



FY2026.7

Q3 Business Results

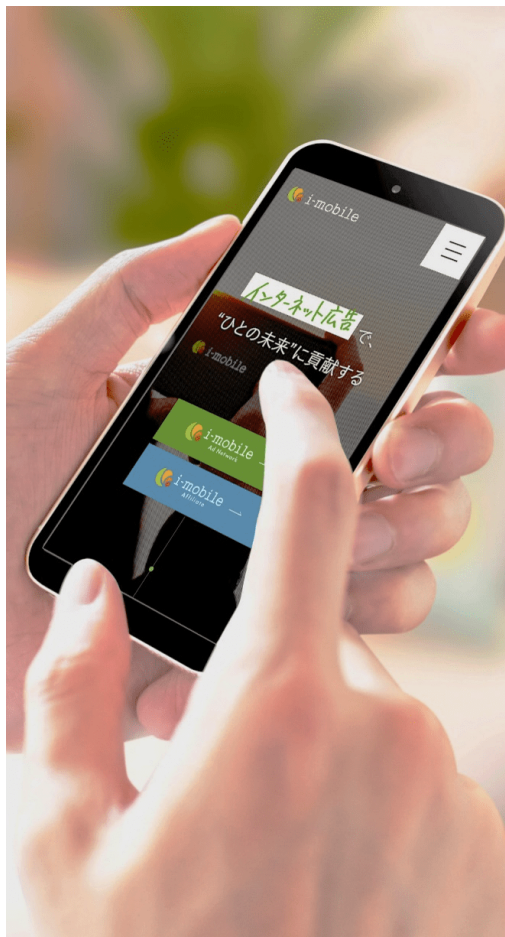
i-mobile Co., Ltd.

(Stock Code 6535, TSE Prime Section)

June 11, 2026



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

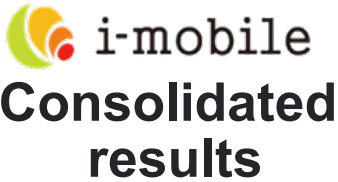
FY2026.7

Q3 Financial Highlights



Executive Summary (1)

Consolidated net sales for the nine-month period exceeded the previous year's level, met the original plan, and reached a record-high



(The first nine months of current year)

Net sales : **103.0%** YoY **100.6%** of the original plan

Operating profit : **85.0%** YoY **88.9%** of the original plan



Net sales increased

Results were in line with the original plan, driven by the success of strategic investments in response to changes in the market environment and differentiation through new services. The amount of donations received also reached a record high for the nine-month period

Profit decline due to higher sales promotion expenses

Profit fell short of the original plan and decreased YoY due to sales promotion expenses exceeding from the plan following strong Q1 donations, as well as the reversal of the prior-year timing difference in revenue recognition



While the App Operation business remained steady, the Ad Network business continued efforts to improve profitability. The segment aims to achieve early monetization by establishing a new business model that leverages existing assets

Executive Summary (2)



(Unit: Millions of yen)

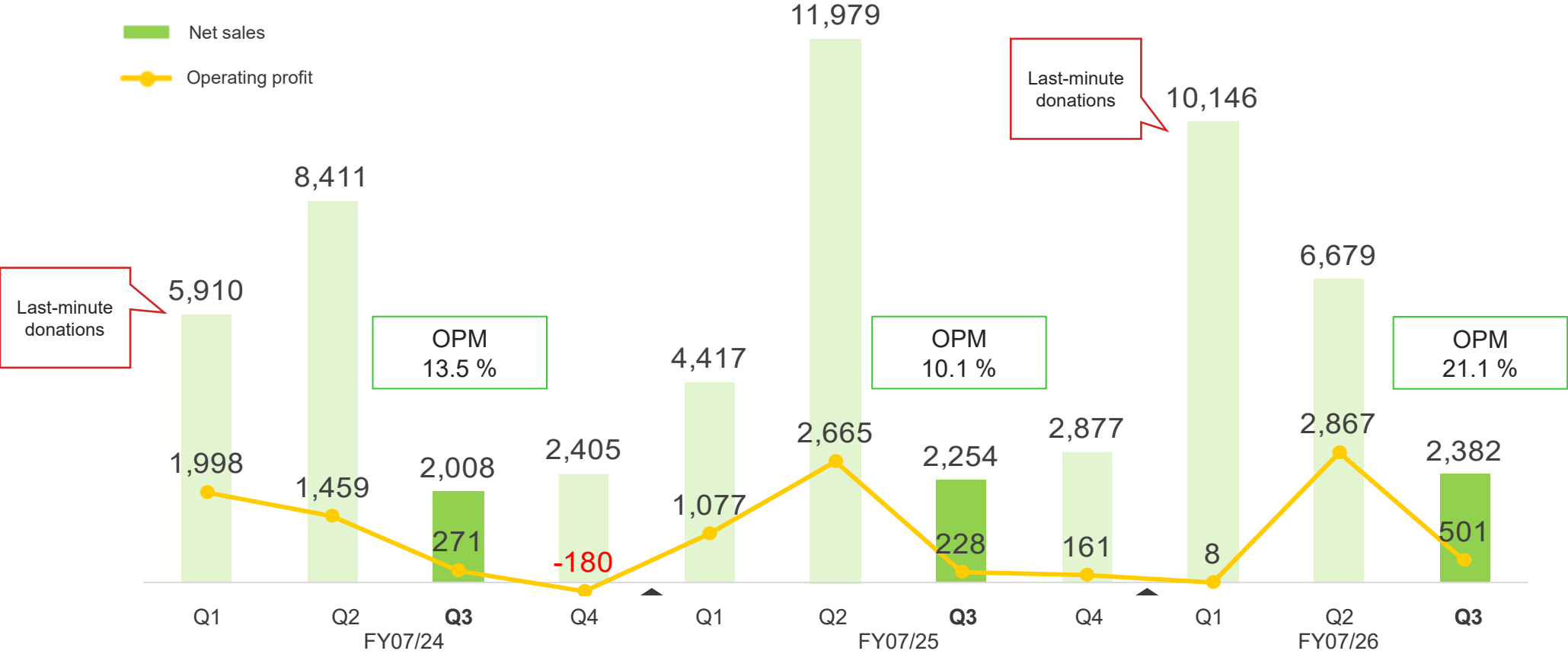
		FY07/25 Q3 Cumulative Period	FY07/26 Q3 Cumulative Period	YoY (%)	% of Original Plan
Consolidated results	Net sales	18,651	19,208	103.0%	100.6%
	Operating profit (OPM)	3,971 (21.3 %)	3,377 (17.6 %)	85.0%	88.9%
	Profit*	2,905	2,438	83.9%	93.1%
Consumer Service	Net sales	16,780	17,314	103.2%	98.9%
	Operating profit (OPM)	3,949 (23.5 %)	3,401 (19.6 %)	86.1%	87.0%
Online Advertising	Net sales	1,831	1,756	95.9%	103.3%
	Operating profit (OPM)	121 (6.6 %)	24 (1.4 %)	20.4%	248.2%

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

Quarterly Changes in Consolidated Net Sales and Operating Profit

Q3 net sales increased YoY due to growth in the amount of donations received, strong performance in the App Operation business, and revenue contributions from the Green Energy business. Operating profit margin recovered from Q2 onward due to the optimization of promotion cost, continuing a trend of sustainable profitability improvement

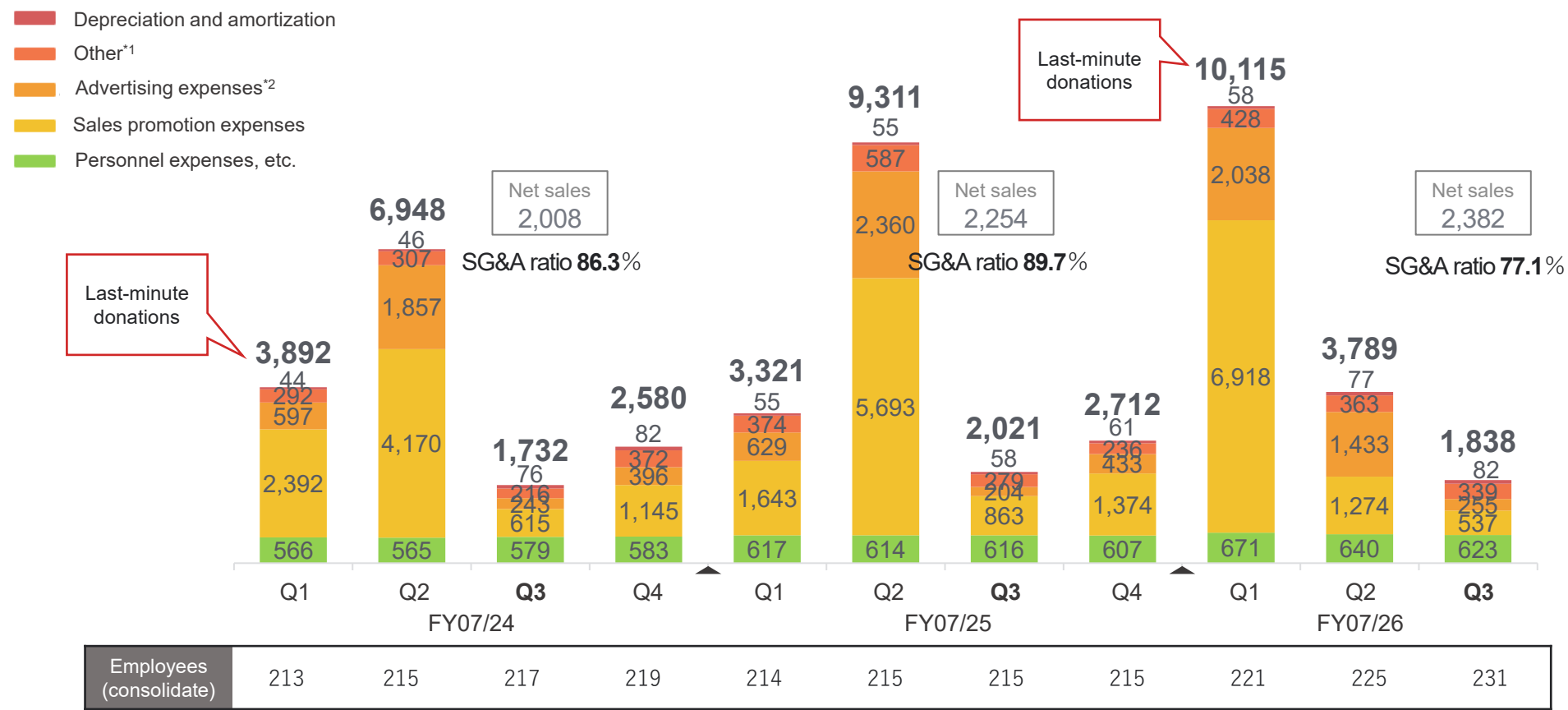
(Unit: Millions of yen)



Quarterly Changes in Consolidated SG&A Expenses

The SG&A expense ratio declined compared with the same quarter of the previous fiscal year due to lower sales promotion expenses, but increased YoY on a cumulative basis due to higher sales promotion expenses in Q1, costs for rebuilding the revenue base of the Online Advertising business, and investments in human capital

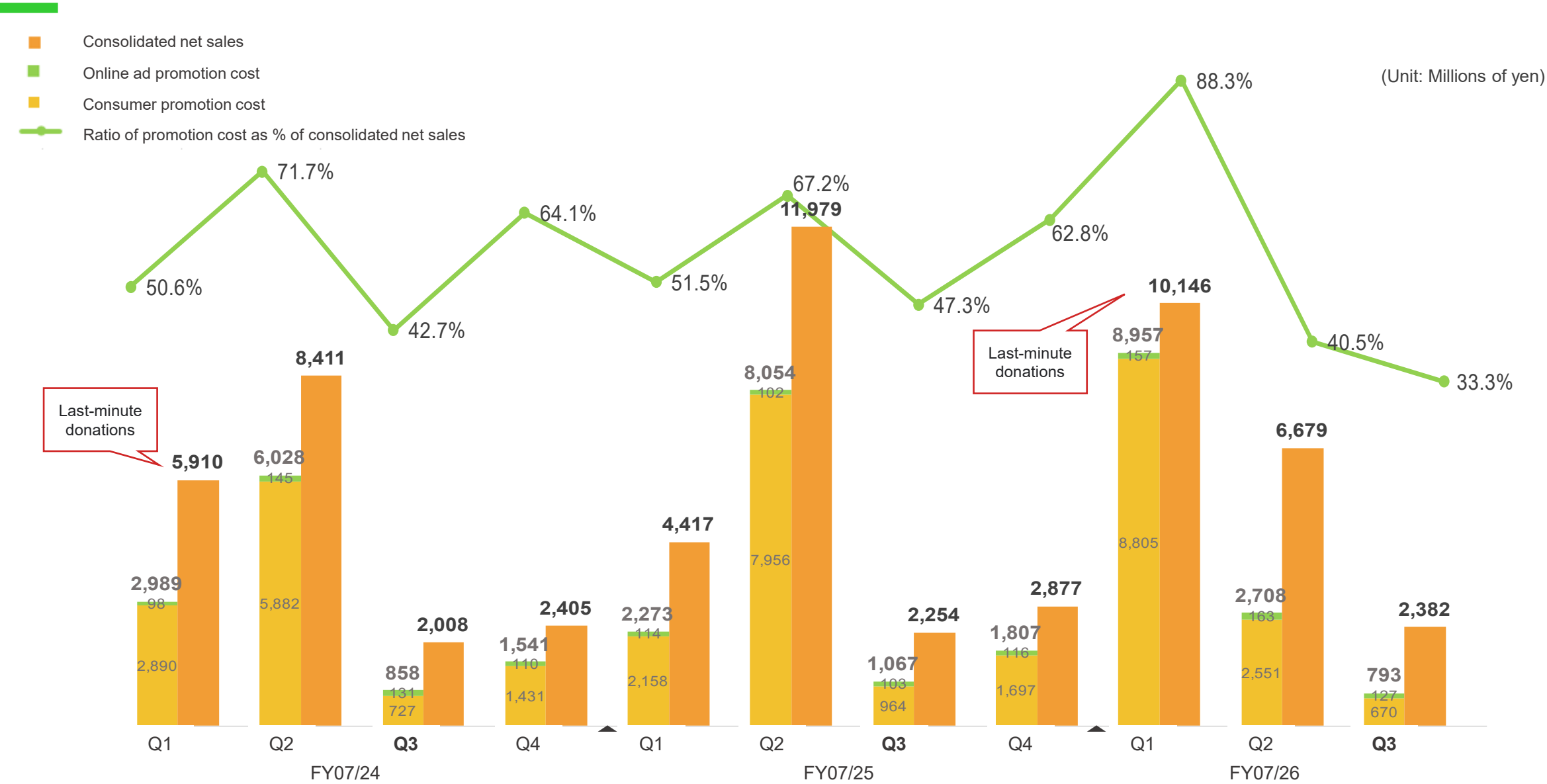
(Unit: Millions of yen)



^{*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 FY07/24 Q1 - Q2, and FY07/25 Q1 - Q2, Q4, FY07/26 Q1 - Q2

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



■ Promotion cost consists of promotion expenses and advertising expenses.

Segment Analysis

Consumer Service

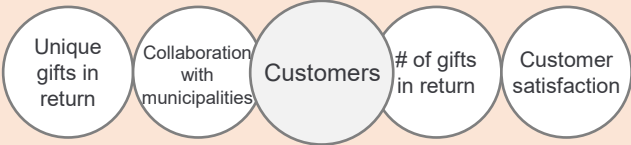


Quarterly Earnings with Results for FY07/26 Q3

Priority Measure for FY2026

Early establishment of competitive edge

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



1 Acquire customers through marketing initiatives in light of system revision

Steadily acquired new customers by expanding usage and adoption of payment service. The number of members increased 15% from the end of Q3 in the previous fiscal year

2 Build a foundation for loyalty through the improvement of user convenience

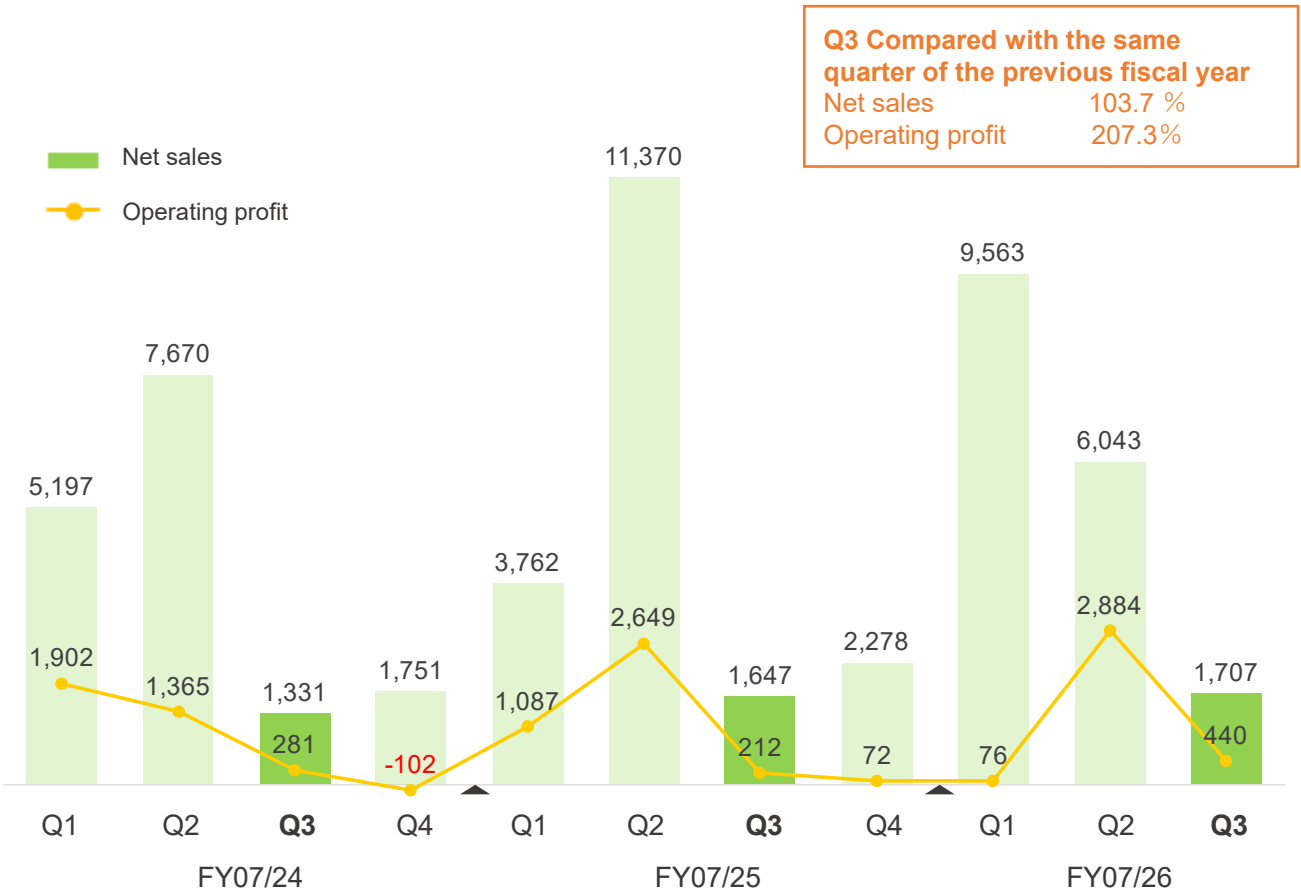
By enhancing engagement via the Furunavi App and other initiatives, we promoted repeat usage and retained customer base

3 Promote regional revitalization through strengthened collaboration with municipalities and establish a sustainable base for growth

Steadily expanded the number of contracted municipalities for our agency service for Hometown Tax Donations*, as well as the number of municipalities listed on Furunavi Catalog

【 Trends in Net Sales and Operating Profit 】

(Unit: Millions of yen)

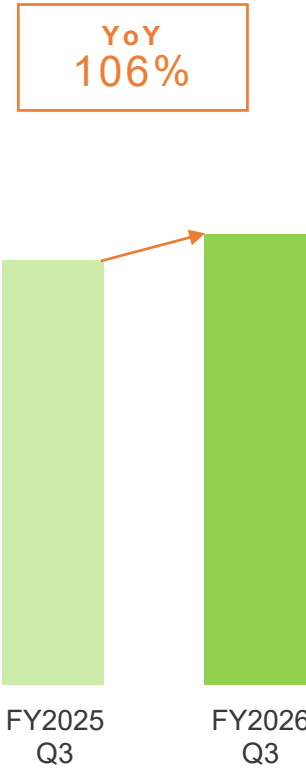


*Agency service for Hometown Tax Donations: A service that acts as an agent for complex operations of Hometown Tax Donations, such as posting on portal sites, delivery management, and responding to business operators and donors.

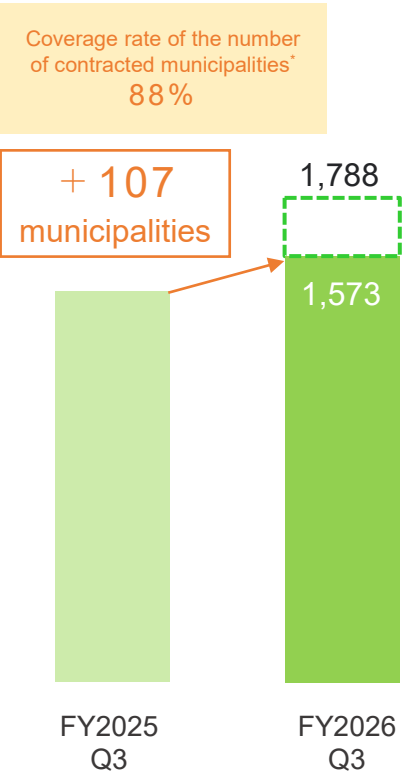
Growth of Hometown Tax Donation business



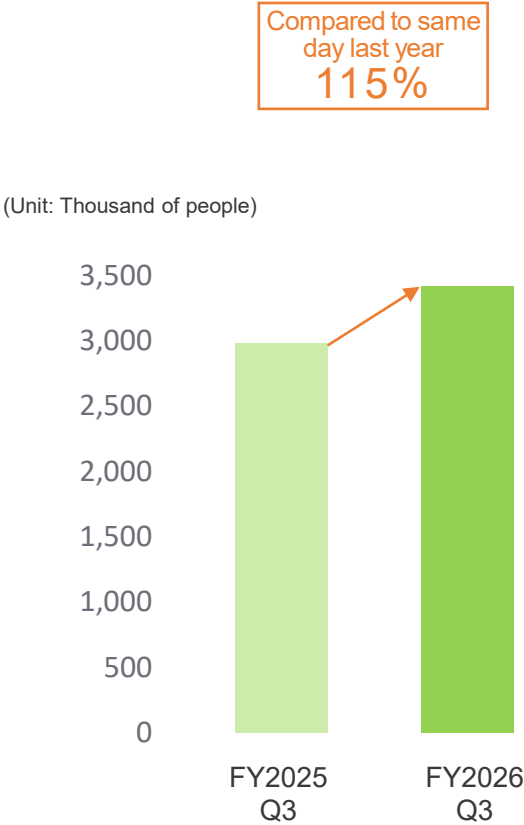
Actual number of donations



Number of contracted municipalities



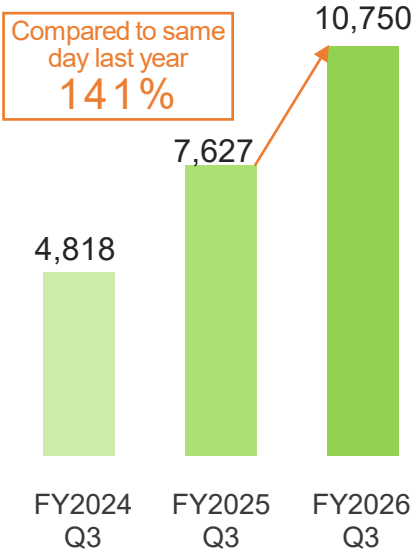
Number of members



Net sales 95%
(Compared with the same quarter of the previous fiscal year)

Decrease in high-value donors following the tax reform

Number of contracted facilities



■ The term YoY used on this slide represents a comparison between the cumulative period ended April 30, 2026 and the cumulative period ended April 30, 2025.
* 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. Furthermore, according to the *Survey on Hometown Tax Donation* published by the Ministry of Internal Affairs and Communications on July 31, 2025, our coverage includes 94% of the municipalities that together account for 99% of total donations in FY2024.

Initiatives in the Q3

Furunavi Money*, Furunavi Energy,
Furunavi Travel Reservation, Tamaru Mall

Launched the Furunavi Fresh Green Big Rewards Campaign 2026!

Leveraged our proprietary payment service, “Furunavi Money”* as a gateway to drive users to Furunavi-related services. Increased usage frequency and expanded customer touchpoints to maximize LTV



Fuji-Q Highland now available on Furunavi Travel



Fuji-Q Highland, a popular amusement park, is now available as a travel-related gift in return for Hometown Tax Donations, further expanding the range of gift options

Held the “Furunavi Travel Reservation” 1st Anniversary Campaign

Held a campaign offering discounts of up to 30% during the peak season for lodging demand. Aimed to acquire new customers and encourage usage by existing customers, supported by an increase in the number of contracted facilities



Furunavi Catalog Number of Listed Municipalities



Agency service for Hometown Tax Donations Number of Service Contracts



* A prepaid payment service usable for donations via Furunavi and local payments for Furunavi Travel reservations
[See list of PR Times and i-mobile press release](#)

Segment Analysis

Online Advertising



Quarterly Earnings with Results for FY07/26 Q3

1 Focus area 1 : App Operation business

Business expansion through a new revenue model

In addition to the strong partnership with TORIMA^{*2}, we began collaboration with halmek^{*3}, expanding reach to senior customers. Expansion of overseas markets progressed steadily, contributing to revenue

Implementation of retention measures

Enhanced user engagement by leveraging IP-based^{*4} measures to encourage usage and improve the user experience

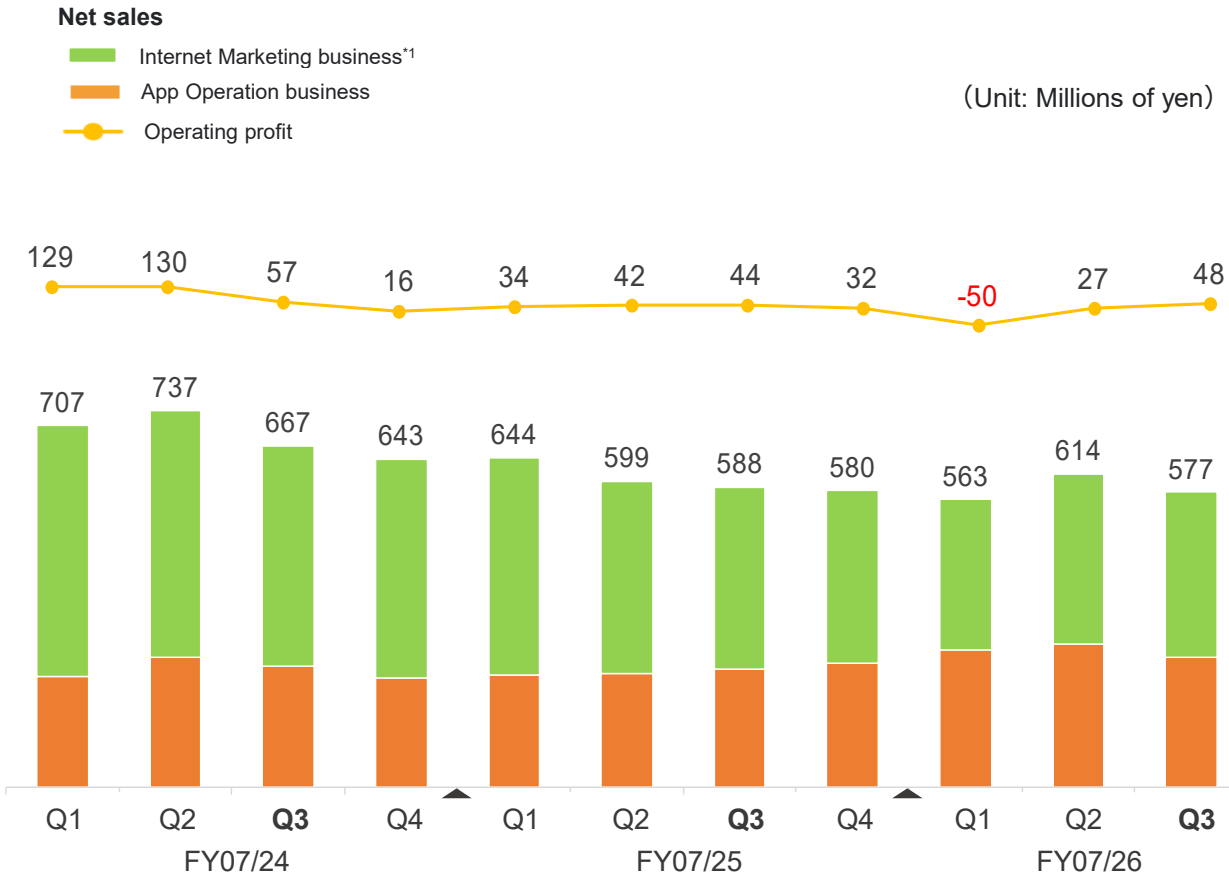
2 Focus area 2 : Ad Network OEM

Promoted OEM proposals leveraging the know-how and infrastructure of the Ad Network business. Developed a high-value-added monetization model using first-party data

3 Focus area 3 : Brand radar^{*5}

Promoted business proposals leveraging the competitive advantage gained through the implementation of “Fan Search”^{*6}, an image analysis AI-powered tool, with the aim of monetizing the business

3 Focus area 3 : Brand radar^{*5}



^{*1} Effective February 1, 2026, the Company integrated the Ad Network, Influencer Marketing, and Media Solutions businesses within the Online Advertising business segment and reorganized them into the Internet Marketing business.

^{*2} A poikatsu (point-saving activity) app operated by GeoTechnologies, Inc., earning “miles” based on distance travelled and steps

^{*3} An information content service centered on a magazine published by halmek holdings Co., Ltd. Targeted at women aged 50 and over, the magazine has the highest circulation in Japan in its category, according to the Publisher Report (for January–June 2025) issued by the Japan Audit Bureau of Circulations

^{*4} Abbreviation for Intellectual Property (IP), referring to characters and content protected by intellectual property rights such as copyrights and trademarks

^{*5} Tools that help enhance brand value in social media marketing by supporting compliance with stealth marketing regulations and other measures.

^{*6} A patent-pending feature that uses a proprietary algorithm to directly analyze brand touchpoints from image data without relying on hashtags or captions

Initiatives in the Q3

- Ohte developed and launched “halmek Brain Training,” a brain-training app for seniors, in collaboration with halmek



Combined insights cultivated through “Puzzle de Kensho” with halmek’s expertise in “senior marketing.” Worked to raise awareness among senior customers and promoted user acquisition by offering a brain-training app optimized for senior users



- Puzzle de Kensho series x “Rilakkuma” collaboration : 4 apps launched simultaneously!

Held a collaboration event with “Rilakkuma”. Leveraged the character’s strong affinity with users to expand awareness among new customers and promote usage by existing customers, thereby expanding and revitalizing the customer base



- “maio SDK*” started offering its latest SDK supporting AdMob Mediation

“maio SDK,” which supports major ad formats through a single SDK, became compatible with Google AdMob Mediation. This enables more efficient ad delivery, maximizes revenue, and creates new revenue opportunities



Overview of New Business

Green Energy Business*



Progress of Initiatives

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

Retail electricity business (Furunavi Energy, Inc.) is accepting contracts for its low-voltage rate plan for households



Status of constructing solar power facilities and grid-scale battery storage facilities

When the planned **68 sites** (45 low- and high-voltage facilities in operation) are completed, total power generation will exceed 11 megawatts*

In March 2026, the grid-scale battery storage facility entered the balancing market and began generating revenue



- Apr. 1, 2026 Started selling electricity at the 45th solar power plant (Fujioka City, Gunma Prefecture, ground-mounted type)
- Nov. 12, 2025 Beginning to accept contracts for the “Smart Price Plan,” a low-voltage rate plan for households
- July 23, 2025 Beginning to offer Furunavi “electricity points” as gifts in return
- Apr. 1, 2025 Establishment of a subsidiary, Furunavi Energy, Inc., responsible for the retail electricity business
- Sep. 12, 2024 Conclusion of a collaboration agreement on energy management with Shintomi Town, Miyazaki 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 Looop
- May. 31, 2016 Started selling electricity at the first solar power plant (Omitama City, Ibaraki Prefecture, ground-mounted type)



Expansion of “Furunavi EV Charge,” an EV Charging Service through Partnerships with Municipalities and Lodging Facilities



* This is enough electricity to power 3,300 average households' worth of electricity

Our Position on the Request from the Ministry of Internal Affairs and Communications (Disclosed on May 22, 2026)

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.



May 22, 2026

1. Recognizing the Hometown Tax Donation system as an initiative that contributes to regional revitalization
2. Improving convenience for relevant parties and promoting the revitalization of regional economies
3. Working to address social issues through crowdfunding-type Hometown Tax Donation and proprietary initiatives
4. Working to ensure the sound expansion of the market while appropriately responding to system revisions and changes to operational rules
5. Voluntarily implementing fee reductions since the previous fiscal year to support the sustainability of the Hometown Tax Donation system
6. Continuing appropriate business operations through dialogue with government authorities, industry associations, and other relevant parties

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Our Position on the Request from the Ministry of Internal Affairs and Communications for the Sustainable Development of the Hometown Tax Donation System

We have received the request to portal site operators for the sustainable development of the hometown tax donation system, which was announced by the Ministry of Internal Affairs and Communications on May 22, 2026, through the General Incorporated Association Hometown Tax Association, of which the Company is a member. Accordingly, we hereby announce the Company's current position on this matter.

Note

1. The Company's Basic Policy on the Hometown Tax Donation System
The Company recognizes the hometown tax donation system as an important initiative that contributes to regional revitalization, not only by enabling support for local communities through donations, but also through the promotion of regional industries, the resolution of challenges faced by municipalities, and the creation of people connected to local communities.
Based on the purpose of the system, the Company has worked to improve convenience for donors, municipalities, and providers of gifts in return, while promoting various initiatives aimed at revitalizing regional economies and fostering sustainable local communities.
Specifically, through crowdfunding-type hometown tax donation and the Hometown Tax Donation Regional Revitalization Collaboration Lab, which promotes collaboration among industry, government, and academia, the Company has been working to address social issues by combining individual and corporate versions of the hometown tax donation system. In addition, the Company has made efforts toward the sound expansion of the market while appropriately responding to system revision and changes to operational rules.
2. The Company's View on Fees Received from municipalities
Based on agreements with municipalities, the Company receives prescribed fees to cover the costs necessary for operating the hometown tax donation portal site, providing information to donors, supporting municipalities and providers of gifts in return, handling payment-related operations and inquiries, and enhancing awareness of the system.
The Company deeply understands that the hometown tax donation system is utilized as an important financial resource for enhancing administrative services and promoting regional development by municipalities. Accordingly, from the perspective of enhancing the soundness and sustainability of the system, the Company has reviewed its fee structure and has voluntarily implemented phased fee reductions since the previous fiscal year.
The Company sincerely acknowledges this request as one intended to support the sustainable development of the hometown tax donation system. Going forward, the Company will continue to engage in dialogue with the Ministry of Internal Affairs and Communications, municipalities, and industry associations, while striving to conduct appropriate business operations in line with the purpose of the system. The Company will also continue to comply with applicable laws and regulations and contribute to the sustainable development of the

FY2026.7

Earnings Forecast



Consolidated Earnings Forecast for FY07/26

In addition to marketing initiatives and measures to diversify revenue sources in light of the revised Hometown Tax Donation system, we will pursue portfolio restructuring of our advertising business, including the App Operation business, to strengthen our new revenue base and achieve increased sales and profit

					(Reference)	
Item (Unit: Millions of yen)	Consolidated results	FY2025*2	FY2026	YoY	FY2025*2	YoY
		Full-Year Results (New method)	Full-Year Forecasts		Full-Year Results (Conventional method)	
		①	②	③ = ②/①	④	⑤ = ②/④
	Net sales	21,528	22,000	102.2%	21,002	104.7%
	Operating profit (Operating profit margin)	4,133 (19.2%)	4,500 (20.5%)	108.9%	3,613 (17.2%)	124.5%
	Profit*1 (Net profit margin)	2,957 (13.7%)	3,120 (14.2%)	105.5%	2,596 (12.4%)	120.2%

*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 ended July 31, 2025, due to changes in contracts with municipalities, a special factor has occurred, whereby sales that were previously shifted to the next month (next fiscal year) at the end of the fiscal period are recorded in the current month (during the current fiscal year).

Earnings Forecasts by Segment for FY07/26

Amidst forecasts for continued growth in the Hometown Tax Donation market, we aim to expand revenue through customer loyalty enhancement initiatives. In the advertising business, we are advancing the restructuring of our revenue base by expanding revenue opportunities through the development of new markets and continuing investment in business development

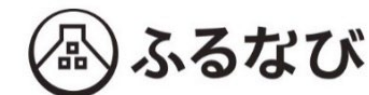
(Reference)

Item (Unit: Millions of yen)		FY2025*	FY2026	YoY	FY2025*	YoY
		Full-Year Results (New method)	Full-Year Forecasts		Full-Year Results (Conventional method)	
		①	②		④	⑤ = ②/④
Consumer Service	Net sales	19,059	19,750	103.6%	18,532	106.6%
	Operating profit (Operating profit margin)	4,021 (21.1%)	4,600 (23.3%)	114.4%	3,501 (18.9%)	131.4%
Online Advertising	Net sales	2,411	2,300	95.4%	2,411	95.4%
	Operating profit (Operating profit margin)	153 (6.4%)	60 (2.6%)	39.0%	153 (6.4%)	39.0%

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

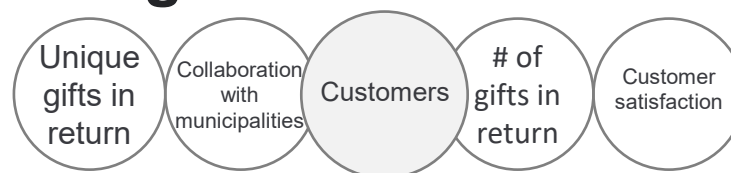
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Business Strategy for FY07/26 (Consumer Service)



Acquire competitive advantage to maximize long-term revenue base

Medium-term goal is to achieve 20% market share



Customer acquisition through marketing initiatives in light of system revision

- Initiatives to stimulate users' desire to donate, thereby retaining existing customers and acquiring potential customers



Build a foundation for loyalty through the improvement of user convenience

- Enhance functions in Furunabi App and Furunabi Travel Reservation  ふるなびトラベル  ふるなびトラベル予約
- Expand contracted facilities for reservations through Furunabi Travel and Furunabi Travel Reservation, enhance unique gifts in return such as electricity-related gifts



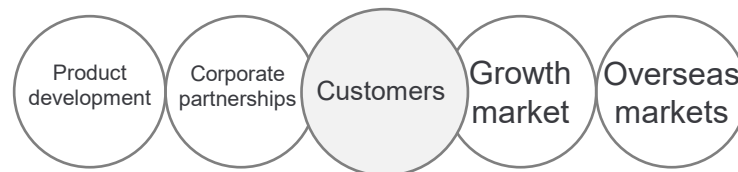
Promote regional revitalization through strengthened collaboration with municipalities and establish a sustainable base for growth

- Strengthen expansion of the “Hometown Tax Donation agency service”*, which supports operational efficiency and stronger promotion of municipalities’ appeal

* A service that acts as an agent for complex operations of Hometown Tax Donations, such as posting on portal sites, delivery management, and responding to business operators and donors.

Business Strategy for FY07/26 (Online Advertising)

Restructuring of business portfolio and promoting growth investments in new businesses



App Operation business ; Development of new markets, customer bases, and revenue models

- Development of new markets through overseas markets and collaborations with other companies, and acquisition of new customers
- Recover revenue and improve LTV* by adding functions to the existing “Puzzle de Kensho series”



Ad Platform business ; Restructuring the revenue portfolio

- Develop ad products and restructure the revenue base in the Ad Network Business
- Invest in the development of functions to increase the earning power of advertisers and influencers and install them



Media Solution business ; Expand business domains by developing new markets and leveraging our assets

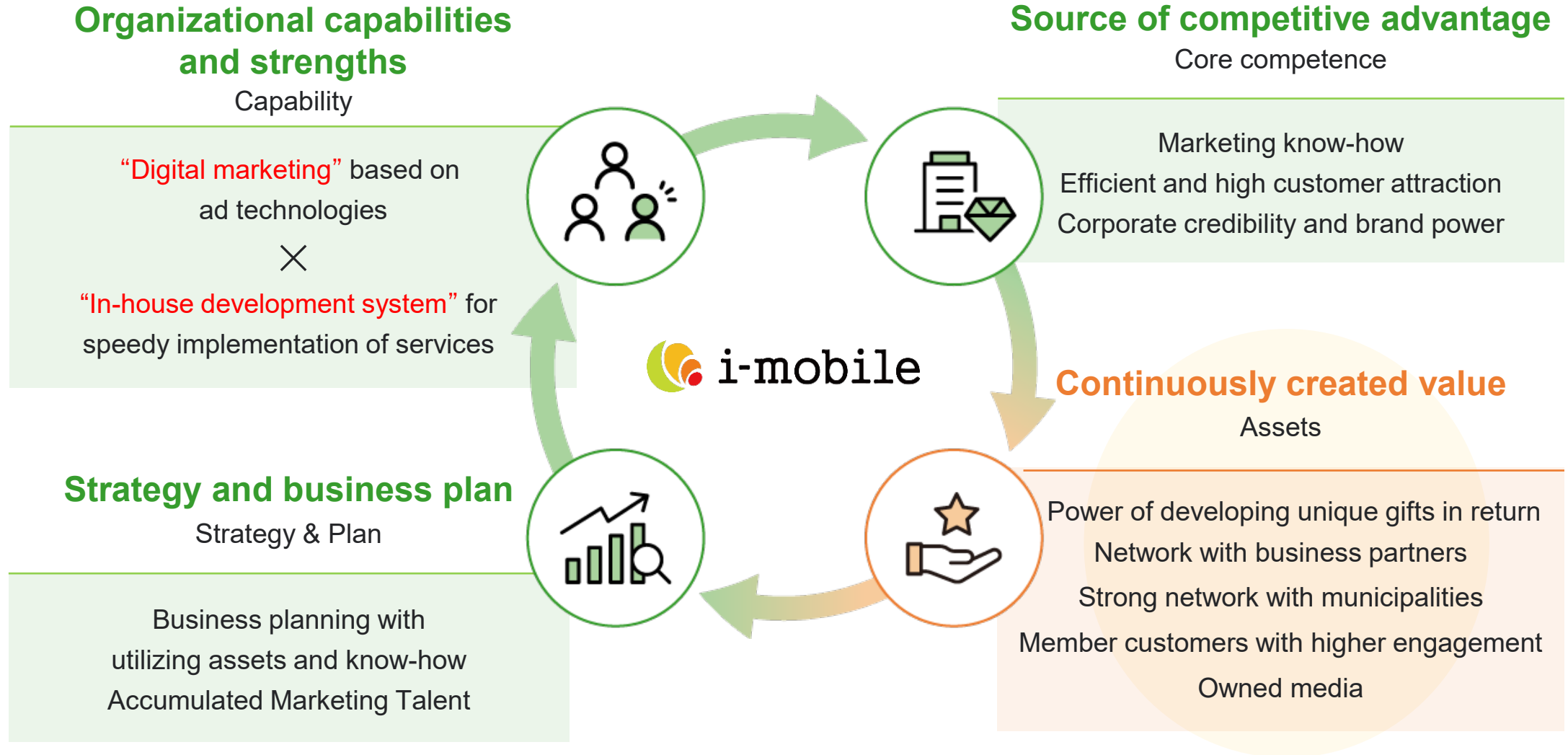
* LTV : Life Time Value. A metric that indicates the profit a company can gain from a customer over the period from the start to the end of their usage

FY2025.7 to FY2027.7

Three-year medium-term management plan

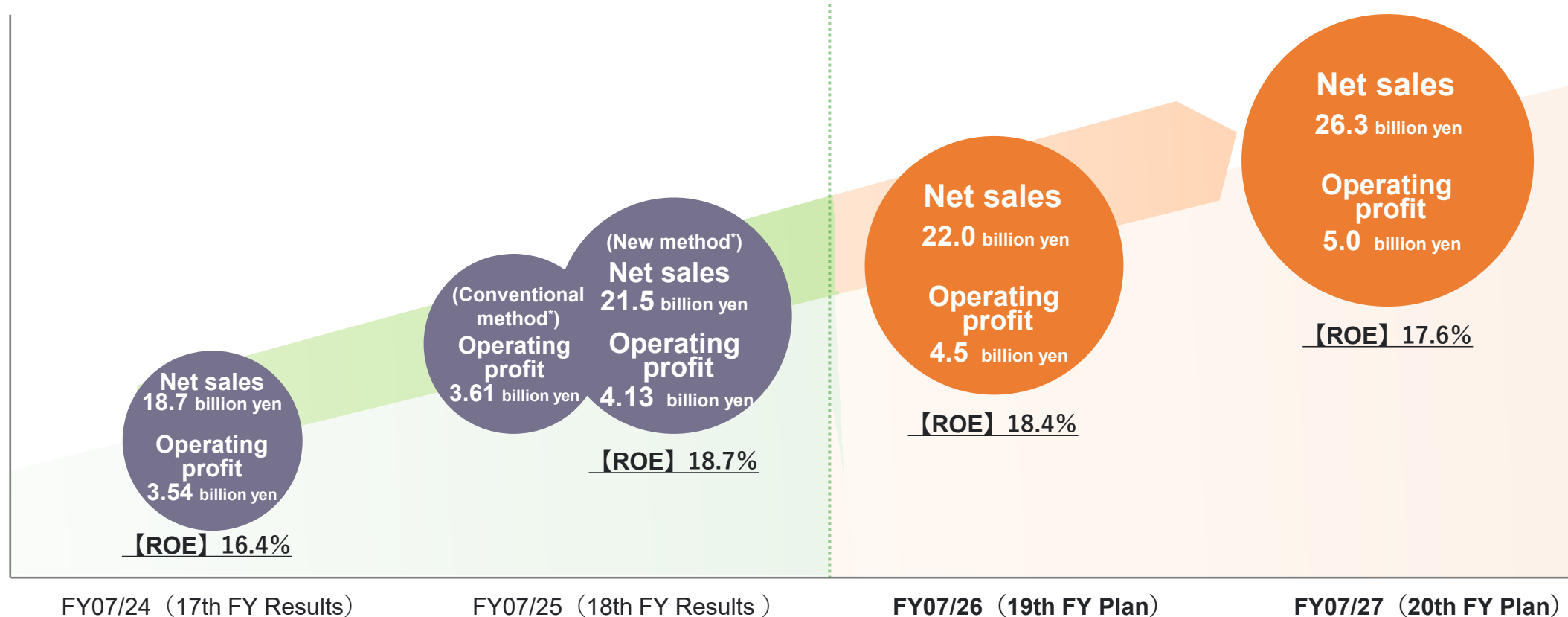


Business Growth Loop



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

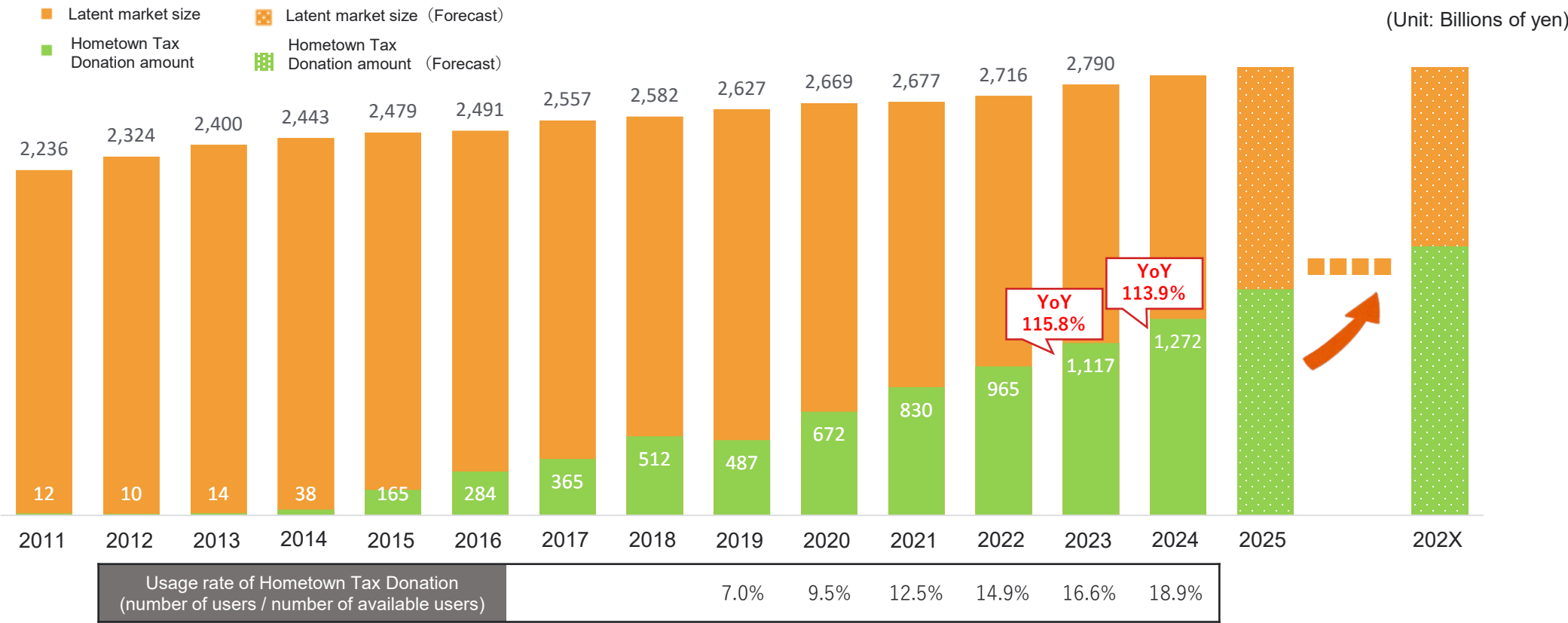
Aim for growth through expansion of peripheral businesses and new businesses based on the Hometown Tax Donation business



* 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 ended July 31, 2025, due to changes in contracts with municipalities, a special factor occurred, whereby sales that had previously been shifted to the next month (next fiscal year) at the end of the fiscal period have been recorded in the current month (during the current fiscal year).

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) and the usage rate, the market 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 2023 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 2024 was calculated based on the data from *Survey on Hometown Tax Donation* published by the Ministry of Internal Affairs and Communications on July 31, 2025.

■ 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.

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

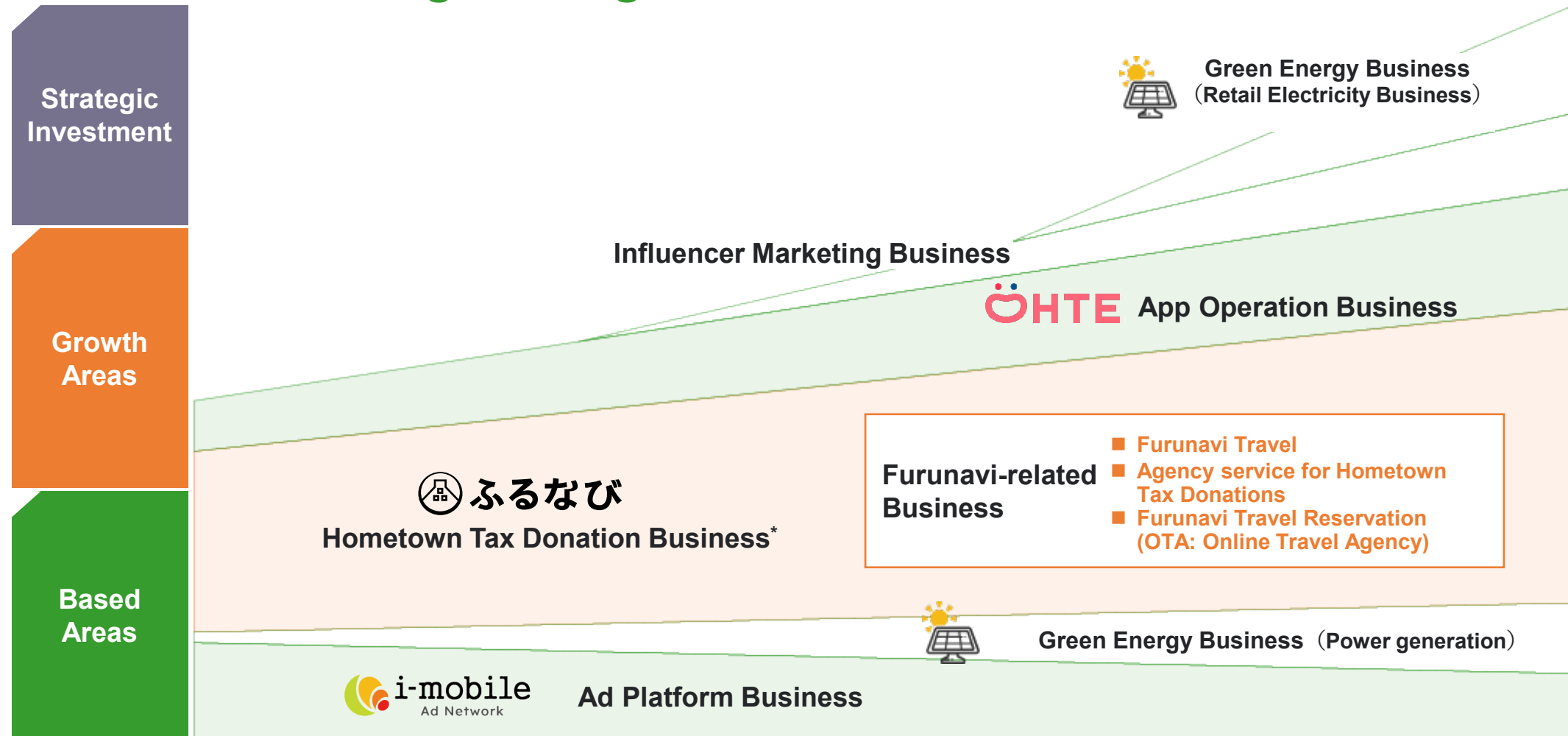
Strategy

Restructure the Online Advertising business

- Develop new markets and restructure the 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

Cost of Capital-Conscious Management



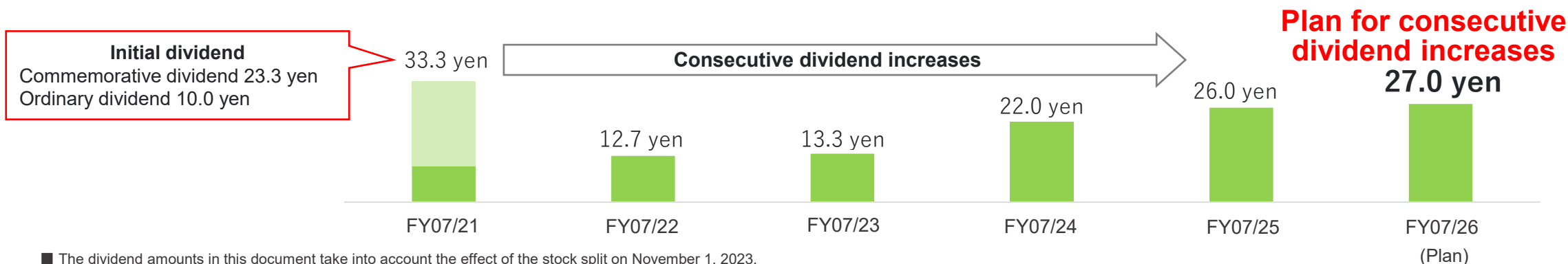
Capital and Shareholder Return Policies

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 take 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 period fiscal year amount for share buyback) / Profit attributable to owners of the parent for the n period fiscal year

Cost of capital-conscious management

– Analysis of the present condition

We recognize that the growth expectations embedded in the market are conservative relative to our actual results and plans. To close this perception gap, we will enhance our disclosure and broaden our investor outreach, thereby making our growth potential more visible to the investment community

Comparison between long-term expected growth rate and net sales' growth rate



Long-term expected growth rate embedded in the share price

Expected growth rate **1.97%** = Cost of shareholder's equity 6.13% – Expected dividend yield 4.16%

*Estimated PER approximately 12x *Payout ratio of 50%

Issues and initiatives regarding capital management policy

Aim for achievement of optimal capital structure for business growth

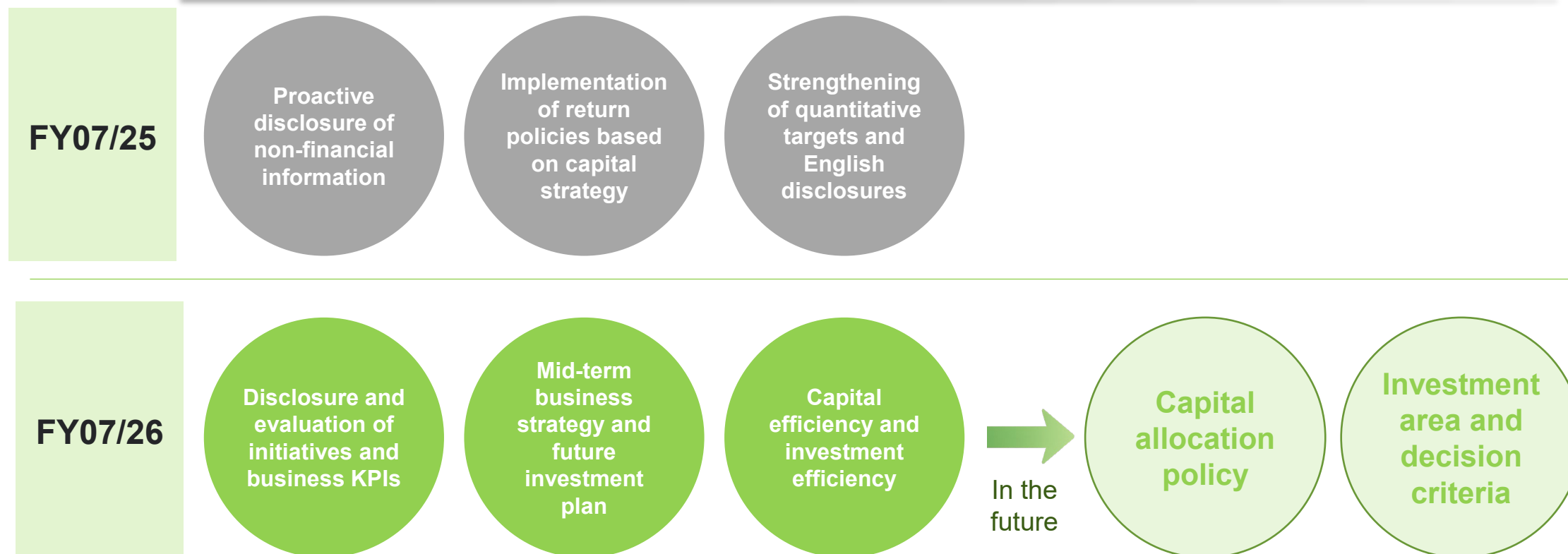
Issue	☐ Low capital turnover ratio
	☐ Low asset turnover ratio
	☐ Improve equity-to-asset ratio

Policy	☐ Investment for business growth
	☐ Enhance shareholder returns
	target value ROE 15% Total assets turnover ratio More than 1 turnover

Cost of capital-conscious management – Awareness of issues

We will enhance disclosures that contribute to shaping expectations for future growth so that investors can accurately understand our corporate value. In conjunction with our mid-term business strategy, we will treat management practices that take capital costs into account as a priority issue

Awareness of issues and action



Basic policy for IR and SR activities

The i-mobile Group promotes transparent management and builds relationships of trust with shareholders and investors through timely, appropriate, and fair disclosure as well as constructive dialogue, thereby enhancing investors' understanding of the company's corporate value

	IR (Investor Relations)	SR (Shareholder Relations)
Targets	Primarily institutional investors in Japan and abroad, securities analysts and other financial institutions	Primarily existing shareholders in Japan and abroad (both individual and institutional shareholders), proxy advisory firms and custodians
Objective	By fostering an accurate understanding among investors, we sustainably enhance corporate value, gain appropriate evaluation, ensure liquidity, and secure a stable and diverse investor base	By disclosing timely, appropriate and accurate information to shareholders, we foster trusting relationships. By deepening the understanding of the Company's current status and attractiveness, we maintain and expand a stable and optimal shareholder mix
Main activities	Deepen the understanding of performance, strategies, and management strategies such as capital management policy • Dialogue opportunities (earnings briefings, meetings with investors, etc.) • Disclosure of documents concerning financial and non-financial information • Information dissemination through the IR site and blog • Incorporation of investor feedback into management	Wider understanding and support of governance, capital management policy, and agenda items of general shareholders' meetings • Dialogue opportunities (meetings with major shareholders, proxy advisory firms, etc.) • Disclosure of documents concerning general shareholders' meetings and voting rights • Briefings for individual shareholders and communication sent out to investors • Incorporation of shareholder feedback into governance and capital management policy

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

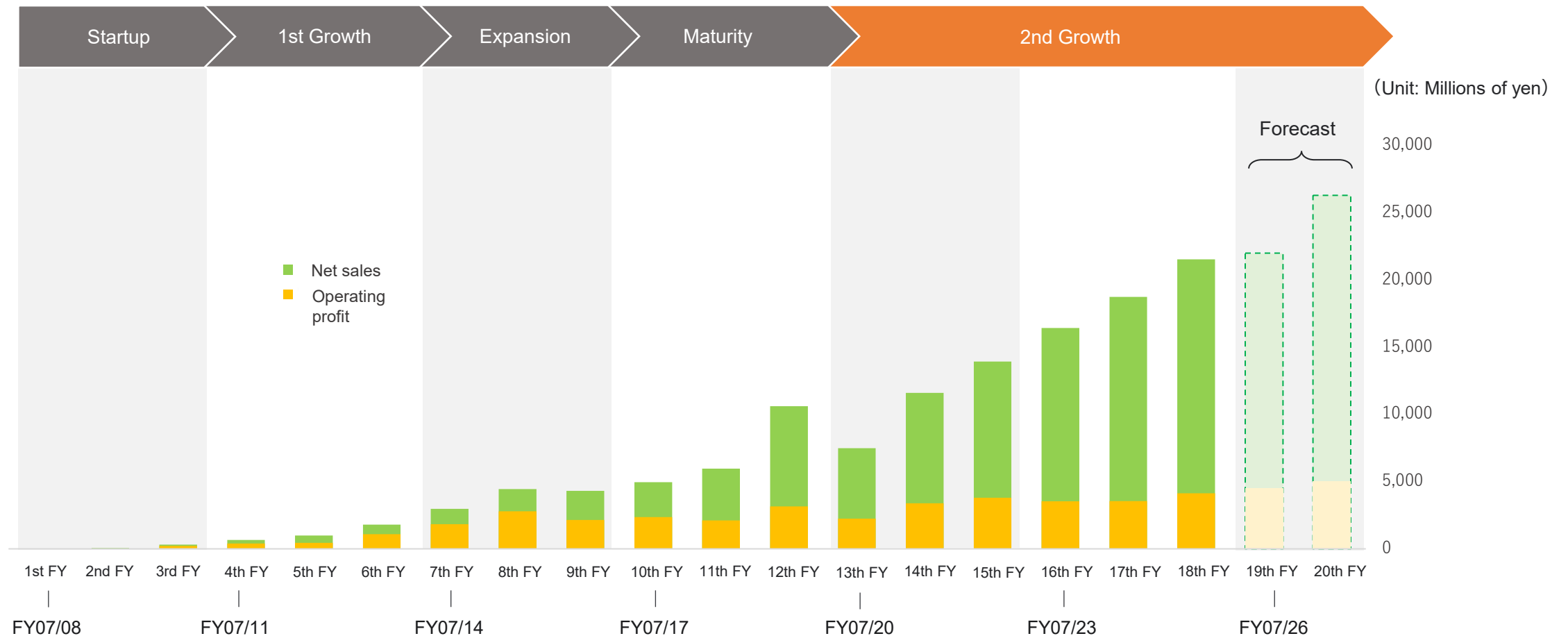
Segment	Business		Description
Consumer Service	Hometown Tax Donation platform business “Furunavi”		 ふるなび A web portal for Hometown Tax Donation
	Furunavi-related Business	Furunavi Travel	 ふるなびトラベル Lodging points service for Furunavi members in exchange of Hometown Tax Donation via Furunavi
			 ふるなびトラベル予約 Accommodation booking sites which accept “Furunavi Travel points”
		Restaurant PR	 ふるなび グルメポイント 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 ^{*1}	Ad Platform Business	Ad Network	 i-mobile Ad Network Providing programmatic ads (display, native, and video advertising)
		Influencer Marketing ^{*2}	 i-mobile SNS Marketing  Action  i-mobile Affiliate Providing influencer marketing and performance-based advertising
	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

^{*1} Effective February 1, 2026, the Company integrated the Ad Network, Influencer Marketing, and Media Solutions businesses within the Online Advertising business segment and reorganized them into the Internet Marketing business.

^{*2} The name of “Affiliate business” was changed to “Influencer Marketing business” from the fiscal year ended July 31, 2024. This business also includes the existing activities of the Affiliate business.

Business Results and Future Forecasts

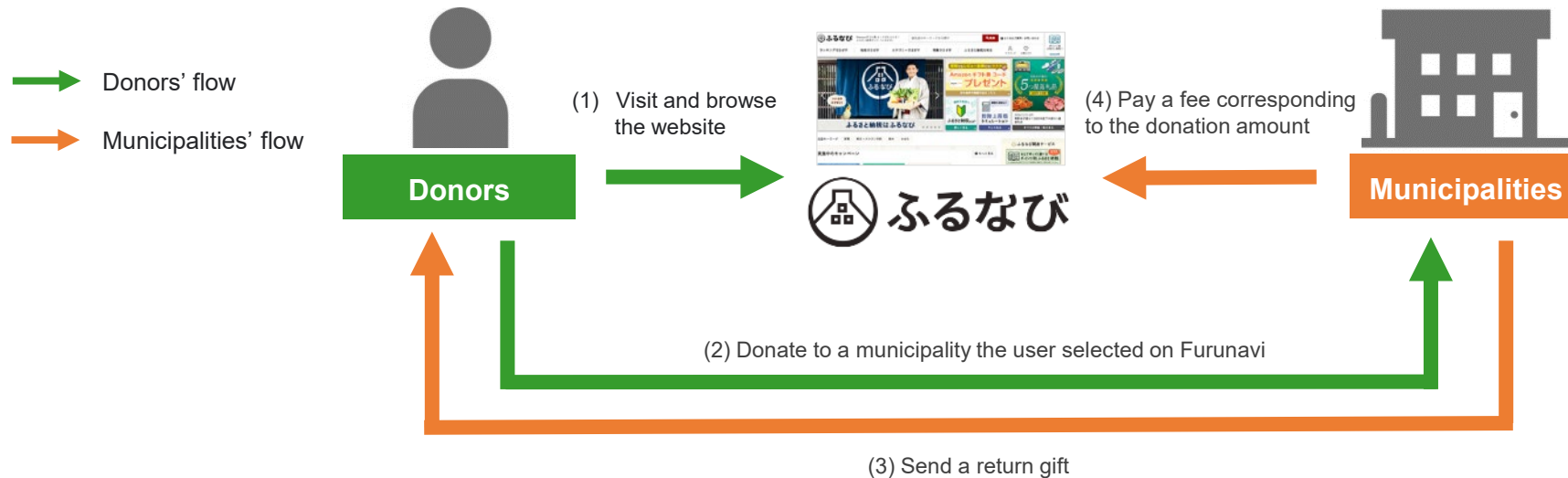
Originally founded as an ad network service provider, i-mobile has continued to grow steadily by leveraging its assets and diversifying business domain changes, and it continues to boost its profits through proactive investment



■ 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.

While the system effectively allows a portion of the residence tax paid to one's local municipality to be redirected to other regions, it is legally defined as a scheme that combines donations with corresponding tax deductions under the tax code.

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

ふるなびトラベル

ふるなびトラベル予約

Users can use points earned through Hometown Tax Donations to redeem Furunavi “original gifts in return” and make seamless “lodging reservations” the Furunavi booking site.

*P*ふるなび *Premium*

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

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,” 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
- 2025 : Release of the “**Furunavi Travel Reservation**” service, enabling a seamless process for Hometown Tax Donations and accommodation reservations



ふるなび

ふるなび
Premium貯 たまるモール
by ふるなび

ふるなびクラウドファンディング



Furunavi's Solutions and Support toward Local Issues (1)

■ 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 FY2024 (municipal fiscal year)		
Hokkaido	Hokkaido	Comprehensive strategic plan for the creation of Hokkaido
Fukushima Prefecture	Fukushima Prefecture	Fukushima Revitalization and Regeneration Support Project for Businesses
Niigata Prefecture	Sanjo City	Sanjo City Digital Garden City Concept Comprehensive Strategy Promotion Plan
Ishikawa Prefecture	Ishikawa Prefecture	Ishikawa Prefecture Growth Strategy Plan
Nagano Prefecture	Saku City	Saku City Revitalization Plan Aiming to Become a City of Choice that Fulfills Hopes of Younger Generation
Aichi Prefecture	Gamagori City	Gamagori City Community, People and Jobs Creation Plan
Shiga Prefecture	Shiga Prefecture	Shiga Plan for a Happy and Sustainable Future in a Time of Population Decline
Osaka Prefecture	Izumisano City	Izumisano City Community, People and Jobs Creation Plan
Shimane Prefecture	Shimane Prefecture	“Shimane Creation” Human Resource Development Project for Youth
Hiroshima Prefecture	Hiroshima Prefecture	Promotion of the 2nd Phase of the Comprehensive Strategy for Creating “Hiroshima, a City to Be Proud of to the World”
Kagawa Prefecture	Kagawa Prefecture	Plan to Realize “Kagawa, a Frontier Prefecture in the Era of 100-Year Lifespans”
Fukuoka Prefecture	Okie Town	The 2nd Term Okie Town Community, People and Jobs Creation Plan
Saga Prefecture	Imari City	Imari City Community, People and Jobs Creation Plan
Nagasaki Prefecture	Matsuura City	Matsuura City Community, People and Jobs Creation Plan
Miyazaki Prefecture	Miyazaki Prefecture	Miyazaki Prefecture Community, People and Jobs Creation Plan
Miyazaki Prefecture	Shintomi Town	Shintomi Town 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

To date, approximately 68 tons of rice harvested in Tsukubamirai City have been shipped to a total of 13,862 single mothers and children in Tokyo. In the fifth project, as a way for donors to experience the support firsthand, rice planting and harvesting activities of the rice to be delivered were also offered as return gifts.



Scene of rice planting

Furunavi's Solutions and Support toward Local Issues (2)

The economic effect of Hometown Tax Donations is estimated at about 1.2 trillion 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

ふるなび 災害支援

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)

Examples of Current Recipients of Disaster Relief Support

- [Emergency]April 2026 forest fires (Iwate Prefecture)
- January 2026 heavy snowfall (Yamagata, Akita, and Aomori Prefectures)
- November 2025 Wildfire (Oita Prefecture)
- September 2024 heavy rains in the Noto Peninsula (Ishikawa Prefecture)
- January 2024 Noto Peninsula Earthquake (Ishikawa Prefecture)

【石川県（県庁）】令和6年能登半島地震 災害支援（代理：茨城県境町）



令和6年能登半島地震 災害支援

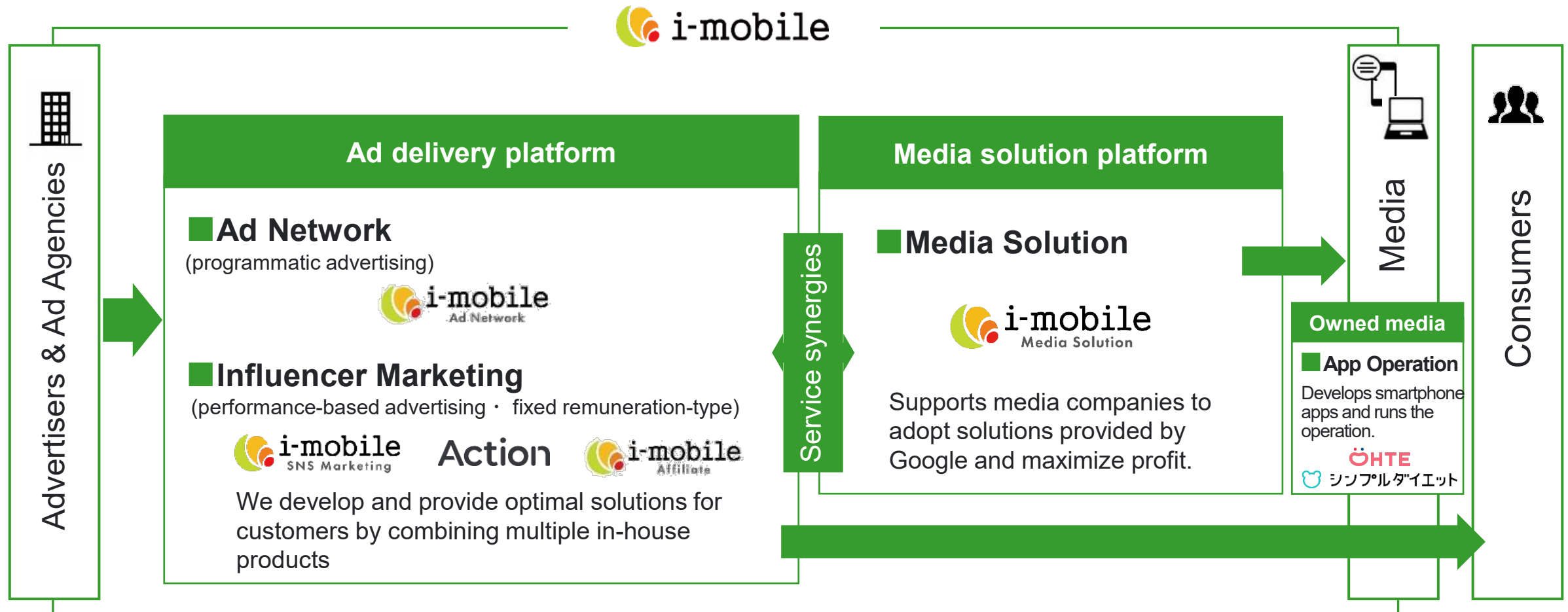
各被災自治体では代理受附も受け付けております。



*1 According to an analysis by the Furusato Tax Research Institute, Inc., Kansai University and Momoyama Gakuin University, the estimated amount is approximately 1,222,105 million yen.
<https://prtimes.jp/main/html/rd/p/0000000043.000104918.html>

Key Services in Online Advertising Market

The group develops and provides a proprietary ad delivery platform that optimizes advertising for both advertisers and media, thereby maximizing advertising effectiveness and revenue. The Group runs app businesses



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



Total downloads

Over 20.0 million

*As of April 30, 2026



Green Energy Business

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

Strength

Customer base

Network with municipalities

Network with lodging facilities

Strong financial foundation as
a listed company



Power

Agrivoltaics

Outdoor solar
power
generation

On-site PPA
business

EV Charging business

Charging facilities
installation and
management



**Grid-scale battery
storage business**

**Retail Electricity
business**

Off-site PPA business

**Municipality Support
business^{*1}**

Ancillary businesses

EPC business
O&M business
Insurance Agency
business

^{*1} Use of green energy to manufacture local
products and supply electricity to public facilities

Opportunity

Increase in electricity demand from
EVs, data centers, and other sources

Shift to renewable
energy area^{*2}

Momentum toward
local revitalization

Hometown Tax Donation business

Management of portal sites
Hometown Tax Donation
business for corporations
Crowd funding

**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**.

Establishment of Subsidiary “Furunavi Energy, Inc.”

Full entry into the retail electricity business

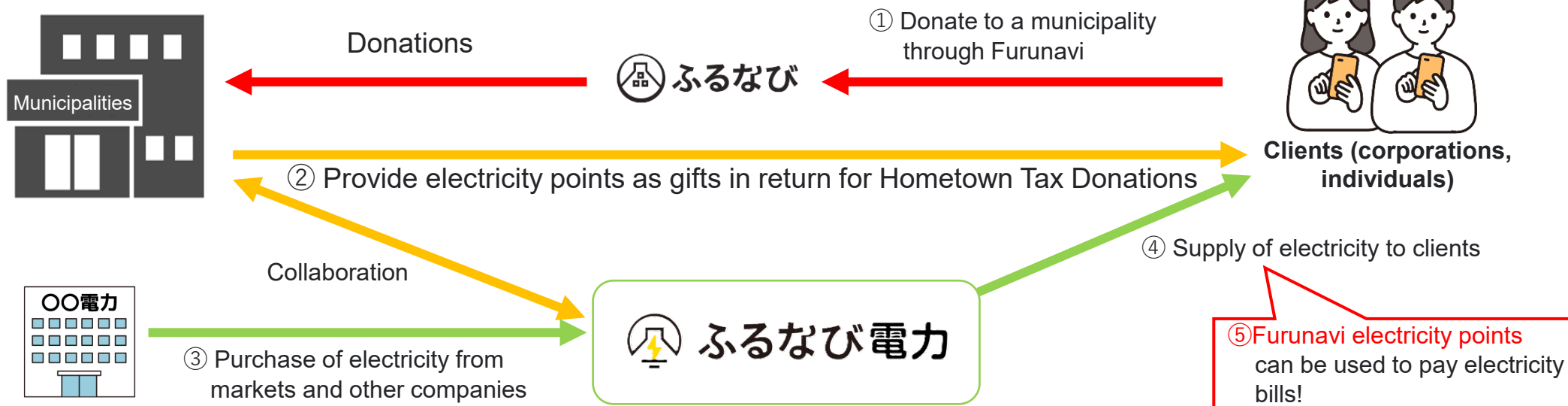
Reference (Company Information)

By utilizing our marketing know-how and partnerships with municipalities, we contribute to regional revitalization through electricity

- ✓ Furunavi Electricity Points, awarded for Hometown Tax Donations, can be used to pay monthly electricity bills
- ✓ With Furunavi Electricity points, users can donate anytime, with no expiry date
- ✓ Contribution to a sustainable future with 100% renewable energy electricity



We have launched services for individuals in addition to corporate services



Changes in Key Performance Indicators

I-1. Results of Operations^{*1}

(Unit: Millions of yen)

	FY07/21	FY07/22	FY07/23	FY07/24	FY07/25
Net sales	11,592	13,933	16,426	18,735	21,528
Gross profit	11,584	13,918	16,401	18,702	21,500
Gross profit margin	99.9%	99.9%	99.8%	99.8%	99.9%
SG&A	8,202	10,125	12,875	15,153	17,367
SG&A ratio	70.8%	72.7%	78.4%	80.9%	80.7%
Operating profit	3,382	3,793	3,525	3,549	4,133
Operating profit margin	29.2%	27.2%	21.5%	18.9%	19.2%
Ordinary profit	3,366	3,839	3,434	3,459	4,069
Ordinary profit margin	29.0%	27.6%	20.9%	18.5%	18.9%
Profit ^{*2}	2,299	2,678	2,404	2,420	2,957
Net profit margin	19.8%	19.2%	14.6%	12.9%	13.7%
Total assets	18,992	18,193	21,721	24,488	27,264
Net assets	14,720	13,406	14,079	15,633	16,221
Net interest-bearing debt	▲ 15,422	▲ 14,268	▲ 16,218	▲ 18,602	▲ 20,496
Equity-to-asset ratio	77.4%	73.3%	64.3%	63.3%	59.3%

I-2. Financial Results by Segment^{*3}

		FY07/21 ^{*4}	FY07/22	FY07/23	FY07/24	FY07/25
Consumer Service	Net sales	7,708	9,916	13,285	15,950	19,059
	Operating profit	1,974	2,495	2,976	3,446	4,021
	Operating profit margin	25.6%	25.2%	22.4%	21.6%	21.1%
Online Advertising	Net sales	3,935	4,065	3,180	2,756	2,411
	Operating profit	1,451	1,415	667	333	153
	Operating profit margin	36.9%	34.8%	21.0%	12.1%	6.4%

II. Management Indicators

	FY07/21	FY07/22	FY07/23	FY07/24	FY07/25
ROE	16.5%	19.0%	17.6%	16.4%	18.7%
ROA	13.4%	14.4%	12.1%	10.5%	11.4%
EPS (yen) ^{*5}	35.8	41.7	39.9	42.1	51.4

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

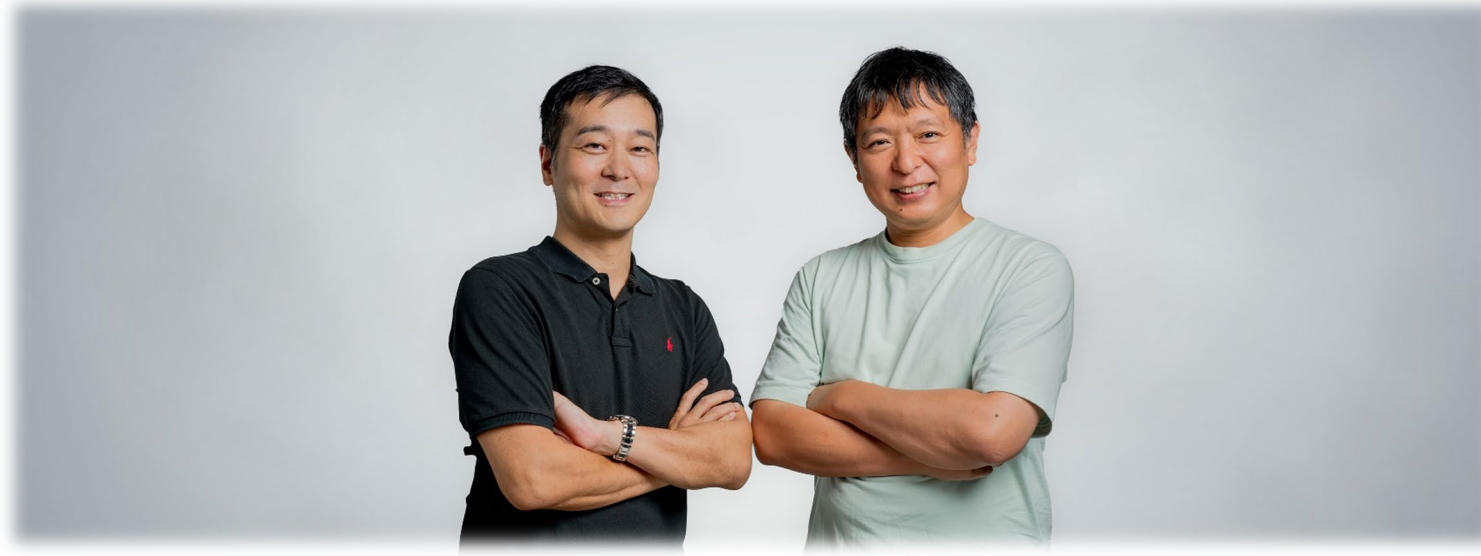
ROE = Profit / Average of beginning and ending equity

ROA = Profit / Average of beginning and ending total assets

EPS = Profit / 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 and Senior Executive Officer

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 and Senior Executive Officer

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 April 30, 2026)
Established	August 17, 2007	Employees	231 (consolidated, as of April 30, 2026)
Head office	Kandenfudosan Shibuya building, 8F, 3-26-20 Shibuya, Shibuya-ku Tokyo 150-0002	Representatives	Toshihiko Tanaka Representative Director, Chairman and Senior Executive Officer Tetsuya Noguchi Representative Director, CEO and Senior Executive Officer
Business locations	Tokyo Head Office Kansai Branch Office	Directors & Officers	Yasuhiro Fumita Executive Managing Director and Senior Executive Officer, CFO Satoshi Shima Lead Outside Director Masumi Sai Outside Director 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
Group business lineup	Hometown Tax Donation platform business Furunavi Travel business Furunavi Restaurant PR business Loyalty Points Service business Internet Marketing business (Ad Network business Influencer Marketing business Media Solution business) App Operation business, etc.		
		Majority-owned subsidiaries	Ohte, Inc. (100%)

Disclaimer



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Creating a Business for the Future

