investments to strengthen organizational capabilities for sustainable growth.



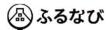
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**Segment Analysis** 

**Consumer Service** 

# Consumer Service—Quarterly Earnings with Results for FY07/22 Q3

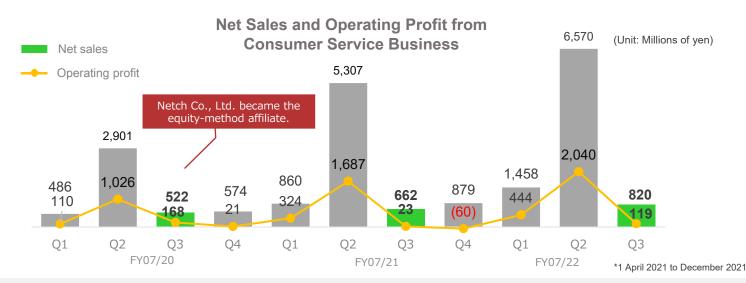
#### Hometown Tax Donation



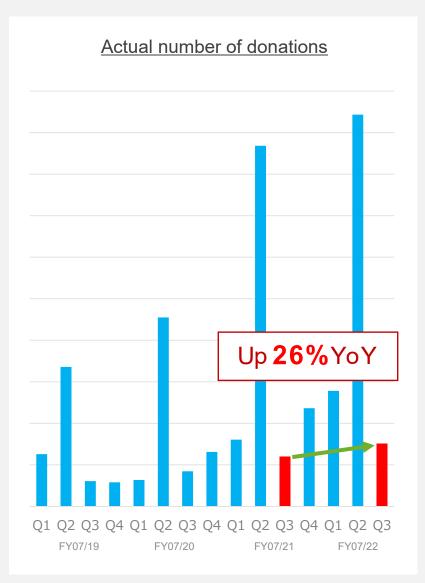
✓ With market growth as a tailwind, we implemented promotional measures such as aggressive TV commercials and other advertisements and campaigns. Both sales and profit increased year-on-year for the third consecutive quarter due to an increase in the number of donations along with an increase in the number of members and municipalities.

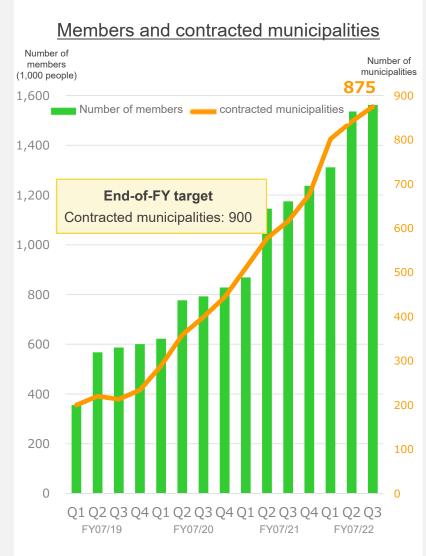
#### Furunavi-related Services

- ✓ The number of affiliated lodging facilities in the Furunavi Travel business more than tripled YoY to approximately 930 facilities.
  - Furunavi Travel ranked first in the total amount of donations received by returned goods in Kyoto City in FY2021\*1, and the number of users is steadily increasing.
- ✓ The number of restaurants listed in the Restaurant business steadily expanded more than four times the number in the same month of the previous year, contributing to earnings.



#### Consumer Service—Growth of Hometown Tax Donation Business

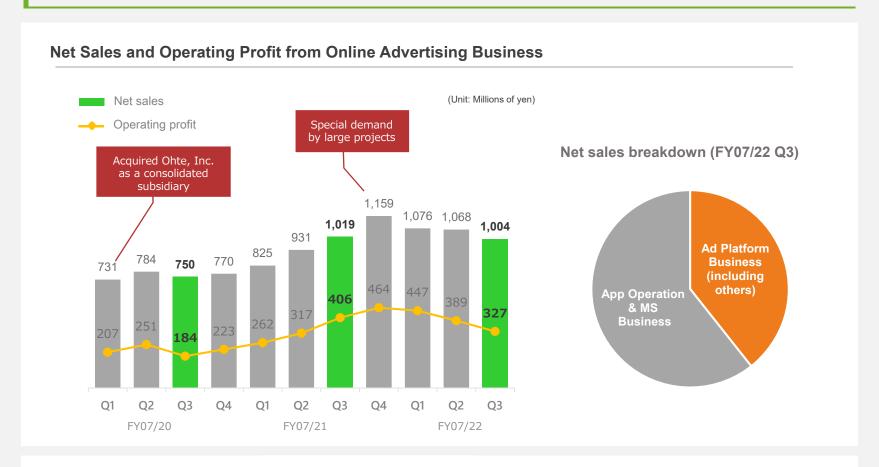




**Segment Analysis** 

**Online Advertising** 

# Online Advertising—Quarterly Earnings with Results for FY07/22 Q3 (1)



#### 1. Ad Platform Business\*





✓ In addition to an increase in demand due to the fiscal year end of advertisers, we succeeded in winning large orders on an ongoing basis by maintaining high advertising effectiveness, resulting in higher sales and profit YoY.

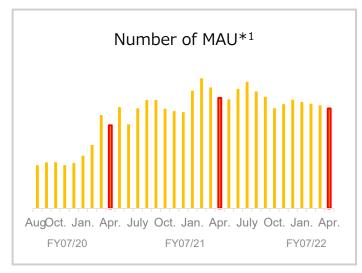
\*Ad Platform Business includes the Ad Network business and the Affiliate business.

# Online Advertising—Quarterly Earnings with Results for FY07/22 Q3 (2)

#### 2. App Operation Business



Achieved higher sales and profit YoY by capturing advertisers' demand for the fiscal year end. In addition, a new title Solitaire de Kensho is scheduled to be released to attract new users.

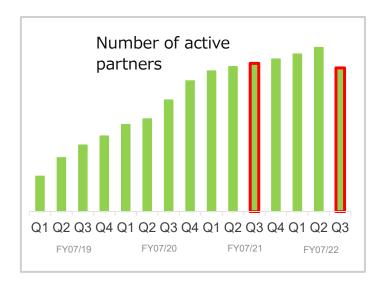


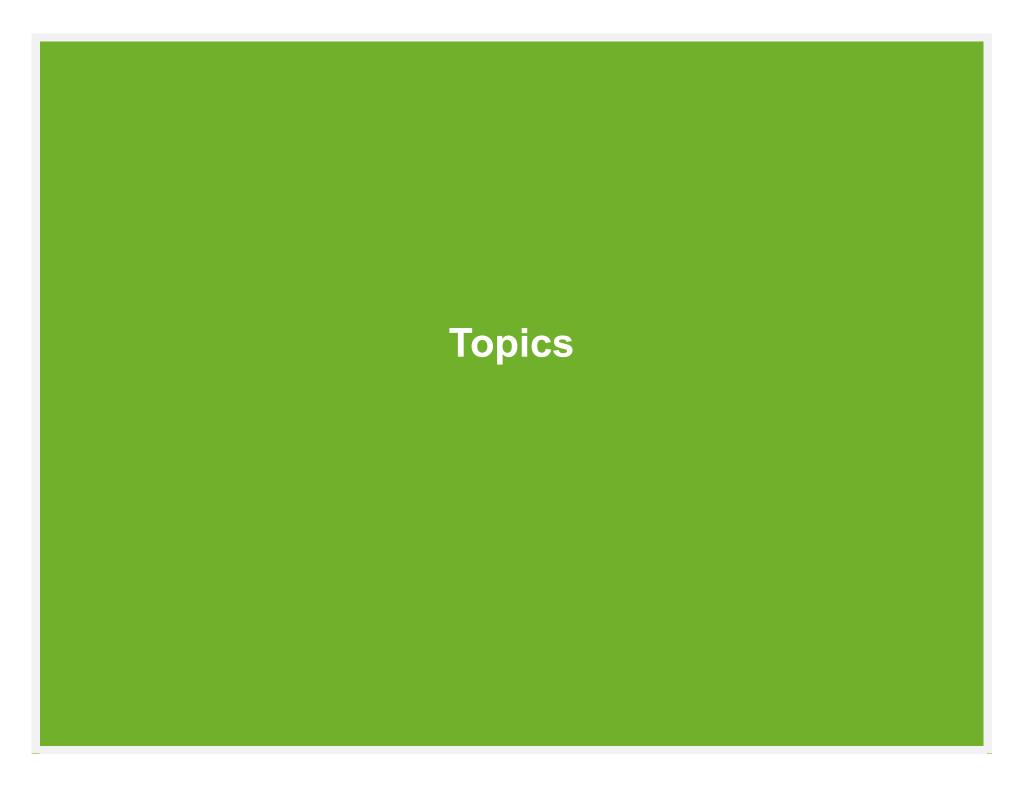
<sup>\*1</sup> MAU refers to Monthly Active Users, indicating the number of active users per month. This graph shows changes based on the average value in the past 30 days at the end of each month.

#### 3. Media Solution Business

Google | Certified Publishing Partner

✓ Due to the change in specifications of Google platform, the number of partners decreased slightly from the same period of the previous year, but sales were not affected and sales and profits increased with some continued orders won from major clients.





# **Topics: Share buyback**

#### 1. Reason for share buyback

With the aim of achieving total return on equity and taking into consideration the current level of our stock price, we have decided to conduct the share buyback and cancel the purchased treasury shares in order to improve capital efficiency and enhance shareholder returns, while maintaining the level of shareholders' equity necessary to maintain our business base and achieve sustainable growth. In light of expecting to increase in the shareholdings of the two representative directors, who are the major shareholders, as a result of the share buyback, the shares held by both directors will also be purchased.

#### 2. Details of the purchase

(1) Type of shares to be purchased

(2) Total number of shares to be purchased

(3) Total purchase cost of shares

(4) Purchase period

(5) Purchase method

The Company's common shares

1,500,000 shares (maximum)

(6.95% of the total number of shares issued and outstanding (excluding treasury shares))

2,000,000,000 yen (maximum)

May 9, 2022 to July 25, 2022

Purchase on the market and off-auction own share repurchase trading system on the Tokyo Stock

Exchange (ToSTNeT-3)

#### 3. Details of matters pertaining to cancellation

(1) Type of shares to be cancelled

(2) Total number of shares to be cancelled

(3) Scheduled date of cancellation

The Company's common shares

All treasury shares to be purchased in accordance

with 2. above

Undetermined

\*To be announced once the share buyback is

completed.

# **Topics: Other (1)**

#### ♦ Web commercial featuring Nasubi now launched!



Click <u>here</u> to see the commercial featuring Nasubi

On February 1, 2022, we began distributing a web commercial featuring Nasubi, an actor and TV personality famous for his *Denpa Shōnen teki Kenshō Seikatsu*, as an ambassador of Ohte.

#### ◆Launched consulting services for Google Ad Manager\*1



Utilizing our knowledge as GCPP\*2, we started consulting services to support site operators/application developers in the introduction, operation, and implementation of Google Ad Manager. Supported JR TOKAI AGENCY CO.,LTD.

<sup>\*1</sup> An integrated advertising management platform that displays advertisements to users of content provided by Google, thereby increasing revenue and protecting the brand image. \*2 GCPP: An acronym of Google Certified Publishing Partner. A Google certified partner for site operators.

# **Topics: Other (2)**

◆ Hometown Tax Donation Regional Revitalization Collaboration Lab\*¹ - 32 tons of rice is donated to single-parent households



The lab sponsored by the Company has sent approximately 32 tons of rice produced in Tsukubamirai City, Ibaraki Prefecture, to a total of about 6,400 single-parent households in Tokyo, who were exhausted from the COVID-19 pandemic.

\*1 In December 2021, we established the Hometown Tax Donation Regional Revitalization Collaboration Lab, which will demonstrate solutions for social issues and support for regional revitalization based on a public-private collaboration approach using the corporate version of Hometown Tax Donation and an individual approach using Hometown Tax Donation.

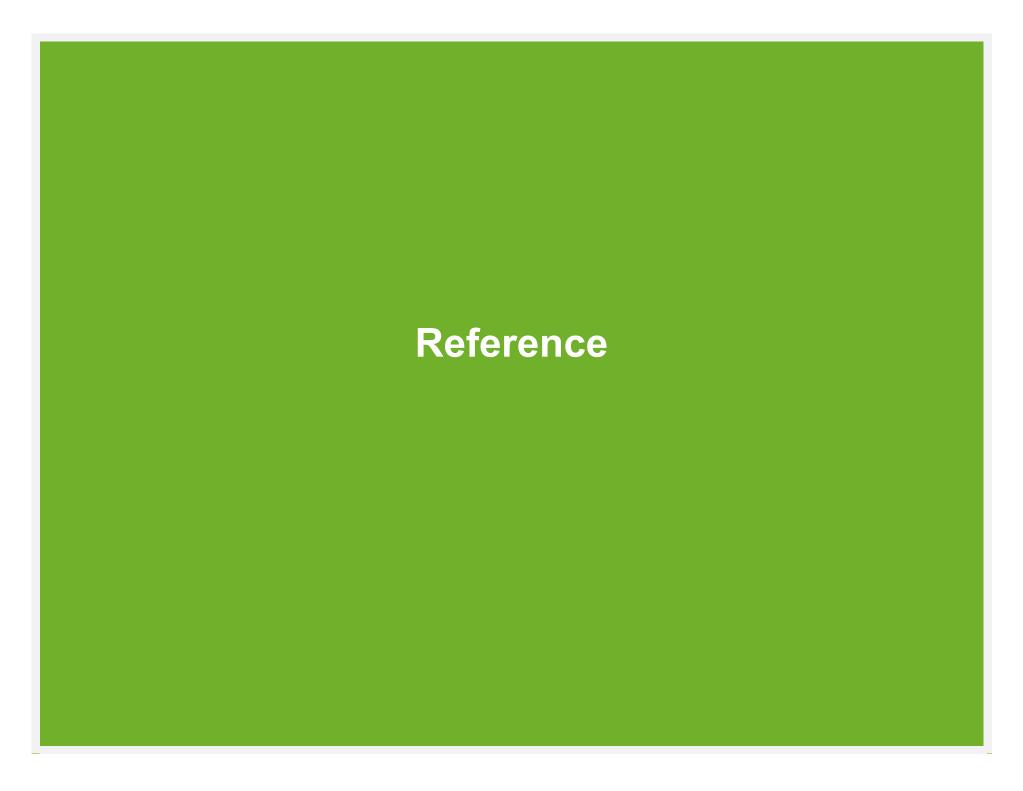


◆ Radio in-house magazine Mobaraji received the Planning Award in the Keidanren Recommended In-house Newsletter Examination



Mobaraji, our in-house radio newsletter that connects employees and the company through audio and can be listened to while working, won the Planning Award in the Web category of the Keidanren Recommended In-house Newsletter Examination in FY2021.\*2

\*2 Sponsored by the In-house PR Center, Keidanren Business Service



# Reference Impact of external factors (economic environment) on the Company

#### 1. Impact of the spread of the COVID-19 on the Company

Although some of our sales activities were constrained, people spending more time online positively affected the ad revenue, so the impact on the overall business was limited, and there will be no particular disruption to company operations.

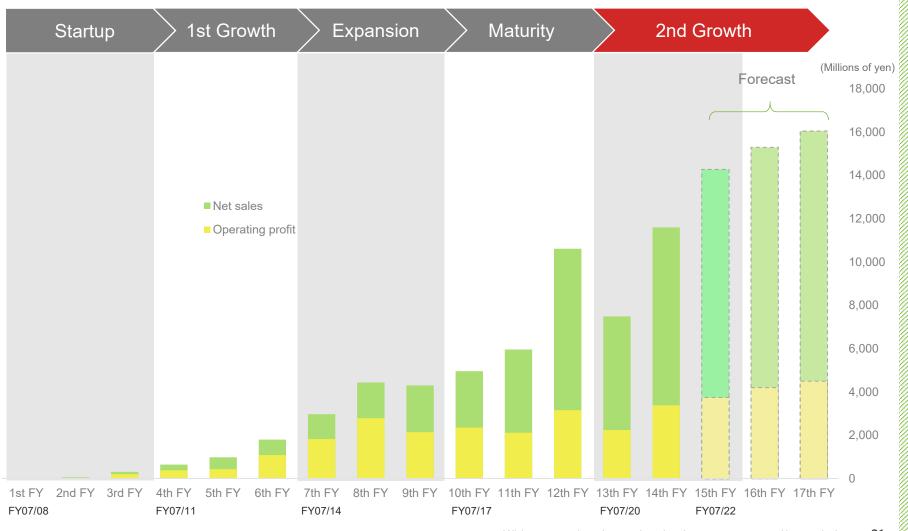
2. Impact of the situation in Russia and Ukraine on the Company
There is no impact on the Group's business performance at this time.

#### [Expected impact on the Company in the future]

We continue to monitor the spread of the COVID-19 and the social situation in Russia and Ukraine and the risk of a downturn in the domestic and international economies, and will promptly announce any significant impact on our business results due to a prolonged situation.

#### Reference Business Results and Future Forecasts

Originally founded as an ad network service provider, i-mobile has grown steadily after transforming its business domain by leveraging diversified assets, and it continues to boost its profit through proactive investment.



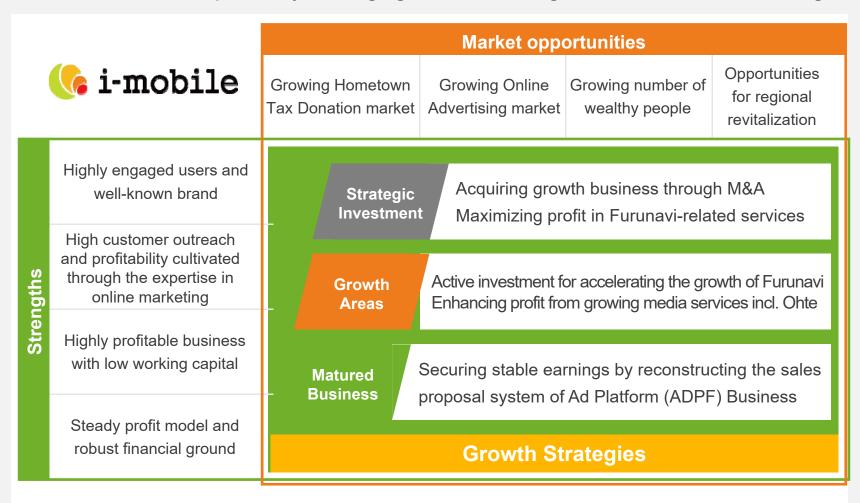
# Reference Core Competence of the Group

Leveraging the expertise in marketing and the workforce we have built in the Ad Platform Business, i-mobile will seek to maintain sustainable growth by shifting our emphasis to more profitable businesses.



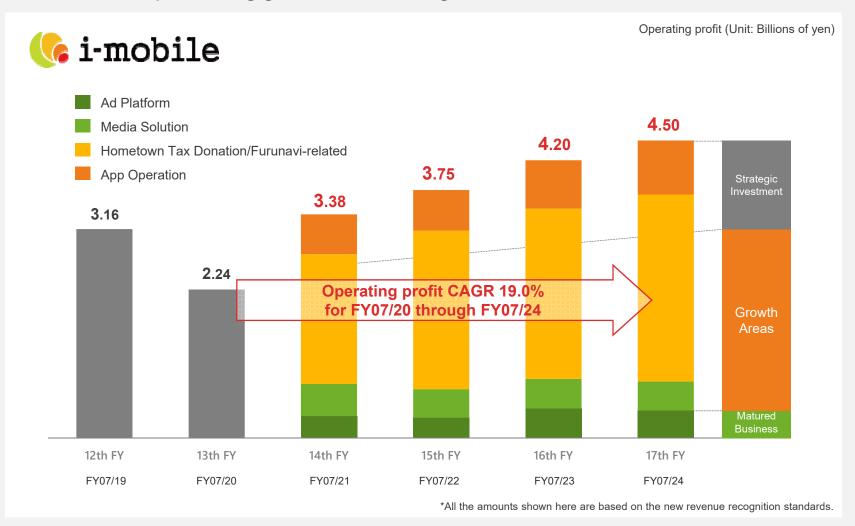
## Reference Our Strength, Market Opportunities and Growth Strategies

While securing stable earnings in the Ad Platform business, i-mobile seeks to strengthen our growth areas: Hometown Tax Donation and App Operation businesses. We also focus on business development by leveraging our assets for growth in the medium-to-long term.



# **Reference Target Operating Profit**

i-mobile aims to generate operating profit of 4.5 billion yen by leveraging our assets to monetize strategic investment areas, while securing stable earnings in the matured business and positioning growth areas as a growth driver in the medium and short term.



# Reference Consolidated Earnings Forecast for FY07/22

We expect to see an increase in sales and profit as we strengthen M&A capabilities, develop businesses targeted for strategic investment, and actively invest in growth areas while harnessing the growth of the hometown tax donation market.

	Full-Year Results for FY07/21 (Former revenue recognition standards)	Full-Year Results for FY07/21 (New revenue recognition standards)	Full-Year Forecasts for FY07/22 (New revenue recognition standards)	Changes (%)
Net sales	17,833	11,592	14,270	+2,678 (+23.1%)
Gross profit	11,636	11,584	14,260	+2,676 (+23.1%)
Operating profit	3,382	3,382	3,750	+367 (+10.9%)
Net income	2,299	2,299	2,504	+204 (+8.9%)

# Reference Earnings Forecasts by Segment for FY07/22

While pursuing investments in our strategic business domains, we expect to generate the same level of earnings in the competitive online ad market. As the hometown tax donation segment will remain strong, sales and profit are expected to increase.

(Unit: Millions of yen)

ltem		Full-year results of FY07/21 (former revenue recognition)	Full-year results of FY07/21 (new revenue recognition & former allocation)	Full-year results of FY07/21*1 (new revenue recognition & new allocation)	Full-year results of FY07/22*1 (new revenue recognition & new allocation)	Changes (%)
	Net sales	7,846	7,708	7,708	10,102	+2,393 (+31.1%)
Consumer Service	Operating profit	1,962	1,962	1,974	2,398	+423 (+21.5%)
	OPM	25.0%	25.5%	25.6%	23.7%	
	Net sales	12,163	3,915	3,935	4,173	+238 (+6.0%)
Online Advertising	Operating profit	1,420	1,420	1,451	1,436	-15 (-1.1%)
	OPM	11.7%	36.3%	36.9%	34.4%	

<sup>\*1</sup> From FY07/22, an alternative allocation method is applied for certain expenses. This reduced the costs allocated to each segment and slightly increased the operating profit of each segment. However, it has no impact on the consolidated results. Note that the full-year results of the fiscal year ended on July 31, 2021, are also reclassified with the new revenue recognition standards applied.

<sup>\*2</sup> As we re-examined the application of Accounting Standard for Revenue Recognition, we corrected some of the information from the business results we disclosed on September 8, 2021

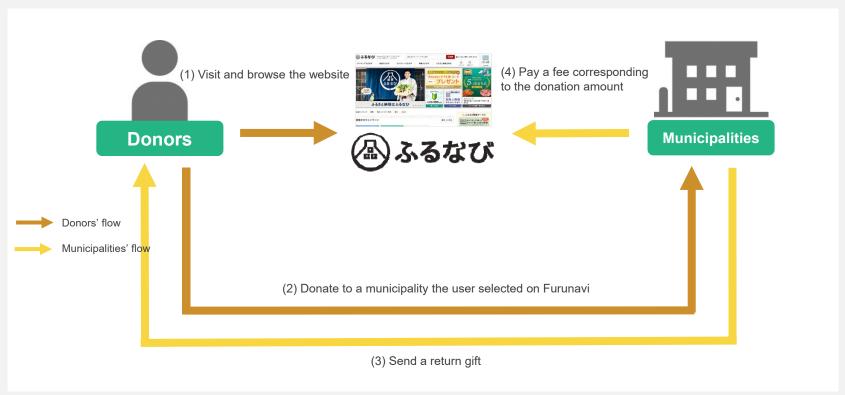
# **Reference Major Services**

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	Bu	siness	Description		
e	Hometown Tax Donation platform business "Furunavi"		ふるなび	A web portal for hometown tax donation	
Consumer Service		Furunavi Travel	(係) ふるなびトラベル	Lodging points service for Furunavi members in exchange of hometown tax donation via Furunavi	
onsume	Furunavi-related Business	Restaurant PR	ふるなび美食体験	Service that links local food with restaurants in urban areas through hometown tax donation	
ŭ		Loyalty Points Service	貯たまるモール byふるなび	Loyalty points service for Furunavi members	
	Ad Platform Business	Ad Network	i-mobile	Providing programmatic ads (display, native, and video advertising)	
tising		Affiliate	(% i-mobile	Providing performance-based advertising	
Adver	Ad Agency Business		CYBER CONSULTANT	Online ad agency specializing in web marketing	
Online Advertising	Media Solution Business  App Operation Business		Google   Certified Publishing Partner	GCPP (Google Certified Publishing Partner) providing solution services for maximizing media revenue	
			COLLEG ALL Bights Reserved	Smartphone app service provider including its design, development, and operation	

#### Reference 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 local municipalities by giving taxpayers an option to choose their hometowns or other regions they wish to support or show appreciation. This system allows taxpayers to contribute to society through donations while giving them options to choose return gifts that many municipalities offer.

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

#### Reference Furunavi-related Services in Consumer Service

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



#### Improved user convenience



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



#### (旅) ふるなびトラベル

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



#### 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

#### Social contribution



#### 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.



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

\*1 Brand Image Survey for FY08/21 conducted by JMRO

#### Reference Trends in Hometown Tax Donation Market

The actual amount received in hometown tax donations is steadily increasing, but in terms of the potential size of hometown tax donations (latent market size), the business still has room for growth<sup>\*1</sup>. We expect this business to expand further as the system becomes stabilized and gains publicity.



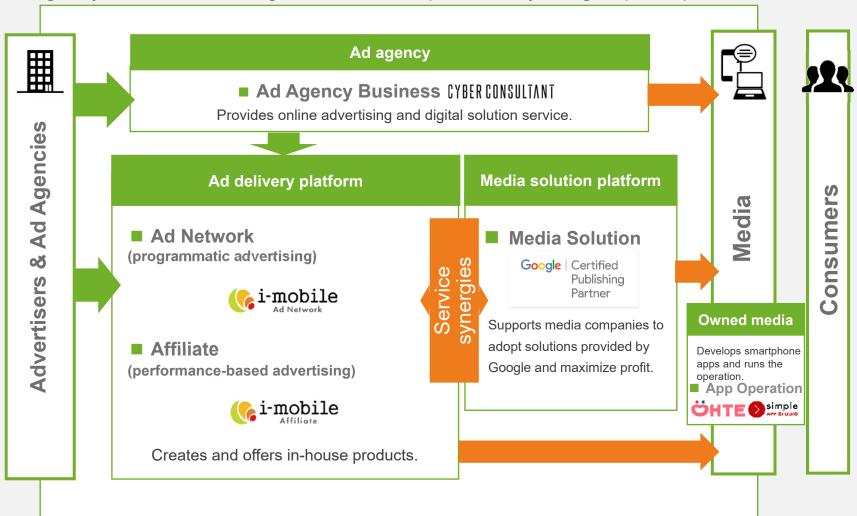
- The latent market size of hometown tax donations for 2011 through 2019 was calculated by i-mobile (using the individual resident tax revenue of 20%), based on the data from White Paper on Local Public Finance published by the Ministry of Internal Affairs and Communications of Japan.
- The hometown tax donation amount for the years from 2011 through 2020 was calculated based on the data from *Survey on Hometown Tax Donation* published by the Ministry of Internal Affairs and Communications on July 30, 2021.

\*2 Market Forecasts The results including the hometown tax donation amount were calculated based on the municipal fiscal year (from April 1 to March 31 of the following year), which differs from the calculation of residence tax. We believe that a decline in the actual figures from FY2018 to FY2019 does not indicate a contraction of the market itself, as it is reasonable to consider that the market was impacted by a rush demand of hometown tax donations from the end of 2018 up until March 2019, before revisions to the hometown tax donation system went into effect on June 1, 2019.

<sup>\*1</sup> 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.

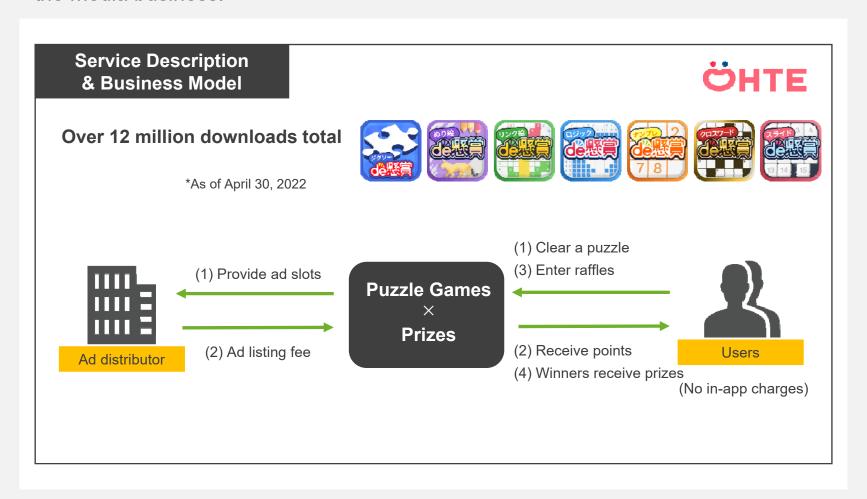
# Reference Key Services in Online Advertising Market

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.



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

Ohte provides smartphone game apps combined with a prize system, featuring Puzzle de Kensho and other high-quality puzzle games. By leveraging i-mobile's products and marketing management methods, Ohte succeeded in increasing ad revenue of the media business.



#### Reference Adoption of New Revenue Recognition Standards

The Company will adopt the Accounting Standards for Revenue Recognition from the fiscal year ending July 31, 2022. Mainly in the Online Ad business, most entries formerly posted under gross profit will be reclassified as net sales, but there is no impact on operating profit.

Segment	Business	Former revenue recognition standards (prior to FY07/21)
Consumer	Hometown Tax Donation	Net total (partially gross total)
Service	Furunavi-related Services	Net total (partially gross total)
	Ad Platform Business	Gross total
Online	Ad Agency Business	Gross total
Advertising	Media Solution Business	Gross total
	App Operation	Gross total

New revenue recognition standards (FY07/22 and onward)
Net total
Net total (partially gross total)
Net total
Net total
Net total
Gross total

\*We adopted the new revenue recognition standards from the beginning (August 1, 2021) of the consolidated fiscal year.

## Reference 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 local governments and communities
- (3) Educate and encourage employees to promote sustainability

# Materiality in Four Aspects QOL improvement 「ひとの未来"に貢献する 事業を創造し続ける Sustainable urban development Discovering local attraction 「11 MOMBLICHE A 2 MORT HOME ASPECTS 1 MOMBLICHE 1 M

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

## Reference Capital and Shareholder Returns 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 return, including an increase in the share price resulting from the sustainable growth.

#### 2. Implementation of the shareholder returns 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.
- Specifically, we will flexibly conduct share buybacks aiming for better total shareholder returns while providing stable and sustainable dividend payments with a target payout ratio of 30% and DOE at 5%.

# Reference Changes in Key Performance Indicators

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

#### (Unit: Millions of yen) I-2. Financial Results by Segment \*3

	FY07/17	FY07/18	FY07/19	FY07/20	FY07/21
Net sales	4,959	5,959	10,611	7,485	11,592
Gross profit	4,930	5,820	10,202	7,292	11,584
Gross profit margin	99.4%	97.7%	96.1%	97.4%	99.9%
SG&A	2,571	3,702	7,041	5,046	8,202
SG&A ratio	51.8%	62.1%	66.4%	67.4%	70.8%
Operating profit	2,359	2,118	3,160	2,246	3,382
Operating profit margin	47.6%	35.5%	29.8%	30.0%	29.2%
Ordinary profit	2,355	2,095	3,149	2,248	3,366
Ordinary profit margin	47.5%	35.2%	29.7%	30.0%	29.0%
Net income *2	1,539	1,165	1,367	1,727	2,299
Net income margin	31.0%	19.6%	12.9%	23.1%	19.8%
Total assets	14,155	15,465	16,911	15,359	18,992
Net assets	10,871	12,040	13,145	13,222	14,720
Net interest-bearing debt	(10,572)	(11,016)	(13,974)	(12,363)	(15,422)
Equity-to-asset ratio	75.7%	76.0%	76.5%	86.1%	77.4%

		FY07/17	FY07/18	FY07/19	FY07/20	FY07/21
	Net sales	1,083	2,273	7,484	4,485	7,708
Consumer Service	Operating profit	223	680	2,313	1,325	1,974
	Operating profit margin	20.6%	29.9%	30.9%	29.5%	25.6%
	Net sales	4,225	3,729	3,152	3,037	3,935
Online Advertising	Operating profit	2,127	1,394	770	866	1,451
	Operating profit margin	50.3%	37.4%	24.4%	28.5%	36.9%

#### II. Management Indicators

	FY07/17	FY07/18	FY07/19	FY07/20	FY07/21
ROE	19.0%	10.2%	10.9%	13.1%	16.5%
ROA	14.3%	7.9%	8.4%	10.7%	13.4%
EPS (yen)	75.0	55.0	57.3	76.6	107.4

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

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

<sup>\*2: &</sup>quot;Net income" refers to "Profit attributable to owners of the parent" in this document.

<sup>\*3:</sup> The amounts of net sales and operating profit are before the adjustment of intersegment transactions.

<sup>\*4:</sup> Operating profit increased slightly for the fiscal year ended in July 2021 due to a change made to the cost allocation method of corporate expenses for each segment.

#### Reference 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 imobile 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.

# Reference Corporate Profile

Company name	i-mobile Co., Ltd.	Share capital	152 million yen (as c	of April 30, 2022)
Established	August 17, 2007	Employees	196 (consolidated, a	s of April 30, 2022)
Head office	N.E.S. Building N, 2F, 22-14 Sakuragaokacho, Shibuya-ku Tokyo 150-0031	Representatives	Toshihiko Tanaka Tetsuya Noguchi	Representative Director, Chairman Representative Director, CEO
Business locations	Tokyo Head Office Tokyo Satellite Office Kansai Office		Yoshinori Mizota Yasuhiro Fumita Kunihiro Tanaka Satoshi Shima Yukio Todoroki	Director Director Lead Outside Director Outside Director Outside Director, Audit & Supervisory
Group business lineup	Hometown Tax Donation platform business Furunavi Travel business Furunavi Restaurant PR business Loyalty Points Service business Ad Network business Affiliate business Ad Agency business	Directors & Officers	Tadatsugu Ishimoto Akira Takagi	Committee member (Full-time)
	Media Solution business App Operation business, etc.	Majority- owned subsidiaries	Cyber Consultant, In Ohte, Inc. (100%) Simple App Studio In	•

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