



September 10, 2026

## Consolidated Financial Results for the Fiscal Year Ended July 31, 2026 (Under Japanese GAAP)

Company name: i-mobile Co., Ltd.  
 Listing: Tokyo Stock Exchange  
 Securities code: 6535  
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 Scheduled date of annual general meeting of shareholders: October 23, 2026  
 Scheduled date to commence dividend payments: October 5, 2026  
 Scheduled date to file annual securities report: October 22, 2026  
 Preparation of supplementary material on financial results: Yes  
 Holding of financial results briefing: Yes (for analysts and institutional investors)

(Yen amounts are rounded down to millions, unless otherwise noted.)

### 1. Consolidated financial results for the fiscal year ended July 31, 2026 (from August 1, 2025 to July 31, 2026)

#### (1) Consolidated operating results (cumulative)

(Percentages indicate year-on-year changes.)

|                                 | Net sales       |      | Operating profit |      | Ordinary profit |      | Profit attributable to owners of parent |       |
|---------------------------------|-----------------|------|------------------|------|-----------------|------|-----------------------------------------|-------|
|                                 | Millions of yen | %    | Millions of yen  | %    | Millions of yen | %    | Millions of yen                         | %     |
| Fiscal year ended July 31, 2026 | 22,146          | 2.9  | 4,177            | 1.1  | 4,277           | 5.1  | 2,890                                   | (2.3) |
| July 31, 2025                   | 21,528          | 14.9 | 4,133            | 16.5 | 4,069           | 17.6 | 2,957                                   | 22.2  |

Note: Comprehensive income For the fiscal year ended July 31, 2026: 2,893 million yen [(1.9%)]  
 For the fiscal year ended July 31, 2025: 2,950 million yen [20.8%]

|                                 | Basic earnings per share | Diluted earnings per share | Return on equity | Ratio of ordinary profit to total assets | Ratio of operating profit to net sales |
|---------------------------------|--------------------------|----------------------------|------------------|------------------------------------------|----------------------------------------|
|                                 | Yen                      | Yen                        | %                | %                                        | %                                      |
| Fiscal year ended July 31, 2026 | 51.64                    | 51.61                      | 17.4             | 13.5                                     | 18.9                                   |
| July 31, 2025                   | 51.40                    | 51.36                      | 18.7             | 15.7                                     | 19.2                                   |

Reference: Share of profit (loss) of entities accounted for using equity method

For the fiscal year ended July 31, 2026: —  
 For the fiscal year ended July 31, 2025: —

#### (2) Consolidated financial position

|                     | Total assets    | Net assets      | Equity-to-asset ratio | Net assets per share |
|---------------------|-----------------|-----------------|-----------------------|----------------------|
|                     | Millions of yen | Millions of yen | %                     | Yen                  |
| As of July 31, 2026 | 36,226          | 17,098          | 47.0                  | 309.31               |
| July 31, 2025       | 27,264          | 16,221          | 59.3                  | 288.28               |

Reference: Equity

As of July 31, 2026: 17,038 million yen  
 As of July 31, 2025: 16,157 million yen

#### (3) Consolidated cash flows

|                                 | Cash flows from operating activities | Cash flows from investing activities | Cash flows from financing activities | Cash and cash equivalents at end of the period |
|---------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|------------------------------------------------|
|                                 | Millions of yen                      | Millions of yen                      | Millions of yen                      | Millions of yen                                |
| Fiscal year ended July 31, 2026 | 7,442                                | (2,862)                              | (1,946)                              | 19,973                                         |
| July 31, 2025                   | 4,816                                | (3,619)                              | (2,303)                              | 17,496                                         |

## 2. Cash dividends

|                                             | Annual dividends per share |                    |                   |                 |       | Total cash dividends<br>(Total) | Payout ratio<br>(Consolidated) | Ratio of dividends to net assets<br>(Consolidated) |
|---------------------------------------------|----------------------------|--------------------|-------------------|-----------------|-------|---------------------------------|--------------------------------|----------------------------------------------------|
|                                             | First quarter-end          | Second quarter-end | Third quarter-end | Fiscal year-end | Total |                                 |                                |                                                    |
|                                             | Yen                        | Yen                | Yen               | Yen             | Yen   | Millions of yen                 | %                              | %                                                  |
| Fiscal year ended July 31, 2025             | —                          | 0.00               | —                 | 26.00           | 26.00 | 1,457                           | 50.6                           | 9.3                                                |
| Fiscal year ended July 31, 2026             | —                          | 0.00               | —                 | 27.00           | 27.00 | 1,487                           | 52.3                           | 9.0                                                |
| Fiscal year ending July 31, 2027 (Forecast) | —                          | 0.00               | —                 | 27.00           | 27.00 |                                 | 47.4                           |                                                    |

## 3. Consolidated earnings forecast for the fiscal year ending July 31, 2027 (from August 1, 2026 to July 31, 2027)

(Percentages indicate year-on-year changes.)

|               | Net sales       |     | Operating profit |     | Ordinary profit |     | Profit attributable to owners of parent |     | Basic earnings per share |
|---------------|-----------------|-----|------------------|-----|-----------------|-----|-----------------------------------------|-----|--------------------------|
|               | Millions of yen | %   | Millions of yen  | %   | Millions of yen | %   | Millions of yen                         | %   | Yen                      |
| July 31, 2027 | 22,200          | 0.2 | 4,500            | 7.7 | 4,530           | 5.9 | 3,140                                   | 8.6 | 57.00                    |

**\* Notes**

(1) Significant changes in the scope of consolidation during the period: Yes

Newly included: 0 companies  
Excluded: 1 company (Cyber Consultant, Inc.)

(2) Changes in accounting policies, changes in accounting estimates, and restatement

(i) Changes in accounting policies due to revisions to accounting standards and other regulations : None  
(ii) Changes in accounting policies other than (i) : None  
(iii) Changes in accounting estimates : None  
(iv) Restatement : None

(3) Number of issued shares (common shares)

(i) Number of issued shares at the end of the period (including treasury shares)

|                     |                   |
|---------------------|-------------------|
| As of July 31, 2026 | 58,147,188 shares |
| As of July 31, 2025 | 58,147,188 shares |

(ii) Number of treasury shares at the end of the period

|                     |                  |
|---------------------|------------------|
| As of July 31, 2026 | 3,062,015 shares |
| As of July 31, 2025 | 2,100,015 shares |

(iii) Average number of shares outstanding during the period (cumulative from the beginning of the fiscal year)

|                                 |                   |
|---------------------------------|-------------------|
| Fiscal year ended July 31, 2026 | 55,964,430 shares |
| Fiscal year ended July 31, 2025 | 57,526,480 shares |

**Reference: Overview of non-consolidated financial results**

**1. Non-consolidated financial results for the fiscal year ended July 31, 2026 (from August 1, 2025 to July 31, 2026)**

**(1) Non-consolidated operating results**

(Percentages indicate year-on-year changes.)

|                                 | Net sales       |      | Operating profit |      | Ordinary profit |      | Profit          |       |
|---------------------------------|-----------------|------|------------------|------|-----------------|------|-----------------|-------|
|                                 | Millions of yen | %    | Millions of yen  | %    | Millions of yen | %    | Millions of yen | %     |
| Fiscal year ended July 31, 2026 | 21,110          | 2.5  | 4,036            | 2.0  | 4,122           | 0.5  | 2,782           | (9.0) |
| July 31, 2025                   | 20,596          | 15.9 | 3,957            | 15.1 | 4,100           | 23.4 | 3,056           | 29.8  |

  

|                                 | Basic earnings per share | Diluted earnings per share |
|---------------------------------|--------------------------|----------------------------|
|                                 | Yen                      | Yen                        |
| Fiscal year ended July 31, 2026 | 49.72                    | 49.69                      |
| July 31, 2025                   | 53.13                    | 53.08                      |

**(2) Non-consolidated financial position**

|                     | Total assets    | Net assets      | Equity-to-asset ratio | Net assets per share |
|---------------------|-----------------|-----------------|-----------------------|----------------------|
|                     | Millions of yen | Millions of yen | %                     | Yen                  |
| As of July 31, 2026 | 34,994          | 15,939          | 45.4                  | 288.28               |
| July 31, 2025       | 26,065          | 15,088          | 57.6                  | 268.06               |

Reference: Equity

As of July 31, 2026: 15,879 million yen  
As of July 31, 2025: 15,024 million yen

\* Financial results reports are exempt from an audit conducted by certified public accountants or an audit firm.

\* Proper use of earnings forecasts, and other special matters

The forward-looking statements, including business results forecasts, contained in this document are based on information currently available to the Company and certain assumptions deemed reasonable by the Company. Actual business results may differ considerably due to various factors.

The Company is to hold a financial results briefing session for institutional investors and analysts on Friday, September 11, 2026.

## Appendix

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## 1. Overview of Operating Results

### (1) Operating Results for the Fiscal Year Ended July 31, 2026

During the fiscal year ended July 31, 2026 (August 1, 2025 to July 31, 2026), the Japanese economy continued to recover moderately, supported by improvements in the employment and personal income environment. However, the outlook remains uncertain amid rising prices, fluctuations in foreign exchange rates, and concerns over a slowdown in overseas economies.

The i-mobile Group (the “Group”) is composed of two business segments —Consumer Service business and Online Advertising business— operating under the Group vision “Creating a Business for the Future.” The Hometown Tax Donation market, which is the mainstay business domain of the Consumer Service business, is transitioning from its previous phase of high growth to a more stable growth phase, reflecting tax system revisions and changes to the system and its operational rules. Nevertheless, the hometown tax donation amount in fiscal 2025 reached 1,331.4 billion yen, up 4.6% from the previous fiscal year, driven by increased familiarity with the system, rising wages, and resilient domestic economic conditions, as well as consumers’ efforts to safeguard their livelihoods amid rising prices, thereby continuing the market’s steady growth. The number of people eligible for the hometown tax donation credit (the number of people who actually made a hometown tax donation and were eligible for a residence tax credit) also increased by 6.5% year on year to approximately 11.51 million people<sup>\*1</sup>, a record high. While hometown tax donation has gained wider recognition as a system in line with its original purpose of realizing regional revitalization, the usage rate of hometown tax donation<sup>\*2</sup> remains as low as 18.5%. This indicates that there is still significant room for market expansion and that the market is expected to continue growing steadily.

In the domestic online advertising market, which is the mainstay business domain of the Online Advertising business, online advertising expenditure in 2025 continued its steady growth with an increase of 10.8% year on year to 4,045.9 billion yen<sup>\*3</sup>, and the market is expected to remain strong going forward, driven by search ads, social media ads and video ads. However, global shifts in consumer behavior and consumption patterns have changed the mainstream formats of online advertising, leading to a relative slowdown in the market growth of ad networks. This, in turn, has had a significant impact on the Group’s Ad Network business.

Amidst this business environment, the Group, as an Internet marketing company, is striving to further enhance corporate value. We are doing so by leveraging the technology and marketing expertise cultivated in our founding Ad Network business to develop new markets and invest in growth business sectors.

In the Hometown Tax Donation business, which contributes to addressing social issues such as regional industry development, we are working to increase the number of contracted municipalities and members through brand awareness initiatives and promotional activities for the “Furunavi” brand. Additionally, in collaboration with municipalities, we are expanding our range of experience-based gifts in return through unique initiatives, such as dining and lodging programs. Moreover, we are promoting the agency service for hometown tax donation<sup>\*4</sup> to strengthen collaboration with municipalities. Furthermore, through our unique system<sup>\*5</sup>, “Furunavi Travel Reservation,” which integrates the processes of hometown tax donation and accommodation booking, we are expanding the number of contracted facilities, allowing for seamless booking and payment for travel using hometown tax donations, and thereby further enhancing customer convenience. We have also accelerated the development of new services leveraging the customer base built through businesses like “Furunavi,” and are working to promote the penetration and retention of “Furunavi Money”<sup>\*6</sup>, a payment service aimed at offering even greater convenience to our customers. The service has been steadily expanding its usage, and we will continue to promote cross-service utilization in order to drive continued usage and strengthen our revenue base.

Meanwhile, in our Ad Network business, which continues to face a challenging operating environment, we are working to restructure our business framework by establishing a system for offering solutions that combine multiple products and by re-evaluating customer targets. By developing new revenue models and taking other measures, we are working to diversify our revenue base and improve profitability.

In the Green Energy business that contributes to regional revitalization by addressing social issues, 29 solar power plants started operation during the current fiscal year, bringing the total to 51 solar power plants (agrivoltaics and ground-mounted type<sup>\*7</sup>). In addition, the grid-scale battery storage system (battery storage facility) connected to the grid in November 2025 entered the supply-demand balancing market in March 2026 and is now making a stable contribution to revenue. Furthermore, our subsidiary Furunavi Energy, Inc.<sup>\*8</sup>, which is responsible for our retail electricity business, has launched the “Smart Price Plan,” a low-voltage rate plan for households that also allows customers to pay their electricity bills using hometown tax donation credits, in addition to its existing high-voltage supply services for commercial clients and collaborations with municipalities. Contracts under this plan have been increasing steadily.

In the mainstay Hometown Tax Donation business, measures to expand market share and the customer base for medium- to long-term growth, as well as measures in response to changes in the market environment, proved effective. In addition, the benefits of upfront investments to build a revenue base in the Green Energy business began to materialize during the current fiscal year, leading to a steady contribution to earnings. As a result, net sales for the fiscal year ended July 31, 2026 met the full-year plan, exceeded the prior-year level, and reached a record high of 22,146 million yen, up 2.9% year on year. On the profit front, although the Ad Network business is still in the process of improving its revenue base, profit in the Hometown Tax Donation business increased, mainly due to a continued decline in promotional costs. As a result, operating profit for the fiscal year ended July 31, 2026 amounted to 4,177 million yen, up 1.1% year on year; ordinary profit was 4,277 million yen, up 5.1% year on year; and profit attributable to owners of parent totaled 2,890 million yen, down 2.3% year on year.

Business performance by segment was as follows.

Net sales for each segment include inter-segment sales and transfers.

The details are described in “3. Consolidated Financial Statements and Notes, (5) Notes to Consolidated Financial Statements (Segment Information and Other Data).”

#### (Consumer Service Segment)

In the Consumer Service segment, the Company operates the Hometown Tax Donation business “Furunavi,” as well as the Furunavi Travel business, Restaurant PR business, and Loyalty Points Service business as peripheral businesses. During the fiscal year ended July 31, 2026, we expanded our payment services in order to improve user convenience, and implemented promotional campaigns, including TV commercials, to acquire new customers. We also drove initiatives to enhance customer engagement through the “Furunavi App” and to strengthen collaboration with municipalities. As a result, the repeat usage rate remained stable, while the amount of donations received and net sales remained strong, both reaching record highs. As for segment profit, although sales promotion expenses exceeded the plan due to strategic promotional investments made in the first quarter to capitalize on an opportunity to expand the customer base, promotional costs were optimized from the second quarter onward, supported by the expanded customer base, and profit margins continued to improve. Consequently, segment profit exceeded the prior-year level.

As a result, net sales in the Consumer Service segment for the fiscal year ended July 31, 2026 were 19,538 million yen, up 2.5% year on year, and segment profit was 4,101 million yen, up 2.0% year on year.

#### (Online Advertising Segment)

In the Online Advertising segment<sup>\*9</sup>, the Group develops the Ad Network business, the Influencer Marketing business, the Media Solution business, and the App Operation business (Ohte, Inc., etc.). Although the Ad Network business continues to be significantly affected by reduced budgets from major clients and a decline in advertising expenditures across the industry, we are working to improve the profitability of existing businesses and create new revenue opportunities. In the Media Solution business, we expanded the provision of “Ad Network OEM,”<sup>\*10</sup> a new business model utilizing the expertise cultivated through operating one of Japan’s largest programmatic ad networks, and secured new contracts for its implementation. In the Influencer Marketing business, we strengthened the client support capabilities of “Brand radar,”<sup>\*11</sup> which supports the enhancement of brand value, including by implementing “Fan Search,” a social media marketing support feature powered by image analysis AI<sup>\*12</sup>. As a result, the service was adopted by major companies, while efforts to acquire new clients by enhancing the service’s added value also progressed steadily. In the App Operation business, we are working to diversify the revenue models of existing titles and revitalize the customer base through collaborations with popular IP. In addition, along with expanding into the poikatsu<sup>\*13</sup> market through partnerships with other companies, we are also reaching out to seniors and other new user bases and developing overseas markets. Through these initiatives, we aim to expand our user base and business domains in Japan and overseas.

As a result, net sales in the Online Advertising segment for the fiscal year ended July 31, 2026 were 2,316 million yen, down 4.0% year on year, and segment profit was 74 million yen, down 51.4% year on year.

\*1 Source: Results of Survey on Current Status of Hometown Tax Donations, Municipal Tax Planning Division, Local Tax Bureau, Ministry of Internal Affairs and Communications of Japan, July 31, 2026

In addition, the results including the hometown tax donation amount were calculated based on the municipal fiscal year (from April 1 to March 31 of the following year), which differs from the calculation period of residence tax.

\*2 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.

\*3 Source: 2025 Advertising Expenditures in Japan, Dentsu Inc., March 5, 2026

\*4 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.

\*5 Business model patent “Patent No. 7624263” in the Furunavi Travel Reservation business

\*6 A prepaid payment service usable for donations via Furunavi and local payments for Furunavi Travel reservations

\*7 A method of utilizing idle land by installing solar power generation facilities directly on the land and selling the generated electricity

\*8 The retail electricity business was launched on June 1, 2025

\*9 Effective February 1, 2026, the Company integrated the Ad Network, Influencer Marketing, and Media Solution businesses within the Online Advertising business segment and reorganized them into the Internet Marketing business.

\*10 A solution that offers the ad platform operating technology developed by i-mobile on an OEM basis

\*11 A tool that helps enhance brand value in social media marketing by supporting compliance with stealth marketing regulations and other measures.

\*12 A patent-pending feature that uses a proprietary algorithm to directly analyze brand touchpoints from image data without relying on hashtags or captions

\*13 It is an abbreviation for “point-saving activity,” a generic term for accumulating points and using accumulated points.

## (2) Financial Position for the Fiscal Year Ended July 31, 2026

Total assets as of July 31, 2026 were 36,226 million yen, an increase of 8,961 million yen from the end of the previous fiscal year. This was mainly due to increases in accounts receivable – other of 4,626 million yen, construction in progress of 1,654 million yen, and machinery and equipment, (net) of 1,235 million yen.

Liabilities were 19,128 million yen, an increase of 8,084 million yen from the end of the previous fiscal year. This was mainly due to an increase in deposits received of 11,053 million yen, partially offset by decreases in provision for sales promotion expenses of 1,706 million yen and income taxes payable of 712 million yen.

Net assets were 17,098 million yen, an increase of 876 million yen from the end of the previous fiscal year. This was mainly due to an increase resulting from the recording of profit attributable to owners of parent of 2,890 million yen, partially offset by a decrease resulting from dividends of surplus of 1,457 million yen and the acquisition of treasury shares of 502 million yen.

### **(3) Cash Flows for the Fiscal Year Ended July 31, 2026**

The balance of cash and cash equivalents (hereinafter referred to as “funds”) as of July 31, 2026 totaled 19,973 million yen, an increase of 2,477 million yen from the end of the previous fiscal year.

Cash flows during the fiscal year ended July 31, 2026 and the factors affecting them were as follows.

#### **(Cash flows from operating activities)**

Funds provided by operating activities amounted to 7,442 million yen for the fiscal year ended July 31, 2026, compared with 4,816 million yen provided in the previous fiscal year. This was mainly attributed to an increase in deposits received of 11,052 million yen and profit before income taxes of 4,107 million yen, partially offset by an increase in accounts receivable – other of 4,645 million yen, a decrease in provision for sales promotion expenses of 1,706 million yen, and income taxes paid of 1,437 million yen.

#### **(Cash flows from investing activities)**

Funds used in investing activities amounted to 2,862 million yen for the fiscal year ended July 31, 2026, compared with 3,619 million yen used in the previous fiscal year. This was mainly attributed to purchase of property, plant and equipment of 3,289 million yen and purchase of securities of 999 million yen, despite a decrease in time deposits of 1,500 million yen.

#### **(Cash flows from financing activities)**

Funds used in financing activities amounted to 1,946 million yen for the fiscal year ended July 31, 2026, compared with 2,303 million yen used in the previous fiscal year. This was mainly attributed to dividends paid of 1,456 million yen and purchase of treasury shares of 502 million yen.

### **(4) Future Outlook**

As for performance in the fiscal year ending July 31, 2027, the Group forecasts net sales of 22,200 million yen, up 0.2% year on year, operating profit of 4,500 million yen, up 7.7%; ordinary profit of 4,530 million yen, up 5.9%; and profit attributable to owners of parent of 3,140 million yen, up 8.6%. For details, please refer to the financial results briefing materials for the fiscal year ended July 31, 2026, which are disclosed at the same time as these financial results.

### **(5) Basic Policy on Distribution of Profit and Dividends for the Fiscal Years Ended July 31, 2026 and Ending July 31, 2027**

#### **(Basic Policy)**

While preserving the resources required to maintain our business foundation and achieve sustainable growth, the Company 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 fiscal years from FY07/24 through FY07/27, we will implement shareholder returns through a total return, consisting of dividends with a benchmark payout ratio of 50%, together with flexible share buybacks in line with the share price level and market conditions.

The Company pays dividends of surplus once a year as a year-end dividend. However, in accordance with Article 459, Paragraph 1 of the Companies Act, the Company has a provision in its Articles of Incorporation that dividends from surplus shall be determined by a resolution of the Board of Directors, with July 31 as the record date of the year-end dividend and January 31 as the record date of the interim dividend.

#### **(Dividends for the fiscal year ended July 31, 2026)**

Concerning dividends of surplus for the fiscal year ended July 31, 2026, the Company resolved to distribute dividends of 27 yen per share, with the record date dated July 31, 2026, at the meeting of the Board of Directors held on September 10, 2026. As a result, the annual dividend for the fiscal year ended July 31, 2026 is 27 yen per share.

#### **(Dividends for the fiscal year ending July 31, 2027)**

Concerning dividends of surplus for the fiscal year ending July 31, 2027, the Company plans to pay a dividend of 27 yen per share, unchanged from the previous fiscal year. This will consist of an ordinary dividend of 20 yen and a commemorative dividend of 7 yen marking the 20th anniversary of the Company’s founding. The Company will also consider conducting share buybacks flexibly, comprehensively taking into account the share price level, market conditions, and other factors.

#### **(Acquisition of treasury shares during the fiscal year ended July 31, 2026)**

As mentioned in the “Notice Regarding Status and Completion of Acquisition of Treasury Shares” published on July 1, 2026, the Company resolved, at the meeting of its Board of Directors held on June 11, 2026, to conduct a share buyback of up to 1,200,000 shares at an aggregate acquisition cost of up to 700 million yen, with the aim of further enhancing capital efficiency and increasing shareholder value. Under this resolution, the Company acquired 1,009,700 treasury shares at an aggregate acquisition cost of 502 million yen between June 12 and June 30, 2026.

## **2. Basic Approach to Selection of Accounting Standards**

The Group applies Japan accounting standards to ensure comparability with other companies in the same industry in Japan.

### 3. Consolidated Financial Statements and Notes

#### (1) Consolidated Balance Sheet

(Unit: Millions of yen)

|                                     | As of July 31, 2025 | As of July 31, 2026 |
|-------------------------------------|---------------------|---------------------|
| <b>Assets</b>                       |                     |                     |
| Current assets                      |                     |                     |
| Cash and deposits                   | 20,496              | 21,473              |
| Accounts receivable – trade         | 2,380               | 2,447               |
| Securities                          | —                   | 999                 |
| Prepaid expenses                    | 769                 | 505                 |
| Accounts receivable – other         | 139                 | 4,766               |
| Other                               | 51                  | 60                  |
| Allowance for doubtful accounts     | (1)                 | (0)                 |
| Total current assets                | 23,835              | 30,252              |
| Non-current assets                  |                     |                     |
| Property, plant and equipment       |                     |                     |
| Buildings, net                      | 364                 | 329                 |
| Machinery and equipment, net        | 516                 | 1,751               |
| Construction in progress            | 46                  | 1,701               |
| Other, net                          | 157                 | 214                 |
| Total property, plant and equipment | 1,084               | 3,998               |
| Intangible assets                   |                     |                     |
| Software                            | 331                 | 341                 |
| Other                               | 48                  | 50                  |
| Total intangible assets             | 380                 | 391                 |
| Investments and other assets        |                     |                     |
| Investment securities               | 462                 | 543                 |
| Deferred tax assets                 | 1,139               | 682                 |
| Other                               | 361                 | 358                 |
| Allowance for doubtful accounts     | (0)                 | —                   |
| Total investments and other assets  | 1,963               | 1,584               |
| Total non-current assets            | 3,428               | 5,974               |
| Total assets                        | 27,264              | 36,226              |

(Unit: Millions of yen)

|                                                       | As of July 31, 2025 | As of July 31, 2026 |
|-------------------------------------------------------|---------------------|---------------------|
| <b>Liabilities</b>                                    |                     |                     |
| Current liabilities                                   |                     |                     |
| Accounts payable – trade                              | 508                 | 458                 |
| Accounts payable – other                              | 1,155               | 866                 |
| Income taxes payable                                  | 807                 | 94                  |
| Deposits received                                     | 4,769               | 15,822              |
| Provision for bonuses                                 | 92                  | 138                 |
| Provision for sales promotion expenses                | 2,944               | 1,238               |
| Other                                                 | 633                 | 376                 |
| Total current liabilities                             | 10,912              | 18,995              |
| Non-current liabilities                               |                     |                     |
| Asset retirement obligations                          | 131                 | 132                 |
| Total non-current liabilities                         | 131                 | 132                 |
| Total liabilities                                     | 11,043              | 19,128              |
| <b>Net assets</b>                                     |                     |                     |
| Shareholders' equity                                  |                     |                     |
| Share capital                                         | 152                 | 152                 |
| Capital surplus                                       | 73                  | 74                  |
| Retained earnings                                     | 17,134              | 18,485              |
| Treasury shares                                       | (1,248)             | (1,722)             |
| Total shareholders' equity                            | 16,112              | 16,989              |
| Accumulated other comprehensive income                |                     |                     |
| Valuation difference on available-for-sale securities | 44                  | 48                  |
| Total accumulated other comprehensive income          | 44                  | 48                  |
| Share acquisition rights                              | 64                  | 59                  |
| Total net assets                                      | 16,221              | 17,098              |
| <b>Total liabilities and net assets</b>               | <b>27,264</b>       | <b>36,226</b>       |

## (2) Consolidated Statement of Income and Consolidated Statement of Comprehensive Income

### Consolidated Statement of Income

(Unit: Millions of yen)

|                                              | Year ended July 31, 2025 | Year ended July 31, 2026 |
|----------------------------------------------|--------------------------|--------------------------|
| Net sales                                    | 21,528                   | 22,146                   |
| Cost of sales                                | 28                       | 219                      |
| Gross profit                                 | 21,500                   | 21,926                   |
| Selling, general and administrative expenses | 17,367                   | 17,749                   |
| Operating profit                             | 4,133                    | 4,177                    |
| Non-operating income                         |                          |                          |
| Interest income                              | 17                       | 60                       |
| Dividend income                              | 0                        | 0                        |
| Foreign exchange gains                       | —                        | 14                       |
| Gain on sale of investment securities        | —                        | 9                        |
| Gain on valuation of investment securities   | —                        | 22                       |
| Cash-back income                             | —                        | 16                       |
| Other                                        | 2                        | 1                        |
| Total non-operating income                   | 19                       | 126                      |
| Non-operating expenses                       |                          |                          |
| Loss on valuation of investment securities   | 4                        | —                        |
| Commission expenses                          | 2                        | 3                        |
| Donations                                    | 69                       | 21                       |
| Other                                        | 6                        | 2                        |
| Total non-operating expenses                 | 83                       | 26                       |
| Ordinary profit                              | 4,069                    | 4,277                    |
| Extraordinary income                         |                          |                          |
| Gain on sale of investment securities        | 239                      | —                        |
| Gain on national subsidies                   | 10                       | —                        |
| Other                                        | 1                        | —                        |
| Total extraordinary income                   | 252                      | —                        |
| Extraordinary losses                         |                          |                          |
| Impairment losses                            | 148                      | 170                      |
| Head office relocation expenses              | 37                       | —                        |
| Other                                        | 10                       | —                        |
| Total extraordinary losses                   | 197                      | 170                      |
| Profit before income taxes                   | 4,124                    | 4,107                    |
| Income taxes – current                       | 1,365                    | 761                      |
| Income taxes – deferred                      | (197)                    | 455                      |
| Total income taxes                           | 1,167                    | 1,217                    |
| Profit                                       | 2,957                    | 2,890                    |
| Profit attributable to owners of parent      | 2,957                    | 2,890                    |

## Consolidated Statement of Comprehensive Income

(Unit: Millions of yen)

|                                                       | Year ended July 31, 2025 | Year ended July 31, 2026 |
|-------------------------------------------------------|--------------------------|--------------------------|
| Profit                                                | 2,957                    | 2,890                    |
| Other comprehensive income                            |                          |                          |
| Valuation difference on available-for-sale securities | (6)                      | 3                        |
| Total other comprehensive income                      | (6)                      | 3                        |
| Comprehensive income                                  | 2,950                    | 2,893                    |
| (Details)                                             |                          |                          |
| Comprehensive income attributable to owners of parent | 2,950                    | 2,893                    |

### (3) Consolidated Statement of Changes in Equity

Year ended July 31, 2025 (August 1, 2024 to July 31, 2025)

(Unit: Millions of yen)

|                                                      | Shareholders' equity |                 |                   |                 |                            |
|------------------------------------------------------|----------------------|-----------------|-------------------|-----------------|----------------------------|
|                                                      | Share capital        | Capital surplus | Retained earnings | Treasury shares | Total shareholders' equity |
| Balance at beginning of period                       | 152                  | 73              | 15,446            | (227)           | 15,445                     |
| Changes during period                                |                      |                 |                   |                 |                            |
| Dividends of surplus                                 |                      |                 | (1,267)           |                 | (1,267)                    |
| Profit attributable to owners of parent              |                      |                 | 2,957             |                 | 2,957                      |
| Purchase of treasury shares                          |                      |                 |                   | (1,124)         | (1,124)                    |
| Disposal of treasury shares                          |                      | (8)             |                   | 102             | 94                         |
| Restricted share-based remuneration                  |                      | 7               |                   |                 | 7                          |
| Transfer from retained earnings to capital surplus   |                      | 0               | (0)               |                 | —                          |
| Net changes in items other than shareholders' equity |                      |                 |                   |                 |                            |
| Total changes during period                          | —                    | —               | 1,688             | (1,021)         | 667                        |
| Balance at end of period                             | 152                  | 73              | 17,134            | (1,248)         | 16,112                     |

|                                                      | Accumulated other comprehensive income                |                                              | Share acquisition rights | Total net assets |
|------------------------------------------------------|-------------------------------------------------------|----------------------------------------------|--------------------------|------------------|
|                                                      | Valuation difference on available-for-sale securities | Total accumulated other comprehensive income |                          |                  |
| Balance at beginning of period                       | 51                                                    | 51                                           | 136                      | 15,633           |
| Changes during period                                |                                                       |                                              |                          |                  |
| Dividends of surplus                                 |                                                       |                                              |                          | (1,267)          |
| Profit attributable to owners of parent              |                                                       |                                              |                          | 2,957            |
| Purchase of treasury shares                          |                                                       |                                              |                          | (1,124)          |
| Disposal of treasury shares                          |                                                       |                                              |                          | 94               |
| Restricted share-based remuneration                  |                                                       |                                              |                          | 7                |
| Transfer from retained earnings to capital surplus   |                                                       |                                              |                          | —                |
| Net changes in items other than shareholders' equity | (6)                                                   | (6)                                          | (72)                     | (79)             |
| Total changes during period                          | (6)                                                   | (6)                                          | (72)                     | 587              |
| Balance at end of period                             | 44                                                    | 44                                           | 64                       | 16,221           |

Year ended July 31, 2026 (August 1, 2025 to July 31, 2026)

(Unit: Millions of yen)

|                                                      | Shareholders' equity |                 |                   |                 |                            |
|------------------------------------------------------|----------------------|-----------------|-------------------|-----------------|----------------------------|
|                                                      | Share capital        | Capital surplus | Retained earnings | Treasury shares | Total shareholders' equity |
| Balance at beginning of period                       | 152                  | 73              | 17,134            | (1,248)         | 16,112                     |
| Changes during period                                |                      |                 |                   |                 |                            |
| Dividends of surplus                                 |                      |                 | (1,457)           |                 | (1,457)                    |
| Profit attributable to owners of parent              |                      |                 | 2,890             |                 | 2,890                      |
| Purchase of treasury shares                          |                      |                 |                   | (502)           | (502)                      |
| Disposal of treasury shares                          |                      | (3)             |                   | 28              | 24                         |
| Change in scope of consolidation                     |                      |                 | (82)              |                 | (82)                       |
| Restricted share-based remuneration                  |                      | 4               |                   |                 | 4                          |
| Net changes in items other than shareholders' equity |                      |                 |                   |                 |                            |
| Total changes during period                          | —                    | 0               | 1,350             | (474)           | 877                        |
| Balance at end of period                             | 152                  | 74              | 18,485            | (1,722)         | 16,989                     |

|                                                      | Accumulated other comprehensive income                |                                              | Share acquisition rights | Total net assets |
|------------------------------------------------------|-------------------------------------------------------|----------------------------------------------|--------------------------|------------------|
|                                                      | Valuation difference on available-for-sale securities | Total accumulated other comprehensive income |                          |                  |
| Balance at beginning of period                       | 44                                                    | 44                                           | 64                       | 16,221           |
| Changes during period                                |                                                       |                                              |                          |                  |
| Dividends of surplus                                 |                                                       |                                              |                          | (1,457)          |
| Profit attributable to owners of parent              |                                                       |                                              |                          | 2,890            |
| Purchase of treasury shares                          |                                                       |                                              |                          | (502)            |
| Disposal of treasury shares                          |                                                       |                                              |                          | 24               |
| Change in scope of consolidation                     |                                                       |                                              |                          | (82)             |
| Restricted share-based remuneration                  |                                                       |                                              |                          | 4                |
| Net changes in items other than shareholders' equity | 3                                                     | 3                                            | (4)                      | (0)              |
| Total changes during period                          | 3                                                     | 3                                            | (4)                      | 876              |
| Balance at end of period                             | 48                                                    | 48                                           | 59                       | 17,098           |

**(4) Consolidated Statements of Cash Flows**

(Unit: Millions of yen)

|                                                                                                  | Year ended July 31, 2025 | Year ended July 31, 2026 |
|--------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| <b>Cash flows from operating activities</b>                                                      |                          |                          |
| Profit before income taxes                                                                       | 4,124                    | 4,107                    |
| Depreciation                                                                                     | 225                      | 302                      |
| Impairment losses                                                                                | 148                      | 170                      |
| Amortization of goodwill                                                                         | 5                        | —                        |
| Share-based payment expenses                                                                     | (54)                     | 10                       |
| Increase (decrease) in allowance for doubtful accounts                                           | 0                        | (0)                      |
| Increase (decrease) in provision for bonuses                                                     | 8                        | 45                       |
| Increase (decrease) in provision for sales promotion expenses                                    | 395                      | (1,706)                  |
| Loss (gain) on valuation of investment securities                                                | 4                        | (22)                     |
| Loss (gain) on sale of investment securities                                                     | (239)                    | (9)                      |
| Interest and dividend income                                                                     | (17)                     | (60)                     |
| Decrease (increase) in trade receivables                                                         | (754)                    | (119)                    |
| Increase (decrease) in trade payables                                                            | (204)                    | (0)                      |
| Decrease (increase) in accounts receivable – other                                               | (9)                      | (4,645)                  |
| Decrease (increase) in prepaid expenses                                                          | 58                       | 258                      |
| Increase (decrease) in accounts payable – other                                                  | 208                      | (257)                    |
| Increase (decrease) in deposits received                                                         | 1,868                    | 11,052                   |
| Other                                                                                            | 70                       | (302)                    |
| Subtotal                                                                                         | 5,838                    | 8,821                    |
| Interest and dividends received                                                                  | 12                       | 59                       |
| Income taxes refund (paid)                                                                       | (1,045)                  | (1,437)                  |
| Other                                                                                            | 10                       | —                        |
| Net cash provided by (used in) operating activities                                              | 4,816                    | 7,442                    |
| <b>Cash flows from investing activities</b>                                                      |                          |                          |
| Net decrease (increase) in time deposits                                                         | (3,000)                  | 1,500                    |
| Purchase of property, plant and equipment                                                        | (709)                    | (3,289)                  |
| Proceeds from sale of property, plant and equipment                                              | —                        | 18                       |
| Purchase of intangible assets                                                                    | (209)                    | (123)                    |
| Purchase of securities                                                                           | —                        | (999)                    |
| Proceeds from the sales of investment securities                                                 | 341                      | 31                       |
| Other                                                                                            | (41)                     | —                        |
| Net cash provided by (used in) investing activities                                              | (3,619)                  | (2,862)                  |
| <b>Cash flows from financing activities</b>                                                      |                          |                          |
| Purchase of treasury shares                                                                      | (1,124)                  | (502)                    |
| Exercise of share acquisition rights                                                             | 89                       | 11                       |
| Dividends paid                                                                                   | (1,268)                  | (1,456)                  |
| Net cash provided by (used in) financing activities                                              | (2,303)                  | (1,946)                  |
| Effect of exchange rate change on cash and cash equivalents                                      | (0)                      | 2                        |
| Net increase (decrease) in cash and cash equivalents                                             | (1,106)                  | 2,636                    |
| Cash and cash equivalents at the beginning of the year                                           | 18,602                   | 17,496                   |
| Increase (decrease) in cash and cash equivalents resulting from change in scope of consolidation | —                        | (158)                    |
| Cash and cash equivalents at the end of the year                                                 | 17,496                   | 19,973                   |

## **(5) Notes to Consolidated Financial Statements**

(Notes on Going Concern Assumption)

Not applicable.

(Segment Information and Other Data)

(Segment Information)

### **1. Reportable segments**

#### **(1) Method of determining reportable segments**

The Company's reportable segments are those of the Group for which separate financial information is available and which are subject to periodic review by the Board of Directors in order to determine the allocation of management resources and evaluate business performance. The Company is composed of segments classified by business type, with the Consumer Service business and Online Advertising business being the reportable segments for the purpose of further clarifying the main business areas.

#### **(2) Products and services belonging to each reportable segment**

The Consumer Service segment includes the Hometown Tax Donation business, the Furunavi Travel business, the Restaurant PR business, and the Loyalty Points Service business.

The Online Advertising segment includes the Ad Network business, the Influencer Marketing business, the Media Solution business, and the App Operation business.

### **2. Calculation method for net sales, profit or loss, assets or liabilities, and other items for each reportable segment**

The accounting method for the reported business segments complies with the accounting policies adopted for the preparation of the consolidated financial statements.

Profit for reportable segments is based on operating profit. Intersegment profit and transfers are based on prevailing market prices.

## 3. Information on net sales, amounts of profit or loss, and other items by reportable segment

Year ended July 31, 2025 (August 1, 2024 to July 31, 2025)

(Unit: Millions of yen)

|                                               | Reportable segment |                    |        | Adjustments<br>(Note 1,2,3) | Amount recorded on<br>consolidated financial<br>statements (Note 4) |
|-----------------------------------------------|--------------------|--------------------|--------|-----------------------------|---------------------------------------------------------------------|
|                                               | Consumer Service   | Online Advertising | Total  |                             |                                                                     |
| Net sales                                     |                    |                    |        |                             |                                                                     |
| Goods to be transferred at a point in time    | 29                 | 0                  | 29     | 9                           | 39                                                                  |
| Goods to be transferred over a certain period | 19,029             | 2,406              | 21,435 | 54                          | 21,489                                                              |
| Net sales to external customers               | 19,059             | 2,406              | 21,465 | 63                          | 21,528                                                              |
| Intersegment sales or transfers               | —                  | 5                  | 5      | (5)                         | —                                                                   |
| Total                                         | 19,059             | 2,411              | 21,471 | 57                          | 21,528                                                              |
| Segment profit                                | 4,021              | 153                | 4,175  | (41)                        | 4,133                                                               |
| Other items                                   |                    |                    |        |                             |                                                                     |
| Depreciation                                  | 91                 | 94                 | 185    | 39                          | 225                                                                 |

Notes: 1. The adjustment of 63 million yen for net sales to external customers also corresponds to net sales that do not belong to the reportable segments.

2. Adjustments to segment profit of (41) million yen are entirely attributable to net sales that do not belong to reportable segments and corporate expenses not allocated to reportable segments. Corporate expenses are general and administrative expenses not attributable to reportable segments.

3. The adjustment of 39 million yen to depreciation represents depreciation expenses that do not belong to any reportable segments.

4. Segment profit correspond to the operating profit reported on the Consolidated Statement of Income.

Year ended July 31, 2026 (August 1, 2025 to July 31, 2026)

(Unit: Millions of yen)

|                                               | Reportable segment |                    |        | Adjustments<br>(Note 1,2,3) | Amount recorded on<br>consolidated financial<br>statements (Note 4) |
|-----------------------------------------------|--------------------|--------------------|--------|-----------------------------|---------------------------------------------------------------------|
|                                               | Consumer Service   | Online Advertising | Total  |                             |                                                                     |
| Net sales                                     |                    |                    |        |                             |                                                                     |
| Goods to be transferred at a point in time    | 121                | —                  | 121    | 11                          | 133                                                                 |
| Goods to be transferred over a certain period | 19,416             | 2,303              | 21,720 | 292                         | 22,013                                                              |
| Net sales to external customers               | 19,538             | 2,303              | 21,841 | 304                         | 22,146                                                              |
| Intersegment sales or transfers               | —                  | 12                 | 12     | (12)                        | —                                                                   |
| Total                                         | 19,538             | 2,316              | 21,854 | 292                         | 22,146                                                              |
| Segment profit                                | 4,101              | 74                 | 4,176  | 1                           | 4,177                                                               |
| Other items                                   |                    |                    |        |                             |                                                                     |
| Depreciation                                  | 112                | 91                 | 203    | 99                          | 302                                                                 |

Notes: 1. The adjustment of 304 million yen for net sales to external customers also corresponds to net sales that do not belong to the reportable segments.

2. Adjustments to segment profit of 1 million yen are entirely attributable to net sales that do not belong to reportable segments and corporate expenses not allocated to reportable segments. Corporate expenses are general and administrative expenses not attributable to reportable segments.

3. The adjustment of 99 million yen to depreciation represents depreciation expenses that do not belong to any reportable segments.

4. Segment profit corresponds to the operating profit reported on the Consolidated Statement of Income.

(Per Share Information)

|                                  | Year ended July 31, 2025<br>(August 1, 2024 to July 31, 2025) | Year ended July 31, 2026<br>(August 1, 2025 to July 31, 2026) |
|----------------------------------|---------------------------------------------------------------|---------------------------------------------------------------|
| Book value per share (yen)       | 288.28                                                        | 309.31                                                        |
| Basic earnings per share (yen)   | 51.40                                                         | 51.64                                                         |
| Diluted earnings per share (yen) | 51.36                                                         | 51.61                                                         |

Notes: The basis for calculating basic earnings per share and diluted earnings per share is as follows.

| Item                                                                                                                | Year ended July 31, 2025<br>(August 1, 2024 to July 31, 2025) | Year ended July 31, 2026<br>(August 1, 2025 to July 31, 2026) |
|---------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|---------------------------------------------------------------|
| Basic earnings per share                                                                                            |                                                               |                                                               |
| Profit attributable to owners of parent<br>(millions of yen)                                                        | 2,957                                                         | 2,890                                                         |
| Amounts not allocated to common<br>shareholders (millions of yen)                                                   | —                                                             | —                                                             |
| Profit attributable to owners of parent related<br>to common shares (millions of yen)                               | 2,957                                                         | 2,890                                                         |
| Average number of common shares<br>outstanding during the year (shares)                                             | 57,526,480                                                    | 55,964,430                                                    |
|                                                                                                                     |                                                               |                                                               |
| Diluted earnings per share                                                                                          |                                                               |                                                               |
| Adjustments to profit attributable to owners<br>of parent (millions of yen)                                         | —                                                             | —                                                             |
| Increase in number of common shares                                                                                 | 45,490                                                        | 32,849                                                        |
| [Of which, share acquisition rights (shares)]                                                                       | (45,490)                                                      | (32,849)                                                      |
| Outline of stock not included in the calculation<br>of diluted earnings per share due to lack of<br>dilutive effect | —                                                             | —                                                             |

(Significant Subsequent Events)

(Issuance of Share Acquisition Rights)

The Company resolved, at a meeting of its Board of Directors held on August 24, 2026, to issue its Second and Third Series of Share Acquisition Rights with monetary consideration and its Fifth Series of Share Acquisition Rights without monetary consideration, and allotted them on September 9, 2026. For details, please refer to the notices regarding each series of share acquisition rights published on August 24 and September 9, 2026.

(Execution of a Syndicated Commitment Line Agreement)

The Company entered into a commitment line agreement through a syndicated loan arrangement on August 31, 2026. For details, please refer to the "Notice Regarding Execution of a Commitment Line Agreement" published on the same date.