



**ITmedia Inc.**

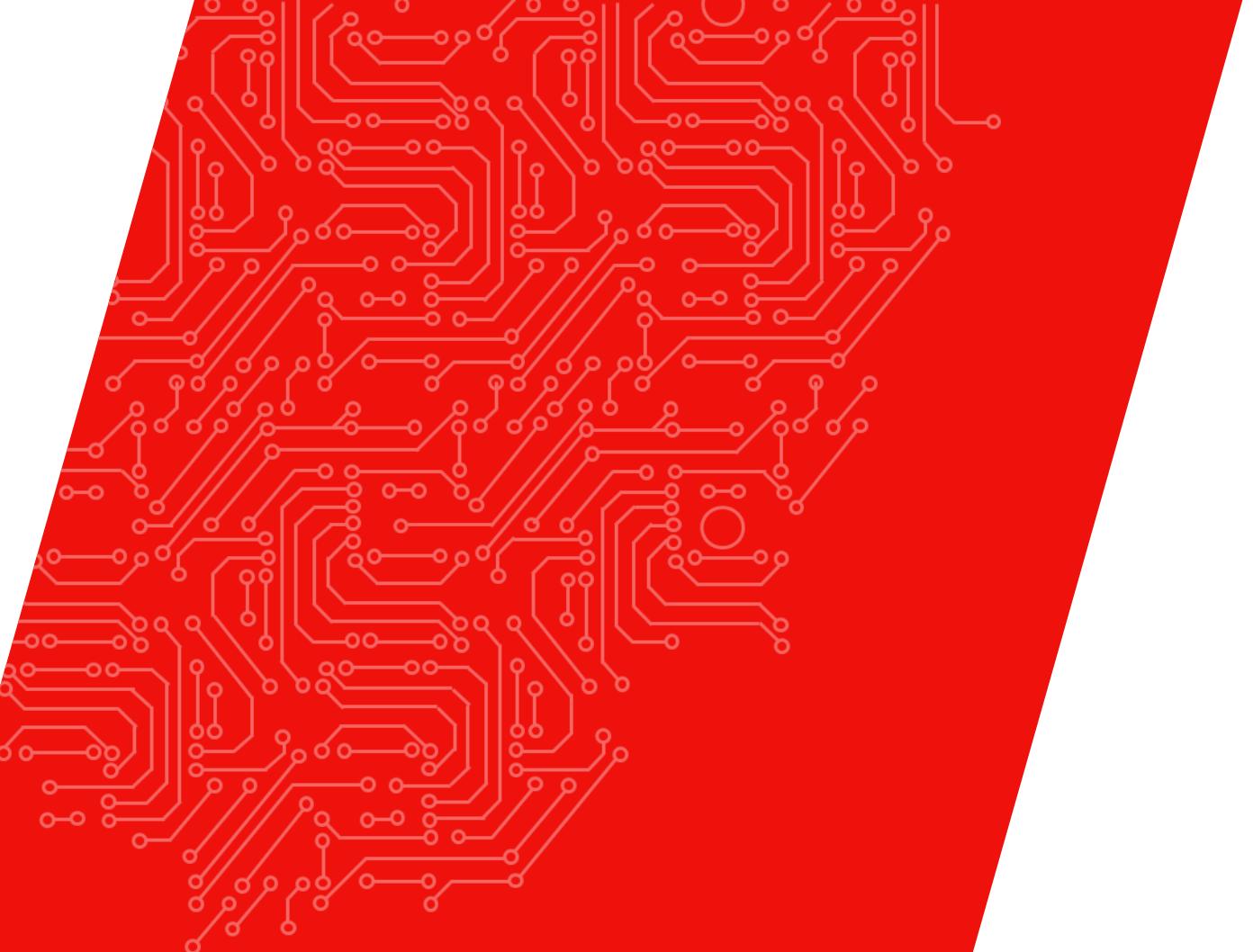
**ITmedia Inc.**

The Three-Month Period Ended June 30, 2025  
**Supplementary Briefing Materials**

August 4, 2025

Securities code: 2148

Tokyo Stock Exchange Prime Market





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

- Forward-looking statements, such as earnings outlooks, are based on information available when the material was created and include uncertainties. Actual earnings may substantially differ from the forecasts due to changes in various factors and business conditions.
- Items that could impact the Company's earnings are listed in the "Business Risk" section of the Securities Report (*Yukashokenhokokusho*) for the Fiscal Year Ended March 31, 2025. It should be noted that factors that could impact earnings are not limited to those listed in the Business Risk section. Risks and uncertainties include the possibility of future events that may have a serious and unpredictable impact on the Company.
- The information included in this material has been carefully prepared, but readers should be aware that we do not guarantee the accuracy or certainty of that information.
- This material is not intended to solicit investments. We shall advise you to make your final investment decision at your own risk.
- The unauthorized use of this material and data is strictly prohibited.
  
- The Company voluntarily applied International Financial Reporting Standards (IFRS) starting with the 1Q FY16.
- For the fiscal year ended March 31, 2020, Knowledge onDemand Inc. was classified as a discontinued operation because of the transfer of shares. Income and losses arising from discontinued operations are given separately from continuing operations in the Condensed Interim Statement of Income. Revenue and operating income are the monetary amount of continuing operations. We have applied this classification to the Condensed Interim Statement of Income for the fiscal year ended March 31, 2019.

## FY2025 Plans to Disclose Earnings, Etc.

Disclosure of earnings for each quarter of FY2025 is planned as follows

	Q1	Q2	Q3	Q4
Disclosure Schedule	Aug. 4, 2025 (Today)	Late Oct. 2025	Early Feb. 2026	Early May. 2026
Consolidated Financial Report	○	○	○	○
Financial and Operational Data Sheets(EXCEL)	○	○	○	○
Supplementary Briefing Materials (this document)	○	○	○	○
Earnings Briefing (Online)	-	○	-	○
Earnings Briefing Materials	-	○	-	○
Earnings Briefing Video	-	○	-	○

\* The details stated above are subject to change.

Our Business and Mid-term Strategy Briefing was held on May 28<sup>th</sup> 2025.



### FY2025 Business and Mid-term Strategy Briefing

<https://contents.xj-storage.jp/xcontents/AS92787/7bb7754e/cdde/4a5d/8f33/2f5d531038e8/140120250625599632.pdf>



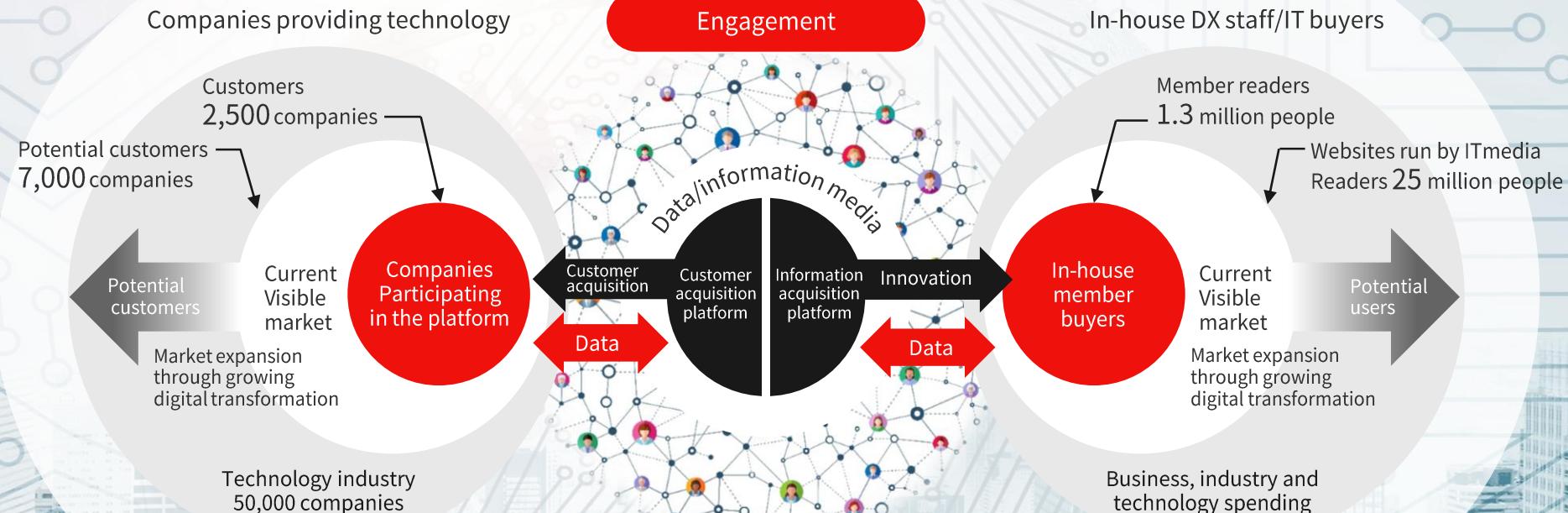
## Our Mission

Contribute to  
Information Revolution  
by Innovating  
Professional Media

Company Profile	
Company name	ITmedia Inc.
Location	Kioicho Bldg., 3-12 Kioicho Chiyoda-ku, Tokyo 102-0094 Japan
Establishment	December, 1999
Capital	¥1,891 million (as of March 31, 2025)
Number of employees	346 (as of March 31, 2025)
Representatives	Takashi Kobayashi, President and CEO
Major shareholders	SB Media Holdings Corp.
Stock exchange listings	TSE Prime Market (code: 2148)
Group Companies	Subsidiaries <ul style="list-style-type: none"><li>• Hacchu Navi Inc.</li><li>• NetVision Corporation</li></ul> Affiliated Company <ul style="list-style-type: none"><li>• ITcrowd Corp.</li></ul>
Business Description	Internet/Media Business

# Our Fundamental Platform

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



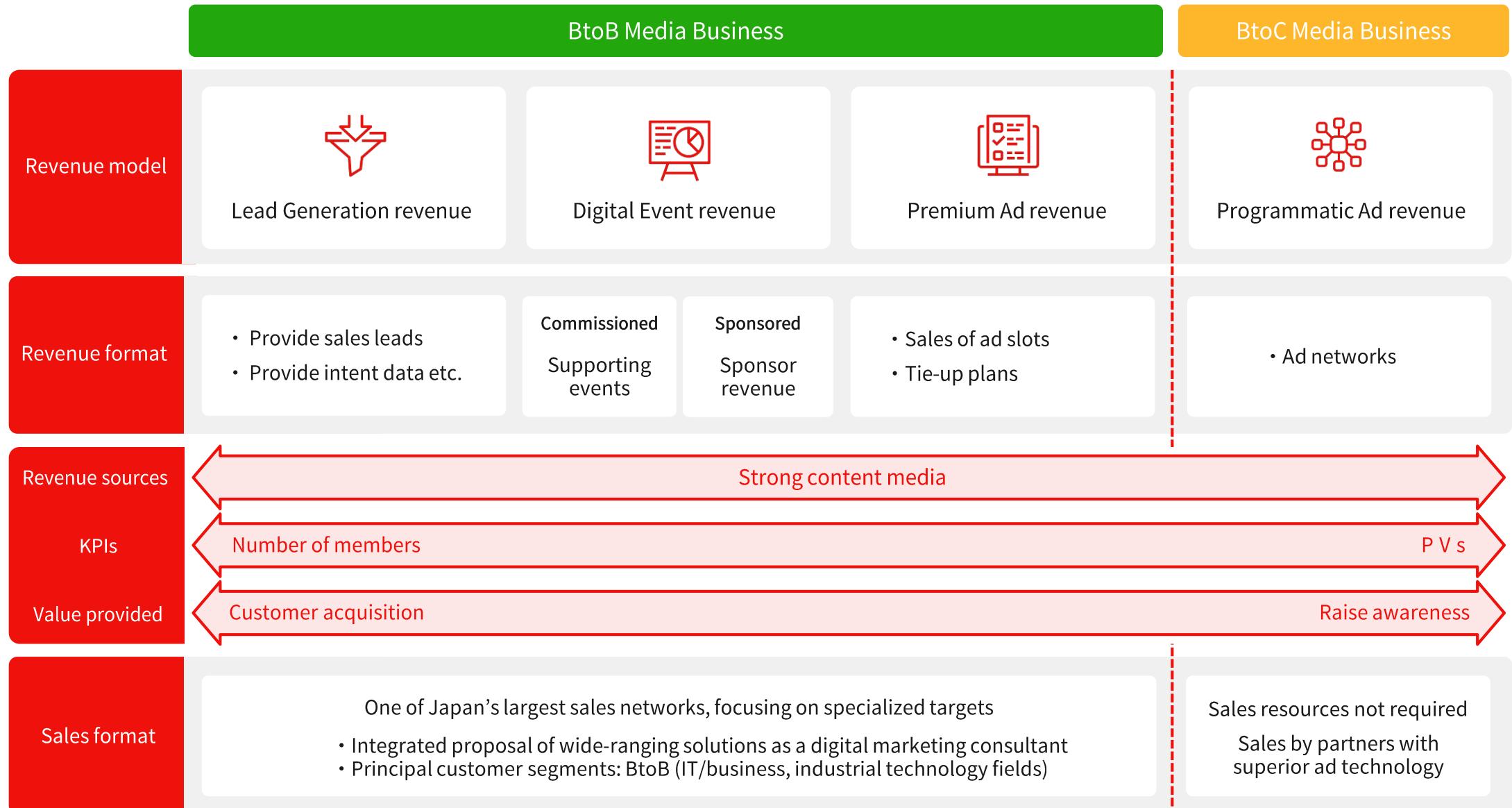
**¥20 trillion technology market** Payments for digital customer acquisition  
¥100 billion–¥200 billion (0.5%-1.0%)

Gathering information is essential in introducing technology products.

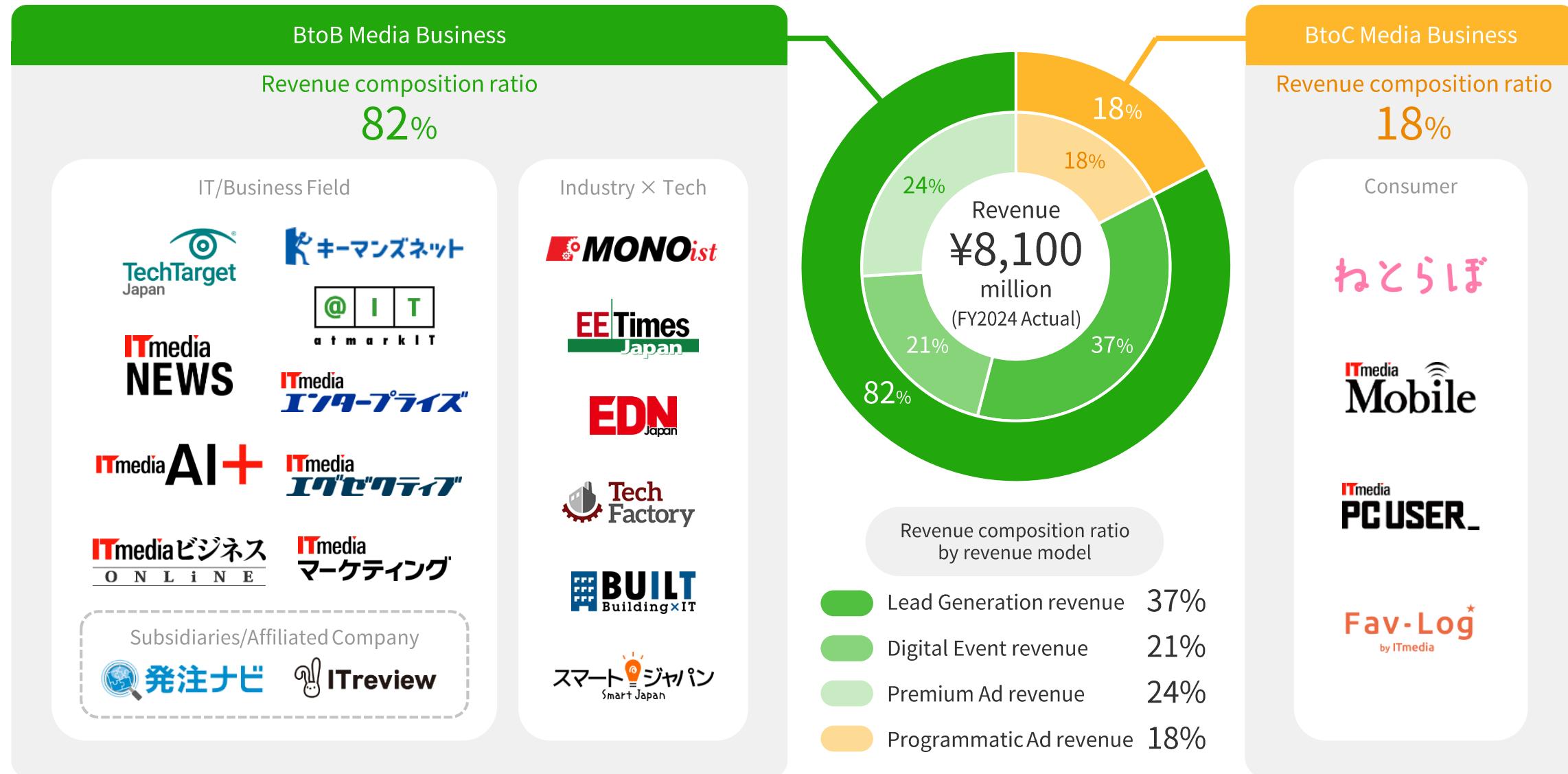
The specialized media operated by our company gathers information on technology products, and we have accumulated many buyers as readers and members.

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

# Business Segment and Revenue Model



## Revenue composition ratio and Media Operated (FY2024 Actual)



## FY25 Q1 Cumulative Period Consolidated Earnings Overview: YoY Change

(Unit: million yen)	FY24Q1	FY25Q1	Change in amount YoY	% change YoY
Revenue	1,849	1,906	+57	+3.1%
BtoB Media Business	1,517	1,559	+41	+2.7%
Lead Generation rev.	722	718	(4)	(0.6)%
Digital Event rev.	376	389	+12	+3.2%
Premium Ad rev.	418	451	+33	+8.1%
BtoC Media Business	331	347	+15	+4.8%
Programmatic Ad rev.	331	347	+15	+4.8%
Operating income	379	357	(22)	(5.8)%
(Operating margin)	20.5%	18.7%	(1.8)pt	
BtoB Media Business	329	292	(37)	(11.3)%
(Operating margin)	21.7%	18.7%	(3.0)pt	
BtoC Media Business	49	65	+15	+30.4%
(Operating margin)	15.0%	18.7%	+3.7pt	
Profit before income tax	386	359	(26)	(6.8)%
Net income	266	242	(23)	(8.9)%
EPS	¥13.74	¥12.49	¥(1.25)	(9.1)%

Consolidated revenue increased by 3.1%

Operating income decreased by 5.8%

## BtoB Media Business

2.7% increase in revenue 11.3% decrease in Profit

- Foreign customers whose sales slowed in the previous term continue to show a moderate recovery.
- Premium Ad revenue and Digital Event revenue increased.
- Allocated advertising expenses to Hacchu Navi, which continues to experience growth

## BtoC Media Business

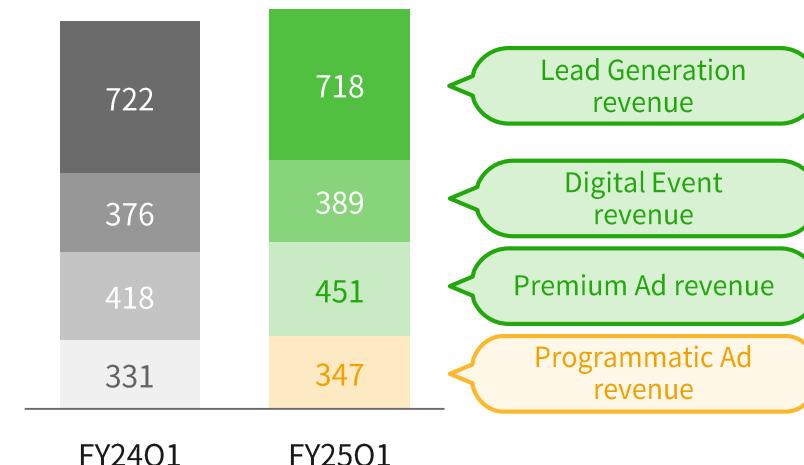
4.8% increase in revenue 30.4% increase in Profit

- Programmatic Ad revenue increased.
- The advertising unit price has improved as a result of self-initiated efforts.

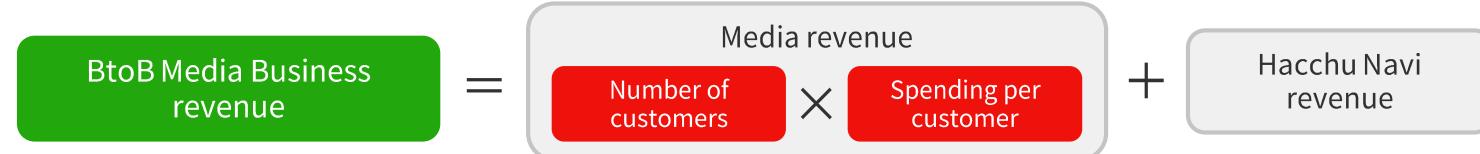
Net income decreased by 8.9%, and EPS decreased by 9.1%.

## Revenue by revenue model YoY

(Unit: million yen)



## FY25 Q1 Cumulative Period Overview by Segment: KPIs/Comparison to Targets



	(Unit)	Q1 Actual		Q1 YoY		Full Fiscal Year Earnings/Target		Q1 Progress	
		FY24	FY25	Change	Percentage	FY24 Actual	FY25 Target	FY24	FY25
BtoB Media Business	Millions of yen	1,517	1,559	+41	+2.7%	6,630	7,000	22.9%	22.3%
Media revenue	Millions of yen	1,381	1,386	+4	+0.3%	6,030	6,200	22.9%	22.4%
<span style="color: red;">KPI</span> Number of customers	Companies	539	518	(21)	(3.9)%	1,036	1,066	-	-
<span style="color: red;">KPI</span> Spending per customer	10,000 yen	256	267	+11	+4.4%	582	581	-	-
Hacchu Navi revenue *	Millions of yen	135	172	+36	+27.0%	599	800	22.7%	21.6%

\* Numbers after consolidation adjustment (Wholly owned subsidiary)

## BtoB Media Business: Progress Toward Target vs. KPIs

Revenue increased by 2.7% YoY.

- Media revenue saw an improvement in customer unit price despite a decline in the number of customers.
- Foreign customers whose sales slowed in the previous term continue to show a moderate recovery.
- Hacchu Navi continues to grow.

BtoC Media Business revenue = **PVs** × **Unit price of ads**

	(Unit)	Q1 Actual		Q1 YoY		Full Fiscal Year Earnings/Target		Q1 Progress	
		FY24	FY25	Change	Percentage	FY24 Actual	FY25 Target	FY24	FY25
BtoC Media Business	Millions of yen	331	347	+15	+4.8%	1,470	1,500	22.6%	23.2%
<span style="color: red;">KPI</span> PVs (monthly average)	Millions of PVs	345	288	(57)	(16.5)%	324	277	-	-
<span style="color: red;">KPI</span> Unit price of ads (CPM)	Yen	319	401	+81	+25.5%	377	451	-	-

## BtoC Media Business: Progress Toward Target vs. KPIs

Revenue increased by 4.8% YoY due to the improvement of ads unit price.

- The number of PVs decreased. The ad unit price showed great improvement.
- Measures to improve content quality proved successful
- Expect improve efficiency through CMS renovation.

# Initiatives until FY25 Q1 (1)

## 1. Campaign Central

Our customer data management platform 「Campaign Central」 began.



- Generate communication between customers and sales based on past campaign results
- ▶ Be able to provide more successful proposals
- AI will analyze accumulated data and provide intent data to customers free of charge
- ▶ will expand the benefits of continued use of our services.

## 2. The growth of 「ITmedia AI+」

Increasing need for AI-related information  
May 2025 saw **record high 2.77 million PVs**



Understand the current state of AI usage

<https://www.itmedia.co.jp/aiplus/>

## 3. The impact of AI search

Current situation

- The impact of AI search is gradually expanding worldwide
- Decrease in traffic from traditional Google searches in some areas



Measures

- Content optimization
  - Strengthen the creation of unique contents
- Strengthening compatibility with AI search
  - Partnership with Perplexity etc.

## 4. Partnership with Perplexity



- ITmedia joined Perplexity Publishers' Program.
- Permission to use our content and revenue sharing between Perplexity
- Promoting the use of Perplexity's AI services.

# Initiatives until FY25 Q1 (2)

## 5. Expansion of industry DX partnerships

Strengthening of partnerships with external media in the industrial field  
Progressed to 27 companies against the goal of 100 companies  
by mid-term target



## 7. Renewal of Content management system in BtoC Media Business

Reform the Netolabo's CMS system.  
Expect the improved efficiency through the use  
of AI and other technologies

ねとらぼ



Improve work  
efficiency for all  
editors



Make AI use  
easier

## 6. Expansion of Hacchu Navi member companies

System development project matching service  
Accelerating expansion of member companies

One in three  
domestic system  
development  
companies are our  
members\*  
(as of the end of  
March)

Jan. 2017

Feb. 2018  
1,000  
companies

Nov. 2019  
2,000  
companies

May. 2022  
3,000  
companies

May 2025  
7,000  
companies

Oct. 2024  
6,000  
companies

Feb. 2024  
5,000  
companies

June. 2023  
4,000  
companies



Changes in the number of member company

\* "DX White Paper 2023" published by the Information-technology Promotion Agency, Japan  
<https://www.ipa.go.jp/publish/wp-dx/gmcbt800000botk-att/000108041.pdf>

## 8. Publish sustainability-related reports, etc.



ESG Data Book (FY2024)



Ad Review Report (FY2024 2nd half)



Media Transparency Report (FY2024 2nd half)

## Consolidated Earnings Forecast for FY25

## Turning to profit growth

Costs for medium-term growth are ahead. Some of important platforms will begin to operate.

※ such as new CMS(Contents Management System), data platform for customer(Campaign Central) and video media(TechLIVE)

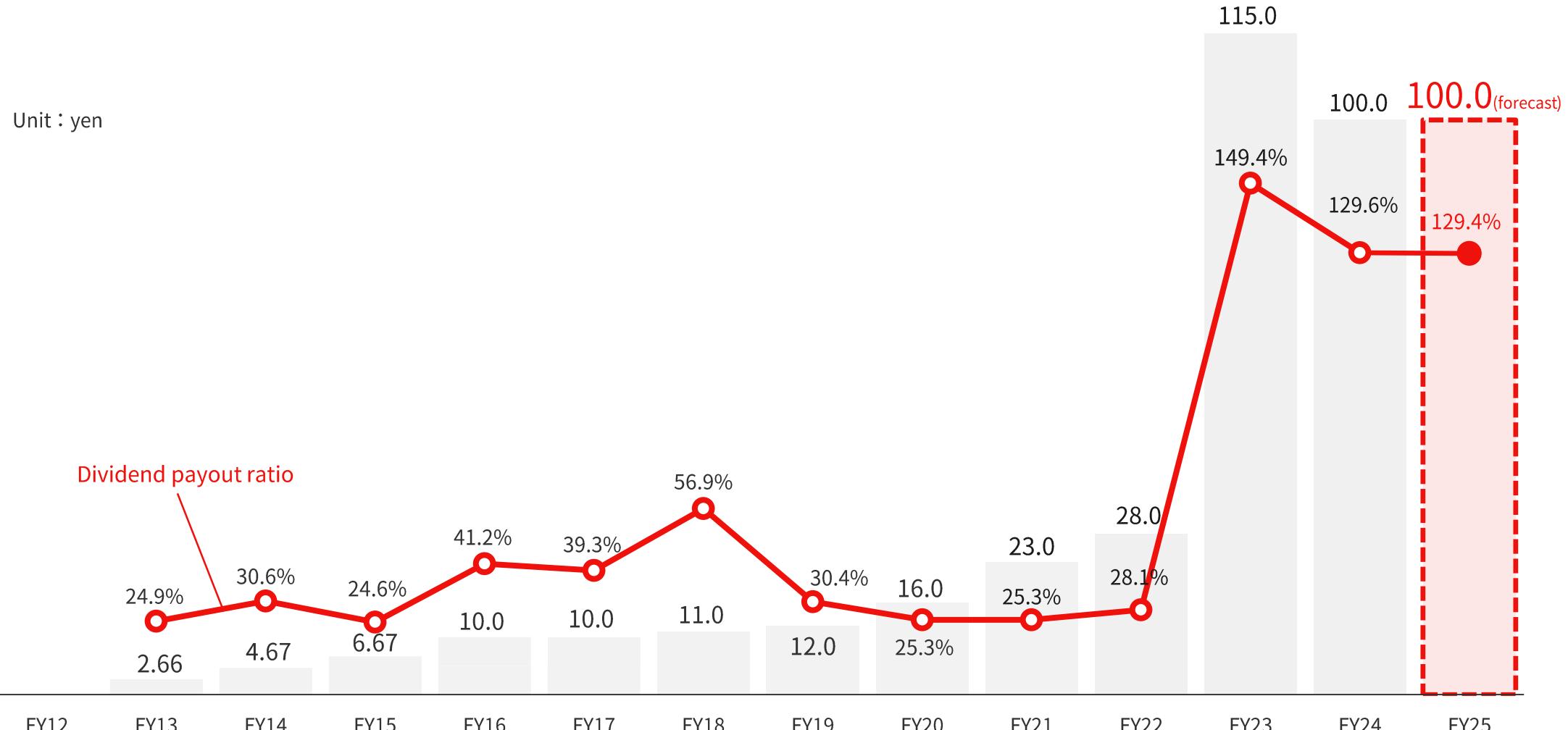
The impact of the US's tariff policies is unclear. It has not been factored into the earnings forecast at this time

When an impact that should be disclosed arises as a result of an investment such as M&A, we will disclose it in a timely manner

Unit : million yen	Sales revenue	Operating income	Profit for the year attributable to owners of the parent	Basic earnings per share (EPS)
Full-year consolidated earnings forecast	8,500	2,100	1,500	¥77.26
YoY	(+4.9%)	(+3.5%)	(+0.2%)	(+0.1%)
Previous period results	8,100	2,028	1,496	¥77.18

※The above performance forecasts and other forward-looking statements are based on information currently available to the Company and on certain assumptions that the Company considers to be reasonable, and are not intended to guarantee their realization. Actual performance may differ significantly due to various factors.

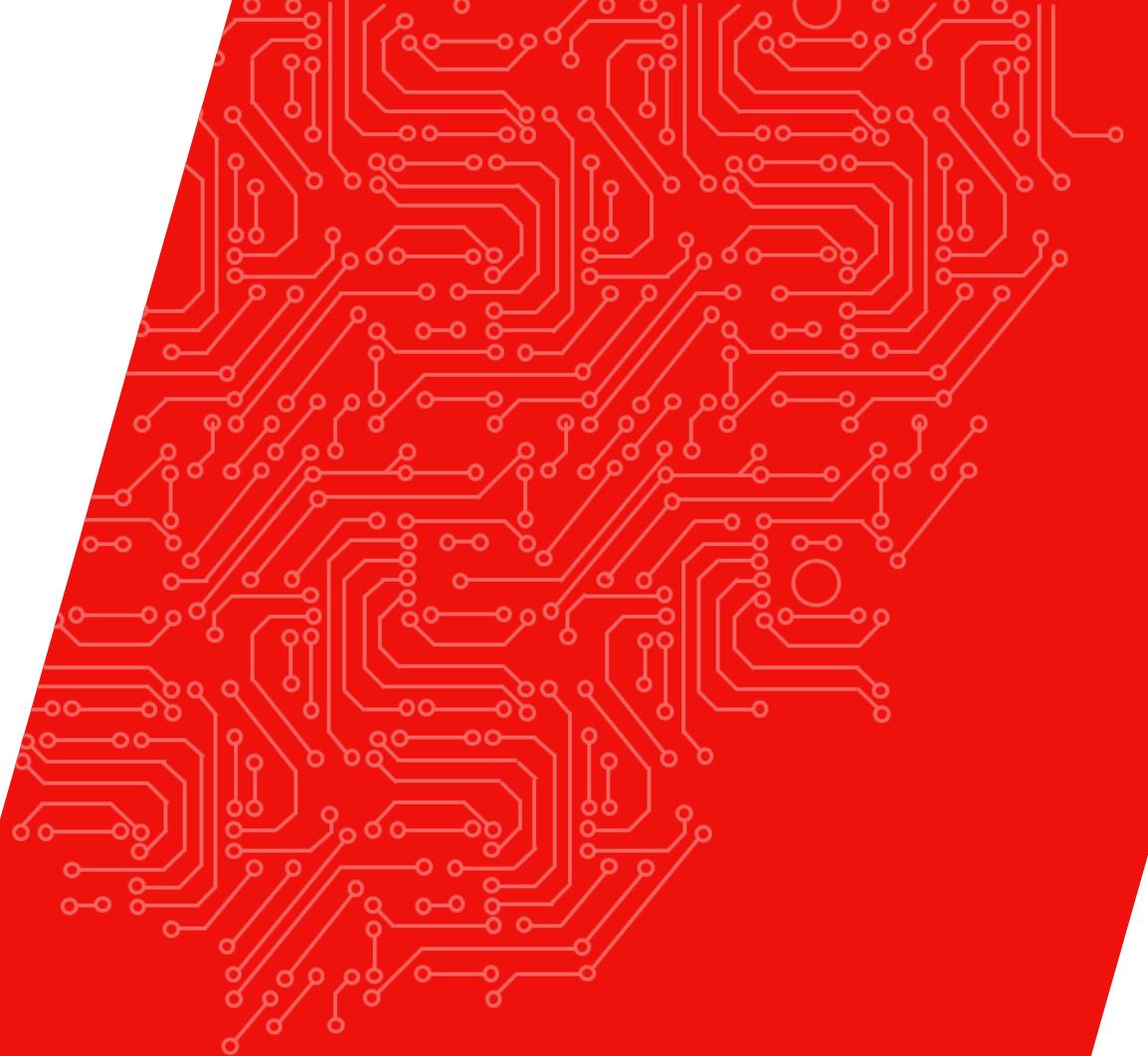
## Dividend forecasts for FY25



Dividend policy : aim at a consolidated payout ratio of 70% or higher (announced on January 31, 2024)  
<https://contents.xj-storage.jp/xcontents/AS92787/c10ce7e1/d0e1/40d7/b359/db90c5f3ad80/140120240123517974.pdf>

## Reference Information/List of Links

Shareholder/Investor Information		<a href="https://corp.itmedia.co.jp/ir/english/">https://corp.itmedia.co.jp/ir/english/</a>
2025/08/04	Consolidated Financial Results for the Three Months Ended June 30, 2025 (Under IFRS)	<a href="https://corp.itmedia.co.jp/ir/english/news/">https://corp.itmedia.co.jp/ir/english/news/</a>
"	Supplementary Briefing Materials on Earnings for the Three-Month Period Ended June 30, 2025	"
"	FY2025 Q1 Financial and Operational Data Sheets	"
2025/05/01	Consolidated Financial Report For the fiscal year ended March 31, 2025 (IFRS)	<a href="https://contents.xj-storage.jp/xcontents/AS92787/504236a8/ba9b/49b4/bb51/9713773ed4cd/140120250430528499.pdf">https://contents.xj-storage.jp/xcontents/AS92787/504236a8/ba9b/49b4/bb51/9713773ed4cd/140120250430528499.pdf</a>
"	Supplementary Briefing Materials on Earnings for the fiscal year ended March 31, 2025	<a href="https://contents.xj-storage.jp/xcontents/AS92787/175aba04/d79c/4670/a66c/bb8678bed0eb/140120250501527024.pdf">https://contents.xj-storage.jp/xcontents/AS92787/175aba04/d79c/4670/a66c/bb8678bed0eb/140120250501527024.pdf</a>
2025/05/28	FY2025 Business and Mid-term Strategy Briefing	<a href="https://contents.xj-storage.jp/xcontents/AS92787/7bb7754e/cdde/4a5d/8f33/2f5d531038e8/140120250625599632.pdf">https://contents.xj-storage.jp/xcontents/AS92787/7bb7754e/cdde/4a5d/8f33/2f5d531038e8/140120250625599632.pdf</a>
2025/06/26	Measures to Promote Management With an Awareness of Cost of Capital and Share Price	<a href="https://corp.itmedia.co.jp/ir/english/about/coc/">https://corp.itmedia.co.jp/ir/english/about/coc/</a>
2025/06/26	Communication with Shareholders and Investors	<a href="https://corp.itmedia.co.jp/ir/english/about/dialogue/">https://corp.itmedia.co.jp/ir/english/about/dialogue/</a>
2025/06/06	Notice of the 26th Ordinary General Meeting of the Shareholders	<a href="https://contents.xj-storage.jp/xcontents/AS92787/0d6fcedd/7db1/4ad5/8f0e/758f7ebf6121/140120250605582627.pdf">https://contents.xj-storage.jp/xcontents/AS92787/0d6fcedd/7db1/4ad5/8f0e/758f7ebf6121/140120250605582627.pdf</a>



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