

Third Quarter of FY2015

January 29, 2016

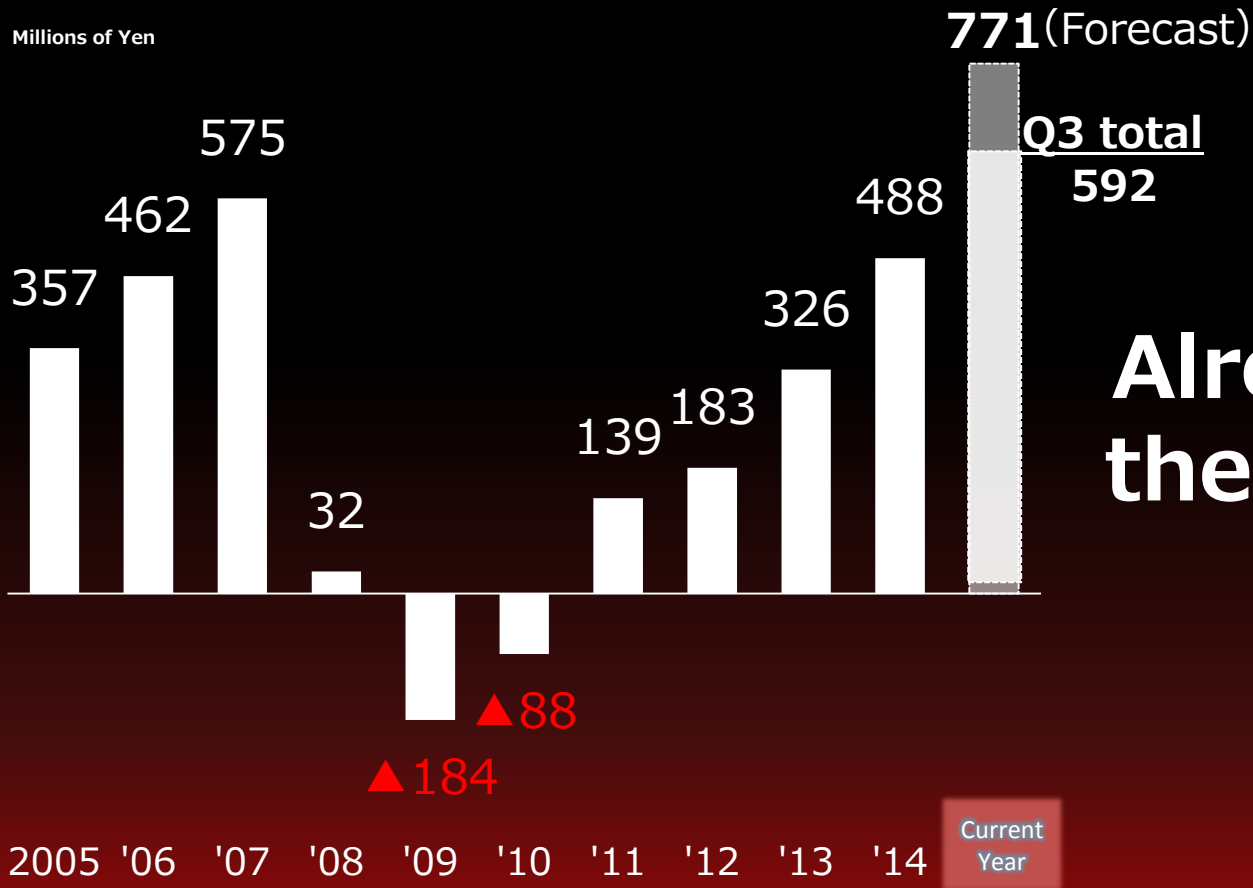
ITmedia Inc.

Ticker symbol : 2148

Executive Summary

- The best results in company history, both in sale and in profit
- 2.3 times growth in Lead Gen. compared to FY14
- Increasing the number of customers by M&A
- Moving the office in July to expand existing and future business

Trend of annual operating income



Q3 total
592

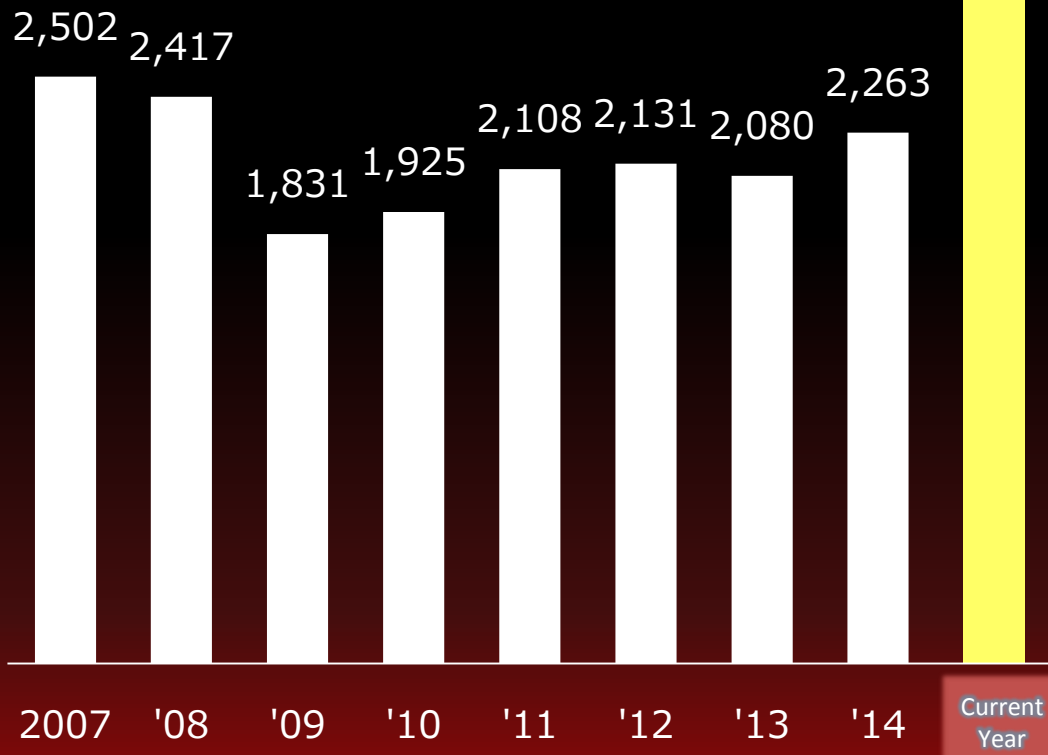
Q3 in total

**Already Exceed
the past highest
profit**

Sales (Consolidated, cumulative in third quarter)

3,168

Millions of Yen



**40% increase
Highest in past**

Consolidated Financial Results

Third Quarter of FY2014 & FY2015

(Millions of Yen)

	FY2014		FY2015		Change
	Amount	Ratio	Amount	Ratio	
Sales	2,263	100.0%	3,168	100.0%	+ 40.0%
Cost of sales	889	39.3%	1,210	38.2%	+ 36.0%
Gross profit	1,373	60.7%	1,957	61.8%	+ 42.5%
SGA expense	1,056	46.7%	1,365	43.1%	+ 29.2%
Operating income	317	14.0%	592	18.7%	+ 86.7%
Ordinary income	335	14.8%	597	18.9%	+ 78.3%
Income attributable to owners of parent	193	8.5%	402	12.7%	+ 108.2%
Comprehensive income attributable to owners of parent	252	11.2%	403	12.7%	+ 59.9%

Consolidated Balance Sheet

(Millions of Yen)		March 31, 2015	December 31, 2015	Change
Assets	Current assets	4,109	3,859	▲249
	Fixed assets	743	1,245	+501
	Total assets	4,853	5,104	+251
Liabilities	Current liabilities	573	531	▲42
	Fixed liabilities	27	28	▲0
	Total liabilities	601	559	▲41
Stockholders' Equity	Capital and capital surplus	3,384	3,384	—
	Earned surplus	909	1,202	+292
	Treasury stock	▲44	▲44	—
	Accumulated other comprehensive income	0	1	+0
	Stock acquisition rights	1	1	▲0
	Total net assets	4,251	4,545	+293
Net assets per share		218.8Yen	233.9Yen	+15.1Yen
Capital adequacy ratio		87.6%	89.0%	+1.4pt

Current assets
Cash and cash equivalents : ▲299

Fixed assets
Intangible fixed assets : +585
M&A related intangible assets

① Keyman's Net
Software assets : +75
Customer-related assets : +167
Goodwill : +244
② "Hachu Navi"
Goodwill : +170

Total liabilities
Income taxes payable : ▲90

Total net assets
Quarterly income : +402
Dividend : ▲110

Consolidated Cash Flow

(nine months ended December 31, 2015)

(Millions of Yen)	FY2014	FY2015	Change
Cash flows from operating activities	415	428	+12
Cash flows from investing activities	340	▲617	▲957
Cash flows from financing activities	▲17	▲111	▲93
Increase or decrease in cash and cash equivalents	738	▲299	▲1,038
Opening balance of cash and cash equivalents	1,967	2,909	+941
Year-end balance of cash and cash equivalents	2,706	2,609	▲97

Operating cash flows

Income before income taxes and others : 597

Depreciation / amortization of goodwill : 112

Payment of income taxes : ▲224

(FY2014 Q3 portion : ▲42)

Investing cash flows ⇒ 3 M&As

Expenditure of business transfer : ▲605

Acquisition of subsidiary : ▲132

Stock acquisition of affiliates : ▲42

Redemption of investment securities : +200

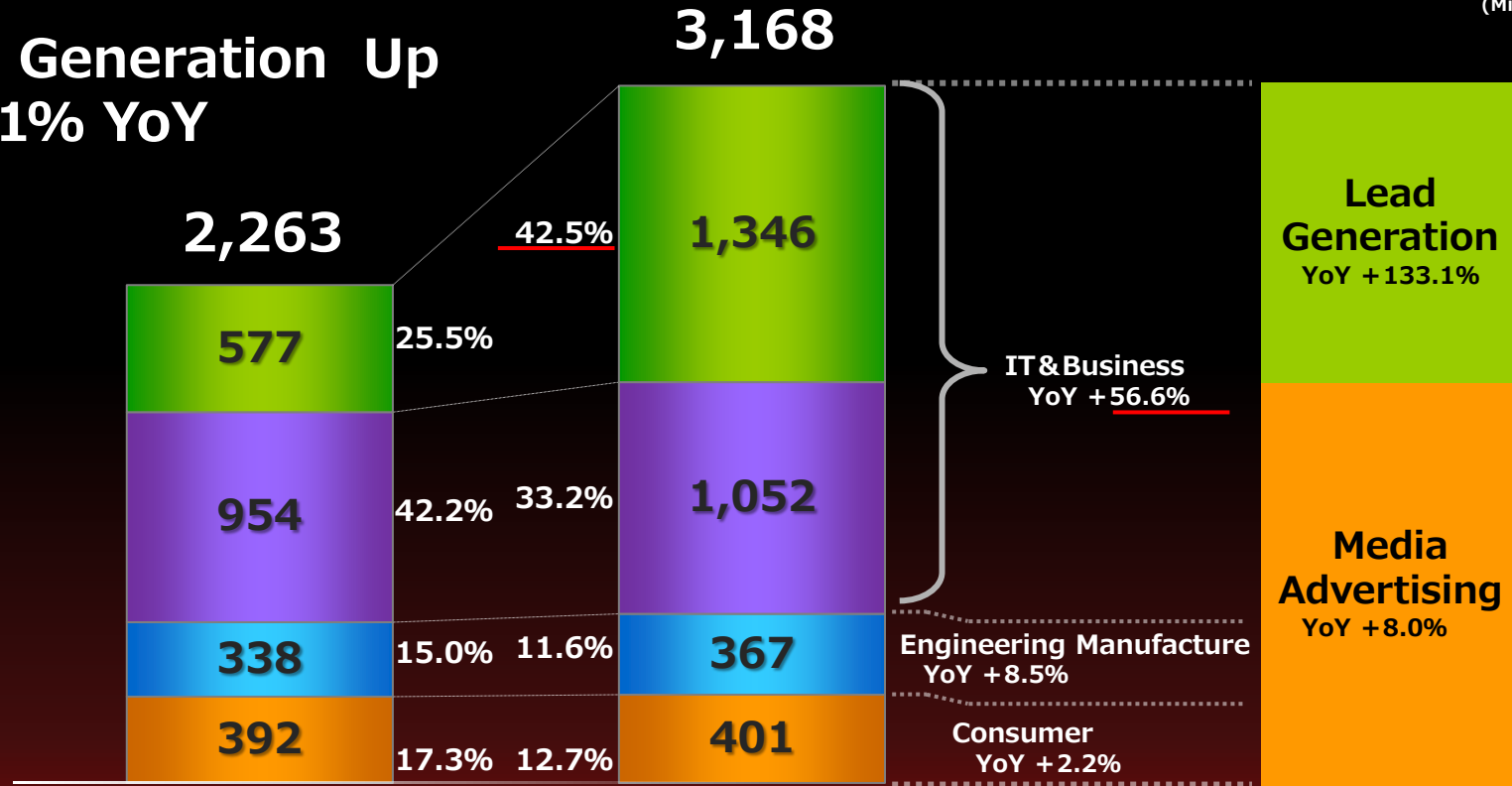
Financing cash flows

Dividend : ▲109

Sales Portfolio(YoY)

(Millions of Yen)

Lead Generation Up
133.1% YoY



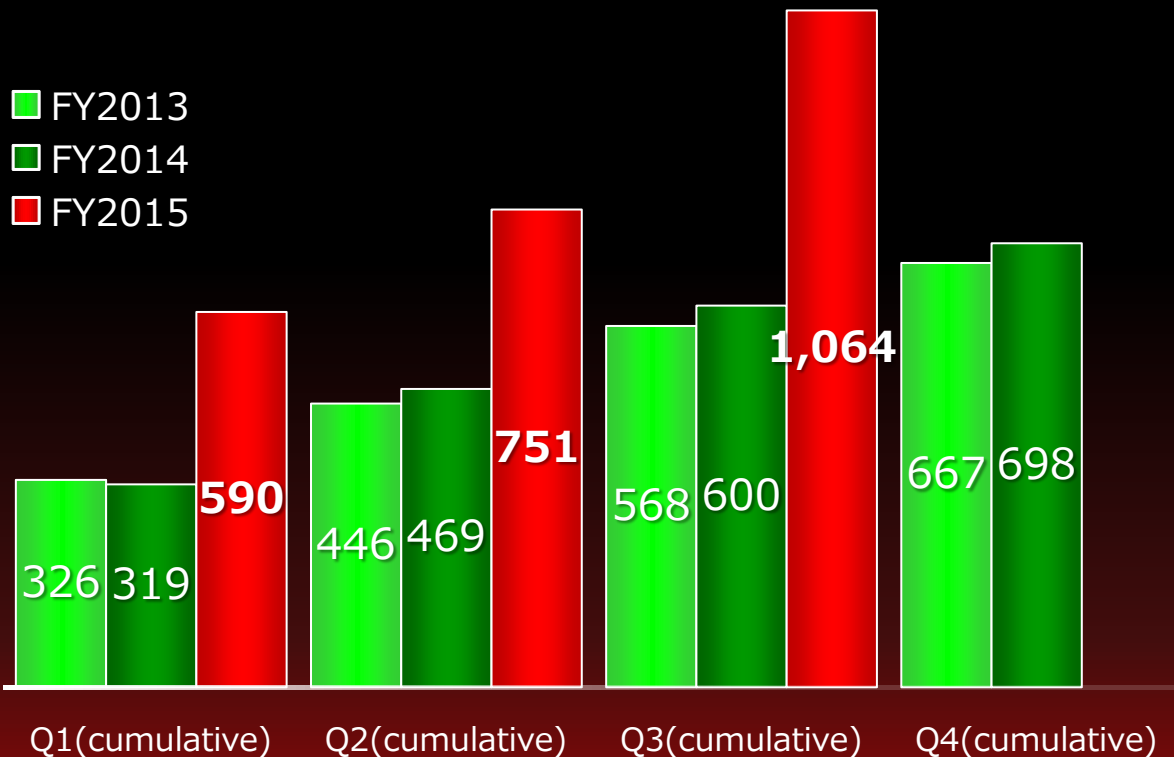
FY2014Q3

FY2015Q3

Number of Clients

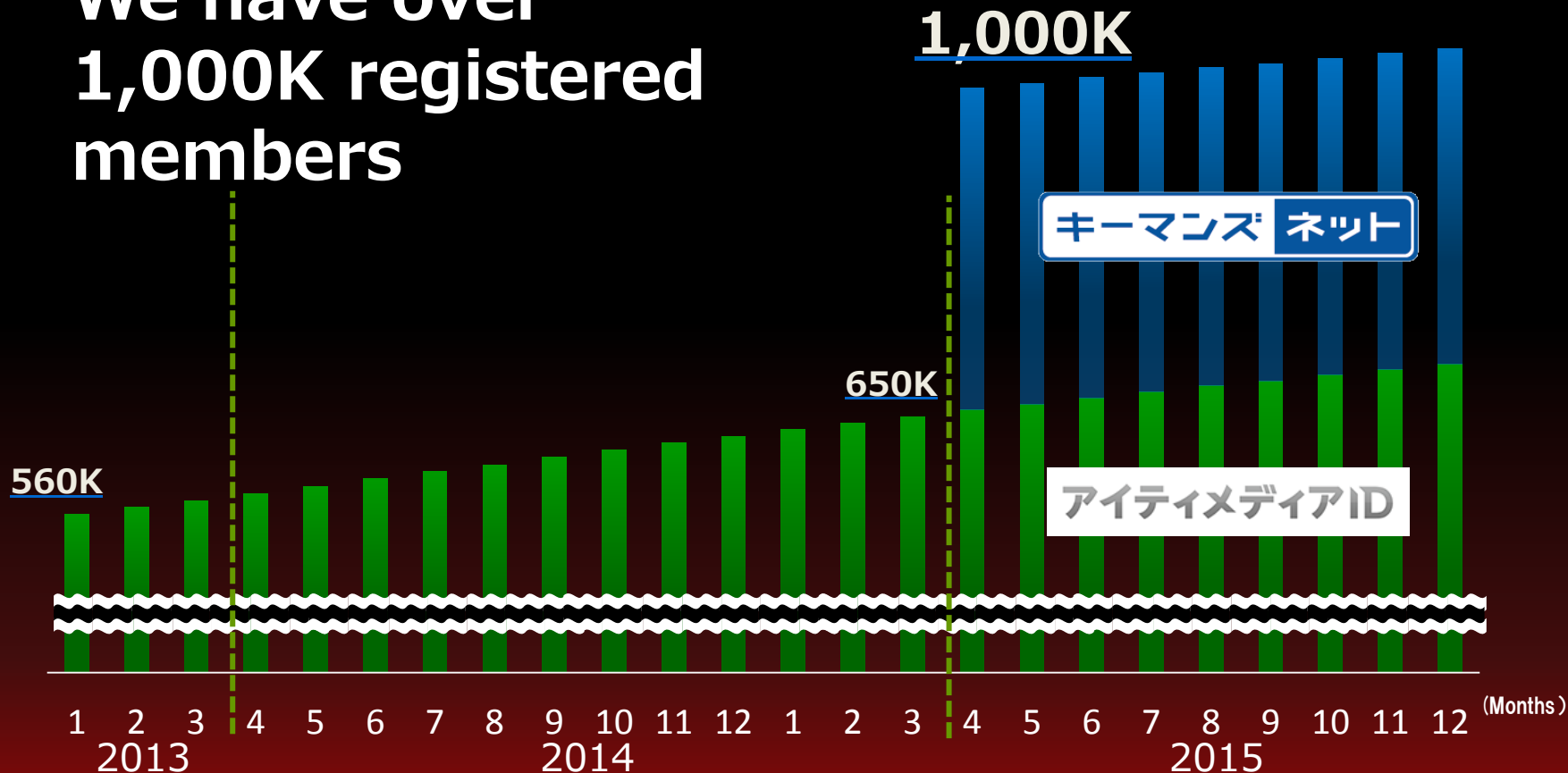
YoY +77.3% (+464 companies)

Significantly
expanded
by M&A



Registered members

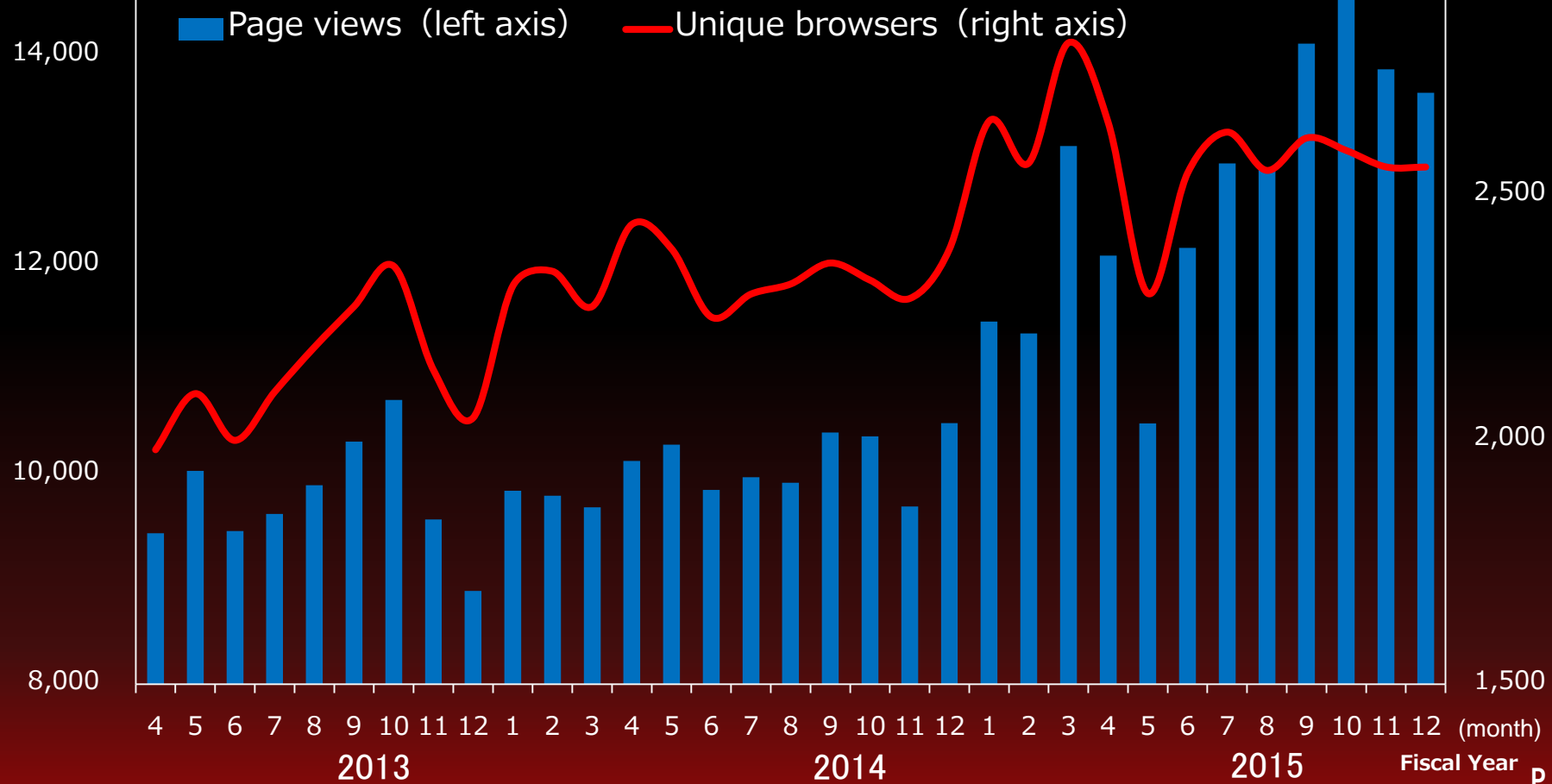
We have over
1,000K registered
members



(PV in 0000)

(UB in 0000)

PVs and UBs



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For details about factors that may have impacts on ITmedia's financial results, please refer to "Business and Other Risks" in the TSE Filing entitled Financial Results(Consolidated) for Fiscal Year 2015. However, please note that the factors that have impacts on the Company financial results are not confined to those described in "Business and Other Risks."

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