



January 17, 2025

Company name : i-mobile Co., Ltd.
Representative : Tetsuya Noguchi, Representative Director, CEO
Securities code 6535, Tokyo Stock Exchange
Inquiries : Yasuhiro Fumita, Executive Managing Director,
CFO
TEL : +81-(0)3-5766-7230
E-mail : imir@i-mobile.co.jp

Business Progress Update on Our Hometown Tax Donation Business (Preliminary Report)

Regarding our main business, the hometown tax donation business, we have received numerous inquiries from investors about the current business situation and the impact of new competitors entering the market. Therefore, from the perspective of ensuring fairness among investors (addressing information asymmetry), we would like to share our perspective on this matter.

Note

1. Regarding the hometown tax donation market and our business environment

In the hometown tax donation market, while steady market growth continues, there remains significant room for growth in terms of the potential size of hometown tax donations (latent market size). We expect this business to expand further as the system becomes stabilized and gains publicity. This system not only facilitates donations but also contributes to revitalization of the local industries, with an estimated economic impact reaching several trillion yen.

Meanwhile, we leverage our strengths such as product development capabilities as a marketing company, customer acquisition through our core ad network business, and highly efficient promotional strategies, allowing us to achieve growth that exceeds the growth of the market.

In such an environment, we believe that the entry of companies with strong brand power into the market will further invigorate and stimulate its growth and expansion.

2. Regarding the status of our hometown tax donation business

Due to the nature of the system, the hometown tax donation business, the donation demand tends to concentrate at the end of each calendar year. For our company, this corresponds to the second quarter of our fiscal year. While specific figures will be disclosed in our financial results announcement scheduled for March 2025, preliminary aggregated data for donations received from August to the end of December 2024 indicate a growth rate exceeding the year-on-year increase from 2022 to 2023. Donation amounts are expected to significantly surpass both last year's and the year before's performance. If any facts that require disclosure, such as the impact on the earnings forecast for the fiscal period ending July 2025, arise, we will promptly make an announcement.

We appreciate your continued support of i-mobile.

Note: This document has been translated from the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail.

Reference Business Strategy of the Group

The group leverages stable revenue from the internet advertising businesses, including the core ad network to drive short- to medium-term growth through the hometown tax donation business and its related businesses, and app operation businesses utilizing our marketing expertise. Additionally, we aim to accelerate medium- to long-term growth by entering new markets, including renewable energy and other green energy sectors, and by pursuing mergers and acquisitions (M&A).

■ Regarding the mid-term Business Strategy for the hometown tax donation business (Excerpt from the Medium-Term Management Strategy disclosed on September 12, 2024)

