

Q2 Consolidated Financial Results for the Fiscal Year Ended
December 2025
(including Business Plan and Growth Potential)

ibis inc.

August 7, 2025



As an App Developed by a Japanese Company, It Has Been No. 1 in Active Users in Europe and the US for 5 Consecutive Years

and Ranked in the Top 3 Globally for 5 Consecutive Years

P2/P3 Survey Overview

Survey Method: Data collected from mobile data analysis tool "data ai Intelligence" Survey Target: Japanese apps of all categories on iPhone and Android Phone

Target regions: Global, including countries from the five geographical regions defined by the United Nations, based on data availa

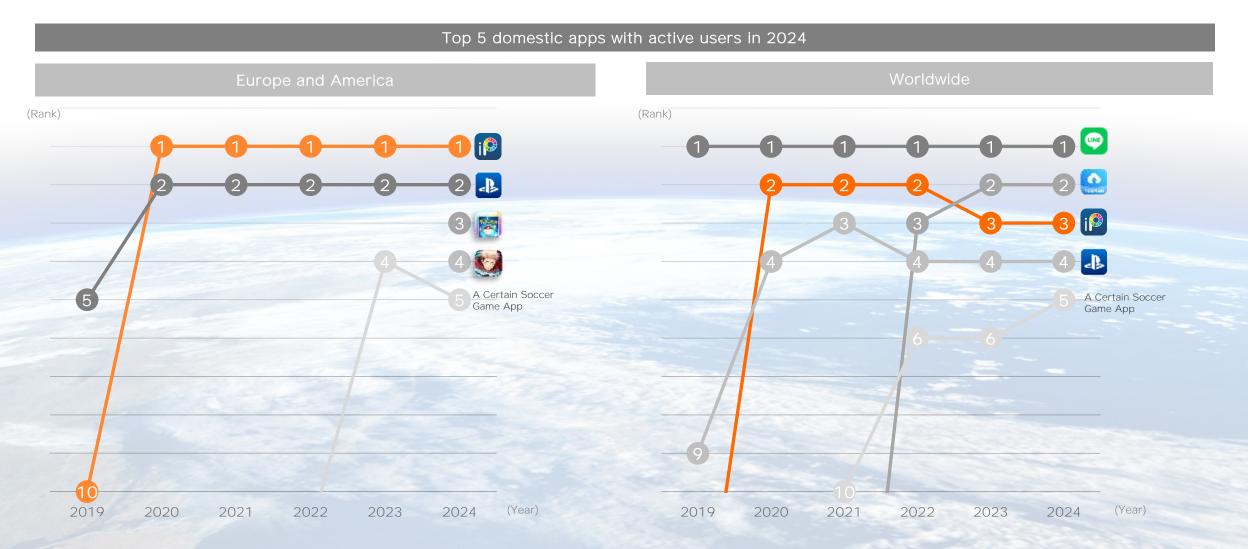
These regions include 27 countries in Europe, 12 countries in the Americas, 25 countries in Asia, 3 countries in Africa, and 2 countries in Oceania) Survey Period: Usage status for each year over the six-year period from 2019 to 2024

Survey Data: Average monthly active users (MAU) for each year

Survey Date: January 22, 2025



In the Rapidly Changing Global App Market, We Are Leading the Way with Made in Japan Products



^{*}App name (developer): Jujutsu Kaisen Phantom Parade (Sumzap, Inc.), TeraBox (Flextech Inc.), PlayStation App (Sony Interactive Entertainment Inc.), Pokémon TCG Pocket (The Pokémon Company), LINE (LY Corporation), listed in Japaese alphabetical order by ann name



^{*}See page 2 for the survey summary

- 1.FY2025 Q2
 Consolidated Financial Results
- 2. FY2025 Consolidated Plan
- 3. Business Plan and Growth Potential
 - 1) Company Overview
 - 2) Business Overview
 - 3) Market and Competitive Analysis
 - 4) Growth Strategy Appendix





In Q2, Progress in Building a Highly Profitable Business Structure, with a 1:5 Stock Split Scheduled on October 1st

Q2 Consolidated Financial Results (Reporting period)

- The progress rates for sales and various profits were just under half, largely in line with the plan despite the impact of M&A
- Mobile segment maintained a high profit structure with YoY subscription sales up 71.3% and segment profit margin exceeding 50%
- ✓ In-App advertising sales decreased by -18.8%, with eCPM (effective Cost Per Mille) remained at the bottom
- ✓ Solutions segment sales slightly decreased, but segment profit increased by 5.6% due to high-revenue project orders and productivity improvements

Consolidated Plan

- ✓ Sales and profit are expected to increase in both mobile and solutions segments
- ✓ While in-app advertising sales are expected to decrease slightly, the strong growth in subscription sales is expected to offset this and help achieve the plan
- ✓ Solutions segment boosts productivity and improves profit margin using AI
- ✓ A stock split in the ratio of 1:5 and a dividend of 10 yen are planned. Techno-Speech, Inc. has been consolidated into our financial results starting from the second quarter

Growth Potential (as of 2025)

- ✓ Subscriptions are the main driver of growth, and in two years, <u>in-app purchase sales are expected to surpass</u> in-app advertising sales
- ✓ Strengthen monetization efforts targeting 2 million potential subscribers (estimated 6 billion yen sales)
- ✓ Continue high-end strategy; plan to release <u>ibisPaint for Mac</u> for professional market in August
- ✓ Solutions segment maintains stable growth; Al singing voice synthesis segment building foundation for med- to long-term growth



All percentages are year-on-year

The consolidated financial statements have been applied since Q1, but the statements of income and comprehensive income were incorporated starting from April 1, 2025 in accordance with the provisions of the deemed acquisition date under the accounting standard for consolidated financial statements.

1. FY2025 Q2 Consolidated Financial Results

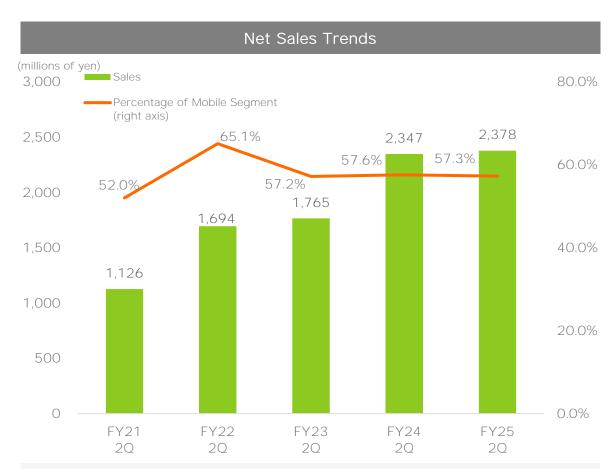


Net Sales, Operating Profit, Operating Profit Margin and Subscription Sales Hit Record Highs with Steady Growth

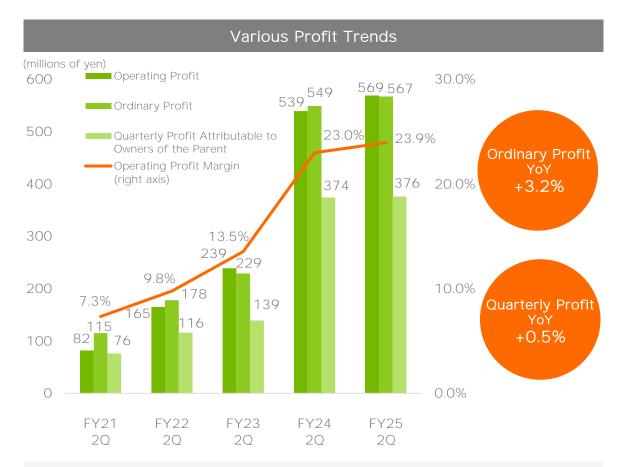
	FY2024 Q2 Non-consolidated Results	FY2025 Q2 Consolidated Results	YoY
Net Sales	2.34 billion yen	2.37 billion yen	+1.3%
Operating profit	530 million yen	560 million yen	+5.6%
Operating Profit Margin	23.0%	23.9%	+4.2%
Subscription Sales from the ibisPaint Series	280 million yen	520 million yen	+79.8%



Net Sales Earnings Structure Maintained with Steady Sales and Profit Growth



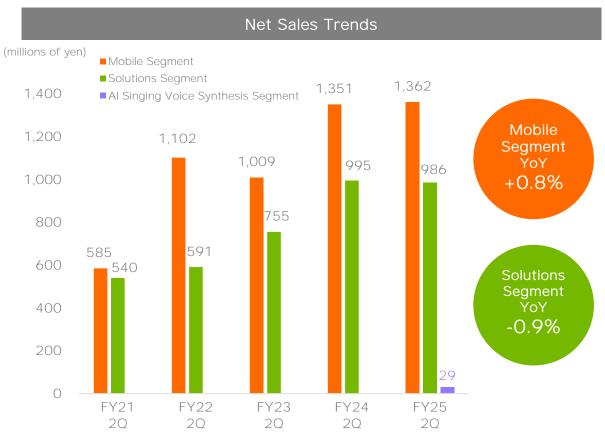




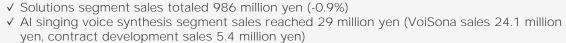
- ✓ Operating profit reached 569 million yen (YoY+5.6%), and operating profit margin improved 0.9 percentage points to 23.9%, driven by more efficient advertising expenses in the mobile segment
- ✓ Ordinary profit was 567 million yen (+3.2%), and quarterly profit was 376 million yen (+0.5%), reflecting steady profitability

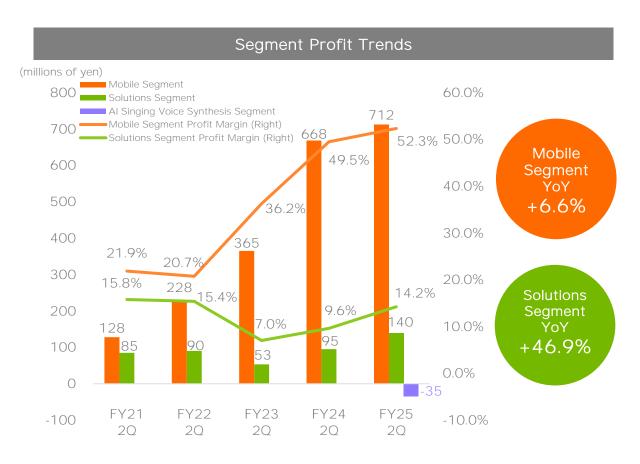


Continued Profit Growth in Both Mobile and Solutions Segments with Sustained High Profitability





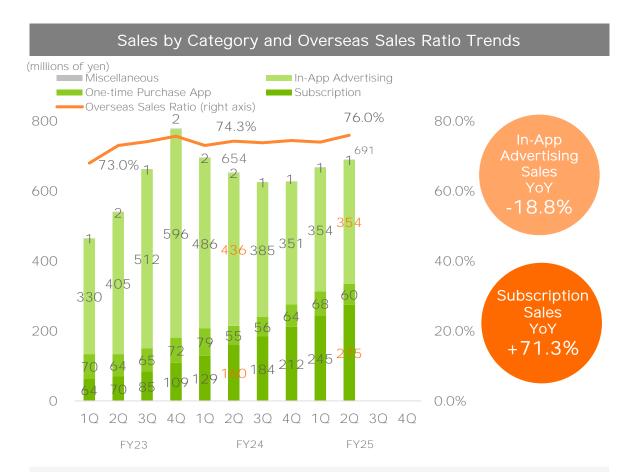




- Mobile segment profit increased to 712 million yen (YoY+6.6%), with the shift toward organic growth proving effective
- √ Solutions segment profit increased to 140 million yen (+46.9%), supported by continuous orders for high-profit projects
- ✓ Al singing voice synthesis segment profit amounted to -35 million yen (including goodwill amortization of 18 million yen)

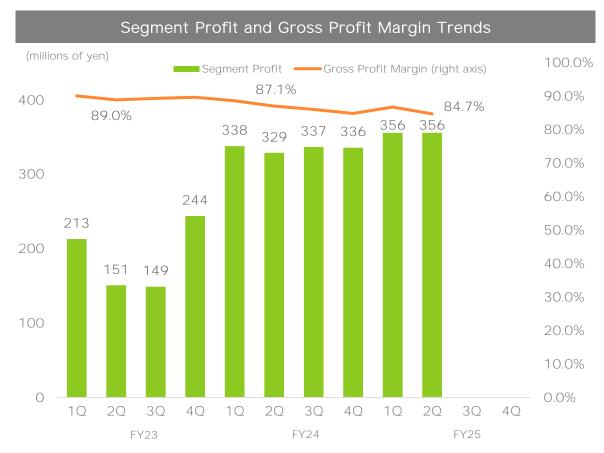


Subscription Sales Driving Growth with Profitability Remaining Robust





- ✓ In-App advertising sales were partially affected by unexpected fluctuations in the SSP AI algorithm in Q2, with sales totaling 354 million yen (-18.8%)
- ✓ Subscription sales increased to 275 million yen (+71.3%) driven by continued strong user support



- ✓ Mobile segment profit totaled 356 million yen (YoY+8.1%)
- √ We continue to adjust our advertising strategy to drive in-app purchases, acquiring new users at a low cost
- ✓ Gross profit margin decreased by 2.4 percentage points YoY due to investments in engineering talent and other factors, but remained high at 84.7%

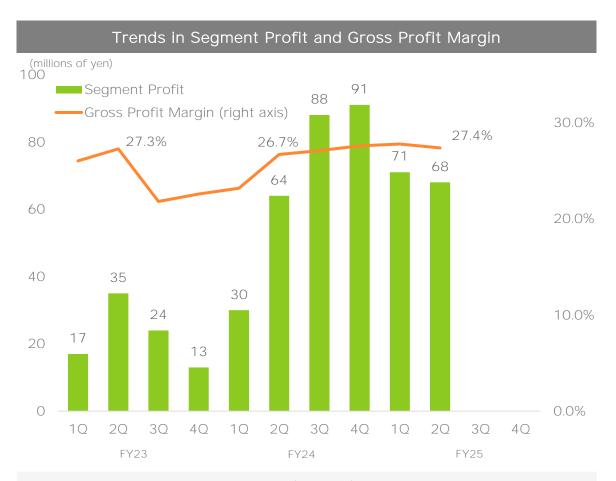


Sales Decreased Due to Changes in the Number of Projects, But Profit in Q2 Reached a Record High





We continued to selectively acquire high-margin projects, with IT engineer dispatch sales totaling 378 million yen (-0.9%) and contract development sales totaling 117 million yen (-13.8%)

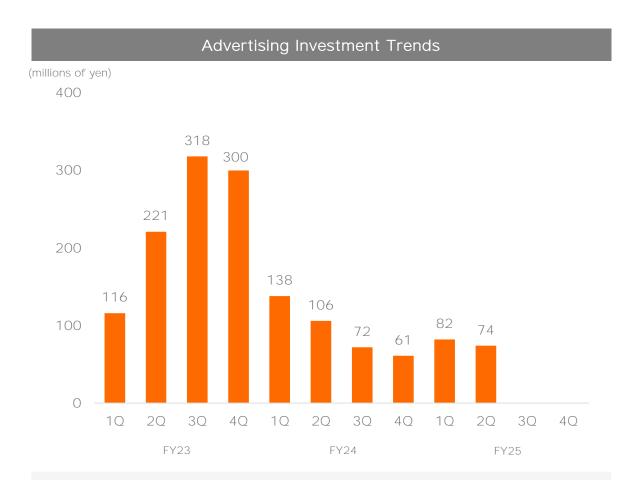


- √ Solutions segment profit totaled 68 million yen (YoY+5.6%), with reduced investment driven by the selective hiring policy
- √ Gross profit margin remained high at 27.4%, increasing by 0.7 percentage points YoY
- Progress has been made in improving development efficiency through Al and building a high-margin SI system, with early results starting to show



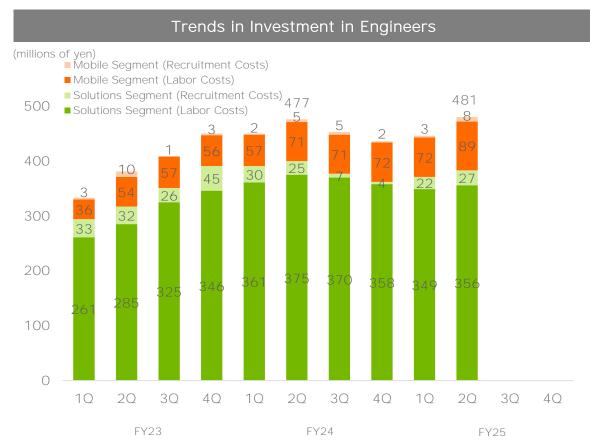
Organizational changes have led to operational improvements, and we expect further benefits going forward

Strategic Investments in Advertising and Engineers for Sustainable Growth





[√] Focusing on increasing in-app purchasing users, advertising expenses will remain at a controlled level, with continued effective and flexible investments



- ✓ Investment in engineers in the mobile segment totaled 97 million yen (YoY+26.0%), driven by an increase in labor costs
- ✓ Investment in engineers in the solutions segment totaled 383 million yen (-4.3%), due to a decrease in labor costs

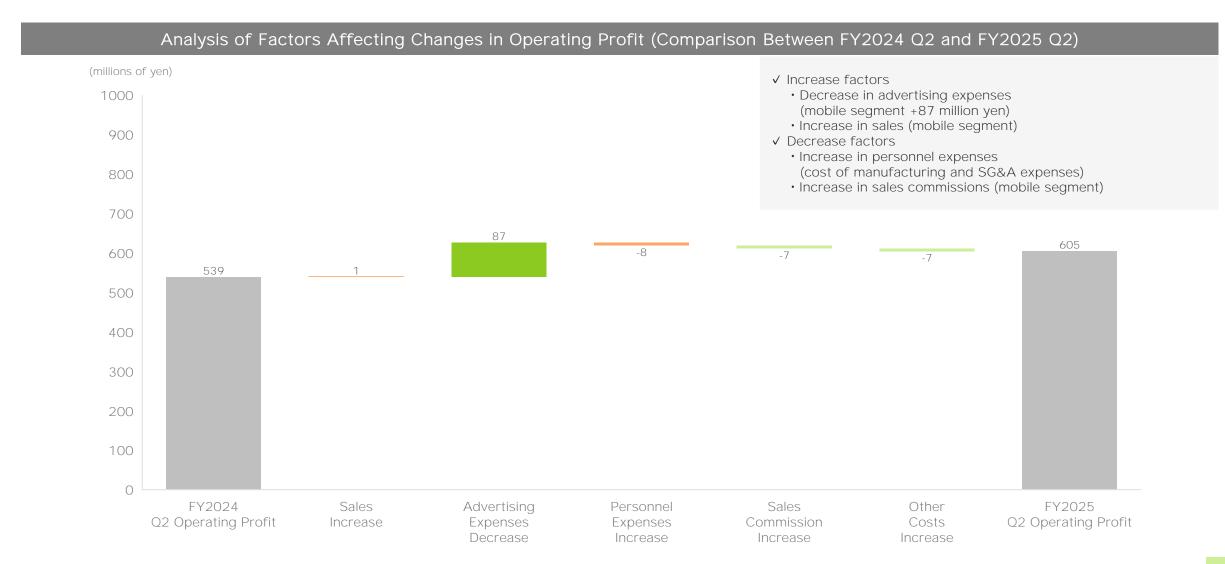


experience we were refered to the total labor and hiring costs of engineers in each segment.

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e consolidated financial statements have been applied since Q1, but the consolidated statements of income and comprehensive income were incorporated starting from April 1 25, in accordance with the provisions of the deemed acquisition date under the accounting standards for consolidated financial statements.

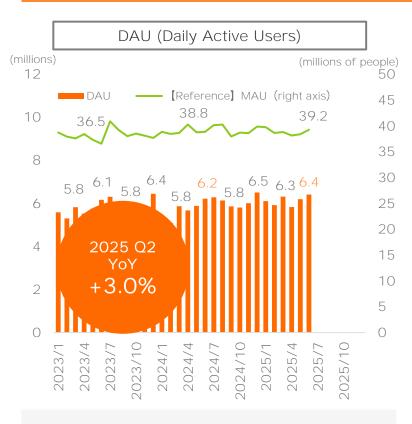
By Reducing Advertising Expenses, We Achieved Profit Growth While Maintaining Our Sales Structure





Subscriptions Grow Steadily, DAU Remains High, and IT Engineers Stay Stable

Mobile Segment

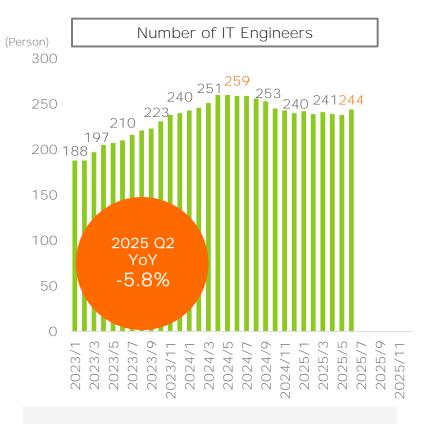


✓ DAU at the end of Q2 remained at 6,410,713 (YoY+3.0%), maintaining a high level and supporting a stable base for in-app advertising sales



√ The number of subscriptions at the end of Q2 reached 303,789 (YoY+77.5%), with a steady conversion from free users to subscriptions

Solutions Segment



The number of IT engineers was 244 (YoY-5.8%), driven by the shift to selectively hire top-tier SEs and improvements in retention trends

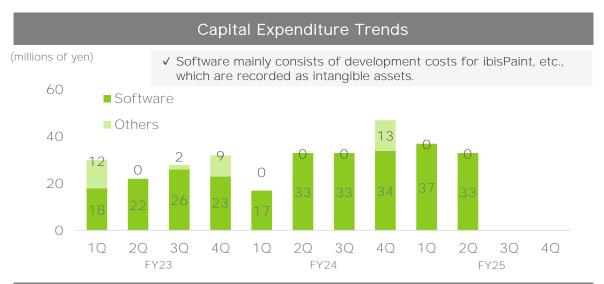
DAU is the number of free active users per day, and MAU is the number of active users for all series including paid apps per month.

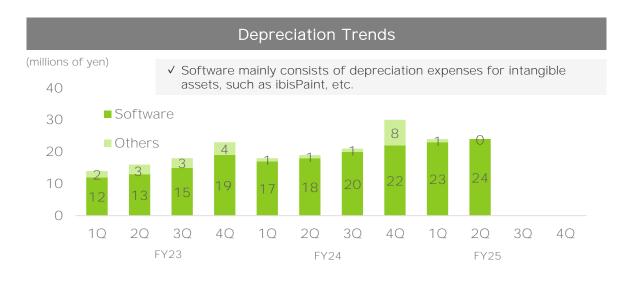
The numbers on the bar graph represent DAU at the end of each guarter.

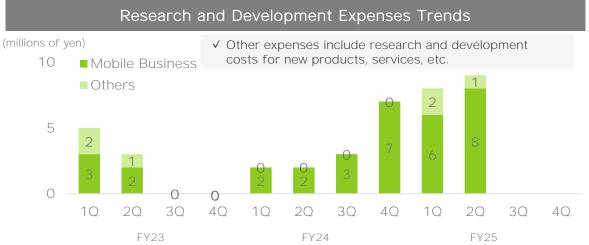
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^{*}Figures on this page are those for this inc. on a non-consolidated has

Investment Focused on Software Assets, Continuing High-Function Strategy









^{*}Capital investment is the increase in fixed assets during the period.

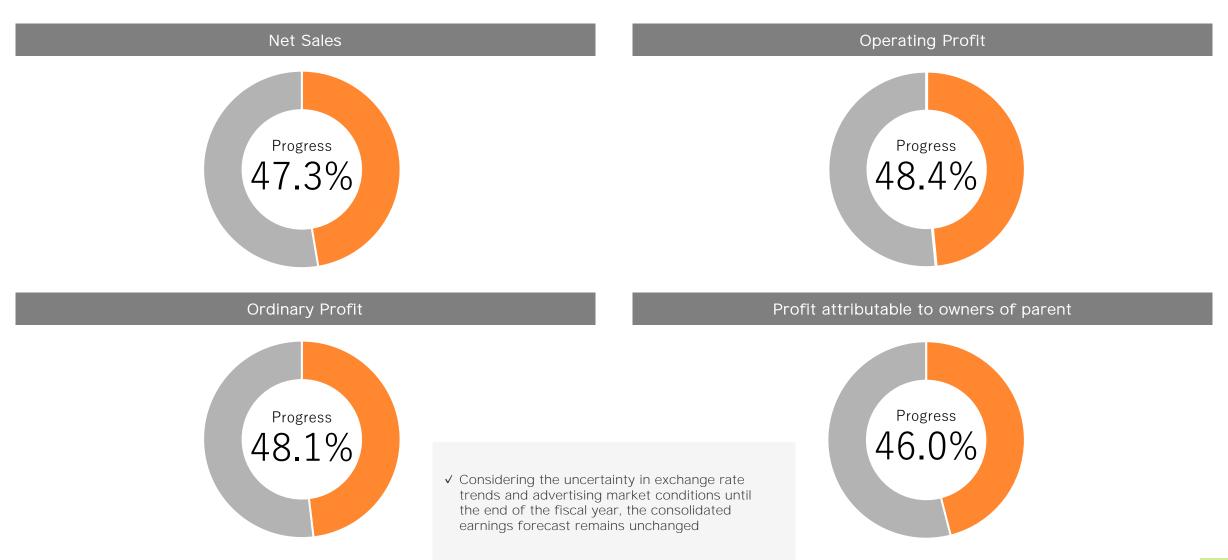


ne dollar-yen exchange rate is the middle rate on the last business day of each quarter.

onsolidated financial statements have been applied since Q1, but the consolidated statements of income and comprehensive income were incorporated starting from April in accordance with the provisions of the deemed acquisition date under the accounting standards for consolidated financial statements.

igures on this page are those for ibis inc. on a non-consolidated basis, excluding the dollar-yen exchange

Net Sales and Various Profits Progressed at Just Under Half, Consolidated Full-Year Forecast Remained Unchanged





^{*}The consolidated financial statements have been applied since Q1, but the consolidated statements of income and comprehensive income were incorporated starting from April 1, 2025, in accordance with the provisions of the deemed acquisition date under the accounting standards for consolidated financial statements.

progress rates shown above refers to the ratio of non-consolidated results to the consolidated forecasts disclosed on or after page 18

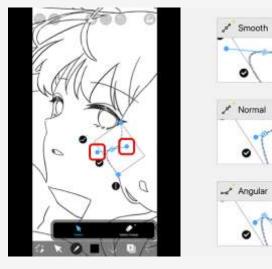
Expansion of ibisPaint Edu Operating System, Expansion of Premium Member Function, Launch of Al Minutes Service

2025.04.10 Educational Products ibisPaint Edu for Android



- Following the initial release of ibisPaint Edu for iOS, Android support was implemented in response to requests from private high schools in Japan
- Expanding the range of supported operating systems expands the range of use in learning environments, allowing users to access the same features as premium members from school-issued ICT devices. An increase in paid memberships from home is expected

2025.05.26 For premium Members Enhancement of Vector Layer Function



■ Vector layer functions of ibsPaint had been expanded. The new functions "Vector Eraser," "Shape Handle Editing," and "Brush Shape Simplification" will improve usability for heavy users

2025.06.02 New Business Domain
Launched Al Minutes Service



■ Launched "ibisScribe," a service that uses the latest AI speech recognition technology and AI automatic summary generation technology to automatically create meeting minutes. In collaboration with ibisStorage, aims to expand the user base through synergistic effects



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2. FY2025 Consolidated Plan

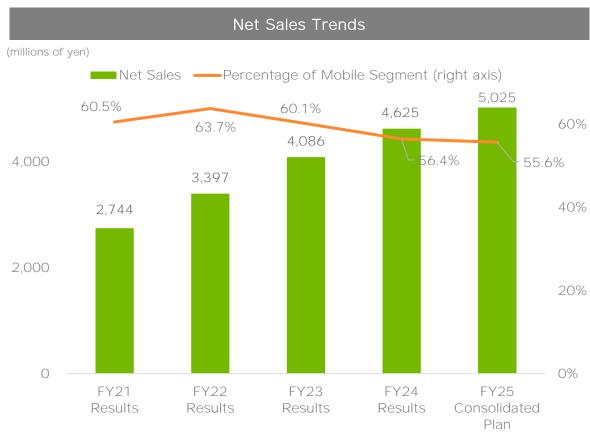


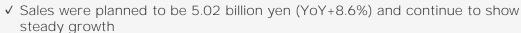
Renovating Consolidated Plans: Aiming for 1.6x Growth in Subscription Sales and Expansion in Net Sales and Operating Profit

	FY2024 Non-Consolidated Result	FY2025 ts Consolidated Plans	YoY
Net Sales	4.62 billion yen	5.02 billion yen	+8.6%
Operating Profit	1.15 billion yen	1.17 billion yen	+1.8%
Operating Profit Margin	25.0%	23.4%	-6.3%
ibisPaint Series Subscription Sales	687 million yen	1.11 billion yen	+62.2%

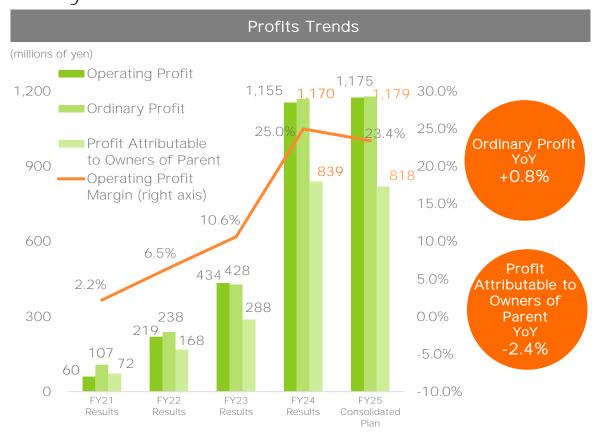


Despite the Impact of Consolidation, Net Sales and Profits Will Continue to Grow on an Ordinary Profit Basis





[√] The percentage of mobile segment is planned to remain in the upper 50% range



[✓] The operating profit is planned to be 1.17 billion yen (YoY+1.8%), the ordinary profit 1.17 billion yen (+0.8%), and the profit attributable to owners of parent 818 million yen (-2.4%)

Note: Organic growth means that ibisPaint holds an extremely high global user share of 86.5% (see page 44 for details). Based on this, we believe that growth can be achieved through word of mouth, which is why we implemented this strategy starting from the previous fiscal year.

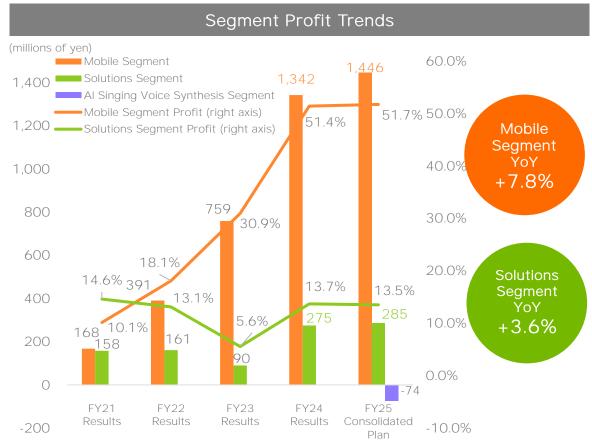


[✓] In FY2025, we will continue the policy of organic growth (advertising expenses: half of the previous year) from FY2024

Aim for Further Sustainable Sales Growth through Strategic Measures including M&A



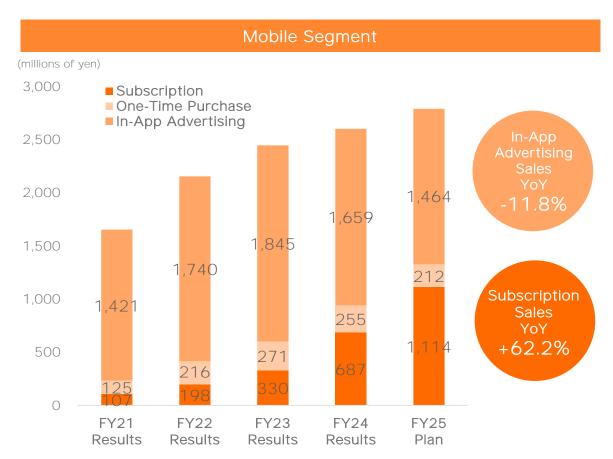
- ✓ Mobile segment sales were planned to be 2.79 billion yen (YoY+7.1%), aiming for continuous growth backed by the support of a large number of active users
- ✓ Solutions segment sales were planned to be 2.10 billion yen (+4.7%), and we will continue to recruit highly highly skilled IT engineers and acquire high-profit projects
- ✓ Al singing voice synthesis segment sales were planned to be 89 million yen for VoiSona sales and 30 million yen for contract development sales, totaling 119 million yen



- V Mobile segment profit is planned to be 1.44 billion yen (YoY+7.8%). The segment profit margin is expected to remain high due to continued investment in more effective and efficient advertising
- ✓ Solutions segment profit is planned to be 285 million yen (+3.6%). Although personnel expenses are expected to increase due to the acquisition of highly skilled talent, profits are also expected to increase as highly profitable projects are acquired, outweighing the increased costs
- Al singing voice synthesis segment profit is planned to be -74 million yen (including the amortization of goodwill of -56 million yen)

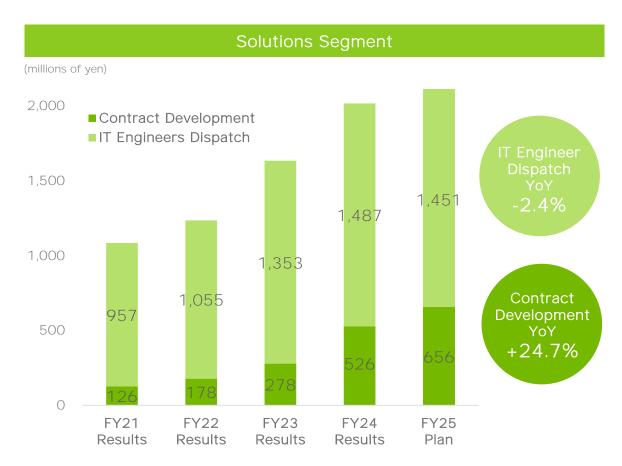


Mobile: Subscription; Solutions: Contract Development as the Growth Drivers





[✓] In-App advertising sales are planned to reach 1.46 billion yen (-11.8%). While a delayed recovery is cautiously anticipated, the overall forecast remains on track due to stronger-than-expected performance in subscription sales.

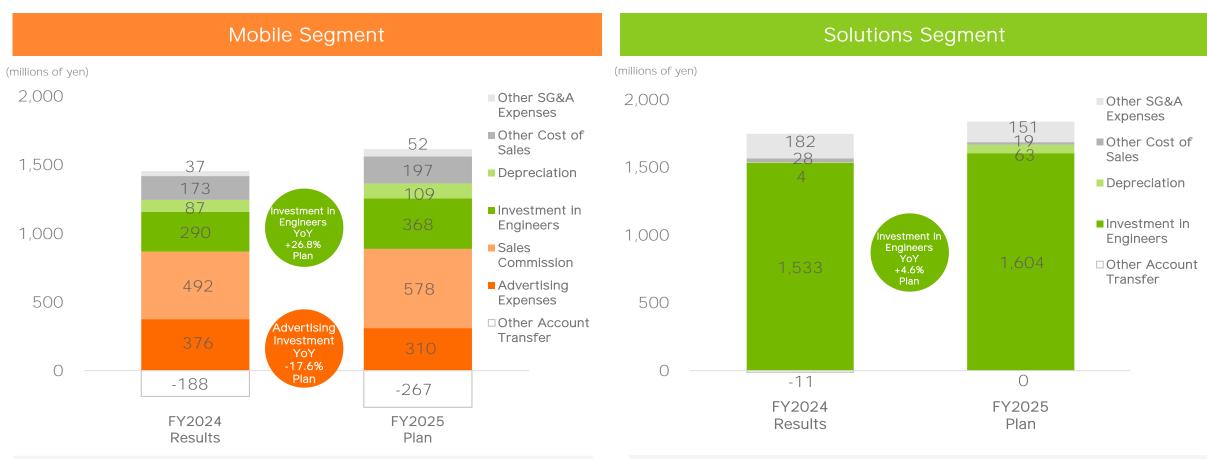


- ✓ Contract development sales are planned to be 656 million yen (YoY+24.7%) and IT engineer dispatch sales are planned to be 1.45 billion yen (-2.4%)
- ✓ Contract development will focus on quasi-delegated services that provide flexible supports for development at client locations
- \checkmark While sticking to Sler, there is no change in the policy of prioritizing profit margins



[√] The expected exchange rate for the full year of the mobile segment is 141 yen (TTB140 yen, TTS142 yen)

Both Segments will Continue to Strengthen Investment in Engineers



- ✓ Due to the continuation of the policy of shifting to organic growth from FY2024, advertising investment is planned to decrease further to 310 million yen (YoY-17.6%)
- ✓ Investment in engineers is planned to increase to 368 million yen (+26.8%) in order to continue strengthening the human resources base

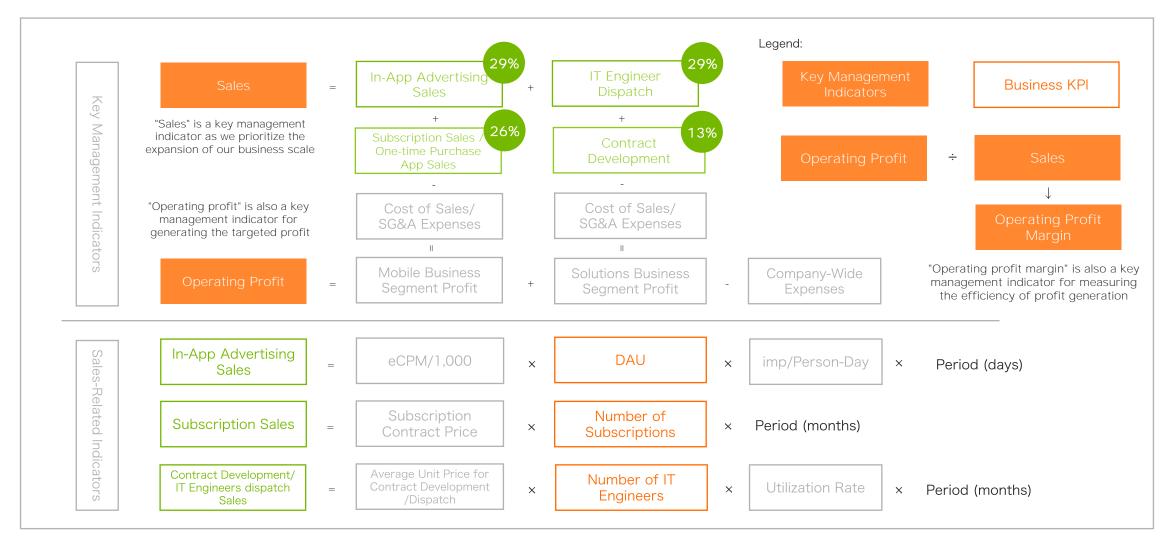


nvestment in engineers refers to the total labor costs and recruitment expenses for engineers within each segment.

[✓] Investment in engineers is planned to be 1.6 billion yen (YoY+4.6%), with plans to further shift towards hiring highly skilled engineers, placing more emphasis on quality over quantity

fiscal year ended December 2024 reflects non-consolidated results. Techno-Speech, Inc. was made a wholly owned subsidiary as of January 31, 2025, distribution its financial results were consolidated starting from April 2025. The fiscal year ending December 2025 represents consolidated figures including space of although the allocation of acquisition cost is still in progress and will be reflected once finalized.

Simple Management Indicators and Business KPIs for Sustainable Growth



^{*}Percentages in white letters in circles represent the sales ratio for FY2024 (actual results)

CPM stands for "effective Cost Per Millie" and refers to the actual cost per 1,000 ad impressions (which corresponds to our unit sales price).

^{*}DAU stands for "Daily Active Users" and represents the number of active users per day.

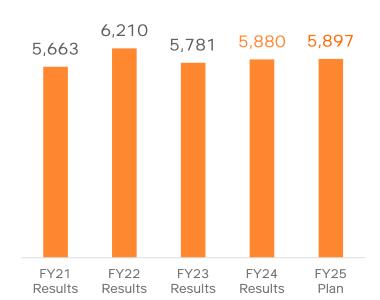
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Aim to Increase the Number of Subscriptions, the Source of Growth, by Approximately 1.5 times to 342,000

Mobile Segment

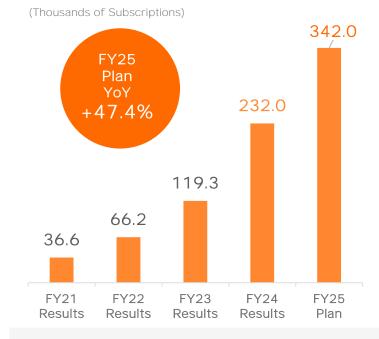
DAU

(Thousands of People)



✓ DAU is expected to remain at a stable level of, 5,897 thousand (YoY+0.3%)

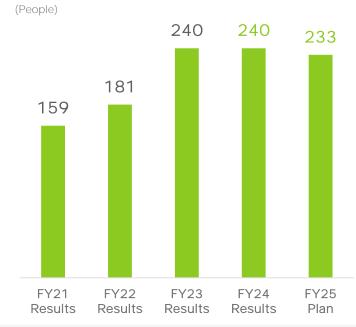
Number of Subscriptions



√ The number of subscriptions is expected to reach 342 thousand (YoY+47.4%), with continued strong growth

Solutions Segment

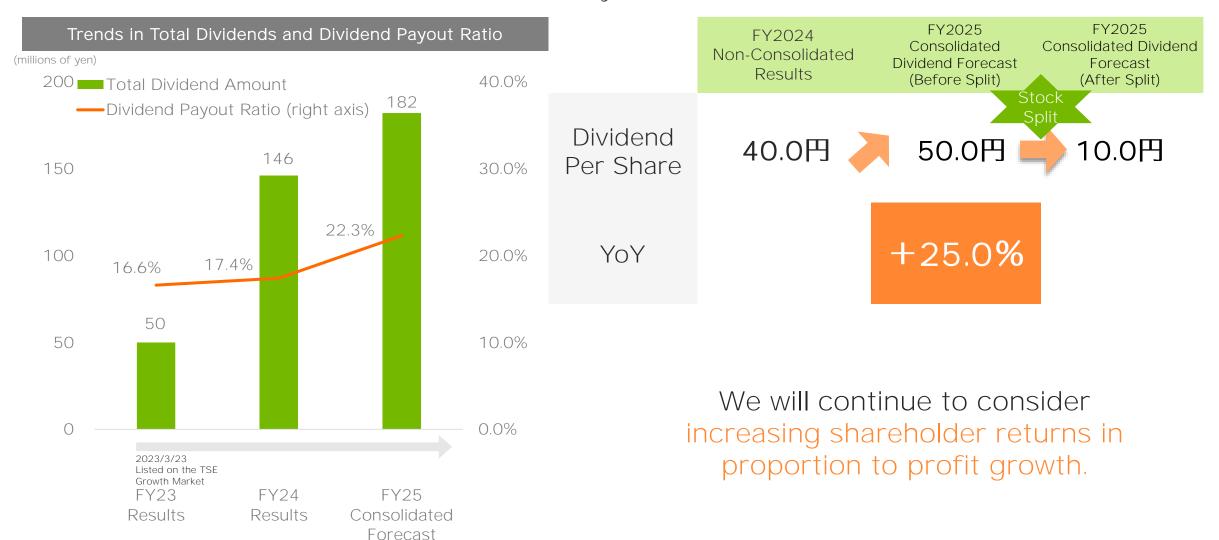
Number of IT Engineers



✓ Although the plan is to selectively hire highly skilled engineers for higher-profit projects, the number of IT engineers is expected to decrease to 233 (YoY-2.9%) due to the continued increase in retirements from FY2024



Dividends Are Planned Based on a 1:5 Stock Split as of October 1st and a Dividend Payout Ratio of 20-25%





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3. Business Plan and Growth Potential

(Updated: August 7, 2025)



1) Company Overview





DELIVERING "WOW!" EXPERIENCE ON MOBILE.

ibis inc. is a mobile-savvy engineering firm.

Illustration transcends language, ethnicity, religion, and gender.

Creating global communication through mobile painting apps.



Boost Japanese Tech to the World

ibis aims to elevate the global presence of 'Made in Japan'.















EXPERTS

Group of Experts in Advanced Technologies

We are a group of experts who continuously acquire cutting-edge technologies, fully aware of our role as specialists in advanced technology, committed to solving societal challenges.



Rapid Decision-Making and Execution

Not only do we develop fast and efficient software, but we also make swift decisions and execute them promptly, ensuring agility in our operations.

CHALLENGE

Continuous Challenge

By relentlessly pursuing challenges without slowing down, we create new value and drive innovation.



Company Profile

Company Name ibis inc.

Establishment May 11, 2000

390,087,077 yen Capital

Head Office ORIX-Yaesudori bldg.2F 1-5-1 Hatchobori, Chuo-ku, Tokyo 104-0032, Japan

Number of Employees

352 (296 IT engineers)

Mobile Business, Solutions Business Business

(Contract Development and IT Engineer Dispatch)

Permission Worker Dispatch Business License Number (Dispatch Number13-317592)

Chief Executive Officer: Eiji Kamiya Director

Chief Operating Officer: Kazuhiko Murakami Takuya Maruyama Chief Technology Officer: Chief Financial Officer: Hidekazu Yasui

Audit and Supervisory Committee Members

Director: Yasuyuki Nakayama Outside Director: Yohei Miyazaki (CPA) Outside Director: Naoki Kondo (Attorney)

Listed Market Tokyo Stock Exchange Growth Market (Securities Code: 9343)

Closing date Last day of December

Major

shareholders

(Shareholding

ratio)

Affiliates

(Shareholding

Eiji Kamiya (40.5%)

ratio)

Techno-Speech, Inc. (100.0%)





Established for more than 20 years, focused on mobile app development

May 2000	Established ibis Limited Company in Hamamatsu City, Shizuoka Prefecture (Mobile business started)
April 2001	Reorganized into a corporation in Nagoya City, Aichi Prefecture (Solutions business started)
December 2001	Designated Worker Dispatching (Special 23-020430) Certification (Solutions Business IT Engineer Dispatch Started)
October 2002	Tokyo Office Opened
June 2005	Full Browser App for Feature Phones "ibisBrowser" Released
September 2005	Full Mailer App for Feature Phones "ibisMail" Released
March 2007	Capital increased to 95,925,000 yen
September 2008	Privacy Mark (PMS) acquired
June 2011	First version of ibisPaint released
April 2014	Osaka Branch opened
March 2018	Worker Dispatching Business (Dispatch Number 23-302244) License obtained
March 2023	Listed on the Tokyo Stock Exchange's Growth Market (Securities Code: 9343)
July 2023	Mobile Paint App "ibisPaint Edu" Released
July 2024	Registered Head Office changed from Nagoya Head Office to Tokyo Head Office
October 2024	Nagoya Office started operations to expand mobile business
January 2025	Techno-Speech, Inc. became a wholly owned subsidiary

Eiji Kamiya, Chief Executive Officer



Mr. Kamiya was born in 1973 in Nagoya City, Aichi Prefecture, Japan.

He graduated from the Department of Electrical and Information Engineering at Nagoya University of Technology.

From a young age, he showed a strong talent for programming.

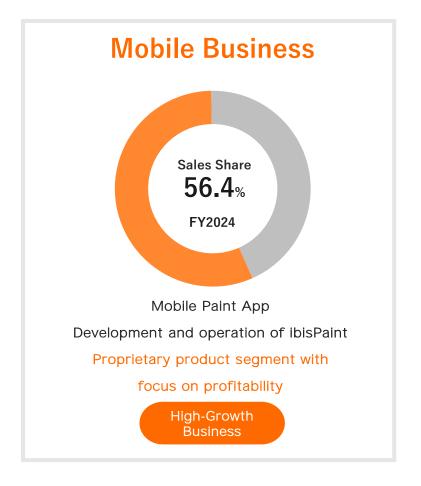
During his student years, he planned, designed, and sold original software, using the proceeds to fund his future entrepreneurial ventures. After graduation, he worked as a developer for several years. However, with the launch of NTT DoCoMo's i-mode service, he foresaw the rise of the mobile era and founded ibis inc. to seize the emerging opportunities.



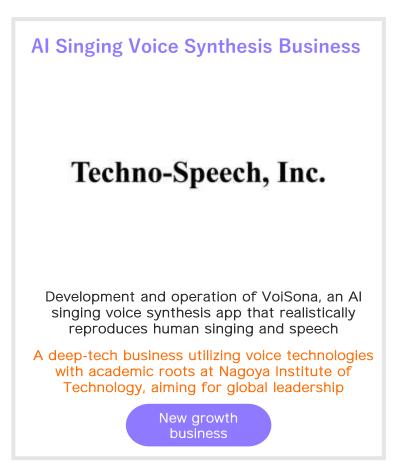
In Addition to Two Existing Businesses, a New Al Singing Voice Synthesis Business Is Launched Through M&A

In addition to the mobile business and solutions business based on the mobile development technology and know-how accumulated over many years

As of the end of January 2025, Techno-Speech, Inc. became a wholly-owned subsidiary and launched a third business using its AI singing voice synthesis technology

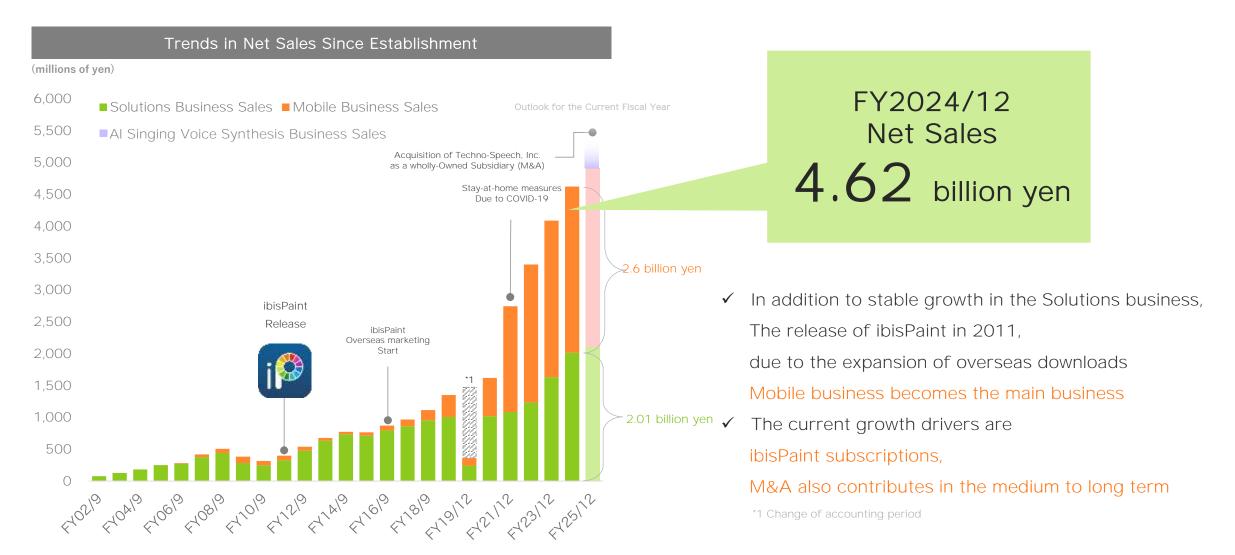








The Growth Drivers Are Subscriptions (and M&A) in the Mobile Business

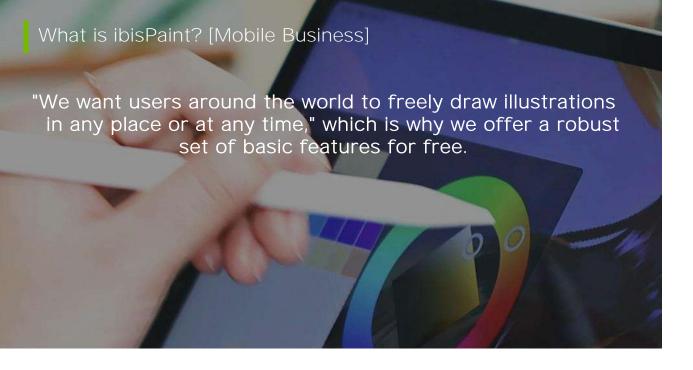




or mobile business sales from FY2017/9 to FY2019/9, the sales of ibis Mobile inc.(not included in the financial statements because the company was being spun off) are shown. It is Mobile inc. is a newly established company that succeeded to rights and obligations related to the mobile business from our company under an absorption-type company split greement on December 1, 2016. The company developed and operated the mobile paint application ibisPaint. In preparation for our future stock exchange listing, we completed a absorption merger of libis Mobile inc. on September 30, 2019.

2) Business Overview





ibisPaint for Windows is also rolling out as a new sales source



ibisPaint, the No.1 mobile paint app, lets users choose a familiar UI to further expand their work environment

From the first app for digital illustration, ibisPaint aims to be the next choice

*See Appendix (p.67) for product lineup details

Basic Functions Are Free and Unlimited More Advanced Functions Are Available to Paid Members

Equipped with advanced PC-like functionality on mobile devices

Equipped with advanced features comparable to professionalgrade painting software used by professional illustrators

Watch the video to see the intuitive usability and quality achieved with ibisPaint



20-Second Demo Video of ibisPaint



Utilizing Cutting-Edge Artificial Intelligence (AI) Technologies to Powerfully Support Users' Creativity

2023/05/10

Al Super-Resolution Feature Released (ibisPaint Ver.10.1.0)

The function that uses deep learning technology to enhance the image quality of an illustration with one tap
The image quality and size can be doubled

Unalif

2024/05/07

Al Learning Interference Feature Released (ibisPaint Ver.12.1.0)

The Function to add noise to illustrations that prevents additional learning by image generation Al

Add noise to illustrations without waiting time without requiring a separate plug-in

More new functions to be released in the future

Release

2011/06/21

ibisPaint

Tolect Report

2023/09/14

4.00(a) el m x(a) l

Al Background Removal Feature Released (ibisPaint Ver.11.0.0)

Background Removal has been added as one of the Al-powered filters.

Taps can be used to read and crop specified objects

2024/09/05 Al Watercolor Filter Feature Released (ibisPaint Ver.12.2.0)

As one of the Al filters, a feature that utilizes deep learning technology to transform photos and illustrations into watercolor-like textures.

Translated Into 19 Languages, With Users in More Than 200 Countries and Regions Around the World

Paint app for smartphones and tablets that lets you draw authentic illustrations with just one finger

Basic functions are free

The free basic functions make ibisPaint the ideal first drawing app for new users.

Paying members will be provided with more advanced functions to differentiate themselves from the free version.

Community

Create more engagement from the joy of seeing your illustrations with "ibispaint.com", which allows users to freely post their own illustrations



Number of overseas users

More than 90% of all downloads are from overseas. The app is used by users around the world for non-verbal communication through illustrations

Generation Z

This is the first illustration app for junior high and high school students who have smartphones for the first time. It matches not only drawing but also new trends such as photo processing and oshi-katsu*



High-Quality Free Paint App Receives High Ratings

ibisPaint has established a new standard for painting apps: drawing with your finger using your smartphone.

Achieved high levels of customer satisfaction from users, received high ratings in related media, and received awards for business



ibisPaint App Store Ratings

AppStore 4.7/5

Google Play 4.6/5



ibisPaint YouTube Subscribers

Over
3 Million
Subscribers



Cabinet Office Cool Japan Platform Award 2023

> Excellence Award Received



Sensor Tower APAC Awards 2024

Best Drawing
App
Received



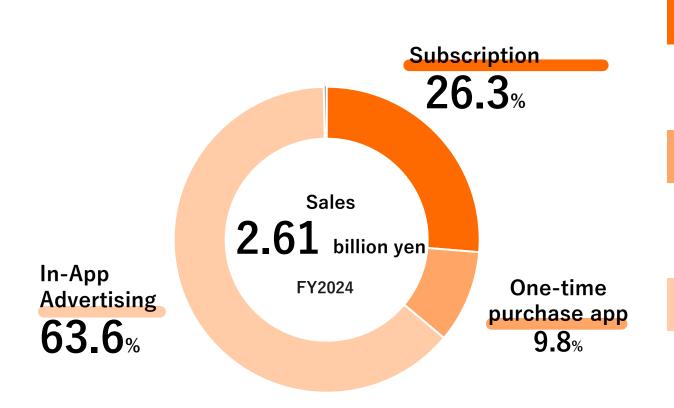
^{*1 * 2} The data presented is as of July 2 2025

³ Cool Japan Public-Private Partnerships Platform (Secretariat: Intellectual Property Strategy Promotion Office, Cabinet Office) holds the Award for Excellence in the Project (Business) Category.

^{*4} Based on Sensor Tower's estimated data and insights, this award aims to highlight outstanding mobile apps and games by APAC publishers.

The Company Is Shifting From Freemium Model to In-App Purchase Model

Mobile Business Sales Breakdown



Subscription

- ✓ Provision of a subscription-based (premium member) service that allows users to access additional features and materials, including the ad-hiding function
- ✓ Monetization through in-app purchases

One-Time Purchase App

- ✓ Provision of paid apps with ad-free functionality
- ✓ Provision of ad-free functionality add-ons for free apps
- ✓ Monetization through in-app purchases

In-App Advertising

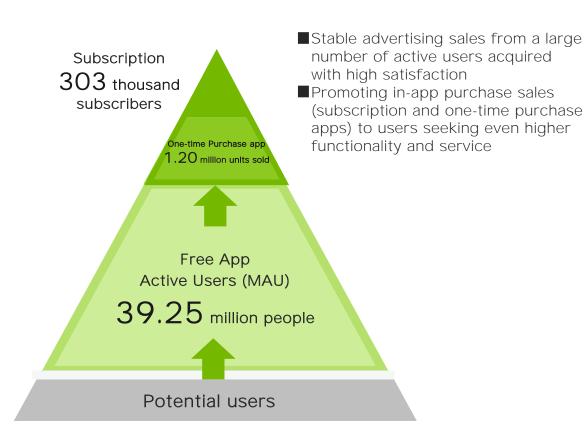
✓ Monetization by displaying banner ads and video ads from multiple SSP (Supply-Side Platform) providers on the free version of the app

*For details on the product lineup, see Appendix (p. 67)



We Are Shifting From a Freemium Model to an App Payment Model

User Configuration



How the freemium model works

Because this is a freemium model, which is free in principle, it generates app advertising sales, allowing us to offer a wide range of features without charging users a high fee

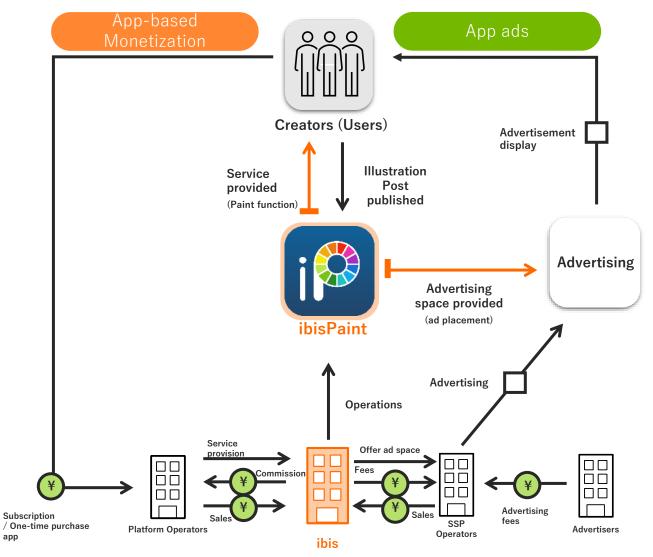
A high level of satisfaction leads to more app downloads, resulting in stable advertising sales



Promoting an increase in the app's sales conversion rate, with a focus on subcrtiptions



Sales Come From In-App Purchases and In-App Advertising Sales

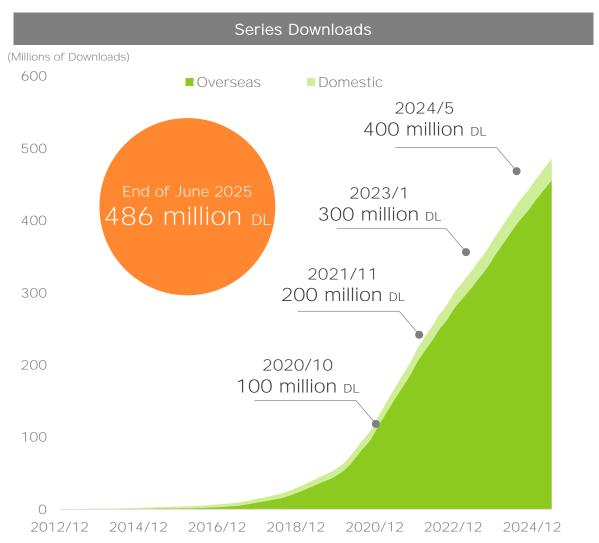


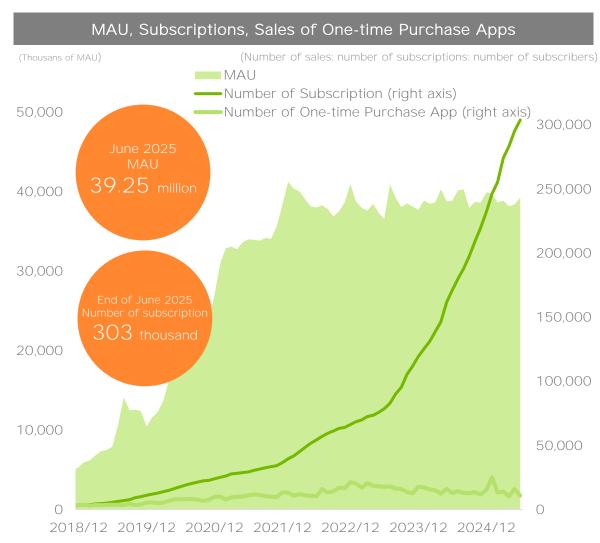
In addition to in-app advertising sales from the free version, we have diversified our sales sources through subscription sales from premium membership services and in-app purchase sales, including sales of one-time purchase apps.

- Major business partners
 - Google LLC
 - Apple Inc.
 - GMO Payment Gateway, Inc.



Source of Profit Is Acquisition and Retention of Core Digital Paint Users



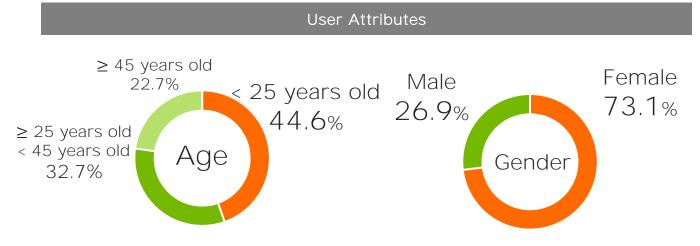




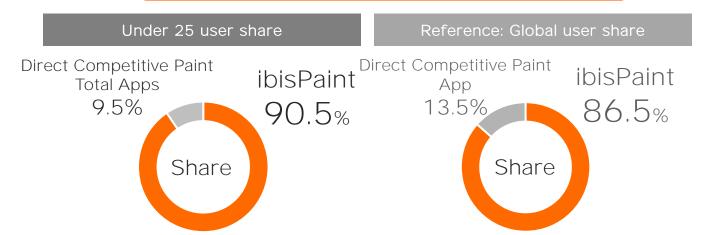
The data is as of June 30, 2025. All data are sourced from internal systems.

f the total number of downloads, data for Huawei is not available by country, so for convenience, all downloads are included in "Overseas" where China, the

The Majority of Users Are from Generation Z, with the Highest Share of Active Users Being Under 25



Most users (non-professionals) enjoy illustration as a hobby



Benefits of Being Supported by Generation Z

- By leveraging Generation Z's influence on social media and other digital platforms, we expect to increase our user base through word of mouth
- Among paint applications, ibisPaint is often the first app downloaded by Generation Z users. Once users begin using a paint app, they typically become accustomed to its unique interface and continue using it, making it less likely for them to switch to a competitor's product.



As Generation Z is expected to shape future consumptuion trends, we anticipate long-term sales opportunities from this user segment



^{*}Generation Z is defined as the generation born between 1996 and 2010 (as of 2022, under 25 years old

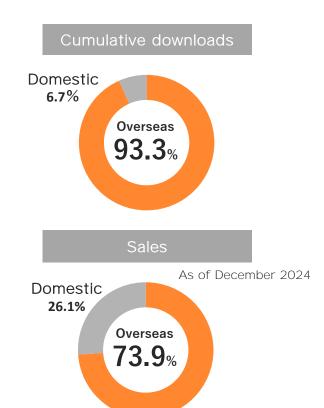
^{*}ibisPaint user attribute for iPhone & Android Phone, under 25 years old (active) user share data for 2024. Both data are from 2 countries in Japan and the

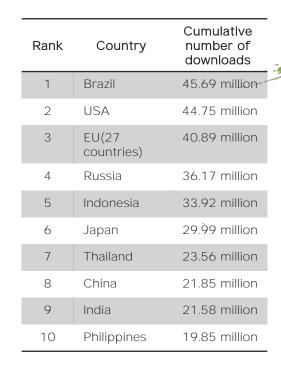
^{*(}active) user share data for 2024. data.ai by Sensor Tower. The comparison is based on 5 apps that our company considers as direct competitors worldwi *Competitive apps are 5 direct competitors (A, C, D, P, S) on page 54 (alphabets are the initials of the app name).

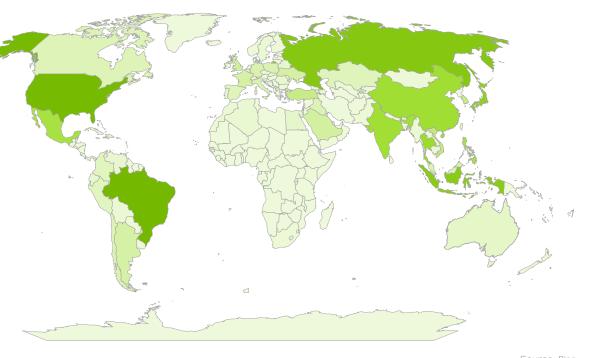
Overseas Sales Account for 70% or More as a Result of Active Overseas Promotion

Overseas

Cumulative downloads







australian Bureau of Statistics, GeoNames, Geospatial Data Edit, Microsoft, Navinfo, Open Places, OpenStreetMap, Overture Maps Fundation, TomTom, Zenrin

Cumulative Downloads(End of 6/2025) (10,000 times)



^{*}Country-specific data for Huawei's cumulative download numbers is not available. Therefore, for simplicity, all Huawei downloads are included under

^{*}Only the portion of Huawei's cumulative downloads attributed to China (77.4%) during the data-available period (Aug 2023-Jun 2025) is reflected in the

Strong in Supporting Mobile App Development

Using the Latest Technologies

Latest Technology We provide the latest technology to support application development not only for mobile devices such as smartphones and tablets, but also for PCs and other Internet devices in general.

Breakdown of Sales from Solutions Business

IT Engineer Dispatch

Cloud Environment

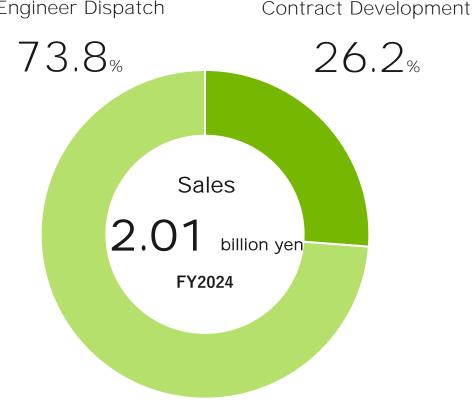
Strong in supporting the construction and migration of cloud servers (including the construction of serverless environments), supported by the rapid evolution of cloud computing technology

High Customer Satisfaction

Increased orders for application development from a wide range of corporations and local governments, achieving high customer satisfaction in all cases

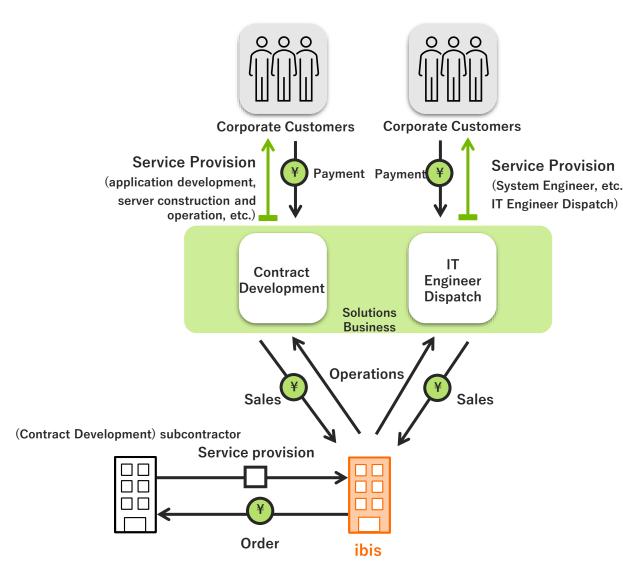
Engineer Growth Capacity To master a wide range of fields from basic to advanced technologies

Provides a wide variety of educational curricula and practices on an OJT basis





Since Its Founding, Two Highly Regarded Application Development Support Services



Application development for smartphones, tablets, PCs, and other internet terminals, contract development of cloud server environments, operation and maintenance, and IT engineer dispatch services

- Key Clients
 - KDDI Corporation
 - Honda Motor Co., Ltd.
 - Honda R&D Co., Ltd.
 - The Asahi Shimbun Company
 - · DWANGO Co., Ltd.

About Techno-Speech [Al Singing Voice Synthesis Business]

Enriching People's Lives and Enjoying the World with the World's

Leading Al Voice-Related Technologies

Aiming to Disseminate the World's Leading Voice-Related Technologies Developed at Nagoya Institute of Technology

Techno-Speech, Inc., established in November 2009, became a wholly-owned subsidiary on January 31, 2025





4 Highlights of Techno-Speech, a Pioneer

in the Speech Synthesis Technology Business

1 The speech synthesis market is set for significant growth.

The global speech synthesis market, estimated at 600–800 billion yen in 2023, is expected to grow rapidly to 1.16–1.4 trillion yen by 2030.

2 World-class management and technical and development capabilities

Led by President Keiichi Tokuda—who specializes in speech synthesis and is the only university professor in the field to have received the Medal with Purple Ribbon—the company is comprised of a small, elite team that includes graduates from his research lab as well as top-tier researchers and developers from the University of Tokyo. The team's technological capabilities are among the highest in Japan.

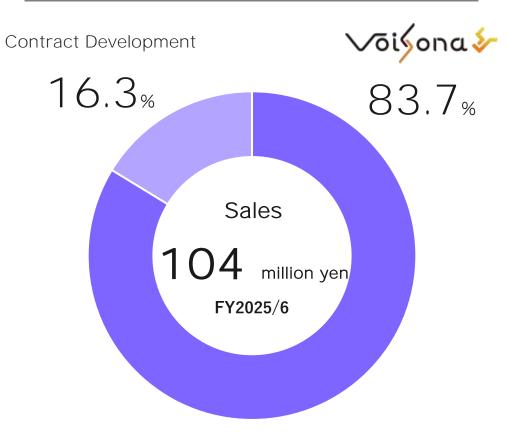
3 Proven track record with leading Japanese corporations

The company has established strong and enduring business relationships with major companies such as Konami Group Corporation, Tsuburaya Productions Co., Ltd., Casio Computer Co., Ltd., Kawai Musical Instruments Manufacturing Co., Ltd., Brother Industries, Ltd., Bandai Namco Entertainment Inc., SoftBank Group Corp., Sony Music Entertainment (Japan) Inc.

4 Basic B2B business and B2C business with high growth potential

Building on a stable B2B foundation through ongoing development from major corporations, the company has enhanced its technical and development capabilities. In addition to its participation in the CeVIO project since 2012, the company launched the Al singing voice synthesis app "VoiSona" in 2022 and is now expanding its business with a focus on the B2C domain.

Al Singing Voice Synthesis Business Sales Breakdown





Techno-Speech, Inc. previously closed its accounts in June. However, following its conversion into a wholly owned subsidiary, we decided to change its fiscal year-end to align with ours, resulting in an irregular fiscal period from July to December 2025.

r convenience, the sales breakdown chart for Voisona includes sales from CeVIO, which operates in the same B2C area, as well as sales from the production of voice libraries for both VoiSona and CeVIC e sales breakdown chart covers FY2025/06, but only data from April 2025 onwards is included in the consolidated results.

About VoiSona
[Al Singing Voice Synthesis Business]

Al Singing Voice Synthesis App





Creating a New Music Ecosystem
With Virtual Singers

Supporting Voice Content Creation with Cutting-Edge AI technology

VoiSona is a voice synthesis app that generates natural, human-like singing and speaking voices using the latest AI technology, enabling the creation of both vocal and text-to-speech content.

A Free App with Over 30 Paid Voice Libraries

The app is available for free, including one pre-installed voice library, "Chis-A," to attract new users. Paid voice libraries, which feature collaborations with characters and artists, cater to a wide range of user needs.

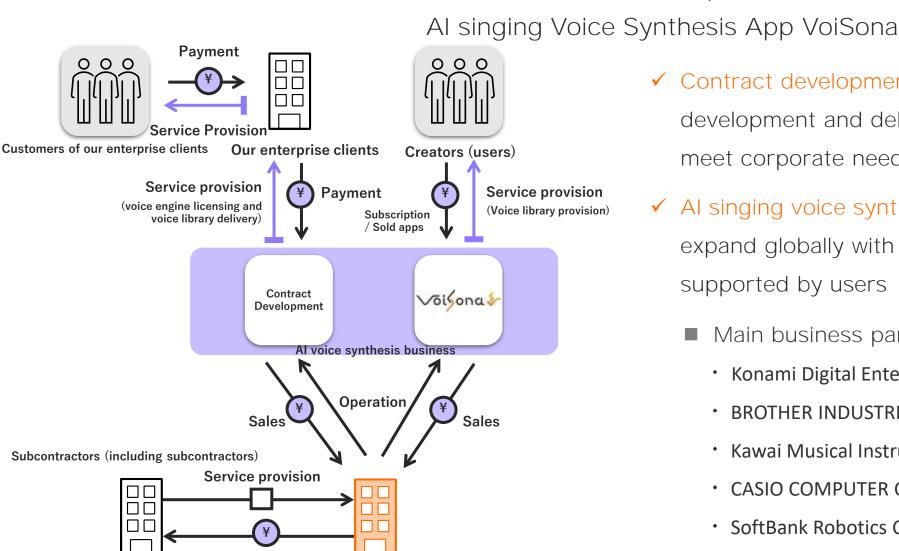
Discover the Vocal Expressions Created with VoiSona Through Video



Watch a video of VoiSona's pre-installed voice library, "Chis-A," performing the song "tell me words."

Sales Structure [Al Singing Voice Synthesis Business]

Both the Core Business Contract Development and the Growing Business



- Contract development for voice engine licensing and development and delivery of voice libraries that
- ✓ Al singing voice synthesis app Voisona (B2C) aims to expand globally with a wide range of voice libraries supported by users
 - Main business partners

meet corporate needs (B2B)

- Konami Digital Entertainment Co., Ltd.
- BROTHER INDUSTRIES, LTD.
- Kawai Musical Instruments Manufacturing Co., Ltd.
- CASIO COMPUTER CO., LTD.
- SoftBank Robotics Corp.



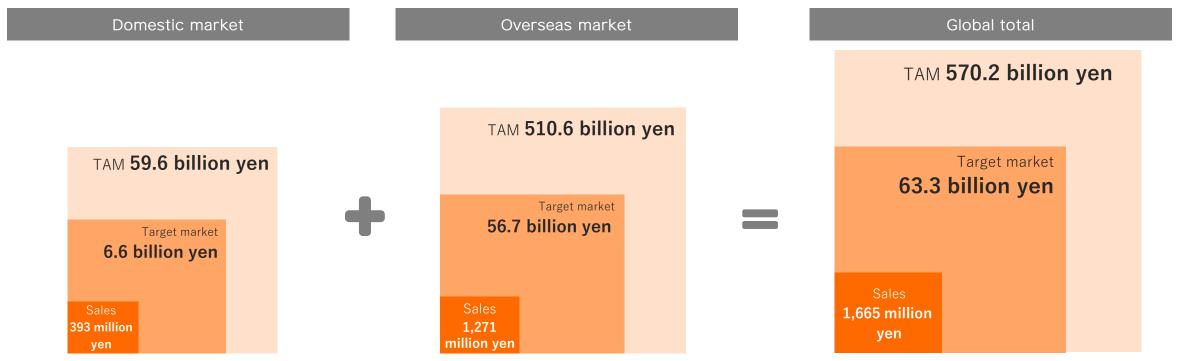
Order

Techno-Speech

3) Market and Competitive Analysis



The Market Size of the Paint App x Online Advertising Market Size Is Large

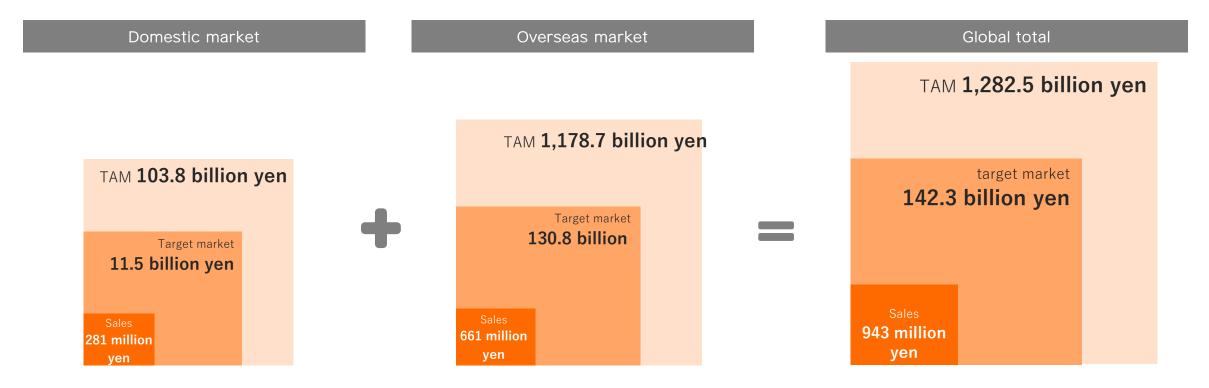


[Basis of Calculation]

- The amount of TAM * in the Internet advertising market (in Japan) of 59.6 billion yen is calculated by multiplying the total of 1,529.3 billion yen by display advertising of 770.1 billion yen, video advertising of 686 billion yen, and pay-for-performance advertising of 73.2 billion yen out of 2,687 billion yen in Internet advertising media expenditure in 2023, according to the research report "Advertising Expenditure in Japan in 2023" published by Dentsu Inc., by the ratio of 78.9% of smartphone ownership in the "White Paper on Information and Communications in 2019" published by the Ministry of Internal Affairs and Communications (Part II, Chapter 1, Section 11), and by the 3.9% ratio of 5.0% of "B2C-EC Market Size in the Digital Sector > (5) Others" in 2023, according to the research report "Market Research Report on Electronic Commerce 2023" published by the Ministry of Economy, Trade and Industry. The target market amount of 6.6 billion yen, and pay-for-performance advertising market (Japan) by the ratio of 78.9% of smartphone ownership in the original sector > (5) Others" in 2023, according to the research report "Market Research Report on Electronic Commerce 2023" published by the Ministry of Economy, Trade and Industry. The target market amount of 6.6 billion yen in Internet advertising market (Japan) by the ratio of 11.1% of the active and potential users who draw digital illustrations out of the population (N=5,154) based on a questionnaire survey on illustration apps in Japan conducted via Cross Marketing, Inc. between 3/25/2022 and 3/28/2022.
- The amount of TAM in the Internet advertising market (overseas) is 510.6 billion yen, compared with the "In-app Advertising Market Report by Advertising Type, Platform, Application, and Region 2024-2032" 25,651.8 billion yen (USD 163.2billion. Converted to yen at TTB157.18 yen as of 12/31/2024) announced by the International Market Analysis Research and Consulting Group. This figure is calculated by subtracting 59.6 billion yen from 570.2 billion yen, which is calculated by multiplying the ratio of the aforementioned 3 media expenses to "Internet advertising media expenses" in 2023 by 57.0% and the result of the multiplication by 3.9%. The target market amount of 56.7 billion yen is calculated by multiplying the ratio of 11.1% of the active and potential users who draw digital illustrations by the TAM amount in the online advertising market (overseas).



The Market Size of Paint Apps x App Payments Market Is Large



[Calculation Basis]

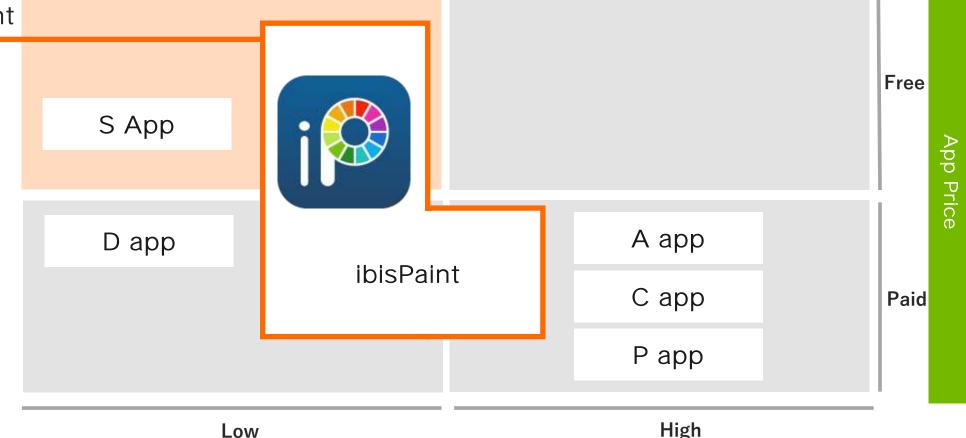
- The amount of TAM in the application sales market (Japan) of 103.8 billion yen is calculated by multiplying the "B2C-EC market size in the digital field > (5) Others" of 131.6 billion yen in 2023 according to the research report "Electronic Commerce Market Research Report 2023" published by the Ministry of Economy, Trade and Industry, and the smartphone ownership ratio of 78.9% according to the "White Paper on Information and Communications 2019 (Part II, Chapter 1, Section 11)" published by the Ministry of Internal Affairs and Communications. The amount of 11.5 billion yen in the target market is calculated by multiplying the ratio of 11.1% of the active and potential users who draw digital illustrations on the previous page by the amount of TAM in the application sales market (Japan).
- The amount of 1178.7 billion yen in the application sales market (overseas) is calculated by subtracting the amount of TAM in Japan of 103.8 billion yen from the "In-app Advertising Market Report by Advertising Type, Platform, Application, and Region 2024-2032" of 25,651.8 billion yen (USD 163.2billion. The conversion method to yen is the same as the previous page.) published by the International Market Analysis Research and Consulting Group, which is calculated by multiplying the ratio of 5.0% of the B2C-EC market size in the digital field > (5) Others on the previous page by the amount of 1,282.6 billion yen in 2023. The amount of 130.8 billion yen in the target market is calculated by multiplying the ratio of 11.1% of the active and potential users who draw digital illustrations on the previous page by the amount of TAM in the application sales market (overseas).



Almost Done Cultivating Users Who Want to Start Drawing Casually With a Free App

Superiority of ibisPaint

- Cultivating and capturing users who want to start drawing casually with a free app
- Since we earn money from app advertising, we can offer highly functional apps for free
- Since customer satisfaction is high, there are many app downloads through word-ofmouth and other natural flows, and the MAU is high
- In addition to the free version, there is also a paid version (subscriptions, one-time purchase type) that offers functions and services that can be used professionally.





Ratio of professional illustrators to users

Mobile-Native Approach, Excellent Talent, and Commitment to Spped: A Triad Driving Differentiation in Management, Development, and Service Operatins

Mobile optimization



Prepared for mobile screens Simple and easy-to-use UI

Highly user-friendly UX

High app performance, including GPU utilization and device-specific memory management

Superior UI/UX and performance Create competitive advantage over other apps

Excellent engineers



Logical Thinking Skills to Research, Research, and Implement Image Processing Technology and Scientific Literacy

> Highly specialized Many science graduates

Study sessions are held at least once a month to learn cutting-edge technologies and make presentations by individuals

Building a Human Resource Base to Support Growth

Focus on speed



Speed of understanding user needs and reflecting them into products

Speed of running high-performance apps

Focuses on social functions
Speed at which works and word of
mouth spread

Speedy response Improve user satisfaction



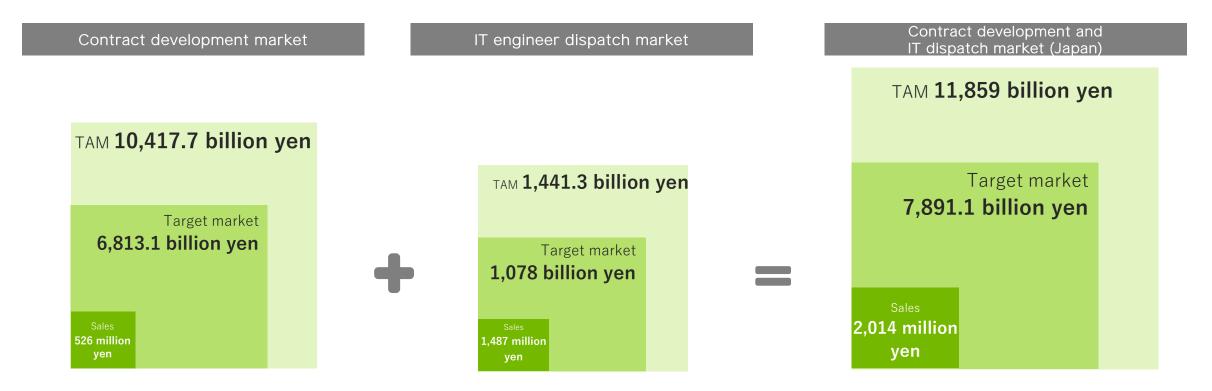
^{*}GPU stands for "Graphics Processing Unit" and is a semiconductor chip (processor) that performs the computational processing required for image processing and other operations.

^{*}UI stands for "User Interface" and is the interface between a user and a mobile app.

^{*}UX stands for "User Experience" and is the experience a user gets through a mobile app.

Market Analysis [Contract and Dispatch Market (Japan)]

The Market Size of the Contract Development and IT Engineer Dispatch Market is Large



[Basis of calculation]

- The value of TAM in the contract development market of 10,417.7 billion yen is extracted from the value of "Software orders received" in 2023 in the "Statistical Survey of Specified Service Industries" released by the Ministry of Economy, Trade and Industry. The target market amount of 6,813.1 billion yen is calculated by multiplying the TAM amount by the ratio of 65.4%, which is calculated by dividing the total annual sales (Tokyo 4,758.5 billion yen, Aichi 624.5 billion yen, Osaka 1,000.4 billion yen) of "order-received software development" in the prefectures where our company offices are located in the "2018 Survey of Actual Conditions of Specified Service Industries (the Ministry of Economy, Trade and Industry)" announced by the Ministry of Economy. Trade and Industry, 6,383.4 billion by the annual sales of "order-received software development" of 9,766.1 billion yen.
- The amount of TAM in the IT Engineer Dispatch market of 1,441.3 billion yen is calculated by summing the average dispatch fee of 32,871 yen per day for information processing and communications engineers as × 20 days × 12 months in the "Summary of the FY 2022 Worker Dispatching Business Report (Preliminary Report)" announced by the Ministry of Health, Labour and Welfare and the number of dispatched information processing and communications engineers as of June 1, 2023 in the "Status of the Worker Dispatching Business" section of 182,701. The amount of TAM in the target market of 1,078 billion yen is calculated by multiplying the TAM amount by the ratio of 74.8%, which is calculated by dividing the total annual sales (South Kanto 3,897.9 billion yen, Tokai 1,284.6 billion yen, Kinki 1,370.9 billion yen in the prefectures in which our company's offices are located in the former document by the total sales of 8,764.6 billion yen related to the worker dispatch business.

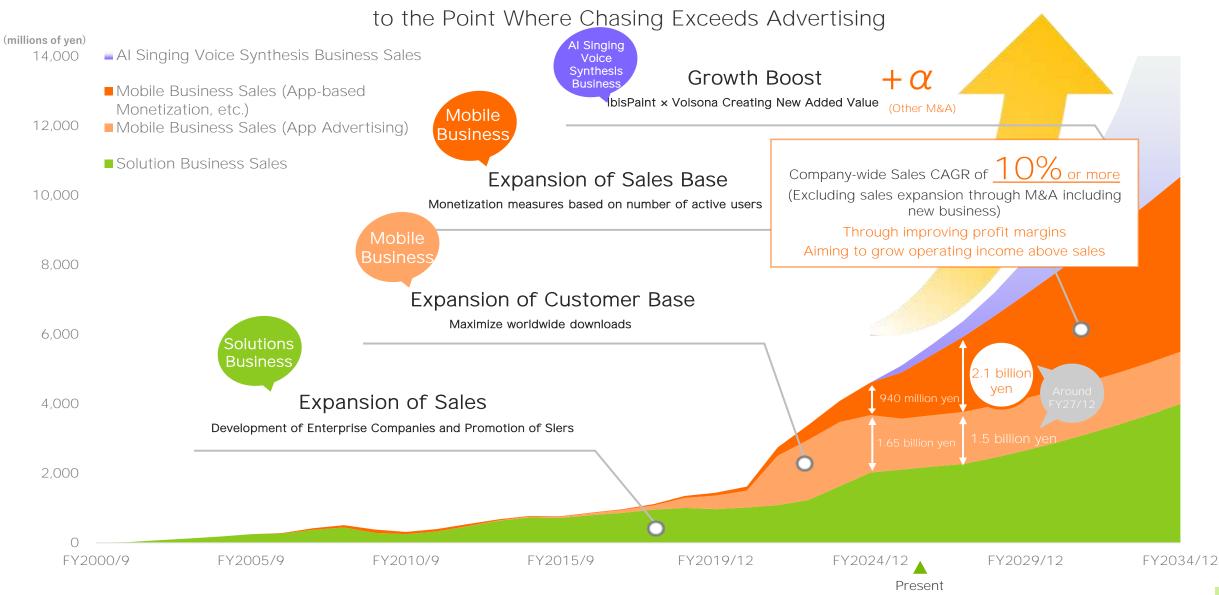


4) Growth Strategy



Overview of Growth Strategy (Medium- to Long-Term Sales Growth Image)

Current Growth Driver Is Subscriptions, and in Two Years We Will Grow





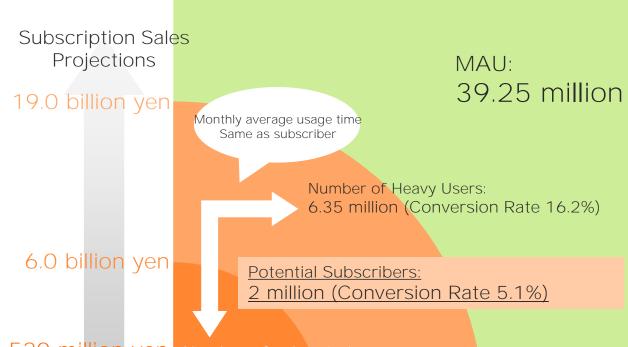
empany-wide sales CAGR of 10% or more, App advertising sales of 1.5 billion yen and App Charsing and other sales of 2.1 billion yen in the Mobile Business. These figures are based on the growth rate impany-wide sales in the (latest) Medium-Term Management Plan for FYs 27 to 29 (Confidential at this time) and the sales plan for App advertising and App Charsing for FY 29. r FY2019/12, the current accounting period is 3 months instead of 12 months because the closing date was changed from the end of September to the end of December. In this graph, the value is x 4

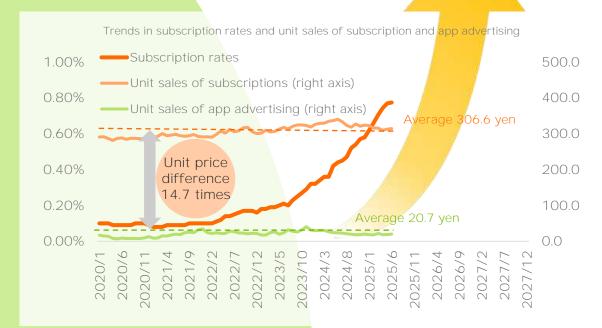
Full-Scale Subscription Enhancement

Unit sales of subscriptions are more than 14 Times unit sales of app advertising

2 million potential subscribers could drive 6 billion yen in sales

Free promotion through our own advertising to boost sales and profits





Conversion Rate = Number of Subscription/MAU

⁽FY2025 Q2 Results)

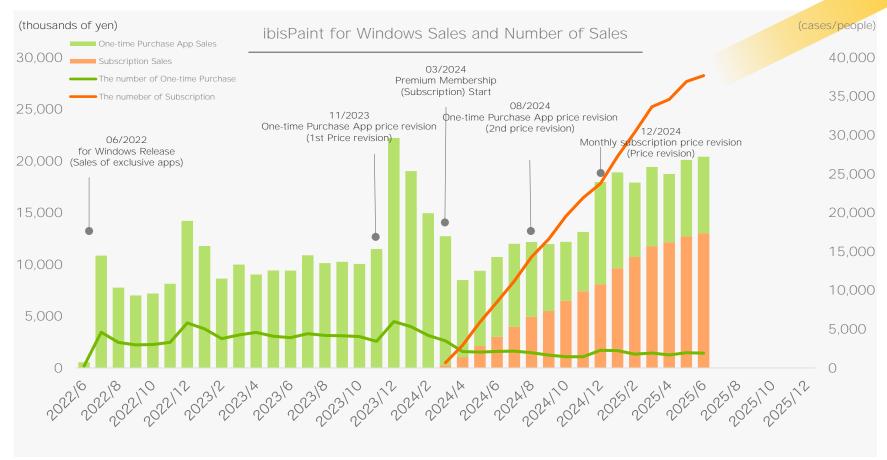
⁵²⁰ million yen Number of subscription contracts: 303,000 (Conversion Rate 0.77%)

Full-scale Entry into the Professional Market

ibisPaint for Mac to be released in August 2025 targeting professional users

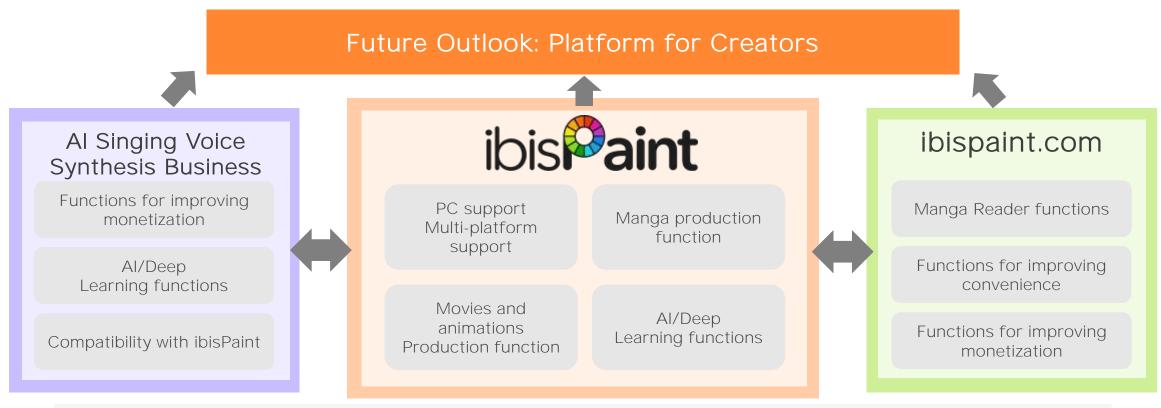
Accelerating the "ibisPaint" brand across all devices

to reach 2 million potential subscribers





Full-scale Strengthening of High-Performance Development



- ✓ It is necessary to continue to provide users with cutting-edge and advanced functions and services such as AI and deep learning over the medium to long term.
- ✓ Therefore, the investment in development personnel (total labor cost of mobile app development engineers plus hiring cost) is equal to the amount (number of engineers) and
 - FY2025 is planned as YoY+26.9% to increase both quality (capability and experience)
- ✓ Techno-Speech, Inc., which has the world's most advanced AI singing voice synthesis technology, becomes a wholly-owned subsidiary on January 31, 2025
- ✓ We will continue to increase the total amount of development capabilities that are the source of growth over the medium to long term



Continue Building an SI System While Strengthening Orders for Profitable Projects

Talent Capacity

Experienced personnel with the latest and advanced technical skills

The ability to accurately capture customer needs

Able to accommodate from individuals to teams based on customer demand.

Responsiveness

Educational curriculum to master the latest technologies

Various application development methods tailored to customer needs.

Radical improvements in development productivity using Al

Growth Potential

Continued hiring and M&A*

*To expand human resources From Q2 FY2024 M&A survey launched



Growth Outlook (5) [Al Singing Voice Synthesis Business/Growth Boost]

Promoting the Fusion of Illustration and

Music to Create a New Culture

In addition to ibis' mobile development technology, global marketing, and business planning capabilities, as a product, the following high synergy effects are expected to boost the Group's growth in the medium to long term

Before the M&A After the M&A



PC software for early adopters mainly in Japan interested in cutting-edge Al voice synthesis technology

Corporate value: 510 million yen





Key Risks Recognized and Mitigation Strategies

Major risks	Category	Summary	Occurrence Possibility	Influence	Countermeasures
Changes in Internet Advertising Market Trends	Mobile Business	The advertising market is susceptible to market changes and fluctuations in economic trends, and in the event of rapid economic changes, etc.	High	Large	Aiming to create a sales structure that minimizes the impact of the advertising market, we will implement promotional measures to strengthen inductions to premium subscription services, which are flat-rate subscription type services.
Changes in user preferences	Mobile business	When mobile apps provided by our company fail to respond quickly to changes in user needs and trends	Medium	Large	We will continue and expand our business by striving to provide optimal apps through understanding user preferences through marketing and collecting opinions from existing users.
Changes in Mobile App Market Trends	Mobile Business	If the mobile app market shrinks sharply, contrary to our company's forecasts	Low	Large	Our company positions the solutions business as a pillar of its earnings, and will diversify its risk by expanding its business portfolio
Dependence on ibisPaint	Mobile Business	If we are unable to maintain or promote the use of ibisPaint	Medium	Large	Revitalize user usage by improving functions, adding new functions, and various promotions
Overseas expansion	Mobile business	When users' tastes and business practices differ greatly from country to country, and apps are suspended or business cannot be expanded as expected	Medium	Large	When expanding overseas, we will continue to conduct regular and thorough investigations, collect information, and implement services so that the risks mentioned in the left column do not appear.
Serious defects in products and services provided	Mobile business	When a serious problem occurs in a system due to an unexpected bug, defect, or operation error after the provision of various products or services	Medium	Large	Efforts will be made to release to production after thoroughly checking quality in accordance with the defined development process from development plan to production release
M&A and capital and business alliance	Company- wide	When the target company's business does not progress as planned and it becomes difficult to recover invested funds, or when financial or legal problems that were difficult to detect in DD are discovered	Medium	Large	We will conduct a DD including experts, and proceed with the implementation after fully considering the target company's performance, financial position, competitive advantage, synergies with our company business, and risk analysis results.
Legal Regulations	Company- wide	In the event of a breach of legal regulations related to our company, such as the Unfair Competition Prevention Law, the Worker Dispatching Law, and the Personal Information Protection Law in Japan and overseas, and business cannot be developed as expected	Medium	Large	We strive to comply with laws and regulations by collecting information on relevant laws and regulations as appropriate and conducting periodic internal audits and compliance training.



Appendix



		For Mobile		For PC (Windows • Mac)				
	Free Version Paid		rsion	Free Version	Paid Version	Paid Version		
Sales category	App Advertising	One-time Purchase App	Subscription	-	Pro Add-On (One-time Purchase)	Subscription		
Service Classification	Free App	Paid App Ad removal add-on	Premium membership Service	Free Trial Mode	Pro Add-on	Premium membership Service		
Usage Time	Unlimited	Unlimited	Unlimited	Up to 1 hour per day	Unlimited	Unlimited		
Advertising	Yes	No	No	No	No	No		
Basic functions	✓	√	✓	✓	✓	√		
Premium functions	X	х	✓	X	*1	✓		
Premium materials	х	Х	✓	X	х	✓		
Cloud Storage	64MB	64MB	20GB	64MB	64MB	20GB		
User Cost	Free	1,500 yen to 1,600 yen (depending on the store)	Monthly 300 yen Annual 3,000 yen	Free	4,800 yen	Monthly 480 yen Annual 2,950 yen		



^{*}Actual pricing varies by app store and country and region. Please check the display in the app.
*1 Only some premium features are available..

New P26 (Corrected information)



- ✓ On the "FY2025 Consolidated Plan Shareholder Returns" page, the graph on the left now displays total dividends and dividend payout ratios trends.
- ✓ Added information related to the stock splits and dividends after the split.

New P50 (Newly added information)



✓ Added an introductory page for the AI singing voice synthesis app "VoiSona," the flagship product in the AI singing voice synthesis segment.



Disclaimer

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

Unless otherwise stated, financial data presented in this document are presented in accordance with generally accepted accounting principles in Japan.

This document contains forward-looking statements. These forward-looking statements are based on information as of the date of preparation of this document. These statements do not constitute guarantees of future results or results. These forward-looking statements involve known and unknown risks and uncertainties, and as a result, actual results and financial conditions in the future may differ materially from those forecasts expressed or implied by these forward-looking statements.

Factors that may differ materially from these statements include, but are not limited to, changes in domestic and international economic conditions and trends in the industries in which our company operates. Information about matters other than our company is based on publicly available information. our company has not verified the accuracy or appropriateness of such publicly available information and does not warrant it.

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The next update to this document is scheduled for the Q3 financial results for the fiscal year ending December 2025 (November 2026).



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