## Company Overview

<table>
<thead>
<tr>
<th>Establishment:</th>
<th>December 29, 1999</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital:</td>
<td>¥ 1.7B (as of November 2020)</td>
</tr>
<tr>
<td>Representatives:</td>
<td>Toshiki Otsuki, President and CEO</td>
</tr>
<tr>
<td>Location:</td>
<td>Head Office: 12/13F Kioicho Building 3-12, Kioicho Chiyoda-ku, Tokyo 102-0094 Japan</td>
</tr>
<tr>
<td>Business lines:</td>
<td>Development and operation of Internet-only media providing information and services centered on Technology and Business field.</td>
</tr>
<tr>
<td>Number of employees:</td>
<td>239 (as of November 2020 )</td>
</tr>
</tbody>
</table>
| Major shareholders: | SB Media Holdings Corp.  
                              Yahoo Japan Corporation, Others |
| Stock exchange listings: | TSE First Section (code 2148) |
## Corporate History

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>December 1999</td>
<td>Established Softbank ZDNet Inc. (current ITmedia Inc.), operated comprehensive IT information site as the first online publishing company in Softbank Group.</td>
</tr>
<tr>
<td>January 2004</td>
<td>Changed name to Softbank ITmedia, Inc.</td>
</tr>
<tr>
<td>March 2005</td>
<td>Merged with atmarkIT Corporation changed name to ITmedia Inc. [atmarkIT Corporation: established in February 2000, an online media company specializing in IT technologies]</td>
</tr>
<tr>
<td>February 2006</td>
<td>Merged with Mediaselect Inc. [Mediaselect Inc.: established in May 2001, the publishing company specializing in the enterprise field]</td>
</tr>
<tr>
<td>April 2007</td>
<td>Listed on the Tokyo Stock Exchange Mothers</td>
</tr>
<tr>
<td>January 2010</td>
<td>Purchased E2 publishing and started to publish EE Times Japan</td>
</tr>
<tr>
<td>July 2011</td>
<td>Purchased and started to publish EDN Japan</td>
</tr>
<tr>
<td>April 2015</td>
<td>Purchased Keyman’s Net from Recruit Holdings and started to publish Keyman’s Net</td>
</tr>
<tr>
<td>October 2015</td>
<td>Purchased “Hacchu navi” and started to its service. [Hacchu navi: matching site between customers and engineering / technical providers]</td>
</tr>
<tr>
<td>July 2016</td>
<td>Purchased “Knowledge on Demand” and started to its service. [Knowledge on Demand: On-line manual provider]</td>
</tr>
<tr>
<td>March 2019</td>
<td>Listed on the Tokyo Stock Exchange First Section</td>
</tr>
</tbody>
</table>
The largest on-line media company in Japan

Established in 1999

Listed on Tokyo Stock Exchange First Section in 2019

Softbank group company (Acquired Sprint in US)
ITmedia - Our Media and Services

IT Industry

Electronics, Mechanics and Manufacturing Industries

Consumer Market

※ as of November 2020
## Media Positioning-Map

### Audience

<table>
<thead>
<tr>
<th>Operations division</th>
<th>IT division</th>
<th>R &amp; D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management/ Business Responsibility</td>
<td>Management/ Business Planning</td>
<td>Design / Development / Operation</td>
</tr>
<tr>
<td>Finance / HR / General affairs</td>
<td>IT strategy and control</td>
<td>Design / Development / Operation</td>
</tr>
<tr>
<td>Sales department/ Marketing</td>
<td>Design / Development / Operation</td>
<td>Design / Development / Quality control / Production control</td>
</tr>
</tbody>
</table>

### Marketing needs

<table>
<thead>
<tr>
<th>Media Advertising</th>
<th>Lead Generation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trend Awareness</td>
<td>Media Advertising</td>
</tr>
<tr>
<td>Recognition of issues</td>
<td>Lead Generation</td>
</tr>
<tr>
<td>Searching for Solutions</td>
<td>Lead Generation</td>
</tr>
<tr>
<td>Select Solutions</td>
<td>Lead Generation</td>
</tr>
</tbody>
</table>

### Media Advertising

- **ITmedia**
  - All ITmedia contents feed/portal
- **ITmedia NEWS**
  - Social and IT news for business people
- **ITmedia Mobile**
  - New models information and how to use mobiles
- **ITmedia NEWS ONLINE**
  - For next generation leaders
- **ITmediaビジネス**
  - Membership community for business leaders
- **ITmediaマーケティング**
  - Membership media with the forefront of B to B digital marketing
- **ITmedia PC USER**
  - For desktop and portable computer users
- **ITmedia ホームページ**
  - Fun and interesting news from a variety of categories from net
- **ITmedia ITプラス**
  - For the IT leaders who innovate business, focusing on Business and technology
- **ITmediaエンタープライズ**
  - Provide problem solving methods for IT experts

### Lead Generation

- **キーマンズネット**
  - Introduce IT products for corporations
- **TechTarget Japan**
  - Provide information of IT products/services helping members to decide their purchase
- **発注ナビ**
  - Matching service for development / production orders

### Electronic Technology

- **EE Times Japan**
  - Focusing on the electronics industry’s business trends and emerging technologies
- **EDN Japan**
  - How-to information to design and develop electronic products and new product information
- **Energy**
  - Focusing on power savings, electricity storage, power generation and technologies/products that underlie Smart Society
- **Architecture and construction**
  - Bringing innovation to the construction industry with IT and IoT
- **Built IT**
  - Provide information for engineers who consider selecting products or services
Potential and coverage of LeadGen. media

- Media & Services: 4
- Specialized media categories: 19
- Total number of members: 870,000
- Number of published articles per year: 7,000
- Number of white papers: 13,000
- Number of editors: 15

Industries:
- Manufacturing
- Education
- Medical

Job categories:
- Marketing
- Sales
- Corporate Planning
- Management/CIO

IT infrastructure:
- Storage
- Cloud
- Security

Application / Solution:
- ERP
- Work style reforms
- Data analytics

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Lead generation is the process of creating sales potentials which convert into sale lead for new sales opportunities
Virtual Events
1200+ advertiser coverage

- Businesses/Consulting
  - accenture
  - NRI
  - SAP
  - Computer Associates

- Electronics/Home appliances
  - SONY
  - SHARP
  - Panasonic
  - TOSHIBA
  - HITACHI
  - FUJITSU
  - HITACHI Inspire the Next

- Telecom/Mobiles
  - KDDI
  - SoftBank

- Internet services
  - USEN
  - NETFLIX
  - cybozu
  - salesforce
  - SAKURA internet

- IT/Computers
  - NEC
  - IBM
  - Samsung
  - Hewlett Packard Enterprise
  - symantec
  - ORACLE
  - Lenovo
  - McAfee
  - EIZO
  - EIZO

- Human resources/Job offers
  - en
  - マイナビ
  - RECRUIT
  - PASONA TECH IT Hardware Company
  - はたらくこまち
  - Intelligence

- Advertising partners
  - Google
  - Yahoo! JAPAN
  - Hatena

- Electronics/Mechanical
  - Autodesk
  - OMROM
  - SIEMENS
  - OLYMPUS

- Hardware
  - maxell
  - OKI
  - Canon
  - PENTAX
  - EPSON
  - OLYMPUS
Comparison-1: Page Views in IT division categories

ITmedia has No.1 of PV in website for IT engineers and managers in IT business

※As of Oct 2018 (The data for Ashahi Interactive is in 2018)
Comparison-2: Number of registered members in LeadGen media

ITmedia has No.1 of total members in IT categories

※As of Oct 2018
Comparison-3: Share of the Enterprise-IT Market

ITmedia has No.1 market share in the B2B IT market

- Lead Gen media: 40%
- Advertising media: 17%
- Competitor A: 25%
- Competitor B: 7%
- Competitor C: 7%
- Competitor D: 2%
- Competitor E: 2%

Our original advertising research as of FY2017 (Advertorial & Online Lead Gen.)

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Contribute to Information Revolution by Innovating Professional Media

We believe;

• Professionals and professionalism make media reliable.
• Technology changes media conventional to innovative.
• Media can provide social knowledge to our community.