



ITmedia Inc.

ITmedia Inc.

The Six-Month Period Ended September 30, 2024
Supplementary Briefing Materials

October 31, 2024

Securities code: 2148

Tokyo Stock Exchange Prime Market





*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, 2024. 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.

Disclosure of earnings for each quarter of FY2024 is planned as follows

	Q1	Q2	Q3	Q4
Disclosure Schedule	Aug. 5, 2024	Oct. 31, 2024 (Today)	Early Feb. 2025	Early May. 2025
Consolidated Financial Report	○	○	○	○
Financial and Operational Data Sheets(EXCEL)	○	○	○	○
Supplementary Briefing Materials (this document)	○	-	○	-
Earnings Briefing (held online)	-	○ November 7, 2024	-	○
Earnings Briefing Materials	-	○ November 7, 2024	-	○
Earnings Briefing Video	-	○ (later)	-	○

* The details stated above are subject to change.

From FY2024, we have begun providing Financial and Operational Data Sheets (EXCEL), so that can be used for earnings-related information



ITmedia Inc.

2025年3月期 中間期 決算データシート FY2024 Q2 Financial and Operational Data Sheets

2024年10月31日
October 31, 2024
アイティメディア株式会社
ITmedia Inc.

<p>目次</p> <p>連結損益計算書</p> <p>連結財政状態計算書</p> <p>連結キャッシュ・フロー計算書</p> <p>セグメント別概要</p> <p>業績予想に対する進捗及びKPI状況</p> <p>株主還元</p> <p>リンク集</p>	<p>Index</p> <p>Condensed Interim Consolidated Statement of Income</p> <p>Condensed Consolidated Statement of Financial Position</p> <p>Condensed Consolidated Statement of Cash Flows</p> <p>Financial Results of Business Segments and KPIs</p> <p>Progress against Forecasts and KPIs Status</p> <p>Shareholder Returns</p> <p>Link Information</p>
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* This can be checked via the list of links of this document.



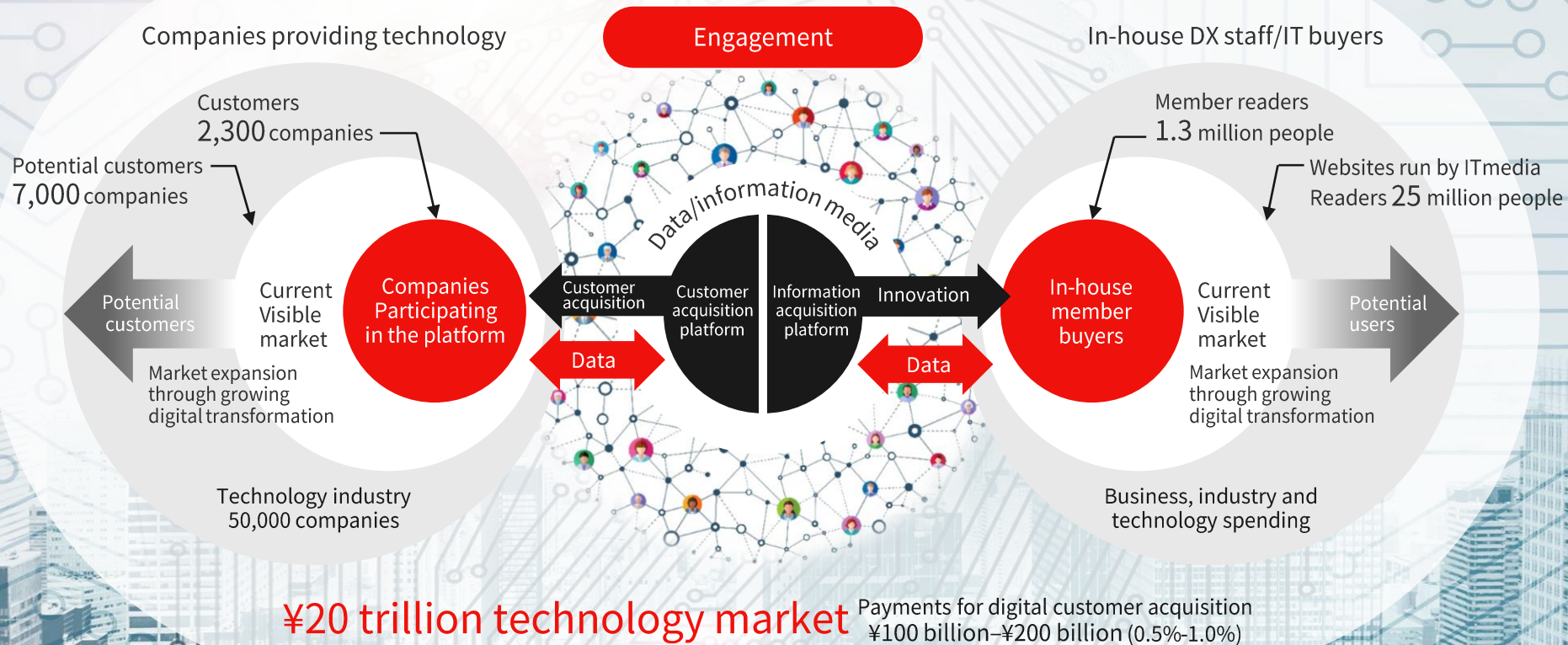
Our Mission

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	¥1,882 million (as of March 31, 2024)
Number of employees	339 (as of March 31, 2024)
Representatives	Toshiki Otsuki, President and CEO
Major shareholders	SB Media Holdings Corp.
Stock exchange listings	TSE Prime Market (code: 2148)
Group Companies	Subsidiaries • Hacchu Navi 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



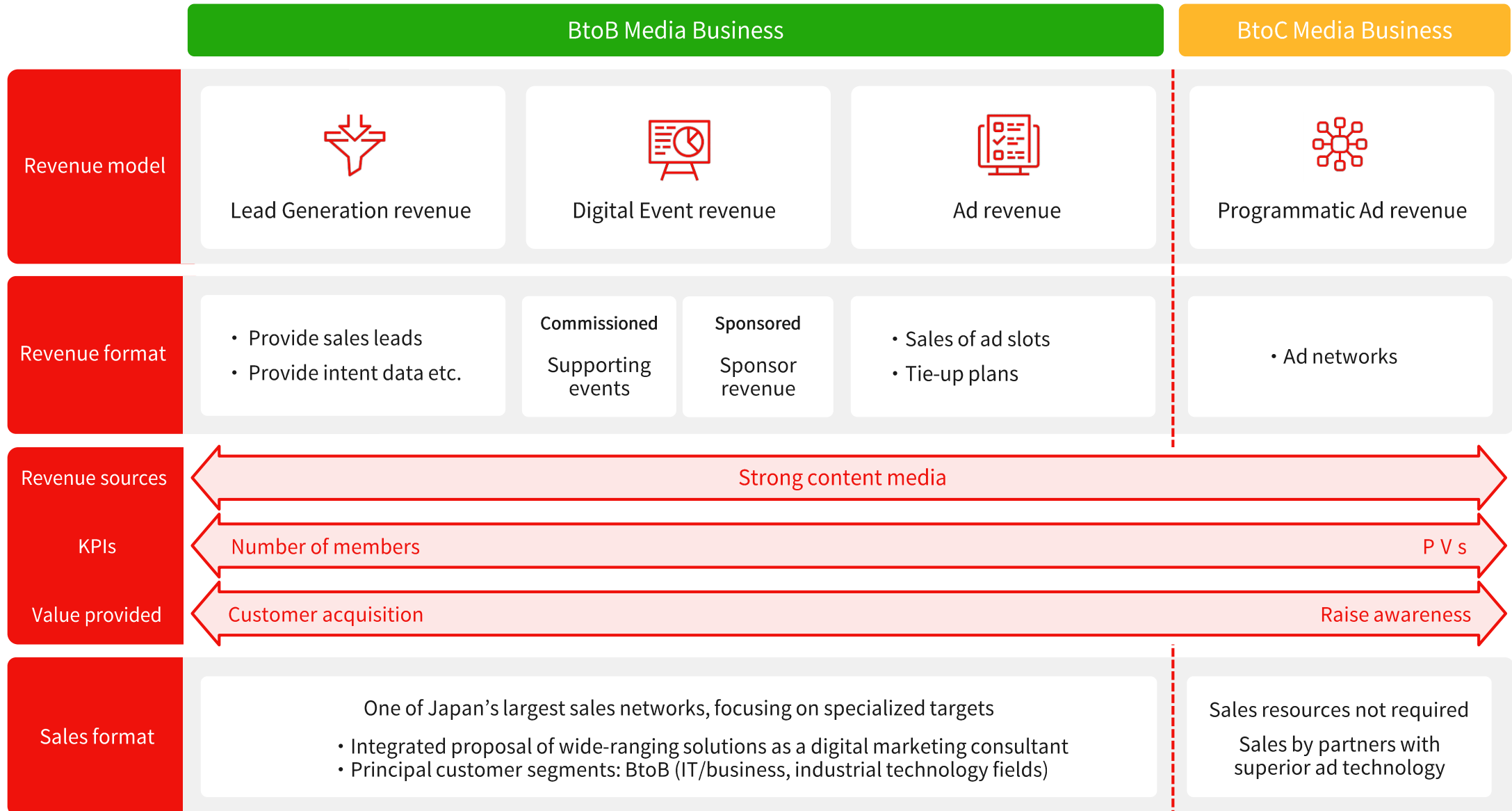
Gathering information is essential in introducing technology products.

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

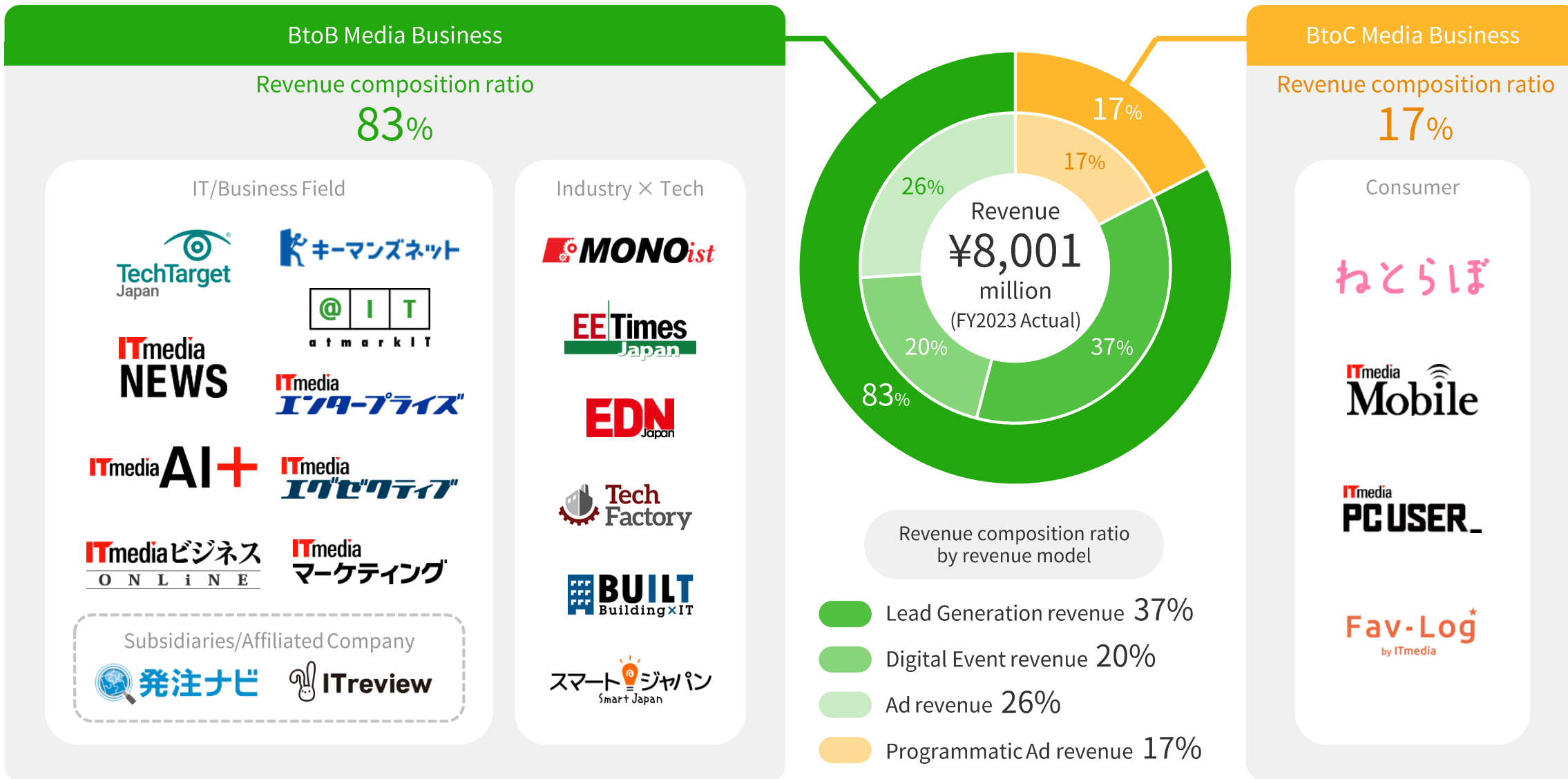
Our company provides marketing solutions unique to the digital sphere, including lead generation, to technology vendors, based on data generated from media.

(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



Revenue composition ratio and Media Operated (FY2023 Actual)



FY24 Q2 Consolidated Earnings Overview: YoY Change

(Unit: million yen)	FY23 Q2	FY24 Q2	Change in amount YoY	% change YoY
Revenue	3,841	3,847	+6	+0.2%
BtoB Media Business	3,201	3,168	(33)	(1.0)%
Lead Generation rev.	1,396	1,424	+27	+2.0%
Digital Event rev.	748	867	+119	+16.0%
Ad rev.	1,056	875	(180)	(17.1)%
BtoC Media Business	639	679	+39	+6.2%
Programmatic Ad rev.	639	679	+39	+6.2%
Operating income	1,052	885	(166)	(15.8)%
(Operating margin)	27.4%	23.0%	(4.4)pt	
BtoB Media Business	919	768	(151)	(16.4)%
(Operating margin)	28.7%	24.3%	(4.5)pt	
BtoC Media Business	133	117	(15)	(11.7)%
(Operating margin)	20.8%	17.3%	(3.5)pt	
Profit before income tax	1,056	917	(139)	(13.2)%
Net income	717	629	(87)	(12.2)%

Consolidated revenue **0.2%** increased revenue
 Operating income **15.8%** decreased profit

BtoB Media Business **1.0%** decrease in revenue **16.4%** decrease in profits

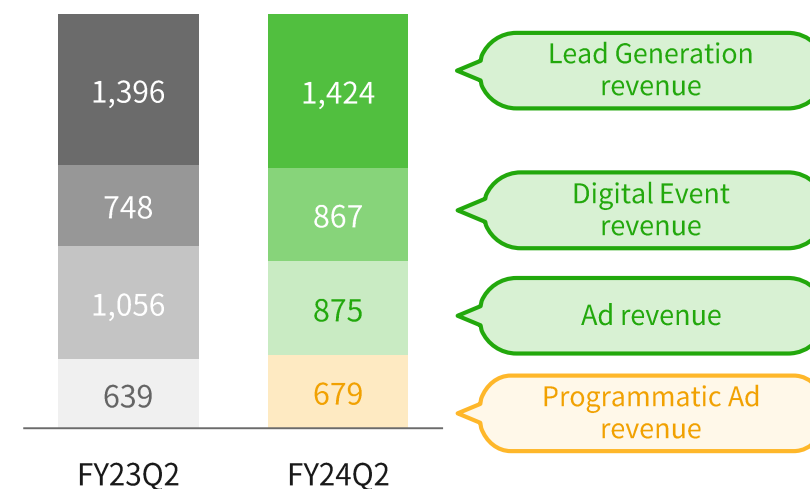
- Digital Events, which decreased in revenue in FY23, shifted to growth.
- The slowdown in foreign customer continued, especially impacting Ad revenue.
- Advertising expenses were invested in continuously growing Hacchu Navi.

BtoC Media Business **6.2%** increase in revenue **11.7%** decrease in profits

- Programmatic Ads, which decreased in revenue in FY23, shifted to growth.
- Fav-Log achieved high growth.

Recording of **¥39** million of
 share of profit of investments accounted for using equity method

Revenue by revenue model YoY (Unit: million yen)



FY24 Q2 Overview by Segment: KPIs/Comparison to Targets

$$\text{BtoB Media Business revenue} = \text{Media revenue} + \text{Hacchu Navi revenue}$$

$$\text{Media revenue} = \text{Number of customers} \times \text{Spending per customer}$$

		Q2 Actual		Q2 YoY		Full Fiscal Year Earnings/Target		Q2 Progress	
(Unit)		FY23	FY24	Change	Percentage	FY23 Actual	FY24 Target	FY23	FY24
BtoB Media Business	Millions of yen	3,201	3,168	(33)	(1.0)%	6,610	7,040	48.4%	45.0%
Media revenue	Millions of yen	2,980	2,884	(95)	(3.2)%	6,133	6,420	48.6%	44.9%
KPI Number of customers	Companies	731	742	+11	+1.5%	1,048	1,075	-	-
KPI Spending per customer	10,000 yen	407	388	(18)	(4.7)%	585	597	-	-
Hacchu Navi * revenue	Millions of yen	221	283	+62	+28.2%	476	620	46.5%	45.8%

* Numbers after consolidation adjustment (Wholly owned subsidiary)

BtoB Media Business: Progress Toward Target vs. KPIs

Revenue decreased 1.0% YoY due to decreased Media revenue

Within the range of targets

- Although there are gaps in spending per customer, the number of customers increased.
- The slowdown in foreign customers had an impact.
- Hacchu Navi continued to achieve high growth.

$$\text{BtoC Media Business revenue} = \text{PVs} \times \text{Unit price of ads}$$

		Q2 Actual		Q2 YoY		Full Fiscal Year Earnings/Target		Q2 Progress	
(Unit)		FY23	FY24	Change	Percentage	FY23 Actual	FY24 Target	FY23	FY24
BtoC Media Business	Millions of yen	639	679	+39	+6.2%	1,391	1,590	46.0%	42.7%
KPI PVs (monthly average)	Millions of PVs	308	360	+51	+16.8%	317	353	-	-
KPI Unit price of ads (CPM)	Yen	345	314	(31)	(9.1)%	365	375	-	-

BtoC Media Business: Progress Toward Target vs. KPIs

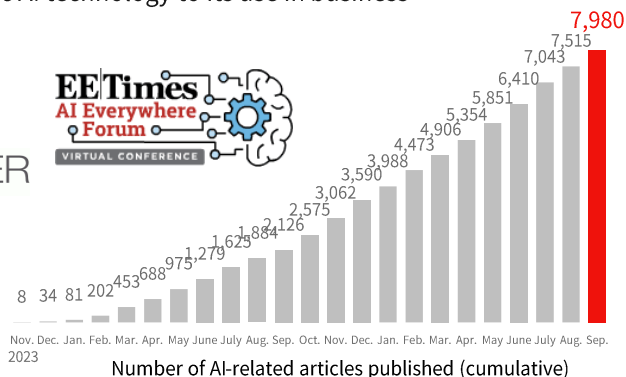
Revenue increased 6.2% YoY due to PV improvement

Within the range of targets

- Although the unit price of ads remained low, there was an increase in revenue due to PV improvement.
- Fav-Log achieved high growth.

1. Strengthening of media/information sharing in the AI field

Diversified coverage by multiple Media/Digital Events, etc., from basic AI technology to its use in business



Number of AI-related articles published (cumulative)

2. Strengthening of customer acquisition in the AI field

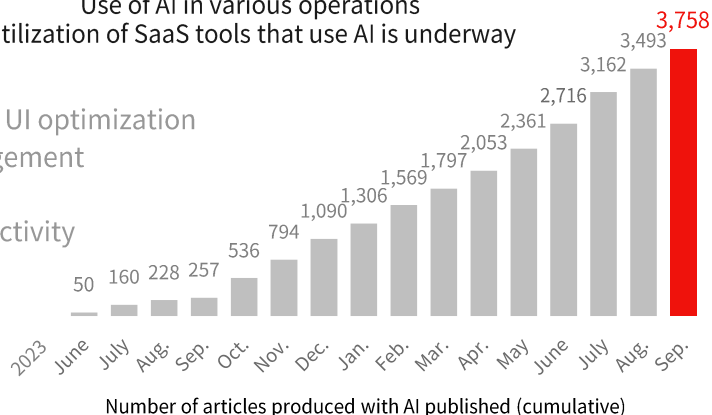
Marketing seminar held to strengthening of customer acquisition in the AI field



3. Use of AI as media

Use of AI in various operations
Utilization of SaaS tools that use AI is underway

- Copywriting
- Ad serving & UI optimization
- Sales management
- Legal
- Office productivity
- etc.



Number of articles produced with AI published (cumulative)

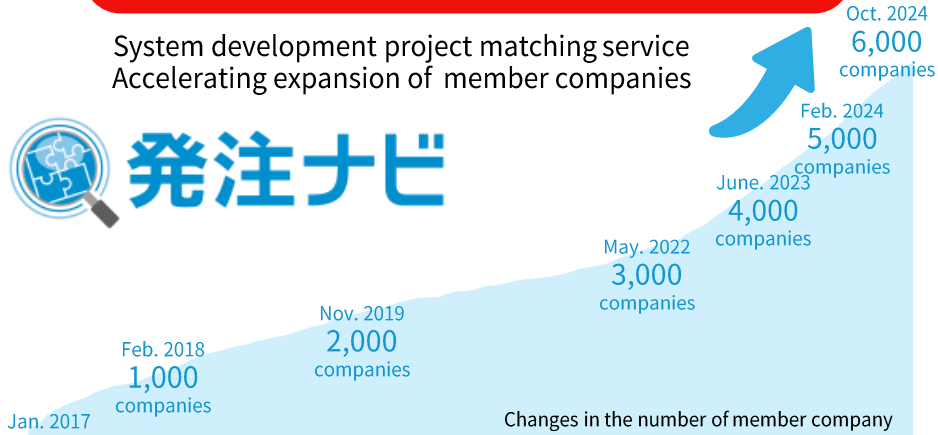
4. Expansion of industry DX partnerships

Strengthening of partnerships with external media in the industrial field
Progressed to 18 companies against the goal of 100 companies by mid-term target



5. Expansion of Hacchu Navi member companies

System development project matching service
Accelerating expansion of member companies



Changes in the number of member company

6. Netolabo renewal

Brand renewal carried out on May 21, 2024
Utilize data obtained from members service



New logo



7. Supporting ad safety

Obtained certification from “JICDAQ” for digital ad quality






8. Supporting web accessibility

Commenced implementation of web accessibility tool on corporate sites

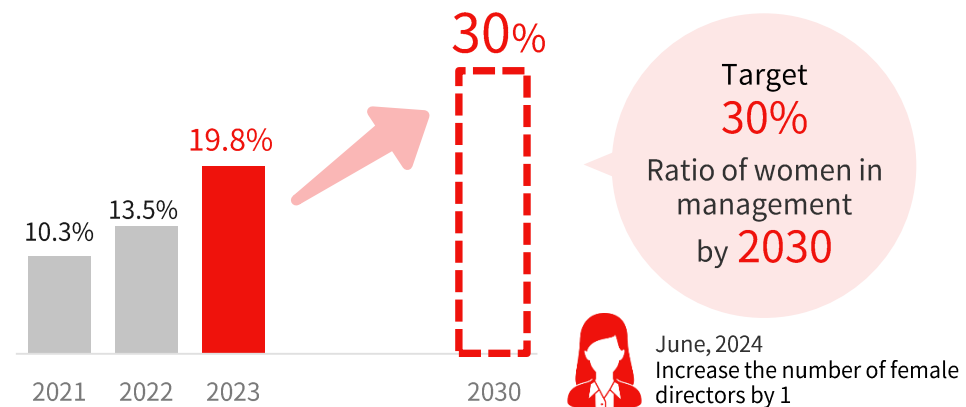


9. Publish sustainability-related reports, etc.


-  ESG Data Book FY2023
-  Ad Review Report
-  Media Transparency Report

* Each report can be checked via the list of links on this document.

10. Promotion of women empowerment



11. Recording of share of profit of investments accounted for using equity method

-  Affiliated company accounted for by equity method
ITcrowd Corp.
Re-evaluated due to improved profitability

Recording of ¥39M of share of profit of investments accounted for using equity method (non-operating)

Semi-annual was slightly lower than expected, but current forecasts are maintained

(Unit: million yen)	Revenue	Operating income	Net income attributable to Owners of the parent
Full Fiscal Year Consolidated Earnings Forecasts	8,630	2,300	1,560
YoY change	(+7.9%)	(+3.2%)	(+3.9%)
FY23, full year (actual)	8,001	2,228	1,501

	Midterm	Year-end	Total	Payout ratio
Dividend Forecast	¥0.0	¥100	¥100	124.2%

* 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.

Shareholder/Investor Information		https://corp.itmedia.co.jp/corp/english/
2024/10/31	Consolidated Financial Results for the Six Months Ended September 30, 2024 (Under IFRS)	https://corp.itmedia.co.jp/ir/wp-content/uploads/sites/2/2024/10/20241031_tanshin_q2_e.pdf
2024/10/31	Supplementary Briefing Materials on Earnings for the Six-Month Period Ended September 30, 2024	https://corp.itmedia.co.jp/ir/wp-content/uploads/sites/2/2024/10/20241031_q2_presentation_e.pdf
2024/10/31	FY2024 Q2 Financial and Operational Data Sheets	https://corp.itmedia.co.jp/ir/wp-content/uploads/sites/2/2024/10/20241031_q2_ITmedia_earnings_datasheet.xlsx
2024/05/01	“X40” Medium-Term Targets and Growth Strategies	https://corp.itmedia.co.jp/ir/wp-content/uploads/sites/2/2024/04/20240501_q4_presentation_e.pdf#page=34
2024/06/27	Measures to Promote Management With an Awareness of Cost of Capital and Share Price	https://corp.itmedia.co.jp/ir/coc-english/
2024/05/01	Consolidated Financial Report For the Fiscal Year Ended March 31, 2024 (IFRS)	https://corp.itmedia.co.jp/ir/wp-content/uploads/sites/2/2024/04/20240501_tanshin_q4_e.pdf
2024/05/01	The Fiscal Year Ended March 31, 2024 Earnings Briefing	https://corp.itmedia.co.jp/ir/wp-content/uploads/sites/2/2024/04/20240501_q4_presentation_e.pdf
2024/05/30	Notice of the 25th Ordinary General Meeting of the Shareholders	https://corp.itmedia.co.jp/corp/wp-content/uploads/sites/2/2024/06/20240605_notice_3.pdf



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