ITmedia Inc.

The Three-Month Period Ended June 30, 2022

Earnings Briefing

July 29, 2022
Securities code: 2148
Tokyo Stock Exchange Prime Market
Forward-looking comments appearing in this material, 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, 2022. Please refer to that. However, 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.

We have carefully prepared the information included in this material, but readers should be aware that we do not guarantee the accuracy or certainty of that information.

This material is not provided to solicit investments. Decisions regarding investments should be made by investors themselves.

The unauthorized use of this material and data are 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 business because of the transfer of shares. Therefore, income and losses from discontinued businesses are given separately from continuing businesses in the Condensed Interim Statement of Income. Revenue and operating income are the monetary amount of continuing businesses. For the fiscal year ended March 31, 2019, a similar reclassification was carried out.
The Three-Month Period Ended June 30, 2022, Earnings Overview

Sustainability

Fiscal Year Ending March 31, 2023, Earnings Forecast and Dividend Forecast
The Three-Month Period Ended June 30, 2022, Executive Summary

Record earnings

Continuing growth
Steady growth towards achieving the earnings forecast

Revenue
¥1,980 million (+13%)

- Lead Generation Business +8%
- Media Ad Business +17%

- Digital shift within marketing continued
- Stronger demand among manufacturing and cloud/SaaS customers because of accelerated DX
- Firm sponsored digital events
- Programmatic Ad revenue increased

Operating income
¥630 million (+9%)
The Three-Month Period Ended June 30, 2022, Earnings

(Unit: million yen)

Revenue

- FY20Q1: 1,425
- FY21Q1: 1,755
- FY22Q1: 1,980

- +¥329 million (+23%)
- +¥224 million (+13%)

Operating income

- FY20Q1: 350
- FY21Q1: 578
- FY22Q1: 630

- +¥227 million (+65%)
- +¥52 million (+9%)

Operating margin

- FY20Q1: 24.6%
- FY21Q1: 32.9%
- FY22Q1: 31.8%
Historic Q1 revenue

Q1 ¥1,980 million

YoY change +¥224 million (+13%)
Historic Q1 operating income

￥630 million

YoY change
+￥52 million (+9%)
Quarterly trend will continue in the current fiscal year. Good progress has been made.

Quarterly Revenue and Operating Income

(Unit: million yen)

Revenue

Q1 Q2 Q3 Q4

FY18: 1,048 1,121 1,140 1,393
FY19: 1,129 1,310 1,336 1,501
FY20: 1,425 1,677 2,003 2,376
FY21: 1,751 1,955 2,036
FY22: 1,980

YoY: 13%

Operating income

Q1 Q2 Q3 Q4

FY18: 129 194 190
FY19: 192 297 334 619
FY20: 518 685 722
FY21: 578
FY22: 630

YoY: 9%
### Consolidated Statement of Income

<table>
<thead>
<tr>
<th>(Unit: million yen)</th>
<th>FY21Q1</th>
<th>FY22Q1</th>
<th>Increase</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Amount</td>
<td>As % of revenue</td>
<td>Amount</td>
<td>As % of revenue</td>
</tr>
<tr>
<td>Revenue</td>
<td>1,755</td>
<td>100.0%</td>
<td>1,980</td>
<td>100.0%</td>
</tr>
<tr>
<td>Total cost</td>
<td>1,177</td>
<td>67.1%</td>
<td>1,349</td>
<td>68.2%</td>
</tr>
<tr>
<td>(of which are personnel expenses)</td>
<td>658</td>
<td>37.5%</td>
<td>730</td>
<td>36.9%</td>
</tr>
<tr>
<td>EBITDA</td>
<td>645</td>
<td>36.8%</td>
<td>693</td>
<td>35.0%</td>
</tr>
<tr>
<td>Operating income</td>
<td>578</td>
<td>32.9%</td>
<td>630</td>
<td>31.8%</td>
</tr>
<tr>
<td>Income before income tax</td>
<td>572</td>
<td>32.6%</td>
<td>629</td>
<td>31.8%</td>
</tr>
<tr>
<td>Net income</td>
<td>387</td>
<td>22.1%</td>
<td>428</td>
<td>21.6%</td>
</tr>
<tr>
<td>Net income attributable to owners of parent</td>
<td>387</td>
<td>22.1%</td>
<td>428</td>
<td>21.6%</td>
</tr>
</tbody>
</table>

* EBITDA: Operating income + depreciation + amortization on intangible assets + impairment loss + stock-based compensation expenses - other one-time revenue + other one-time expenses

Stock-based compensation expenses were included in EBITDA from the disclosure of the Q4 financial results for the fiscal year ended March 31, 2022, and the amount for the previous fiscal year was calculated in the same way.
Income rose because of growth in revenue. We strengthened content investment in growth fields.
Cost Breakdown by Quarter

(Unit: million yen)

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Personnel Expenses</th>
<th>Outsourcing Expenses</th>
<th>Other</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY20Q1</td>
<td>1,503</td>
<td>218</td>
<td>409</td>
<td>1,920</td>
</tr>
<tr>
<td>FY20Q2</td>
<td>1,177</td>
<td>178</td>
<td>340</td>
<td>1,695</td>
</tr>
<tr>
<td>FY20Q3</td>
<td>1,132</td>
<td>190</td>
<td>304</td>
<td>1,626</td>
</tr>
<tr>
<td>FY20Q4</td>
<td>1,270</td>
<td>345</td>
<td>340</td>
<td>1,955</td>
</tr>
<tr>
<td>FY21Q1</td>
<td>1,281</td>
<td>233</td>
<td>360</td>
<td>1,874</td>
</tr>
<tr>
<td>FY21Q2</td>
<td>1,503</td>
<td>235</td>
<td>345</td>
<td>1,983</td>
</tr>
<tr>
<td>FY21Q3</td>
<td>1,132</td>
<td>218</td>
<td>304</td>
<td>1,654</td>
</tr>
<tr>
<td>FY21Q4</td>
<td>1,270</td>
<td>233</td>
<td>360</td>
<td>1,863</td>
</tr>
<tr>
<td>FY22Q1</td>
<td>1,281</td>
<td>218</td>
<td>304</td>
<td>1,803</td>
</tr>
</tbody>
</table>

Main factors behind year-on-year change

- **Personnel expenses +71**
  - Increase in number of employees in growth fields
- **Outsourcing expenses +69**
  - Increase in content investment
  - Linked to increase in digital events
- **Other +30**
  - Business environment, system

Total YoY change: +14.6% As percent of total: 100%

Outsourcing expenses YoY change: +38.9% As percent of total: 18.4%

Other YoY change: +9.1% As percent of total: 27.5%

Personnel expenses YoY change: +10.9% As percent of total: 54.1%
Employee Breakdown by Quarter

- Total: +38 100%
- Administrative and other: (5) 7.7%
- Technical: ±0 4.6%
- Sales and planning: +11 38.3%
- Editing: +32 49.5%

* Includes contract, temporary, and part-time employees

Ratio of personnel expenses to revenue = \( \frac{[SG&A expenses] \text{ personnel expenses} + [cost of sales] \text{ labor costs}}{\text{Revenue}} \times 100 \)
## Consolidated Statement of Cash Flows

(Unit: million yen)

<table>
<thead>
<tr>
<th></th>
<th>FY21Q1</th>
<th>FY22Q1</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash flows from operating activities</td>
<td>188</td>
<td>77</td>
<td>(111)</td>
</tr>
<tr>
<td>Cash flows from investing activities</td>
<td>35</td>
<td>(5)</td>
<td>(41)</td>
</tr>
<tr>
<td>Cashflows from financing activities</td>
<td>(218)</td>
<td>(273)</td>
<td>(54)</td>
</tr>
<tr>
<td>Change in cash and cash equivalents</td>
<td>5</td>
<td>(201)</td>
<td>(207)</td>
</tr>
<tr>
<td>Cash and cash equivalents at beginning of the period</td>
<td>5,877</td>
<td>6,815</td>
<td>+938</td>
</tr>
<tr>
<td>Cash and cash equivalents at end of the period</td>
<td>5,882</td>
<td>6,613</td>
<td>+730</td>
</tr>
</tbody>
</table>

### Main items of operating CF

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Income before income tax</td>
<td>+629</td>
</tr>
<tr>
<td>Income taxes paid</td>
<td>(586)</td>
</tr>
<tr>
<td>Depreciation and amortization</td>
<td>+69</td>
</tr>
</tbody>
</table>

### Main items of investing CF

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase of property, equipment, and intangible assets</td>
<td>(5)</td>
</tr>
</tbody>
</table>

### Main items of financing CF

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Proceeds from issuance of shares</td>
<td>+1</td>
</tr>
<tr>
<td>Dividends paid</td>
<td>(230)</td>
</tr>
</tbody>
</table>
## Consolidated Statement of Financial Position

<table>
<thead>
<tr>
<th>(Unit: million yen)</th>
<th>At the end of March 2022</th>
<th>At the end of June 2022</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current assets</td>
<td>8,728</td>
<td>8,336</td>
<td>(391)</td>
</tr>
<tr>
<td>Non-current assets</td>
<td>1,320</td>
<td>1,254</td>
<td>(65)</td>
</tr>
<tr>
<td>Total assets</td>
<td>10,048</td>
<td>9,591</td>
<td>(457)</td>
</tr>
<tr>
<td><strong>Liabilities</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current liabilities</td>
<td>2,051</td>
<td>1,409</td>
<td>(642)</td>
</tr>
<tr>
<td>Non-current liabilities</td>
<td>64</td>
<td>63</td>
<td>(1)</td>
</tr>
<tr>
<td>Total liabilities</td>
<td>2,115</td>
<td>1,472</td>
<td>(643)</td>
</tr>
<tr>
<td><strong>Equity</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Share capital/capital surplus</td>
<td>3,933</td>
<td>3,928</td>
<td>(4)</td>
</tr>
<tr>
<td>Retained earnings</td>
<td>5,143</td>
<td>5,334</td>
<td>+191</td>
</tr>
<tr>
<td>Treasury stock</td>
<td>(1,144)</td>
<td>(1,144)</td>
<td>-</td>
</tr>
<tr>
<td>Accumulated other comprehensive income</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total equity attributable to owners of parent</td>
<td>7,932</td>
<td>8,118</td>
<td>+186</td>
</tr>
<tr>
<td>Total equity</td>
<td>7,932</td>
<td>8,118</td>
<td>+186</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>(201)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade and other receivables</td>
<td>(192)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Right-of-use assets</td>
<td>(43)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Income tax payable</td>
<td>(384)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade and other payables</td>
<td>(130)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lease liabilities</td>
<td>(44)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other current liabilities</td>
<td>(64)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total equity</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retained earnings</td>
<td>+191</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Of which is net income (loss)</td>
<td>+428</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Of which is dividends from retained earnings</td>
<td>(237)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Digital shift within marketing continued:

- Stronger demand among manufacturing and cloud/SaaS customers because of accelerated DX
- Firm sponsored digital events
- Programmatic Ad revenue increased

Media Ad Business:

- YoY +¥161 million (+17%)

Lead Generation Business:

- YoY +¥62 million (+8%)

Revenue by Segment

(Unit: million yen)
Operating Income by Segment

(Unit: million yen)

<table>
<thead>
<tr>
<th>Segment</th>
<th>FY18Q1</th>
<th>FY19Q1</th>
<th>FY20Q1</th>
<th>FY21Q1</th>
<th>FY22Q1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Ad Business</td>
<td>49</td>
<td>64</td>
<td>127</td>
<td>197</td>
<td>362</td>
</tr>
<tr>
<td>Lead Generation</td>
<td>80</td>
<td>127</td>
<td>197</td>
<td>215</td>
<td>396</td>
</tr>
</tbody>
</table>

Operating margin:
- Media Ad Business: 37.5% YoY +¥33 million (+9%)
- Lead Generation: 27.6% YoY +¥18 million (+9%)

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State of KPI: Members and PV for Past 5 Quarters

1. Members eligible for Lead Generation service because of ITmedia ID, common member platform

Number of Lead Generation members

- YoY +90 thousand people (+8.8%)
- (Unit: 10,000 people)
- 104 → 113

Number of PV (monthly average)

- YoY -64 million PVs (-15.1%)
- (Unit: million PV)
- FY21Q1: 419 → FY22Q1: 355
  - Netolabo: FY21Q1: 332 → FY22Q1: 261 (+21.1%)
  - Other: FY21Q1: 87 → FY22Q1: 93 (+7.9%)
Strengthen content investment to achieve Medium-Term Target X40

Cloud and SaaS
Industry DX

Focus on higher growth markets

ITmedia’s dedicated editing department
Overseas media partners
Translation partners

Strengthen content
Global Editorial Center (tentative name)

Increase in number of customers
Number of Customers in Q1

(Unit: companies)

-Strengthen contents in cloud/SaaS and industry DX fields
-Increase in number of customers in each field

* Number of companies to which sales were recorded during the period
State of KPI: Customers

Lead Generation

- FY20
- FY21
- FY22

(Unit: companies)

Q1 cumulative: 748
Q2 cumulative: 838
Q3 cumulative: 964
Q4 cumulative: 1,130

= 890

Q1 cumulative: 1,130
Q2 cumulative: 1,127
Q3 cumulative: 1,303
Q4 cumulative: 1,320

= 1,513

* Number of companies to which sales were recorded during the period

Media Ad

- FY20
- FY21
- FY22

(Unit: companies)

Q1 cumulative: 273
Q2 cumulative: 355
Q3 cumulative: 407
Q4 cumulative: 470

= 583

Q1 cumulative: 630
Q2 cumulative: 752
Q3 cumulative: 792
Q4 cumulative: 929

* Number of companies to which sales were recorded during the period
### Revenue by Revenue Model

(Unit: million yen)

- **Lead Generation Business**
  - FY20Q1: ¥530
  - FY21Q1: ¥530
  - FY22Q1: ¥530

- **Media Ad Business**
  - FY20Q1: ¥244
  - FY21Q1: ¥244
  - FY22Q1: ¥244

### YOY Change (Unit: million yen)

- **Lead Generation revenue**
  - FY22Q1: ¥1,980
  - YoY: ¥224 million (+13%)
  - FY21Q1: ¥1,755
  - FY20Q1: ¥1,425

- **Digital Event revenue**
  - FY22Q1: ¥381
  - YoY: ¥224 million (+13%)
  - FY21Q1: ¥650
  - FY20Q1: ¥530

- **Ad revenue**
  - FY22Q1: ¥893
  - YoY: ¥66 million (+21%)
  - FY21Q1: ¥314
  - FY20Q1: ¥244

- **Programmatic Ad revenue**
  - FY22Q1: ¥351
  - YoY: ¥50 million (+17%)
  - FY21Q1: ¥301
  - FY20Q1: ¥214

- **Total Revenue**
  - FY22Q1: ¥1,980
  - YoY: ¥53 million (+8%)
  - FY21Q1: ¥1,755
  - FY20Q1: ¥1,425
Demand continues to grow
Firm growth

Effect of content investment is expected to continue beyond Q1
Digital Event Revenue

YoY +¥66 million (+21%)

Sponsored

381

Commissioned

237

YoY +¥58 million (+33%)

Commissioned

136

85

FY18Q1

117

FY19Q1

126

FY20Q1

178

FY21Q1

144

FY22Q1

+¥8 million (+6%)

Digital shift continued

Growth mainly driven by sponsored events

ITmedia Security Week 2022 summer

ITmedia DX vol.12 Summit

Digital Back Office Week 2022 summer

ITmedia Cloud Native Week 2022 summer

Industry Technology Fair 2022 summer
Smart and social Programmatic ads drive growth

YoY +￥103 million (+13%)

YoY +￥50 million (+17%)
of which is Programmatic Ad revenue

(Unit: million yen)
Focused on establishing a brand and expanding PV

Disorder in ad market

Changes in operating policy

Revenue per 1,000 PV (yen)

Revenue

PV

Projections for FY22

Fruits of changing policy since Q3 of FY20

Total PVs growth will slow down

High profit margin PVs will continue to grow

+ Ad market unit prices are expected to improve after the pandemic

Situation in Q1

Trends in PV and ad unit price are within expectations

Revenue continues to grow

Updated programmatic ad management system
The Three-Month Period Ended June 30, 2022, Earnings Overview

Sustainability

Fiscal Year Ending March 31, 2023, Earnings Forecast and Dividend Forecast
Here is a description of our quarterly progress

**Sustainability: Priority topics for this fiscal year** (announced on April 28, 2022)

- **Q1**
  - Identify materiality (material issues)
  - Promote diversity

- **Q1**
  - Broaden English disclosure

- **Q2 and beyond plan**
  - Respond to climate change (1)
  - Expand decarbonization-related content

- **Q2 and beyond plan**
  - Expand SDGs-related content
  - Respond to climate change (2)
  - Broaden related disclosure

---

**Sustainability: Progress in Q1**
Contribute to Information Revolution by Innovating Professional Media

- We believe profession makes media reliability
- Technology leads conventional media to innovation
- Providing media community as a social knowledge platform
Identifying Materiality

Innovate professional media
Contribute through information

Development of a sustainable society

Social innovation through technology
Deliver a bright future for humanity through the information revolution

Producing a large number of excellent IT professionals, advancing the IT industry and spreading technology to improve productivity throughout society and to encourage the solution of social issues, thereby contributing to the development of human society.

Achieve an equitable society through the provision of a social knowledge platform

Developing a platform that provides reliable knowledge and information with high added value to all, thereby eliminating digital divide and realizing an equal society where no one is left behind.

Responsible use of information technology

Communicating reliable information in the right way and fostering an environment where information and technology are used in an ethical and appropriate manner, thereby strengthening the foundation for promoting innovation.

Promote work styles that respect diversity

Creating an environment in which a diverse workforce can fulfill their abilities without anxiety, thereby increasing employees’ motivation and productivity while pursuing sustainable corporate growth.

Develop a strong and transparent governance structure

Developing a strong governance structure with increased transparency that leads to mid- to long-term corporate growth, thereby winning the trust of all stakeholders.
<table>
<thead>
<tr>
<th>Materiality</th>
<th>Description</th>
<th>Social issues</th>
<th>SDGs</th>
</tr>
</thead>
</table>
| 1 Deliver a bright future for humanity through the information revolution | Producing a large number of excellent IT professionals, advancing the IT industry and spreading technology to improve productivity throughout society and to encourage the solution of social issues, thereby contributing to the development of human society. | • Increase in productivity  
• Training and fostering the next generation to address the shortage of IT professionals  
• Improvement of IT literacy in society | 21 3 4 |
| 2 Achieve an equitable society through the provision of a social knowledge platform | Developing a platform that provides reliable knowledge and information with high added value to all, thereby eliminating digital divide and realizing an equal society where no one is left behind. | • Providing a social knowledge platform  
• Ensuring accessibility and eliminating digital divide  
• Ensuring reliability and credibility of information | 1 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 |
| 3 Responsible use of information technology | Communicating reliable information in the right way and fostering an environment where information and technology are used in an ethical and appropriate manner, thereby strengthening the foundation for promoting innovation. | • Fair marketing  
• Ensuring information security  
• Appropriate use of technology | 22 23 24 |
| 4 Promote work styles that respect diversity | Creating an environment in which a diverse workforce can fulfill their abilities without anxiety, thereby increasing employees’ motivation and productivity while pursuing sustainable corporate growth. | • Prohibition of discrimination and harassment  
• Promoting work styles that respect diversity | 25 26 27 28 29 |
| 5 Develop a strong and transparent governance structure | Developing a strong governance structure with increased transparency that leads to mid- to long-term corporate growth, thereby winning the trust of all stakeholders. | • Developing a transparent governance structure  
• Effective utilization of intellectual property rights  
• Appropriate disclosure of information | 30 31 |

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Sustainability: Progress in Q1

Smart work

Q1 telework implementation rate: 88%

Minimized risks despite concerns of resurgence of COVID-19

Diversity

A project started to promote female participation and career advancement

Target: Ratio of females in management 30%
An action plan is under development

Strengthened governance structure

Strengthened leadership in the data driven field

Outside Director Keiko Watanabe
Executive Officer Takeshi Muto

Disclosure

Strengthening disclosure of sustainability-related information including Materiality

Strengthening disclosure of information in English, such as Earnings Briefing
The Three-Month Period Ended June 30, 2022, Earnings Overview

Sustainability

Fiscal Year Ending March 31, 2023, Earnings Forecast and Dividend Forecast
FY22 Consolidated Earnings Forecasts

- **Continue to post record earnings**
- **Bring forward investment for medium-term growth**

<table>
<thead>
<tr>
<th></th>
<th>Revenue</th>
<th>Operating income</th>
<th>Net income attributable to owners of parent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full fiscal year</td>
<td>8,730</td>
<td>2,920</td>
<td>1,970</td>
</tr>
<tr>
<td>YoY change</td>
<td>(+7.9%)</td>
<td>(+8.7%)</td>
<td>(+9.4%)</td>
</tr>
<tr>
<td>FY21 Actual</td>
<td>8,092</td>
<td>2,687</td>
<td>1,800</td>
</tr>
</tbody>
</table>

Forward-looking comments noted above, such as earnings outlooks, are based on information available when the material was created and certain assumptions deemed rational, and the Company does not guarantee they will occur. Actual earnings may substantially differ due to various factors.
FY22 Dividend Forecast

(Unit: yen)

Payout ratio

24.9% 30.6% 24.6% 41.2% 39.3% 56.9% 30.4% 25.3% 23.0%

For full fiscal year

28 yen

* Payout ratio 28.1%
Medium-Term Target

FY25 Operating Income of ¥4.0 billion

(Unit: hundred million yen)

FY25 Operating Income

4.0 Billion yen achieved

×40
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