



**Business Results for the Three Months  
of the Fiscal Year Ending July 31, 2023  
(August 1, 2022 to October 31, 2022)**

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

December 8, 2022



## 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

## Mission

Enhancing User Experience with Internet Marketing

## Values

Smile × Growth × Team

**Financial Highlights for the Three Months  
Ended October 31, 2022**

# Executive Summary (1)

## I. Preceded investment in future growth (Both net sales and profit decreased YoY)

---

Consumer Service segment achieved an increase in net sales, but was affected by slowdown in the advertising market, in addition to prior investments in sales promotion, human resources, and development for sustainable growth.

## II. Consumer Service - Maintained strong growth with successful investments

---

Successful sales promotion measures prioritizing growth led to a steady increase in the number of hometown tax donations received, resulting in an increase in net sales. However, due to a delayed recording term, the performance fell short of the forecast.

## III. Online Advertising declined in both net sales and profit - Downturn of App Operation Business

---

The advertising market is facing a difficult business environment affected by the social environment and behavior changes. In addition to this, delays in the development of new apps have also led to a decline in revenues from App Operation Business.



## Executive Summary (2)

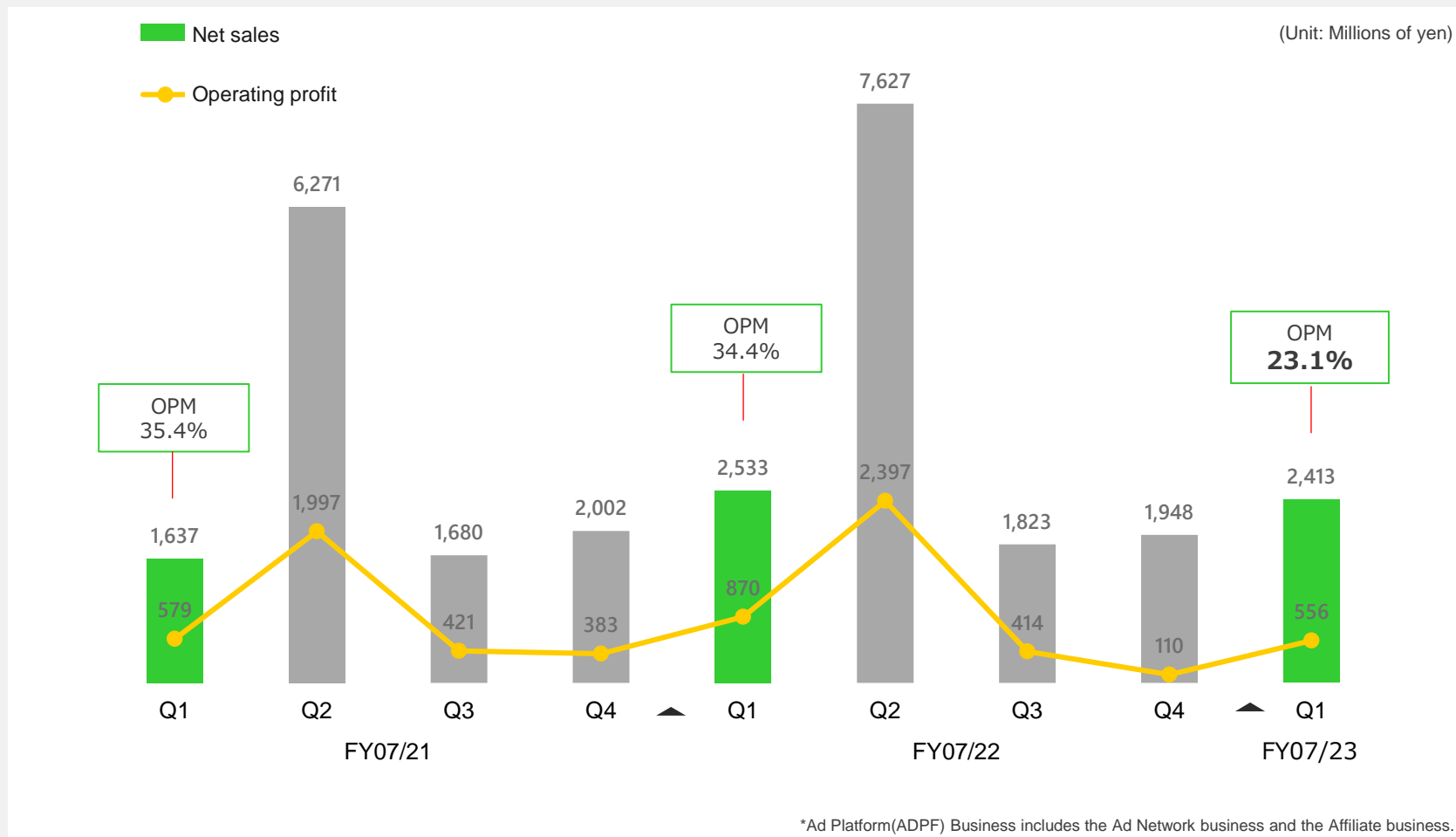
(Unit: Millions of yen)

| Item                        |                                  | FY07/22 Q1            | FY07/23 Q1                   | YoY (%) | % of forecast |
|-----------------------------|----------------------------------|-----------------------|------------------------------|---------|---------------|
| <b>Consolidated results</b> | Net sales                        | 2,533                 | <b>2,413</b>                 | 95.2%   | 94.5%         |
|                             | Operating profit<br><i>(OPM)</i> | 870<br><i>(34.4%)</i> | <b>556</b><br><i>(23.1%)</i> | 63.9%   | 107.9%        |
|                             | Profit*                          | 626                   | <b>394</b>                   | 62.9%   | 118.1%        |
| <b>Consumer Service</b>     | Net sales                        | 1,458                 | <b>1,579</b>                 | 108.3%  | 95.9%         |
|                             | Operating profit<br><i>(OPM)</i> | 444<br><i>(30.5%)</i> | <b>410</b><br><i>(26.0%)</i> | 92.3%   | 131.2%        |
| <b>Online Advertising</b>   | Net sales                        | 1,076                 | <b>834</b>                   | 77.5%   | 90.6%         |
|                             | Operating profit<br><i>(OPM)</i> | 447<br><i>(41.6%)</i> | <b>177</b><br><i>(21.2%)</i> | 39.6%   | 73.4%         |

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

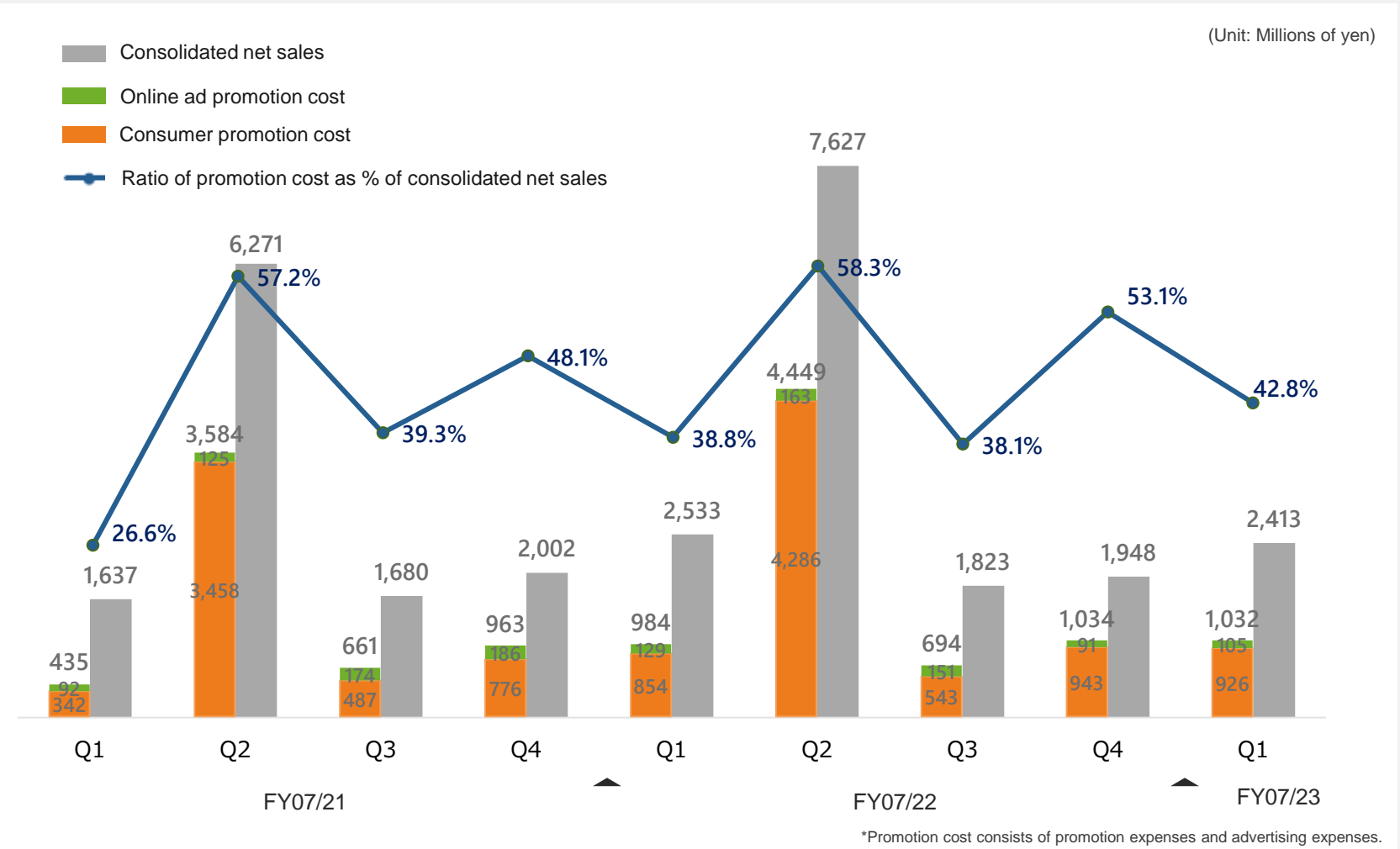
# Quarterly Changes in Consolidated Net Sales and Operating Profit

Net sales and profit decreased YoY due to weak ADPF Business\* affected by market and society and high-margin App Operation Business, although proactive investments led to an increase in net sales in the Hometown Tax Donation Business.



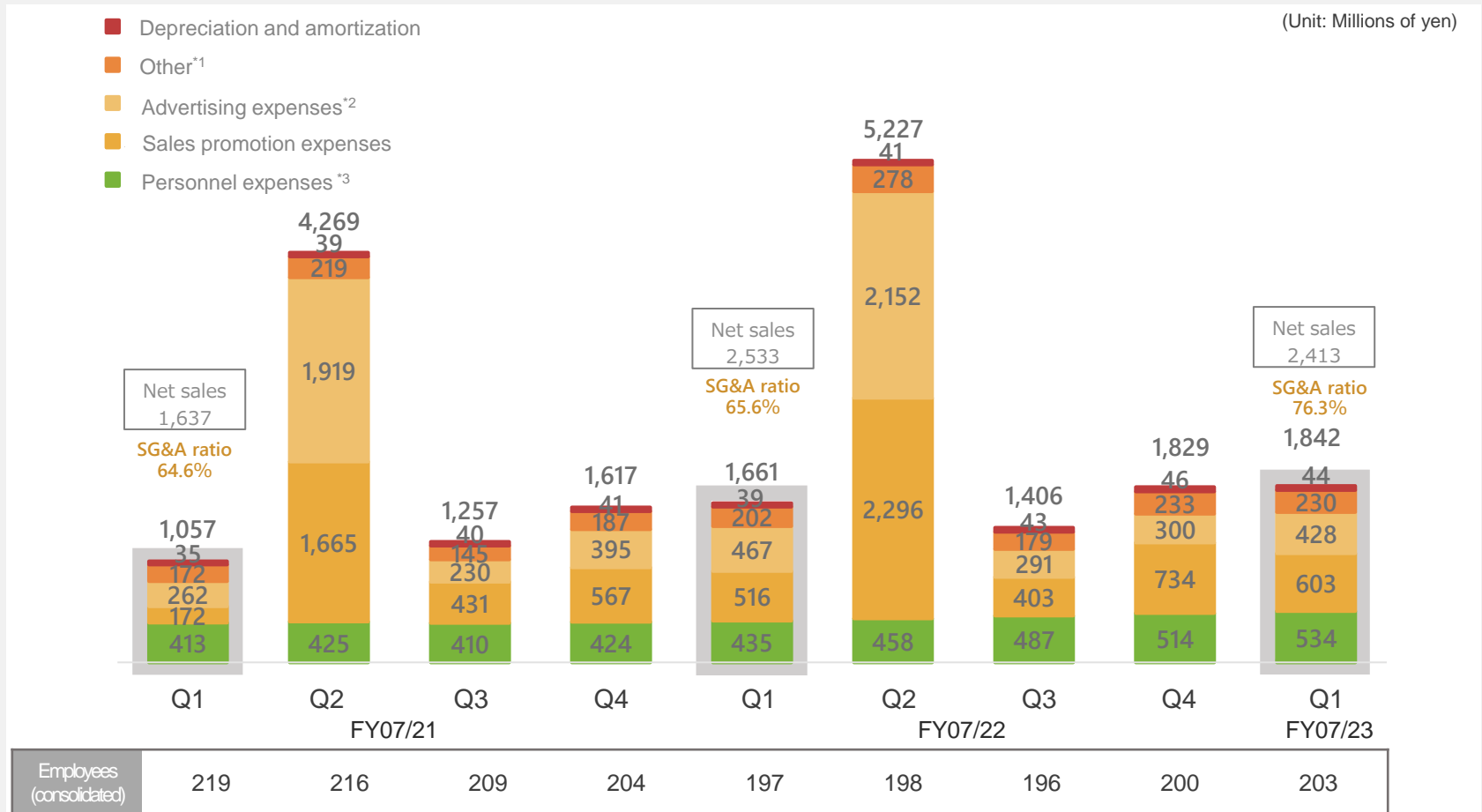
# Quarterly Changes in Promotion Cost (as % of Net Sales)

Carried out promotional measures and test marketing as initially planned to respond to the growing size of the hometown tax donation market and to capture market share in the demand season.



# Quarterly Changes in Consolidated SG&A Expenses

SG&A expenses increased YoY due to investment in human capital, development, sales promotion, and other strategic expenses for mid-term growth, but as initially planned.



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

\*2 Advertising expenses include the cost of TV commercials that were aired in the FY07/21 Q2 through Q4, FY07/22 Q1 through Q3, and FY07/23 Q1

\*3 From the fourth quarter of the fiscal year ended July 31, 2022, business process outsourcing expenses and personnel dispatching fees, which were previously included in the "Other" category, are now included in "Personnel expenses, etc." Figures for the third quarter of the fiscal year ended July 31, 2022 and prior have been restated in the same way.



**Segment Analysis**

**Consumer Service**

# Consumer Service—Quarterly Earnings with Results for FY07/23 Q1

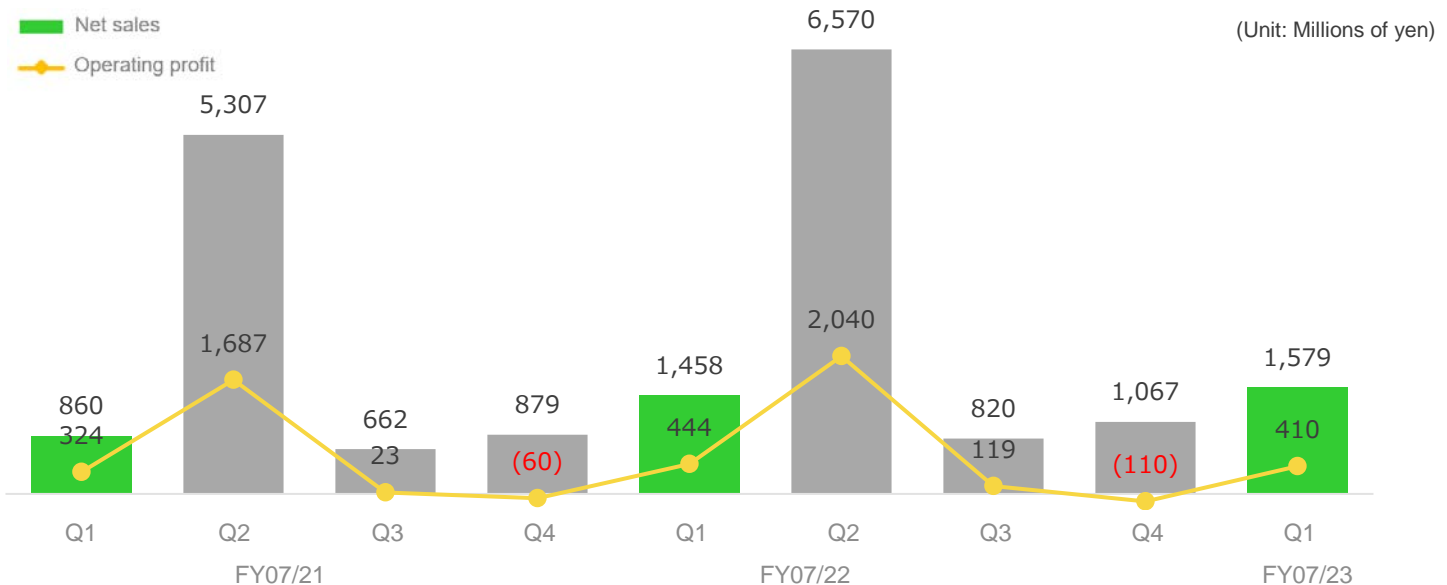
## Hometown Tax Donation ふるなび

- ✓ Implemented strategic promotional measures such as campaigns to attract new customers for the year-end demand season, and TV commercials and web ad placements. Achieved quarter-on-quarter increase in net sales, but profit decreased due to prior SG&A expenses.

## Furunavi-related Services ふるなびトラベル

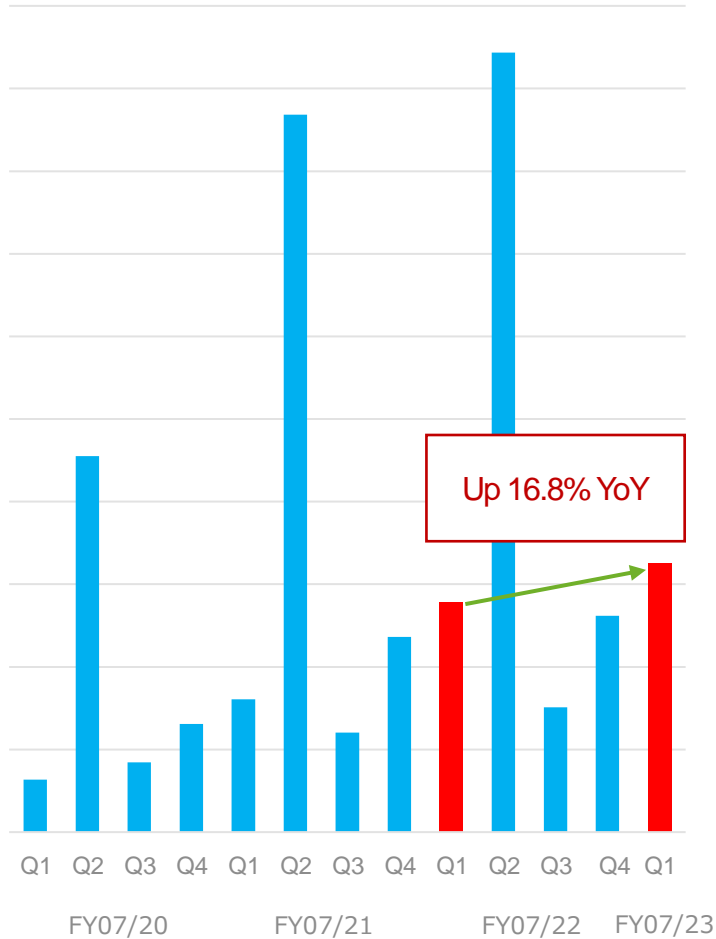
- ✓ Both the number of contracted municipalities and affiliated lodging facilities in the Furunavi Travel business steadily grew, more than 1.8 times YoY to approximately 1,200 facilities.
- ✓ The number of restaurants and products listed in the Furunavi Restaurant PR business enjoyed steady growth, increasing 1.8 times and 1.9 times, respectively, YoY. New lineup of “Furunavi Gastronomic Experience at Home” to enjoy specialty products at home prepared and supervised by famous restaurants.

### 【 Net Sales and Operating Profit from Consumer Service Business 】

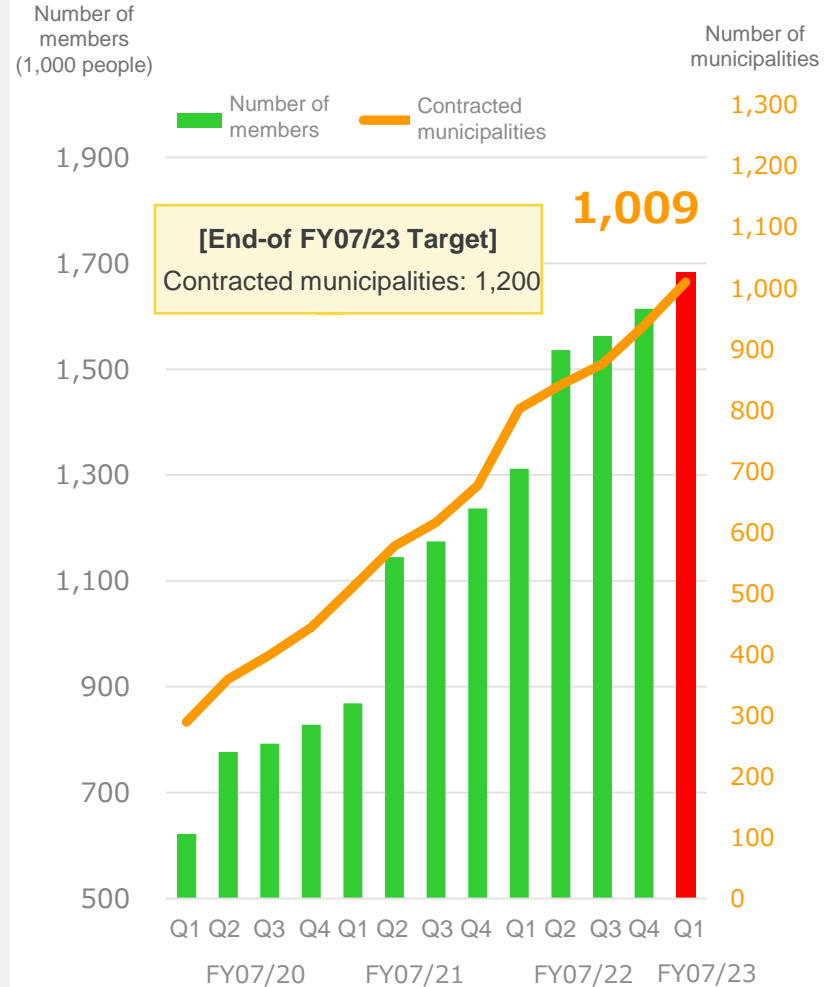


# Consumer Service—Growth of Hometown Tax Donation Business

Actual number of donations



Members and contracted municipalities



**Segment Analysis**

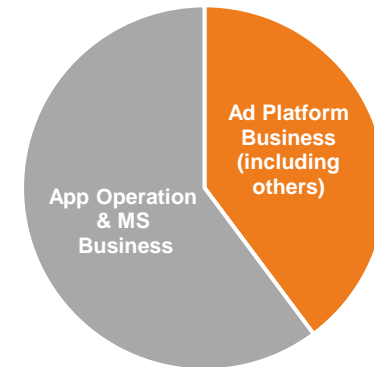
**Online Advertising**

# Online Advertising—Quarterly Earnings with Results for FY07/23 Q1 (1)

## Net Sales and Operating Profit from Online Advertising Business



## Net sales breakdown (FY07/23 Q1)



### 1. Ad Platform Business\*



- ✓ “Action” launched in September, steadily boosted the number of influencers, contributing to profit. However, both net sales and profit declined YoY due to the the social environment impact and behavior change effects in the advertising market, as well as a reactionary drop due to the disappearance of special demand.

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

# Online Advertising—Quarterly Earnings with Results for FY07/23 Q1 (2)

## 2. App Operation Business

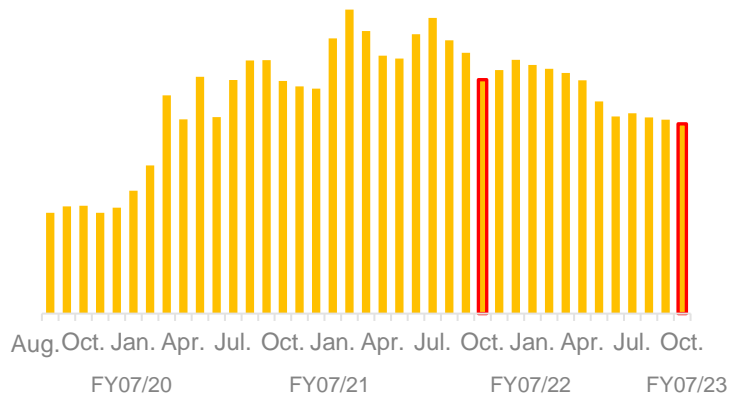


- ✓ Released “Solitaire de Kensho” for Android in September. In addition to the iOS version, a new title will be launched during FY07/23.



- ✓ MAU normalization by easing pandemic restrictions. Aiming for further growth by building a revenue model with synergies with ADPF business.

Number of MAU\*1



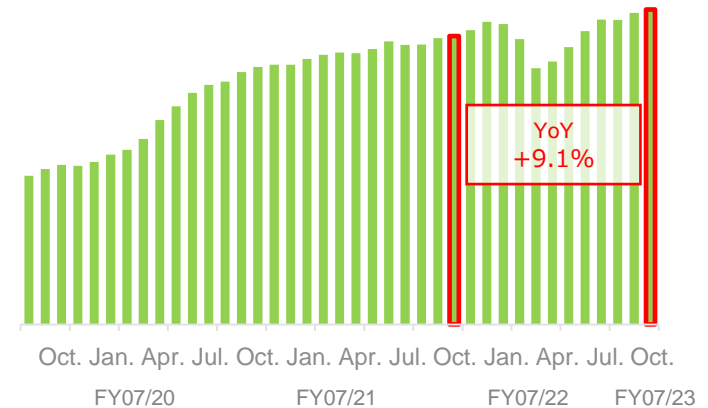
\*1 MAU refers to Monthly Active Users, indicating the number of active users per month. This graph shows changes based on the average value in the past 30 days at the end of each month.

## 3. Media Solution Business



- ✓ Normalization of sales activities has led to a steady increase in the number of active partners, reaching a new record-high.
- ✓ Growth slowed as advertisers remained reluctant to advertise influenced by macroeconomic factor.

Number of active partners



# Topics

# Topics (1)

## ◆ Newly added “PayPay” and “d Payment” to Furunavi's payment methods



Launched payment methods such as “PayPay” and “d Payment<sup>®</sup>.” Accumulated “PayPay Balance<sup>\*</sup>” and “d POINT” can be used to pay hometown tax donations.

\*\* “d POINT” is a registered trademark of NTT DOCOMO, INC.

## ◆ New Furunavi TV commercials



New TV commercials for the fourth season began airing on October 29, featuring Takanohana Koji (65th Yokozuna) and an alpaca.

## ◆ “Furunavi Marche”



Held an event in Tokyo (Yurakucho Station Square) to raise awareness of Hometown Tax Donation and local governments, with 16 municipalities participating.

## ◆ “Win Every Day! FamilyMart x Puzzle de Kensho Collaboration Campaign”



Joint campaign by FamilyMart and Ohte. The discount coupons and shopping vouchers from FamilyMart were offered as prizes.

\*Make full payment with PayPay. Please charge at least the total donation amount in advance (when using PayPay Balance).  
Not available if the payment limit is less than the donation amount.



## Topics (2)

### 1. Applicable: Initial Listing Criteria

i-mobile Co., Ltd. has received the “Status of Compliance with Initial Listing Criteria (Distribution Standards)” from Tokyo Stock Exchange, Inc. We confirmed compliance with the criteria for maintaining a prime market listing as of the end of July 2022 (our record date).



|                                      | Number of shareholders | Tradable shares      | Market capitalization     | Tradable share ratio |
|--------------------------------------|------------------------|----------------------|---------------------------|----------------------|
| Initial listing criteria             | 800 or more            | 20,000 units or more | JPY10,000 million or more | 35% or higher        |
| As of July 31, 2022<br>(Record date) | 9,435                  | 78,150 units         | JPY 10,786 million        | 38.3%                |

### 2. Not Applicable: List of Phased Weighting Reduction Constituents in TOPIX

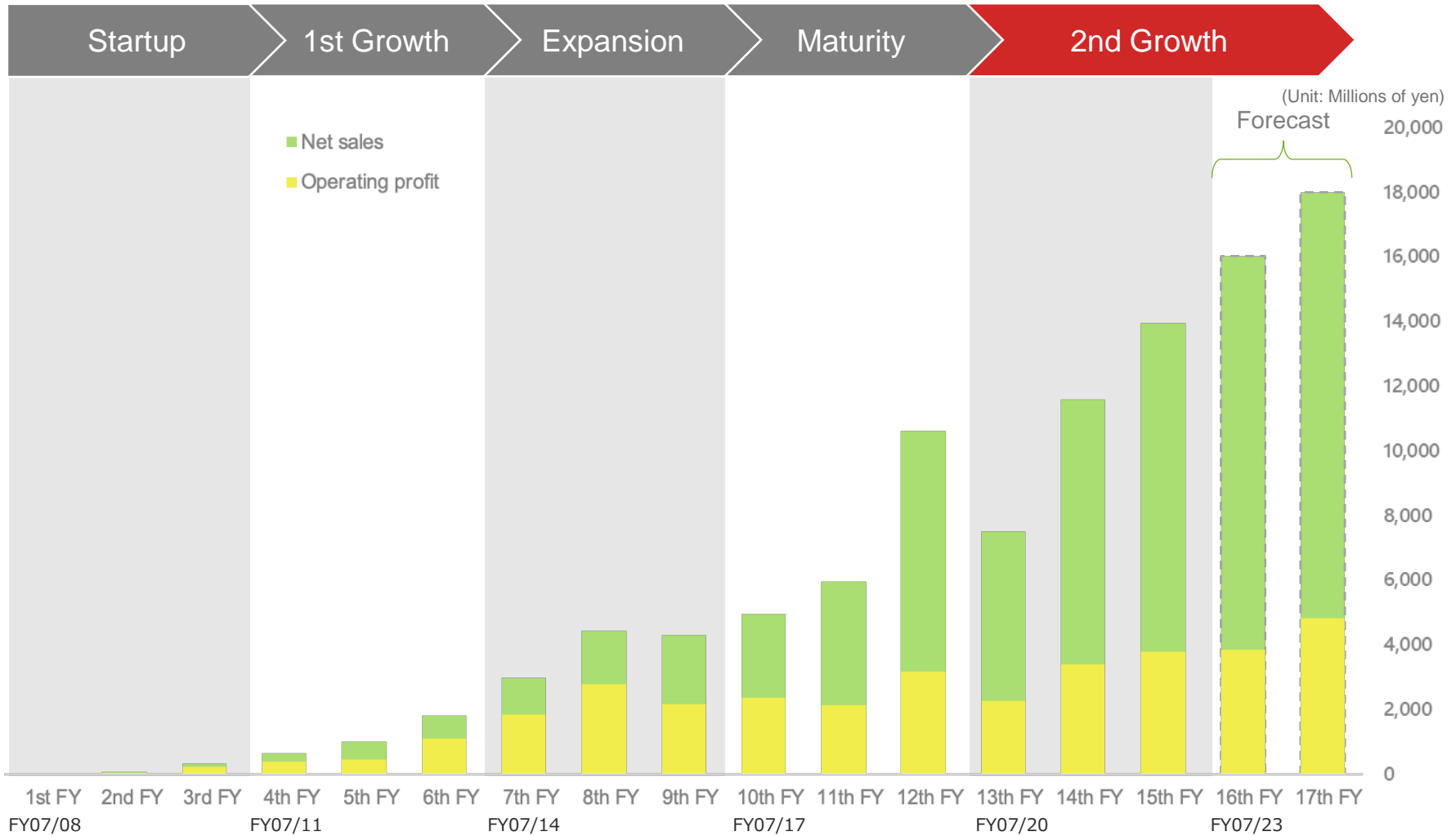
With regard to the review of the TOPIX components conducted in accordance with the market-segmentation reorganization of Tokyo Stock Exchange, Inc., we received a notice of non-applicability for “List of Phased Weighting Reduction Constituents in TOPIX” because the market capitalization exceeded 10 billion yen or more.



# Reference

## 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 profits through proactive investment.



\*All the amounts shown here are based on the new revenue recognition standards.

## Reference Consolidated Earnings Forecast for FY07/23

Strategic investments are expected to increase sales and profit by focusing on business development and M&A in media-related businesses, in addition to marketing investments to capture for growing the Hometown Tax Donation market. This is while also making investments in business, human capital, and system development to achieve medium-term growth.

(Unit: Millions of yen)

| Item                 |  | Full-Year Results of FY07/22 | Full-Year Forecasts for FY07/23 | YoY    | Changes |
|----------------------|--|------------------------------|---------------------------------|--------|---------|
| Consolidated results | Net sales  | 13,933                       | <b>16,000</b>                   | +2,066 | +14.8%  |
|                      | Operating profit<br>( <i>Operating profit margin</i> ) | 3,793<br>(27.2%)             | <b>3,850</b><br><b>(24.1%)</b>  | +56    | +1.5%   |
|                      | Profit<br>( <i>Net profit margin</i> )                 | 2,678<br>(19.2%)             | <b>2,705</b><br><b>(16.9%)</b>  | +26    | +1.0%   |

## Reference Earnings Forecasts by Segment for FY07/23

Consumer Service aim to **increase both sales and profit** by focusing on aggressive promotions and expansion of our unique experience-based gifts in return. Online Advertising will secure **the previous year's earnings level** by building up the number of customers through optimization of the sales structure, launching new titles in the App Operation Business, and strengthening campaigns. Of course, this is while strengthening the business base for the next growth stage.

(Unit: Millions of yen)

| Item               |                | Full-Year Results of FY07/22 | Full-Year Forecasts for FY07/23 | YoY    | Changes |
|--------------------|----------------|------------------------------|---------------------------------|--------|---------|
| Consumer Service   | Net sales      | 9,916                        | <b>12,000</b>                   | +2,083 | +21.0%  |
|                    | Segment profit | 2,495                        | <b>2,650</b>                    | +154   | +6.2%   |
|                    | (OPM)          | 25.2%                        | <b>22.1%</b>                    |        |         |
| Online Advertising | Net sales      | 4,065                        | <b>4,100</b>                    | +34    | +0.8%   |
|                    | Segment profit | 1,415                        | <b>1,350</b>                    | (65)   | (4.7)%  |
|                    | (OPM)          | 34.8%                        | <b>32.9%</b>                    |        |         |

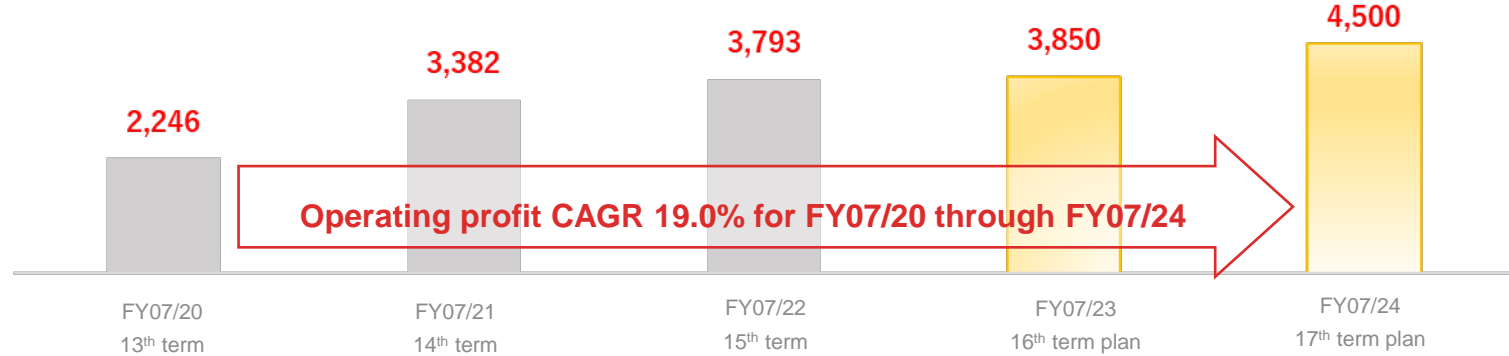
## Reference Three-year medium-term management plan (FY07/22 to FY07/24)

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.

### Revised plans for accelerating investments in growth








(Unit: Millions of yen)

| Item                 |                        | Full-Year Results of FY07/22 | Full-Year Forecasts for FY07/23 | YoY    | Initial Forecasts | Full-Year Forecasts for FY07/24 | YoY    | Initial Forecasts |
|----------------------|------------------------|------------------------------|---------------------------------|--------|-------------------|---------------------------------|--------|-------------------|
| Consolidated results | Net sales              | 13,933                       | 16,000                          | +14.8% | +4.6%             | 17,800                          | +11.3% | +10.9%            |
|                      | Operating profit (OPM) | 3,793<br>(27.2%)             | 3,850<br>(24.1%)                | +1.5%  | (8.3)%            | 4,500<br>(25.3%)                | +16.9% | ±0.0%             |
|                      | Net income             | 2,678                        | 2,705                           | +1.0%  | (3.8)%            | 3,100                           | +14.6% | +3.0%             |
|                      | EPS (yen)              | 125.0                        | 134.4                           | -      | -                 | 154.0                           | -      | -                 |



## 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            | 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                                    |
|                    |  | Restaurant PR          | ふるなび美食体験 Service that links local food with restaurants in urban areas through hometown tax donation   |
|                    |  | Loyalty Points Service |  たまるモール<br>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)   |
|                    |  | Affiliate              |  i-mobile Action Providing performance-based advertising  |
|                    | Ad Agency Business                                 |                        | CYBER CONSULTANT Online ad agency specializing in web marketing  |
|                    | Media Solution Business                            |                        |  Google Certified Publishing Partner GCPP (Google Certified Publishing Partner) providing solution services for maximizing media revenue |
|                    | App Operation Business                             |                        |  OHTE Simple App Studio Smartphone app service provider including its design, development, and operation                                 |

## Reference Core Competence of the Group

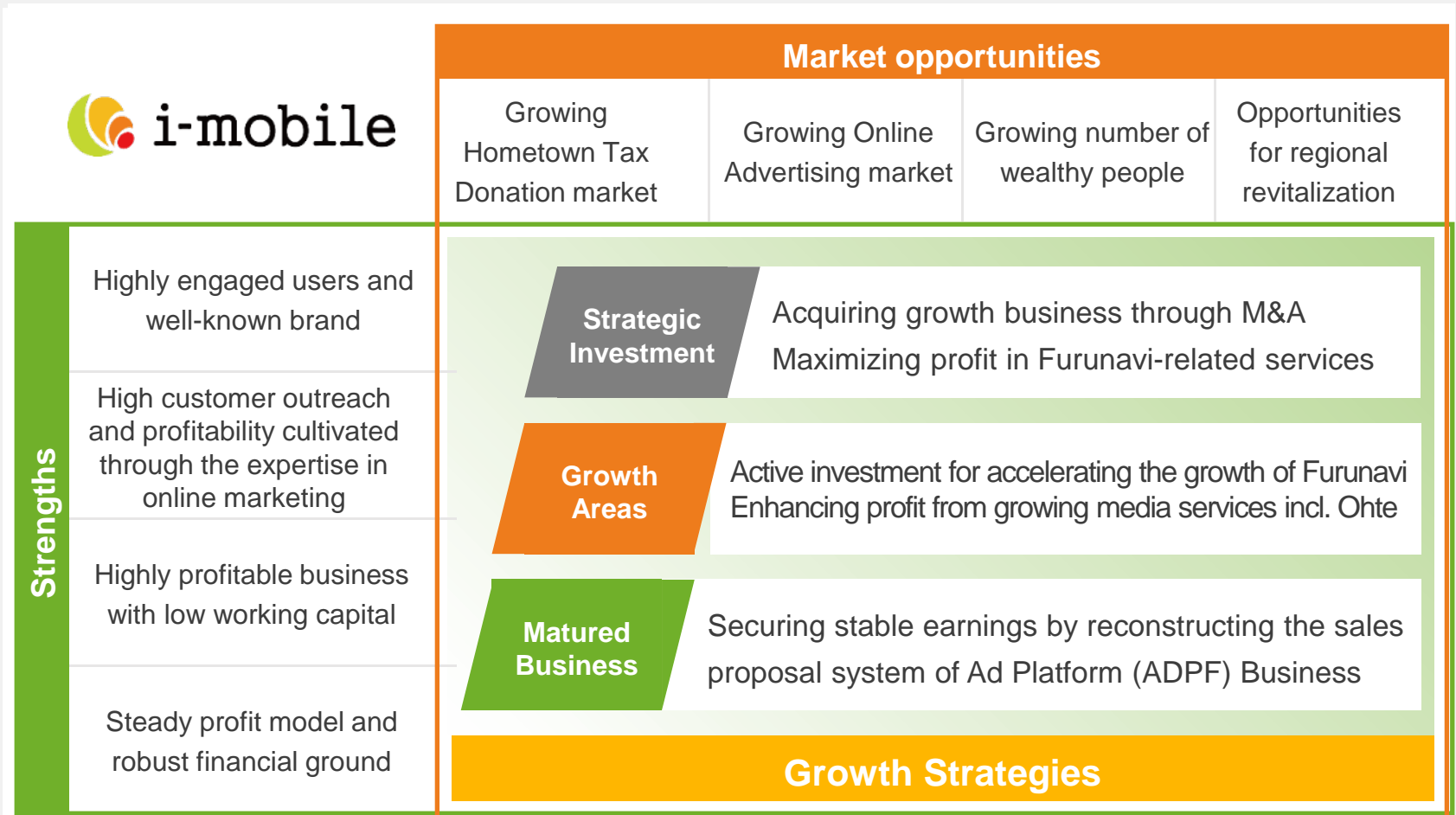
Leveraging the expertise in marketing and the workforce we have built in the Ad Platform Business, i-mobile will seek to maintain sustainable growth by shifting our emphasis to more profitable businesses.





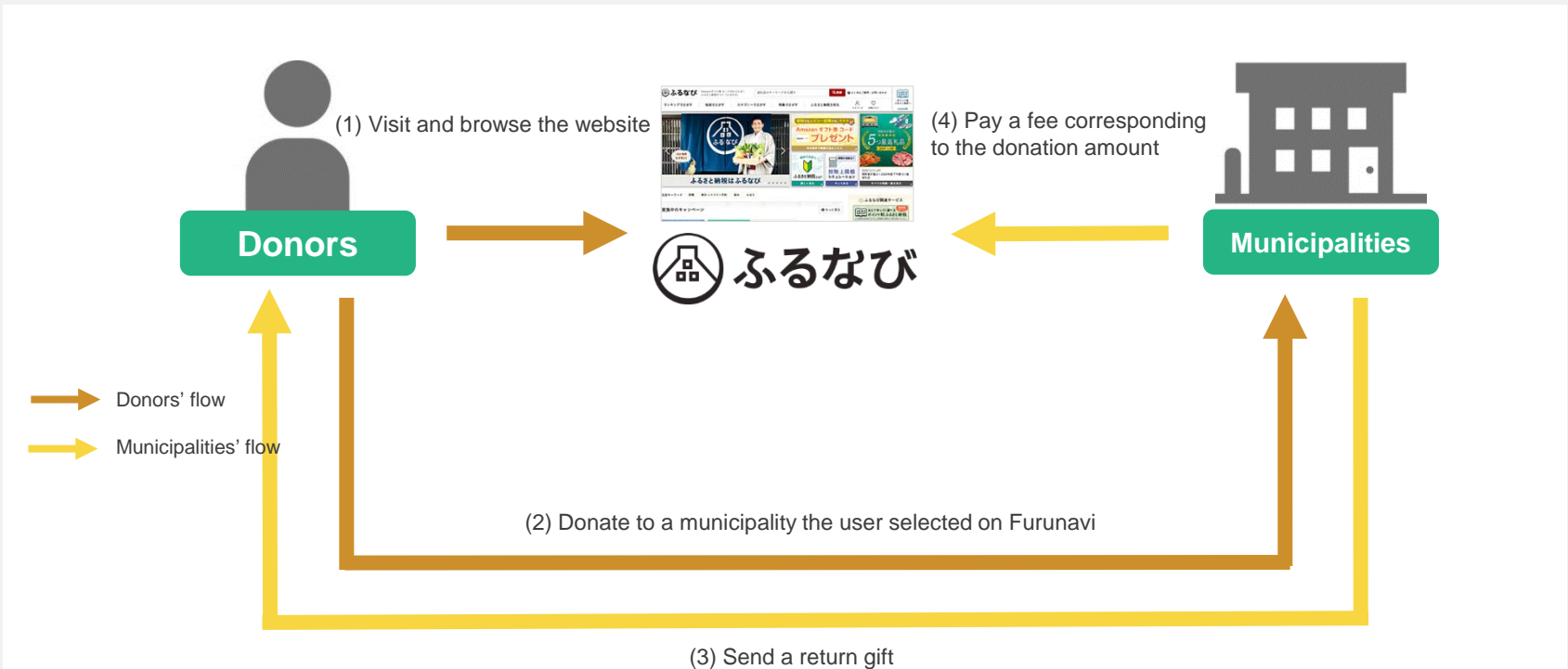
## Reference The Group's Strength, Market Opportunities and Growth Strategies

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 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 high-income taxpayers. It offers a comprehensive service from a proposal of optimal donation plans via the application.



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



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



Enjoy dishes using local ingredients (where donated) at restaurants in Tokyo and other places. Support local businesses and stores for creating permanent relationships between local businesses and urban areas.



### Social contribution



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.



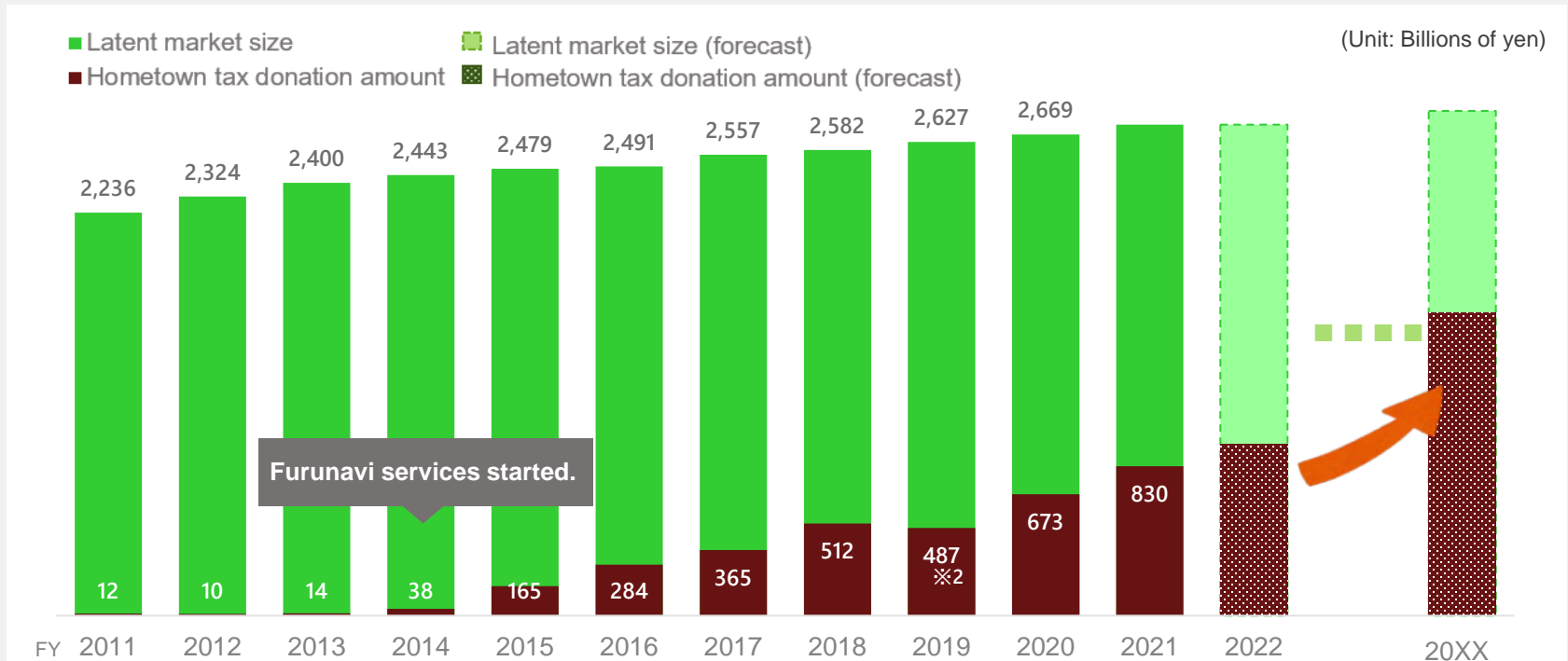
Furunavi Saigai Shien accepts donations for disaster relief. Municipalities affected by natural disasters can start fundraising for recovery through this service.



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

# Reference Consumer Service—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\*1. 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.

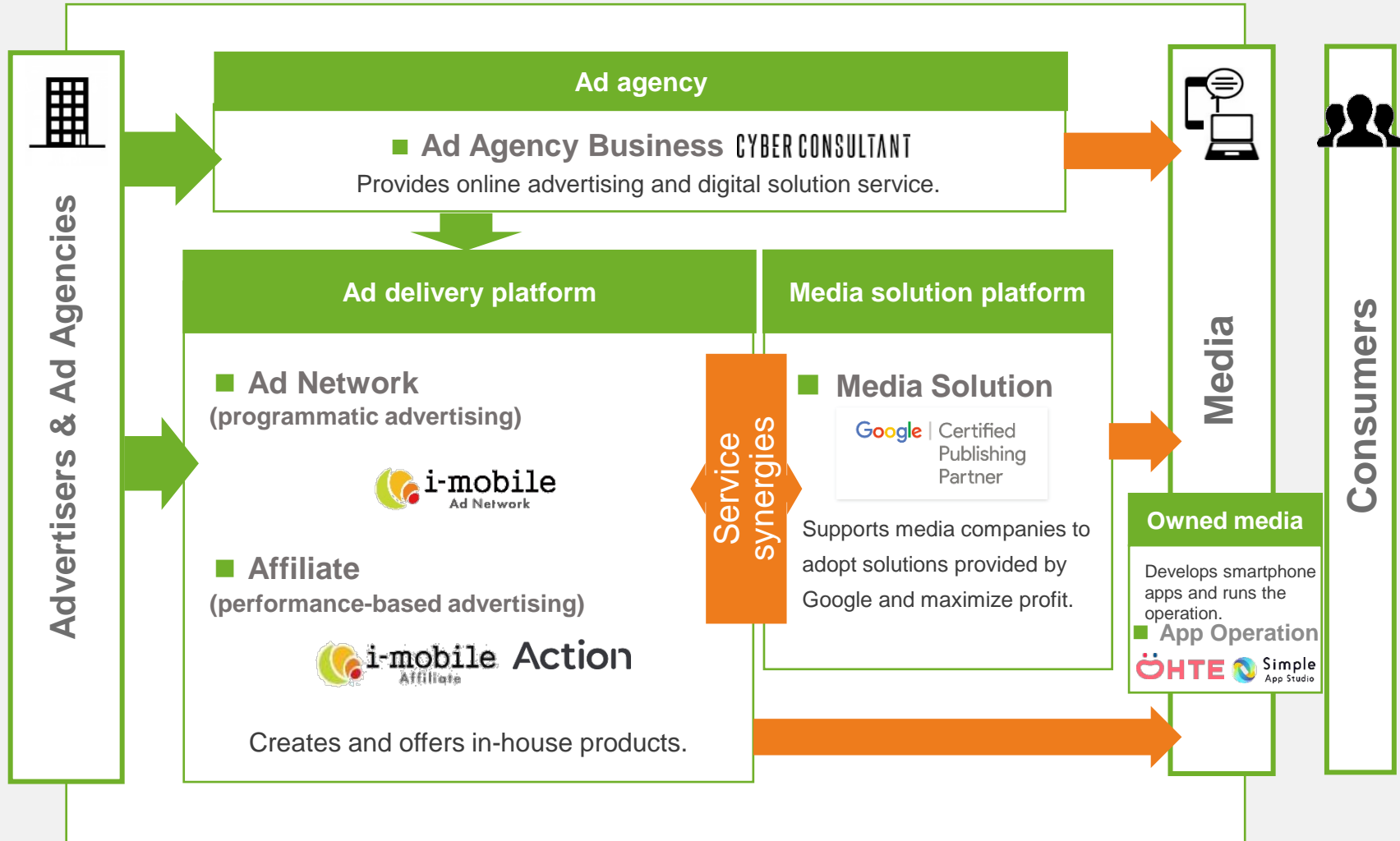
\*1 The amounts were calculated based on the market size and growth potential estimated by i-mobile. Note that the amounts may differ from the statistical figures.

## \*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.

## 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.

### Service Description & Business Model



Over 13 million downloads total

\*As of October 31, 2022



# 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

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**.

## 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) Shareholder Returns

| Consolidated                   | FY07/21*1 | FY07/22*2 | FY07/23 (Forecast) |
|--------------------------------|-----------|-----------|--------------------|
| Basic earnings per share (Yen) | 107.39    | 125.04    | 134.42             |
| Dividend per share (Yen)       | 100.00    | 38.00     | 40.00              |

\*1 Includes commemorative dividend of ¥70.00 per share.

\*2 Separate share buyback of 1,465,800 shares (1,999,901,100 yen), all of which were cancelled.



# Reference Changes in Key Performance Indicators

I-1. Results of Operations \*1

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

|                           | FY07/18  | FY07/19  | FY07/20  | FY07/21  | FY07/22  |  | FY07/18                 | FY07/19 | FY07/20 | FY07/21<br>*3 | FY07/22 |       |
|---------------------------|----------|----------|----------|----------|----------|--|-------------------------|---------|---------|---------------|---------|-------|
| Net sales                 | 5,959    | 10,611   | 7,485    | 11,592   | 13,933   | Consumer Service   | Net sales               | 2,273   | 7,484   | 4,485         | 7,708   | 9,916 |
| Gross profit              | 5,820    | 10,202   | 7,292    | 11,584   | 13,918   |  | Operating profit        | 680     | 2,313   | 1,325         | 1,974   | 2,495 |
| Gross profit margin       | 97.7%    | 96.1%    | 97.4%    | 99.9%    | 99.9%    |  | Operating profit margin | 29.9%   | 30.9%   | 29.5%         | 25.6%   | 25.2% |
| SG&A                      | 3,702    | 7,041    | 5,046    | 8,202    | 10,125   | Online Advertising   | Net sales               | 3,729   | 3,152   | 3,037         | 3,935   | 4,065 |
| SG&A ratio                | 62.1%    | 66.4%    | 67.4%    | 70.8%    | 72.7%    |  | Operating profit        | 1,394   | 770     | 866           | 1,451   | 1,415 |
| Operating profit          | 2,118    | 3,160    | 2,246    | 3,382    | 3,793    |  | Operating profit margin | 37.4%   | 24.4%   | 28.5%         | 36.9%   | 34.8% |
| Operating profit margin   | 35.5%    | 29.8%    | 30.0%    | 29.2%    | 27.2%    | II. Management Indicators  |                         |         |         |               |         |       |
| Ordinary profit           | 2,095    | 3,149    | 2,248    | 3,366    | 3,839    |  | FY07/18                 | FY07/19 | FY07/20 | FY07/21       | FY07/22 |       |
| Ordinary profit margin    | 35.2%    | 29.7%    | 30.0%    | 29.0%    | 27.6%    | ROE  | 10.2%                   | 10.9%   | 13.1%   | 16.5%         | 19.1%   |       |
| Profit                    | 1,165    | 1,367    | 1,727    | 2,299    | 2,678    | ROA  | 7.9%                    | 8.4%    | 10.7%   | 13.4%         | 14.4%   |       |
| Net profit margin         | 19.6%    | 12.9%    | 23.1%    | 19.8%    | 19.2%    | EPS (yen)  | 55.0                    | 57.3    | 76.6    | 107.4         | 125.0   |       |
| Total assets              | 15,465   | 16,911   | 15,359   | 18,992   | 18,193   | Net interest-bearing debt = Interest-bearing debt - Cash and cash equivalents<br>ROE = Net income / Average of beginning and ending equity<br>ROA = Net income / Average of beginning and ending total assets<br>EPS = Net income / Average number of outstanding shares during the period   |                         |         |         |               |         |       |
| Net assets                | 12,040   | 13,145   | 13,222   | 14,720   | 13,406   | Note 1: All the amounts shown here are based on the new revenue recognition standards.<br>Note 2: The amounts of net sales and operating profit are before the adjustment of intersegment transactions.<br>Note 3: The allocation method was revised 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. |                         |         |         |               |         |       |
| Net interest-bearing debt | (11,016) | (13,974) | (12,363) | (15,422) | (14,268) |  |                         |         |         |               |         |       |
| Equity-to-asset ratio     | 76.0%    | 76.5%    | 86.1%    | 77.4%    | 73.3%    |  |                         |         |         |               |         |       |

## 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 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.

## Reference Corporate Profile

|                       |   |                             |   |   |
|-----------------------|---|-----------------------------|---|---|
| Company name          | i-mobile Co., Ltd.  | Share capital               | 152 million yen (as of October 31, 2022)  |   |
| Established           | August 17, 2007   | Employees                   | 203 (consolidated, as of October 31, 2022)  |   |
| Head office           | N.E.S. Building N, 2F, 22-14<br>Sakuragaokacho, Shibuya-ku Tokyo<br>150-0031  | Representatives             | Toshihiko Tanaka  | Representative Director,<br>Chairman  |
|                       |   |                             | Tetsuya Noguchi   | Representative Director,<br>CEO   |
| Business locations    | Tokyo Head Office<br>Tokyo Satellite Office<br>Kansai Office  |                             | Yoshinori Mizota  | Director  |
|                       |   |                             | Yasuhiro Fumita   | Director  |
|                       |   |                             | Kunihiro Tanaka   | Lead Outside Director   |
|                       |   |                             | Satoshi Shima   | Outside Director  |
|                       |   |                             | Yukio Todoroki  | Outside Director,<br>Audit & Supervisory<br>Committee member<br>(Full-time) |
| Group business lineup | Hometown Tax Donation platform business<br>Furunavi Travel business<br>Furunavi Restaurant PR business<br>Loyalty Points Service business<br>Ad Network business<br>Affiliate business<br>Ad Agency business<br>Media Solution business<br>App Operation business, etc. | Directors & Officers        | Tadatsugu Ishimoto  | Outside Director,<br>Audit & Supervisory<br>Committee member                |
|                       |   |                             | Akira Takagi  | Outside Director,<br>Audit & Supervisory<br>Committee member                |
|                       |   | Majority-owned subsidiaries | Cyber Consultant, Inc. (100%)<br>Ohte, Inc. (100%)<br>Simple App Studio 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* 

