

Company Introduction Materials

GMO Pepabo, Inc.

stock code : 3633



About

Our company offers internet services designed to support a wide range of creators, from individuals to corporations involved in expressive activities.

We strive to stand alongside all those engaged in creative expression worldwide, utilizing technology to eliminate any obstacles, and providing the support they need to foster new value and ultimately, contribute to building a more innovative society.

Corporate Philosophy

Make it more playful

Mission

Increase the output of humanity

Company Information (As of December 31, 2024)

Company Name	GMO Pepabo, Inc.
Head Office	Cerulean Tower 26-1 Sakuragaokacho, Shibuya ku, Tokyo, JAPAN
Fukuoka Office	Tenjin Prime 2-7-21 Tenjin, Chuo ku, Fukuoka
Kagoshima Office	Dai-2 NT Building 3-1 Uearatacho, Kagoshima shi , Kagoshima
Established	January 10, 2003
Capital	262.2 million yen

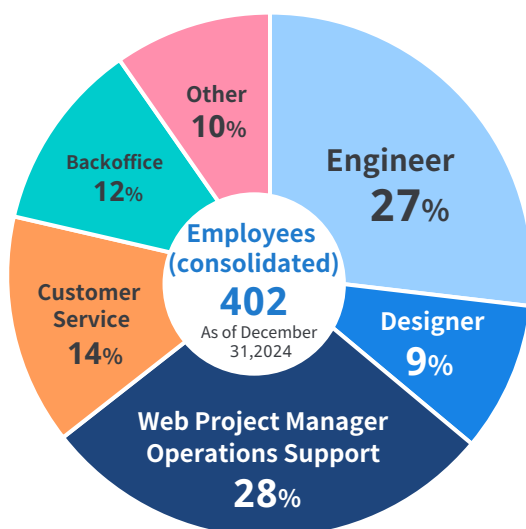


Partner Occupation Breakdown

President's Profile

Representative Director and CEO Kentaro Sato

While in college, he met the founder, through each other's homepages, and helped manage the rental server service "Lolipop!", " In 2003, he participated in the launch of paperboy&co. They have held various positions such as customer service, marketing, and public relations, and have grown "Lolipop!" into one of the largest services in Japan. He also made use of his wide range of work experience to create a support system and research system for creators within the company, and worked hard to create a system to turn employees into creators. Later, as the person in charge of preparing for the listing, he took the company public in 2008. He has been leading GMO Pepabo as President and Representative Director since the following year, 2009.



History

- October

2001

● Established **MADAME Kikaku**, a limited partnership that became the predecessor of the Company.
- November

● Starts to provide "**Lolipop!**" rental server service.
- January

2003

● Established **paperboy&co. Y.G.** in Fukuoka.

● Transferred "**Lolipop!**" from the former limited liability company

Entry into hosting business
- January

2004

● Starts to provide "**MuuMuu Domain**" domain name acquisition service.
- March

● Becomes a consolidated subsidiary of **GMO Internet, Inc.**
- February

2005

● Starts "**Color Me Shop**", which provides an online shop opening/creation service.

Entry into EC support business
- December

2008

● Listed on JASDAQ (stock code: 3633)
- January

2012

● Starts "**minne**", a handmade products market.

Entry into the handmade business
- April

2014

● Renamed **GMO Pepabo, Inc.**

● Starts "**SUZURI**", which provides an original goods creation and sale service.
- February

2019

● **GMO Creators Network, Inc.** the operator of "**FREENANCE**" and other financial support services for freelancers, has become a consolidated subsidiary.

Entry into financial assistance business
- December

● Listed on the Second Section of the Tokyo Stock Exchange
- December

2020

● Assigned to the First Section of the Tokyo Stock Exchange
- April

2022

● Assigned to the Section of the Tokyo Prime Market

● Starts "**GMO Renshu**", which provides liaison and collection service for teams and classrooms.
- October

2023

● Assigned to the Section of the Tokyo Standard Market
- March

2024

● Starts "**GMO SOKURESU AI**", which provides an inquiry response support service with AI
- October

2024

● Starts "**Alive Studio**", which provides a streaming screen creation service for streamers and VTubers.

Business model

As of December 31, 2024

Services in Domain and Rental Server (Hosting)

We provide the rental servers and domains you need to create your website at reasonable prices.



One of Japan's largest rental server services



High Speed All SSD Rental Server



Domain name acquisition agency

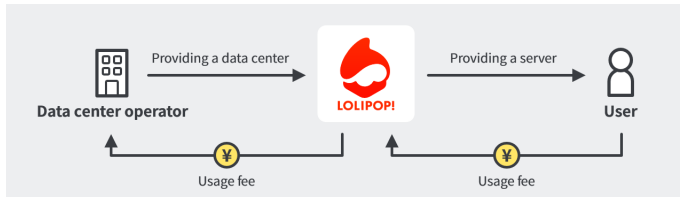


Easy Web Site Creation



Photo sharing and storage

Business model



Lolipop!

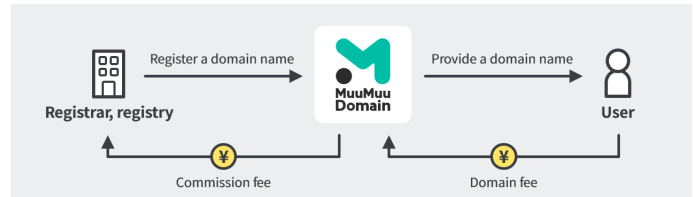
Rate plans* : Economy / Light / Standard / HighSpeed / Enterprise

Number of contracts : 0.40 million

*1. Rate plans

Economy 99 yen~, Light 264 yen~, Standard 495 yen~, High Speed 550 yen~, Enterprise 2,200 yen~

Business model



MuuMuu Domain

Usage fee : An annual fee of 0 yen or more

Number of contracts : 1.05 million

※When contracted together with a rental server

※A service maintenance adjustment fee will be charged in addition to the usage fee.

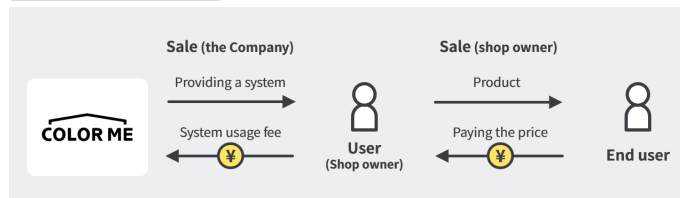
Services in E-commerce Support Business

We support the buying and selling of products on the Internet, from the creation of large-scale online stores to transactions between individuals.



Creation of online shops

Business model



Color Me Shop

Rate plans* : Free / Regular / Large / Premium

Number of contracts : 50,000

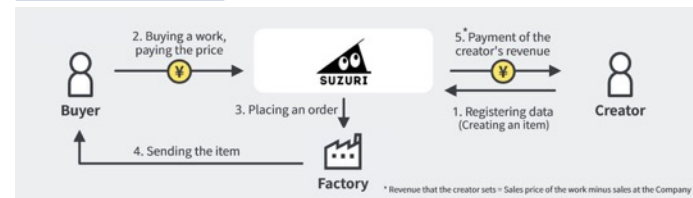
*1. Rate plans

Free 0 yen~, Regular 4,950 yen~, Large 9,595 yen~, Premium 39,600 yen~



Creation and sale of original goods

Business model



SUZURI

Annual gross merchandise value : 2.0 billion yen (2024 result)

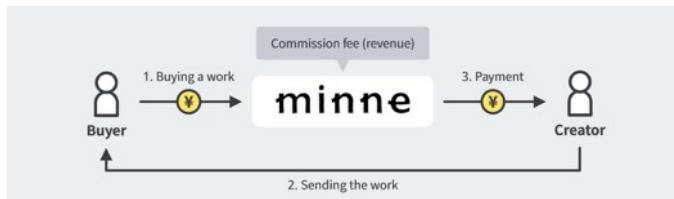
Number of contracts : 0.88 million

Number of members : 2.01 million

Service in Handmade Products Business

We provide a comprehensive manufacturing platform where you can meet unique handmade products and food products.

Business model

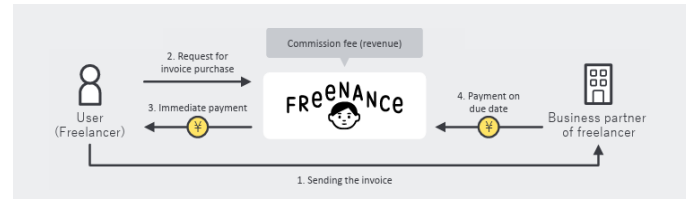


Sales commission	: 10.89% (tax included)
Annual gross merchandise value	: 11.5 billion yen (2024 result)
Number of creators and brands	: 0.93 million
Number of works	: 15.29 million

Service in Financial Support Business

We back up our freelancers' activities with immediate payment and indemnity insurance.

Business model



Minimum amount of invoice purchase	: 10,000 yen, no upper limit
Commission rate	: 3%-10% of invoice face value
Amount of purchases of invoices	: 5.3billion yen (FY2024)

GMO SOKURESU AI

We provide end-to-end support from AI chatbot implementation to operation, streamlining corporate inquiry handling.

Service Details



- AI chatbot specialized in handling external inquiries
- AI agent for handling internal inquiries
- RAG development and external API integration
- Support for implementing LLM application development platforms

Usage Fee	: Available upon request
Main Users	: Small and medium-sized corporations

Alive Studio

We lower the barriers for streamers and VTubers, creating a future where anyone can easily produce and stream videos.

Service Details

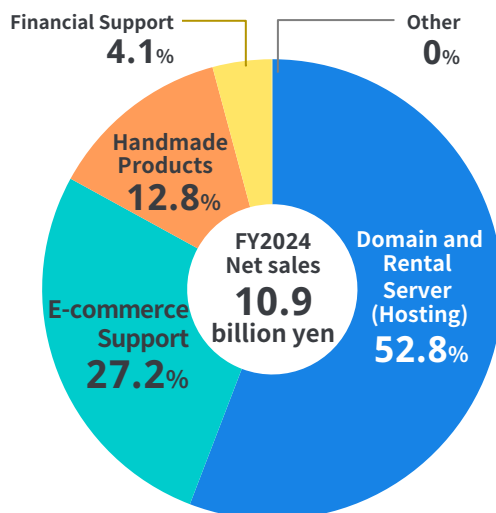


Even without design knowledge, you can easily create your own unique streaming screen.



Usage Fee	: A monthly fee of 980 yen or more
Main Users	: Individuals

Portfolio Management



Sustainable Activities (ESG/SDGs)

we increase the output of humans through business activities and seek to enhance corporate value and solve social issues with every stakeholder to help achieve a sustainable society.

Consideration for the global environment and conservation of it through reduction of environmental impact



Support for people from all walks of life to increase human output



Strengthening governance for sound and transparent corporate management

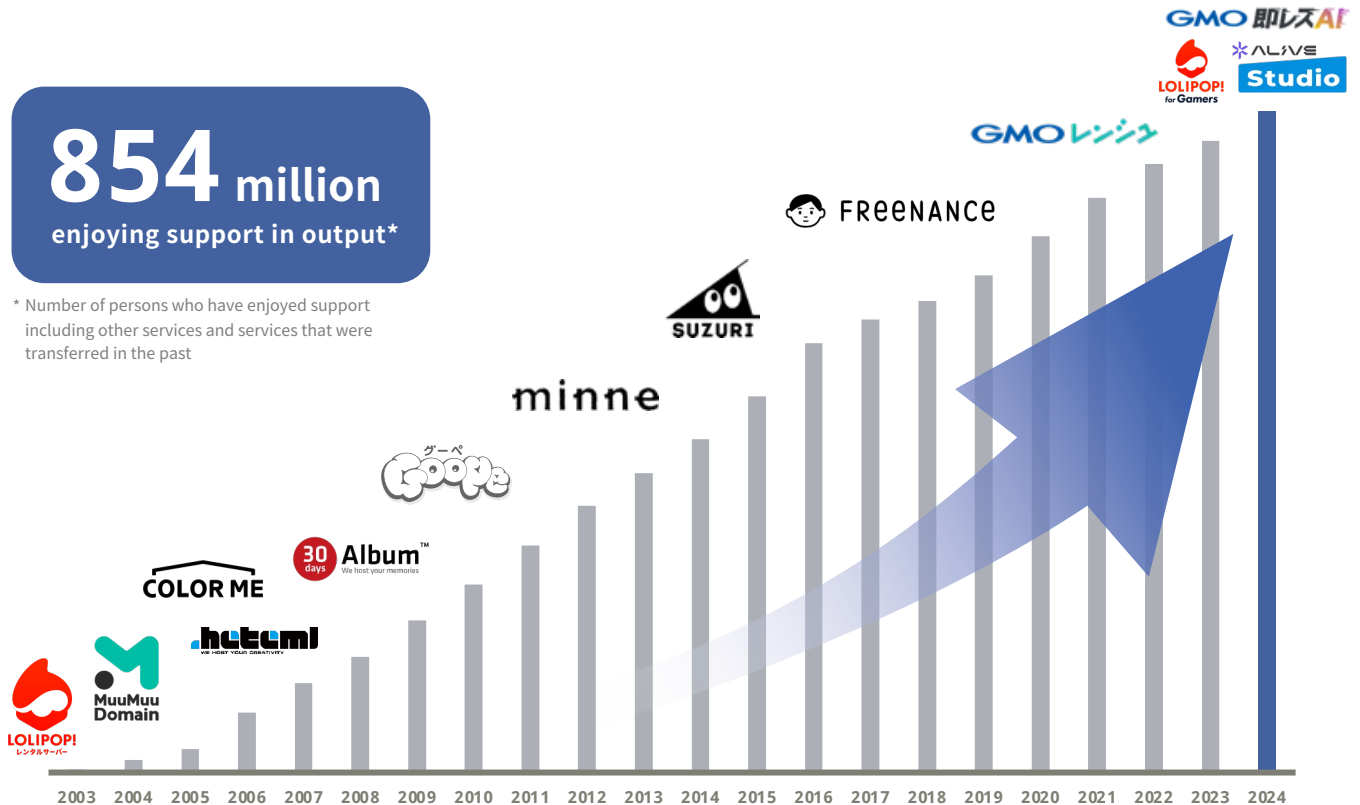


Number of People Supported Since Our Founding

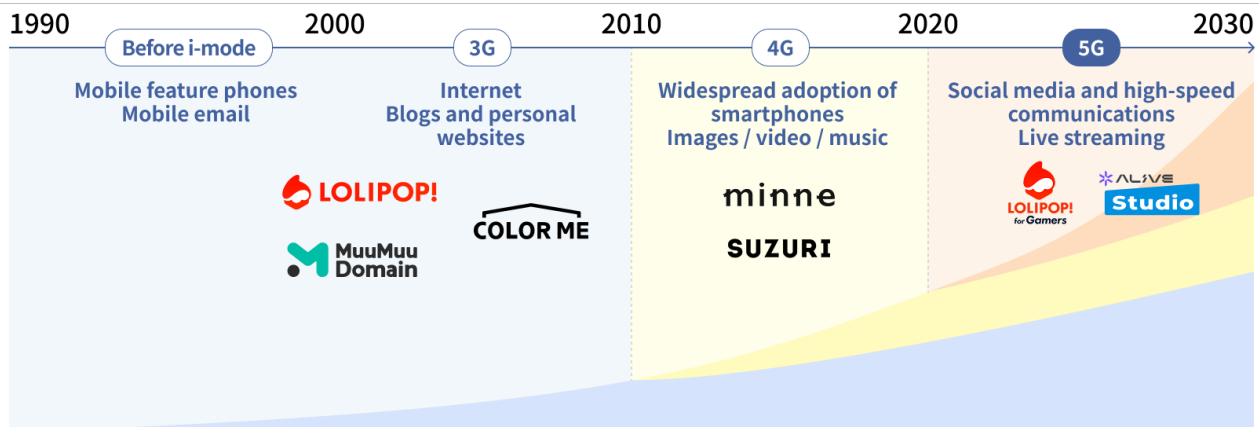
854 million

enjoying support in output*

* Number of persons who have enjoyed support including other services and services that were transferred in the past



Changes in Output Culture and Our History



Sponsorship and Support Activities

We support sports organizations. Through these supports, we will contribute to the development of local communities and the sports world.

Sports Support

鹿児島ユナイテッドFC
KAGOSHIMA UNITED FC

KAGOSHIMA UNITED FC

Avispa
FUKUOKA

Avispa FUKUOKA