



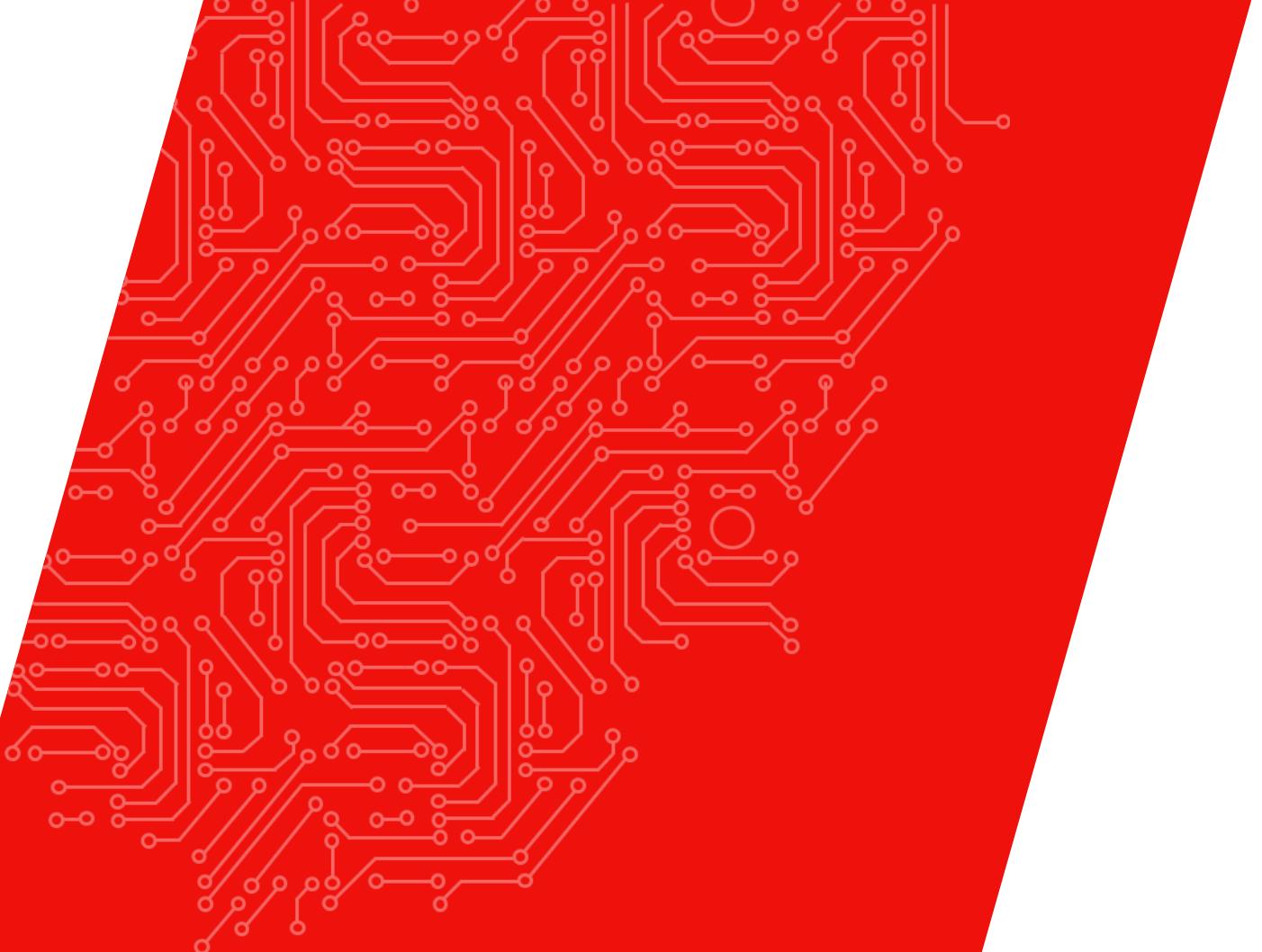
ITmedia Inc.

**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

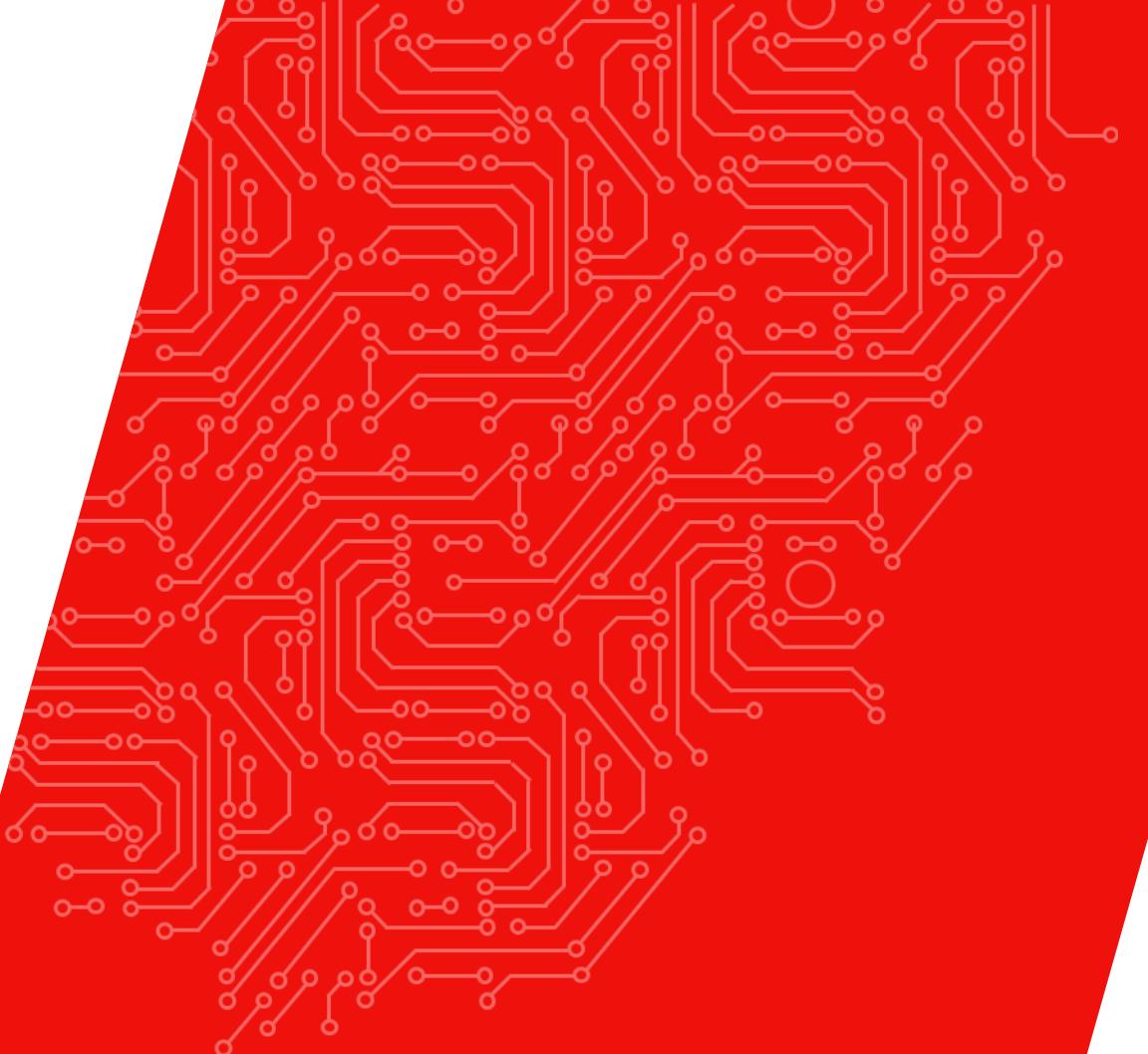




Summary of Mid-Term Strategy

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

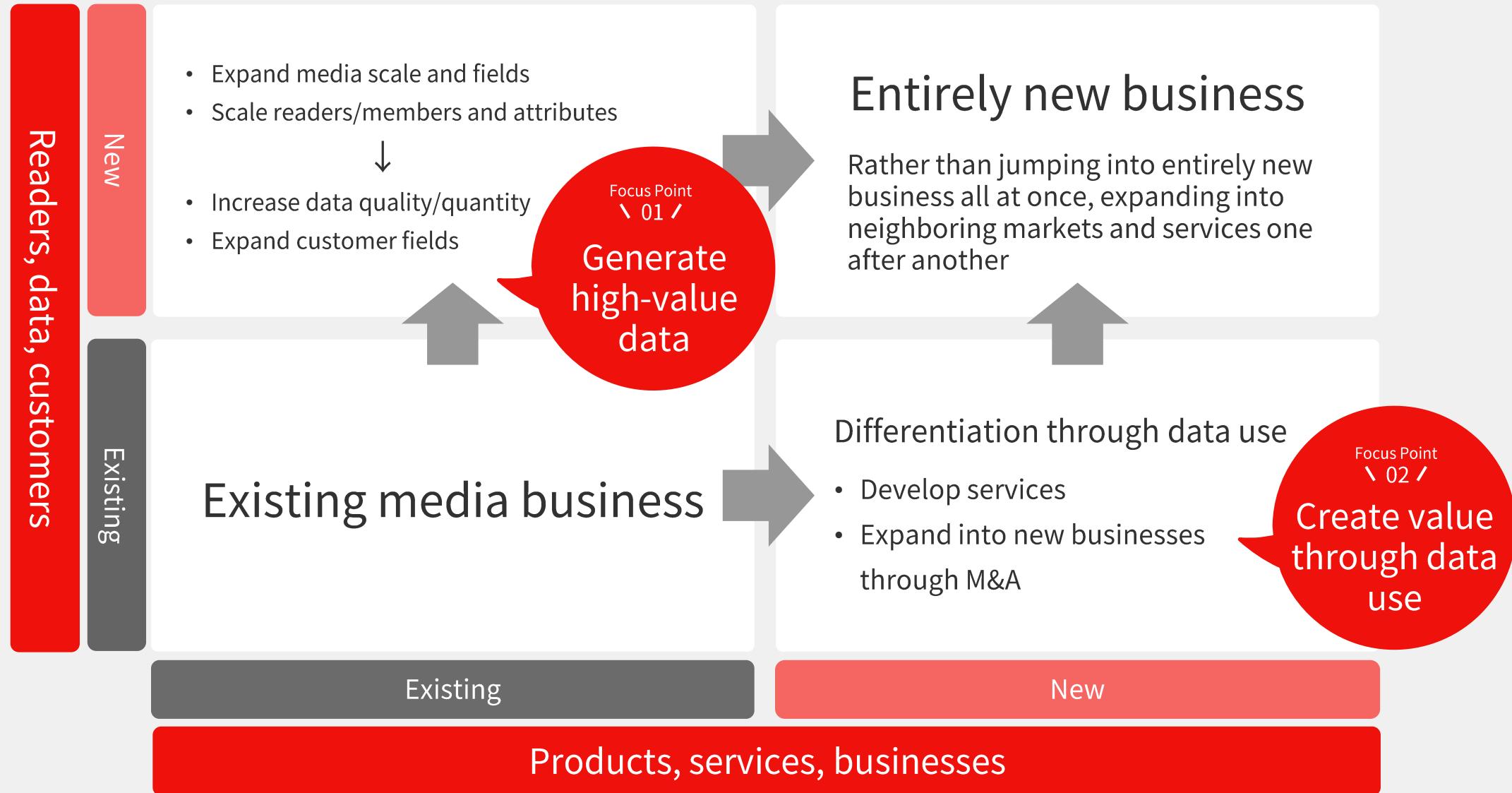
Focus Points

\ Focus Point 01 /

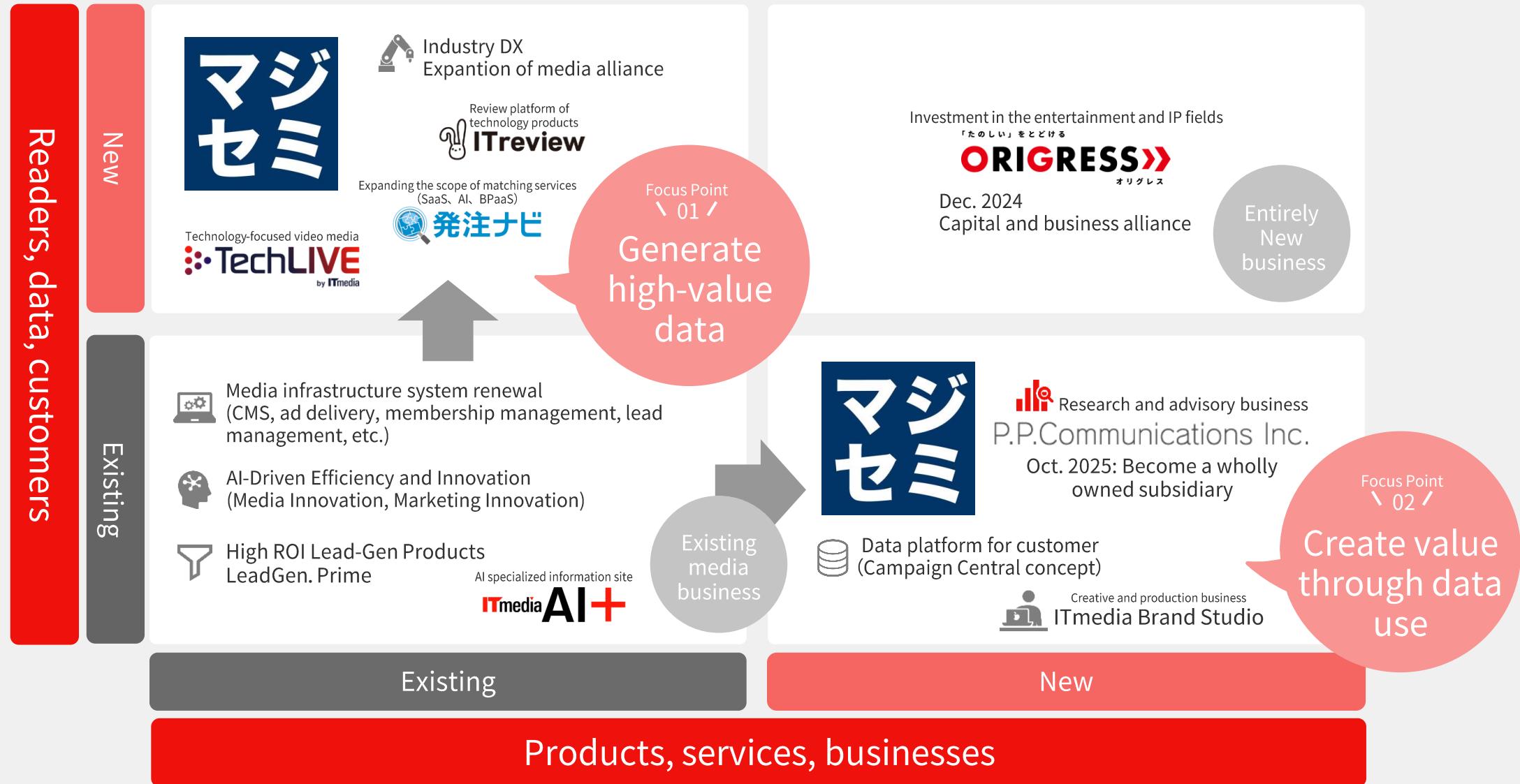
Generate high-value data

\ 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 ⇒ 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	

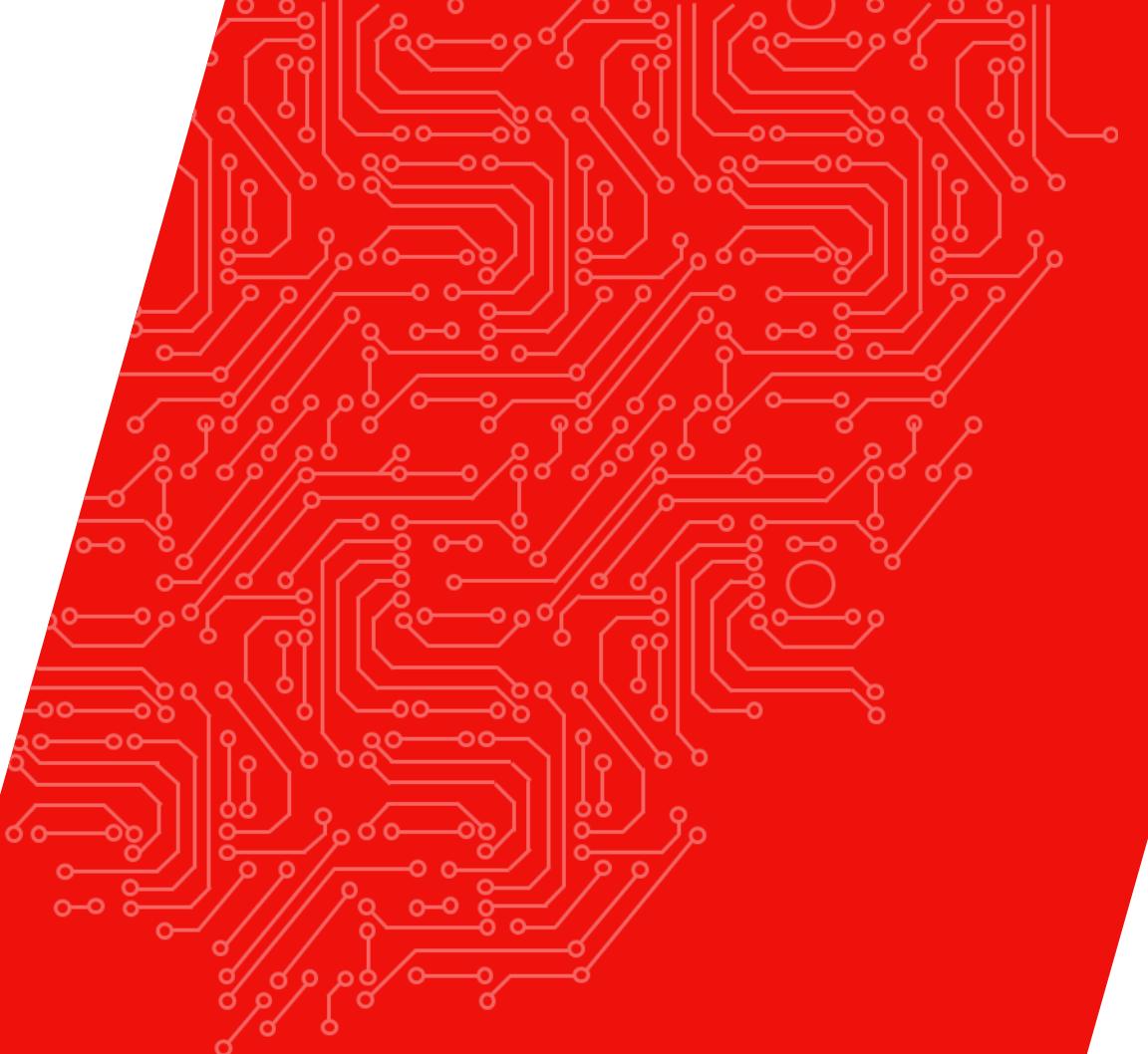
Mid-term
investment limit
50~80



Summary of Mid-Term Strategy

Acquisition of Shares of Majisemi

Appendix



Outline of the Share Acquisition

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

Outline of Majisemi & Open Source Innovation Labs



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

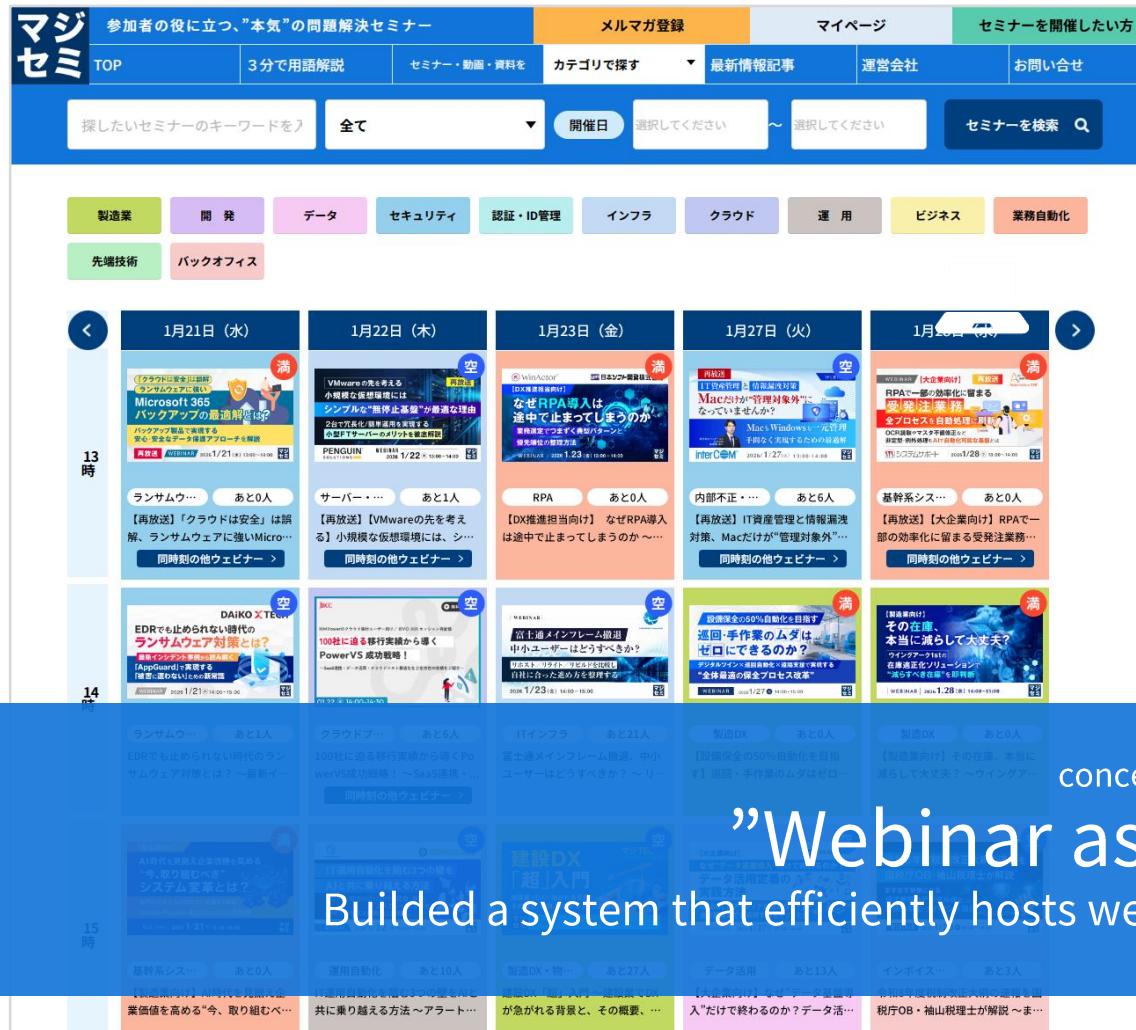
Date of
establishment October 29, 2013

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



The screenshot shows a grid of webinar thumbnails for various dates and topics. The grid is organized by date (1月21日 (水), 1月22日 (木), 1月23日 (金), 1月27日 (火), 1月28日 (水)) and time (13時, 14時, 15時). Each thumbnail includes a small image, the title, and a brief description. For example, on 1月21日 (水) at 13時, there are sessions on Microsoft 365 (満) and DAIKO X-TEK (空). The website has a navigation bar with links for TOP, メルマガ登録 (Newsletter Registration), マイページ (My Page), and セミナーを開催したい方 (Those who want to host webinars). There are also filters for 開催日 (Date), 選択してください (Select), and セミナーを検索 (Search).

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.

Majisemi handles everything from start to finish with our one-stop service.

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concept

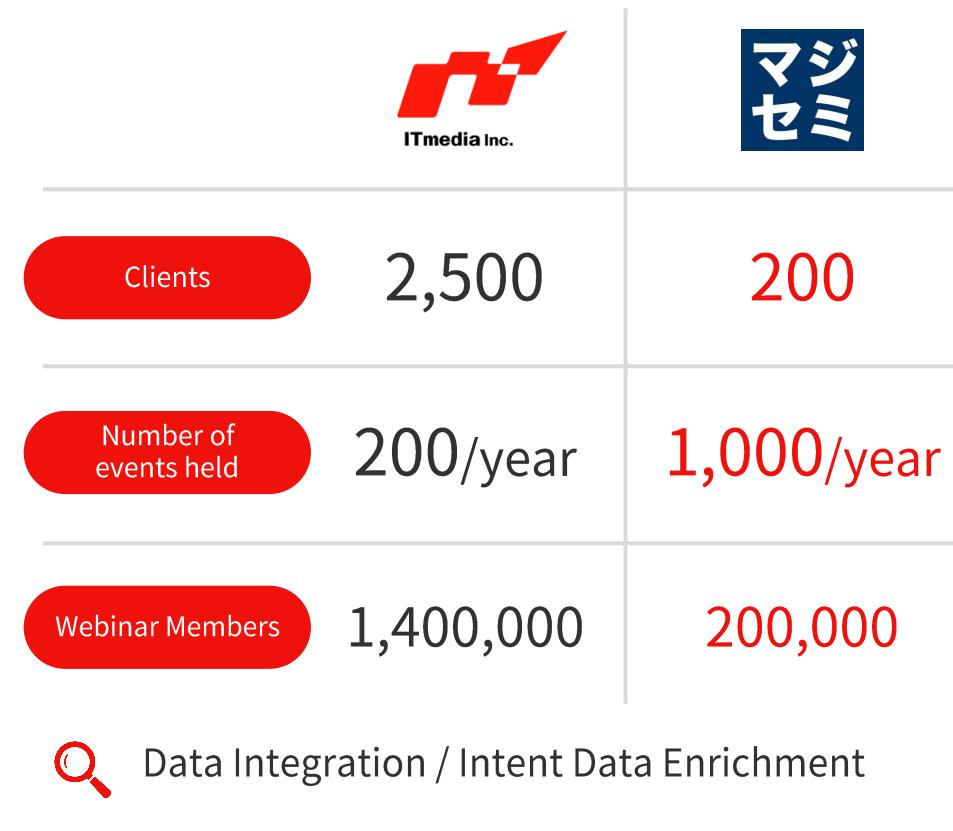
“Webinar as a Service”

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

Majisemi Significance of the Share Acquisition and Synergy

\ Synergy1 /

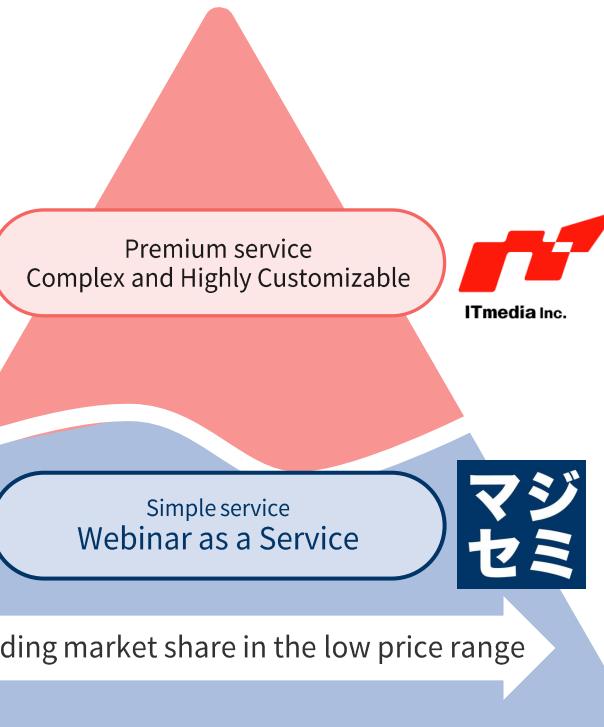
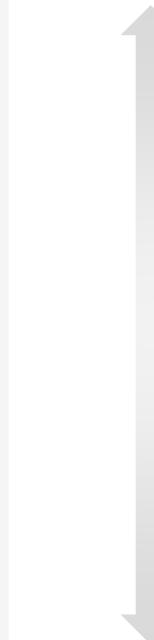
Expanding resources and share of digital events
in the technology field



\ Synergy2 /

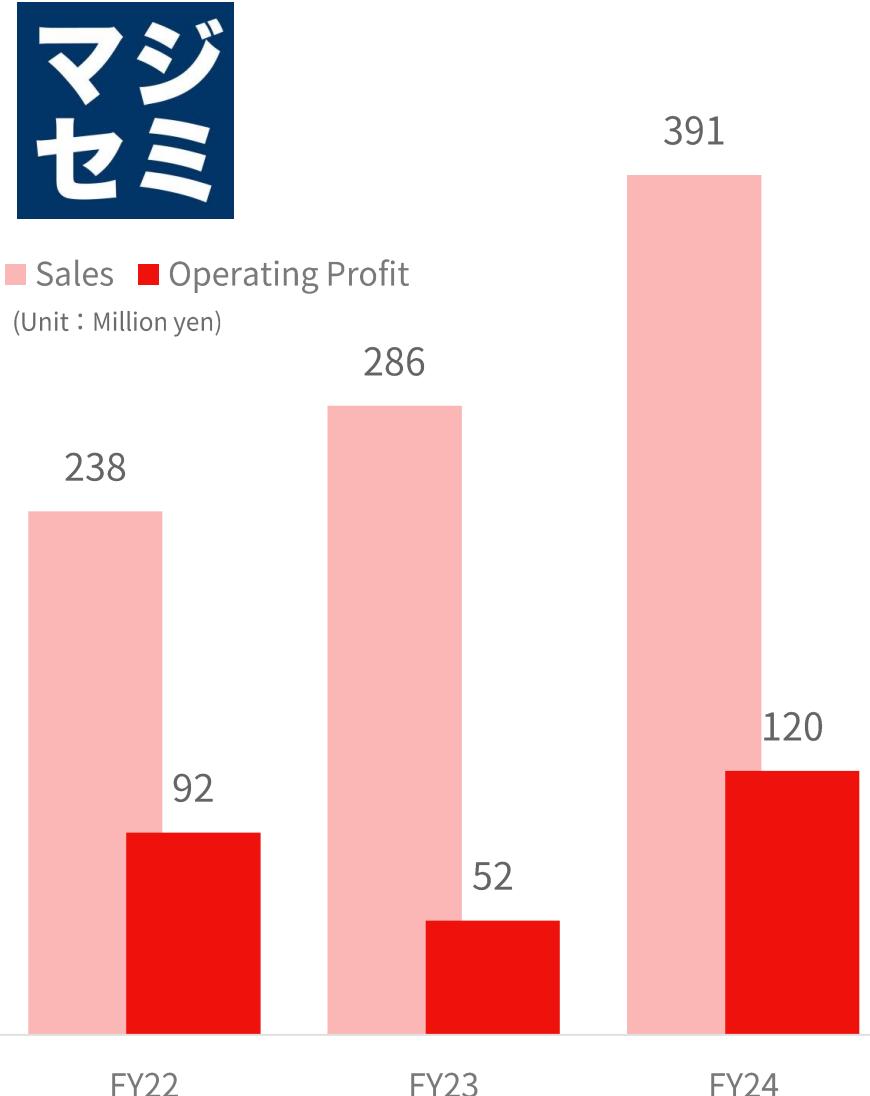
Majisemi is the "gateway to client acquisition"
The first marketing service for clients

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



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

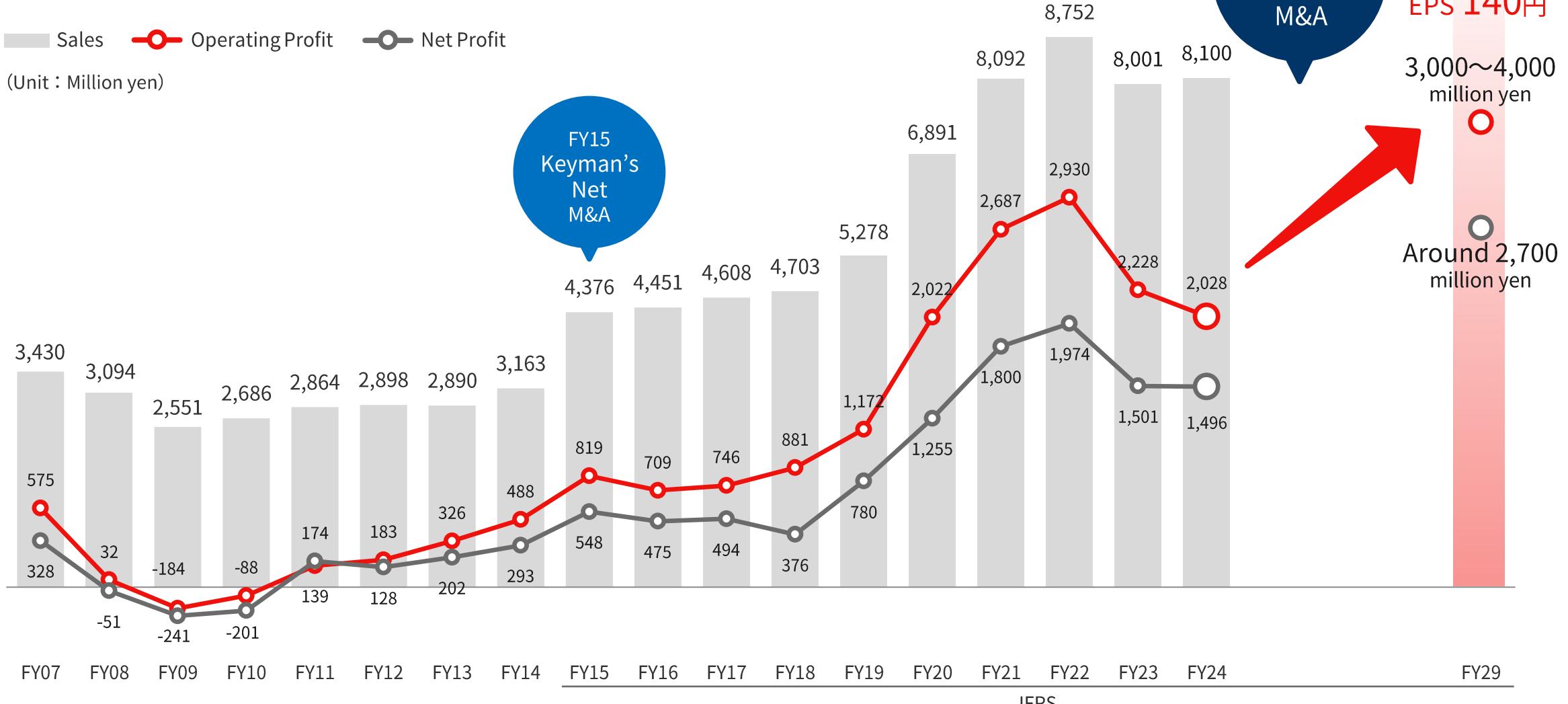
Majisemi Performance Trends and Future Outlook



- 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

 Sales
  Operating Profit
  Net Profit
 (Unit : Million yen)

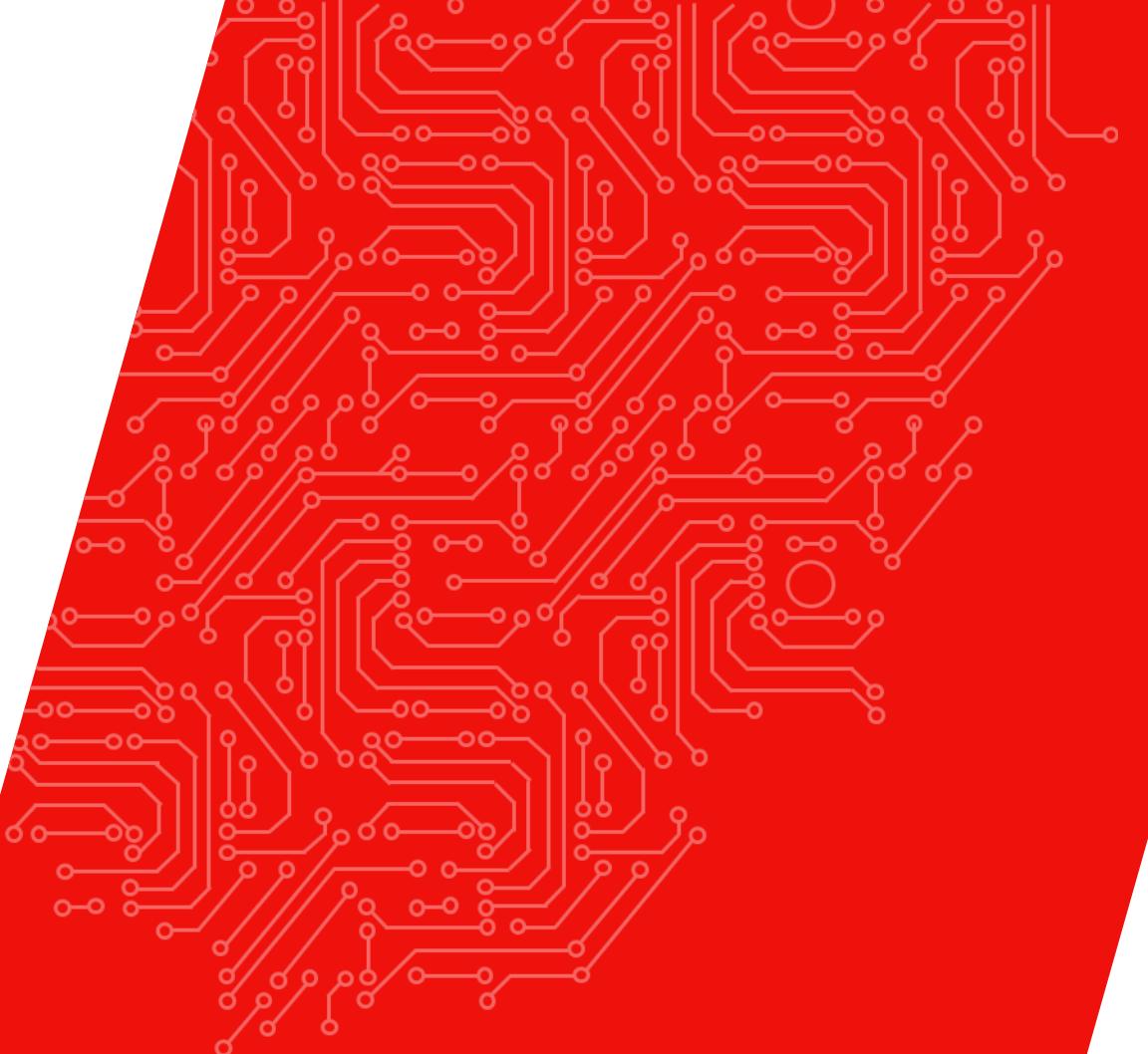




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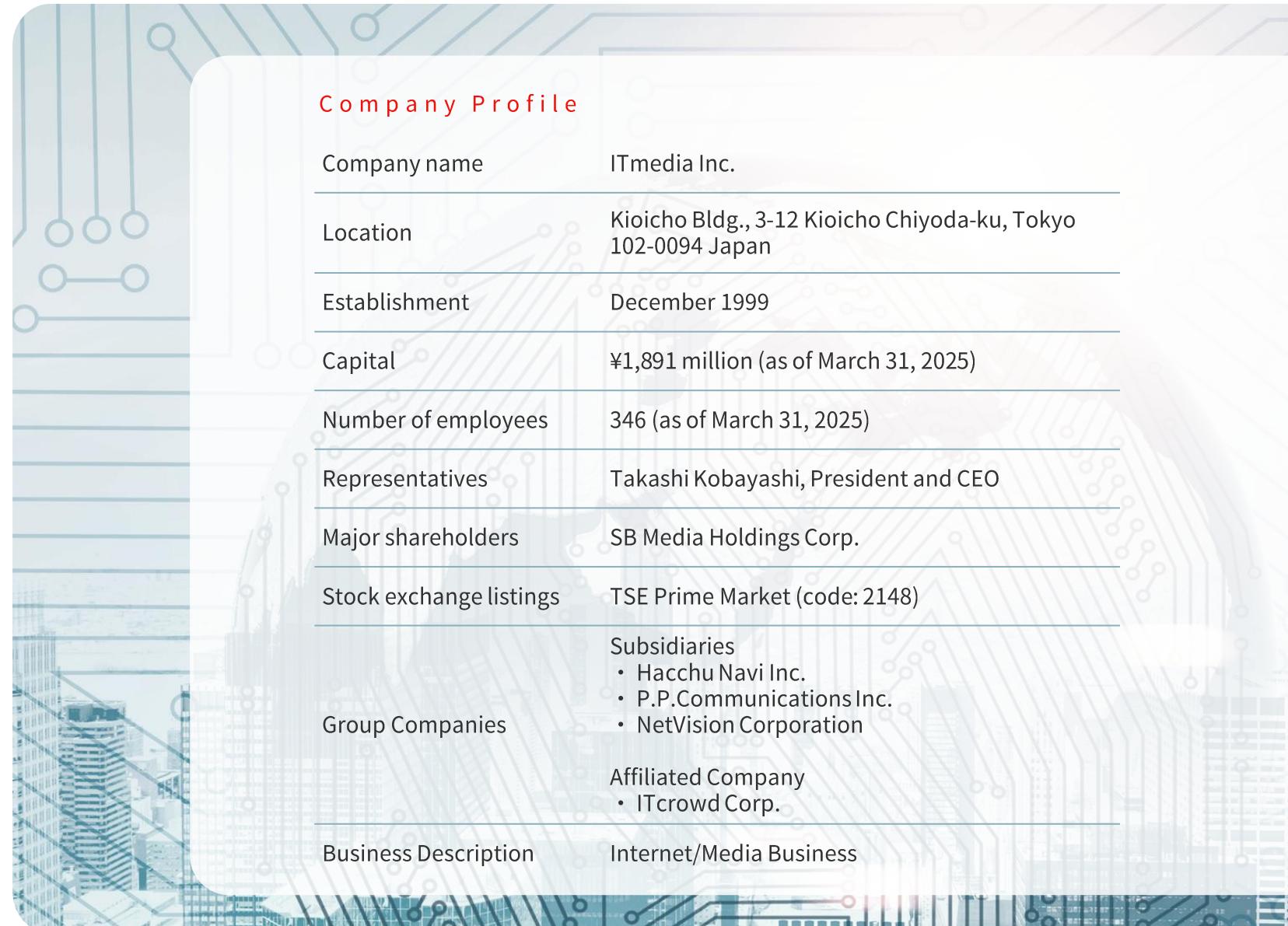
Appendix





Our Mission

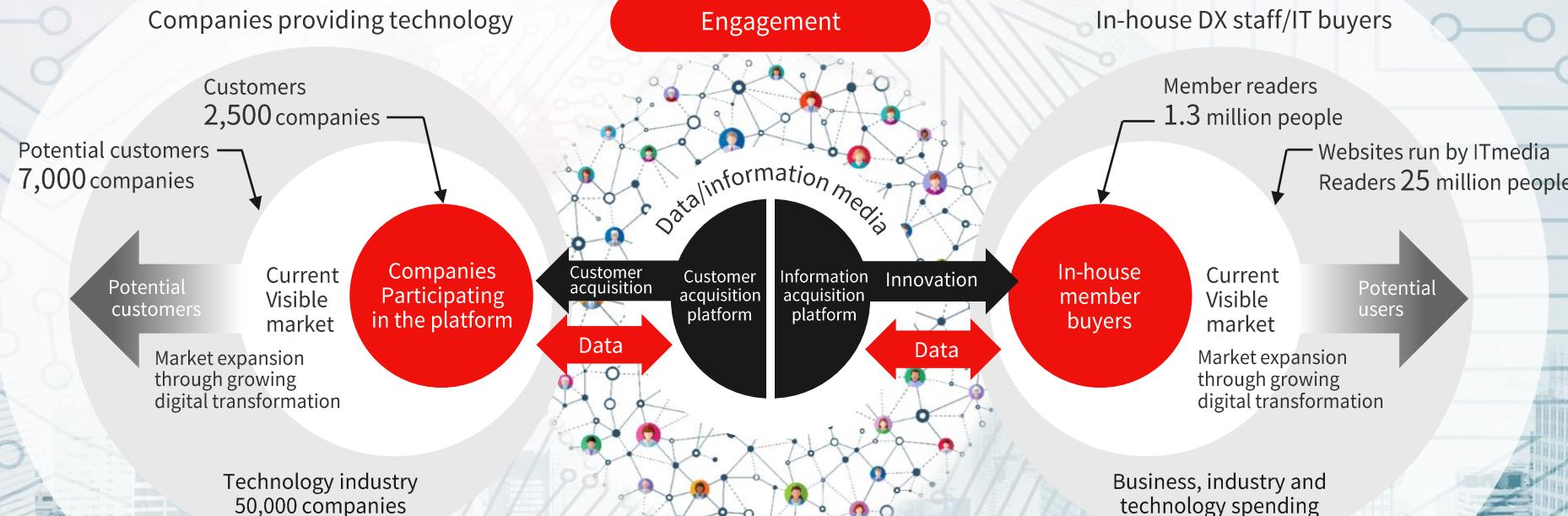
Contribute to
Information Revolution
by Innovating
Professional Media



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	<ul style="list-style-type: none">Subsidiaries• Hacchu Navi Inc.• P.P. Communications Inc.• NetVision Corporation
Affiliated Company	<ul style="list-style-type: none">• ITcrowd Corp.
Business Description	Internet/Media Business

Our Fundamental Platform

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

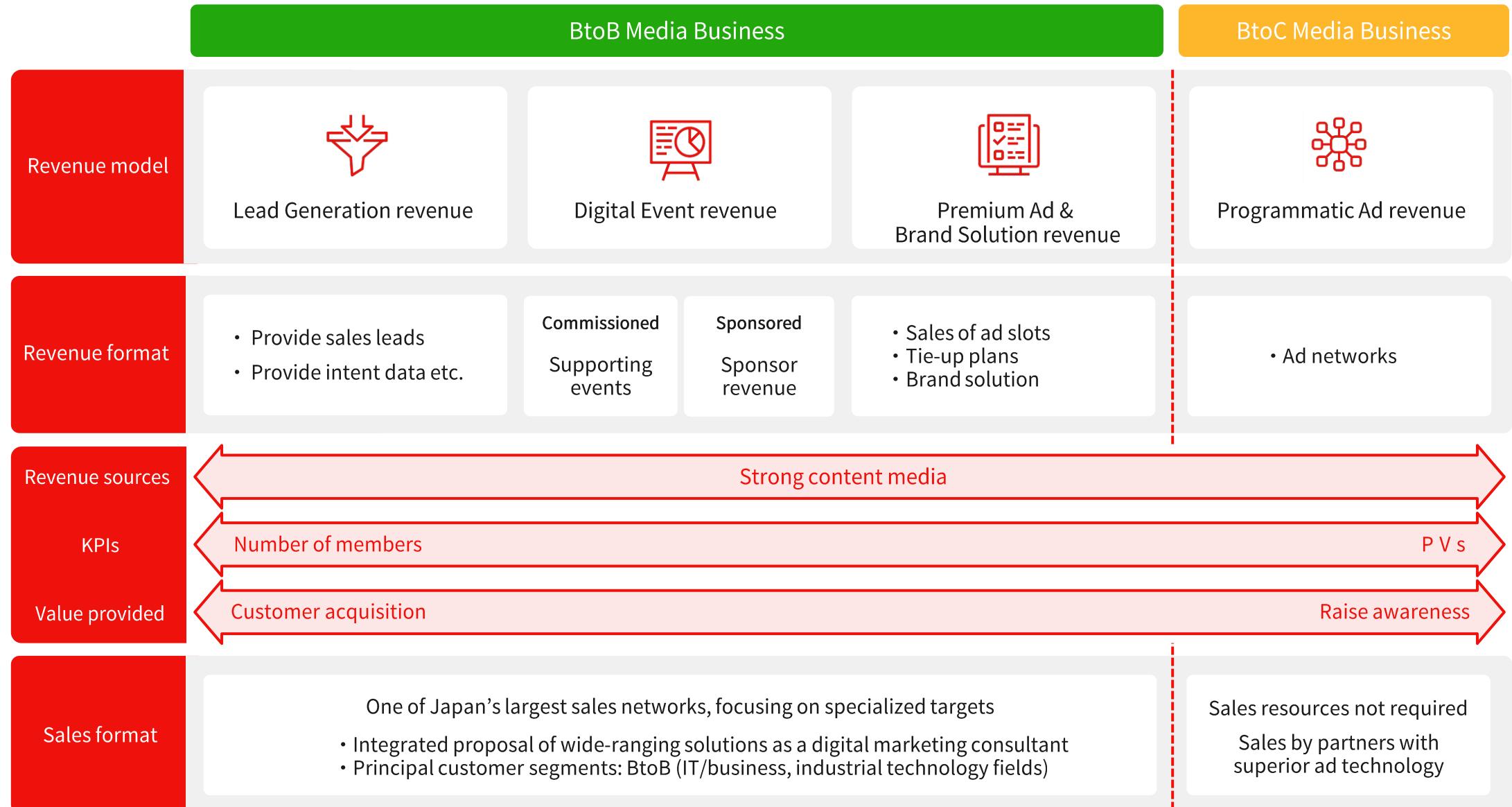


Gathering information is essential in introducing technology products.

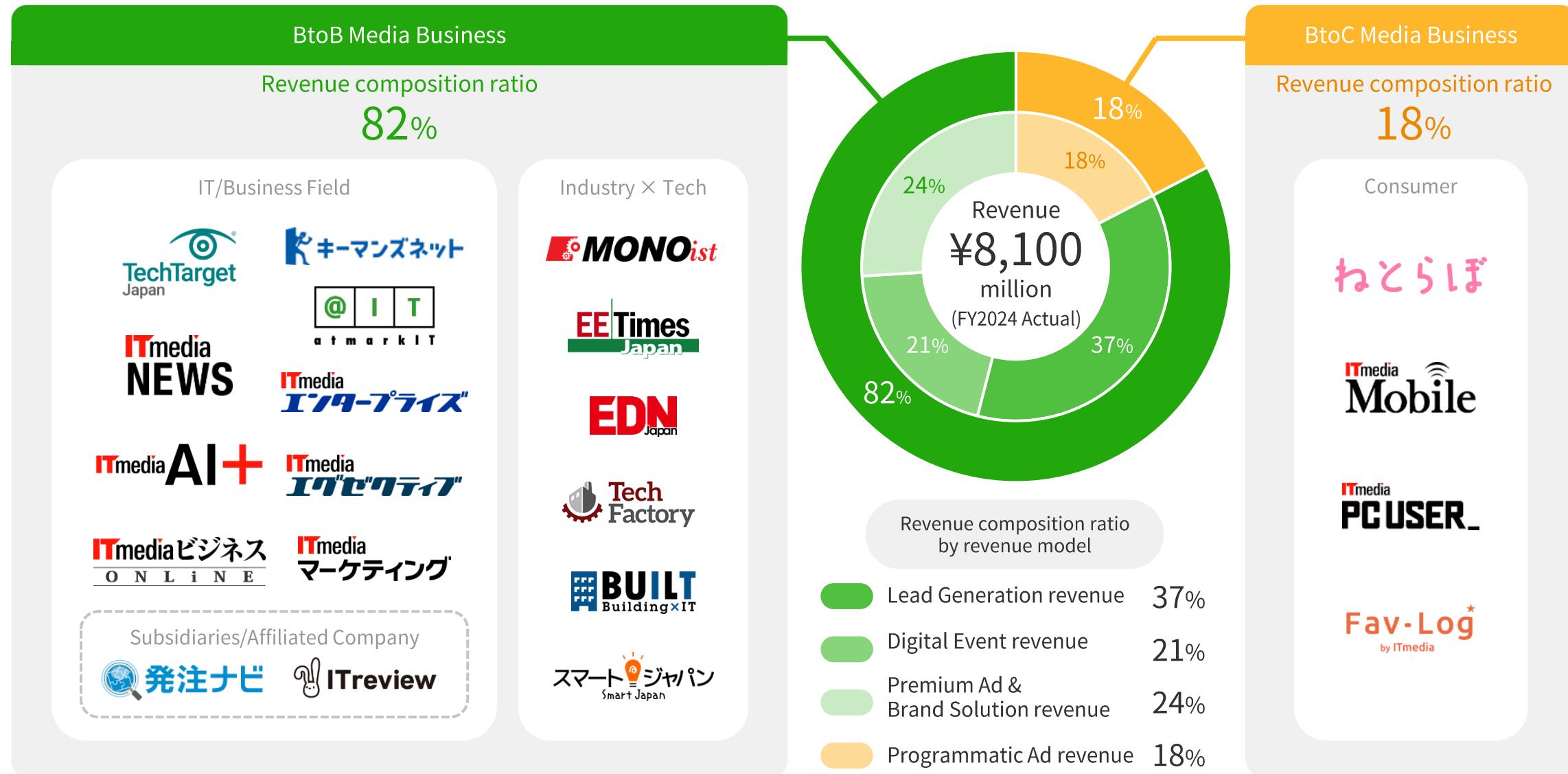
The specialized media operated by our company gathers information on technology products, and we have accumulated many buyers as readers and members.

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



Revenue composition ratio and Media Operated (FY2024 Actual)

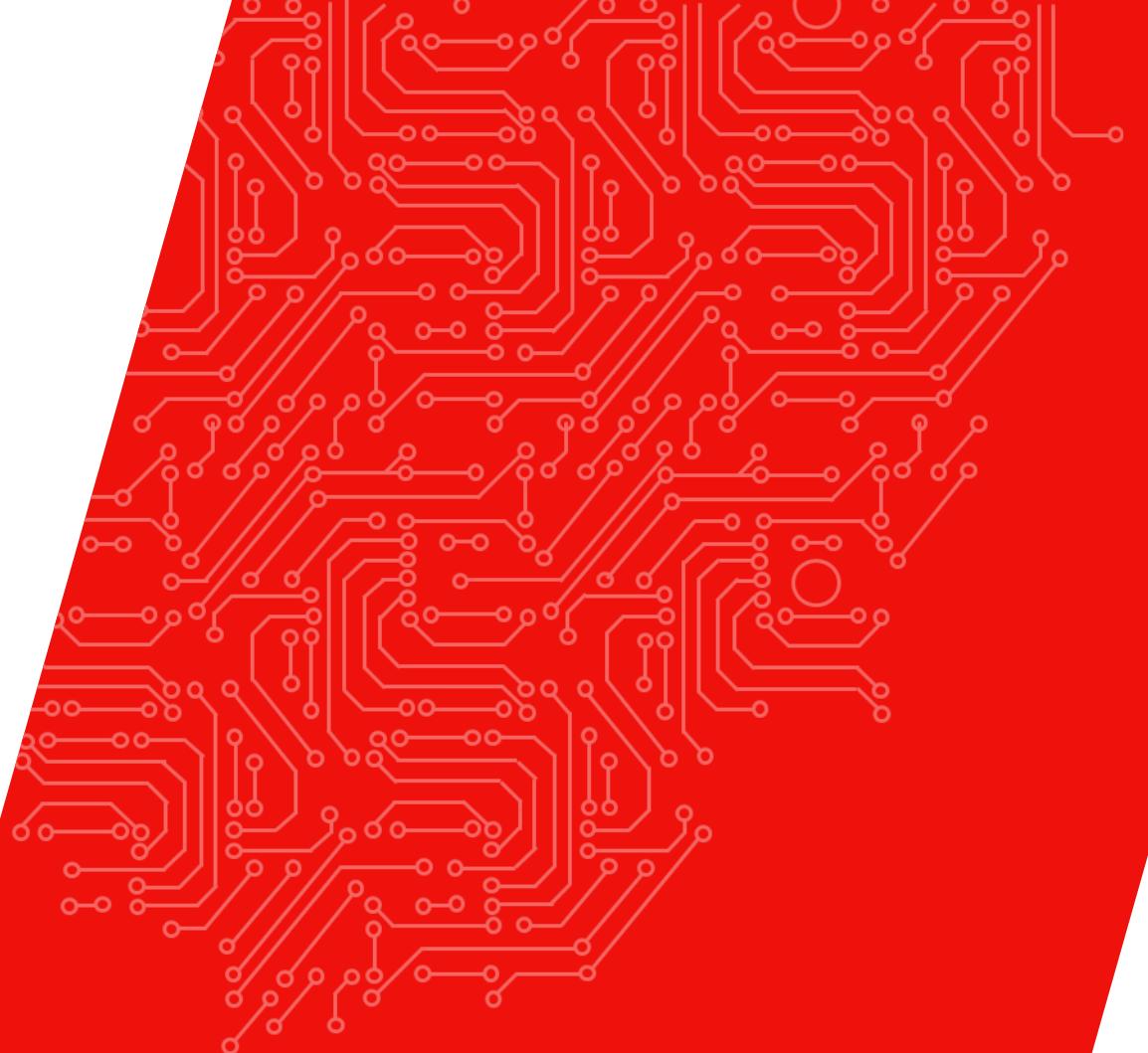




*This document has been translated from the Japanese original for reference purposes only.
In the event of any discrepancy between this translation and the Japanese original, the original shall prevail.*

- 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.

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