

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 March 31,2026)

Company Name	GMO Pepabo, Inc.
Head Office	Cerulean Tower, 26-1 Sakuragaokacho, Shibuya ku, Tokyo, JAPAN
Fukuoka Office	Tenjin Sumitomo Life FJ Business Center, 2-8-35 Tenjin, Chuo-ku, Fukuoka City, Fukuoka
Kagoshima Office	Dai-2 NT Building, 3-1 Uearatacho, Kagoshima City , Kagoshima
Established	January 10, 2003
Capital	262.2 million yen

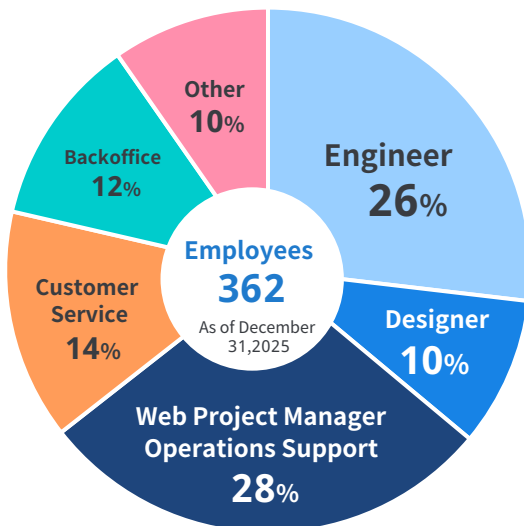


Partner Occupation Breakdown

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.
- December 2019** ● **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.
- March 2025** ● Starts "**Lolipop! Static IP Access,**" a VPN service that provides static IP addresses.

Business model

As of December 31, 2025

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



Game Servers for Multiplayer



The lowest-cost fixed IP VPN in Japan



Easy Web Site Creation

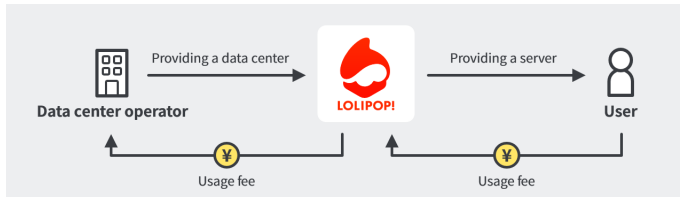


Domain name acquisition agency



High Speed All SSD Rental Server

Business model



Lolipop!

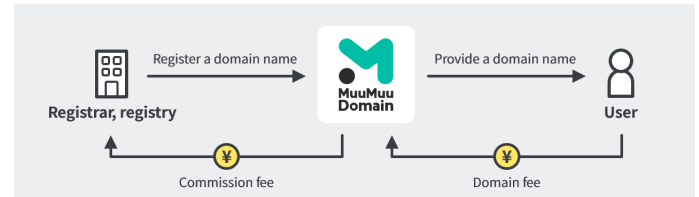
Rate plans* : Economy / Light / Standard / HighSpeed / Enterprise

Number of contracts : 0.39 million

*1. Rate plans

Economy 121 yen~, Light 330 yen~, Standard 605 yen~, High Speed 660 yen~, Enterprise 2,420 yen~

Business model



MuuMuu Domain

Usage fee : An annual fee of 0 yen or more

Number of contracts : 1.02 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

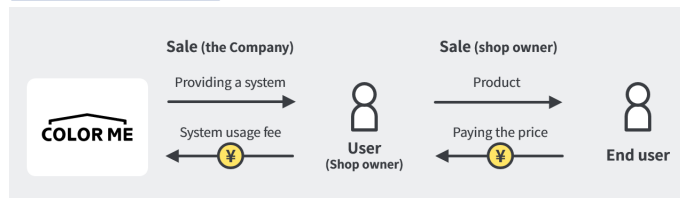


Creation and sale of original goods



Photo sharing and storage

Business model



Color Me Shop

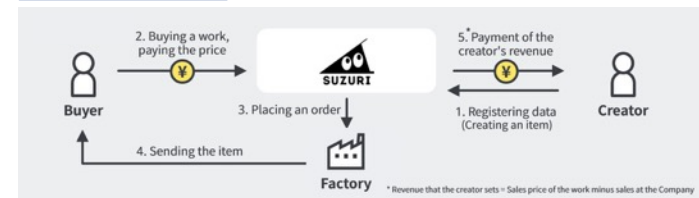
Rate plans* : Free / Regular / Large / Premium

Number of contracts : 48,000

*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 : 1.9 billion yen (2025 result)

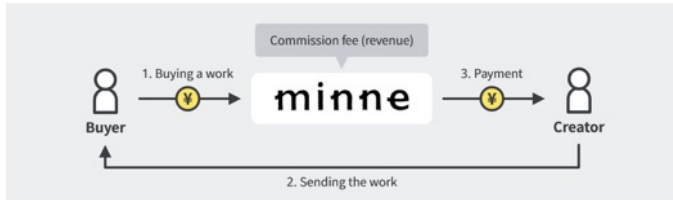
Number of contracts : 0.98 million

Number of members : 2.33 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 : ~10.66% (tax included)
- Annual gross merchandise value : 10.4 billion yen (2025 result)
- Number of creators and brands : 0.97 million
- Number of works : 17.50 million

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
- Support for implementing LLM application development platforms
- AI Upskilling for the Corporate Workforce

- Usage Fee : Available upon request
- Main Users : Corporations and Local Governments

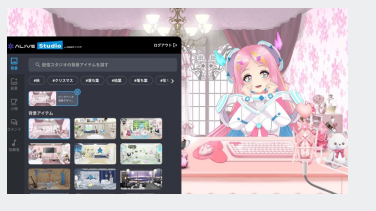
Alive Studio

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

Service Details

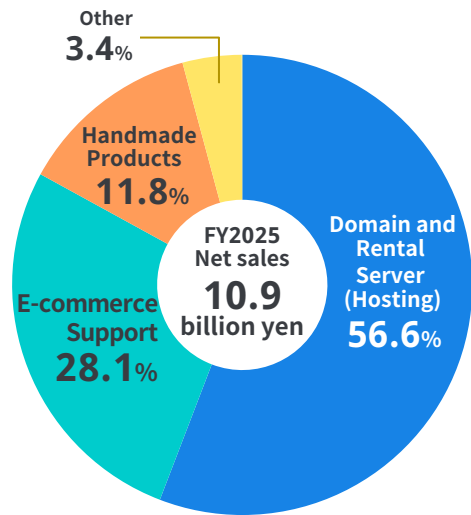


Even without design knowledge, you can easily create your own unique streaming screen.



- Usage Fee : Free / Premium (¥980/month)
- Main Users : Streamers and VTubers
- Corporations looking to promote their brand using in-house IP.

Portfolio Management



Business Segments and Core Services

Domain and Rental Server (Hosting) business



E-commerce Support business



Handmade Products business



Other

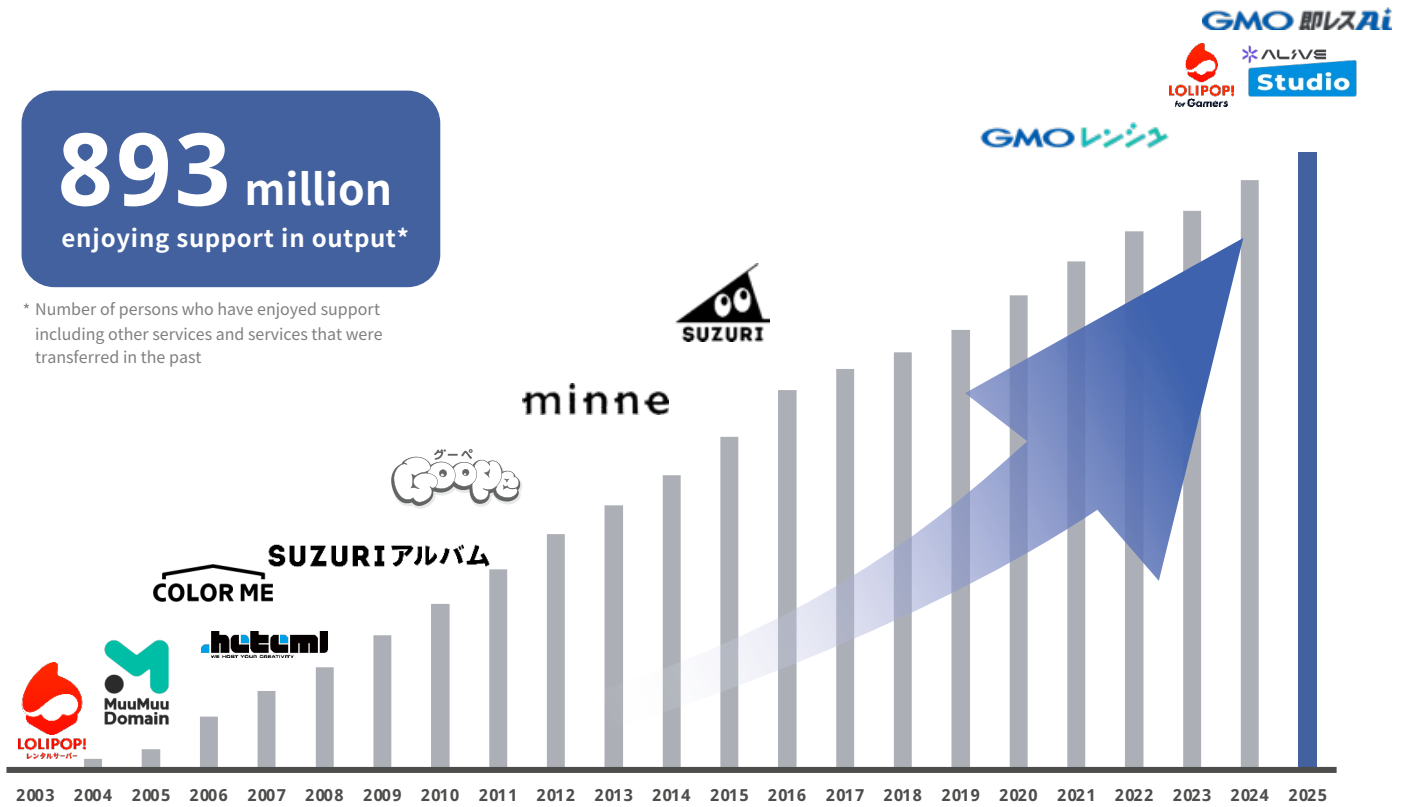


... Recurring Revenue Business Model

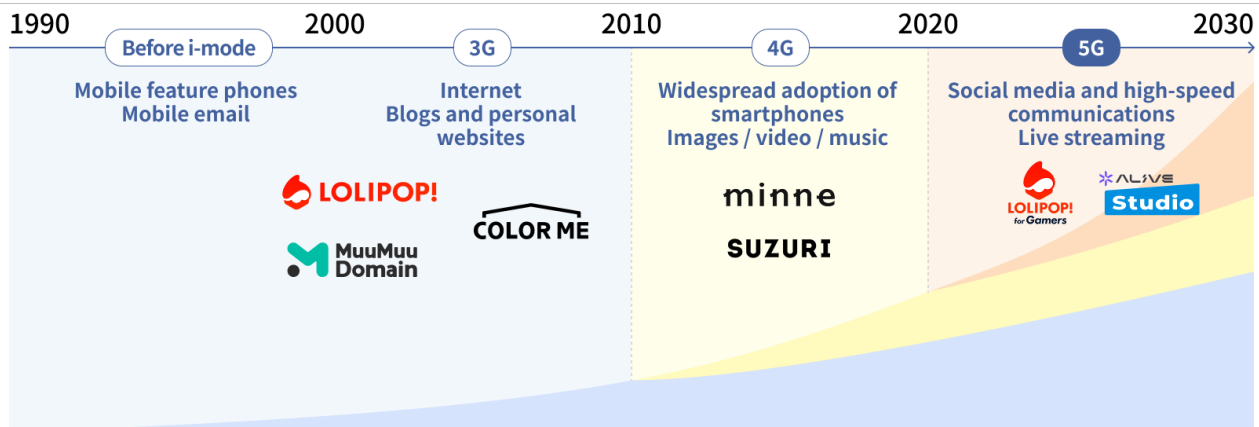
Number of People Supported Since Our Founding

893 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