ITmedia Inc.

ITmedia Inc.

The Nine-Month Period Ended December 31, 2024

Supplementary Briefing Materials

February 7, 2025
Securities code: 2148
Tokyo Stock Exchange Prime Market

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

- Forward-looking statements, such as earnings outlooks, are based on information available when the material was created and include uncertainties. Actual earnings may substantially differ from the forecasts due to changes in various factors and business conditions.
- Items that could impact the Company's earnings are listed in the "Business Risk" section of the Securities Report (*Yukashokenhokokusho*) for the Fiscal Year Ended March 31, 2024. It should be noted that factors that could impact earnings are not limited to those listed in the Business Risk section. Risks and uncertainties include the possibility of future events that may have a serious and unpredictable impact on the Company.
- The information included in this material has been carefully prepared, but readers should be aware that we do not guarantee the accuracy or certainty of that information.
- This material is not intended to solicit investments. We shall advise you to make your final investment decision at your own risk.
- The unauthorized use of this material and data is strictly prohibited.

- The Company voluntarily applied International Financial Reporting Standards (IFRS) starting with the 1Q FY16.
- For the fiscal year ended March 31, 2020, Knowledge onDemand Inc. was classified as a discontinued operation because of the transfer of shares. Income and losses arising from discontinued operations are given separately from continuing operations in the Condensed Interim Statement of Income. Revenue and operating income are the monetary amount of continuing operations. We have applied this classification to the Condensed Interim Statement of Income for the fiscal year ended March 31, 2019.

©2025 ITmedia Inc. All Rights Reserved.

FY2024 Plans to Disclose Earnings, Etc.

Disclosure of earnings for each quarter of FY2024 is planned as follows

	Q1	Q2	Q3	Q4
Disclosure Schedule	Aug. 5, 2024	Oct. 31, 2024	Feb. 7, 2025 (Today)	Early May. 2025
Consolidated Financial Report	○	○	○	○
Financial and Operational Data Sheets(EXCEL)	○	○	○	○
Supplementary Briefing Materials (this document)	○	-	○	-
Earnings Briefing	-	○	-	○
Earnings Briefing Materials	-	○	-	○
Earnings Briefing Video	-	○	-	○

* The details stated above are subject to change.

©2025 ITmedia Inc. All Rights Reserved.

FY2024 Plans to Disclose Earnings, Etc.

From FY2024, we have begun providing Financial and Operational Data Sheets (EXCEL), so that can be used for earnings-related information



ITmedia Inc.

2025年3月期 第3四半期 決算データシート

FY2024 Q3 Financial and Operational Data Sheets

2025年2月7日

February 7, 2025

アイティメディア株式会社

ITmedia Inc.

目次

連結損益計算書
連結財政状態計算書
連結キャッシュ・フロー計算書
セグメント別概要
業績予想に対する進捗及びKPI状況
株主還元
リンク集

Index

Condensed Interim Consolidated Statement of Income
Condensed Consolidated Statement of Financial Position
Condensed Consolidated Statement of Cash Flows
Financial Results of Business Segments and KPIs
Progress against Forecasts and KPIs Status
Shareholder Returns
Link Information

* This can be checked via the list of links of this document.

©2025 ITmedia Inc. All Rights Reserved.

About ITmedia

Our Mission

Contribute to Information Revolution by Innovating Professional Media

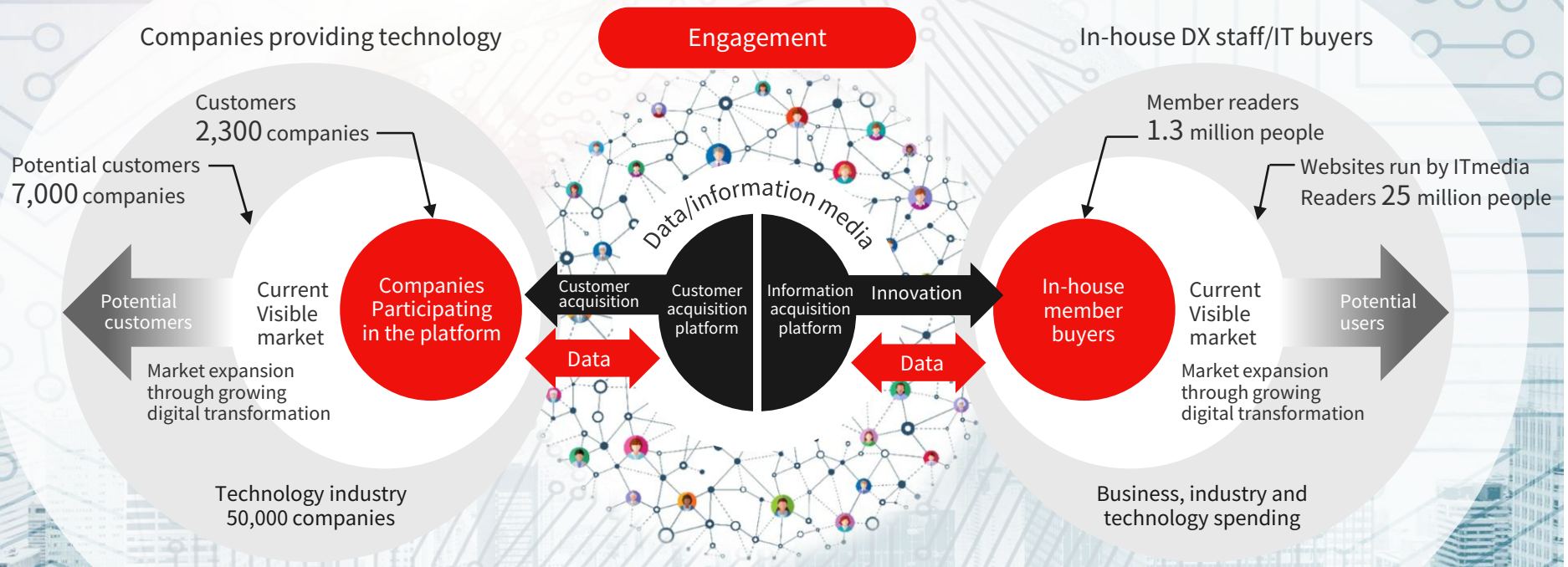
Company Profile

Company name	ITmedia Inc.
Location	Kioicho Bldg., 3-12 Kioicho Chiyoda-ku, Tokyo 102-0094 Japan
Establishment	December, 1999
Capital	¥1,882 million (as of March 31, 2024)
Number of employees	339 (as of March 31, 2024)
Representatives	Toshiki Otsuki, President and CEO
Major shareholders	SB Media Holdings Corp.
Stock exchange listings	TSE Prime Market (code: 2148)
Group Companies	Subsidiaries ・ Hacchu Navi Inc. ・ NetVision Corporation Affiliated Company ・ ITcrowd Corp.
Business Description	Internet/Media Business

©2025 ITmedia Inc. All Rights Reserved.

Our Fundamental Platform

One of the largest holders of data in Japan that brings technology “buyers” and “sellers” together



¥20 trillion technology market Payments for digital customer acquisition ¥100 billion–¥200 billion (0.5%-1.0%)

Gathering information is essential in introducing technology products.

The specialized media operated by our company gathers information on technology products, and we have accumulated many buyers as readers and members.

Our company provides marketing solutions unique to the digital sphere, including lead generation, to technology vendors, based on data generated from media.

(Ref.) ・IDC Japan, May 2023, https://www.idc.com/getdoc.jsp?containerId=prJPJ50735923
・Fuji Chimera Research Institute, Inc. Sept. 2022 https://www.fcr.co.jp/pr/22094.htm

©2025 ITmedia Inc. All Rights Reserved.

Business Segment and Revenue Model

	BtoB Media Business			BtoC Media Business
Revenue model	Lead Generation revenue	Digital Event revenue	Ad revenue	Programmatic Ad revenue
Revenue format	• Provide sales leads • Provide intent data etc.	**Commissioned** Supporting events	**Sponsored** Sponsor revenue	• Sales of ad slots • Tie-up plans	• Ad networks
Revenue sources	Strong content media			
KPIs	Number of members			PVs
Value provided	Customer acquisition			Raise awareness
Sales format	One of Japan's largest sales networks, focusing on specialized targets • Integrated proposal of wide-ranging solutions as a digital marketing consultant • Principal customer segments: BtoB (IT/business, industrial technology fields)			Sales resources not required Sales by partners with superior ad technology

©2025 ITmedia Inc. All Rights Reserved.

Revenue composition ratio and Media Operated (FY2023 Actual)

BtoB Media Business

Revenue composition ratio

83%

IT/Business Field

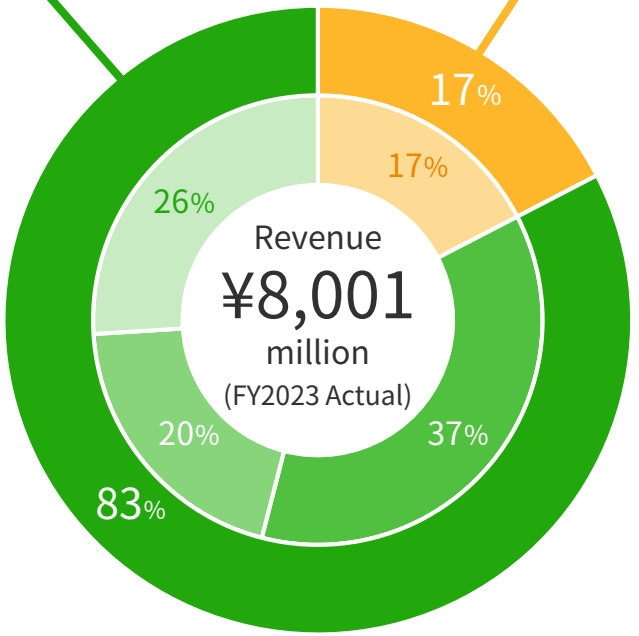
TechTarget Japan
キーマンズネット
@IT atmarkIT
ITmedia NEWS
ITmedia エンタープライズ
ITmedia AI+
ITmedia エグゼクティブ
ITmedia ビジネスONLINE
ITmedia マーケティング

Subsidiaries/Affiliated Company

発注ナビ
ITreview

Industry × Tech

MONOist
EE Times Japan
EDN Japan
Tech Factory
BUILT Building×IT
スマートジャパン Smart Japan



Revenue composition ratio by revenue model

- Lead Generation revenue 37%
- Digital Event revenue 20%
- Ad revenue 26%
- Programmatic Ad revenue 17%

BtoC Media Business

Revenue composition ratio

17%

Consumer

ねとらぼ
ITmedia Mobile
ITmedia PC USER
Fav-Log by ITmedia

©2025 ITmedia Inc. All Rights Reserved.

FY24 Q3 Cumulative Period Consolidated Earnings Overview: YoY Change

(Unit: million yen)	FY23 Q3	FY24 Q3	Change in amount YoY	% change YoY
Revenue	5,769	5,818	+48	+0.8%
BtoB Media Business	4,769	4,729	(39)	(0.8)%
Lead Generation rev.	2,150	2,162	+12	+0.6%
Digital Event rev.	1,097	1,184	+86	+7.9%
Ad rev.	1,521	1,382	(138)	(9.1)%
BtoC Media Business	1,000	1,088	+88	+8.8%
Programmatic Ad rev.	1,000	1,088	+88	+8.8%
Operating income	1,564	1,355	(208)	(13.3)%
(Operating margin)	27.1%	23.3%	(3.8)pt	
BtoB Media Business	1,337	1,123	(213)	(16.0)%
(Operating margin)	28.0%	23.8%	(4.3)pt	
BtoC Media Business	226	232	+5	+2.5%
(Operating margin)	22.6%	21.3%	(1.3)pt	
Profit before income tax	1,560	1,403	(157)	(10.1)%
Net income	1,051	979	(71)	(6.8)%

Consolidated revenue 0.8% increased revenue
Operating income 13.3% decreased profit

BtoB Media Business 0.8% decrease in revenue 16.0% decrease in profits

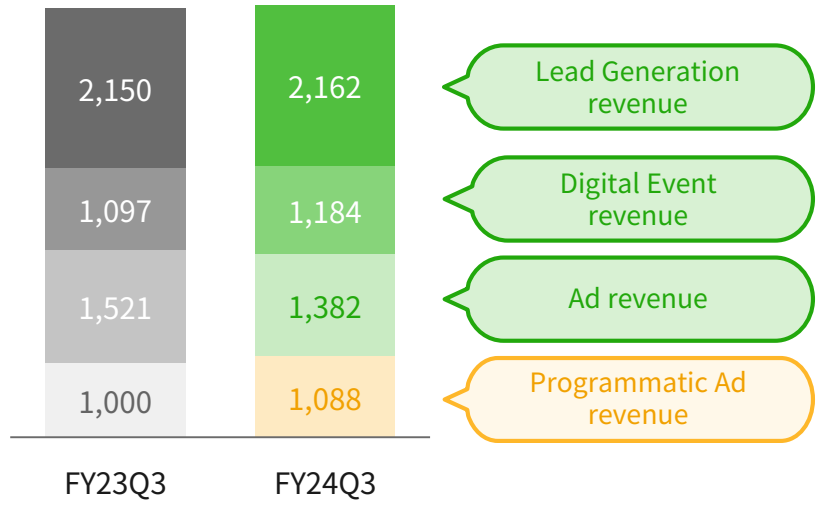
- Digital Events, which decreased in revenue in FY23, shifted to growth
- The slowdown in foreign customer is especially impacting Ad revenue
- Advertising expenses were invested in continuously growing Hacchu Navi

BtoC Media Business 8.8% increase in revenue 2.5% increase in profits

- Programmatic Ads, which decreased in revenue in FY23, shifted to growth
- Fav-Log achieved high growth

Recording of ¥43 million of
share of profit of investments accounted for using equity method

Revenue by revenue model YoY (Unit: million yen)



©2025 ITmedia Inc. All Rights Reserved.

FY24 Q3 Cumulative Period Overview by Segment: KPIs/Comparison to Targets

BtoB Media Business revenue = Media revenue (Number of customers × Spending per customer) + Hacchu Navi revenue

	(Unit)	Q3 Actual FY23	Q3 Actual FY24	Q3 YoY Change	Q3 YoY Percentage	Full Fiscal Year Earnings/Target FY23 Actual	Full Fiscal Year Earnings/Target FY24 Target	Q3 Progress FY23	Q3 Progress FY24
BtoB Media Business	Millions of yen	4,769	4,729	(39)	(0.8)%	6,610	7,040	72.2%	67.2%
Media revenue	Millions of yen	4,428	4,293	(135)	(3.1)%	6,133	6,420	72.2%	66.9%
KPI Number of customers	Companies	901	900	(1)	(0.1)%	1,048	1,075	-	-
KPI Spending per customer	10,000 yen	491	477	(14)	(2.9)%	585	597	-	-
Hacchu Navi * revenue	Millions of yen	340	436	+95	+28.0%	476	620	71.5%	70.3%

* Numbers after consolidation adjustment (Wholly owned subsidiary)

BtoB Media Business: Progress Toward Target vs. KPIs

Revenue decreased 0.8% YoY due to decreased Media revenue

Within the range of targets

- Although there are gaps in spending per customer, the number of customers stayed flat
- The slowdown in foreign customers had an impact
- Hacchu Navi continued to achieve high growth

BtoC Media Business revenue = PVs × Unit price of ads

	(Unit)	Q3 Actual FY23	Q3 Actual FY24	Q3 YoY Change	Q3 YoY Percentage	Full Fiscal Year Earnings/Target FY23 Actual	Full Fiscal Year Earnings/Target FY24 Target	Q3 Progress FY23	Q3 Progress FY24
BtoC Media Business	Millions of yen	1,000	1,088	+88	+8.8%	1,391	1,590	71.9%	68.5%
KPI PVs (monthly average)	Millions of PVs	300	336	+35	+11.8%	317	353	-	-
KPI Unit price of ads (CPM)	Yen	369	359	(9)	(2.6)%	365	375	-	-

BtoC Media Business: Progress Toward Target vs. KPIs

Revenue increased 8.8% YoY due to PV improvement

Within the range of targets

- Although the unit price of ads remained low, there was an increase in revenue due to PV improvement
- Fav-Log achieved high growth

©2025 ITmedia Inc. All Rights Reserved.

Regarding the Change of President (As of April 1, 2025)

ITmedia Inc. (the “Company”) announces that the Company has decided on the transition to new management structure to achieve the sustainable growth of our group and further enhance corporate value.

1. Reason of Change

The Company has been planning, deliberating on the succession of the Chief Executive Officer and advancing the development of a framework to support their development with Nomination and Remuneration Committee. Based on the discussion at the Committee held on December 19, 2024, the Company will transition to a new management structure aimed at achieving the sustainable growth of the Group and further enhancing corporate value.

2. Name, New Title and Current Title are as follows:

	Name	Current Title	New Title
	Toshiki Otsuki	President and CEO	Chairman
	Takashi Kobayashi	Vice President and COO	President and CEO

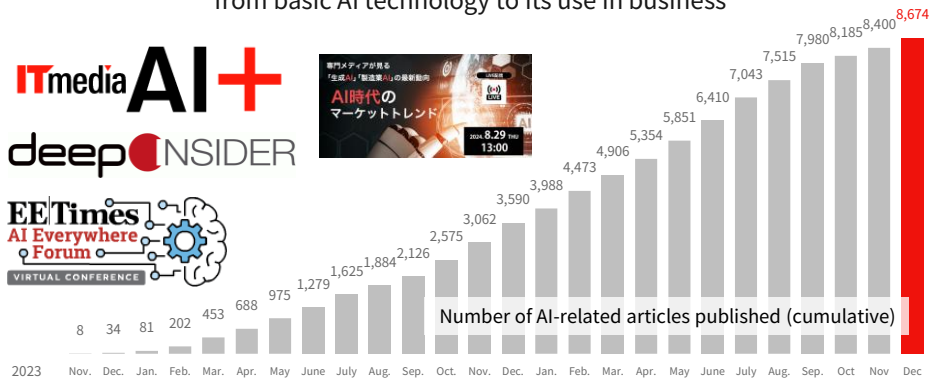
Notice of Change in President (announced December 19, 2024) (in Japanese)
https://contents.xj-storage.jp/xcontents/AS92787/e1069d1a/d532/4b67/b737/7c9035b90683/140120241219540915.pdf

©2025 ITmedia Inc. All Rights Reserved.

Initiatives until FY24 Q3 (1)

1. Strengthening of media/information sharing in the AI field

Diversified coverage by multiple Media/Digital Events, etc., from basic AI technology to its use in business



2. Strengthening of customer acquisition in the AI field

Marketing seminar held to strengthening of customer acquisition in the AI field



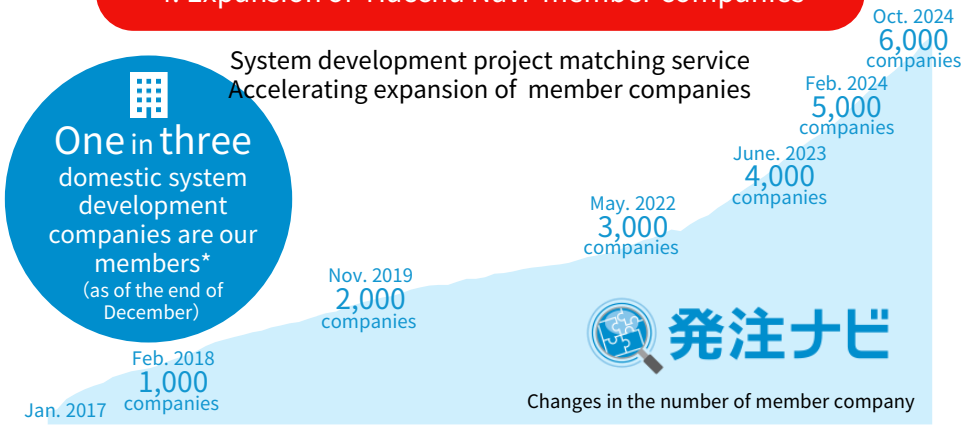
3. Expansion of industry DX partnerships

Strengthening of partnerships with external media in the industrial field
Progressed to 21 companies against the goal of 100 companies by mid-term target (Q3 +3 partners)



4. Expansion of Hacchu Navi member companies

System development project matching service
Accelerating expansion of member companies



* *"DX White Paper 2023"* published by the Information-technology Promotion Agency, Japan
https://www.ipa.go.jp/publish/wp-dx/gmcbt8000000botk-att/000108041.pdf

©2025 ITmedia Inc. All Rights Reserved.

Initiatives until FY24 Q3 (2)

5. Netolabo renewal

Brand renewal carried out on May 21, 2024
Utilize data obtained from members service

New logo



6. Supporting ad safety

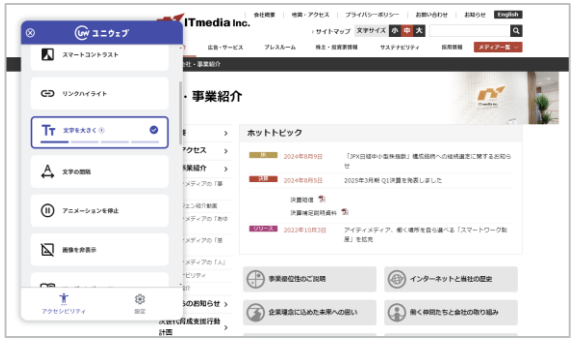
Obtained certification from “JICDAQ” for digital ad quality

BRAND SAFETY CERTIFIED JICDAQ 第三者検証

CERTIFIED AGAINST AD FRAUD JICDAQ 第三者検証

7. Supporting web accessibility

Commenced implementation of web accessibility tool on corporate sites



8. Publish sustainability-related reports, etc.

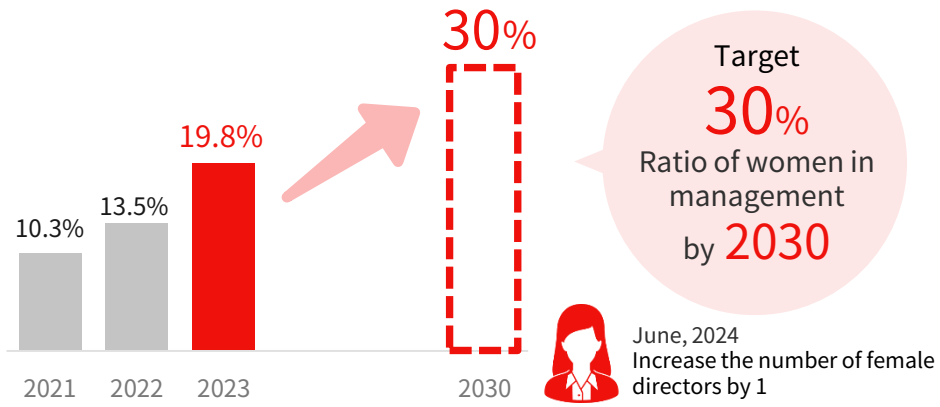
- ESG Data Book (FY2023)
- Ad Review Report (FY2024 1st half)
- Media Transparency Report (FY2024 1st half)

* Each report can be checked via the list of links on this document.

©2025 ITmedia Inc. All Rights Reserved.

Initiatives until FY24 Q3 (3)

9. Promotion of women empowerment



Target
30%
Ratio of women in management
by 2030

June, 2024
Increase the number of female directors by 1

10. Recording of share of profit of investments accounted for using equity method

☑ Affiliated company accounted for by equity method
ITcrowd Corp.
Re-evaluated due to improved profitability

Recording of ¥43M of share of profit of investments accounted for using equity method (non-operating)

11. Business and capital alliance

Subscribed for shares of ORIGRESS Inc. through third-party allotment
Business and capital alliance concluded

ITmedia Inc.
Operates one of the leading web media in Japan with over 300 million PVs per month

Partner to create value together

ORIGRESS
Develops and sells digital customer attraction solutions for recreation facilities and entertainment complex

12. Renewal of shareholder/investor information site

Update the design and upgrade the content of Investor Relations site



https://corp.itmedia.co.jp/ir/

English site will be available on March, 2025

©2025 ITmedia Inc. All Rights Reserved.

FY2024 Consolidated Earnings Forecast and Dividend Forecast

Slightly lower than expected, but current forecast maintained

Unit: million yen	Revenue	Operating income	Net income attributable to Owners of the parent
Full Fiscal Year Consolidated Earnings Forecasts	8,630	2,300	1,560
YoY change	(+7.9%)	(+3.2%)	(+3.9%)
FY2023, full year (actual)	8,001	2,228	1,501

Dividend Forecast

	Midterm	Year-end	Total
FY2024 (current fiscal year)	¥0.00	¥100.00	¥100.00
FY2025 (next fiscal year)	¥0.00	¥100.00	¥100.00

* Dividend policy (From FY2023 to FY2028) : aim at a consolidated payout ratio of 70% or higher (announced on January 31, 2024)

* Forward looking comments noted above, such as earnings outlooks, are based on information available when the material was created and certain assumptions deemed rational and the Company does not guarantee they will occur. Actual earnings may substantially differ due to various factors.

©2025 ITmedia Inc. All Rights Reserved.

Reference Information/List of Links

Shareholder/Investor Information		https://corp.itmedia.co.jp/ir/library/others/
2025/02/07	Consolidated Financial Results for the Nine Months Ended December 31, 2024 (Under IFRS)	https://corp.itmedia.co.jp/ir/library/others/
"	Supplementary Briefing Materials on Earnings for the Nine-Month Period Ended December 31, 2024	"
"	FY2024 Q3 Financial and Operational Data Sheets	"
2024/05/01	“X40” Medium-Term Targets and Growth Strategies	https://contents.xj-storage.jp/xcontents/AS92787/cae672ff/c740/4946/a707/c11258e9b592/140120240528511311.pdf#page=34
2024/06/27	Measures to Promote Management With an Awareness of Cost of Capital and Share Price	https://corp.itmedia.co.jp/wp-content/themes/ir/pdf/20240627_measures_en.pdf
2024/05/01	Consolidated Financial Report For the Fiscal Year Ended March 31, 2024 (IFRS)	https://contents.xj-storage.jp/xcontents/AS92787/f5e4cdba/8d63/4d34/83ff/82c773b0afb5/140120240401564348.pdf
2024/05/01	The Fiscal Year Ended March 31, 2024 Earnings Briefing	https://contents.xj-storage.jp/xcontents/AS92787/cae672ff/c740/4946/a707/c11258e9b592/140120240528511311.pdf
2024/05/30	Notice of the 25th Ordinary General Meeting of the Shareholders	https://contents.xj-storage.jp/xcontents/AS92787/ce37ad7b/98a9/46cb/bd63/52a8e566255c/140120240605522433.pdf

©2025 ITmedia Inc. All Rights Reserved.



ITmedia Inc.

Inquiries

ITmedia Inc.
Kioicho Building 3-12, Kioicho, Chiyoda-ku,
Tokyo 102-0094

Inquiries: ir@sml.itmedia.co.jp