ITmedia Inc.

The Three-Month Period Ended June 30, 2026

Supplementary Briefing Materials

August 3, 2026
Securities code: 2148
Tokyo Stock Exchange Prime Market

ITmedia Inc.

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, 2026. 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.

FY2026 Plans to Disclose Earnings, Etc.

Disclosure of earnings for each quarter of FY2026 is planned as follows

	Q1	Q2	Q3	Q4
Disclosure Schedule	Aug. 3, 2026 (Today)	Late Oct. 2026	Early Feb. 2027	Early May 2027
Consolidated Financial Report	○	○	○	○
Financial and Operational Data Sheets(EXCEL)	○	○	○	○
Supplementary Briefing Materials (this document)	○	○	○	○
Earnings Briefing	-	○	-	○
Earnings Briefing Materials	-	○	-	○
Earnings Briefing Video	-	○	-	○

* The details stated above are subject to change.

The Financial Results Briefing was held on May 26th 2026.

FY2026 Financial Results Briefing
https://contents.xj-storage.jp/xcontents/AS92787/cc971505/353b/4794/abb4/580809c0fa08/140120260624578166.pdf

Introduction of "Adjusted EBITDA"

Introduced "Adjusted EBITDA" as useful comparative information for our Group's business performance.

Reason for introduction

One-time expenses associated with strengthening and executing M&A activities are increasing.
Use as the metric to represent the profitability of the core business excluding those impacts.

Definition of the Metric

Adjusted EBITDA ＝ EBITDA ＋ M&A related expenses

EBITDA with one-time M&A-related expenses added back.

※ Operating income + Depreciation and amortization (excluding depreciation related to right-of-use assets) + M&A-related expenses + Share-based payment expenses + Impairment losses - Other one-time income + Other one-time expenses

FY2026 Q1 Consolidated Financial Results Overview

Consolidated Earnings (Unit: million yen)	FY25	FY26	Change in amount YoY	% change YoY
Revenue	1,906	2,240	+333	+17.5%
Adjusted EBITDA	380	563	+182	+48.0%
(Adjusted EBITDA margin)	20.0%	25.2%	+5.2pt	
Operating income	357	535	+178	+49.8%
Profit before income tax	359	532	+172	+47.8%
Net income	242	348	+106	+43.8%
EPS	¥12.49	¥17.90	+¥5.41	+43.3%

- Record-high revenue for Q1.
- Profit margins improved driven by the revenue upside.

Breakdown by Segment (Unit: million yen)		FY25	FY26	Change in amount YoY	% change YoY
BtoB Media Business	Revenue	1,559	1,713	+154	+9.9%
	Adjusted EBITDA	312	336	+23	+7.4%
	(margin)	20.1%	19.6%	(0.5)pt	
BtoC Media Business	Revenue	347	526	+178	+51.3%
	Adjusted EBITDA	67	227	+159	+234.8%
	(margin)	19.5%	43.2%	+23.7pt	

BtoB Media Business:
- Revenue increased due to the impact of new consolidations of Majisemi.
- Profit growth was modest due to a slowdown among some major customers.

BtoC Media Business:
- There was a significant increase in revenue. In Q1, revenue surged further, driven by temporary demand.
- Profit margins improved significantly driven by the revenue upside.

Earnings Summary

FY2026 Q1 Segment Overview

	(Unit)	FY25	FY26	Change in amount YoY	% change YoY	
BtoB BtoB Media Business	Millions of yen	1,559	1,713	+154	+9.9%	
BtoB-LG Lead Generation rev.	Millions of yen	718	721	+3	+0.5%	• Hacchu Navi has maintained growth. • Revenue decreased in core Lead Gen. service.
Number of customers	Companies	1,486	1,493	+7	+0.5%	
Spending per customer	10,000 yen	48	48	+0	+0.0%	
BtoB-DE Digital Event rev.	Millions of yen	389	511	+122	+31.6%	• The new consolidation of Majisemi resulted in a significant increase in revenue. • The number of customers increased significantly.
Number of customers	Companies	147	319	+172	+117.0%	
Spending per customer	10,000 yen	264	160	(104)	(39.4)%	
BtoB-AD Premium Ad & Brand Solution rev.	Millions of yen	451	480	+28	+6.3%	• Increased activity in AI platform-related sectors. • P.P.Communications has been consolidated with ITmedia since Q3 of the previous fiscal year.
Number of customers	Companies	236	263	+27	+11.4%	
Spending per customer	10,000 yen	191	182	(8)	(4.6)%	

* Please refer to p. 17 for the revenue model and mapping of our services.

	(Unit)	FY25	FY26	Change in amount YoY	% change YoY	
BtoC BtoC Media Business	Millions of yen	347	526	+178	+51.3%	
BtoC-AD Programmatic Ad rev.	Millions of yen	347	526	+178	+51.3%	• Ad rates remained solid, growing further due to a temporary surge in demand. • Optimization of UI and content curation proved successful. • Efficiency improved due to a contents management system overhaul. (operational since Q1 of the previous fiscal year)
PVs (monthly average)	Millions of PVs	288	286	(2)	(0.8)%	
Unit price of ads (CPM)	Yen	401	612	+210	+52.5%	

Disclosed on May 26, 2026

ITmedia Inc.

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

Evolution to a media business optimal for the AI era

Entry into new businesses where strengths can be utilized

Strengthening and evolution of media

- Securing competitiveness in the AI era
  - Enhancing unique information (improving editorial skills)
  - Expansion of the media domain
  - Media alliance
  - Innovation in reader experience
  - Expansion of formats (video, audio)
  - Expansion of communication channels and methods

For technology buyers/users: Expansion of the business domain of information services

- From business planning to IT strategy formulation, and product evaluation, selection, and implementation support
  Expansion into more in-depth services
  - Consulting
  - Research
  - Advisory
  - Development and implementation support
  - Matching

For technology vendors: Expansion of the marketing services business domain

- Enhancing Lead Generation, which is a strength
  Development and deployment of more effective methods
- Expansion of marketing process coverage
  Utilizing owned data to offer services beyond media

Accumulation and sharing of valuable data → The quality and quantity of owned data become competitive advantages.

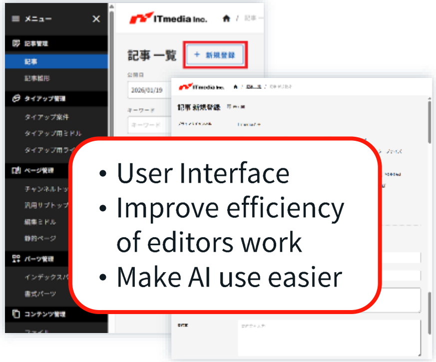
Initiatives until FY26 Q1 (1)

1. Renewal of Editors Core System in BtoC Media Business BtoB

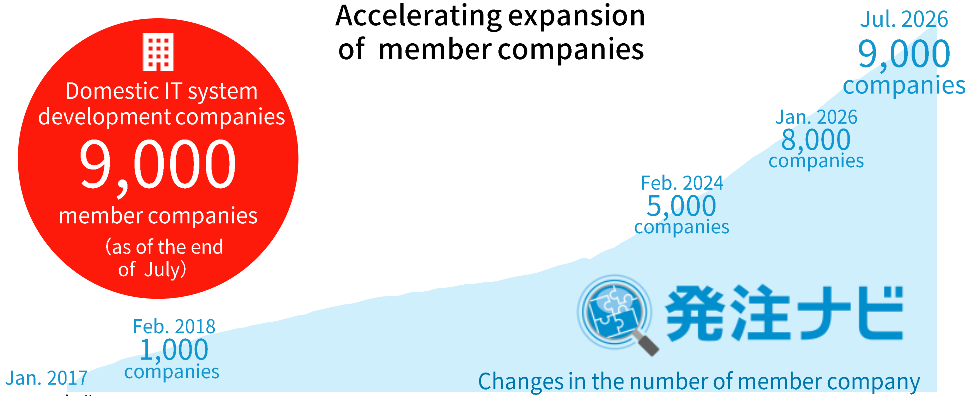
Started to renew content management system

Renewal is scheduled to begin from the following media sequentially. We plan to complete the full overhaul by the end of this fiscal year.

ITmedia NEWS　ITmedia AI+　ITmedia エグゼクティブ



2. Expansion of Hacchu Navi member companies BtoB-LG



* *"DX White Paper 2023"* published by the Information-technology Promotion Agency, Japan
https://www.ipa.go.jp/publish/wp-dx/gmcbt8000000botk-att/000108041.pdf

3. Majisemi joined since April 1st BtoB-DE

Post-merger integration is proceeding smoothly. Contributing according to the plan.

マジセミ

Revenue	Clients
160 million yen	182
Webinar Members	**Number of events held**
280,000	308 times

* FY26Q1 Achievement（Unaudited）
* Added to Digital Event revenue of BtoB Media Business

4. Majisemi rolled out AI tool for webinar attendance forecasting BtoB-DE

マジセミ Empowering BtoB marketers with AI

Input draft webinar titles
↓
Analyze data with AI, leveraging extensive historical event data
↓
Forecast expected attendance ＋ recommend improvement

https://shukyaku.majisemi.com/

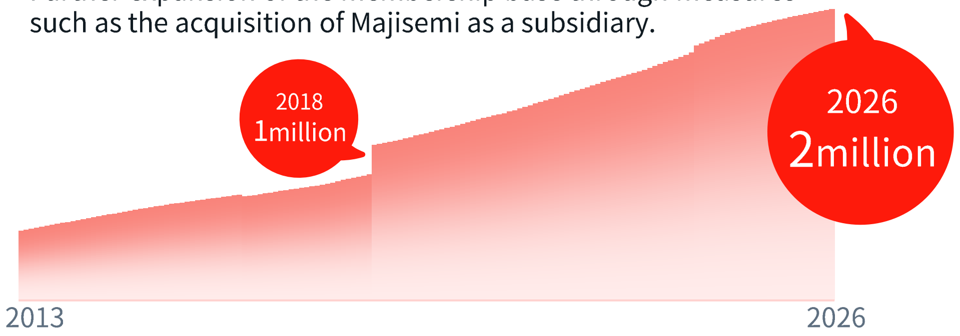
Initiatives until FY26 Q1 (2)

5. The number of ITmediaID has exceeded 2 million

BtoB

The number of members in our reader–focused membership service platform has surpassed 2 million.

Further expansion of the membership base through measures such as the acquisition of Majisemi as a subsidiary.



6. Publish sustainability-related reports, etc.

Corp.

- ESG Data Book (FY2025)
- Ad Review Report (FY2025 2nd half)
- Media Transparency Report (FY2025 2nd half)

Consolidated Earnings Forecast for the Fiscal Year Ending March 2027

Plan to achieve record-high revenue. First profit increase in four fiscal year.

- BtoB media business has bottomed out.
  - Hacchu Navi continues to grow. Majisemi and P.P.Communications contribute to the profit.
- BtoC media business continues to grow.

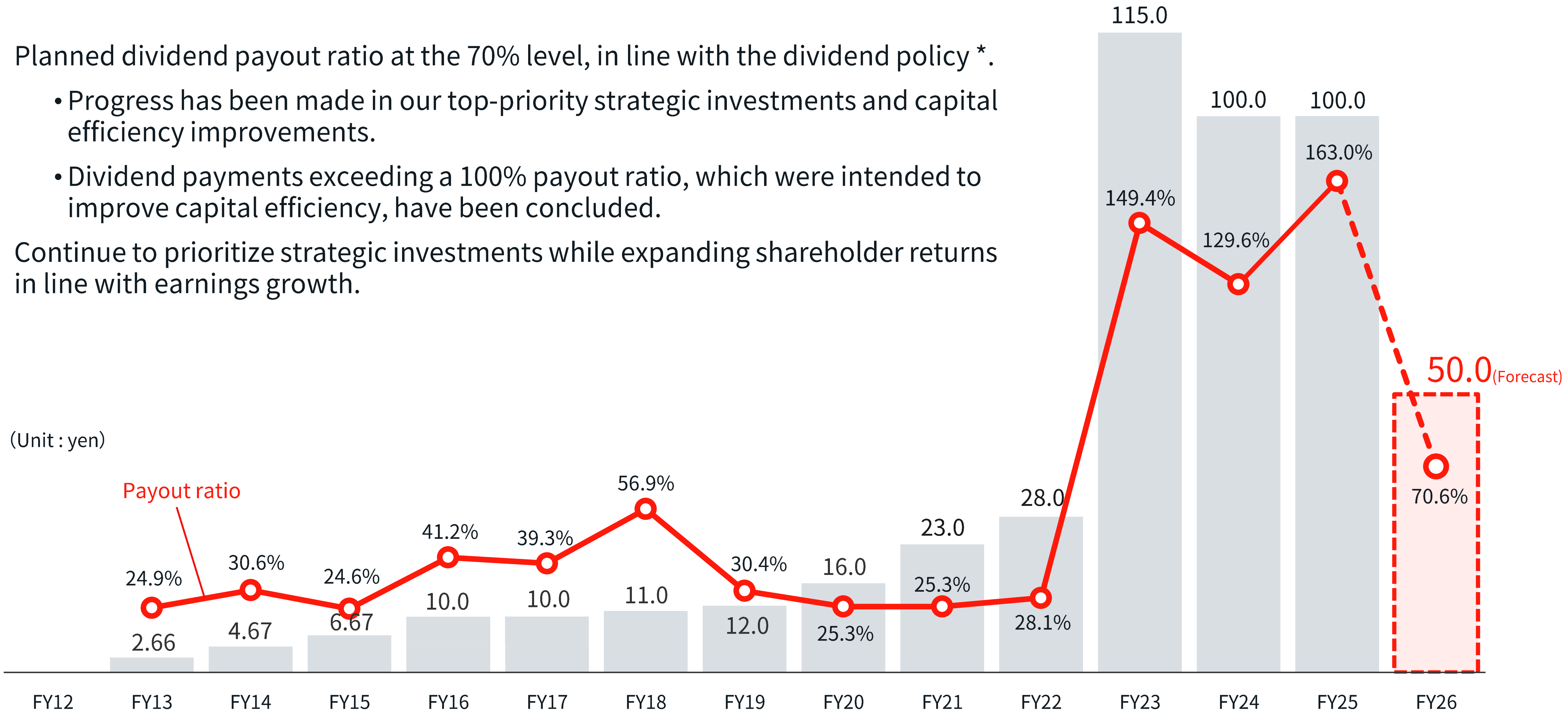
Unit: Millions of Yen	Revenue	Adjusted EBITDA	Operating Income	Profit Attributable to Owners of the Parent	Earnings per Share (EPS)
Full-Year Consolidated Earnings Forecast	9,200	2,200	2,000	1,380	70.82
Year-on-Year Change	+10.7%	+13.9%	+13.3%	+15.8%	+15.5%
Results for the Previous Fiscal Year	8,311	1,931	1,765	1,191	61.34

※Beginning with the consolidated earnings forecast, adjusted EBITDA is added as a disclosure metric.

※The forward-looking statements regarding earnings forecasts and other matters described above are based on information currently available to the Company and certain assumptions deemed reasonable by the Company. They are not intended as a guarantee that such results will be achieved. Actual results may differ materially due to various factors.

Dividend Forecast for the Fiscal Year Ending March 2027

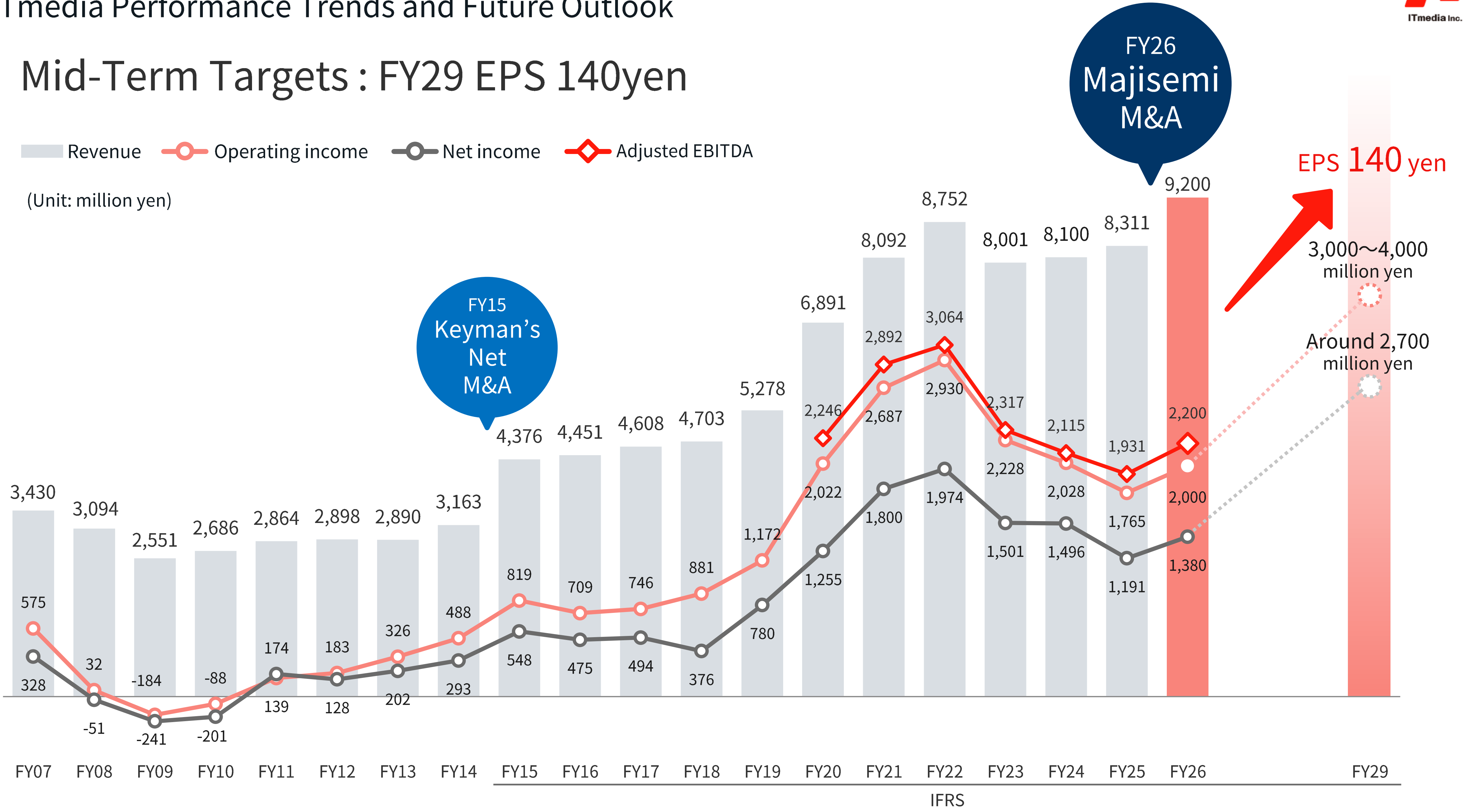
- Planned dividend payout ratio at the 70% level, in line with the dividend policy *.
  - Progress has been made in our top-priority strategic investments and capital efficiency improvements.
  - Dividend payments exceeding a 100% payout ratio, which were intended to improve capital efficiency, have been concluded.
- Continue to prioritize strategic investments while expanding shareholder returns in line with earnings growth.



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

ITmedia Performance Trends and Future Outlook

Mid-Term Targets : FY29 EPS 140yen



Company Summary

About ITmedia

ITmedia Inc.

Our Mission

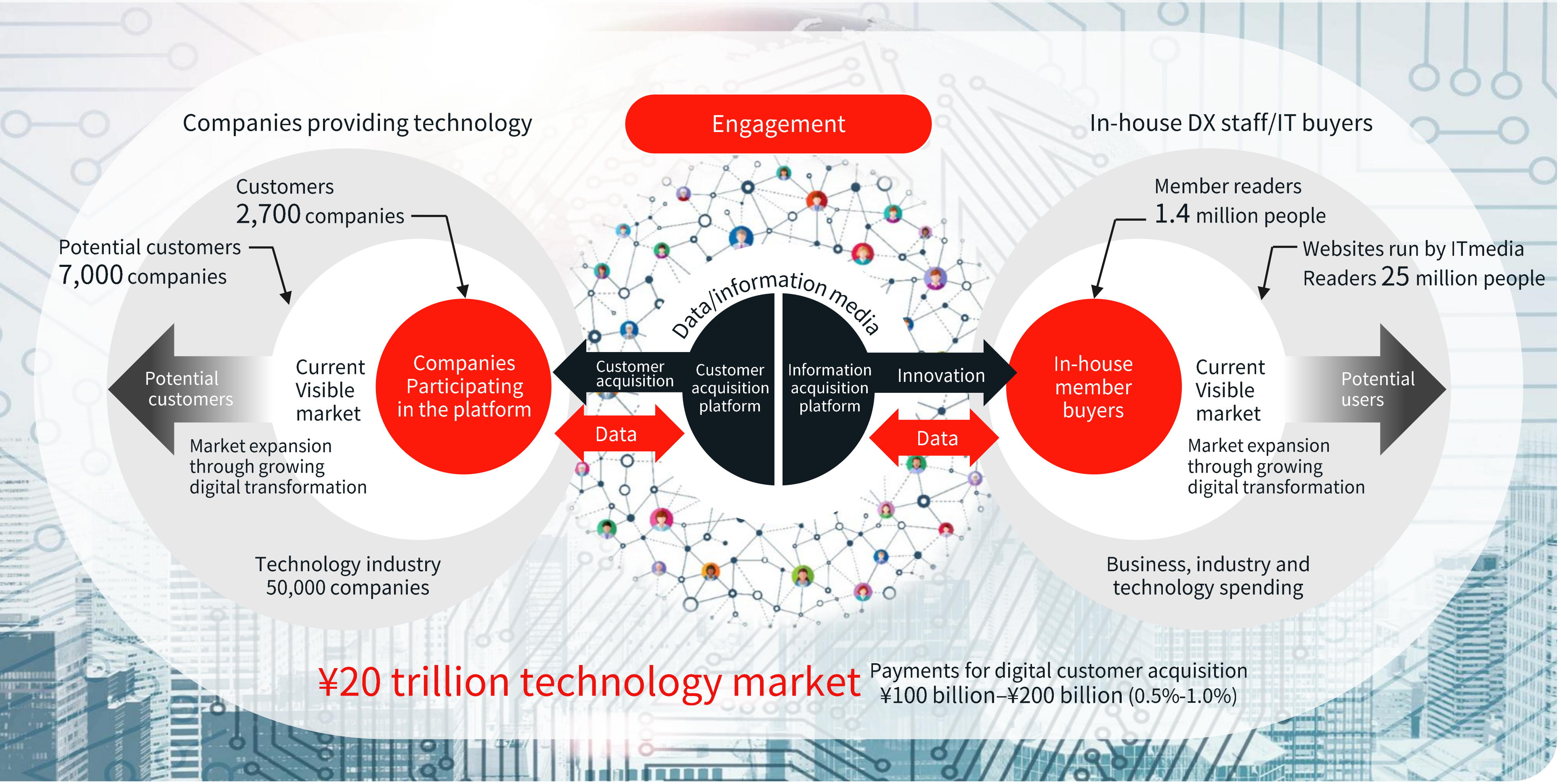
Contribute to
Information Revolution
by Innovating
Professional Media

Company Profile

Company name	ITmedia Inc.
Location	Kioicho Bldg., 3-12 Kioicho Chiyoda-ku, Tokyo 102-0094 Japan
Establishment	December 1999
Capital	¥1,910 million (as of March 31, 2026)
Number of employees	382 (as of March 31, 2026)
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. ・Majisemi Inc. (became a wholly owned subsidiary on April 1, 2026) ・NetVision Corporation Affiliated Company ・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.

(Ref.) ・IDC Japan, May 2023, https://www.idc.com/getdoc.jsp?containerId=prJPJ50735923
・Fuji Chimera Research Institute, Inc. Sept. 2022 https://www.fcr.co.jp/pr/22094.htm

Business Segment and Revenue Model

	BtoB Media Business				BtoC Media Business
Revenue model	Lead Generation revenue BtoB-LG	Digital Event revenue BtoB-DE		Premium Ad & Brand Solution revenue BtoB-AD	Programmatic Ad revenue BtoC-AD
Revenue format	• Provide sales leads • Provide intent data etc.	**Commissioned** Supporting events	**Sponsored** Sponsor revenue	• Sales of ad slots • Tie-up plans • Brand solution	• Ad networks
Revenue sources	Strong content media				
KPIs	Number of members				P V s
Value provided	Customer acquisition				Raise awareness
Sales format	**One of Japan's largest sales networks, focusing on specialized targets** • Integrated proposal of wide-ranging solutions as a digital marketing consultant • Principal customer segments: BtoB (IT/business, industrial technology fields)				**Sales resources not required** Sales by partners with superior ad technology

BtoB MediaBusiness: Service mapping

BtoB Media Business

Revenue model

Lead Generation revenue	Digital Event revenue	Premium Ad & Brand Solution revenue
BtoB-LG	BtoB-DE	BtoB-AD

Service

ITmedia Inc.

Providing a wide range of digital marketing services for technology buyers

Strong capabilities in delivering highly customized campaigns that meet the needs of large-scale clients

発注ナビ	マジセミ	P.P.Communications Inc.
Specializing in SMEs in system development and SaaS sectors.	Subscription service for hosting small-scale events with high efficiency.	Offers high level research and advice
Number of customers: High Average revenue per customer: Low	Number of customers: High Average revenue per customer: Low	

Revenue composition ratio and Media Operated (FY2025 Actual)

ITmedia Inc.

BtoB Media Business

Revenue composition ratio
80%

IT/Business Field

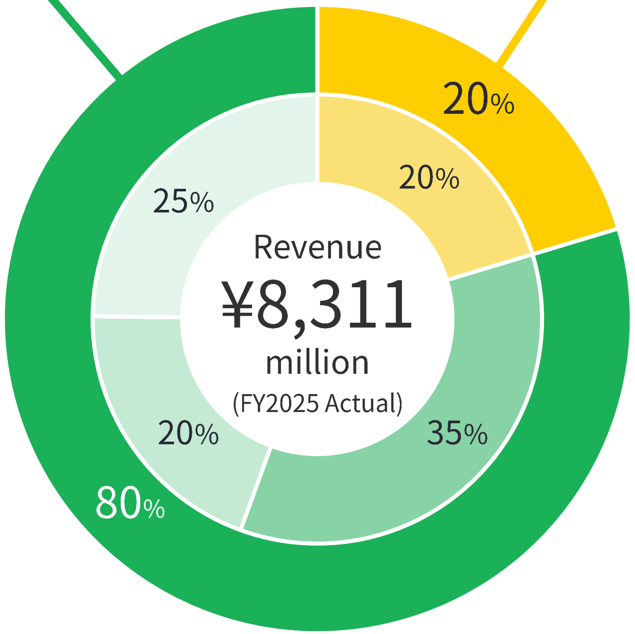
- TechTarget Japan
- キーマンズネット
- @IT atmarkIT
- ITmedia NEWS
- ITmedia エンタープライズ
- ITmedia AI+
- ITmedia エグゼクティブ
- ITmedia ビジネス ONLINE
- ITmedia マーケティング

Business of Subsidiaries/Affiliated Company

- 発注ナビ
- ITreview
- P.P.Communications,Inc.
- マジセミ

Industry × Tech

- MONOist
- EE Times Japan
- EDN Japan
- Tech Factory
- BUILT Building×IT
- スマートジャパン Smart Japan



Revenue composition ratio by revenue model

Lead Generation revenue	35%
Digital Event revenue	20%
Premium Ad & Brand Solution revenue	25%
Programmatic Ad revenue	20%

BtoC Media Business

Revenue composition ratio
20%

Consumer

- ねとらぼ
- ITmedia Mobile
- ITmedia PC USER
- Fav-Log by ITmedia

Reference Information/List of Links

Shareholder/Investor Information		https://corp.itmedia.co.jp/ir/english/
2026/08/03	Consolidated Financial Results for the Three Months Ended June 30, 2026 (Under IFRS)	https://corp.itmedia.co.jp/ir/english/news/
〃	Supplementary Briefing Materials on Earnings for the Three-Month Period Ended June 30, 2026	〃
〃	FY2026 Q1 Financial and Operational Data Sheets	〃
2026/05/01	Consolidated Financial Report For the fiscal year ended March 31, 2026 (IFRS)	https://contents.xj-storage.jp/xcontents/AS92787/3a56ffec/4494/4e02/a495/5df554971e6f/140120260501515813.pdf
〃	Supplementary Briefing Materials on Earnings for the fiscal year ended March 31, 2026	https://contents.xj-storage.jp/xcontents/AS92787/62af78b0/e180/4d60/9c53/34362c00e9f7/140120260501515973.pdf
2026/05/26	Fiscal Year Ended March 31 , 2026 Financial Results Briefing	https://contents.xj-storage.jp/xcontents/AS92787/cc971505/353b/4794/abb4/580809c0fa08/140120260624578166.pdf
2026/05/29	Notice of the 27th Ordinary General Meeting of the Shareholders	https://contents.xj-storage.jp/xcontents/AS92787/5ebed123/eacd/4b8a/b559/7e60164e4f07/140120260528553744.pdf
2026/06/25	Measures to Promote Management With an Awareness of Cost of Capital and Share Price	https://corp.itmedia.co.jp/ir/english/about/coc/
2026/06/25	Communication with Shareholders and Investors	https://corp.itmedia.co.jp/ir/english/about/dialogue/
2026/04/01	Notice Regarding Business Execution Structure	https://contents.xj-storage.jp/xcontents/AS92787/ece497bd/47a9/49ff/946c/b2a81238d188/140120260401595691.pdf
2026/04/01	(Updates to previously disclosed information) Notice Concerning Completion of Acquisition of Shares of Majisemi Co., Ltd.(to Make It a Subsidiary)	https://contents.xj-storage.jp/xcontents/AS92787/e8b19034/df2b/47d3/b85e/d852fba4f291/140120260401595699.pdf
2026/07/30	Notice Regarding Cancellation of the 12th Share Acquisition Rights	https://contents.xj-storage.jp/xcontents/AS92787/4e162525/0b93/478b/a220/337f1e125ea6/140120260729502540.pdf

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