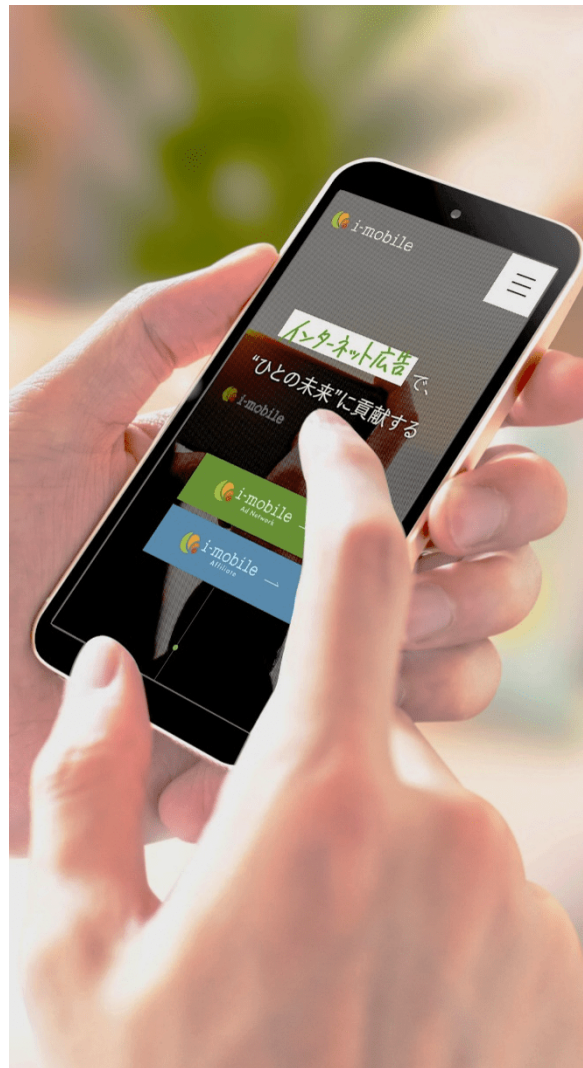




**Business Results for the Six Months
of the Fiscal Year Ending July 31, 2024
(August 1, 2023 to January 31, 2024)**

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

March 12, 2024



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

マーケティングで価値ある体験を提供し続ける

Enhancing User Experience with Internet Marketing

Values

笑顔 × 成長 × チーム

Smile × Growth × Team

**Financial Highlights for the Six Months
Ended January 31, 2024**

Executive Summary (1)

Achieved record-high consolidated net sales and operating profit

Consolidated results

(The first six months of current year)

Net sales : YoY 114.1% 92.1% of forecast

Operating profit : YoY 110.7% 105.7% of forecast



Achievement of significant growth in net sales and profits due to the successful implementation of the sales strategy and effective promotions amid stable market growth.



Acquiring customers through new title contributed improvement of MAU* resulted in sales increase year on year.



* MAU refers to Monthly Active Users, indicating the number of active users per month.

Executive Summary (2)

(Unit: Millions of yen)

		FY07/23 Q2	FY07/24 Q2	YoY (%)	Forecast (%)
Consolidated results	Net sales	12,547	14,321	114.1%	92.1%
	Operating profit <i>(OPM)</i>	3,123 <i>(24.9%)</i>	3,458 <i>(24.1%)</i>	110.7%	105.7%
	Profit* ¹	2,105	2,415	114.7%	107.4%
Consumer Service	Net sales	10,881	12,867	118.2%	91.6%
	Operating profit <i>(OPM)</i>	2,816 <i>(25.9%)</i>	3,268 <i>(25.4%)</i>	116.0% ^{*2}	109.7%
Online Advertising	Net sales	1,668	1,444	86.6%	98.0%
	Operating profit <i>(OPM)</i>	367 <i>(22.0%)</i>	259 <i>(18.0%)</i>	70.6% ^{*2}	72.1%

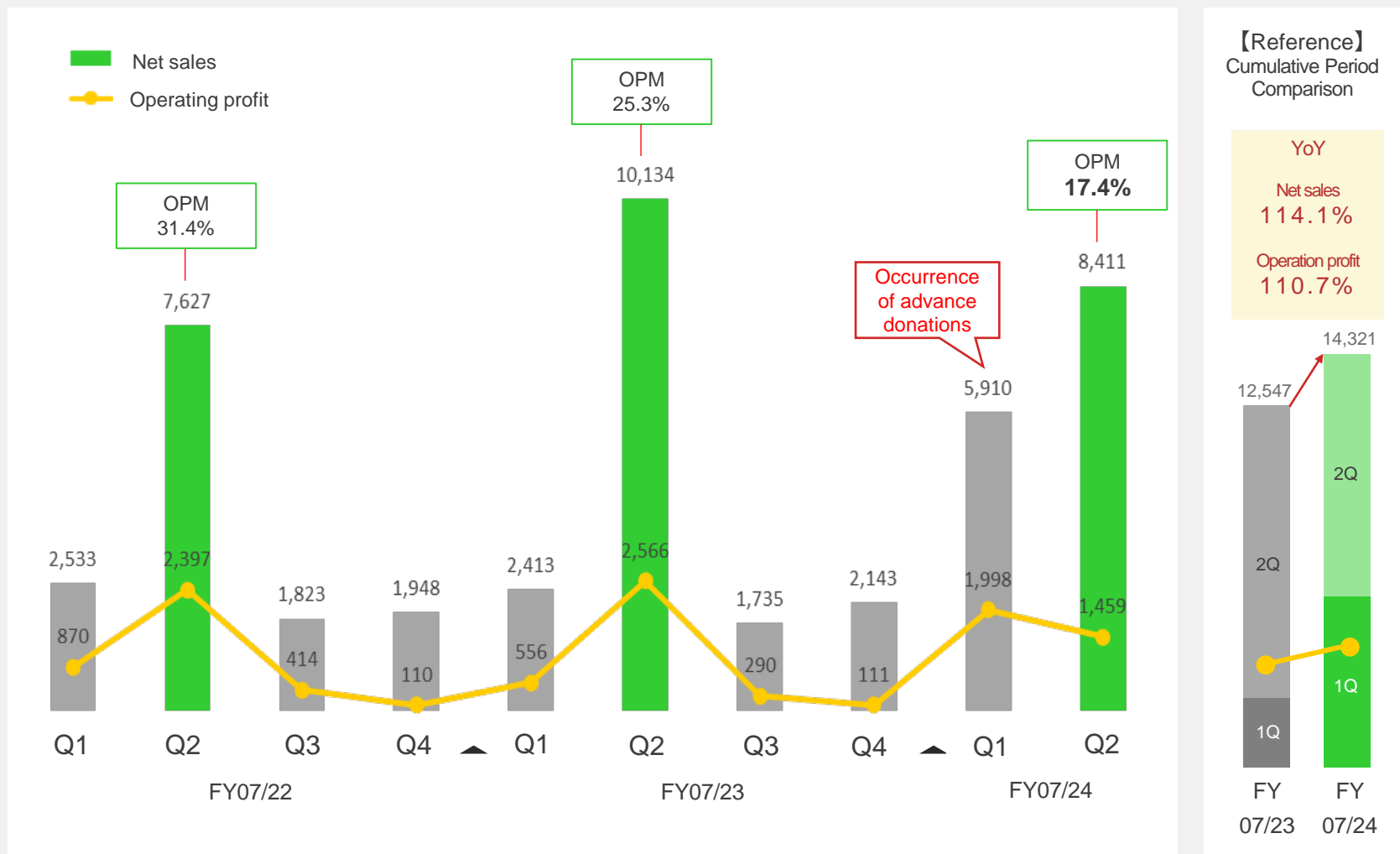
*1 "Profit" refers to "Profit attributable to owners of parent" in this document.

*2 Effective from the fiscal year ending July 31, 2024, the method of allocating corporate expenses to segments was changed. If calculated using the previous allocation method, the Consumer Service business and the Online Advertising business stand at 117.6% and 58.7%, respectively, compared with the same period of the previous fiscal year.

Quarterly Changes in Consolidated Net Sales and Operating Profit

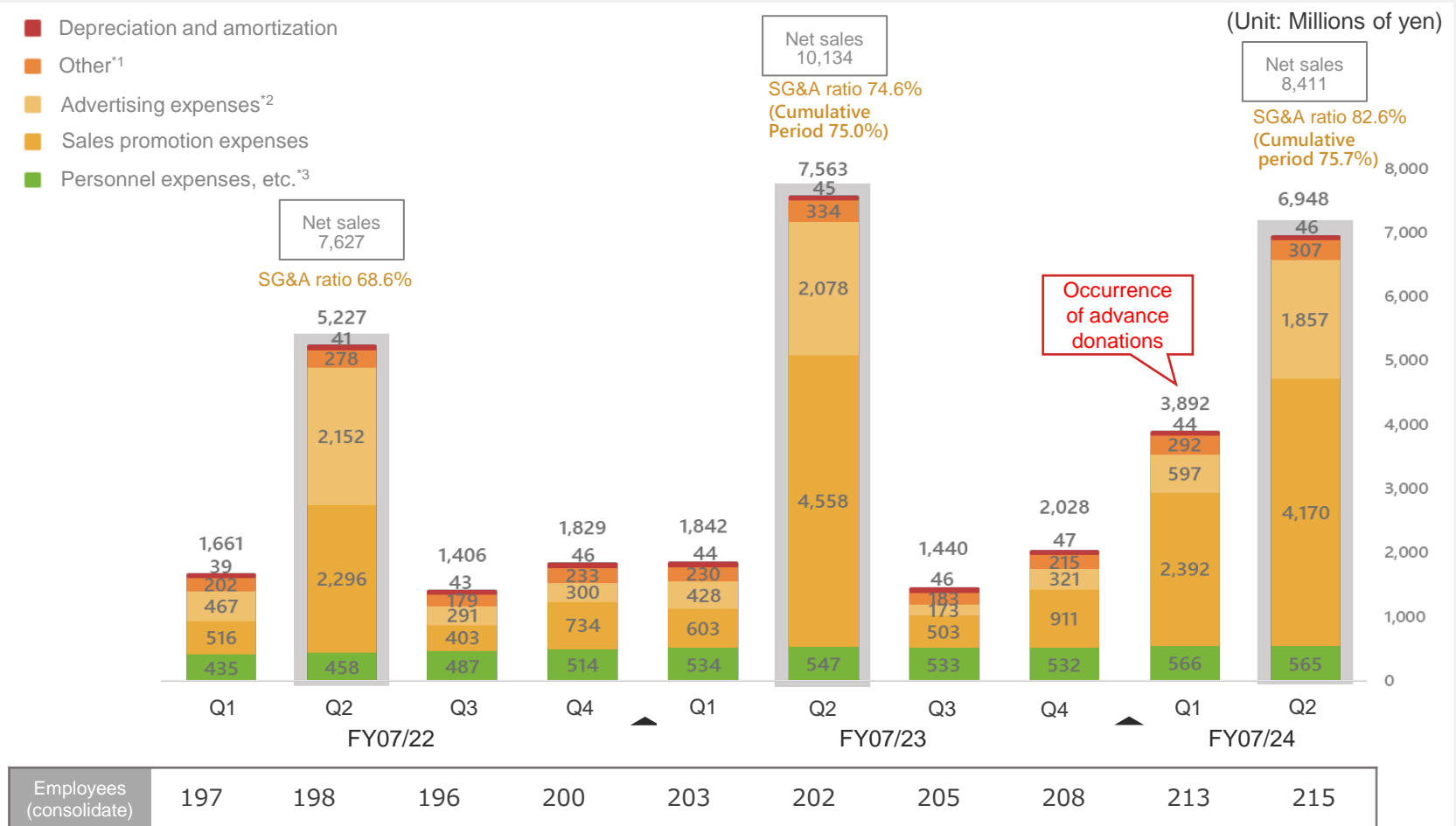
Cumulative net sales and operating profit greatly surpassed the same quarter of the previous fiscal year's performance, despite a year-on-year decrease in quarterly sales caused by the reactionary decline of advance donations in the first quarter.

(Unit: Millions of yen)



Quarterly Changes in Consolidated SG&A Expenses

In the Hometown Tax Donation business, the cumulative SG&A ratio was on par with the preceding year's level, as SG&A expenses were fell below the plan due to the dispersion of sales peaks, despite aggressive sales promotion measures.

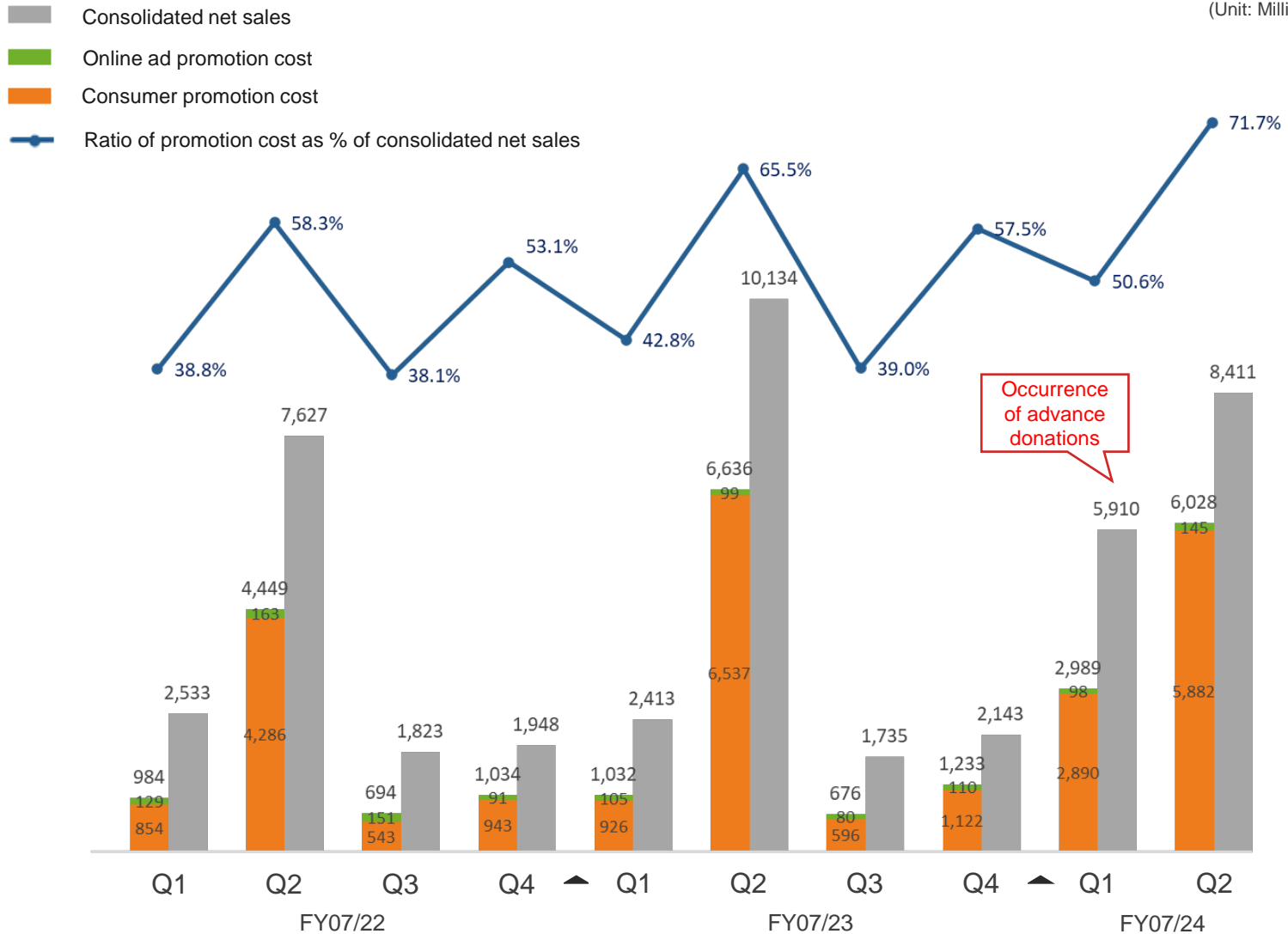


*1 Mainly consists of communication expenses, commission expenses, rent expenses on land and buildings, travel and transportation expenses.

*2 Advertising expenses include the cost of TV commercials that were aired in the FY07/22 Q1 through Q3, FY07/23 Q1 through Q4, and FY07/24 Q1 through Q2.

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

(Unit: Millions of yen)



■ Promotion cost consists of promotion expenses and advertising expenses.

Segment Analysis

Consumer Service

Consumer Service—Quarterly Earnings with Results for FY07/24 Q2

Hometown Tax Donation

Strengthening of number of municipalities, gifts in return, and UI

Promotion measures to acquire potential customers



Net sales **83%**

Operating profit **57%**

(Compared with the same quarter of the previous fiscal year)

Number of donation

76%

(Compared with the same quarter of the previous fiscal year)

Number of contracted municipalities

1,277

Grown steadily

Furunavi-related services

Expansion of unique experience-based gifts in return

Furuvavi Travel



Net sales of Travel **132%**

(Compared with the same quarter of the previous fiscal year)

Number of affiliated facilities

YoY 2.5 times

(4,335 facilities)

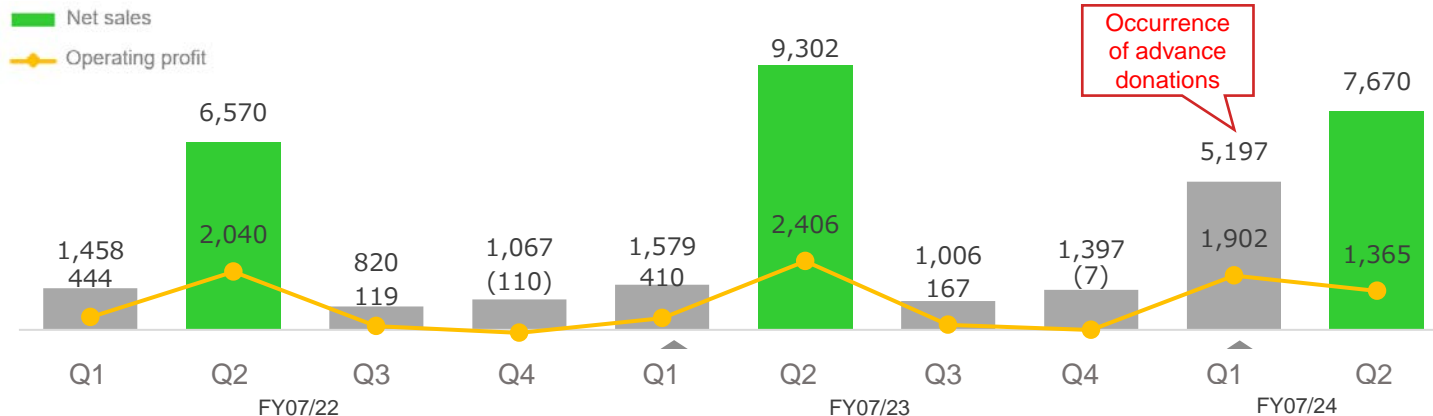
Number of listed restaurants **88%**

Number of listed products **115%**

(YoY)

【 Net Sales and Operating Profit from Consumer Service Business 】

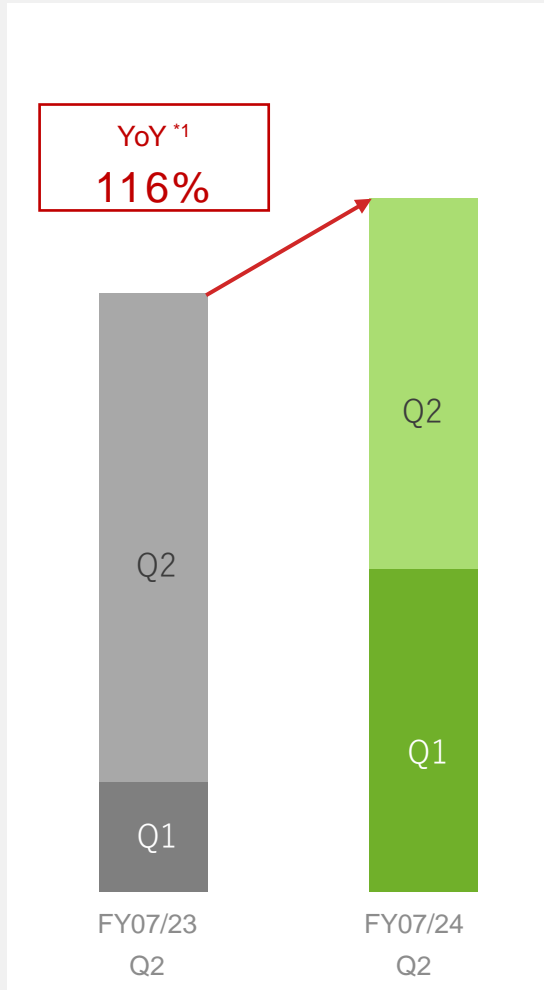
(Unit: Millions of yen)



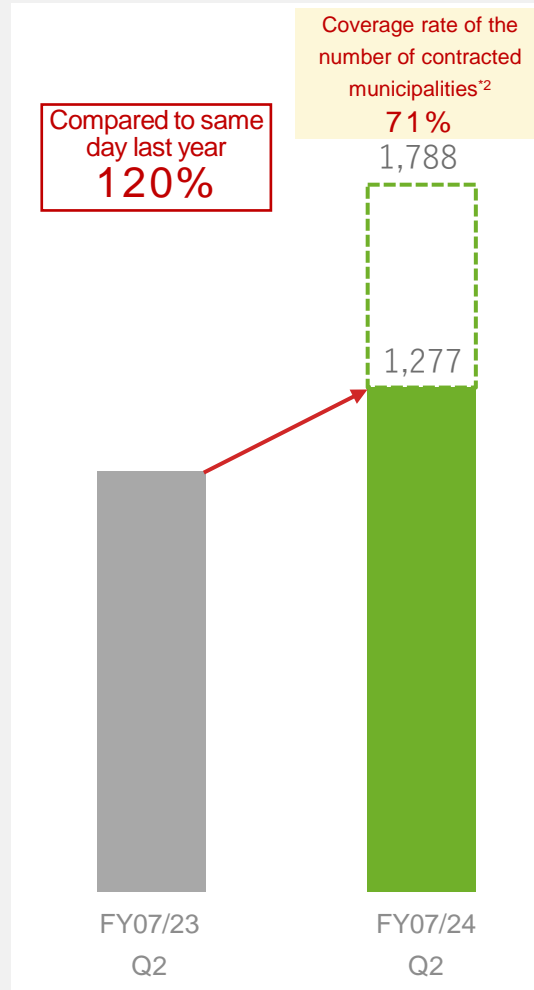
*The term YoY used on this slide represents a comparison between the cumulative period ended January 31, 2024 and the cumulative period ended January 31, 2023.
 * Effective from the fiscal year ending July 31, 2024, the method of allocating corporate expenses to segments was changed.

Consumer Service—Growth of Hometown Tax Donation business

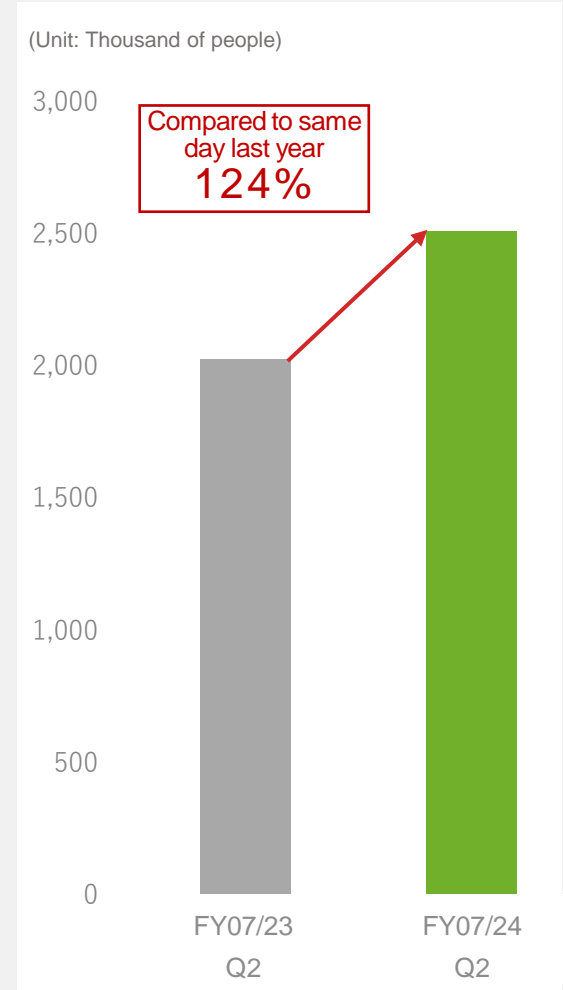
Actual number of donations



Number of contracted municipalities



Number of members



*1 The term YoY used on this slide represents a comparison between the cumulative period ended January 31, 2024 and the cumulative period ended January 31, 2023.

*2 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.

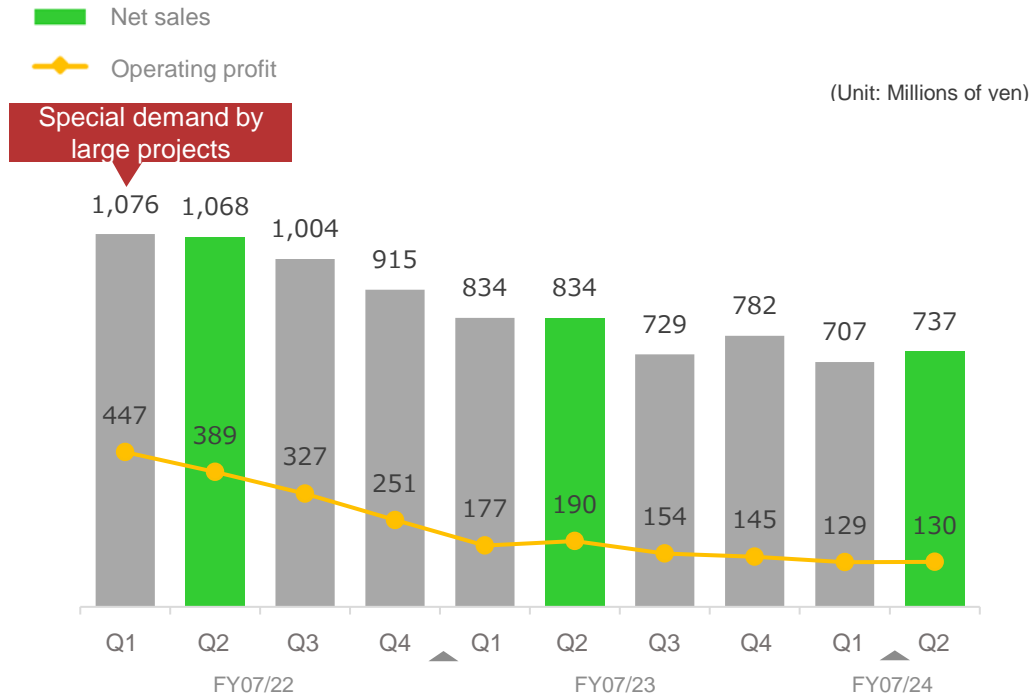
Segment Analysis

Online Advertising

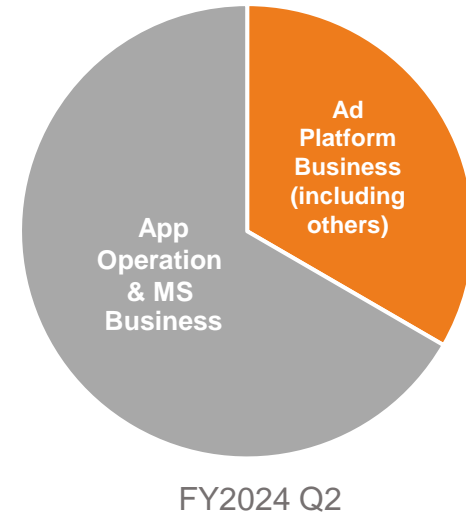
Online Advertising—Quarterly Earnings with Results for FY07/24 Q2(1)

Net Sales and Operating Profit from Online Advertising Business

【Trends in Net Sales and Operating Profit】



【Net sales breakdown】



1. Ad Platform Business*



While the business environment in the Ad network business remained soft, renewed "maio SDK," an in-app video advertising service that maximizes advertising effectiveness, and secured the number of projects and profitability, contributing to earnings.

*Ad Platform Business includes the Ad Network business and the Influencer Marketing business.

* Effective from the fiscal year ending July 31, 2024, the method of allocating corporate expenses to segments was changed.

Online Advertising—Quarterly Earnings with Results for FY07/24 Q2(2)

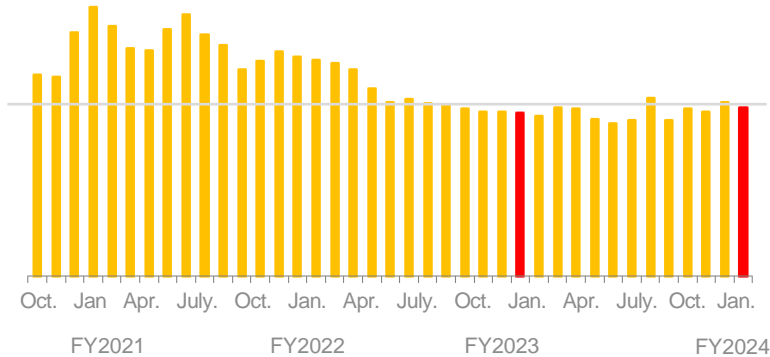
2. App Operation Business



- ✓ Net sales increase year-on-year driven by the recovery trend in MAU* due to successful marketing efforts such as the release of new titles and aggressive ad placements.
- ✓ Tie-up projects with popular characters in “Jigsaw de Kensho”, contributed to MAU increase.



Number of MAU*



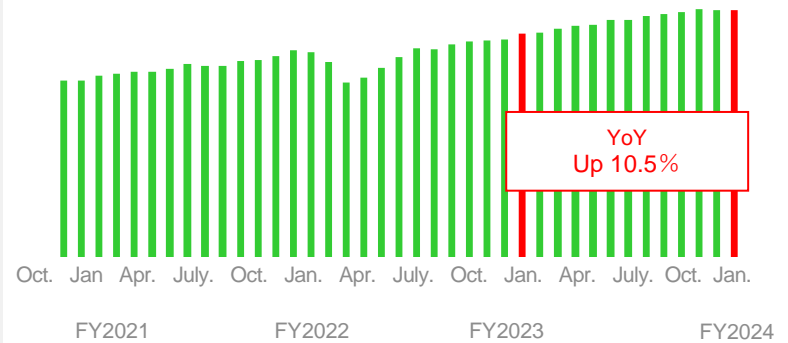
* MAU refers to Monthly Active Users, indicating the number of active users per month. This graph shows changes based on the average value in the past 30 days at the end of each month.

3. Media Solution Business



- ✓ Despite the continued severe market conditions, the number of active partners grew steadily and reached new record high.
- ✓ Launched a new service that contributes to revenue
 - Launch of "Smart Tag*1" to enable the reduction of man-hours by publishers and the maximization of revenue.
 - Support for Google ad manager's beta function, "Offerwall*2."

Number of active partners



*1 : One-tag solution capable of solving multiple issues faced in online media.
 *2 : Google's new format for diversifying revenue on website.

Topics

Topics

Launch of disaster relief activities for the 2024 Noto peninsula earthquake by Furunavi



Launch of support activities to assist regions affected by the Noto peninsula earthquake, with the establishment of an emergency disaster support center through the hometown tax donation system.



Disaster support page: https://furunavi.jp/c/disaster_support

Renewed i-mobile Ad Network's in-app video ads "maio SDK"




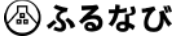
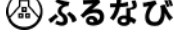

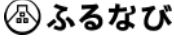
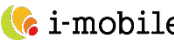
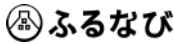

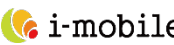
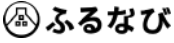
Improvement of communication speed and reduction of traffic, to enable a smoother viewing experience for users. Higher profitability than previous "maio SDK" expected through the improvement of user experience and the maximization of advertising effectiveness.

Improvement of the Furunavi portal site usage



With the addition of cart functions, user can place gifts in return across multiple local governments' in a cart and offer donations in one payment which contributed to dramatic improvement in user convenience.

Major news release and TV Media Exposure for FY07/24 Q2

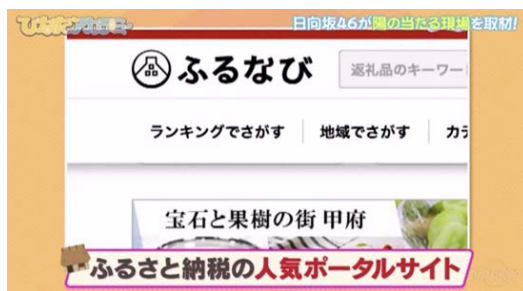
- Nov. 2023
-  Start of provision of Google ad manager's beta function, "Offerwall," installation support and consulting services
 -  Furunavi promoted in Shinyusha's "Complete guide to NISA, iDeco and hometown tax donations"
- Dec. 2023
-  Launch of cart functions by Furunavi
 -  Holding of the major prize event in the Puzzle de Kensho Series apps
 -  Over 4,000 affiliated facilities in Furunavi Travel
 -  Start of information disclosure based on the TCFD recommendations
 -  Furunavi promoted in Kaiyusha's "Nikkei Woman"
 -  Limited collaboration between popular characters and "Jigsaw de Kensho" in the Puzzle de Kensho Series apps
- Jan. 2024
-  Launch of beta version for Instagram-focused stealth marketing checker by "Action"
 -  Furunavi ranked 6th in TV commercials aired in December 2023

[See list of PR Times and i-mobile press release](#)

TV Media Exposure Results for FY07/24 Q2

*Figures are only for Tokyo's main broadcasting stations and nationwide broadcasts.

Date	TV station	Program
December 1, 2023	TX	ひなたアカデミー
December 3, 2023	TBS	サンデージャンクション (『サンデージャポン』番組内コーナー)
December 7, 2023	YTV	MONOモノ倶楽部
December 8, 2023	NTV	ねこ団長
December 15, 2023	ABC	本日はダイアンなり
December 17, 2023	CX	Mr.サンデー
December 20, 2023	EX	全力坂
December 24, 2023	ABC	M-1グランプリ (決勝)
December 25, 2023	ABC	M-1ネクストデイ 王者誕生までの舞台裏



Dec.1, 2023 broadcasted
TX「ひなたアカデミー」



Sustainability Initiatives

【Environment and Corporate Governance】 TCFD Recommendations-Related Initiatives



· We endorses the TCFD recommendations December 2021

The Group analyzed and assessed the risks to its business and disclosed the three elements of governance, strategy, and risk management on its website based on the TCFD framework.



The Company's Sustainability Committee regards climate change as a great opportunity to increase earnings from its business activities, and aims to realize a decarbonized society by promoting businesses such as the Green Energy business and related businesses*.



* Business development through services that leverage synergies with existing businesses, M&A and business partnerships

A certain level of recognition was achieved by answering to the CDP*s 2023 climate change questionnaire.

* International non-profit organization (NGO) based in the United Kingdom which runs a disclosure system for environmental information. It is widely recognized with respect to environmental information disclosure for corporations.

【 Society 】 Promotion of human capital management



Continuous strategic investment in "human capital," including training to develop human resources. Disclosure of the Company's human capital management on its website.



Introducing our sustainability activities and specific initiatives on our website

<https://www.i-mobile.co.jp/sustainability/index.html>

Progress of Demonstration Testing in Green Energy Business

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

Construction status of solar sharing power (agrivoltaic) plants

We commenced operations of a solar sharing power plant in Nasukarasuyama City, Tochigi Prefecture. When the planned **45 sites** (14 currently in operation) are completed, total power generation will exceed 2 megawatts.

This is enough electricity to power our headquarters facilities and the homes of all employees for one year.



- Mar. 1, 2024 Started selling power at the Company's 14th solar sharing power plant (Nasu karasuyama City, Tochigi Prefecture)
- Feb. 17, 2023 Concluded comprehensive partnership agreement with Meiwa Town in Mie Prefecture
- Jan. 20, 2023 Started selling power at the Company's second solar sharing power plant (Oyama City, Tochigi Prefecture)
- Dec. 23, 2021 Concluded business partnership with UPDATER, Inc. (formerly Minna Denryoku)
Began providing "electricity points" as a gift in return for hometown tax donations
- Mar. 22, 2017 Concluded capital partnership with Looop
- May. 31, 2016 Started selling electricity at the first solar sharing power plant (Omitama City, Ibaraki Prefecture, open-air type)



Installation status of "Furunavi EV Stand," an EV recharging service

We have started to install "Furunavi EV Stand" utilizing the partnerships with local governments and lodging facilities developed through the Hometown Tax Donation business. In the second quarter of the current fiscal year, new installations were made in the Izu Peninsula and Nasu Highlands.



Capital and Shareholder Returns Policies

- Conducted the **cancellation of 3,000,000 treasury shares** on January 31, 2024 which acquired last year in order to increase shareholder value by improving capital efficiency and enhancing shareholder returns.

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. 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 buyback** 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
(Business Strategy)**

Reference Business Strategy for FY07/24

Flexible response to changes in the business environment and revision of the business strategy

Consumer Service Segment

Early establishment of competitive edge

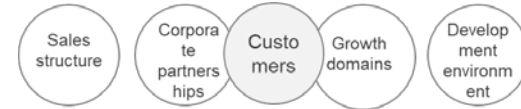
Securing of market power with the acquisition of a 20% market share



- Strengthening of sales promotion to acquire new customers
- Enhancement of unique gifts in return and increase in number of goods handled
- Expansion of web portal functions
- Immediate goal of 1,500 contracted municipalities

Online Advertising Segment

Shift to growth areas and customer securement



- Growth acceleration of the Influencer business*
- Provision of new services in line with trends
- Renewal of video services
- Release of 4 app titles
- Customer acquisition through rebuilding of the sales structure

Full use of M&A for business growth

Features and services that generate expansion of existing services

Apps with high engagement

Online services with customer synergies

Renewable energy area

*Influencer business (Influencer Marketing business): a system where corporations ask influencers to place advertisements on their platforms and the promotion services performed by influencers support the rise of the company's and the brand's name recognition.

Reference Consolidated Earnings Forecast for FY07/24

To achieve medium-term growth, the company revised its strategy and promoted development, human capital investment, and sales promotion.

Forecast of sales and profit increase as a result of the securing of market dominance due to expanding revenues in the Hometown Tax Donation business, renewed growth in the App Operation business, the monetization of the Green Energy business and the focus on M&A .

(Unit: Millions of yen)

Item		Full-Year Results of FY07/23	Full-Year Forecasts for FY07/24 ^{*2}	YoY	Changes
Consolidated results	Net sales	16,426	20,000	+ 3,573	+ 21.8%
	Operating profit (<i>Operating profit margin</i>)	3,525 (21.5%)	3,800 (19.0%)	+ 274	+ 7.8%
	Profit ^{*1} (<i>Net profit margin</i>)	2,404 (14.6%)	2,600 (13.0%)	+ 196	+ 8.2%

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

*2 The plan has been revised from the Medium-Term Management Strategies (REVISED) announced on September 7, 2022.

Reference Earnings Forecasts by Segment for FY07/24

Sales and profit increase in the Consumer Service business due to the expansion of unique experience-based gifts in return and the number of contracted municipalities, and the strengthening of sales promotion. In order to secure profits in the Online Advertising business, we plan to shift to growth areas, improve the sales infrastructure, and increase the number of title releases in the App Operation business.

(Unit: Millions of yen)

Item		Full-Year Results of FY07/23	Full-Year Forecasts for FY07/24*	YoY	Changes
Consumer Service	Net sales	13,285	17,000	+ 3,714	+ 28.0%
	Segment profit	2,976	3,300	+ 323	+ 10.9%
	(OPM)	22.4%	19.4%		
Online Advertising	Net sales	3,180	2,940	▲240	▲7.6%
	Segment profit	667	670	+ 2	+ 0.4%
	(OPM)	21.0%	22.8%		

■ Calculations using the method preceding the changes in the forecast figures for FY07/2024. Result in a segment profit increase of 13.3% in the Consumer Service business and a segment profit decrease of 10.6% in the Online Advertising business.

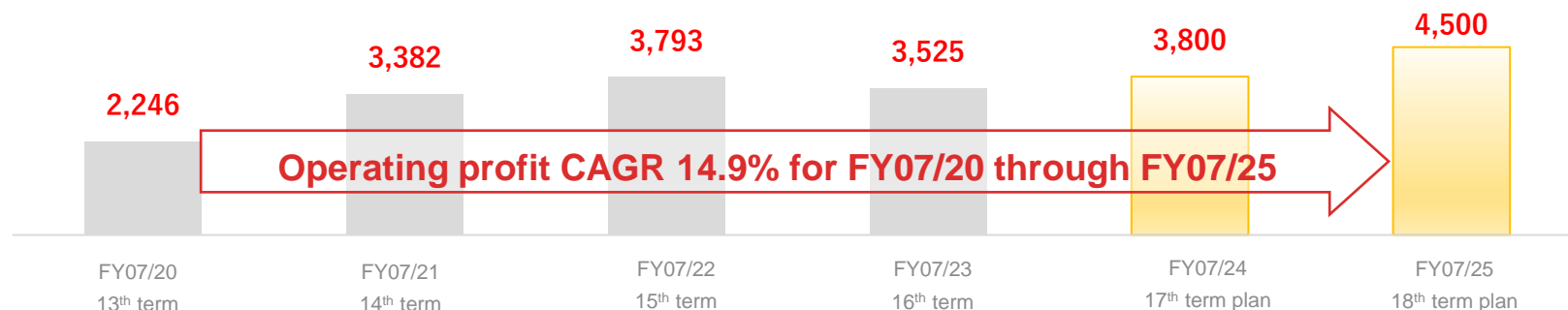
* The plan has been revised from the Medium-Term Management Strategies (REVISED) announced on September 7, 2022.

Reference Three-year medium-term management plan (FY07/22 to FY07/25)

We revised the plan prioritizing the securing of mid-term growth and the rebuilding of our business structure based on the strong growth of the Hometown Tax Donation business, changes in the competitive environment and the challenging environment in the Online Advertising business . While ensuring sales growth beyond original plan, the initial operating profit target was postponed to the next fiscal year.

(Unit: Millions of yen)

Item		Full-Year Results of FY07/22	Full-Year Results of FY07/23	Full-Year Forecasts for FY07/24 (After Revised)	YoY	Forecasts	Full-Year Forecasts for FY07/25	YoY
Consolidated results	Net sales	13,933	16,426	20,000	+ 21.8%	+ 12.4%	22,500	+ 12.5%
	Operating profit (OPM)	3,793 (27.2%)	3,525 (21.5%)	3,800 (19.0%)	+ 7.8%	▲15.6%	4,500 (20.0%)	+ 18.4%
	Net income ^{*1}	2,678	2,404	2,600	+ 8.2%	▲16.1%	3,000	+ 15.4%
	EPS (yen) ^{*2} After stock splits	125.0 —	119.8 —	135.8 45.3	-	-	156.7 52.2	-

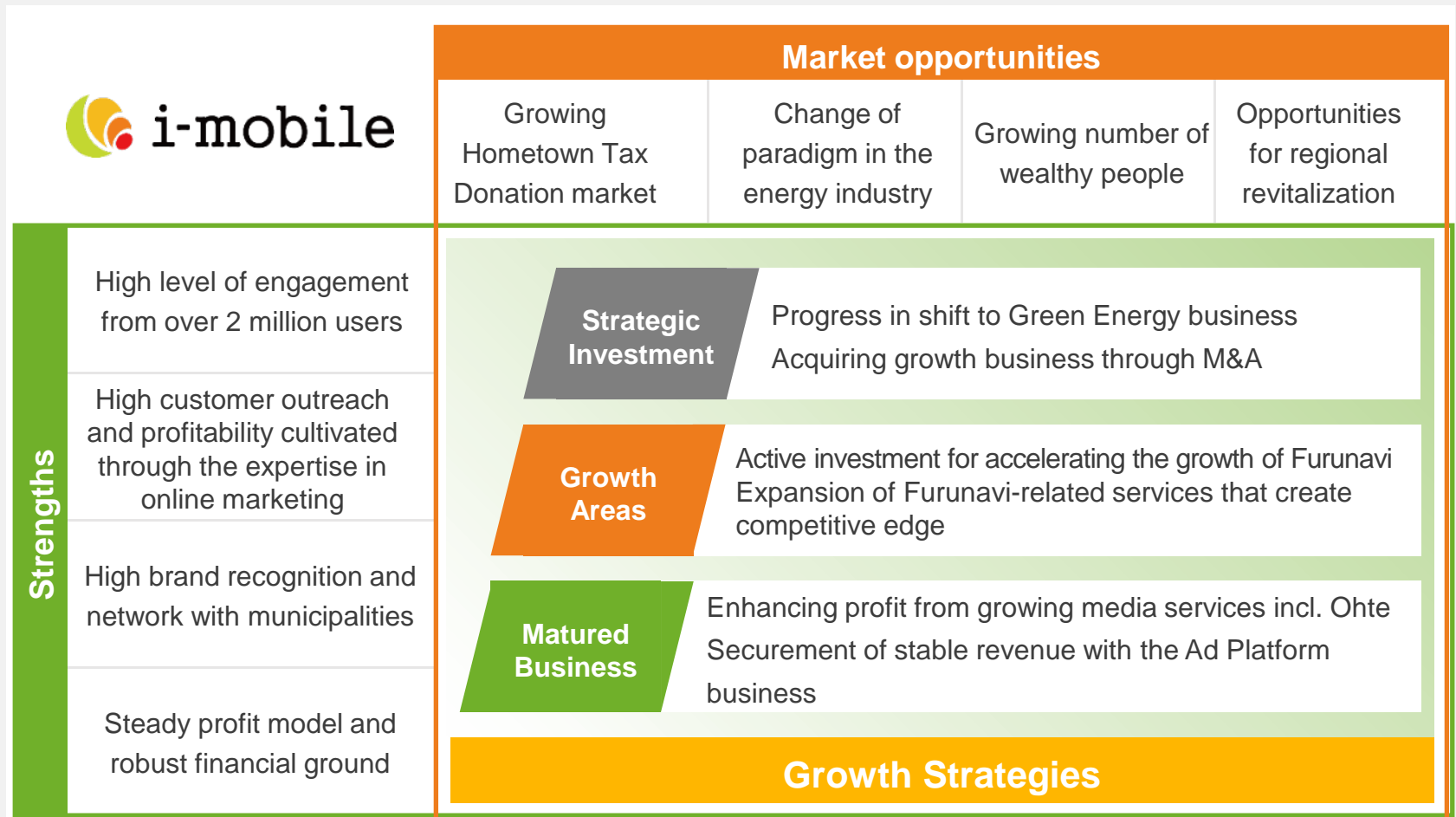


*1 "Net income" refers to "Profit attributable to owners of parent" in this document.

*2 EPS in this document takes into account the effect of the stock split.

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 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.



Ad Platform Service



Ad Network Business

Action

Influencer Marketing Business



i-mobile
Affiliate

CYBER CONSULTANT

Ad Agency Business

**Leveraging our workforce, customer relations,
and expertise in marketing**

Maximizing Media Profit



Media Solution Business

Promoting a
decarbonized society



Green Energy Business

Platform Service



ふるなび

Hometown Tax Donation



ふるなびトラベル

ふるなび美食体験

Referral

Owned Media Service

HTE



シンプルダイエット
App Operation Business



たまるモール
byふるなび

Loyalty Points Service

Maintaining
sustainable growth









Sustainability

Higher ROE

Reference

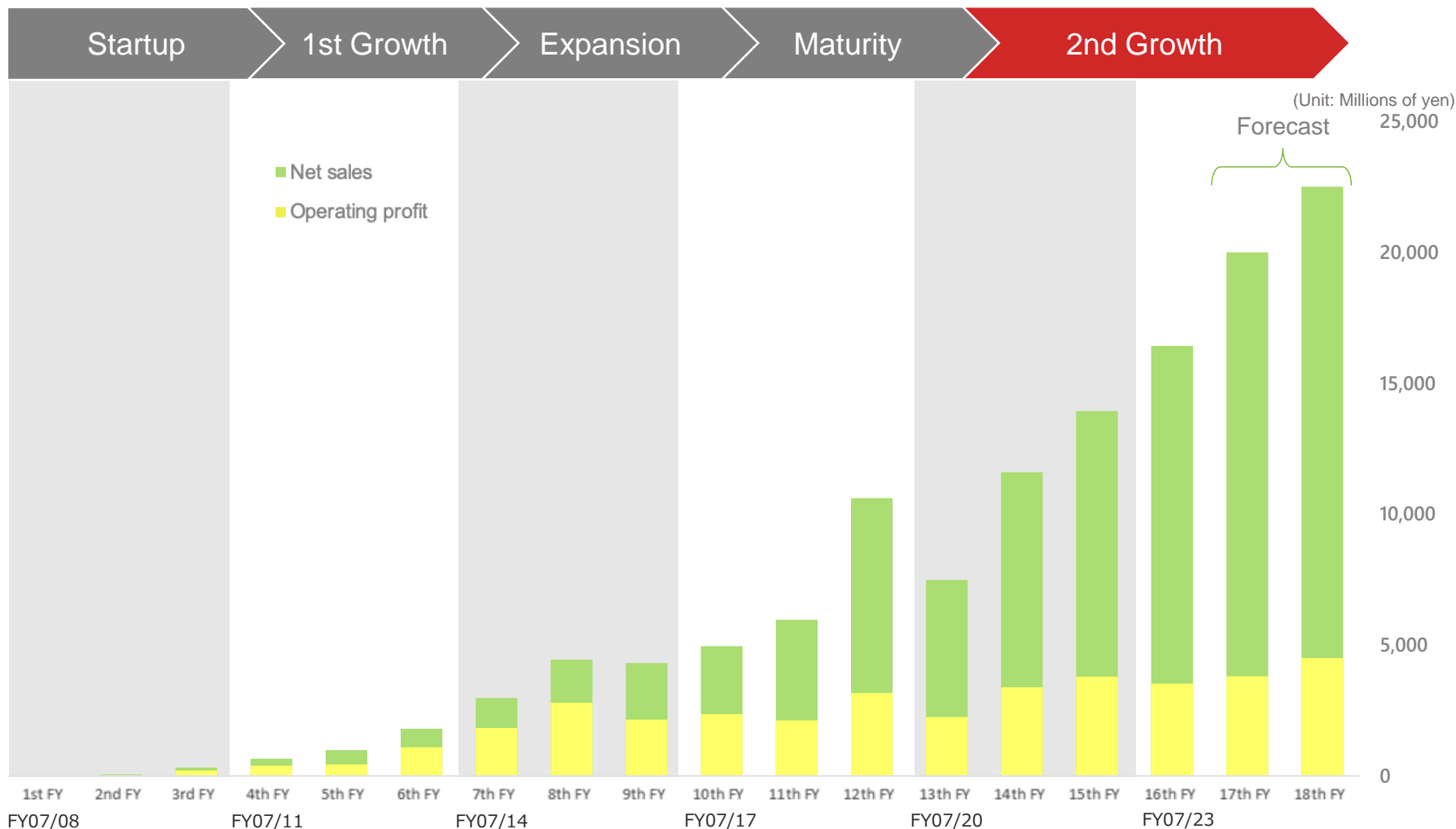
Reference Major Services

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”		 A web portal for hometown tax donation
	Furunavi-related Business	Furunavi Travel	 Lodging points service for Furunavi members in exchange of hometown tax donation via Furunavi
		Restaurant PR	 Service that links local food with restaurants in urban areas through hometown tax donation
		Loyalty Points Service	 Loyalty points service for Furunavi members
Online Advertising	Ad Platform Business	Ad Network	 Providing programmatic ads (display, native, and video advertising)
		Influencer Marketing	 Providing influencer marketing and performance-based advertising
	Ad Agency Business		CYBER CONSULTANT Online ad agency specializing in web marketing
	Media Solution Business		 GCPP (Google Certified Publishing Partner) providing solution services for maximizing media revenue
	App Operation Business		 Smartphone app service provider including its design, development, and operation

Reference Business Results and Future Forecasts

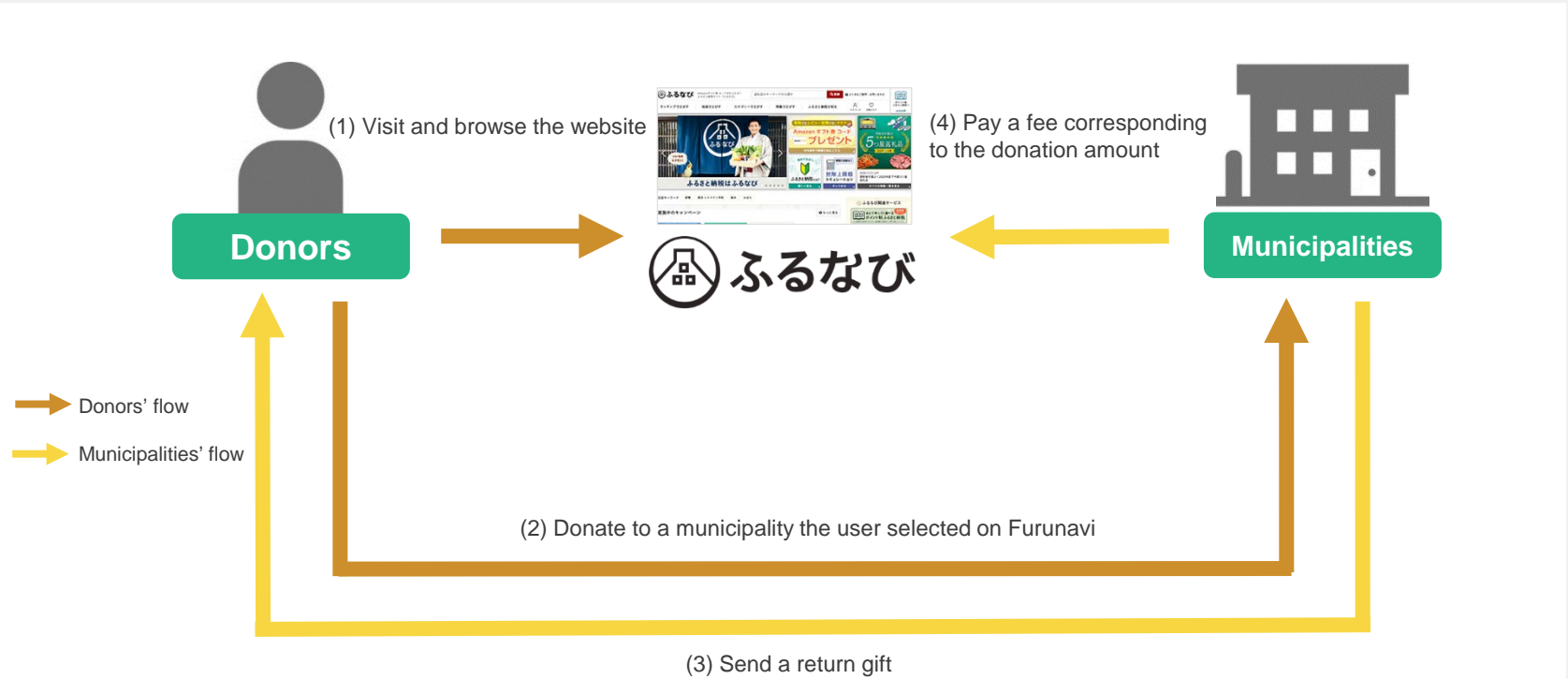
Originally founded as an ad network service provider, i-mobile has grown steadily after transforming its business domain by leveraging diversified assets, and it continues to boost its profits through proactive investment.



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

Reference 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 solving social problems (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.



Solving Social Problems



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.



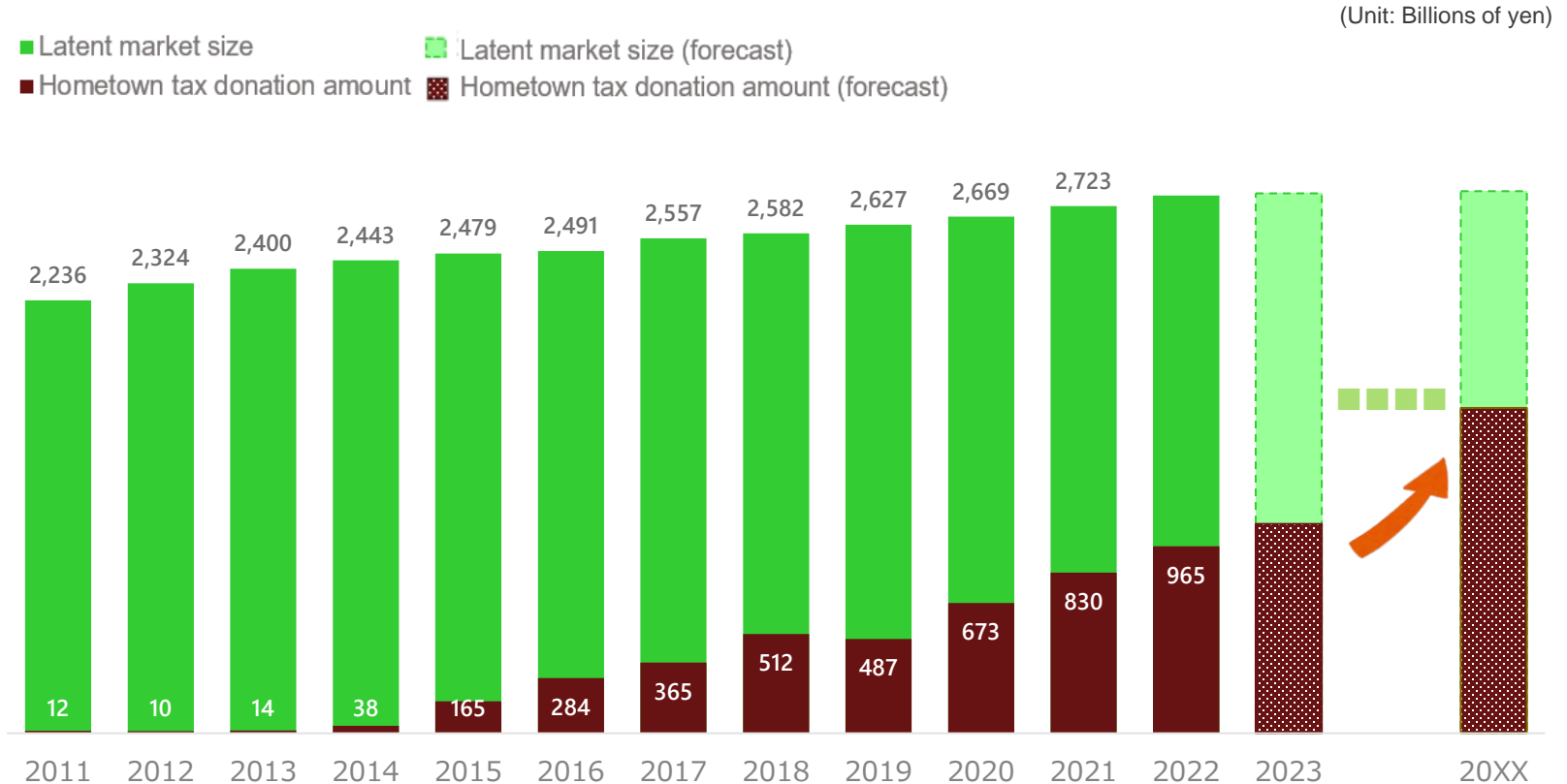
Furunavi Saigai Shien accepts donations for disaster relief. Municipalities affected by natural disasters can start fundraising for recovery through this service.



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

Reference 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*. We expect this business to expand further as the system becomes stabilized and gains publicity.

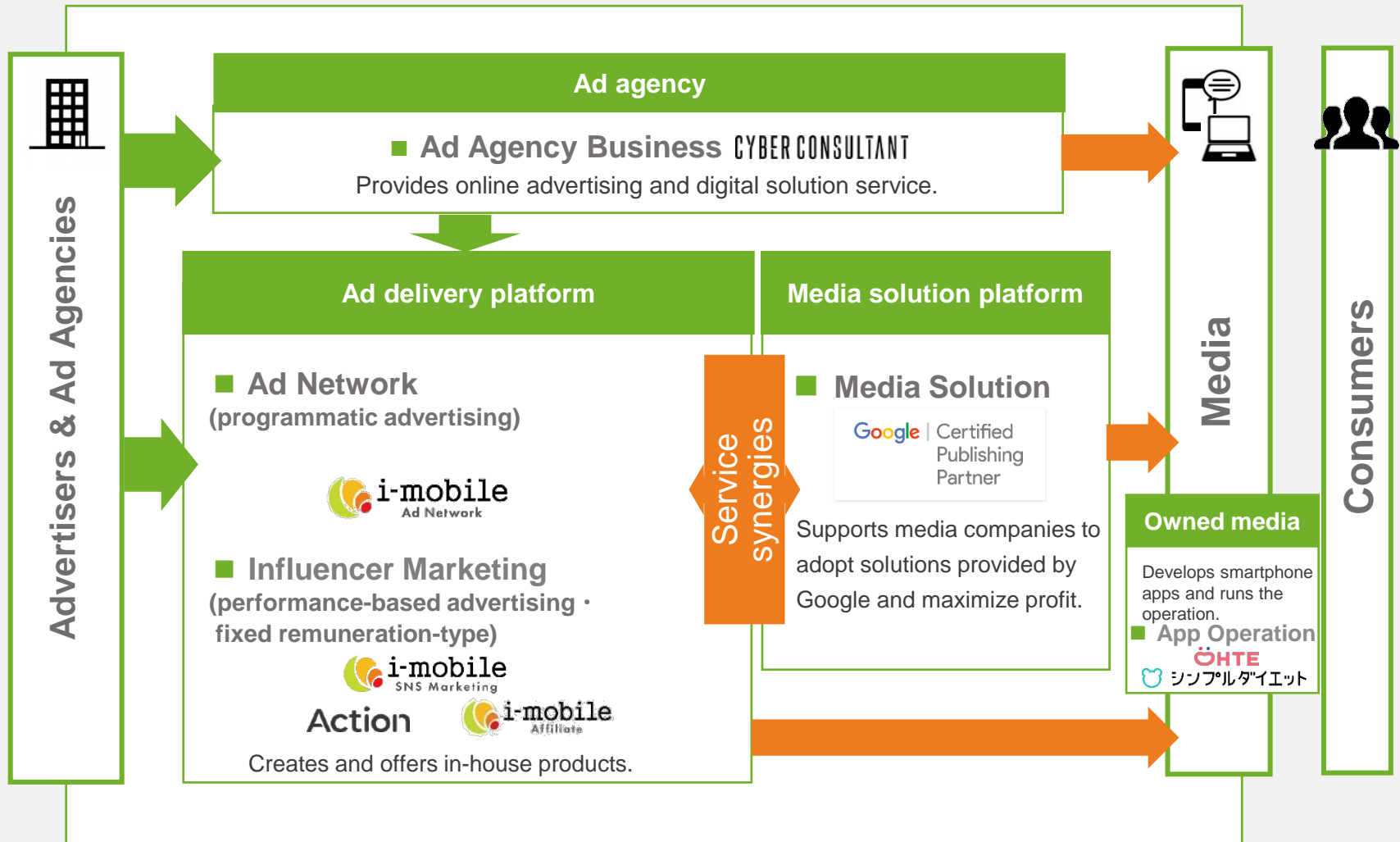


- The latent market size of hometown tax donations for 2011 through 2021 was calculated by i-mobile (using the individual resident tax revenue of 20%), based on the data from *White Paper on Local Public Finance* published by the Ministry of Internal Affairs and Communications of Japan.
- The hometown tax donation amount for the years from 2011 through 2022 was calculated based on the data from *Survey on Hometown Tax Donation* published by the Ministry of Internal Affairs and Communications on Aug 01, 2023.

* 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.

Service Description & Business Model



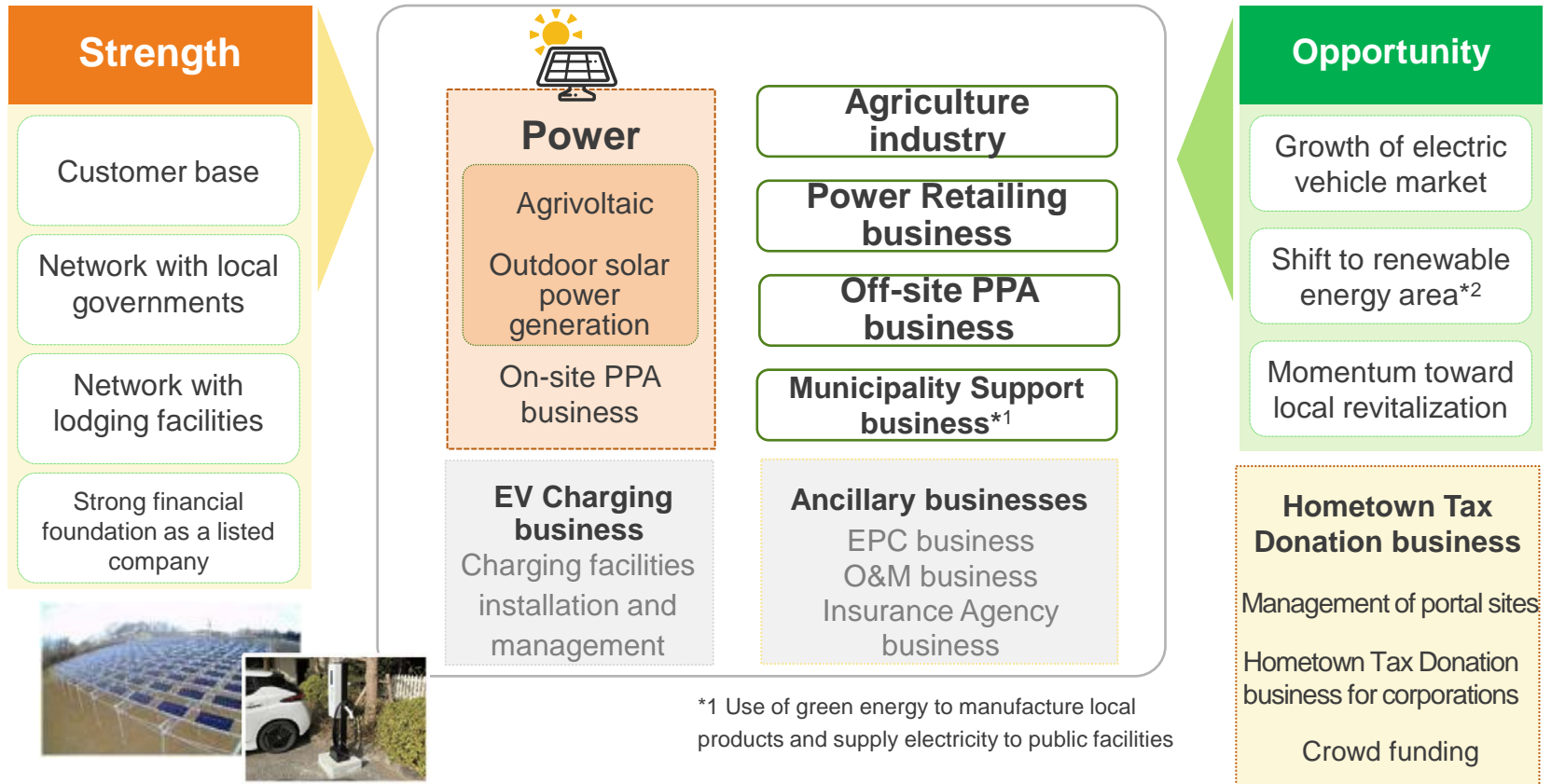
Over 15 million downloads total

*As of January 31, 2024



Reference Green Energy Business

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



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

*2 It shows the paradigm shift potential of the gas station market, which is said to be about 5 trillion yen due to the market growth and increase of EVs (BEV + PHEV), and the structural change of the electricity market, which is said to be about 20 trillion yen due to the government's goal to reduce greenhouse gas emissions by 46% in FY2030.

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 Measures regarding continued listing criteria

TSE has notified us of the partial nonconformity as of July 31, 2023, and we have disclosed our plan for conformity. We will achieve the criteria by carrying out this plan in the future.

Specific efforts to meet the continued listing criteria

- (1) Improvement of performance through promotion of business plan
- (2) Implementation of a flexible capital policy
 - 1) Share buybacks
 - 2) Cancellation of treasury shares
 - 3) Stock split
 - 4) Dividends of surplus (increased dividends) (plan)
- (3) Stronger IR activities to increase interest from investors and improve stock liquidity
- (4) Promotion of enhanced corporate governance, including promotion of sustainability, based on TCFD

Reference Changes in Key Performance Indicators

I-1. Results of Operations*₁ (Unit: Millions of yen)

	FY07/19	FY07/20	FY07/21	FY07/22	FY07/23
Net sales	10,611	7,485	11,592	13,933	16,426
Gross profit	10,202	7,292	11,584	13,918	16,401
Gross profit margin	96.1%	97.4%	99.9%	99.9%	99.8%
SG&A	7,041	5,046	8,202	10,125	12,875
SG&A ratio	66.4%	67.4%	70.8%	72.7%	78.4%
Operating profit	3,160	2,246	3,382	3,793	3,525
Operating profit margin	29.8%	30.0%	29.2%	27.2%	21.5%
Ordinary profit	3,149	2,248	3,366	3,839	3,434
Ordinary profit margin	29.7%	30.0%	29.0%	27.6%	20.9%
Net income	1,367	1,727	2,299	2,678	2,404
Net income margin	12.9%	23.1%	19.8%	19.2%	14.6%
Total assets	16,911	15,359	18,992	18,193	21,721
Net assets	13,145	13,222	14,720	13,406	14,079
Net interest-bearing debt	(13,974)	(12,363)	(15,422)	(14,268)	(16,218)
Equity-to-asset ratio	76.5%	86.1%	77.4%	73.3%	64.3%

I-2. Financial Results by Segment*₂

		FY07/19	FY07/20	FY07/21* ₃	FY07/22	FY07/23
Consumer Service	Net sales	7,484	4,485	7,708	9,916	13,285
	Operating profit	2,313	1,325	1,974	2,495	2,976
	Operating profit margin	30.9%	29.5%	25.6%	25.2%	22.4%
Online Advertising	Net sales	3,152	3,037	3,935	4,065	3,180
	Operating profit	770	866	1,451	1,415	667
	Operating profit margin	24.4%	28.5%	36.9%	34.8%	21.0%

II. Management Indicators

	FY07/19	FY07/20	FY07/21	FY07/22	FY07/23
ROE	10.9%	13.1%	16.5%	19.0%	17.6%
ROA	8.4%	10.7%	13.4%	14.4%	12.1%
EPS (yen)* ₄	19.1	25.6	35.8	41.7	39.9

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

ROE = Net income / Average of beginning and ending equity

ROA = Net income / Average of beginning and ending total assets

EPS = Net income / Average number of outstanding shares during the period

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

*2: The amounts of net sales and operating profit are before the adjustment of intersegment transactions.

*3: 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.

*4: EPS in this document takes into account the effect of the stock split.

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 January 31, 2024)	
Established	August 17, 2007	Employees	215 (consolidated, as of January 31, 2024)	
Head office	N.E.S. Building N, 2F, 22-14 Sakuragaokacho, Shibuya-ku Tokyo 150-0031	Representatives	Toshihiko Tanaka	Representative Director, Chairman
Business locations	Tokyo Head Office	Directors & Officers	Tetsuya Noguchi	Representative Director, CEO
	Tokyo Satellite Office		Yasuhiro Fumita	Executive Managing Director
	Kansai Office		Yoshinori Mizota	Director
Group business lineup	Hometown Tax Donation platform business	Kunihiro Tanaka	Lead Outside Director	
	Furunavi Travel business	Satoshi Shima	Outside Director	
	Furunavi Restaurant PR business	Yukio Todoroki	Outside Director, Audit & Supervisory Committee member (Full-time)	
	Loyalty Points Service business	Tadatsugu Ishimoto	Outside Director, Audit & Supervisory Committee member	
	Ad Network business	Akira Takagi	Outside Director, Audit & Supervisory Committee member	
	Influencer Marketing business			
	Agency business			
	Media Solution business			
App Operation business, etc.		Majority-owned subsidiaries	Cyber Consultant, Inc. (100%) Ohte, Inc. (100%)	

Disclaimer

■ Opinions and forecasts presented in this material represent our views at the time of the preparation of this material, and we make no guarantees or warranties regarding the accuracy of the information. Actual results may turn out to be different due to various factors. While every reasonable care has been taken in preparing this material to ensure it is free from omission or misrepresentation of the facts, we make no guarantees or warranties regarding the accuracy or completeness of the information contained herein.

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Creating a Business for the Future 

