<table>
<thead>
<tr>
<th>Establishment</th>
<th>December 1999</th>
</tr>
</thead>
<tbody>
<tr>
<td>Representative</td>
<td>Toshiki Otsuki</td>
</tr>
<tr>
<td>Stock exchange listings</td>
<td>TSE Prime Market (code 2148)</td>
</tr>
<tr>
<td>Major Shareholders</td>
<td>SB Media Holdings, Inc.</td>
</tr>
<tr>
<td>Group Companies</td>
<td>Hacchu Navi, IT Cloud, Inc.</td>
</tr>
<tr>
<td>Number of Employees</td>
<td>354</td>
</tr>
<tr>
<td></td>
<td>(As of the end of June 2021, including contract, temporary and part-time workers)</td>
</tr>
<tr>
<td>Results</td>
<td>Sales: <strong>6.89</strong> billion yen</td>
</tr>
<tr>
<td></td>
<td>Operating income: <strong>2.02</strong> billion yen</td>
</tr>
<tr>
<td></td>
<td>Capital: <strong>1.73</strong> billion yen (as of the end of June 2021)</td>
</tr>
</tbody>
</table>
Softbank Group

- SoftBank
  - SoftBank Corp.
  - SB Media Holdings
    - SB Media Holdings Co.
    - SB Creative
      - SB Creative Co.
    - ITmedia Inc.
    - SB Human Capital
      - SB Human Capital Co.
    - Realize Mobile Communications, Inc.
  - Z HOLDINGS
    - Internet Business
    - LINE
  - SB C&S
    - Distribution Business
    - SB C&S Co.
  - SoftBank Technology, Inc.
    - SI Business
  - the rest
<table>
<thead>
<tr>
<th>Year</th>
<th>Month</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1995</td>
<td></td>
<td>SoftBank Invests in COMDEX Ziff-Davis</td>
</tr>
<tr>
<td>1996</td>
<td>April</td>
<td>SoftBank invested in Yahoo! of the U.S. → Established &quot;Yahoo! Japan&quot;</td>
</tr>
<tr>
<td>1997</td>
<td>September</td>
<td>Established ZDNet Japan, the predecessor to ITmedia</td>
</tr>
<tr>
<td>1999</td>
<td>December</td>
<td>Established Softbank ZDNet, spun-off from ZDNet Japan</td>
</tr>
<tr>
<td>2004</td>
<td>January</td>
<td>Changed the name and established ITmedia</td>
</tr>
<tr>
<td>2005</td>
<td>March</td>
<td>Merged @IT</td>
</tr>
<tr>
<td>2005</td>
<td>November</td>
<td>Purchased Media Select</td>
</tr>
<tr>
<td>2009</td>
<td>October</td>
<td>Started business with ON24</td>
</tr>
<tr>
<td>2010</td>
<td>January</td>
<td>Purchased E2 Publishing</td>
</tr>
<tr>
<td>2011</td>
<td>July</td>
<td>Acquired EDN Japan</td>
</tr>
<tr>
<td>2015</td>
<td>April</td>
<td>Acquired “Keymans Net”</td>
</tr>
<tr>
<td>2015</td>
<td>October</td>
<td>Purchased “Hacchu Navi”</td>
</tr>
<tr>
<td>2018</td>
<td>April</td>
<td>Established ITcrowd with SB C&amp;S</td>
</tr>
<tr>
<td>Year 2021</td>
<td>September</td>
<td>Acquired “RPA BANK&quot;</td>
</tr>
</tbody>
</table>
A total of 20 media in 3 areas

Business x IT

Manufacturing/Industry x Technology

Consumer
Media group with 470 million monthly page views and 1.23 million members

Business x IT
70 million Page Views/month, 1 million e-mail members (June 2021 actual)

Manufacturing/Industry x Technology
6.9 million Page Views /month, 230,000 e-mail members (June 2021 actual)

consumer
390 million Page Views /month (June 2021 actual)
Business x IT domain media size comparison

Monthly Page Views: overwhelmingly No. 1

70 million Page Views /month

ITmedia

<table>
<thead>
<tr>
<th>Company</th>
<th>Total Page Views</th>
<th>New Member Registration</th>
</tr>
</thead>
<tbody>
<tr>
<td>N社</td>
<td>1,348</td>
<td>118</td>
</tr>
<tr>
<td>I社</td>
<td>1,320</td>
<td></td>
</tr>
<tr>
<td>A社</td>
<td>600</td>
<td>37</td>
</tr>
<tr>
<td>B社</td>
<td>35</td>
<td></td>
</tr>
</tbody>
</table>

Member: Even with newspaper-affiliated N Corp.

20,000 people every month.

*There is duplication among media.
104 editorial reporters supporting specialized media

(as of August 2021)

Business x IT
50 people

Manufacturing/Industry x Technology
12 people

consumer
42 people

Editorial writer
Advertising placements from a total of 1,078 domestic and international clients

(Actual results for the fiscal year ended March 31, 2021)

ICT Industry
633 companies

FA, manufacturing IT, electronics, and mechanical design, instrumentation, construction IT
303 companies

General consumer goods, various organizations
252 companies
Results for the fiscal year ending March 31, 2021

Sales revenue

FY19: 5,278
FY20: 6,891
Increase: +30.6

Operating income

FY19: 1,172
FY20: 2,022
Increase: +72.5
Operating ratio: 22.2%
Operating profit ratio: 29.3%
Results for the fiscal year ending March 31, 2021

Sales Revenue by Segment

(Millions yen)

<table>
<thead>
<tr>
<th></th>
<th>FY14</th>
<th>FY15</th>
<th>FY16</th>
<th>FY17</th>
<th>FY18</th>
<th>FY19</th>
<th>FY20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead gen business</td>
<td>813</td>
<td>1,845</td>
<td>1,913</td>
<td>1,866</td>
<td>1,968</td>
<td>2,249</td>
<td>3,171</td>
</tr>
<tr>
<td>Media Advertising Business</td>
<td>2,350</td>
<td>2,531</td>
<td>2,366</td>
<td>2,501</td>
<td>2,735</td>
<td>3,028</td>
<td>3,720</td>
</tr>
</tbody>
</table>

Lead gen business YOY +41.0% YOY
- Continued growth of existing businesses
- Rapid growth of digital events

Media Advertising Business +22.8% YOY
- Business and industrial technology area advertising expansion
- Nerd: Improvement of Page Views and ad unit price
Services provided to customers

- **Top of Funnel**
  - Display Ads
    - Top of Funnel: broadening one’s awareness
    - Traffic induction
- **Middle of Funnel**
  - Advertorial article
    - Middle of Funnel: Arouse interest and promote understanding
- **Bottom of Funnel**
  - Events and Seminars
    - Bottom of Funnel: Extraction of prospective customers
  - Lead Generation
  - Intent Data
  - Product Reviews
  - Share

**Media Advertising Business**
- Guaranteed term, guaranteed listing space
- CPC Guaranteed Type
- ITmedia DMP
  - Behavioral targeting
  - Attribute targeting
- Guaranteed Page Views, behavioral targeting
- Advertisement Feature Sponsorship Type
- Lead Acquisition Combination Type
- Special site in media
- Breakfast and study groups (~50 people)
- Conference (1000 people)
- Media-sponsored conferences
- Virtual event
- Web cast

**Lead Gen Business**
- Lead Acquisition
- Lead nurturing
- Telemarketing
- White paper production
- Purchasing Potential Score
- Prevention of Existing Customer Defection Score
- ABM Targeting
- Review collection and publication
ITmedia Inc.
Sales Division

E-Mail: sales@ml.itmedia.co.jp
Office: 3-12 Kioi-cho, Chiyoda-ku, Tokyo 102-0094, Japan
Kioicho Building 13F
Web: https://promotion.itmedia.co.jp