



New Medium-Term Management Plan

(FY2027–FY2029)

i-mobile Co., Ltd.
(Stock Code 6535, TSE Prime Market)

September 11, 2026

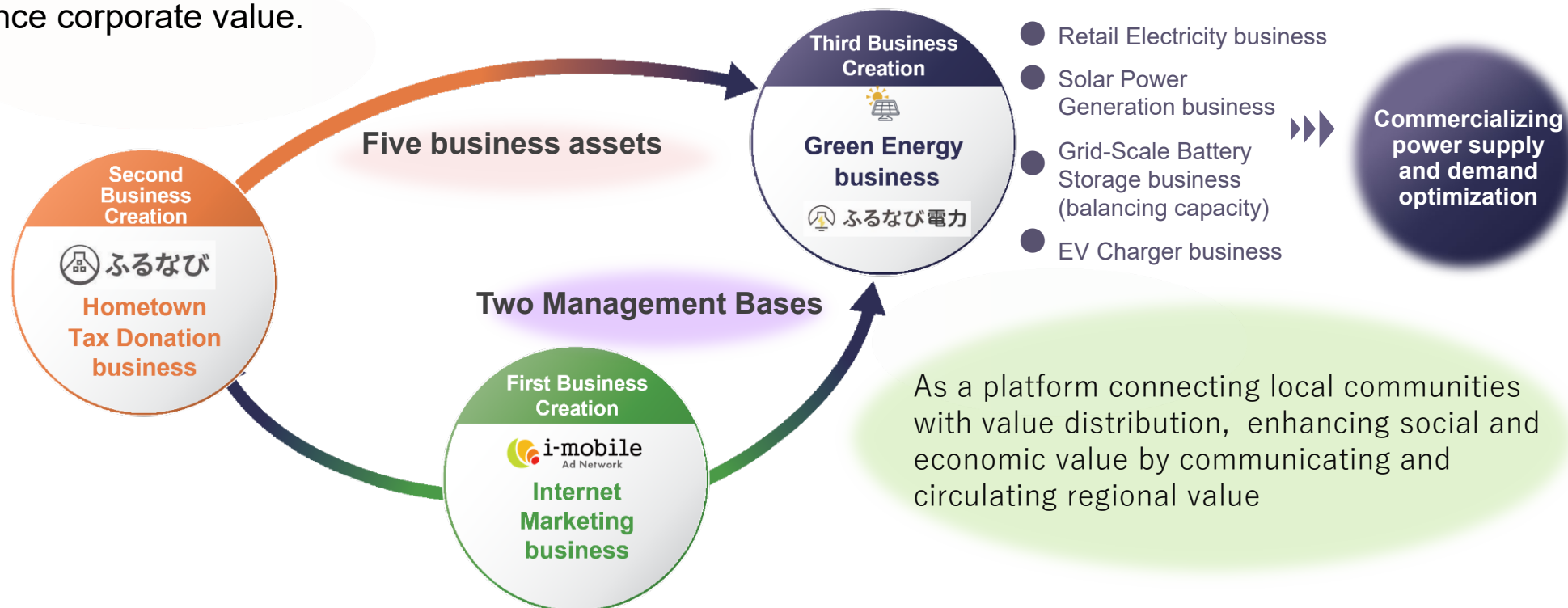
Overview of the New Medium-Term Management Plan (FY2027–FY2029)



Achieve the Third Business Creation by leveraging synergies generated through business integration

Solve social issues by creating businesses that connect people, local communities, and society, thereby simultaneously realizing social and economic value.

Alongside further expanding the Hometown Tax Donation business, which generates stable earnings, the Group will make a full-scale entry into the Green Energy business^{*1}, representing the creation of its third business, by leveraging Furunavi's assets and the business expertise and technologies cultivated through its founding Online Advertising business^{*2}. The Group aims to develop the Green Energy business into a new growth driver and sustainably enhance corporate value.



^{*1} The Green Energy business in this material includes the Retail Electricity business operated by Furunavi Energy, Inc.

^{*2} The Online Advertising business in this material includes the App Operation business operated by Ohte, Inc.

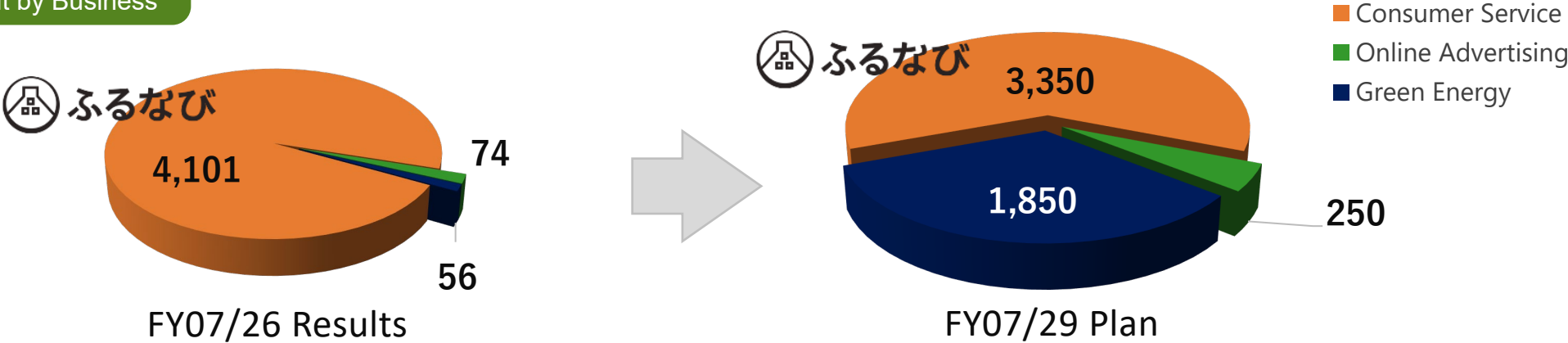
New Medium-Term Management Plan (FY27–FY29): Financial Plan (Consolidated)

Consolidated Performance

(Millions of yen)

Item		FY07/26	FY07/27	YoY	FY07/28	YoY	FY07/29	YoY
		Full-year results	Full-year forecast		Plan		Plan	
Consolidated performance	Net sales	22,146	22,200	100.2%	22,300	100.5%	22,900	102.7%
	Operating profit <i>(OPM)</i>	4,177 <i>(18.9%)</i>	4,500 <i>(20.3%)</i>	107.7%	4,500 <i>(20.2%)</i>	100.0%	5,300 <i>(23.1%)</i>	117.8%
	Profit* <i>(NPM)</i>	2,890 <i>(13.0%)</i>	3,140 <i>(14.1%)</i>	108.6%	3,140 <i>(14.1%)</i>	100.0%	3,670 <i>(16.0%)</i>	116.9%

Operating Profit by Business



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

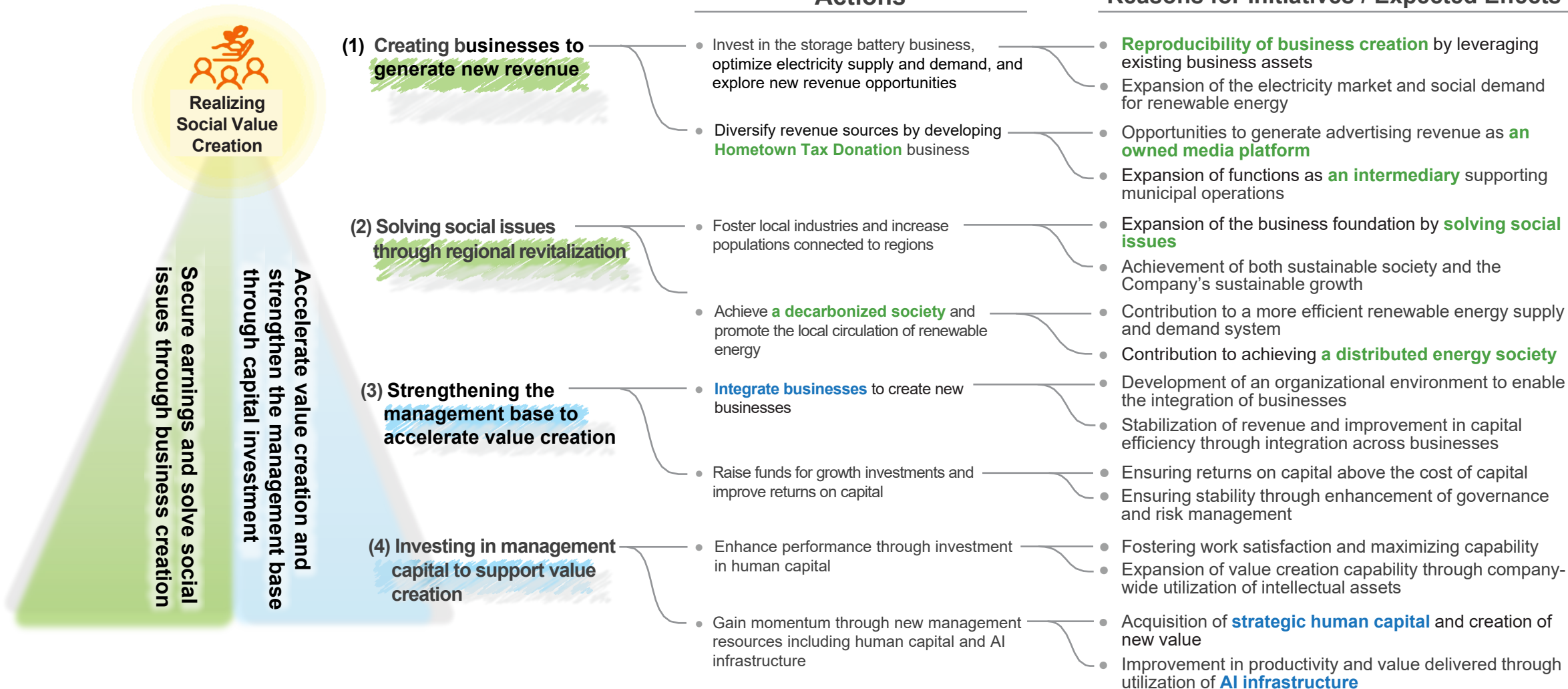
New Medium-Term Management Plan (FY27–FY29): Financial Plan by Business

	FY07/27	FY07/28	FY07/29
Consumer Service business*	Net sales: ¥19.00 bn Operating profit: ¥4.30 bn YoY: 104.8%	Net sales: ¥17.20 bn Operating profit: ¥3.50 bn YoY: 81.4%	Net sales: ¥16.40 bn Operating profit: ¥3.35 bn YoY: 95.7%
Online Advertising business	Net sales: ¥2.28 bn Operating profit: ¥0.06 bn YoY: 80.3%	Net sales: ¥2.48 bn Operating profit: ¥0.13 bn YoY: 216.7%	Net sales: ¥2.67 bn Operating profit: ¥0.25 bn YoY: 192.3%
Green Energy business	Net sales: ¥0.88 bn Operating profit: ¥0.25 bn EBITDA: ¥0.50 bn	Net sales: ¥2.60 bn Operating profit: ¥1.00 bn EBITDA: ¥1.35 bn	Net sales: ¥3.80 bn Operating profit: ¥1.85 bn EBITDA: ¥2.33 bn

* The Consumer Service business in this material collectively refers to the Hometown Tax Donation business and the Furunavi-related business.

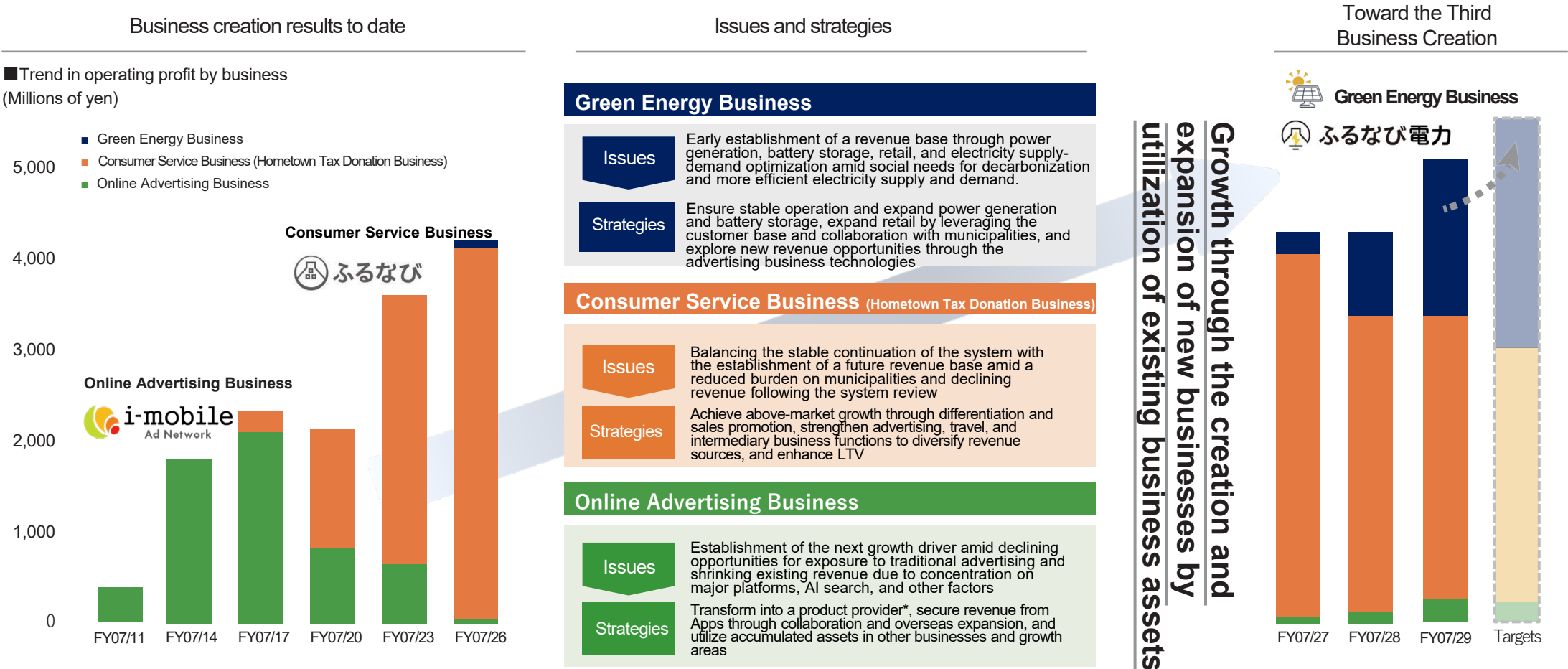
Materialities of the i-mobile Group

Solve social issues by creating businesses that connect people, local communities, and society, thereby simultaneously realizing social and economic value.



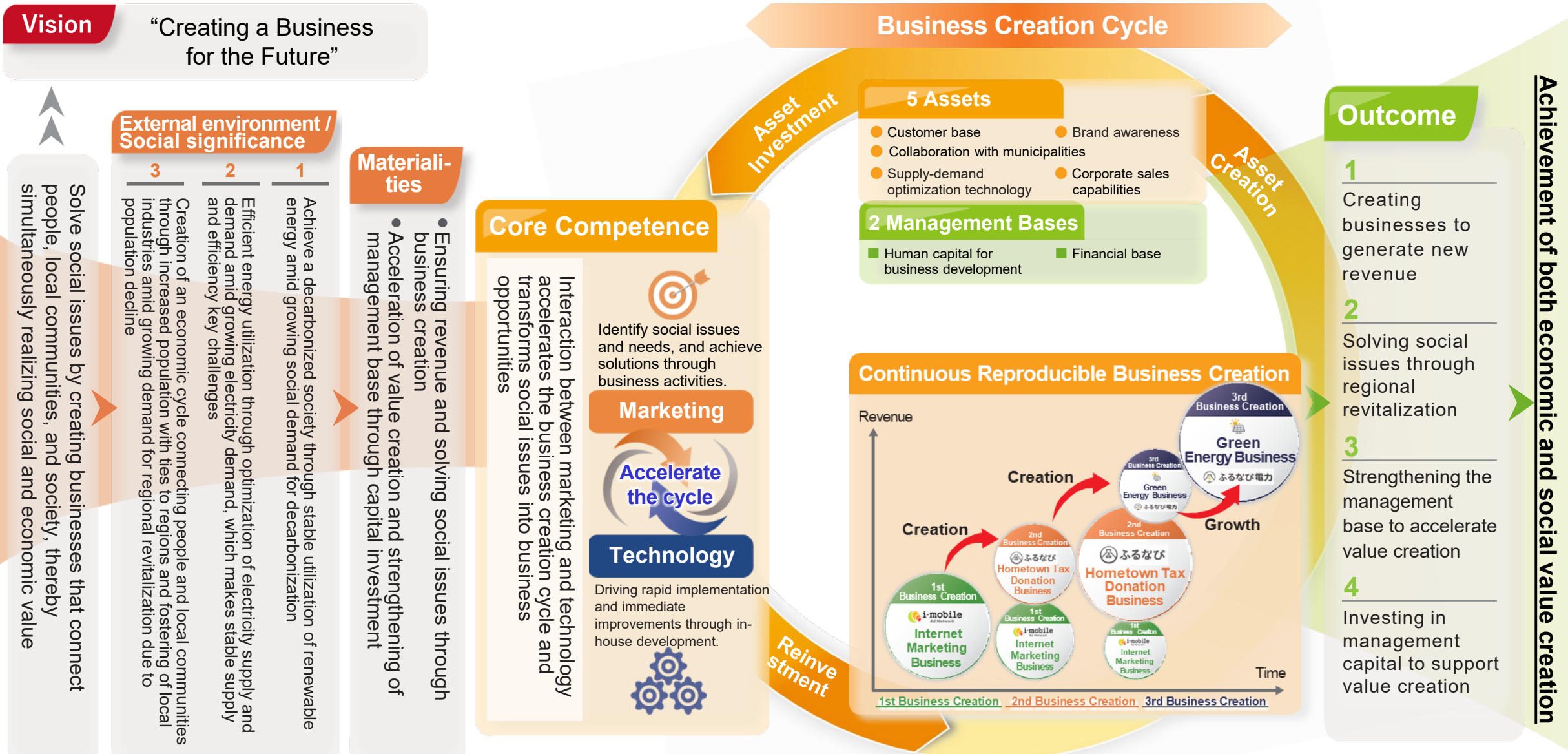
Two Business Creations and Next Growth Scenario of the i-mobile Group

Realize the Third Business Creation by applying the reproducible processes developed through the two business creations, thereby increasing the likelihood of achieving the three-year medium-term management plan’s goals

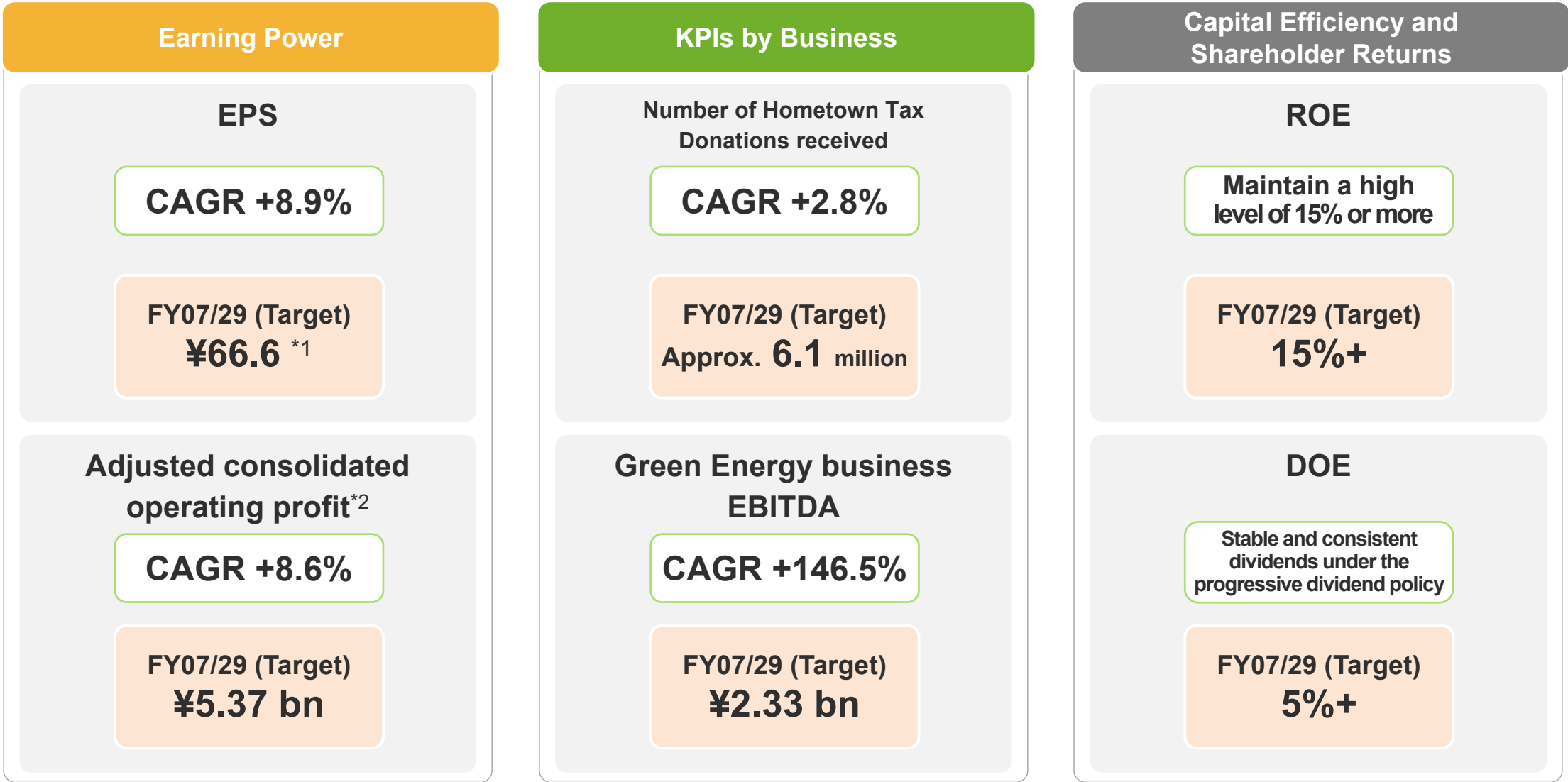


*Product provider: A business model of providing its own technologies to other companies as products

Value Creation Process to Drive Sustainable Growth



Key KPI Targets under New Medium-Term Management Plan (FY27–FY29)



^{*1} The EPS target is calculated using 55,085 thousand shares outstanding (excluding treasury shares) as of the end of FY07/26 as the denominator. The calculation does not reflect future changes in the number of shares resulting from acquisitions of treasury shares or other factors.

^{*2} "Adjusted consolidated operating profit" means consolidated operating profit reported in the Annual Securities Report plus share-based compensation expense related to the share acquisition rights recognized for the relevant fiscal year.

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New Medium-Term Management Plan: Strategies by Business



Balance system sustainability with LTV* maximization by building a future revenue base, while anticipating market environment changes resulting from system revisions and factoring in declining revenue

Market Environment Analysis

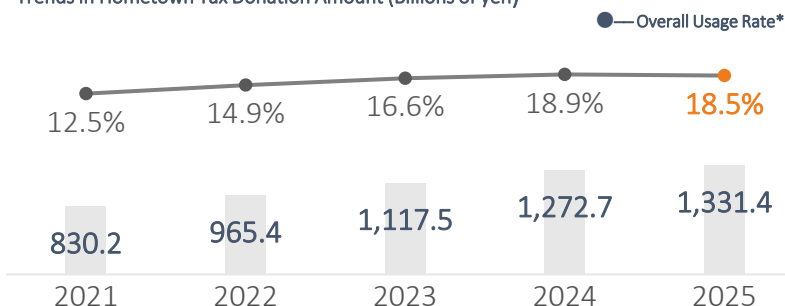
Market environment

- Market expansion driven by adoption of the system, increased tax deduction limits due to rising incomes, and cost-consciousness amid inflation

System review

- Market transition to moderate, stable growth due to restrictions on high-income earners, system revisions, and other factors

Trends in Hometown Tax Donation Amount (Billions of yen)



Source: The donation amount is based on *Survey on Hometown Tax Donation* published by the Ministry of Internal Affairs and Communications. The overall usage rate of Hometown Tax Donation is calculated by the Company with reference to “Actual Results of Residence Tax Deduction for Taxation,” and “Survey of Municipal Taxation Status” in each fiscal year, both published by the Ministry of Internal Affairs and Communications.

Issues

(1) Achievement of organic growth outpacing the market



- Need to capture market growth in existing businesses with growth potential, expand market share by strengthening competitive advantages, and establish a market position

(2) Diversification of revenue sources and expansion of future revenue through utilization of assets

- Need to prepare for declining existing revenue by developing new revenue sources, including unique gifts in return and peripheral businesses, and leverage the customer base and brand to drive growth in other businesses and expand future revenue

(3) Optimization of operating costs for the system sustainability while maintaining profitability

- Need to prioritize reducing the burden on municipalities, factor in a certain decline in revenue, offset it through greater cost efficiency, and ensure long-term revenue generation

Outpace market growth through differentiation measures and sales promotions, diversify revenue, build a future revenue base by supporting the system sustainability through optimized operational costs, and thereby aim to maximize LTV

Medium-Term Goal

Positioning the Business

- Viewing changes in the business environment as growth opportunities, proactively expanding the business, and establishing a stable revenue base
- Maximizing LTV through long-term coexistence with the system as a business that addresses social issues

FY26 Results and Three-Year Plan

(Billions of yen)	FY26	FY27	FY28	FY29
Net sales	19.54	19.0	17.20	16.40
Operating profit	4.10	4.30	3.50	3.35
Operating profit margin	21.0%	22.6%	20.3%	20.4%

Business Strategy / Initiatives

- (1) Organic growth outpacing the market
 - Differentiate through unique gifts in return and payment methods, promote new customer acquisition and continued use through promotions and data utilization, expand the volume of donations received, and establish a market position
- (2) Diversification of revenue sources and company-wide utilization of assets
 - Generate advertising revenue as a media platform and expand travel and intermediary functions
 - Expand the retail electricity business by leveraging the customer base and drive users to other Group services
- (3) Optimization of operating costs to enhance the sustainability of the system
 - Reduce the overall operating costs of the system through appropriate allocation of the burden on municipalities, taking over certain municipal operations, and improving the efficiency of our own operations, thereby ensuring operation in line with the purpose of the system

Online Advertising Business:

Market Environment Analysis and Issues

Establish the next growth driver by transforming into a product provider and developing new markets for the App Operation business, while factoring in declining traditional advertising amid shifts in information consumption behavior from web searches and website browsing

Market Environment Analysis

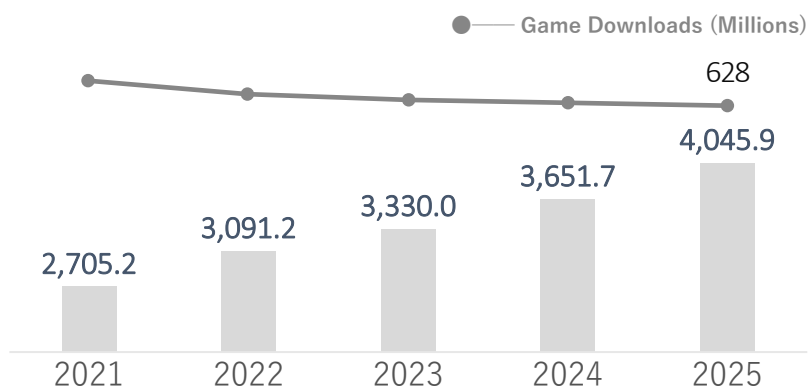
Market environment

- Continued growth in internet advertising spending and rapid growth in the retail media segment
- A mature and largely flat domestic gaming market

Changes in information consumption behavior

- Decline in traditional advertising as consumer exposure shifts to major PFs^{*1}, apps, and AI search

Trends in Internet Advertising Expenditures (Billions of yen)



Source: 2025 Advertising Expenditures in Japan published by Dentsu Inc., Japan: Game Market Insights 2025 Report published by Sensor Tower, Retail Media Advertising Market Survey published by CARTA HOLDINGS, INC. and Digital InFact, Inc.

Issues

(1) Transformation of the business model in response to declining advertising exposure opportunities

- Need to rebuild the revenue base by providing the Company's products and technologies to other companies as a product provider, as the scope of the domestic ADN^{*2} business shrinks due to changes in consumer behavior, while advertising by media companies with their own data creates revenue opportunities



(2) Development of new growth opportunities in a mature market

- Need to maintain revenue from existing businesses and develop new markets and customer segments through partnerships and overseas expansion as existing revenue from the App Operation business declines



■ On this page, product provider refers to a business model in which the Company provides its own technologies to other companies as products.

*1 PF: Platform

*2 ADN^{*}: Ad Network

Medium-Term Goal and Business Strategy

Secure revenue by maintaining existing businesses while transforming into a product provider and pursuing partnerships with other companies and overseas expansion
 Aim to establish the next growth driver by applying accumulated technologies and intellectual assets to other businesses to promote commercialization and growth

Medium-Term Goal

Positioning the Business

- Becoming a product provider offering technologies in addition to a platformer that intermediates ad slots
- Driving growth and business creation across all businesses through accumulated technologies and intellectual assets

FY26 Results and Three-Year plan

(Billions of yen)	FY26	FY27	FY28	FY29
Net sales	2.32	2.28	2.48	2.67
Operating profit	0.07	0.06	0.13	0.25
Operating profit margin	3.2%	2.6%	5.2%	9.4%

Business Strategy / Initiatives

(1) Transform the business model into a product provider

- Expand the business domain through “Ad Network OEM” for the retail media market
- Promote the development of new customer segments for “Brand radar” with enhanced customer support functions

(2) Development of new growth opportunities for the App Operation business

- Maintain existing revenue by enhancing the functionality of the “Puzzle de Kensho” series
- Expand revenue by launching new titles in partnership domains and improving products and strengthening sales promotion in overseas markets



(3) Drive Group growth by leveraging technologies and intellectual assets

- Optimize electricity supply and demand by applying supply-demand optimization technologies and explore new revenue opportunities
- Leverage advertising delivery technologies and intellectual assets in sales and marketing for Furunavi

View societal demands for decarbonization and more efficient electricity supply and demand as growth opportunities, and establish a revenue base at an early stage through power generation, energy storage, retail, and supply-demand optimization by leveraging existing business assets

Market Environment Analysis

Market Environment and Social Demand

- Growing electricity demand driven by the expansion of data centers and semiconductor plants, along with electrification toward decarbonization
- Growing demand for energy storage and balancing capacity to absorb output fluctuations as the share of renewable energy increases

Electricity Demand Outlook for 10 Companies Nationwide (Billions of kWh)



Source: Electricity Demand Outlook published by Agency for Natural Resources and Energy (January 2025)

Share of Renewable Energy in the Power Generation mix



Source: The 7th Strategic Energy Plan and General Energy Statistics published by Agency for Natural Resources and Energy, 2024 Final Report (published in April 2026)

Issues

- (1) Expansion of the retail electricity business to achieve a decarbonized society
 - Need to leverage existing business assets (customer base, partnerships with municipalities, and brand) to capture demand for renewable electricity from companies and municipalities pursuing decarbonization
- (2) Expansion and monetization of power generation and energy storage facilities to meet growing electricity demand
 - Need to expand the revenue base through stable operation of existing facilities, early operations at planned facilities, and construction of new facilities in response to growing demand for electricity and balancing capacity
- (3) Optimization of electricity supply and demand and new revenue opportunities leveraging in-house technology
 - Need to explore commercialization by applying technologies developed through the advertising business amid growing demand for balancing capacity due to the expansion of renewable energy and distributed energy resources toward decarbonization



Medium-Term Goal and Business Strategy

Establish a revenue base at an early stage by ensuring stable operation and expansion of power generation and energy storage, and expanding retail through asset utilization
Explore revenue opportunities by applying in-house technology and aim for this business, as the Third Business Creation, to drive Company-wide growth

Medium-Term Goal

Positioning the Business

- Achieve the Third Business Creation by addressing the social issue of decarbonization and embody the Vision
- Build new revenue sources and enhance corporate value while maintaining capital efficiency through a distribution business connecting electricity supply and demand

FY26 Results and Three-Year plan

(Billions of yen)	FY26	FY27	FY28	FY29
Net sales	0.29	0.88	2.60	3.80
Operating profit	0.05	0.25	1.00	1.85
EBITDA	0.16	0.50	1.35	2.33
EBITDA margin	53.1%	56.8%	51.9%	61.3%

Business Strategy / Initiatives

Achieve the Third Business Creation through five business assets and two management bases

(1) Customers: Expand the retail electricity business by leveraging existing business assets

- Acquire customers by leveraging the customer base, brand awareness, and advertising and sales promotion know-how, and capture demand through collaboration with companies and regions pursuing decarbonization

(2) Facilities: Expand power generation and energy storage facilities and achieve early monetization

- Ensure stable operation of existing facilities, connect planned solar power facilities and grid-scale battery storage facilities to the grid, and develop new facilities through disciplined investment by leveraging the financial base

(3) Supply and demand: Explore new revenue opportunities by applying optimization technology

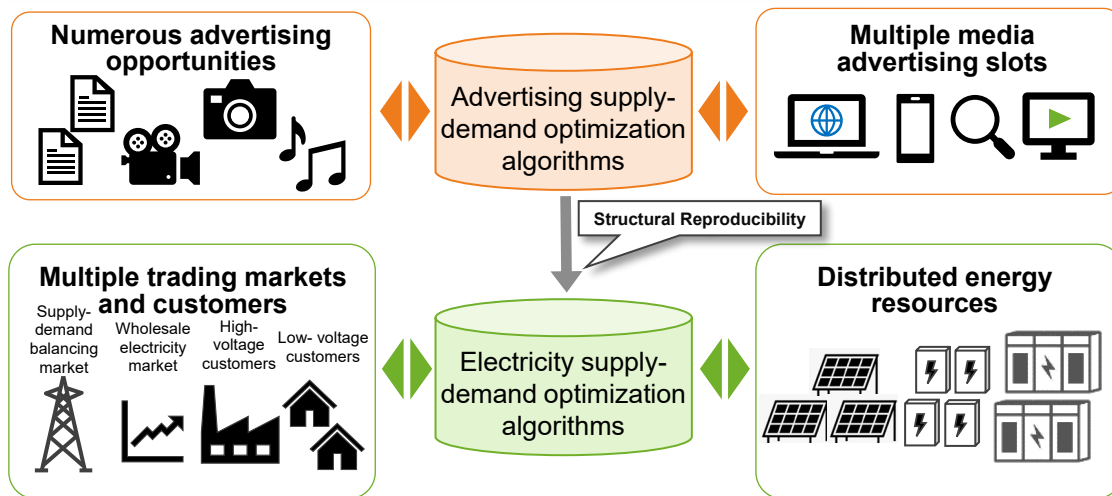
- Leverage supply-demand forecasting and optimization technology developed through the advertising business to explore commercialization in the electricity sector

Application of Supply-demand Optimization Technology and Core Competence x AI Utilization

Application of supply-demand optimization technology developed through the advertising business

- Technology for optimizing the allocation of numerous advertising opportunities and slots in real time shares a common structure with algorithms for connecting and optimizing electricity supply and demand

Aggregation of multiple resources, supply and demand forecasting, real-time bidding, execution, contracting, and delivery, and optimal allocation across multiple customers

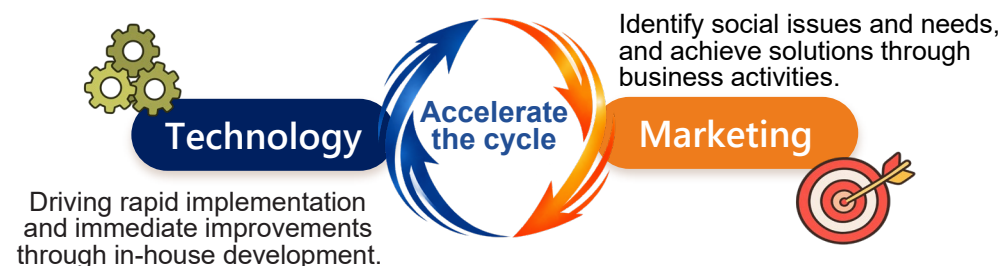


- Competitive advantage through technology application
 - ✓ Accuracy of algorithms for supply-demand forecasting and optimal allocation
 - ✓ Operation of systems requiring real-time responsiveness at large scale and under high loads

Core Competence

Rapid in-house development driven by market needs

- “Marketing” conceptualizes approaches to social issues that have yet to emerge in the market, while “Technology” immediately implements and commercializes them. A rapid cycle of using implementation results to refine solutions is the source of business creation



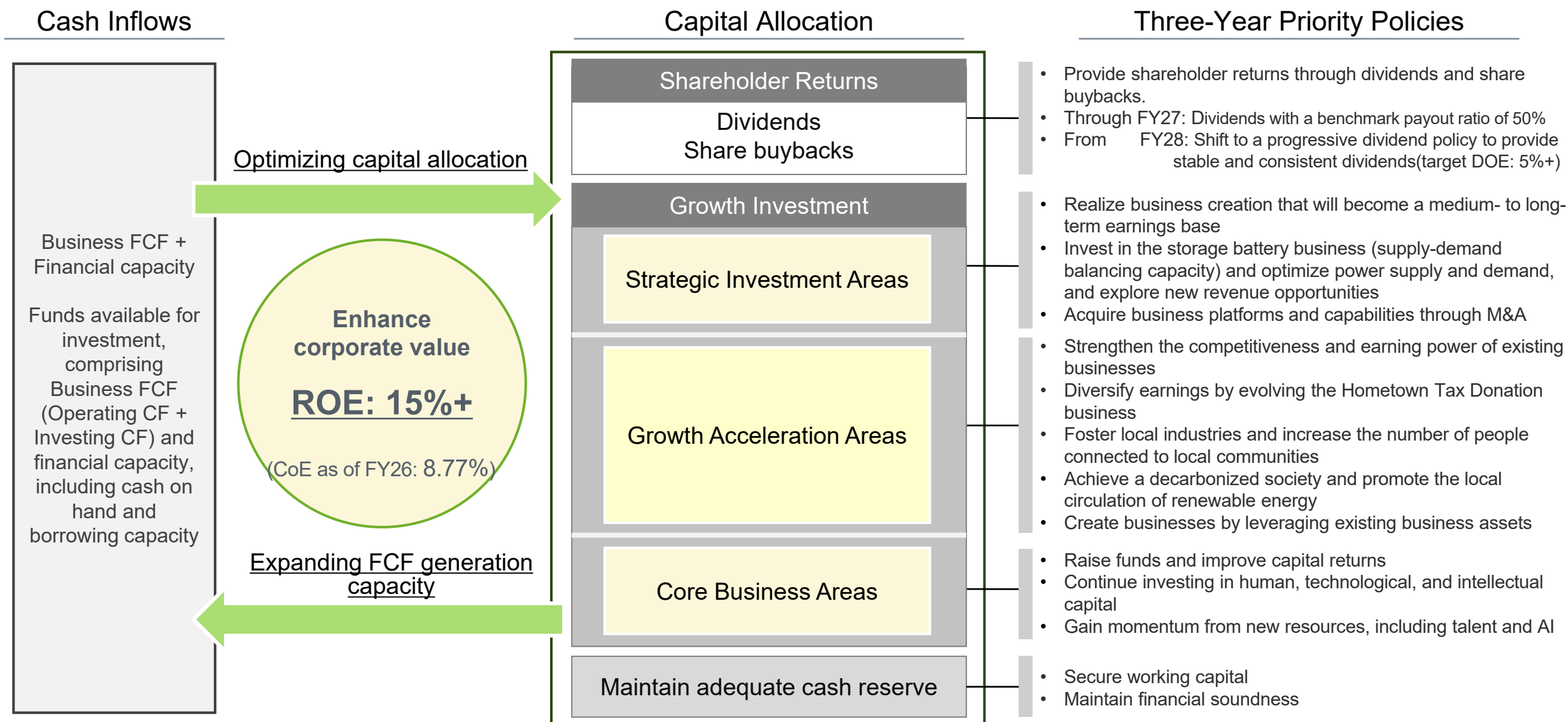
Growth driven by AI-enabled development efficiency and business quality

- Incorporate AI into development, quality assurance, and business processes, and further shorten the cycle from implementation to improvement
- Already offering in-house products incorporating AI
 - 📍 グラウンドレーダー > AI Influencer Match
 - > Fan Search (AI Image/video analysis)
 - 📍 Ad delivery/bidding optimization and Ad fraud prevention

Cost of Capital-Conscious Management



Management Conscious of Cost of Capital and Share Price (Capital Allocation Policy)



Management Conscious of Cost of Capital and Share Price (Cost of Capital and TSR Tree)

We will diversify our earnings streams and accelerate growth by enhancing the earning power of our existing businesses and creating the Green Energy business as our third pillar. Through earnings growth and disciplined shareholder returns, we will sustainably increase EPS and seek to improve our market valuation, currently reflected in a P/E ratio of only 9.3x.

Calculation of Cost of Equity (CoE)

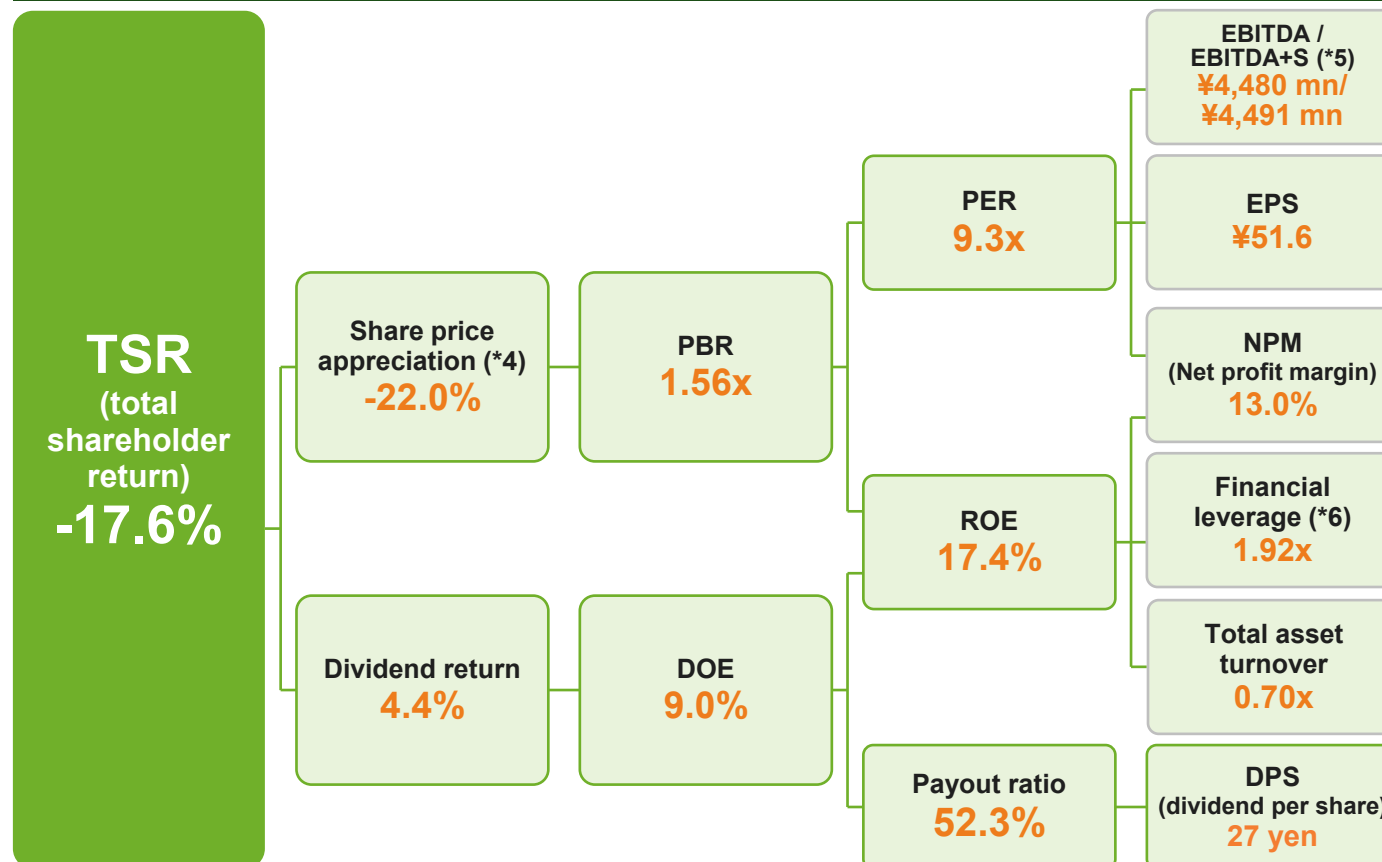
$$\text{CoE} = \text{Risk-free rate} + \beta \times \text{Market risk premium} + \text{Size premium} + \text{Non-controlling shareholder risk premium} = 8.77\% \text{ (FY Jul. 2026)}$$

Risk-free rate (10-year JGB yield as of July 2026)	2.80%
β (two-year weekly data, including dividends)	0.464
Market risk premium (MRP) (*1)	6.00%
(i) CAPM-based cost of equity Risk-free rate (2.8%) + β (0.464) x MRP (6%)	5.58%
Size premium (*2)	+1.50%
(ii) Size-adjusted cost of equity [(i) + Size premium]	7.08%
Non-controlling shareholder risk premium (*3)	+1.69%
(iii) Cost of equity (CoE) [(ii) + Non-controlling shareholder risk premium]	8.77%

*1 Set based on the 2026 IESE Business School survey

*2 Based on the Low-Cap levels (1.0%–1.3%) in the Kroll CRSP Size Study (2024-end) and the Japan Size Premia Report 2019, the midpoint of the applicable range of 1.0%–2.0% was adopted

TSR Tree: FY07/26 Results



*3 Calculated by solving for the premium to be added to (ii), assuming a 25% value discount attributable to non-controlling shareholder factors and a perpetual growth rate of 2.0%

*4 Share price appreciation = (Year-end share price / Beginning-of-year share price - 1) x 100

*5 EBITDA+S = EBITDA + Stock-based compensation expense

TOPICS - Implementation of Capital Policies to Accelerate Sustainable Growth and Creation of the Third Business

To advance both the enhancement of the earning power of existing businesses and the Third Business Creation as a new growth engine, we have established a management foundation designed to increase the likelihood of achieving sustainable growth through an integrated approach encompassing agile shareholder returns, stronger commitment from officers and employees, and a more robust financial foundation to support growth.

■ Implemented agile shareholder returns through share buybacks (June 2026)

- ▽ Purpose: Enhance shareholder returns, improve financial and capital efficiency, and maintain ongoing compliance with the Prime Market continued listing criteria
- ▽ Overview: Acquired approximately 1.01 million treasury shares (worth ¥502 mn) through ToSTNeT-3 and market purchases

Announced on July 1, 2026 (<https://contents.xj-storage.jp/xcontents/AS02942/88a76428/0ff0/4fa0/8bee/f485339ecebc/140120260630585157.pdf>)

■ Strengthened the financial base with a 10.0 billion yen commitment line (August 2026)

- ▽ Purpose: Establish a framework for prompt funding when needed to address financing requirements arising from business expansion and unforeseen payments
- ▽ Overview: Entered into a three-year unsecured commitment line agreement with MUFG Bank as arranger and agent

Announced on August 31, 2026 (<https://contents.xj-storage.jp/xcontents/AS02942/d9de3b57/4bf7/49bf/aeab/3ad6c9ccef8a/140120260831528562.pdf>)

■ Strengthened execution capabilities to achieve targets through grants of share acquisition rights with and without monetary consideration (September 2026)

- ▽ Purpose: Clarify commitment to enhancing corporate value over the medium to long term and align interests with shareholders
- ▽ Overview: Issued rights with monetary consideration, to be subscribed for using their own funds, to the individual responsible for driving the business (through an asset management company) and to officers and employees, while granting tax-qualified rights without monetary consideration to senior management. The rights are subject to exercise conditions linked to business performance, share price levels, and other factors (total: 3,435,000 shares, representing 5.91% of total issued shares). *Treasury shares will, in principle, be delivered upon exercise.

Announced on August 24, 2026 (<https://contents.xj-storage.jp/xcontents/AS02942/f8ec2583/b7da/41e3/a2b9/3b36813516a6/140120260822524735.pdf>)

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 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 after comprehensively 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%, supplemented by flexible purchases of treasury shares in line with share price level and market environment.

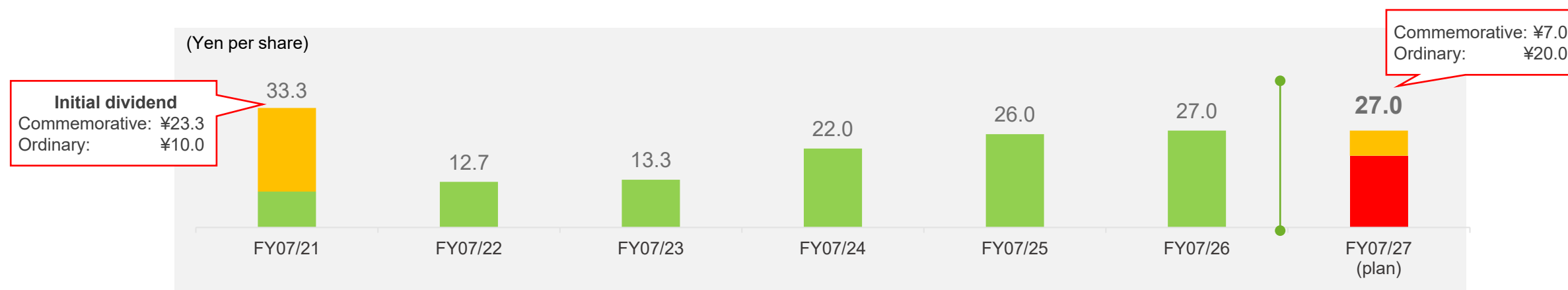
■ The dividend amounts in this document take into account the effect of the stock split on November 1, 2023.

*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

FY07/26 Dividend Results and Future Dividend Plan

1. FY07/26 Dividend Results and Future Dividend Plan

The annual dividend for FY07/26 was set at **¥27.0** per share, as planned, taking into account the full-year consolidated results and the shareholder return policy. For FY07/27, the Company plans to pay **an annual dividend of ¥27.0** per share in accordance with its shareholder return policy, comprising an ordinary dividend of ¥20.0 and a commemorative dividend of ¥7.0.



2. Dividend Policy during the New Medium-Term Management Plan

To sustainably enhance corporate value and achieve the new Medium-Term Management Plan, the Company will pursue growth in its existing businesses and make upfront investments in the Third Business Creation. To balance growth investment with stable shareholder returns unaffected by temporary fluctuations in business performance, the Company has decided to adopt a **progressive dividend** policy during the plan period, starting with an ordinary dividend of ¥20.0 per share. For FY07/27, an additional commemorative dividend of ¥7.0 per share is planned.

Approach to Human Capital and Sustainability



i-mobile's approach to promoting human capital management

i-mobile's HR Policy

“Let's Sync Growth Together!”
As our Company grows, so do we.

Based on our vision, “Creating a Business for the Future,” we aim to continue “Enhancing User Experience with Internet Marketing”.

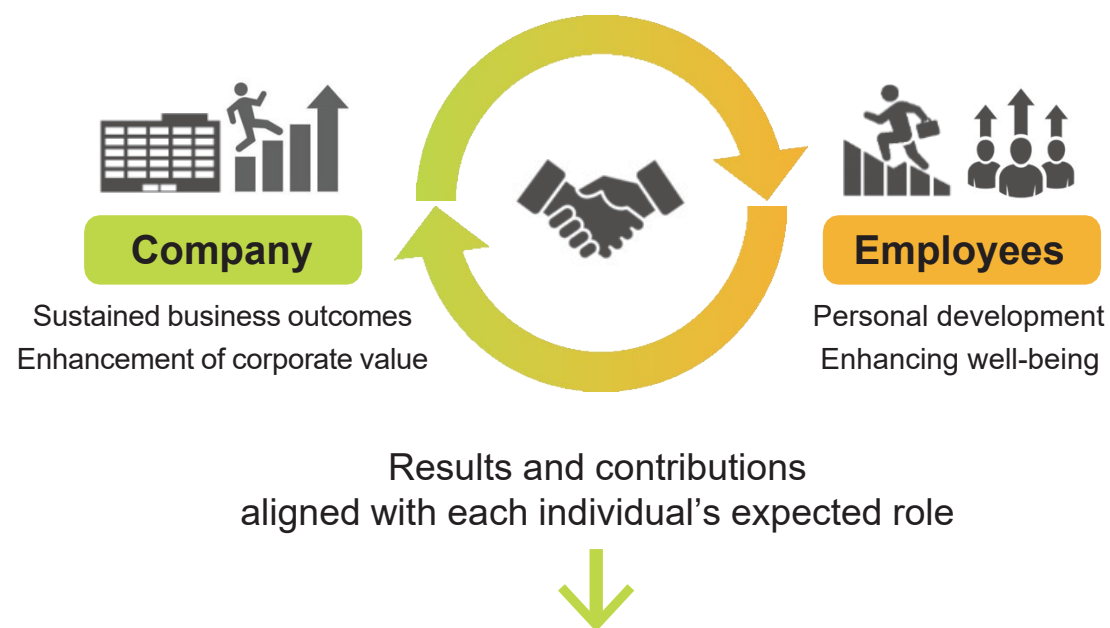
The source for achieving this is “people”.

A change in one person's behavior leads to a change in the company.

We will create an environment where employees can feel the growth of the company through their own personal development.

To maximize the performance of each individual, we will provide a safe and secure environment where everyone can thrive by understanding each other and building solidarity with their peers.

Performance-based compensation
An environment that enables employees to reach their full potential

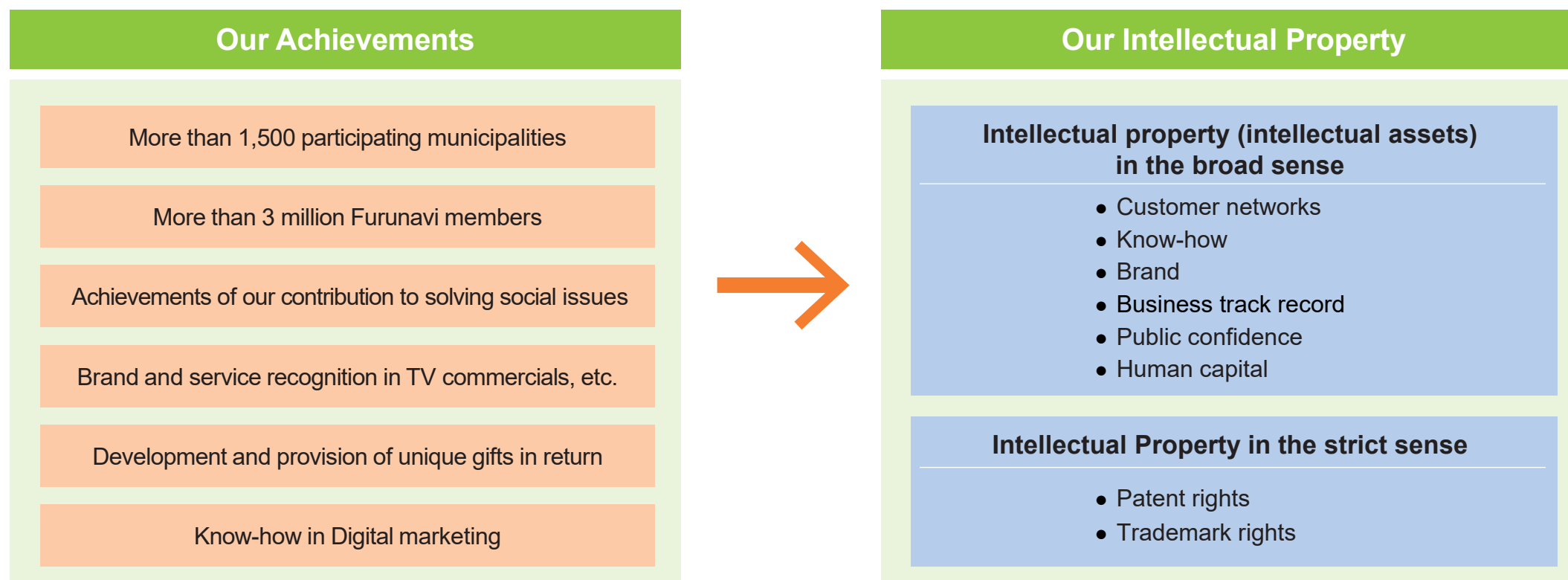


We'll realize an organization where each individual demonstrates a strong ability to get things done, and create an efficient mechanism for executing business.

Realize sustainable growth through the promotion of IP Strategy

We consider our intellectual property to be not only patents, copyrights, and other narrowly-defined property, but also customer networks, know-how, brands, and other intellectual assets acquired through our business. We also believe that these assets can be effectively combined and utilized, leading to business growth and increased profits.

As part of our IP strategy described above, we invest in acquiring and training personnel to create and expand these intellectual properties and promote the acquisition of patents, trademarks, and other intellectual property rights, as well as advertising to enhance brand value while investing in the establishment of an information security system to ensure confidentiality.



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

Four Materialities on Sustainable Development Goals (SDGs)

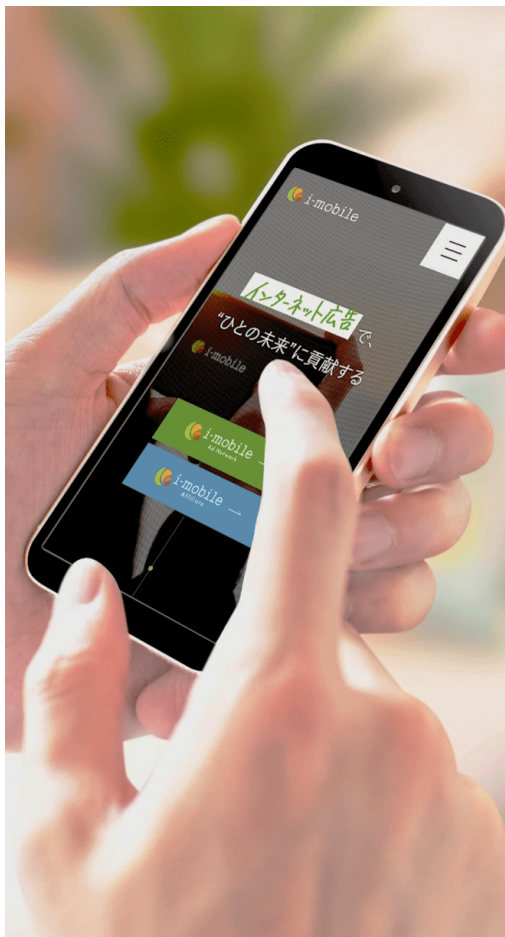


We support local communities through our hometown tax donation service **Furunavi** and **corporate version of Hometown Tax Donation**.

Corporate Profile and History



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

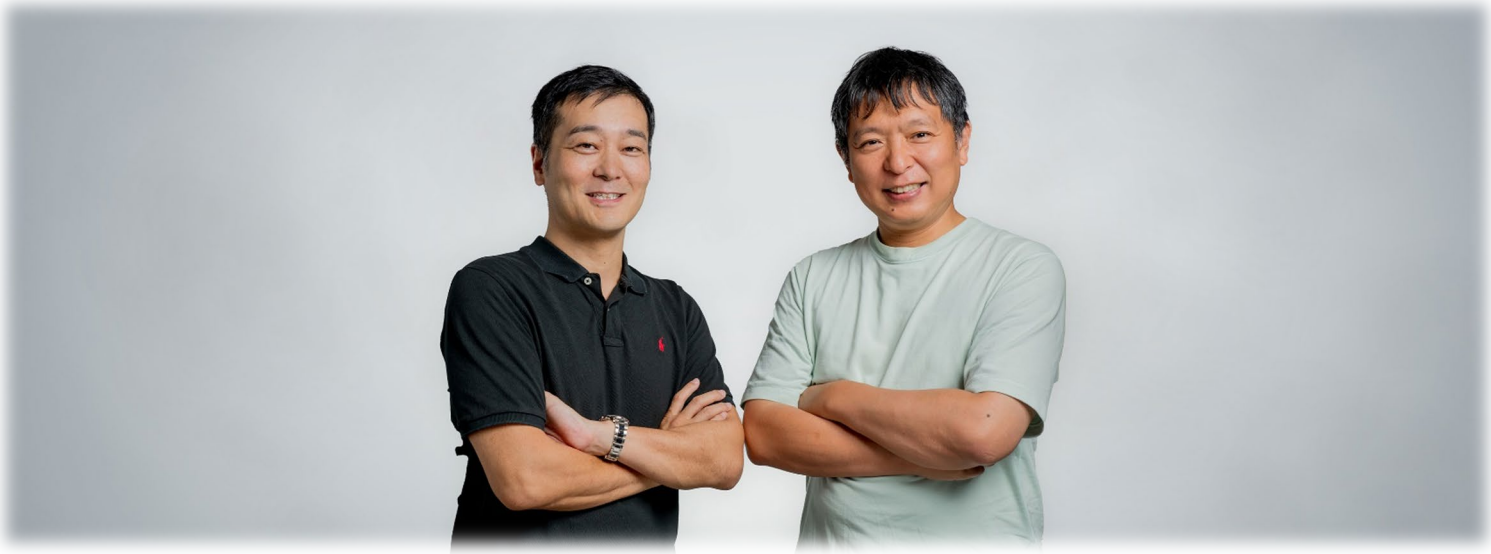
マーケティングで価値ある体験を提供し続ける

- Values

Smile × Growth × Team

笑顔 × 成長 × チーム

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.

Director Profiles



Toshihiko Tanaka

Representative Director, Chairman

Following a career at an IT company and an ad agency, he co-founded the Company in 2007 and became its Representative Director, CEO.

With outstanding foresight, he led the Ad Network business and the Hometown Tax Donation business. He has served as the Representative Director, Chairman since 2017, leading multiple projects aimed at creating new businesses.



Tetsuya Noguchi

Representative Director, CEO

Following a career at IBM Research Laboratory in Japan and Arthur D. Little Japan, Noguchi founded his own tech company. In 2007, he co-founded the Company and became its Director and CTO. He developed a unique ad delivery system for the Company, which has driven the Company's growth. In 2017, Noguchi became the Representative Director and CEO.



Yasuhiro Fumita

Executive Managing Director, CFO

Fumita served as Senior Manager of product planning and corporate planning at listed companies in the large retail, IT, and TV shopping industries. At the Company, he manages overall administrative departments along with management and capital strategies based on his in-depth knowledge of management strategy and corporate operations. Master's Degree in Public Policy.



Masumi Sai

Outside Director

Sai became independent after working as a market economist at Daiwa Securities. Subsequently, she served as an outside director of Kaonavi, Inc. and other companies. She holds a Ph.D. in Finance and is well-versed in corporate finance, providing oversight and advice on the Company's management and overall operations.



Yukio Todoroki

Outside Director, Audit & Supervisory Committee Member (Full-time)

Todoroki served as Outside Auditor & Supervisory Board Member of Yahoo Japan Corporation (currently LY Corporation) and Managing Director of SBI Securities Co., Ltd. He contributes to monitoring functions based on his extensive experience as an officer of listed companies. Certified public tax accountant.



Tadatsugu Ishimoto

Outside Director, Audit & Supervisory Committee Member

Ishimoto has extensive knowledge in the fields of taxation and accounting gained over many years as a certified public tax accountant, as well as experience in corporate management. He contributes to monitoring functions based on his wealth of experience as an outside director. Certified public tax accountant.



Akira Takagi

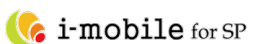
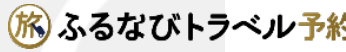
Outside Director, Audit & Supervisory Committee Member

Takagi was appointed as Outside Auditor & Supervisory Board Member of the Company after working at a major audit firm and a law office. He contributes to monitoring functions based on his expertise in accounting, internal controls, and legal matters. He is a Certified Public Accountant.

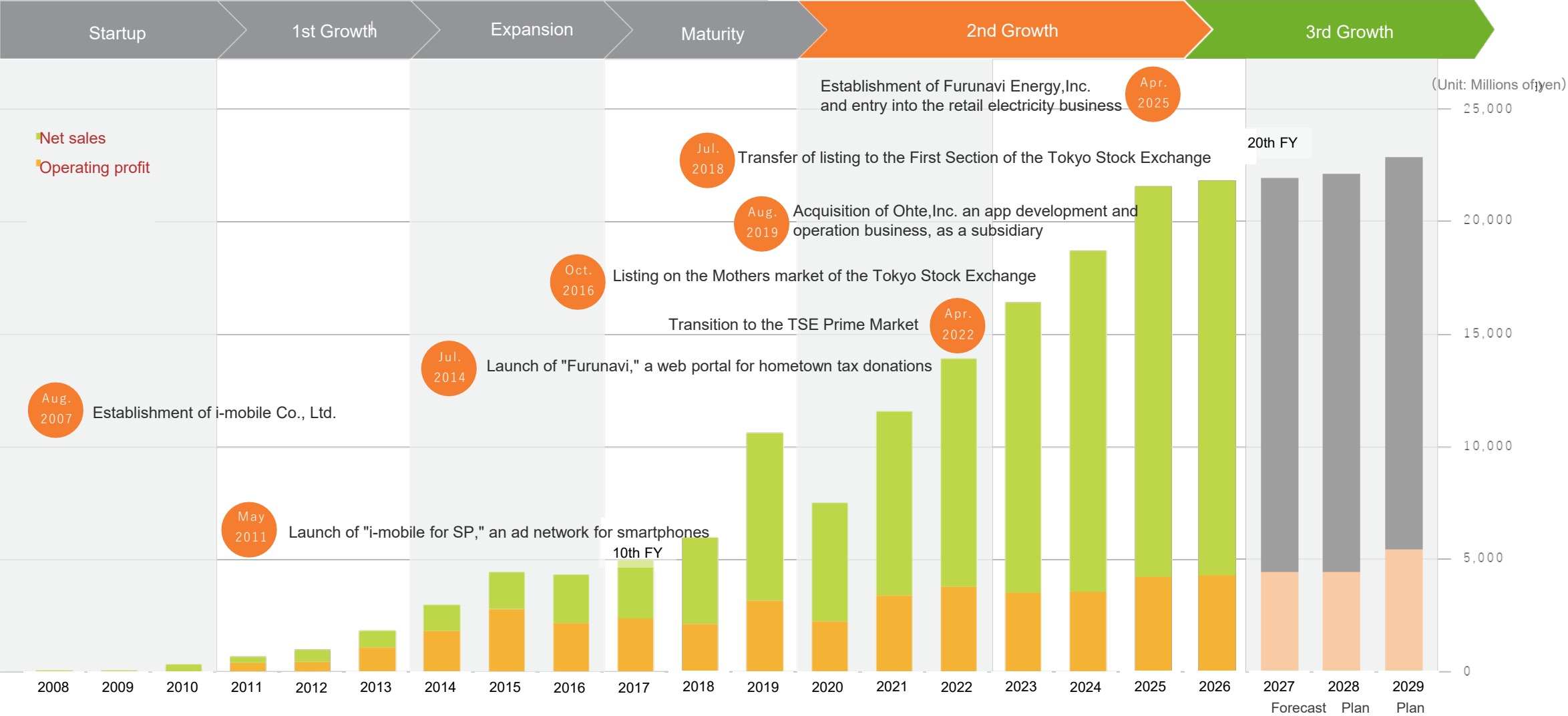
Major Services

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	Provision of original gifts in return that can be used for travel, including lodging
			 ふるなびトラベル予約	Accommodation booking sites which accept “Furunavi Travel points”
		Restaurant PR	 ふるなび 	Restaurant benefits available using “Furunavi Gourmet Points”
		Loyalty Points Service	 たまるモール byふるなび	Loyalty points service for Furunavi members
Online Advertising	Internet Marketing Business	Ad Network	 i-mobile Ad Network	Providing programmatic ads (display, native, and video advertising)
		Influencer Marketing	 i-mobile SNS Marketing  i-mobile Affiliate  Action  ブランドリーダー	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
Electricity	Green Energy Business		 グリーンエネルギー事業	Operation of solar power plants and grid-scale battery storage facilities
	Retail Electricity Business (Furunavi Energy, Inc.)		 ふるなび電力	Electricity supply to corporate and residential customers

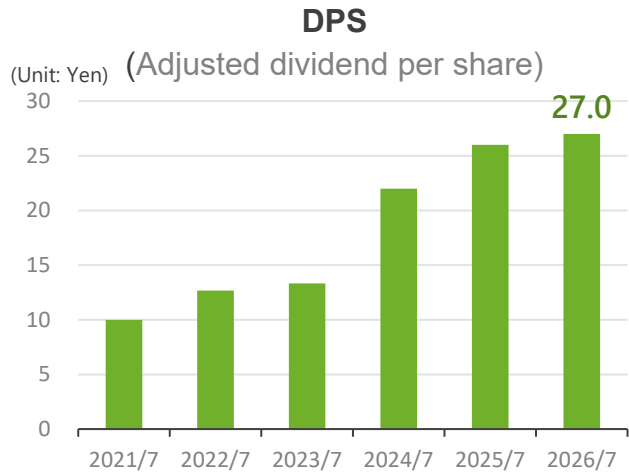
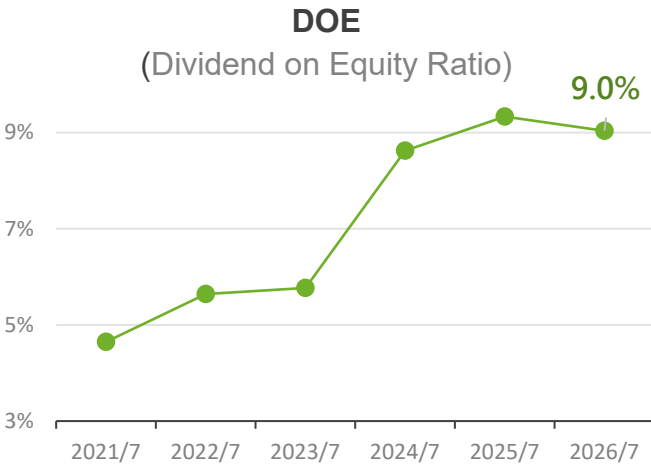
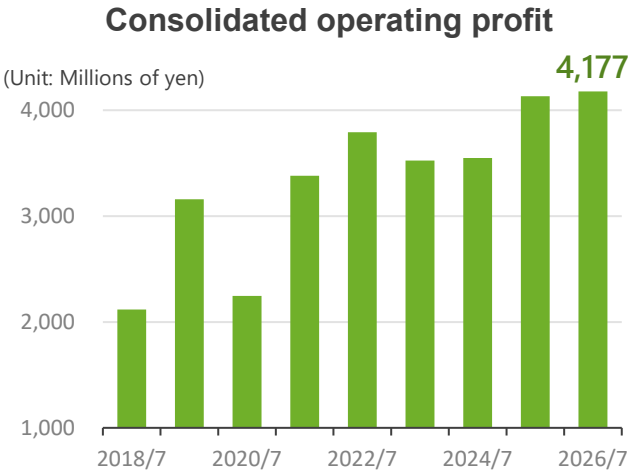
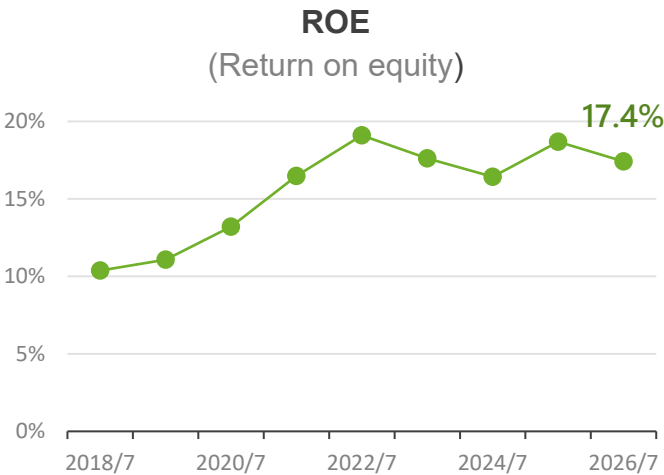
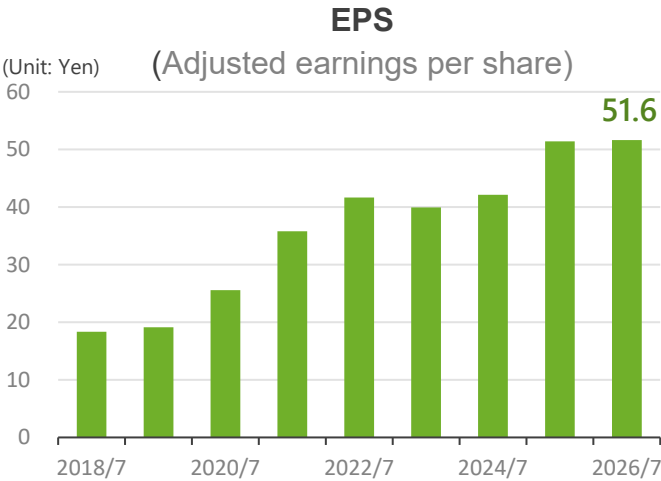
Business History

2007	Aug. Establishment of i-mobile Co., Ltd. Sep. Launch of "i-mobile for MB" Mobile Ad Network		2019	Aug. Acquisition of Ohte, Inc., an app development and management business, as a subsidiary  Oct. Release of "Furunavi Catalog," a point-based hometown tax donation service that allows donors to choose gifts at their convenience 
2011	May Launch of "i-mobile for SP" Ad network for smartphones 		2020	Jun. Release of "Furunavi Gourmet Experience," gifts in return based on local ingredients that connect rural food products with dining experience in urban areas 
2013	Mar. Launch of "i-mobile for AF" Performance-Based Affiliate Service 		2021	Jul. Consumer Service Business exceeding Online Advertising Business in Sales and Operating Profit
2014	Jul. Launch of "Furunavi" Web Portal for Hometown Tax Donations 		2022	Apr. Transition to the TSE Prime Market, following the Reorganization of the Tokyo Stock Exchange Dec. Reaching 2 million "Furunavi" members
2015	Nov. Release of "Furunavi Premium," a hometown tax donation proxy service for high-value donors 		2023	Dec. Reaching 4,000 contracted facilities for "Furunavi Travel"
2016	Jul. Launch of Media Solution Business Oct. Listing on the Mothers market of the Tokyo Stock Exchange		2024	Sep. Launch of "Brand radar," a tool that supports enhancing brand value in social media marketing  Oct. Conducting verification of a collaborative project with NTT East Service and NTT ME aimed at regional revitalization Dec. Concluding a basic agreement on business partnership with ANA Group to promote regional revitalization
2017	Oct. Release of "Furunavi Travel," a lodging service for Furunavi members 			Dec. Reaching 7,000 contracted facilities for "Furunavi Travel"
2018	Apr. Release of "Tamaru Mall," a loyalty points service for "Furunavi" members  Jul. Transfer of Market listing to the First Section of the Tokyo Stock Exchange		2025	Mar. Release of "Furunavi Travel Reservation" service  Apr. Establishment of Furunavi Energy, Inc. and entry into the retail electricity business  Dec. Reaching 10,000 contracted facilities for "Furunavi Travel"

Trajectory of Business Growth



Key KPI Results



The Company implemented a three-for-one stock split in November 2023, and the adjusted figures are calculated based on the number of shares after the split.
The Company has paid dividends since FY07/21. Dividend-related figures exclude commemorative dividends.

Changes in Key Performance Indicators

I-1. Results of Operations*1

(Unit: Millions of yen)

	FY07/22	FY07/23	FY07/24	FY07/25	FY07/26
Net sales	13,933	16,426	18,735	21,528	22,146
Gross profit	13,918	16,401	18,702	21,500	21,926
Gross profit margin	99.9%	99.8%	99.8%	99.9%	99.0%
SG&A	10,125	12,875	15,153	17,367	17,749
SG&A ratio	72.7%	78.4%	80.9%	80.7%	80.1%
Operating profit	3,793	3,525	3,549	4,133	4,177
Operating profit margin	27.2%	21.5%	18.9%	19.2%	18.9%
Ordinary profit	3,839	3,434	3,459	4,069	4,277
Ordinary profit margin	27.6%	20.9%	18.5%	18.9%	19.3%
Profit*2	2,678	2,404	2,420	2,957	2,890
Net profit margin	19.2%	14.6%	12.9%	13.7%	13.0%
Total assets	18,193	21,721	24,488	27,264	36,226
Net assets	13,406	14,079	15,633	16,221	17,098
Net interest-bearing debt	(14,268)	(16,218)	(18,602)	(17,496)	(19,973)
Equity-to-asset ratio	73.3%	64.3%	63.3%	59.3%	47.0%

I-2. Financial Results by Segment*3

		FY07/22	FY07/23	FY07/24	FY07/25	FY07/26
Consumer Service	Net sales	9,916	13,285	15,950	19,059	19,538
	Operating profit	2,495	2,976	3,446	4,021	4,101
	Operating profit margin	25.2%	22.4%	21.6%	21.1%	21.0%
Online Advertising	Net sales	4,065	3,180	2,756	2,411	2,316
	Operating profit	1,415	667	333	153	74
	Operating profit margin	34.8%	21.0%	12.1%	6.4%	3.2%

II. Management Indicators

	FY07/22	FY07/23	FY07/24	FY07/25	FY07/26
ROE	19.0%	17.6%	16.4%	18.7%	17.4%
ROA	14.4%	12.1%	10.5%	11.4%	9.1%
EPS (yen)*4	41.7	39.9	42.1	51.4	51.6

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

Corporate Profile



Company name	i-mobile Co., Ltd.
Established	August 17, 2007
Head office	Kandenfudosan Shibuya building, 8F, 3-26-20 Shibuya, Shibuya-ku Tokyo 150-0002
Business locations	Tokyo Head Office Kansai Branch Office
Group business lineup	Hometown Tax Donation platform business Furunavi Travel business Furunavi Restaurant PR business Loyalty Points Service business Internet Marketing business App Operation business Green Energy Business Retail Electricity business (Furunavi Energy, Inc.)

Share capital	152 million yen (as of July 31, 2026)
Employees	226 (consolidated, as of July 31, 2026)
Representatives	Toshihiko Tanaka Representative Director, Chairman and Senior Executive Officer Tetsuya Noguchi Representative Director, CEO and Senior Executive Officer
Directors & Officers	Yasuhiro Fumita Executive Managing Director and Senior Executive Officer, CFO 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
Consolidated subsidiaries	Ohte, Inc. (100%)

Disclaimer



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Creating a Business for the Future 

