

Company Presentation 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

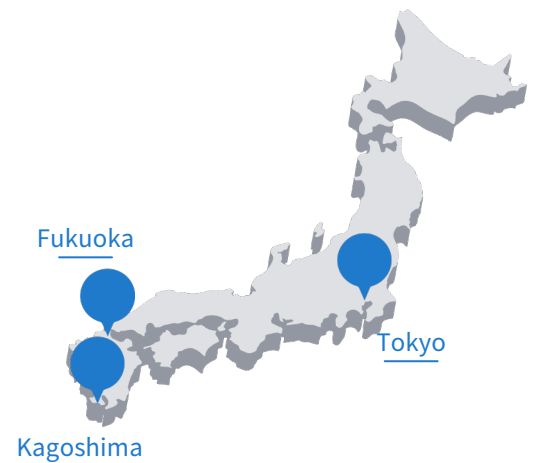
Make it more playful

Mission

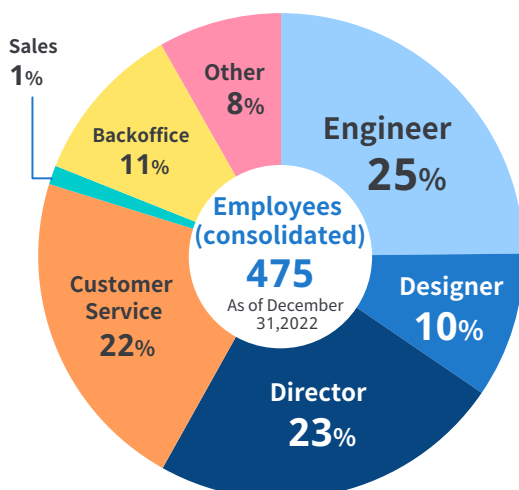
Increase the output of humanity

Company Information (As of December 31,2022)

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** ● Makes "**GMO Creators Network**", Inc. 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**

Services in Hosting Business

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

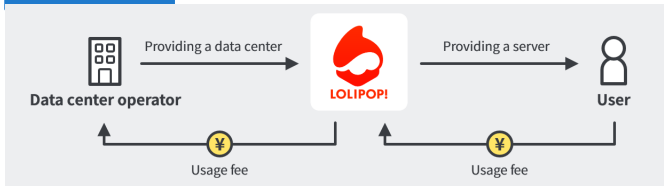


Domain name acquisition agency



Easy Web Site Creation

Business model



Lolipop!

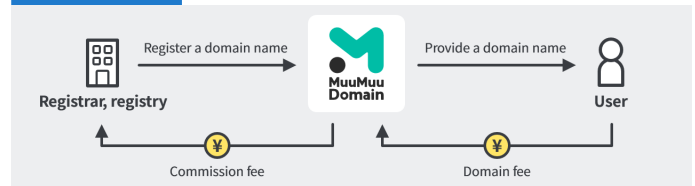
Rate plans*: Economy / Light / Standard / HighSpeed / Enterprise

Number of contracts: 0.41 million

*1. Rate plans

Economy 99 yen~, Light 220 yen~, Standard 440 yen~, High Speed 550 yen~, Enterprise 2,200 yen~

Business model



MuuMuu Domain

Usage fee: An annual fee of 85 yen or more

Number of contracts: 1.13 million

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

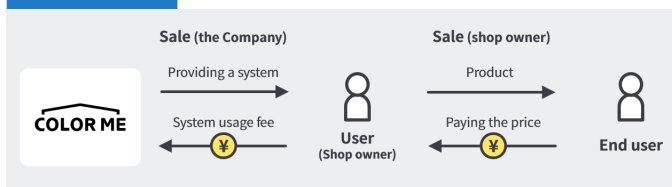


Photo sharing and storage



Creation and sale of original goods

Business model



Color Me Shop

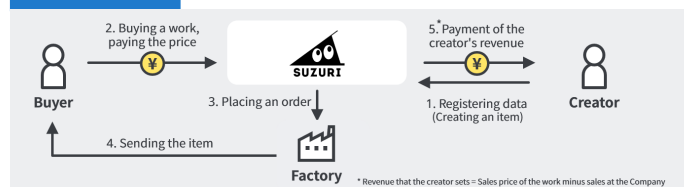
Rate plans*: Free / Regular / Large / Premium

Number of contracts: 50,000

*1. Rate plans

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

Business model



SUZURI

Annual gross merchandise value: 2.6 billion yen (2022 result)

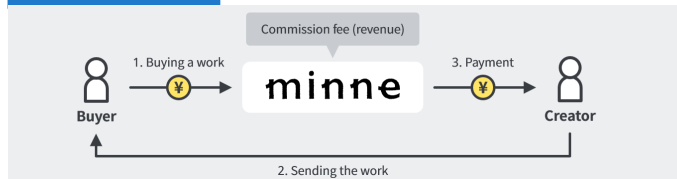
Number of creators: 0.69 million

Number of members: 1.41 million

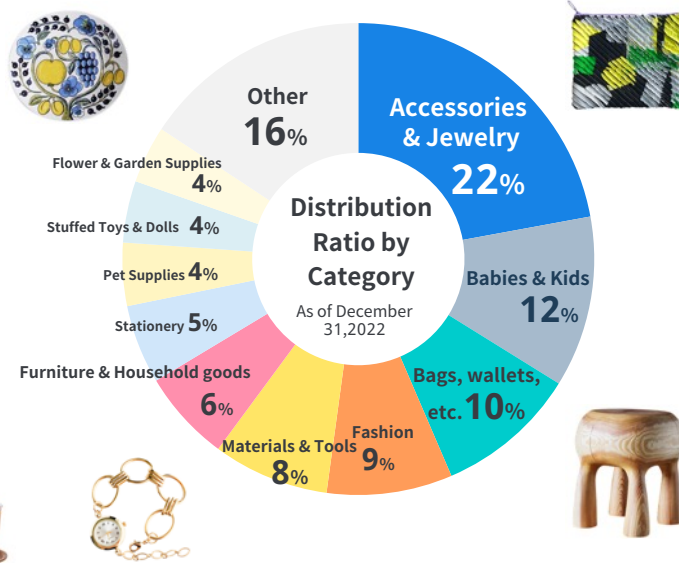
Service in Handmade Products Business

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

Business model



Sales commission:	10.56% (tax included)
Annual gross merchandise value:	15.0 billion yen (2022 result)
Number of creators and brands:	0.87 million
Number of works:	16.25 million



Service in Financial Support Business

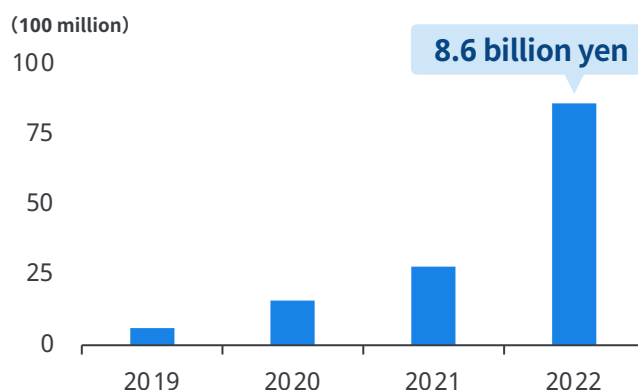
We back up our freelancers' activities with immediate payment and indemnity insurance.

Business model

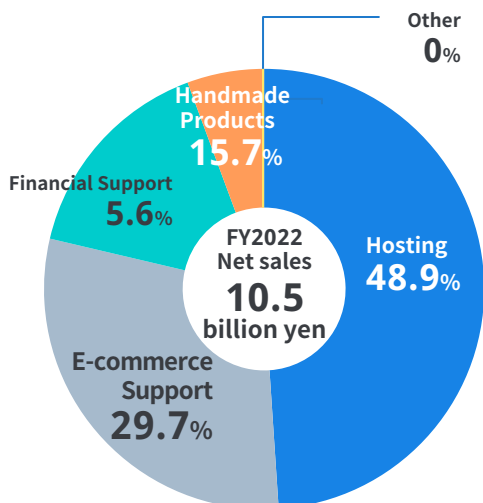


Minimum amount of invoice purchase:	10,000 yen, no upper limit
Commission rate:	3%-10% of invoice face value
Amount of purchases of invoices:	8.6 billion yen (FY2022)

Total amount of purchases of invoices



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



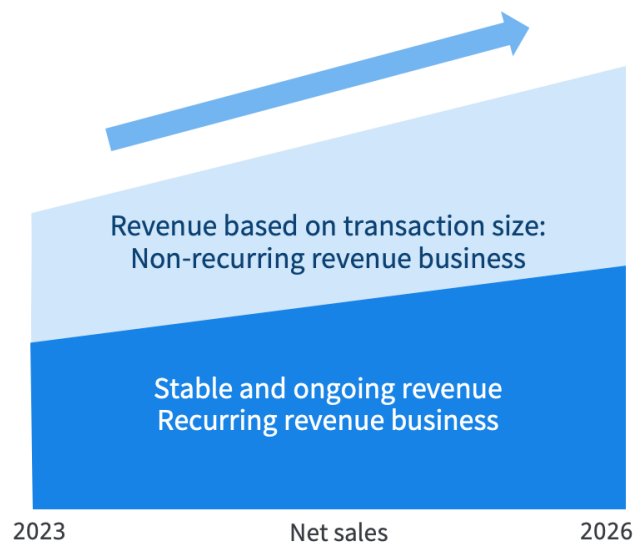
Strengthening governance for sound and transparent corporate management



Medium-to-long-term growth projection

We will aim for business growth in each service, identifying each as either a recurring business with services that mainly generate steady revenue, or a non-recurring business where revenue is mainly based on transaction size.

Main business	Service name	Segment
Non-recurring revenue business	minne	Handmade Products business
	FREENANCE	Financial Support business
	SUZURI	E-commerce Support business
Color Me Shop		
Recurring revenue business	Lolipop	Hosting business
	MuuMuu Domain	



Sponsorship and Support Activities

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

Sports Support



KAGOSHIMA UNITED FC



Avispa FUKUOKA

eSports Support



BLUEBEEES



Ark5



e-MOTORSPORTS FUKUOKA