



Sep. 25, 2025

Company name: ITmedia Inc.  
URL: <https://corp.itmedia.co.jp/> (in Japanese)  
Takashi Kobayashi, President and CEO  
(Securities code: 2148; Prime Market of the Tokyo Stock Exchange)  
Inquiries: Akihiro Kagaya, Director, CFO, and General Manager of Administration Division  
(Tel: +81-3-5210-5012)

## **Notice Concerning Acquisition of Shares of P.P.Communications Inc.(to Make It a Subsidiary)**

ITmedia Inc. (the “Company”) is pleased to announce its decision that at the Board of Directors meeting held on September 25<sup>th</sup>, 2025, it resolved to acquire all the shares of P.P.Communications Inc. (hereinafter referred to as “P.P.Communications”) and make it a subsidiary. Although this matter does not fall under the timely disclosure standards of the Tokyo Stock Exchange, we are providing this announcement as we believe it will contribute to our business in the medium to long term. The details are as follows.

### **1 . Reason for the Share Acquisition**

The Company delivers information value to society through operating a highly specialized media platform managed by journalists and editors with deep expertise in technology domains. At the same time, the Company is building a data platform centered on the attribute and behavioral information of users who gather on our media, enabling us to provide customers with a diverse range of digital marketing solutions.

As key focal points for further growth, the Company are committed to developing content that better matches reader needs and generates more valuable data, while seeking to expand into business domains where the Company can leverage our data assets to create new value.

P.P.Communications has excellent consultants and researchers, including its president, Mr. Hideki Muroya and provides advanced research and consulting services centered around overseas technology exhibitions such as CES (Consumer Electronics Show), MWC (Mobile World Congress) and SXSW (South by Southwest). By welcoming P.P.Communications as a new partner, the Company expects this to enable it to strengthen content for readers of our media, introduce partial subscription services, and expand and enhance consulting services

for our clients.

The Company regards the research and advisory field related to technology as a promising market. Leveraging the acquisition mentioned above, the Company plans to continue expanding resources in this field going forward.

## 2. Outline of the subsidiary to be changed (P.P.Communications Inc.)

|       |   |                                       |             |              |
|-------|---|---------------------------------------|-------------|--------------|
| ( 1 ) | Company name  | P.P.Communications Inc.               |             |              |
| ( 2 ) | Location  | 3-27-11 Shibuya, Shibuya-ku, Tokyo    |             |              |
| ( 3 ) | Job title and name of representative  | Representative director Hideki Muroya |             |              |
| ( 4 ) | Description of business   | Research report sales / Consulting    |             |              |
| ( 5 ) | Share capital   | 11 million yen                        |             |              |
| ( 6 ) | Date of establishment   | August 1, 1990                        |             |              |
| ( 7 ) | Major shareholders and ownership ratios   | Hideki Muroya (100%)                  |             |              |
| ( 8 ) | Relationships between the Company and said company  | Capital relationship                  | N/A         |              |
|       |   | Personnel relationship                | N/A         |              |
|       |   | Business relationship                 | N/A         |              |
| ( 9 ) | Operating results and consolidated financial position of the company for the past three years |                                       |             |              |
|       | Millions of yen   | FY2023/7                              | FY2024/7    | FY2025/7     |
|       | Net Assets  | 140                                   | 137         | 80           |
|       | Total Assets  | 160                                   | 147         | 122          |
|       | Net Assets per Share  | 942,434 yen                           | 868,438 yen | 720,028 yen  |
|       | Sales   | 209                                   | 165         | 122          |
|       | Operating Profit  | 2                                     | △19         | △48          |
|       | Ordinary Income   | 2                                     | △2          | △21          |
|       | Net Income  | 0                                     | △2          | △56          |
|       | Net Income per Share  | 4,203 yen                             | -17,233 yen | -333,768 yen |
|       | Dividend per Share  | —                                     | —           | —            |

## 3. Outline of the counterparty of the share acquisition

|     |   |                    |
|-----|---|--------------------|
| (1) | Name                                    | Hideki Muroya      |
| (2) | Address                                 | Setagaya-ku, Tokyo |
| (3) | Relationship between the listed company | N/A                |

## 4. Number of shares to be acquired, acquisition cost, and shareholdings before and after the acquisition

|     |   |  |
|-----|---|--|
| (1) | Number of shares held before the change | 0 shares<br>(Number of voting rights: 0)<br>(Percentage of voting rights held: 0%)       |
| (2) | Number of shares to be acquired         | 170 shares<br>(Number of voting rights: 170)   |
| (3) | Acquisition costs                       | This information is not disclosed at the request of the counterparty                     |
| (4) | Number of shares held after the change  | 170 shares<br>(Number of voting rights: 170)<br>(Percentage of voting rights held: 100%) |

## 5 . Schedule

|       |   |                           |
|-------|---|---------------------------|
| ( 1 ) | Date of resolution at the meeting of the Board of Directors | September 25, 2025        |
| ( 2 ) | Date of conclusion of the agreement                         | September 25, 2025        |
| ( 3 ) | Date of commencement of share transfer                      | October 1, 2025 (planned) |

## 6 . Future outlook

If the share acquisition is executed as scheduled, P.P.Communications will become a consolidated subsidiary of the Company. The inclusion of the company into consolidated financial results is scheduled to begin from the third quarter of the fiscal year ending March 2026. While the impact of this matter on our consolidated financial results for the fiscal year ending March 2026 is expected to be minimal, if any matters requiring disclosure arise in the future, we will promptly disclose them.