



FY2025.7

Q2 Business Results

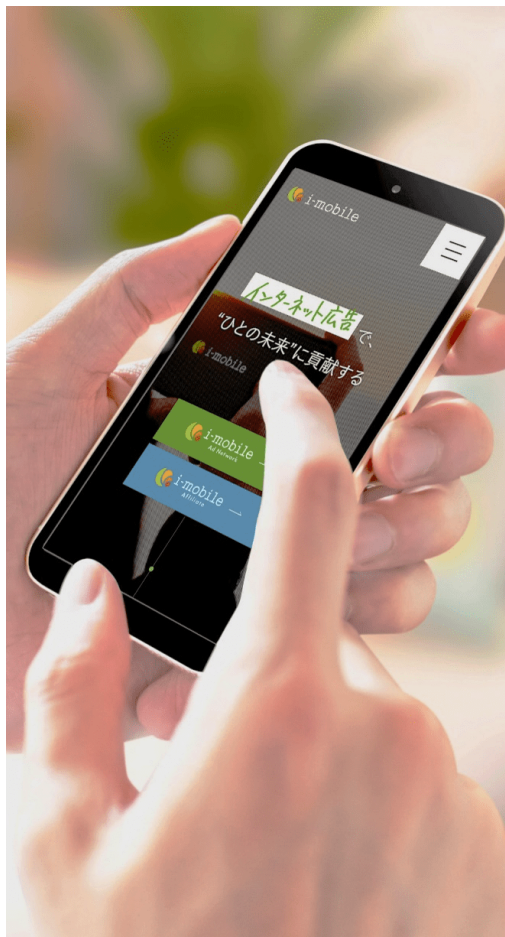
i-mobile Co., Ltd.

(Stock Code 6535, TSE Prime Section)

March 13, 2025



Corporate Philosophy



Vision

Creating a Business for the Future

“ひとの未来”に貢献する事業を創造し続ける

- Mission

Enhancing User Experience with Internet Marketing

マーケティングで価値ある体験を提供し続ける

- Values

Smile × Growth × Team

笑顔 × 成長 × チーム


FY2025.7

Q2 Financial Highlights



Executive Summary (1)

Record-high net sales and operating profit in both the quarter and the cumulative period

 i-mobile
Consolidated results

(The first six months of current year)

Net sales : **114.5%** YoY **92.6%** of forecast

Operating profit : **108.2%** YoY **92.2%** of forecast

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YoY : Successful promotions to acquire customers and retain existing customers. Growth in unique gifts in return and services and record-high amount of donations received contributed to increase in sales and profit

vs. original plan : New customers acquired was lower than expected and fell short of the plan despite the effect of measures to tackle competition

 OHTE

The release of new titles progressed smoothly, and with the expansion of the poikatsu* game market, the synergy effects of collaboration with other companies boosted revenue, leading to steady business performance

* It is an abbreviation for "point-saving activity," a generic term for accumulating points and using accumulated points.

Executive Summary (2)

(Unit: Millions of yen)

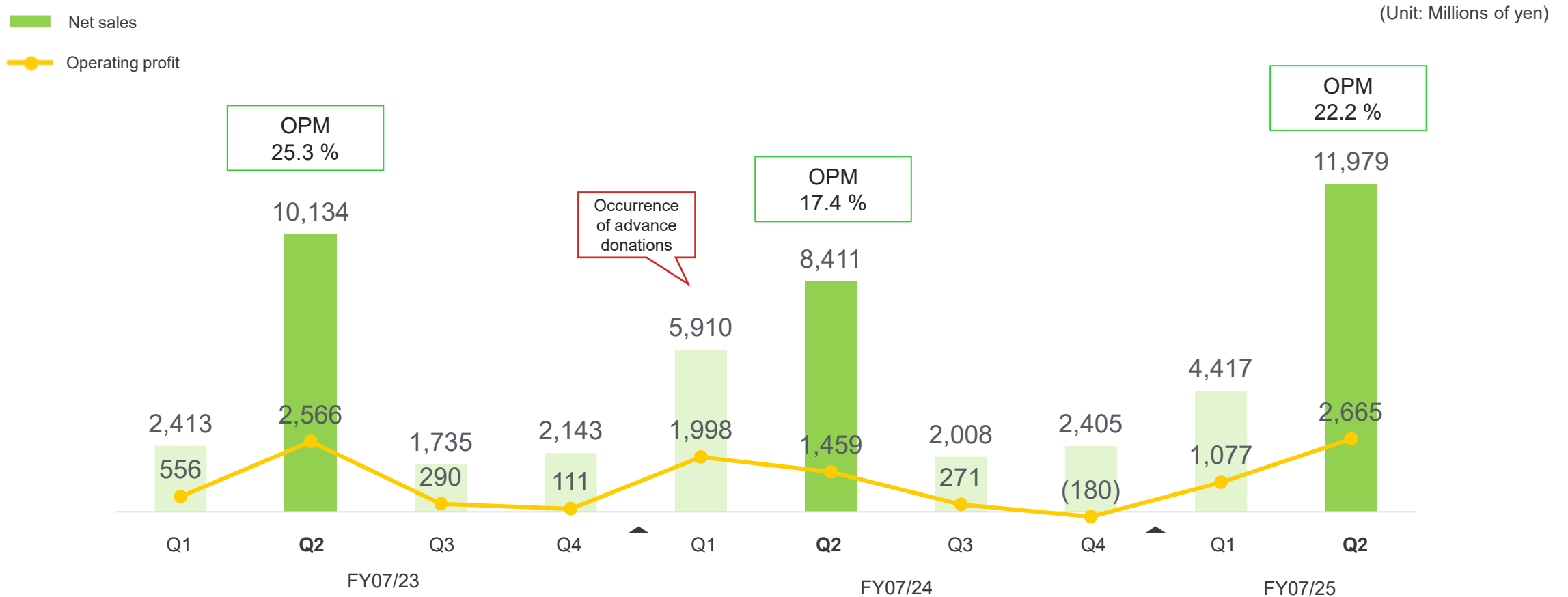
		FY07/24 Q2 Cumulative Period	FY07/25 Q2 Cumulative Period	YoY (%)	Forecast (%)
Consolidated results	Net sales	14,321	16,397	114.5%	92.6%
	Operating profit (OPM)	3,458 (24.1%)	3,742 (22.8%)	108.2%	92.2%
	Interim profit*	2,415	2,561	106.1%	92.5%
Consumer Service	Net sales	12,867	15,133	117.6%	92.6%
	Operating profit (OPM)	3,268 (25.4%)	3,736 (24.7%)	114.3%	94.4%
Online Advertising	Net sales	1,444	1,243	86.0%	91.4%
	Operating profit (OPM)	259 (18.0%)	77 (6.2%)	29.8%	57.3%

(Reference) Operating profit margin for the first six months of the fiscal year in the Consumer Service business: FY2023: 25.9%, FY2024: 25.4%, FY2025: 24.7%

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

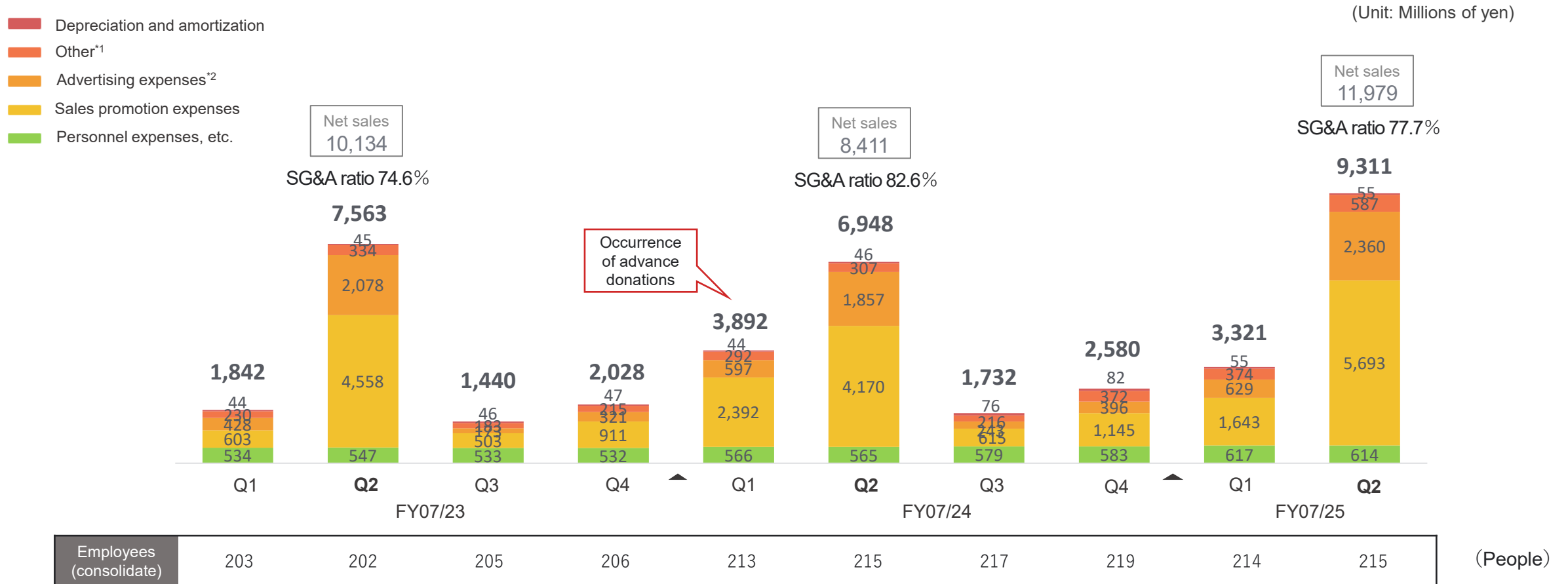
Quarterly Changes in Consolidated Net Sales and Operating Profit

Peak-demand season in the Hometown Tax Donation business progressed as planned. Net sales decreased in the Online Advertising business, but total net sales grew approximately 118% compared to the same period the year before last, a record-high result, and operating profit was also the highest ever



Quarterly Changes in Consolidated SG&A Expenses

Although the ratio of promotion costs to net sales remained flat YoY, SG&A expenses increased compared to the same quarter of the previous fiscal year due to higher costs associated with net sales, such as settlement costs, and increased investment in human capital, including head office rent



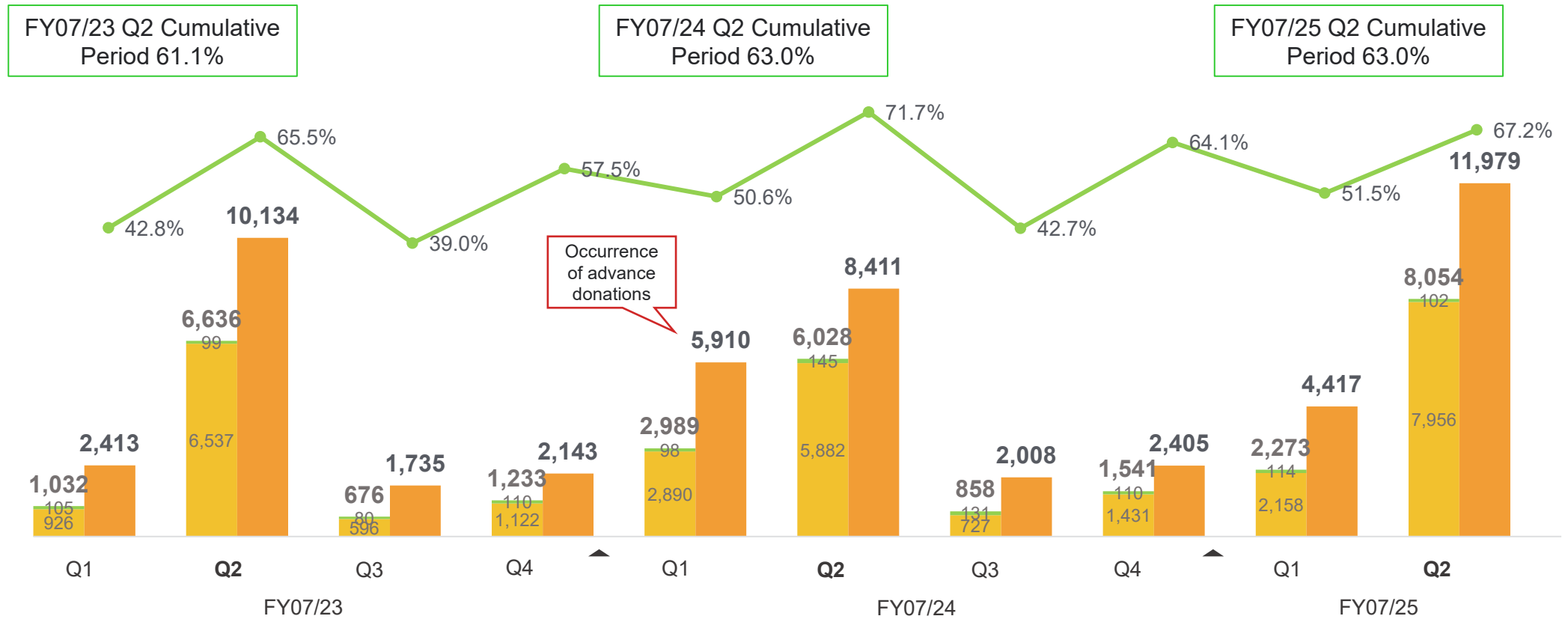
*1 Mainly consists of communication expenses, commission expenses, settlement costs, rent expenses on land and buildings, travel and transportation expenses.

*2 Advertising expenses include the cost of TV commercials that were aired in the FY07/23 Q1 through Q4, FY07/24 Q1 through Q2, and FY07/25 Q1 through Q2.

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

- Consolidated net sales
- Online ad promotion cost
- Consumer promotion cost
- Ratio of promotion cost as % of consolidated net sales

(Unit: Millions of yen)



Segment Analysis

Consumer Service







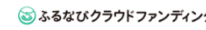




“Furunavi,” a web portal for hometown tax donations

Competitive advantage of “Furunavi”

- 1 Planning and development of original gifts in return in collaboration with municipalities
- 2 Development of customer-first promotional strategies and services that can be implemented in a timely and prompt way
- 3 High customer attraction and closing rate, owing to the use of the digital marketing know-how of our original business
- 4 In-house development system that enables speedy development and implementation of products and services



History of the service

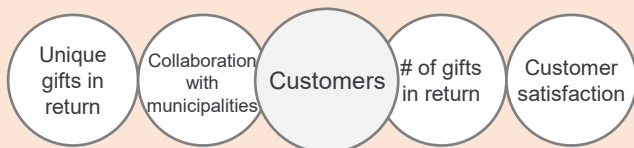
- 2014 : Launch of “Furunavi,” a web portal for hometown tax donations 
- 2015 : Release of “Furunavi Premium,” a hometown tax donation proxy service for high-income taxpayers 
- 2017 : Release of “Furunavi Travel,” which offers original gifts in return that can be used while traveling, such as for lodging facilities 
- 2018 : Release of “Tamaru Mall,” a loyalty points service for “Furunavi” members 
- 2018 : Release of “Furunavi Crowdfunding,” which allows donors to express their opinions more directly 
- 2019 : Release of “Furunavi Catalog,” a point-based hometown tax donation service that allows donors to choose gifts at their convenience 
- 2020 : Release of “Furunavi Gourmet Experience,” gifts in return based on local ingredients that connects rural food products with dining experience in urban areas 
- 2021 : Launch of “Electricity points,” which can be used to pay electricity bills with hometown tax donations 
- 2024 : Release of the “Furunavi App” offering a smoother process for donation applications and tax deduction procedures 

Quarterly Earnings with Results for FY07/25 Q2

Priority Measure

Early establishment of competitive edge

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



1 Improvement of user convenience

The Furunavi App has surpassed 500,000 total downloads, contributing to the strengthening of customer relationships

2 Strengthening collaboration with municipalities

Agency service for hometown tax donations* progressing in line with the forecast. This resulted in a significant increase in donations received, contributing to our profits.

3 Expansion of related business

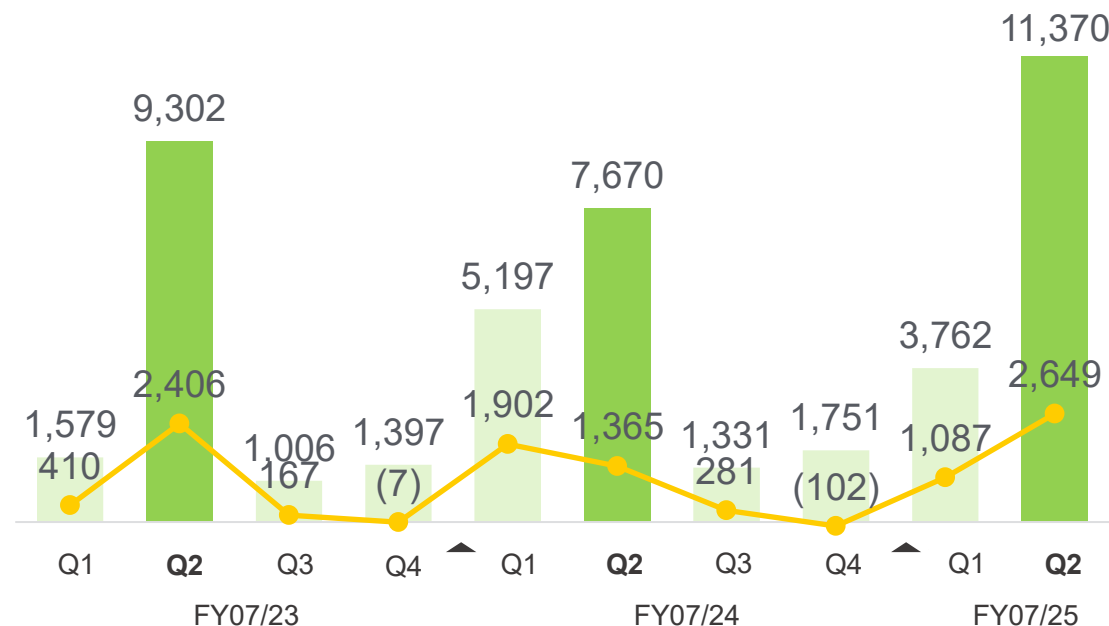
Steady expansion of “Furunavi Travel” and “Catalog,” which contribute to increasing the flow of visitors to different regions and enhancing regional attractiveness

【 Net Sales and Operating Profit from Consumer Service Business 】

(Unit: Millions of yen)

Net sales
Operating profit

Q2 Compared with the same quarter of the previous fiscal year
 Net sales 148.2%
 Operating profit 194.0%

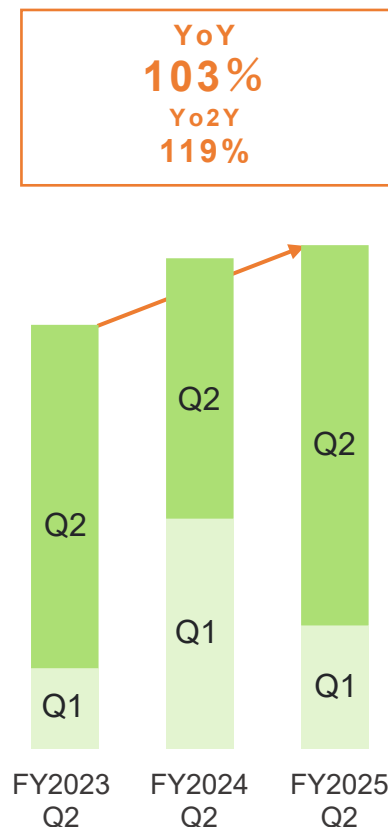


*Agency service for hometown tax donations: acting as an agent for complex operations of hometown tax donations, such as posting on portal sites, delivery management, and response to businesses and donors.

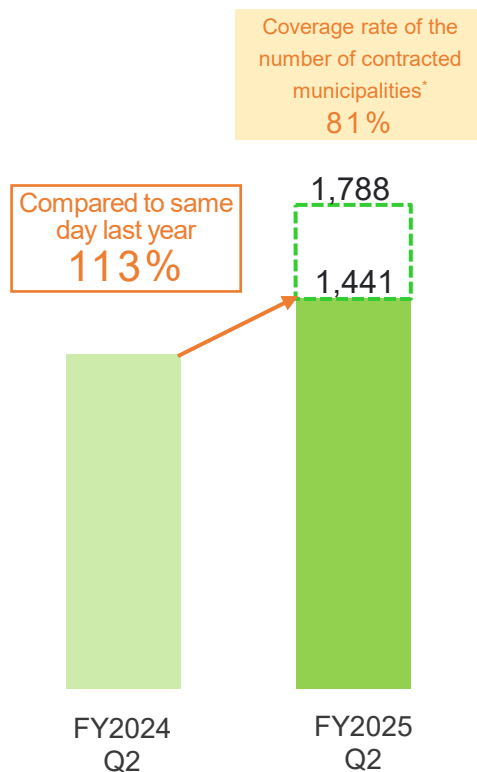
Growth of Hometown Tax Donation business



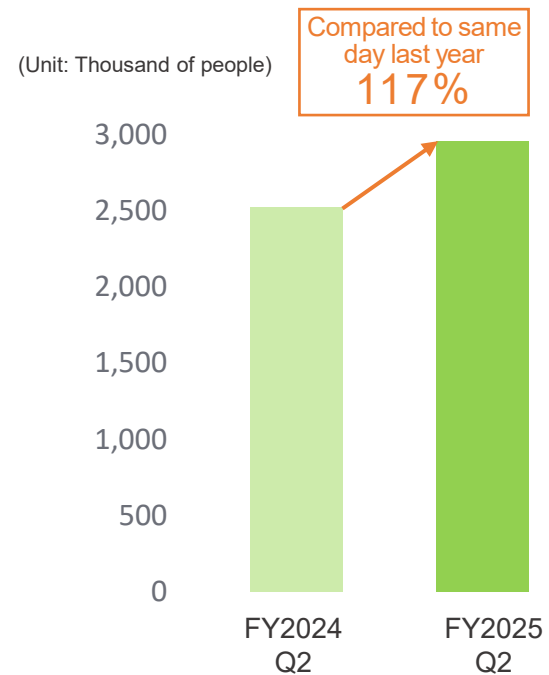
Actual number of donations



Number of contracted municipalities

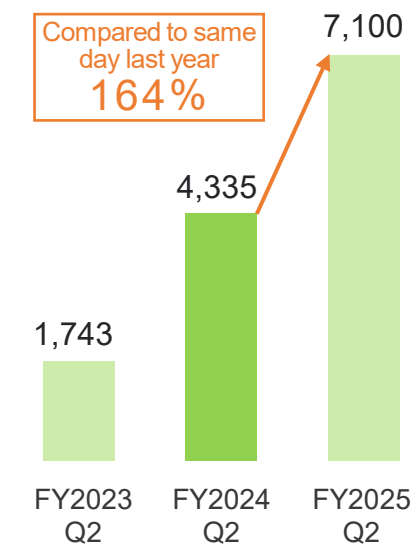


Number of members



Net sales 181%
(Compared with the same quarter of the previous fiscal year)

Number of contracted facilities



■ The term YoY used on this slide represents a comparison between the cumulative period ended January 31, 2025 and the cumulative period ended January 31, 2024.

* 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.

Initiatives in the Q2

■ TV commercial for “Furunavi” ranked 4th overall and 1st in its industry category in a survey of popular commercials

In the “TV Commercial Popularity Survey,”* Takanohana-san's approachable personality and unique production earned high favor, ranking 4th overall out of 2,221 entries and 1st out of 195 in the 'Corporation, Public Sector, and Other' industry category

*CM Soken Consulting compiled TV commercials which aired on Tokyo's five key stations



■ The “Furunavi App” has surpassed 500,000 total downloads

The “Furunavi App” has gained a reputation for making it easy to search for gifts in return and check out popular products, and has been downloaded over 500,000 times within approximately two months of its launch



■ Over 7,000 contracted facilities in “Furunavi Travel”

In the travel experience-based unique gift in return service "Furunavi Travel," the number of contracted facilities increased by 64% compared to the same month of the previous year, providing users with more choices and making it even easier to use



TV Media Exposure Results for FY07/25 Q2

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

Date	TV station	Program
December 1, 2024	CX	Mr.サンデー
December 6, 2024	ABC	本日はダイアンなり
December 7, 2024	YTV	ピーチCafé
December 13, 2024	NTV	ねこ団長
December 17, 2024	MBS	ビズらいよん
December 20, 2024	TX	ガイアの夜明け
December 22, 2024	TBS	サンデージャンクション
December 22, 2024	ABC	M-1グランプリ (決勝)
December 22, 2024	ABC	M-1グランプリ (敗者復活戦)
December 29, 2024	ABC	M-1グランプリ アナザーストーリー



Ded.22, 2024 broadcasted TBS 「サンデージャンクション」



Furunavi's Solutions and Support toward Local Issues

The economic effect of Hometown Tax Donations is estimated at about 1,222,105 million yen*1. Hometown Tax Donations serves not only as a source of funds for local governments but also as a means of regional revitalization through the stimulation of local industries. The Company also carries out various initiatives to contribute to the resolution of social issues through its businesses.

■ Furunavi disaster relief support / Proxy donations



Through “**Disaster relief support**,” customers can directly support disaster-stricken municipalities by leveraging Hometown Tax Donations in the event of a disaster. Additionally, through “**proxy donations**,” other municipalities can receive donations in the place of disaster-stricken municipalities to reduce the clerical burden on “disaster-stricken municipalities” and improve response speed. The Company supports mutual cooperation between municipalities by way of Hometown Tax Donations.

* We do not receive any fees in Furunavi disaster relief support, including payment fees from municipalities.



The number of disaster relief support in 2024 : 22,460 cases (of which 13,442 cases are proxy donations)

<p>Examples of Current Recipients of Disaster Relief Support</p>	<ul style="list-style-type: none"> January 2024 Noto Peninsula Earthquake July 2024 heavy rains (Akita Prefecture, Yamagata Prefecture, etc.) August 2024 typhoon, heavy rains (Iwate Prefecture, Miyazaki Prefecture, etc.) September 2024 heavy rains in the Noto Peninsula November 2024 heavy rains (Okinawa Prefecture)
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*1 Results analyzed by the Frusato Tax Research Institute, Inc., Kansai University and Momoyama Gakuin University
<https://prtmes.jp/main/html/rd/p/000000043.000104918.html>

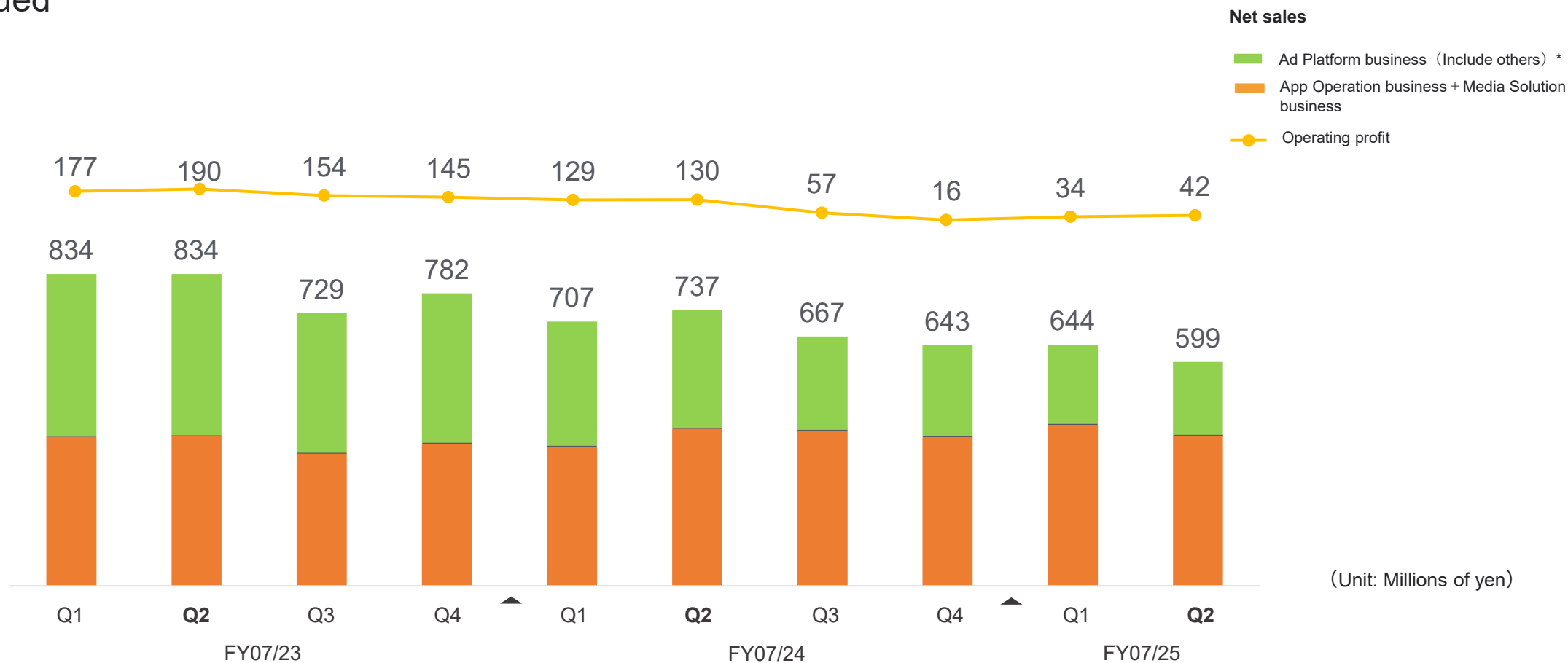
Segment Analysis

Online Advertising



Quarterly Earnings with Results for FY07/25 Q2 (1)

Net sales and operating profit decreased due to the strong impact of the Ad Network business, despite the steady performance of the App Operation business and the Media Solution business in growth areas. Measures to recover the earnings base of this business amid a difficult market environment are being continued



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

Quarterly Earnings with Results for FY07/25 Q2 (2)

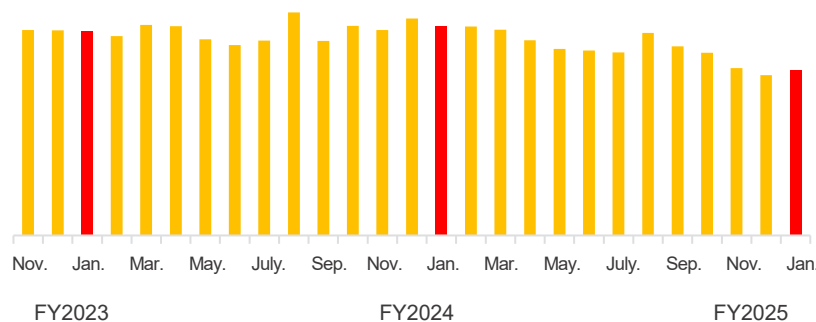
1 App Operation Business



- ✓ Stable progression of MAU*1 with the effect of the release of “Crossword de Kensho 2.” Moving forward with the reinforcement of the profitability of existing titles
- ✓ Steady growth in performance with the launch of “Trima Numple,” the second collaboration with Trima



Number of MAU

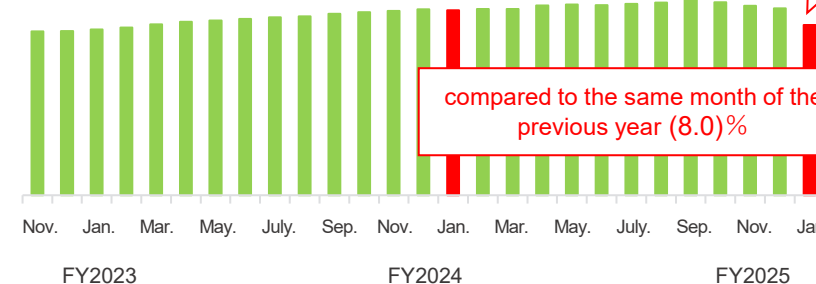


2 Media Solution Business



- ✓ Sales activities with major clients proceeded well, and earnings remained steady
- ✓ Aimed at expanding earnings by rebuilding the earnings base, we reviewed customer strategy, identified new revenue opportunities, and promoted market-oriented measures

Number of active partners



compared to the same month of the previous year (8.0%)

Review of customer strategy

3 Ad Platform Business



- ✓ Continued investments in the Influencer Marketing business in the growth market, including the development of additional functions for Brand Radar*2 and the implementation of promotional measures using “BeReal.” This aims for the early establishment of the earnings base, while also striving to rebuild the earnings base by leveraging assets in the Ad Network business.

*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 30 days at the end of each month. Additionally, the above graph does not include the figures of Trima Solitaire.

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

Initiatives in the Q2

■ “Puzzle de Kensho” and “KOKUYO” held our first collaboration campaign

As a measure to improve user retention, we held a collaboration campaign with KOKUYO



■ Effective expansion of awareness among young people through “BeReal.” advertisements

For the movie “Yano-kun's Ordinary Days,” we implemented Japan's first-ever movie promotion using the Generation Z-focused social media app “BeReal.”



■ Started providing audience distribution functionality in full-screen video ads within the app

By combining audience targeting functionality with full-screen video ads, it becomes possible to deliver more effective and impactful ad messages to target users



■ Started providing the renewed “i-mobile Ad Network’s” in-app advertising maio SDK ver.2

Smoother viewing experience for users with the release of an Android version, following the iOS version. Higher profitability than previous versions through the improvement of user experience and the maximization of advertising effectiveness



Overview of New Business

Green Energy Business*



Progress of Initiatives

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

■ Status of constructing solar power facilities

We commenced operations of a solar power plant in Nasukarasuyama City, Tochigi Prefecture
When the planned **90 sites** (21 currently in operation) are completed, total power generation will exceed 10 megawatts*

*This is enough electricity to power 3,000 average households' worth of electricity.



- Dec. 18, 2024 Started selling electricity at the 21th solar power plant (Nasu karasuyama City, Tochigi Prefecture, agrivoltaics type)
- Sep. 12, 2024 Conclusion of a collaboration agreement on energy management with Shintomi Town, Miyazaki Prefecture
- Aug. 26, 2024 Started of operations of our first high-voltage solar power plant in Sakuragawa City, Ibaraki Prefecture
- Jun. 13, 2024 Started cooperation with Marubeni Power Retail Corporation and Sun Village Co., Ltd.
- Feb. 17, 2023 Concluded comprehensive partnership agreement with Meiwa Town in Mie Prefecture
- Dec. 23, 2021 Concluded business partnership with UPDATER, Inc. (formerly Minna Denryoku)
Began providing "electricity points" as a gift in return for hometown tax donations
- Mar. 22, 2017 Concluded capital partnership with Loop
- May. 31, 2016 Started selling electricity at the first solar power plant (Omitama City, Ibaraki Prefecture, ground-mounted type)



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EVチャージ

■ Installation status of "Furunavi EV Charge," an EV recharging service

We are expanding the installation of an EV recharging stand "Furunavi EV Charge" utilizing the partnerships with municipalities and lodging facilities developed through the Hometown Tax Donation business

Others

(Topics and Capital management policy)



Sustainability Initiatives

■ Published the “i-mobile Sustainability Report 2024”

We have published the “i-mobile Sustainability Report 2024” to ensure transparency regarding our initiatives, achievements, and challenges, to provide stakeholders with relevant information, and to accelerate our sustainability initiatives from a medium- to long-term perspective.



Please refer to the “i-mobile Sustainability Report 2024” here
<https://www.i-mobile.co.jp/sustainability/report.html>



■ Discloses human capital data

We have disclosed “human capital data” to further clarify indicators and targets for developing human resources and improving the internal environment, with the aim of promoting initiatives in human capital management.



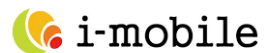
i-mobile’s human capital data
<https://www.i-mobile.co.jp/sustainability/diversity.html>



Conclusion of a basic agreement on a business partnership with ANA Group to promote regional revitalization

Through collaboration among the five companies*, we aim to develop businesses that contribute to regional revitalization

Addressing issues faced by municipalities and accelerating regional revitalization



- 1 Collaboration on travel related gifts in return on hometown tax donation site “Furunavi”
- 2 The collaborative development of high-value-added products utilizing regional tourism resources and luxury travel products
- 3 Collaboration on travel related gifts in return on hometown tax donation site “Furunavi”
- 4 Exchange of Furunabi Coin and Furunabi Travel Points with ANA Mileage
- 5 Other businesses related to the expansion of the use of hometown tax donations and the revitalization of the local economy

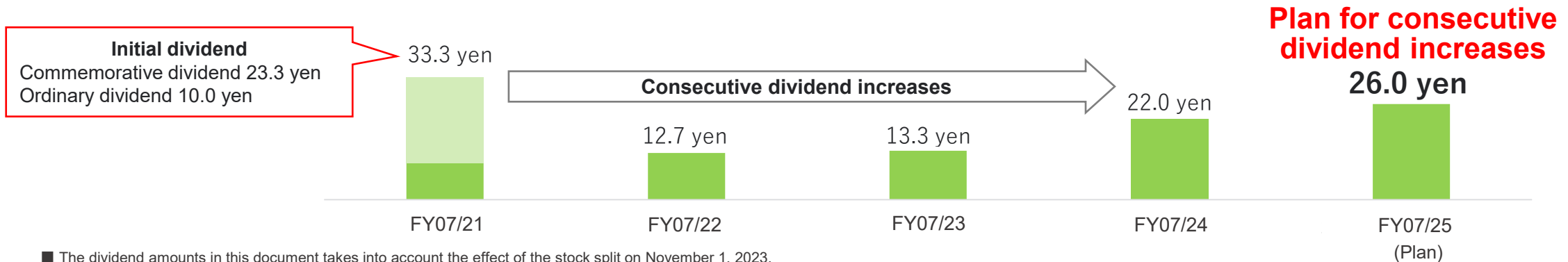
Capital and Shareholder Return Policies

1. Fundamental policy on capital management

- We plan to improve our return on equity (ROE) through direct profit sharing while **securing internal reserves** necessary for our future business development and improved financial strength. In addition, we aim to maximize shareholder profits in the mid-to-long term by achieving a high level of total shareholder returns, including an **increase in the share price** resulting from the sustainable growth.

2. Shareholder return policy

- While preserving the resources required to maintain our business foundation and achieve sustainable growth, we will provide shareholder returns agilely, in addition to considering relevant factors, including our business performance, financial conditions, and internal reserves.
- More specifically, for the four years between FY07/24 and FY07/27, we will implement total return by distribution of dividends with a **benchmark payout ratio of 50%**, in addition, by flexible purchases of treasury shares in line with share price level and market environment.

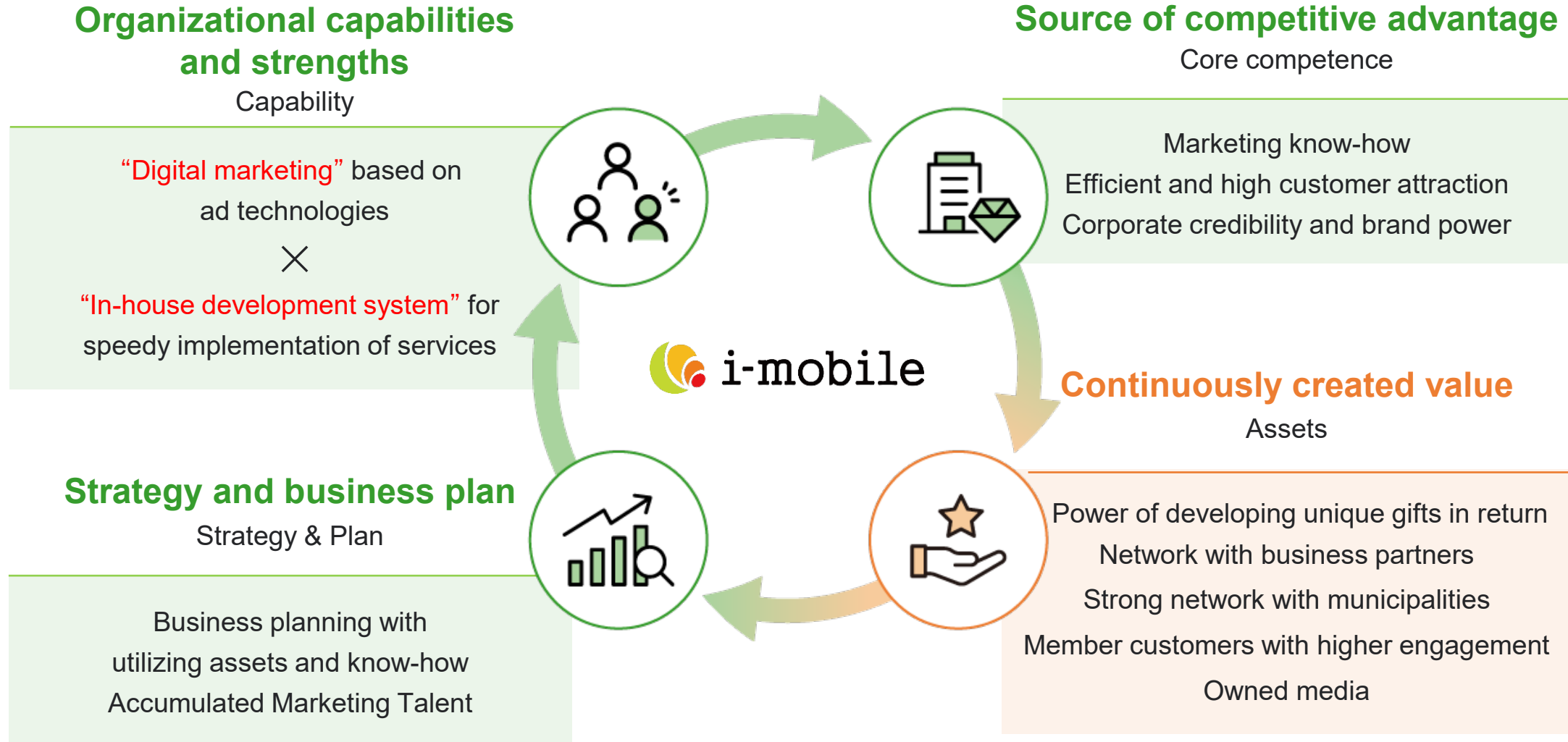


■ The dividend amounts in this document takes into account the effect of the stock split on November 1, 2023.

*Total Payout Ratio of n period fiscal year = (Annual dividends amount for the n period fiscal year) + (n + 1 period fiscal year amount for share buyback) / Profit attributable to owners of the parent for the N period fiscal year

Reference(Business Strategy)

Business Growth Loop



Consolidated Earnings Forecast for FY07/25

Aim to increase net sales and operating profit by securing a market advantage for medium- to long-term stable profitability via strengthening the foundation of the Hometown Tax Donation business, and concentrating on promoting the App Operation business and other businesses, our strategic areas, and new businesses, and investing in human capital.

(Unit: Millions of yen)

Item	Full-Year Results of FY07/24	New method			Conventional method			
		Full-Year Forecasts for FY07/25*2	YoY	Changes	(Reference) Full-Year Forecasts for FY07/25*2	YoY	Changes	
Consolidated results	Net sales	18,735	23,000	+ 4,264	+ 22.8%	22,280	+ 3,544	+ 18.9%
	Operating profit (Operating profit margin)	3,549 (18.9%)	4,500 (19.6%)	+ 950	+ 26.8%	3,800 (17.1%)	+ 250	+ 7.1%
	Profit*1 (Net profit margin)	2,420 (12.9%)	2,950 (12.8%)	+ 529	+ 21.9%	2,500 (11.2%)	+ 79	+ 3.3%

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

*2 In the Consumer Service business, revenue has been recorded each time a municipality approves (accepts) a donation, and depending on the timing of the municipality's approval (accepts), there have been cases where revenue was shifted to the next fiscal period. In the fiscal year ending July 31, 2025, due to changes in contracts with municipalities, a special factor is expected to occur, whereby sales that were previously shifted to the next month (next fiscal year) at the end of the fiscal period will be recorded in the current month (during the current fiscal year).

Earnings Forecasts by Segment for FY07/25

Sales and profit increase in the Consumer Service business due to expand market share through functional improvement and sales promotion, and promote related business.
In the Online Advertising business, we plan to maintain profit levels similar to the previous year by strengthening the profitability in the App Operation business.

Item	Full-Year Results of FY07/24	New method			Conventional method			(Unit: Millions of yen)
		Full-Year Forecasts for FY07/25*	YoY	Changes	Full-Year Forecasts for FY07/25*	YoY	Changes	
Consumer Service	Net sales	15,950	20,200	+ 4,249	+ 26.6%	19,480	+ 3,529	+ 22.1%
	Operating profit	3,446	4,200	+ 753	+ 21.9%	3,500	+ 53	+ 1.5%
	(OPM)	21.6%	20.8%	—	—	18.0%	—	—
Online Advertising	Net sales	2,756	2,760	+ 3	+ 0.1%	2,760	+ 3	+ 0.1%
	Operating profit	333	340	+ 6	+ 2.1%	340	+ 6	+ 2.1%
	(OPM)	12.1%	12.3%	—	—	12.3%	—	—

■ The operating profit in the segment of our presentation materials may be displayed as segment profit

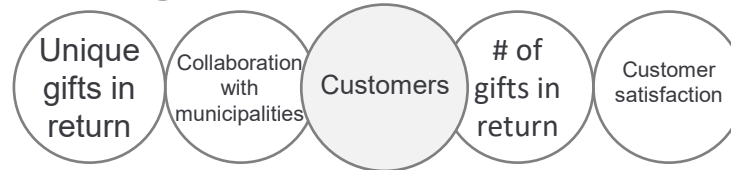
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Business Strategy for FY07/25 (Consumer Service)




**Market expansion through increased recognition of the system and
Early establishment of competitive edge**

Medium-term goal is to achieve 20% market share



Sales promotion and improved user convenience to acquire new customers

-  **ふるなびトラベル** Release of accommodation reservation system
- Release of the Furunavi App
- Sales promotion measures to acquire new customers with a view to the potential for market growth



Strengthening collaboration with municipalities, leading to the promotion of regional revitalization and sustainable growth

- Promotion of an agency service for hometown tax donations *. Improving operational efficiency in local areas and stronger communication of the appeal of municipalities.

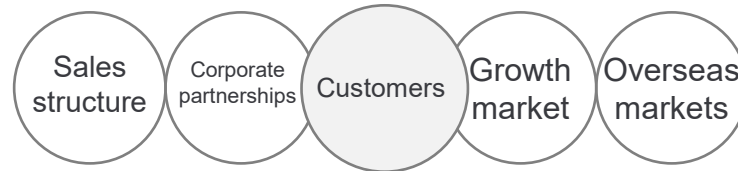


Expansion of related business, enhancement of unique gifts in return, and increase in number of gift in return handled and contracted municipalities

*Agency service for hometown tax donations: acting as an agent for complex operations of hometown tax donations, such as posting on portal sites, delivery management, and response to businesses and donors.

Business Strategy for FY07/25 (Online Advertising)

Restructuring of business portfolio and promote growth investments in new businesses



Expansion of the customer base, market, and revenue model for the App operation business

- Diversify revenue models and acquire new customers by entering new markets such as overseas
- Enhancing LTV* through improving the functionality of existing titles and recall measures for existing customers



Shift in the Ad Platform business portfolio area

- Shifting customer base to growth markets in the Ad Network business and optimizing the business structure
- Monetization through strategic investment in influencer marketing business

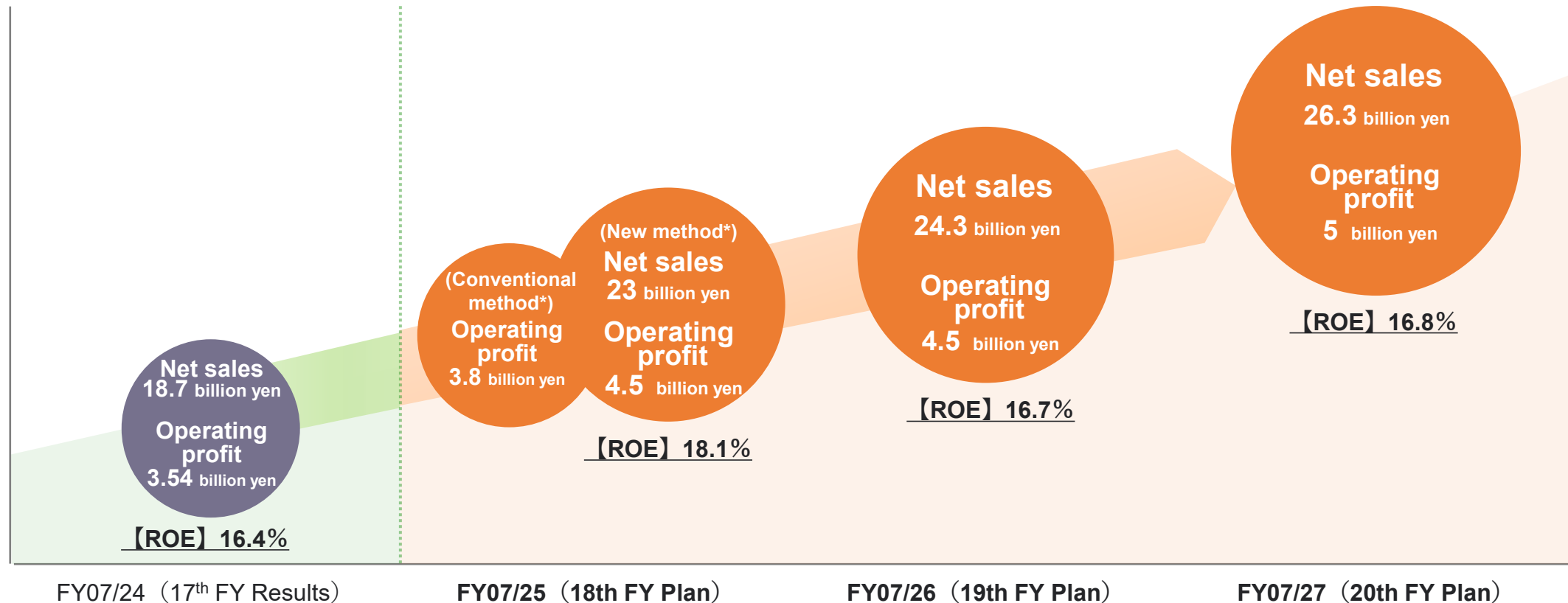


Expanding the number of contracted partners in the Media Solution business through customer development in new areas

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

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

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



We will immediately disclose any revisions to the plan due to the impact of legal revisions to the hometown tax donation system

* In the Consumer Service business, revenue has been recorded each time a municipality approves (accepts) a donation, and depending on the timing of the municipality's approval (accepts), there have been cases where revenue was shifted to the next fiscal period. In the fiscal year ending July 31, 2025, due to changes in contracts with municipalities, a special factor is expected to occur, whereby sales that were previously shifted to the next month (next fiscal year) at the end of the fiscal period will be recorded in the current month (during the current fiscal year).

Three-year medium-term business strategies

Medium-Term Strategies



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Improve “Furunavi” business LTV

- Acquire competitive advantage to maximize long-term earnings base

Strategy

Invest in growing Furunavi-related services

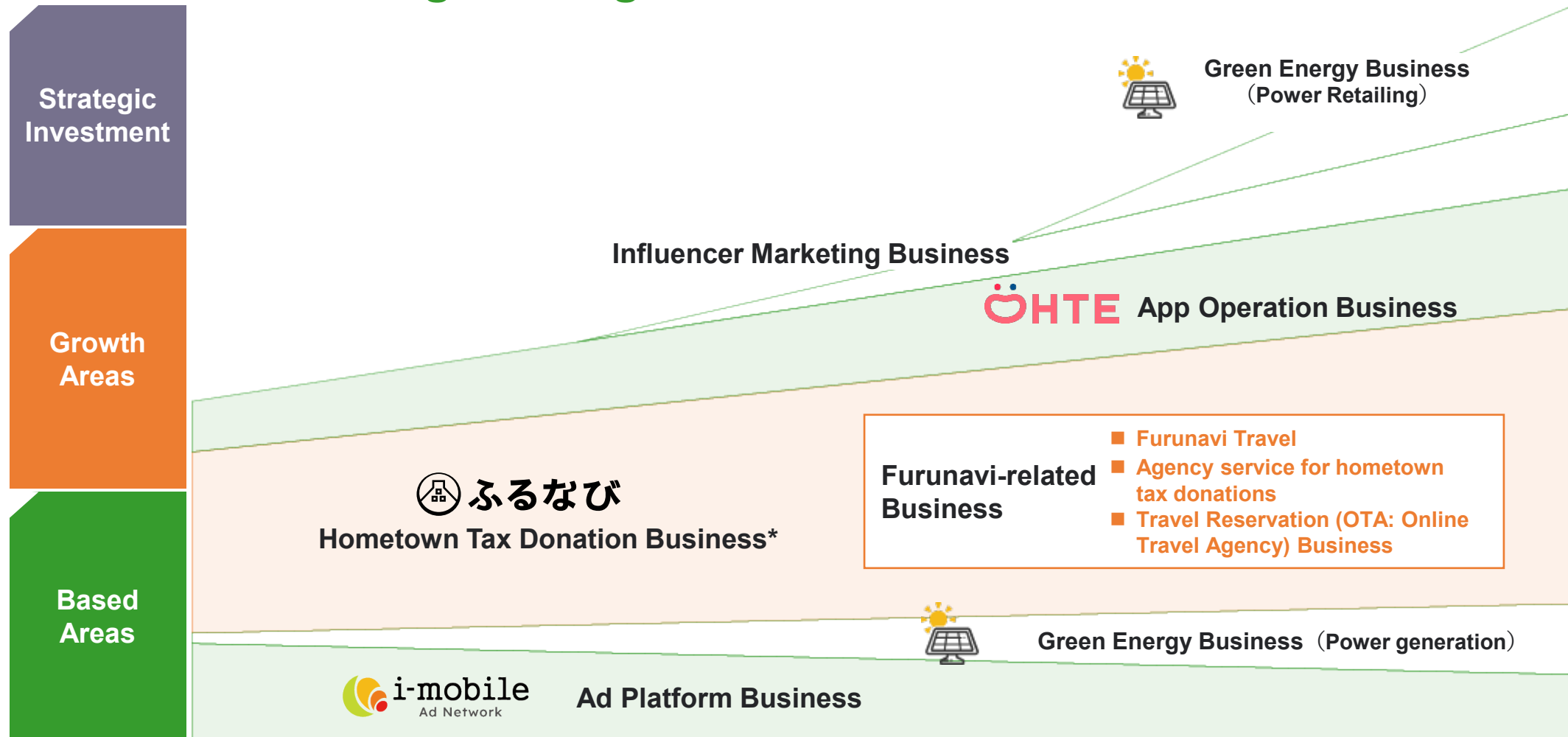
- Develop new businesses by utilizing assets

Strategy

Online Advertising Segment Restructure business portfolio

Medium- and Long-Term Growth Curve

Realize growth by securing a stable revenue base and diversifying earnings through new business investments












* Hometown Tax Donation Business: fee income from hometown tax donation platform

Reference(Company Information)



Major Services

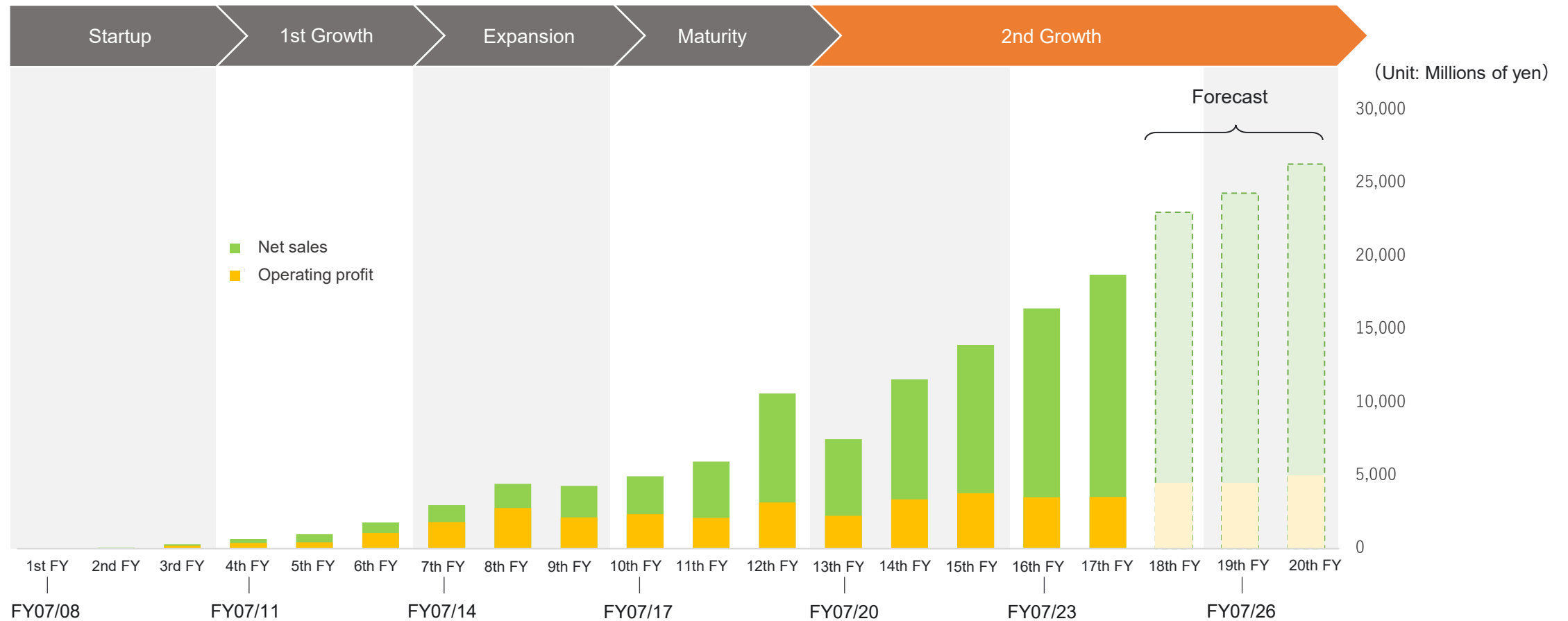
i-mobile aims to achieve growth with high profitability and competitiveness by optimally allocating assets and leveraging synergies of the two business segments: Consumer Service and Online Advertising.

Segment	Business		Description	
Consumer Service	Hometown Tax Donation platform business "Furunavi"	 ふるなび	A web portal for hometown tax donation	
	Furunavi-related Business	Furunavi Travel	 ふるなびトラベル	Lodging points service for Furunavi members in exchange of hometown tax donation via Furunavi
		Restaurant PR	 美食体験 ふるなび	Service that links local food with restaurants in urban areas through hometown tax donation
		Loyalty Points Service	 たまるモール byふるなび	Loyalty points service for Furunavi members
Online Advertising	Ad Platform Business	Ad Network	 i-mobile Ad Network	Providing programmatic ads (display, native, and video advertising)
		Influencer Marketing	 i-mobile SNS Marketing Action  i-mobile Affiliate	Providing influencer marketing and performance-based advertising
	Ad Agency Business	CYBER CONSULTANT	Online ad agency specializing in web marketing	
	Media Solution Business	 i-mobile Media Solution	As a GCPP Apps Specialist, providing solution services for maximizing media revenue	
	App Operation Business	 OHTE シンプルダイエット	Smartphone app service provider including its design, development, and operation	

*The name of "Affiliate business" was changed to "Influencer Marketing business" from the fiscal year ending July 31, 2024. This business also includes the existing activities of the Affiliate business.

Business Results and Future Forecasts

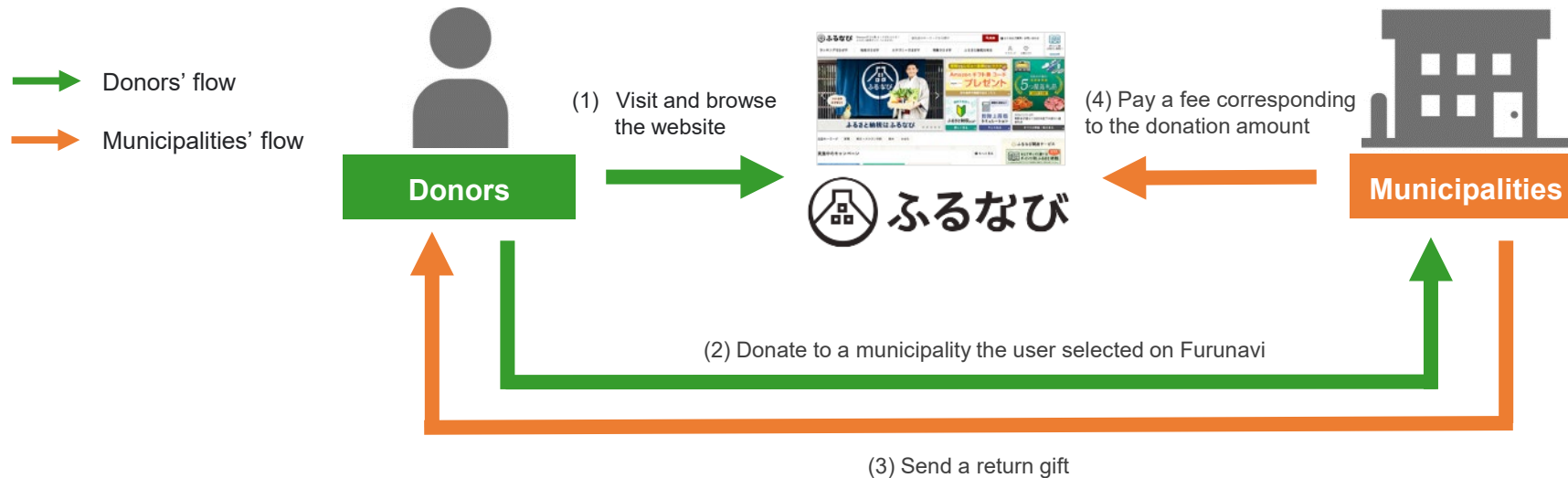
Originally founded as an ad network service provider, i-mobile has continued to grow steadily by leveraging its assets and diversifying business domain changes, and it continues to boost its profits through proactive investment.



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

Business Model: Hometown Tax Donation Service “Furunavi”

Furunavi is a web portal designed to introduce gifts in return of hometown tax donations and other contribution methods for donors.



The hometown tax donation system is designed to promote contribution to hometowns by giving taxpayers an option to choose their hometowns or other regions they wish to support or show appreciation. This system allows taxpayers to contribute to society through donations while giving them options to choose return gifts that many municipalities offer.

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.

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

Premium ふるなび

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

ふるなびカタログ

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

ふるなびトラベル

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



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.

ふるなび

Solving Social Problems

ふるなびクラウドファンディング

Furunavi Crowdfunding allows taxpayers to choose a municipality with the objective they want to support. The donations are directly given to its regional projects to resolve specific issues.

ふるなび災害支援

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

ふるさと納税 地方創生 協働ラボ

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

Furunavi's Solutions and Support toward Local Issues

■ Corporate version of Hometown Tax Donation (regional revitalization support tax system)

This system allows companies to deduct corporate taxes when they donate to “regional revitalization projects” implemented by local governments. It aims to support projects implemented by local regions in national issues, as well as solutions to local challenges, in order to revitalize regional development.

Donations achievements in FY2023 (municipal fiscal year)		
Ibaraki Prefecture	Tsukubamirai City	Tsukubamirai City Community, People and Jobs Creation Plan
Tochigi Prefecture	Tochigi Prefecture	Tochigi Mirai Sozo Project from “Genki na Tochigi”
Gunma Prefecture	Gunma Prefecture	Gunma Prefecture Community, People and Jobs Creation Plan
Kanagawa Prefecture	Hakone Town	Hakone Town Community, People and Jobs Creation Plan
Kanagawa Prefecture	Yugawara Town	Planned promotion of corporate version of Hometown Tax Donations in Yugawara Town
Nagano Prefecture	Nagano Prefecture	Nagano Prefecture's Regional Revitalization Plan - Protecting a positive lifestyle and creating a prosperous society from Shinshu -
Gifu Prefecture	Hida City	Creating a vibrant and proud Hida City - A prescription for an era of declining population -
Shizuoka Prefecture	Atami City	Atami City Community, People and Jobs Creation Plan
Shizuoka Prefecture	Ito City	Ito City Community, People and Jobs Creation Plan
Aichi Prefecture	Nagoya City	Nagoya City Community, People and Jobs Creation Plan
Mie Prefecture	Shima City	Comprehensive strategic plan for the creation of Shima City
Mie Prefecture	Meiwa Town	Meiwa Town 2nd Community, People and Jobs Creation Plan
Shimane Prefecture	Ama Town	Project to develop island protectors by creating and expanding the relevant population
Okinawa Prefecture	Okinawa Prefecture	21st Century Vision of Okinawa - Yugafushima creation
Okinawa Prefecture	Nago City	Nago City 2nd Community, People and Jobs Creation Plan
Okinawa Prefecture	Miyakojima City	Miyakojima City Community, People and Jobs Creation Plan

■ Hometown Tax Donation Regional Revitalization Collaboration Lab.

We are demonstrating “solutions for social issues” and “support for regional revitalization” based on a public-private collaboration approach using the corporate version of Hometown Tax Donations and an individual approach using Hometown Tax Donation.



Continuing from last year, "Support business for single mothers and children" is being implemented in collaboration with Tsukubamirai City

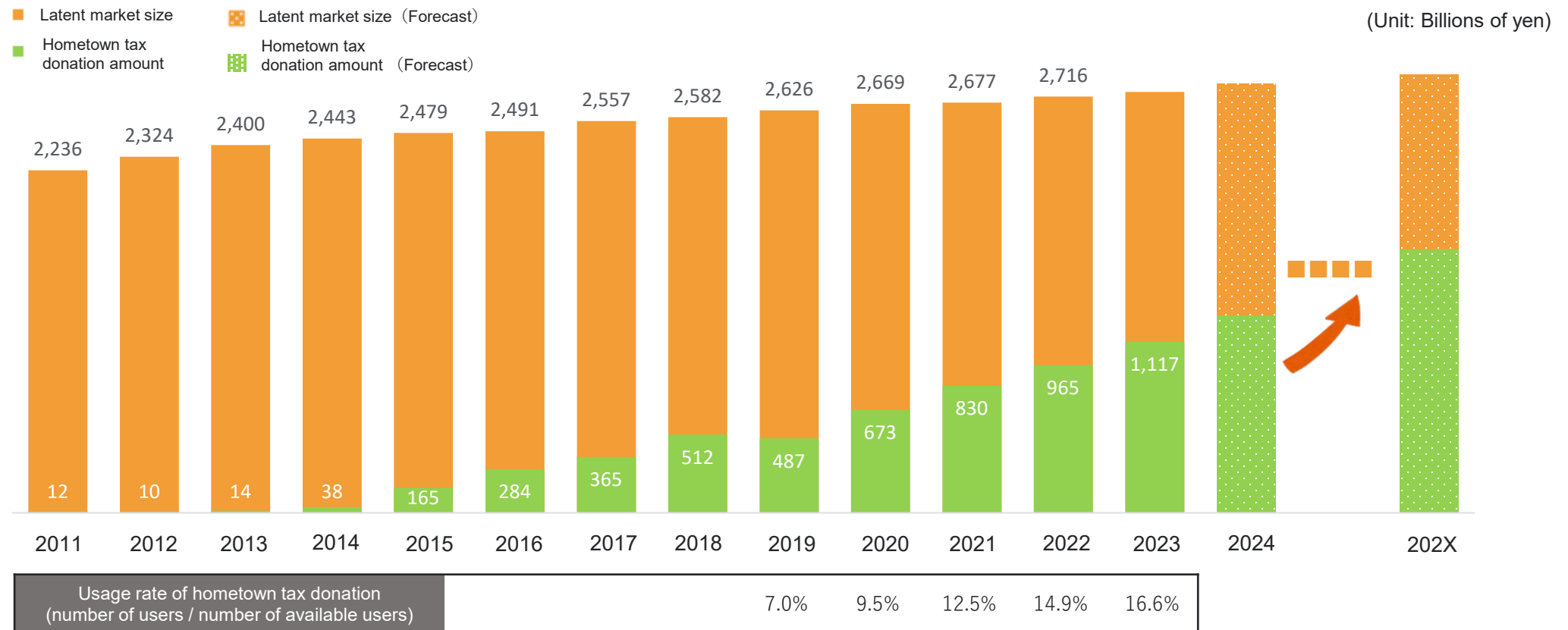
“The 4th business for single mothers and children suffering from rising prices” will be implemented, with support rice scheduled to be shipped in March of this year. In the previous three initiatives, a total of approximately 61 tons of rice harvested in Tsukubamirai City was shipped to total of 12,335 single mothers and children in Tokyo.



Children smiling as they receive rice

Trends in Hometown Tax Donation Market

The actual amount received in hometown tax donations is steadily increasing. In terms of the potential size of hometown tax donations (latent market size), 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 2022 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.

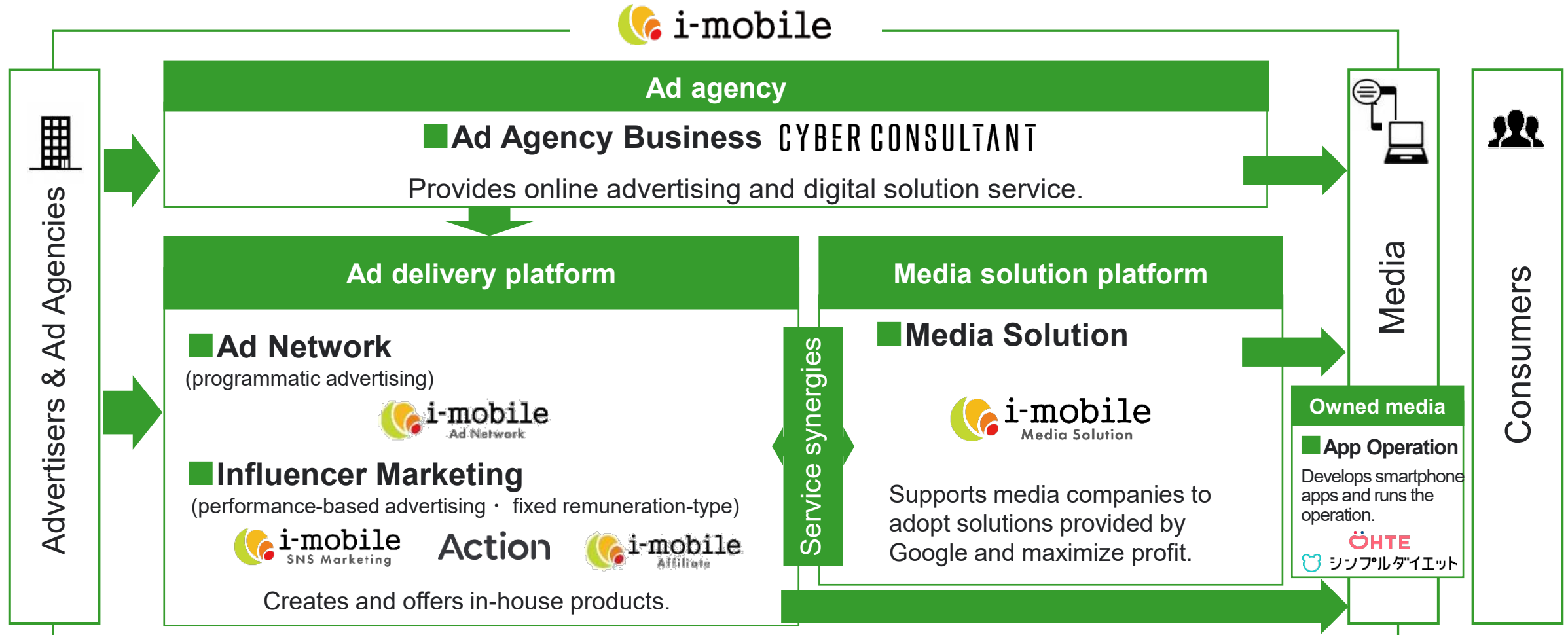
■ The hometown tax donation amount for the years from 2011 through 2023 was calculated based on the data from *Survey on Hometown Tax Donation* published by the Ministry of Internal Affairs and Communications on Aug 02, 2024.

■ The usage rate of hometown tax donation is calculated by the Company with reference to "Actual Results of Residence Tax Deduction for Taxation in Each Fiscal Year" and "Survey of Municipal Taxation Status in Each Fiscal Year," both published by the Ministry of Internal Affairs and Communications.

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

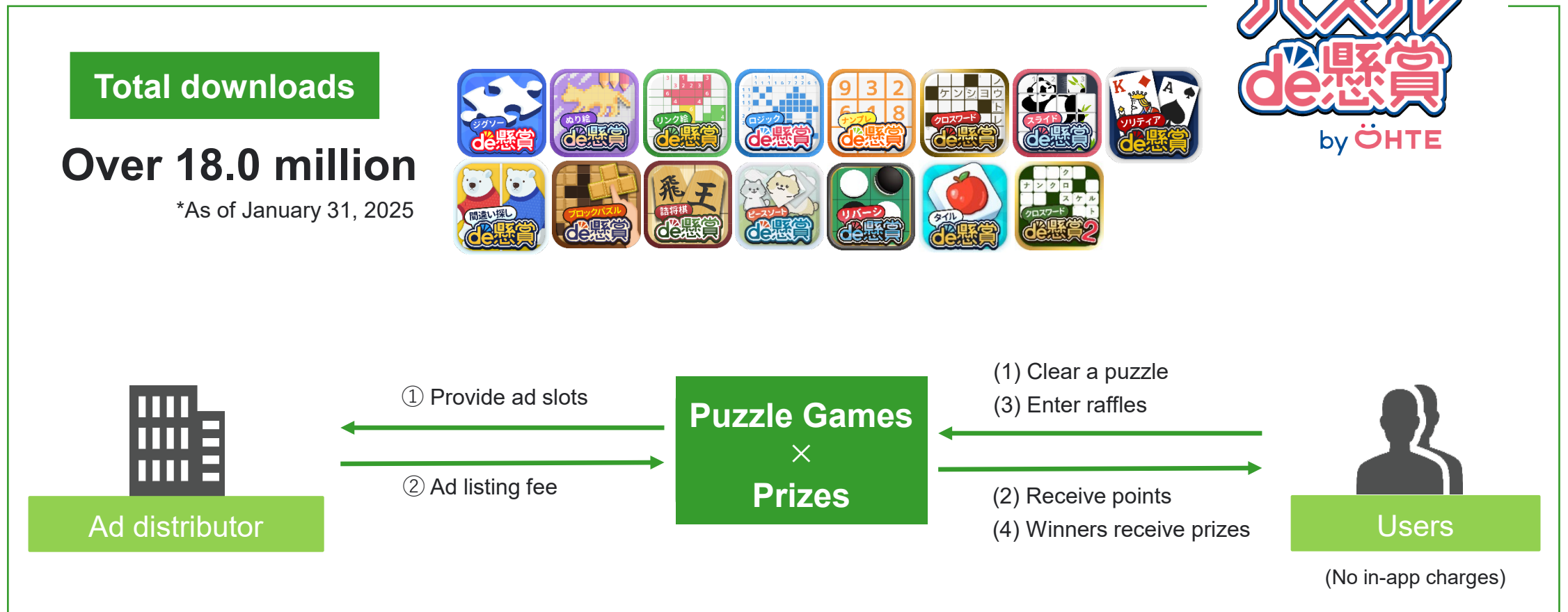
Key Services in Online Advertising Market

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.



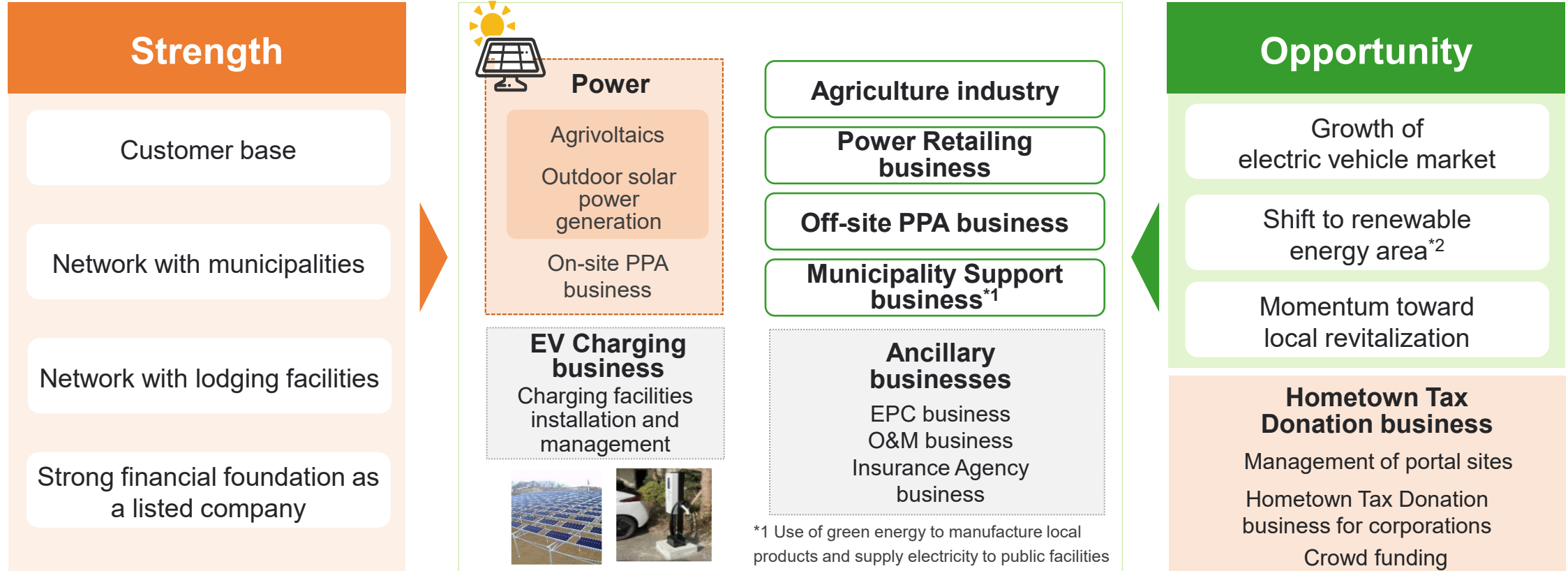
Business Model: App Operation Run by Ohte, Inc.

Offering “Puzzle de Kensho” smartphone app series which combines high-quality puzzles and a prize system. Successful expansion of ad revenue as a result of product (title) development and marketing management methods utilizing i-mobile's technological expertise



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.

Sustainability of the i-mobile Group

Basic Policy on Sustainability

To realize the Group Vision “Creating a Business for the Future,” we are committed to solving social issues through our business and corporate activities and aim to become an attractive company for all stakeholders by continuously enhancing our corporate value.

- (1) Promote businesses that will solve social issues
- (2) Support activities for regional revitalization by working together with municipalities and communities
- (3) Educate and encourage employees to promote sustainability

Materiality in Four Aspects



QOL improvement

Social value creation

Sustainable urban development

Discovering local attraction



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

Changes in Key Performance Indicators

I-1. Results of Operations *1

(Unit: Millions of yen)

	FY07/20	FY07/21	FY07/22	FY07/23	FY07/24
Net sales	7,485	11,592	13,933	16,426	18,735
Gross profit	7,292	11,584	13,918	16,401	18,702
Gross profit margin	97.4%	99.9%	99.9%	99.8%	99.8%
SG&A	5,046	8,202	10,125	12,875	15,153
SG&A ratio	67.4%	70.8%	72.7%	78.4%	80.9%
Operating profit	2,246	3,382	3,793	3,525	3,549
Operating profit margin	30.0%	29.2%	27.2%	21.5%	18.9%
Ordinary profit	2,248	3,366	3,839	3,434	3,459
Ordinary profit margin	30.0%	29.0%	27.6%	20.9%	18.5%
Profit*2	1,727	2,299	2,678	2,404	2,420
Net profit margin	23.1%	19.8%	19.2%	14.6%	12.9%
Total assets	15,359	18,992	18,193	21,721	24,488
Net assets	13,222	14,720	13,406	14,079	15,633
Net interest-bearing debt	(12,363)	(15,422)	(14,268)	(16,218)	(18,602)
Equity-to-asset ratio	86.1%	77.4%	73.3%	64.3%	63.3%

I-2. Financial Results by Segment *3

		FY07/20	FY07/21	FY07/22	FY07/23	FY07/24
Consumer Service	Net sales	4,485	7,708	9,916	13,285	15,950
	Operating profit	1,325	1,974	2,495	2,976	3,446
	Operating profit margin	29.6%	25.6%	25.2%	22.4%	21.6%
Online Advertising	Net sales	3,037	3,935	4,065	3,180	2,756
	Operating profit	866	1,451	1,415	667	333
	Operating profit margin	28.5%	36.9%	34.8%	21.0%	12.1%

II. Management Indicators

	FY07/20	FY07/21	FY07/22	FY07/23	FY07/24
ROE	13.1%	16.5%	19.0%	17.6%	16.4%
ROA	10.7%	13.4%	14.4%	12.1%	10.5%
EPS (yen) *5	25.6	35.8	41.7	39.9	42.1

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.

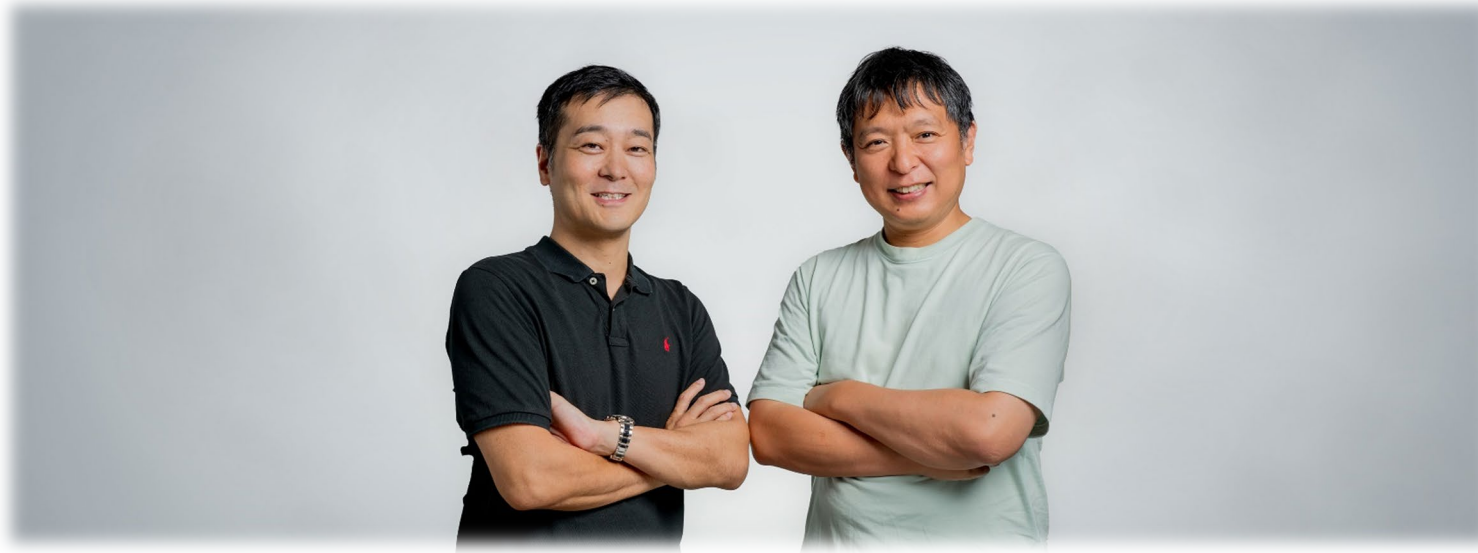
*2: "Profit" refers to "Profit attributable to owners of parent" in this page

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

*4: The allocation method was changed in the fiscal year ended July 31, 2022 and operating profit for the fiscal year ended July 31, 2021 has been restated according to the revised allocation method.

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

Founders



Toshihiko Tanaka
Representative Director, Chairman

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.

Corporate Profile

Company name	i-mobile Co., Ltd.	Share capital	152 million yen (as of January 31, 2025)
Established	August 17, 2007	Employees	215 (consolidated, as of January 31, 2025)
Head office	Kandensudosan Shibuya building, 8F, 3-26-20 Shibuya, Shibuya-ku Tokyo 150-0002	Representatives	Toshihiko Tanaka Representative Director, Chairman Tetsuya Noguchi Representative Director, CEO
Business locations	Tokyo Head Office Kansai Branch Office	Directors & Officers	Yasuhiro Fumita Executive Managing Director, CFO Yoshinori Mizota Director Kunihiro Tanaka Lead Outside Director Satoshi Shima Outside Director Masumi Sai Outside Director
Group business lineup	Hometown Tax Donation platform business Furunavi Travel business Furunavi Restaurant PR business Loyalty Points Service business Ad Network business Influencer Marketing business Agency business Media Solution business App Operation business, etc.		Yukio Todoroki Outside Director, Audit & Supervisory Committee member (Full-time) Tadatsugu Ishimoto Outside Director, Audit & Supervisory Committee member Akira Takagi Outside Director, Audit & Supervisory Committee member
		Majority-owned subsidiaries	Cyber Consultant, Inc. (100%) Ohte, Inc. (100%)

Disclaimer

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Creating a Business for the Future

