



ITmedia Inc.

Notice Concerning Acquisition of
Shares of Majisemi Co., Ltd.
(to Make It a Subsidiary)
Supplementary Briefing Materials

January 29, 2026

Securities code: 2148

Tokyo Stock Exchange Prime Market





Summary of Mid-Term Strategy

Acquisition of Shares of Majisemi

Appendix

Vision

Data-driven Media + α Business, Adapted to the AI Era

Policy

1. Ramping up diversification of our businesses, limited not just to the conventional media business
2. Expand into new businesses that can create a competitive edge using data
3. Turning aggressive on M&A, using capital

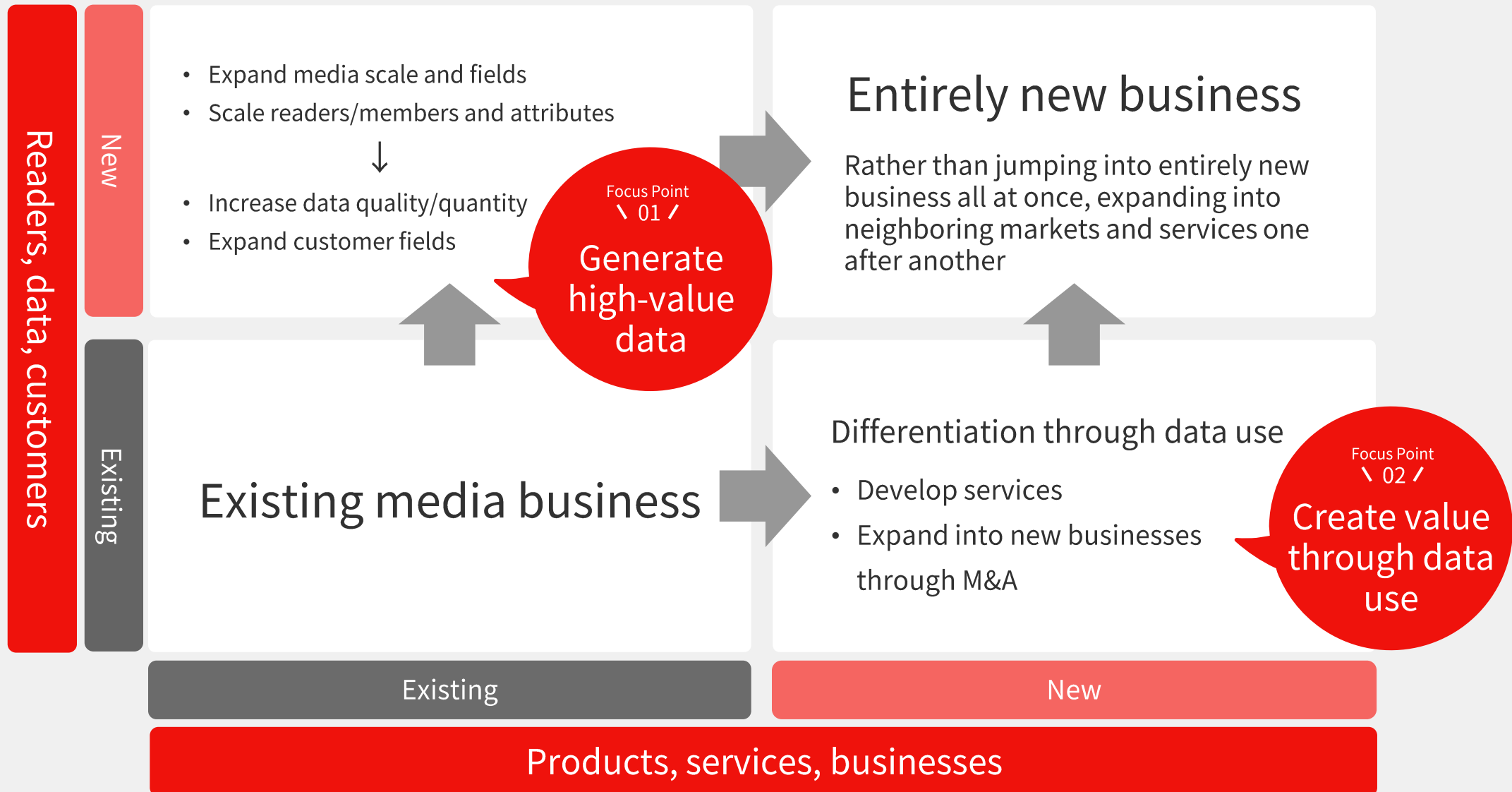
Focus
Points

\ Focus Point 01 /

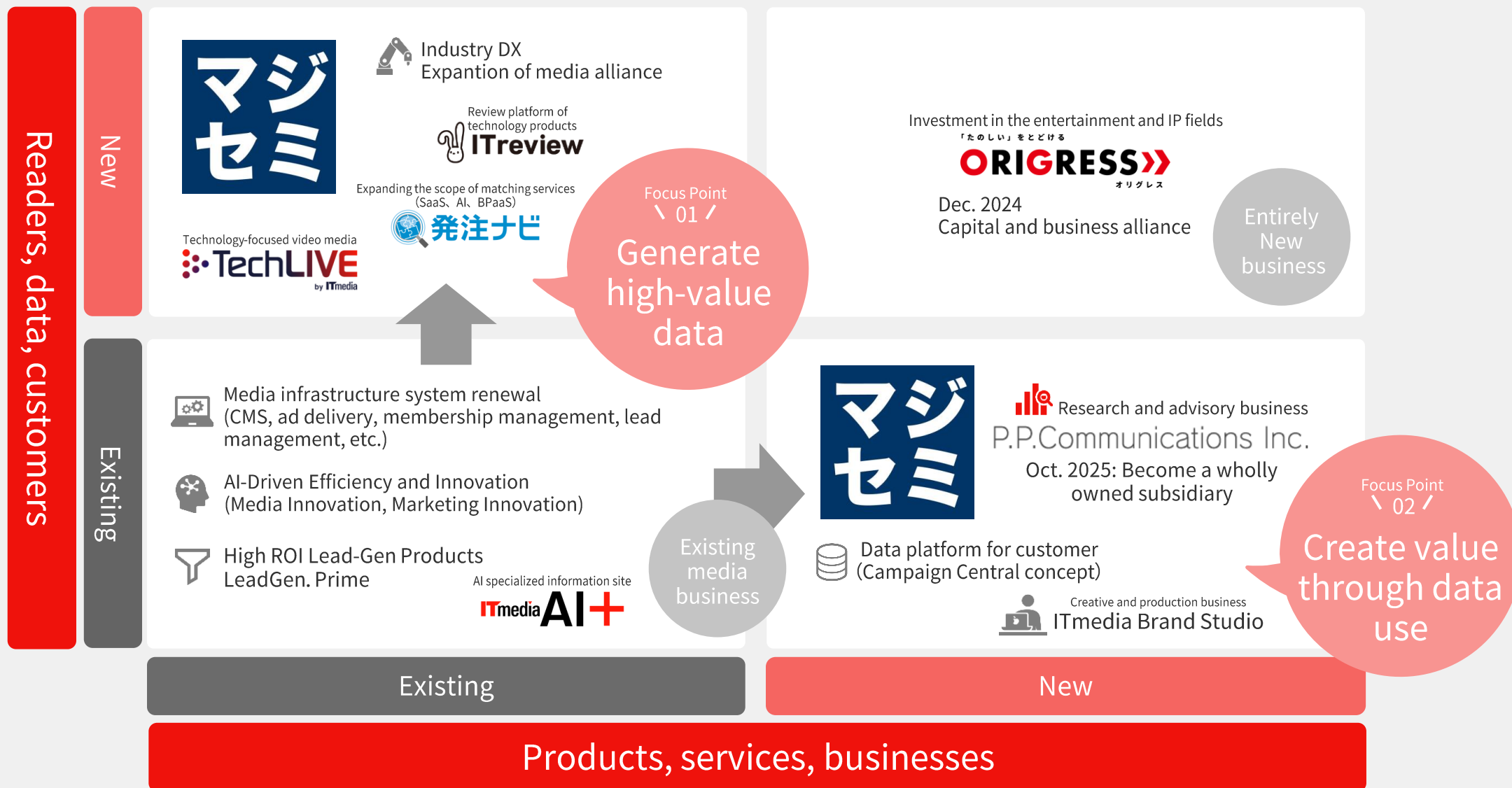
Generate high-value data

\ Focus Point 02 /

Create value through data use



Medium-Term Vision: Growth Matrix & Initiatives



Adjustment of Mid-term Policy and Targets

From May 28, 2025 Business and Mid-term Strategy Briefing



Thorough measures to promote management with an awareness of cost of capital and share price

- ✓ Strengthen investment for growth
Promote utilization of funds held and liabilities
Establish mid-term investment limit (for M&A & existing business)
- ✓ Achieve optimal capital structure (maintain current shareholder return policy)
Ensure financial soundness



Performance Indicators Converted : Operating income \Rightarrow EPS

Unit : 100 million yen

Previous mid-term targets	
Time to achieve the goal	FY29
Operating income	40
(Net income Around 27)	
(EPS Around ¥140)	



New mid-term targets	
Time to achieve the goal	FY29
(Operating income Around 30~40)	
(Net income Around 27)	
EPS	¥140

Mid-term
investment limit
50~80



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Notice Concerning Acquisition of Shares of Majisemi Co., Ltd.(to Make It a Subsidiary)

<https://corp.itmedia.co.jp/ir/english/news/>

Outline

Acquisition method 100% of shares to be acquired

Acquisition costs Common shares of the Target Company 2,300 million yen note1
Advisory fees, etc. 36 million yen note2

Date of conclusion of the agreement January 29, 2026

Date of commencement of share transfer April 1, 2026

note1.
This is the maximum amount required for the Share Acquisition. The final calculation will deduct the consideration for the transfer of all outstanding shares of Open Source Innovation Labs Ltd. to the Target Company (making Open Source Innovation Labs Ltd. a wholly-owned subsidiary of the Target Company), which will be executed prior to the date of commencement of share transfer as a part of the preparatory work for this merger.

note2.
Expenses related to this share acquisition of 36 million yen will be recorded in Q4.

Reason for the Share Acquisition

- Significantly expand the market share of our lead-gen services
 - A B2B marketing support company leveraging webinars
 - Providing one-stop support from audience acquisition to planning and event execution
 - Provided as an efficient subscription-based service
- Strengthening webinar content
 - Provide members with more valuable and numerous webinar opportunities
 - Promote the proper use of technology to contribute to society
- Contribute to achieving our medium-term goals
 - Achieving substantial growth even in the fiscal year ending December 2025
 - Continued growth will contribute to achieving our medium-term goals



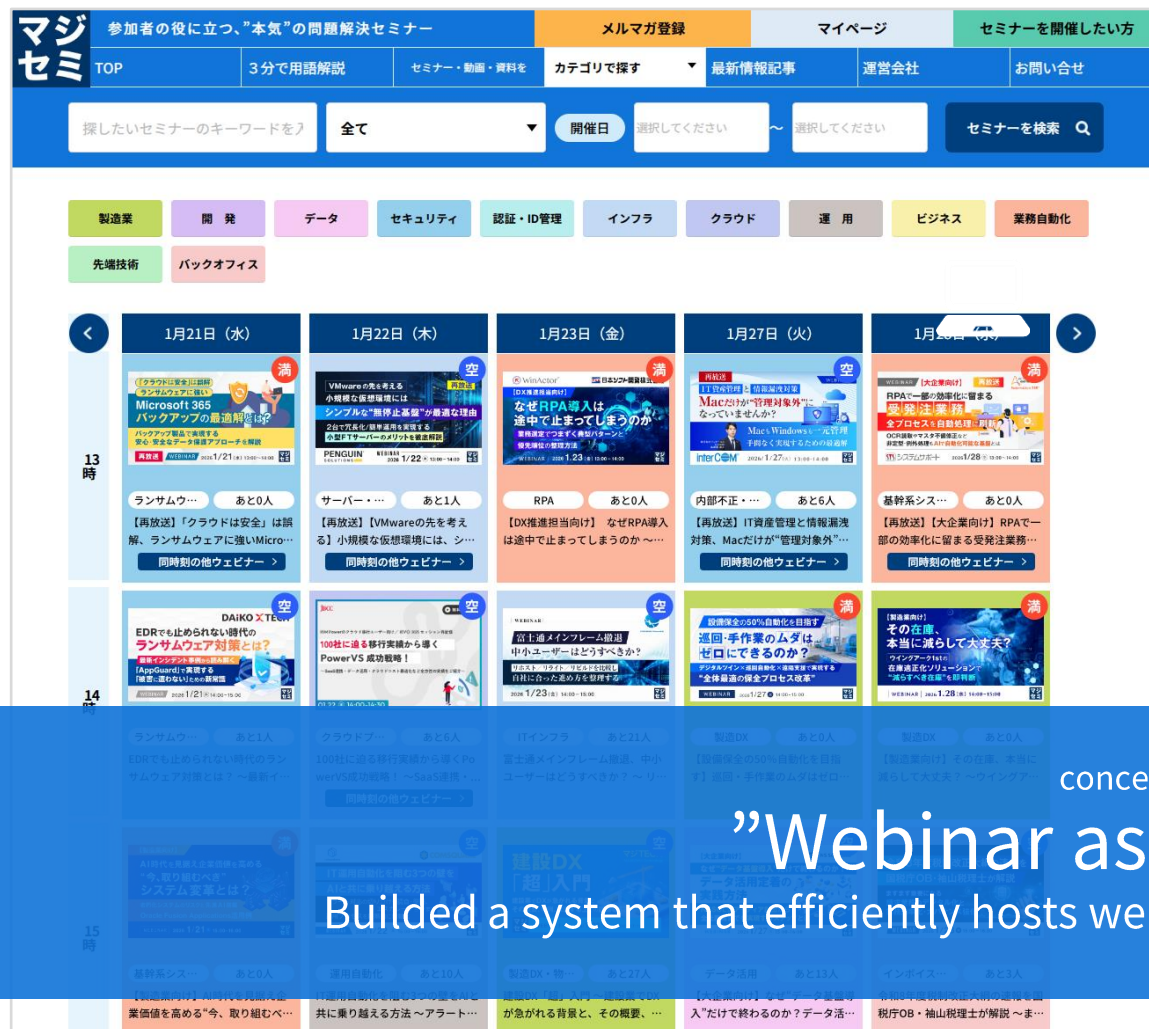
Company name	Majisemi Co., Ltd.
Location	1-2-20, Kaigan, Minato-ku, Tokyo
Job title and name of representative	Representative director Yuichi Terada
Share capital	10 million yen
Date of establishment	January 11, 2018
Number of employees	43

Company name	Open Source Innovation Labs Ltd.
Location	3-7-11, Ariake, Koto-ku, Tokyo
Job title and name of representative	Representative director Yuichi Terada
Share capital	2 million yen
Date of establishment	October 29, 2013
Number of employees	1

note.

Prior to the acquisition of shares, Majisemi Co., Ltd. will absorb Open Source Innovation Labs Ltd., which operates the systems for the business. We plan to acquire shares of Majisemi Co., Ltd. , the surviving company.

B2B marketing support firm that provides leads to clients through webinars



Main service

A subscription-based service that provides one-stop support for companies hosting webinars, from audience acquisition to planning and event execution.

We manage your company's webinars



All support is included at no additional cost beyond customer acquisition expenses.



concept

”Webinar as a Service”

Build a system that efficiently hosts webinars and generates leads as a service

\ Synergy1 /

Expanding resources and share of digital events
in the technology field

	 ITmedia Inc.	 マジセミ
Clients	2,500	200
Number of events held	200/year	1,000/year
Webinar Members	1,400,000	200,000



Data Integration / Intent Data Enrichment

\ Synergy2 /

Majisemi is the "gateway to client acquisition"
The first marketing service for clients

Targeting large companies:
high unit price,
low number of companies



Premium service
Complex and Highly Customizable



Simple service
Webinar as a Service

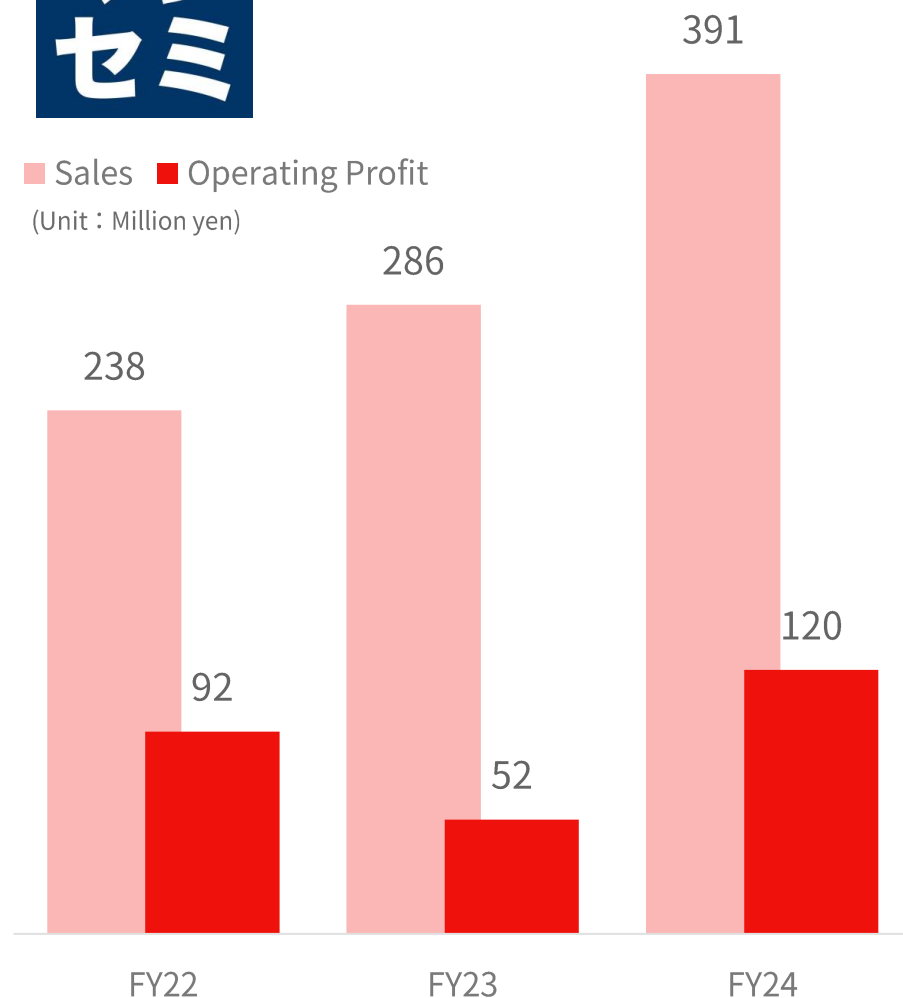


Expanding market share in the low price range

Targeting small companies:
low unit price,
high number of companies

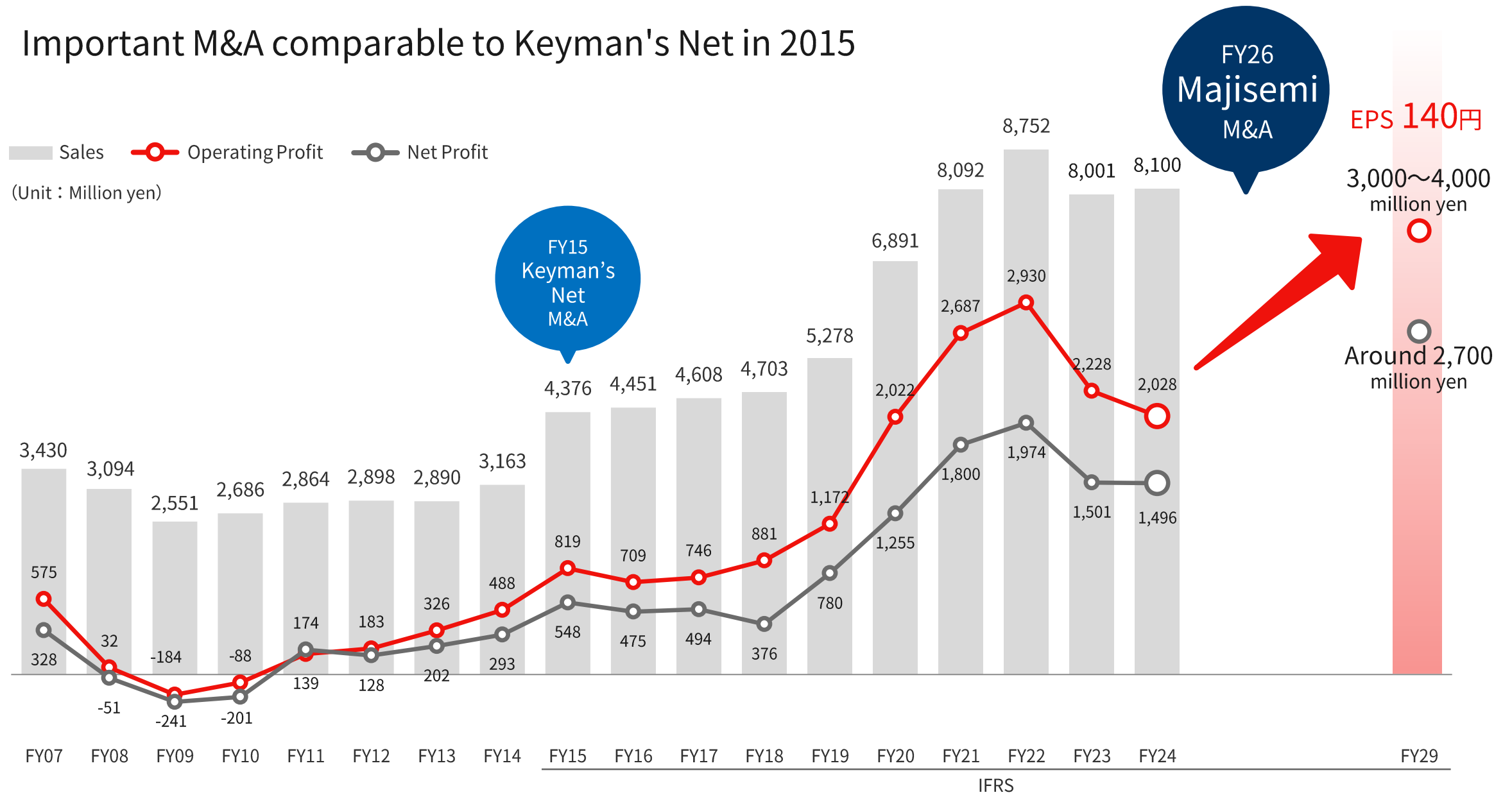


■ Sales ■ Operating Profit
(Unit : Million yen)



- Achieving substantial growth even in the fiscal year ending December 2025
- Continued growth will contribute to achieving our medium-term goals

Important M&A comparable to Keyman's Net in 2015





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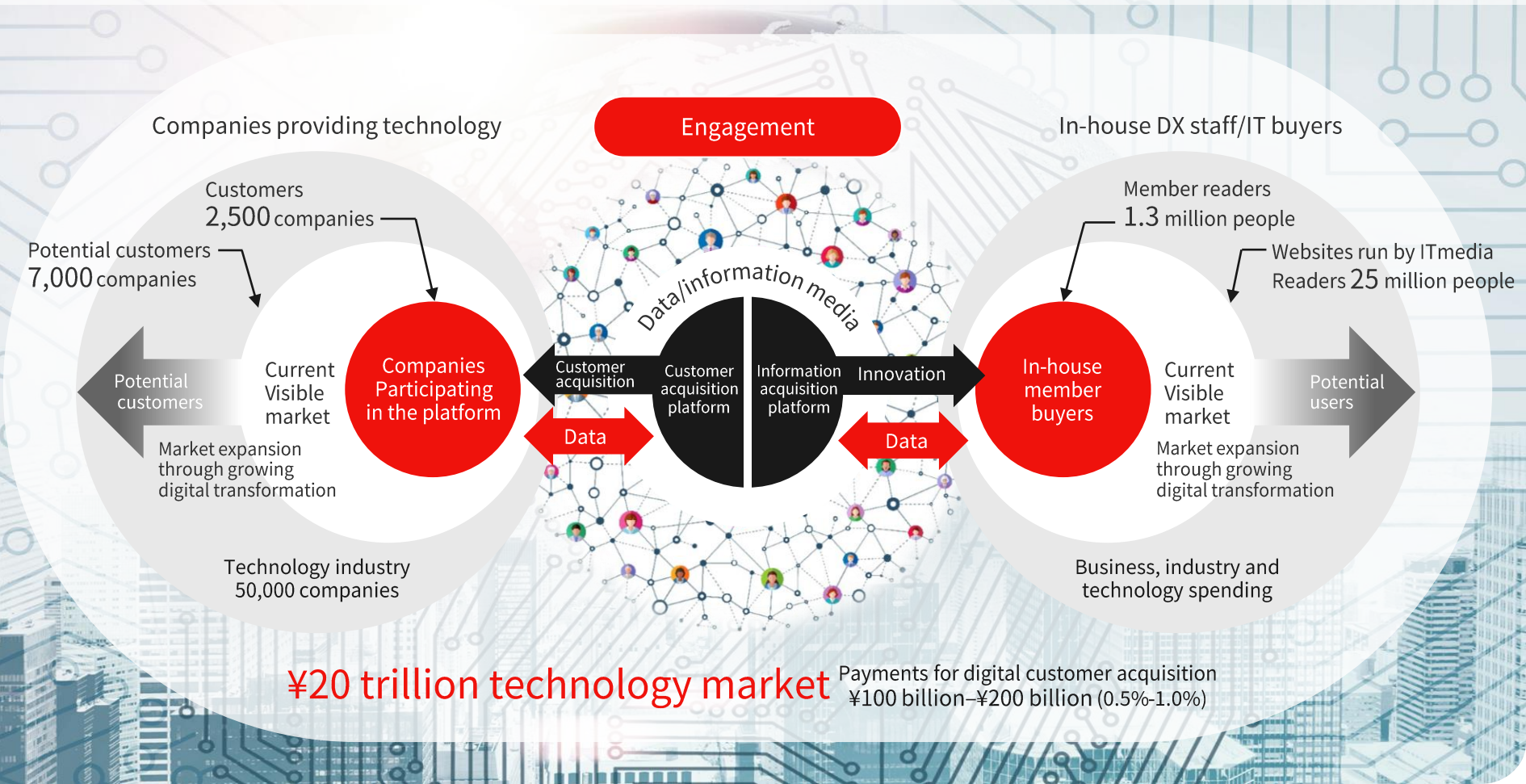
Our Mission

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 • Hacchu Navi Inc. • P.P.Communications Inc. • NetVision Corporation Affiliated Company • ITcrowd Corp.
Business Description	Internet/Media Business

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

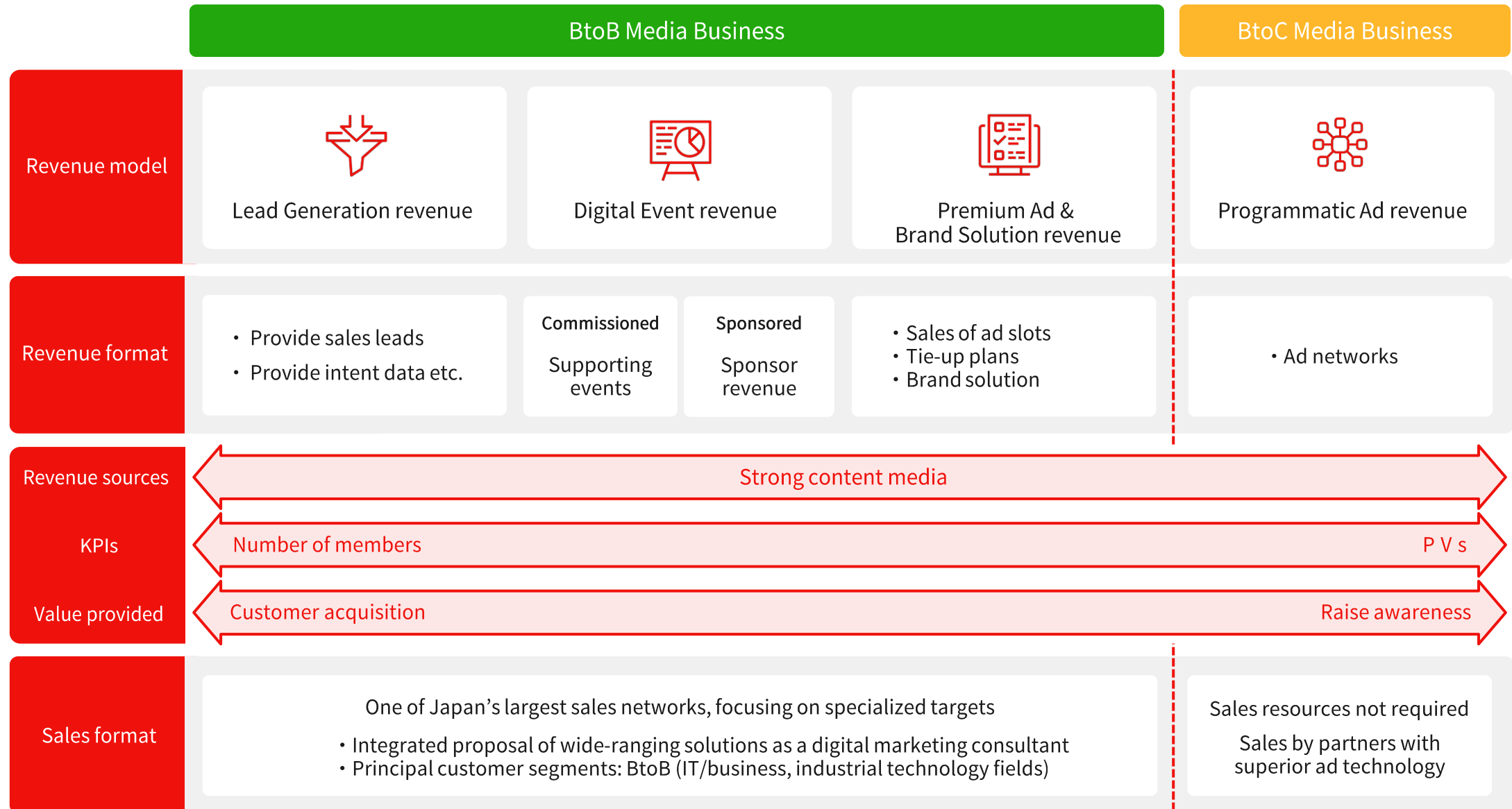


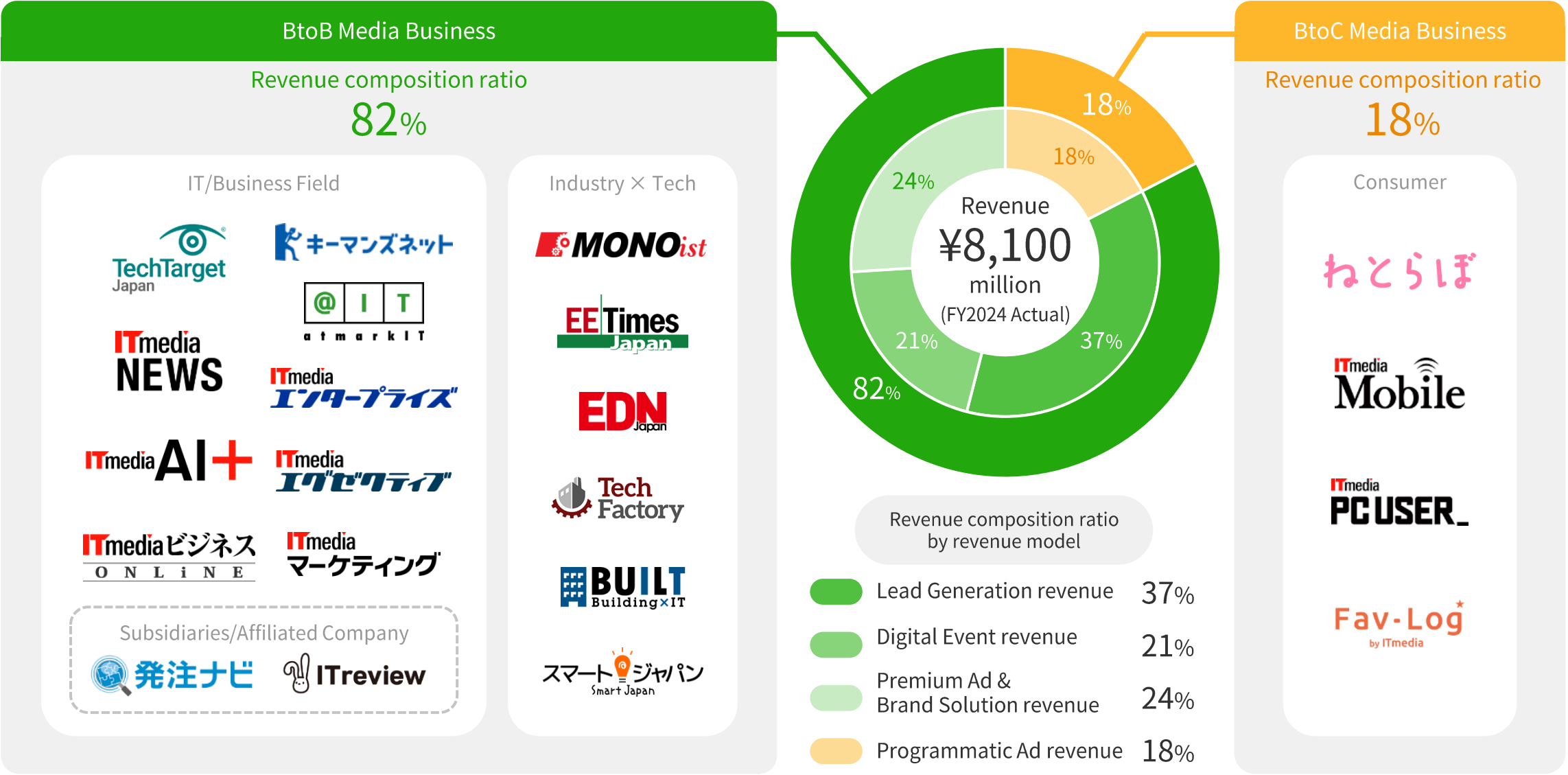
Gathering information is essential in introducing technology products.

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







*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.



ITmedia Inc.

Inquiries

ITmedia Inc.
Kioicho Building 3-12, Kioicho, Chiyoda-ku,
Tokyo 102-0094

Inquiries: ir@sml.itmedia.co.jp