

Fiscal Year 2025 First Quarter

# FINANCIAL RESULTS PRESENTATION MATERIALS

GMO Pepabo, Inc.  
Stock code: 3633 (TSE Standard Market)



PEPABO PHILOSOPHY + SERVICES  
MAKE IT MORE PLAYFUL



FINANCIAL  
RESULTS  
PRESENTATION  
MATERIALS

TYPE

PUBLIC INFORMATION

[HTTPS://PEPABO.COM/IR/](https://pepabo.com/ir/)  
FOR SHAREHOLDERS  
AND INVESTORS



## Summary of Results in Q1 FY2025



- Net sales and operating profit increased year on year. Net sales were strong. They increased year on year in all businesses.
- Profitability was maintained and operating profit increased despite investments in products for enterprises that were made for future growth.

### Q1 FY2025 Topics

- **Recurring-type services remained strong.**

Net sales from the Domain and Rental Server (Hosting) Business increased due to the accumulated number of contracts for MuuMuu Server.

For Color Me Shop in the E-commerce Support business, the switch to higher-grade plans progressed due to the consolidation of plans.

- **We expanded the lineup of products and services that cater to corporate demand.**

We began to sell Google Workspace on Lolipop Static IP Access and MuuMuu Domain. For GMO SOKURESU AI, we enhanced the lineup of services for enterprises and strengthened sales activities.

- **We increased shareholder returns and maintained a sound financial standing.**

We increased the dividend payout ratio from 50% to 65% and purchased treasury shares on an ongoing basis. Free cash flows remained stable.

## AGENDA

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- Summary of Results in Q1 FY2025
- Initiatives in the First Quarter and Topics Regarding Future Initiatives

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# Summary of Results in Q1 FY2025

# CHAPTER

## Consolidated Results in Q1 FY2025

- Net sales were strong, having increased year on year in all businesses. Operating profit increased because we maintained profitability while investing in products for enterprises for future growth.
- One-time non-operating expenses, including share of loss of entities accounted for using equity method, were posted.

(Million yen)

Item	FY2024 (Q1)	FY2025 (Q1)	Change	YoY
Net sales	2,647	2,745	+98	103.7%
Operating profit	234	335	+100	143.0%
Ordinary profit	235	309	+73	131.3%
Profit attributable to owners of parent	154	237	+82	153.2%
Earnings per share (yen)	29.33	44.96	+15.63	153.3%

## Progress in Results in FY2025

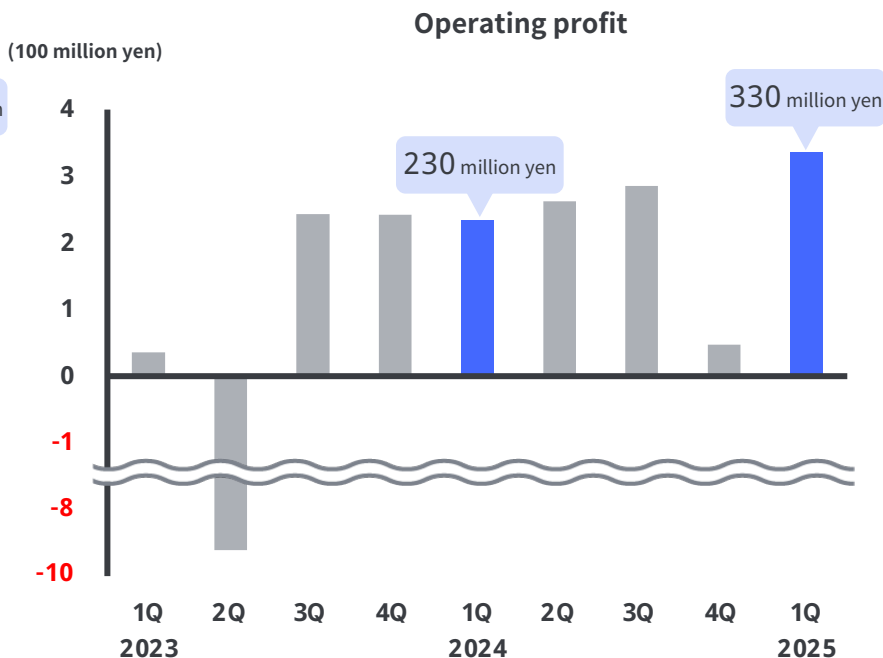
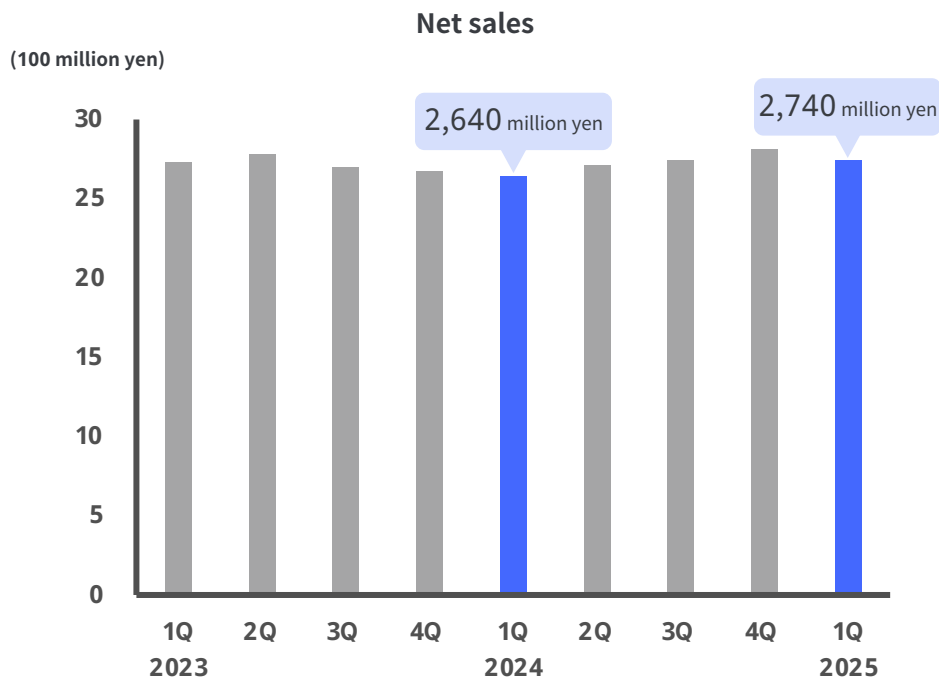
- Steady progress was made against the full-year financial results forecasts for FY2025.

(Million yen)

Item	FY2025 (Full-year forecast)	FY2025 (Q1)	Progress
Net sales	11,184	2,745	24.5%
Operating profit	888	335	37.8%
Ordinary profit	860	309	36.0%
Profit attributable to owners of parent	536	237	44.2%
Profit per share (yen)	101.64	44.96	44.2%

## Trends in Consolidated Results (by Quarter)

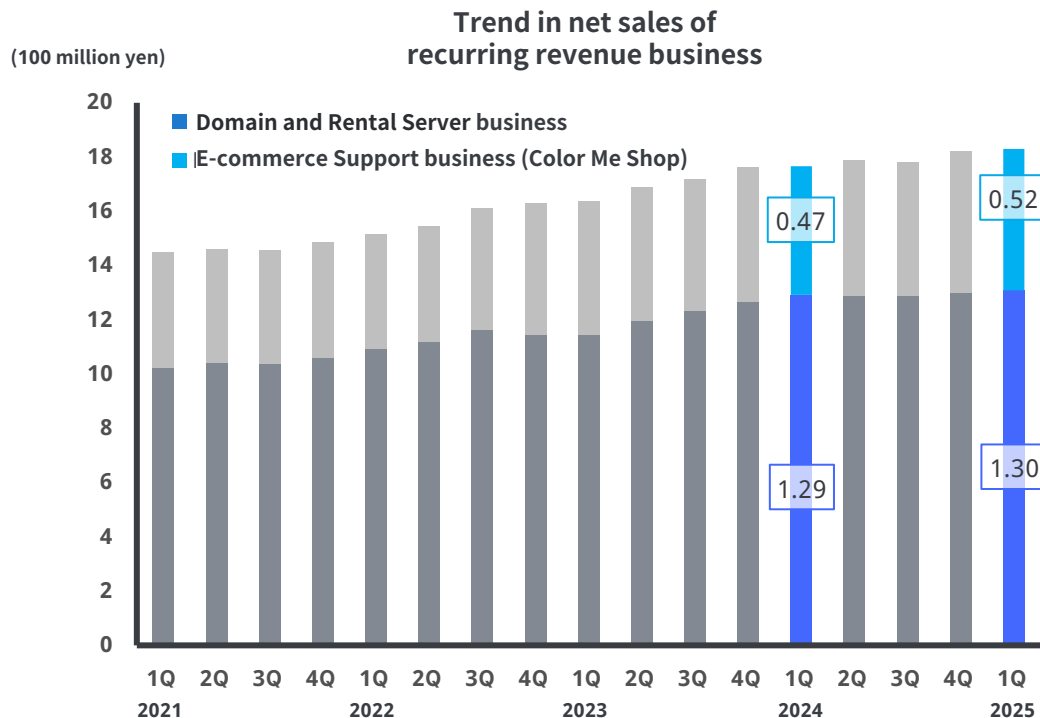
- Net sales increased year on year due to the steady performance of recurring-type business.
- Operating profit increased year on year due to the steady progress in the collection of receivables in the Financial Support business and the implementation of cost-cutting measures.



## Net Sales (Recurring-Type Business)

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- Net sales from recurring revenue business steadily grew 103.6% year over year.
- Sales increased year on year due to an increase in the ratio of subscriptions to high unit price plans, with the net sales from recurring-type business ratio at 66.7%.



Fiscal Year 2024  
First Quarter

**1,760**  
million yen



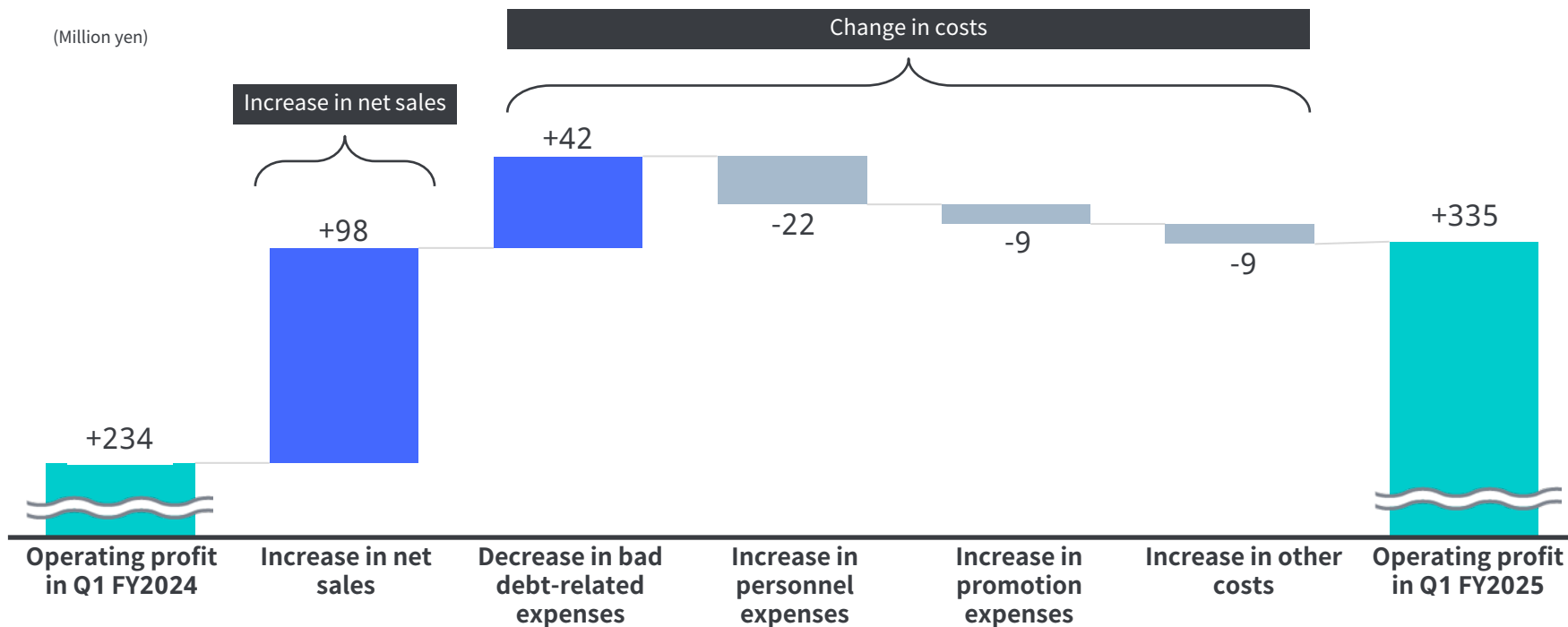
Fiscal Year 2025  
First Quarter

**1,820**  
million yen



## Operating Profit Change Analysis (First Quarter)

- Operating profit increased significantly due to a decrease in bad debt-related expenses, which resulted from progress in the collection of receivables in the Financial Support business, in addition to the effect of the increase in net sales.



## Results by Segment in Q1 FY2025

- Net sales increased due to the consolidation of Color Me Shop plans in the E-commerce Support business and an increase in the percentage of individual deals with high commission rates in the Financial Support business.
- Operating profit increased due to steady progress in the collection of receivables in the Financial Support business.

(Million yen)

Item	Segment	Fiscal Year 2024 First Quarter	Fiscal Year 2025 First Quarter	Change	YoY
Net sales		2,647	2,745	+98	103.7%
	Domain and Rental Server (Hosting) business	1,522	1,542	+19	101.3%
	E-commerce Support business	665	701	+36	105.5%
	Handmade Products business	359	364	+4	101.3%
	Financial Support business	99	135	+36	136.4%
Operating profit		234	335	+100	143.0%
	Domain and Rental Server (Hosting) business	519	476	-43	91.7%
	E-commerce Support business	137	200	+62	145.8%
	Handmade Products business	19	49	+30	256.1%
	Financial Support business	-6	85	+92	-

\* Excluding head office costs, etc.

# Detailed Results by Segment

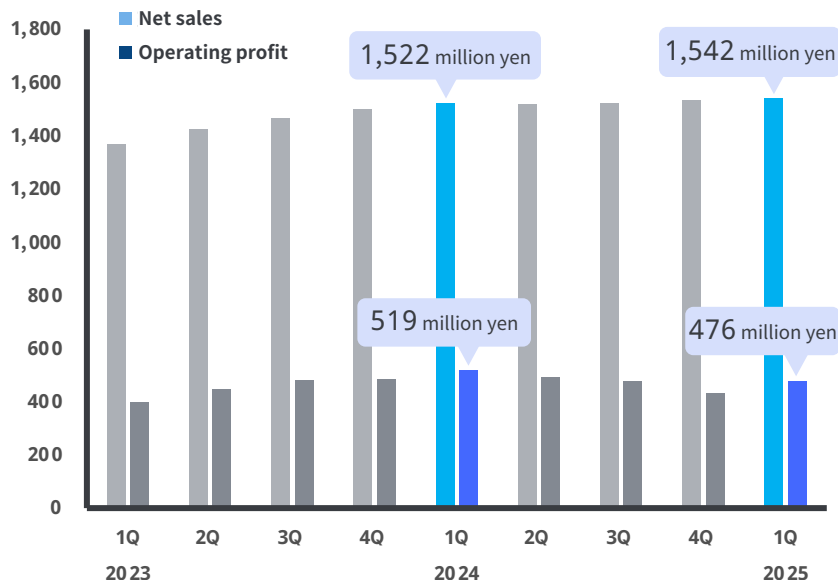
# CHAPTER

## Domain and Rental Server (Hosting) business

- Net sales increased year on year due to the accumulation of recurring revenue that was a resulted of the increase in the number of contracts for MuuMuu Server that we received.
- Operating profit decreased year on year due to the implementation of investments related to the provision of products and new services for enterprises.

Trend in Domain and Rental Server (Hosting) business results

(Million yen)



Net sales	(Million yen)	Q1 FY2024	Q1 FY2025	Difference	YoY
Domain and Rental Server (Hosting) business		1,522	1,542	+19	101.3%
Lolipop!		650	654	+3	100.6%
MuuMuu Domain		644	661	+17	102.6%

- Lolipop! : Net sales increased due to posting of sales from Lolipop! for Gamers, a new service.
- MuuMuu Domain: Net sales increased due to the accumulated number of contracts for MuuMuu Server.

### Operating profit

Operating profit	(Million yen)	Q1 FY2024	Q1 FY2025	Difference	YoY
Domain and Rental Server (Hosting) business		519	476	-43	91.7%
Lolipop!		344	299	-44	87.1%
MuuMuu Domain		109	103	-6	94.4%

- Lolipop! : Expenses were incurred due to the development of Lolipop! for Gamers and Lolipop Static IP , which are new services.
- MuuMuu Domain: Profit decreased due to the impact of rising costs because of the weak yen.

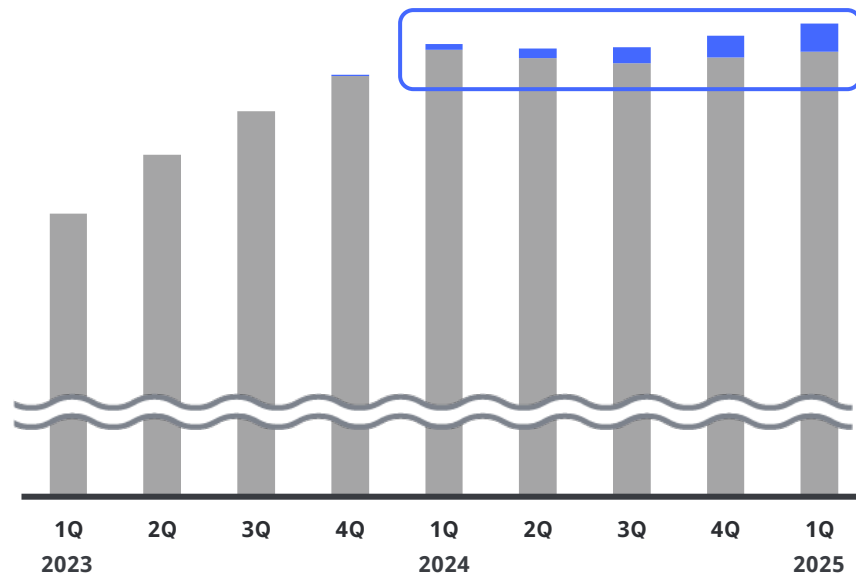
## Trends in Domain and Rental Server (Hosting) Business KPIs, Recurring Revenue

- Recurring revenue remained stable. In addition, sales from Lolipop! for Gamers and MuuMuu Server have steadily accumulated.
- Spending per customer increased year on year due to price revisions and a higher ratio of subscriptions to high unit price plans.

Recurring revenue breakdown

■ Lolipop! + MuuMuu Domain  
■ Lolipop! for Gamers+MuuMuu Server

Trend in sales of new services



Lolipop! Spending per customer

(Yen)

550

525

500

475

450

1Q 2Q 3Q 4Q 1Q 2Q 3Q 4Q 1Q  
2023 2024 2025

MuuMuu Domain:  
Average Price of Domains  
under Contract

(Yen)

210

195

180

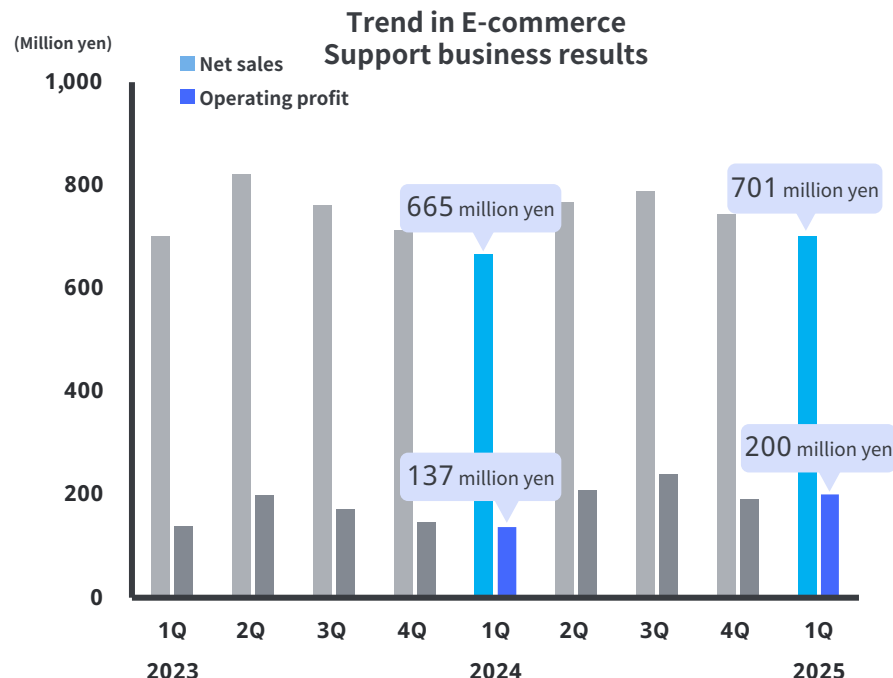
165

150

1Q 2Q 3Q 4Q 1Q 2Q 3Q 4Q 1Q  
2023 2024 2025

## E-commerce Support business

- Net sales increased year on year due to the effect of the consolidation of Color Me Shop plans and an increase in projects for SUZURI corporate customers, etc.
- Operating profit increased year on year as AI utilization across services reduced customer service costs.



Net sales	(Million yen)	Q1 FY2024	Q1 FY2025	Difference	YoY
E-commerce Support business		665	701	+36	105.5%
Color Me Shop		504	536	+31	106.3%
SUZURI		161	165	+4	102.8%

- Color Me Shop: The ratio of subscriptions to higher-grade plans increased due to consolidation of plans.
- SUZURI: Net sales from projects for corporate customers, etc. increased.

## Operating profit

E-commerce Support business	137	200	+62	145.8%
Color Me Shop	174	213	+38	122.0%
SUZURI	-27	-0	+27	-

- Color Me Shop: Profit increased due to a decrease in costs due to the use of AI, in addition to an increase in sales.
- SUZURI: Profit increased due to a decrease in expenses for promotion, etc. in addition to an increase in sales.

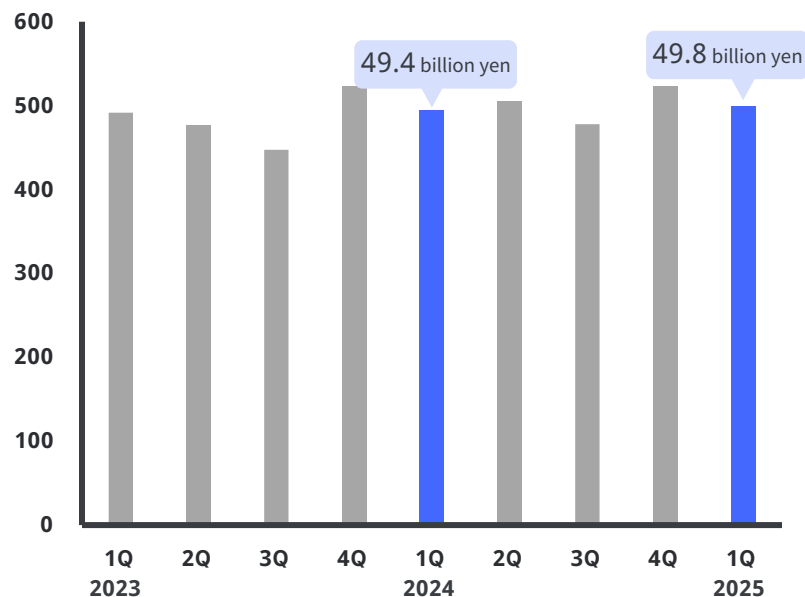
## Trend in E-commerce Support Business KPIs (Color Me Shop)

GMOペパボ

- Gross merchandise value for Q1 FY2025 was 100.9% of the same period the previous year
- Quarterly gross merchandise value per store increased gradually, with spending per customer at paid stores also rising, driving strong performance.

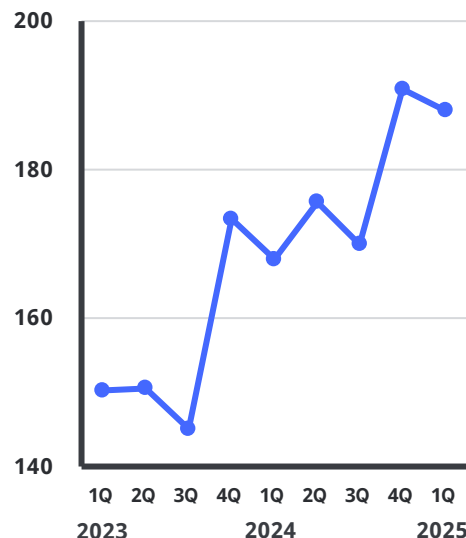
Trend in gross merchandise value

(100 million yen)



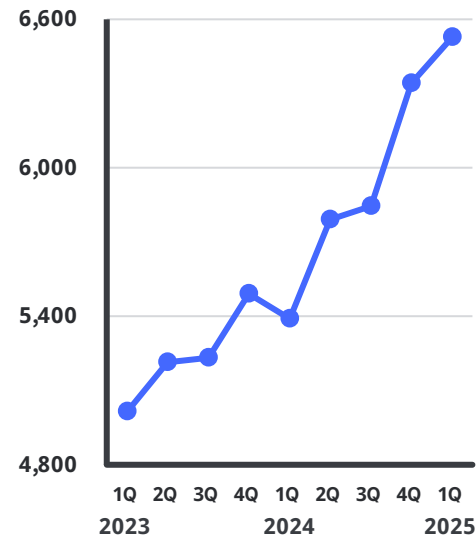
Quarterly GMV per store

(10,000 yen)



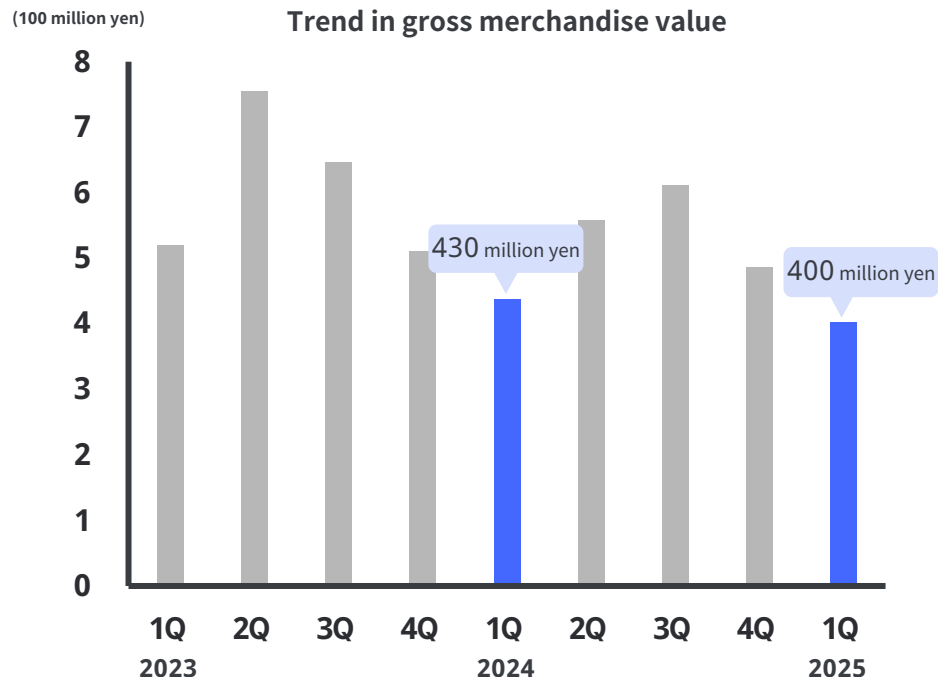
Spending per customer for paid stores

(Yen)



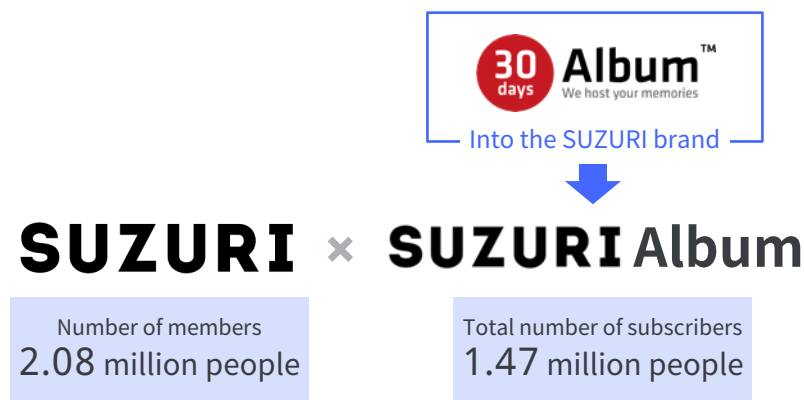
## Trend in E-commerce Support business KPIs (SUZURI)

- Gross merchandise value decreased year on year. We strengthened cooperation with creators engaged in video and live streaming.
- We will integrate 30days Album into the SUZURI brand, aiming to improve the experience of 3.55 million users leveraging the synergy between photography and the creation of original goods.



### Integrating 30days Album into the SUZURI brand

Improving the user experience leveraging the synergy between the creation of original goods on SUZURI and the use of 30days Album photography

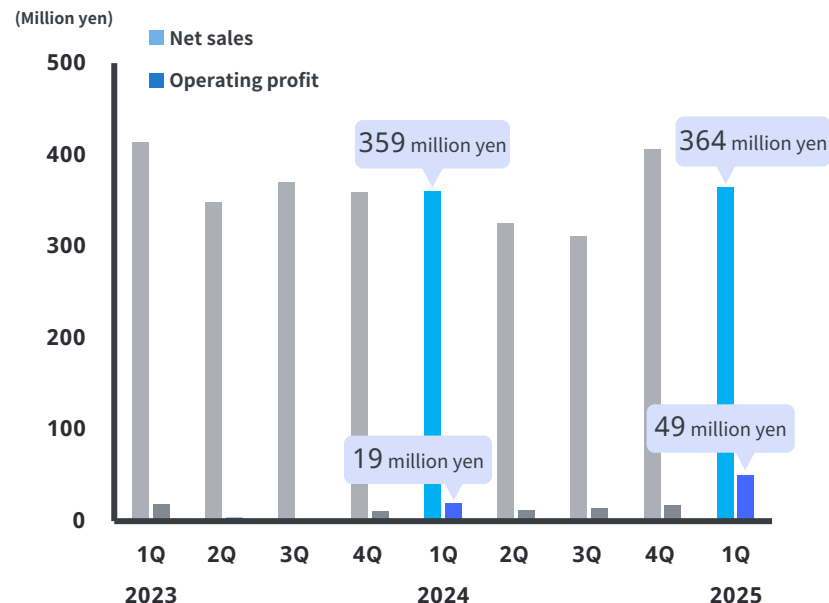




## Handmade Products business

- Net sales increased despite a decline in gross merchandise value that was more than offset by the growth of minne ads and minnePLUS.
- The operating profit margin improved and profit increased due to the implementation of minne ads, which supports the promotional activities of creators.

### Trend in Handmade Products business results



### Net sales

(Million yen) Q1 FY2024 Q1 FY2025 Difference YoY

Net sales	(Million yen)	Q1 FY2024	Q1 FY2025	Difference	YoY
Handmade Products business					
minne		359	364	+4	101.3%

- Net sales increased due to the growth of minne ads and minnePLUS.

### Operating profit

Operating profit					
Handmade Products business					
minne		19	49	+30	256.1%

- Profit increased due to a decrease in cost, which resulted from optimization of human resources, in addition to an increase in net sales.

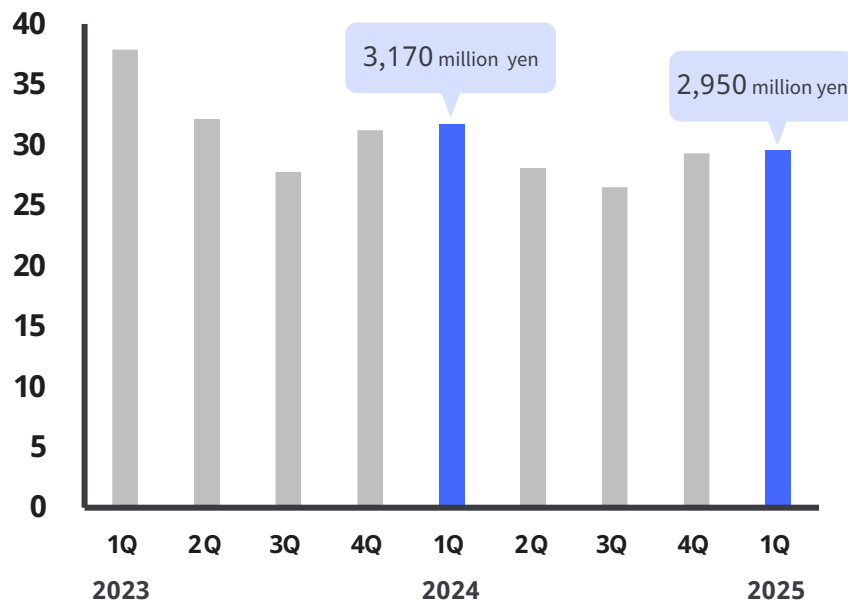
## Handmade Products business

GMO パパポ

- Feature enhancements were launched for minne ads and minne PLUS, which supports the promotional and marketing activities of artists and brands, leading to growing recognition
- We will begin providing a new function, which improves support for minne artists and user experience, in the third quarter.

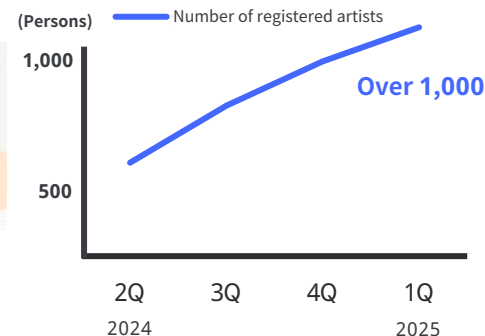
### Trend in gross merchandise value

(100 million yen)



### Trend in minnePLUS

The number of artists registered with minnePLUS, a monthly fee plan that we began to provide in May last year, has been increasing. We will enhance its function to support artists, aiming to further increase the number of registered artists.



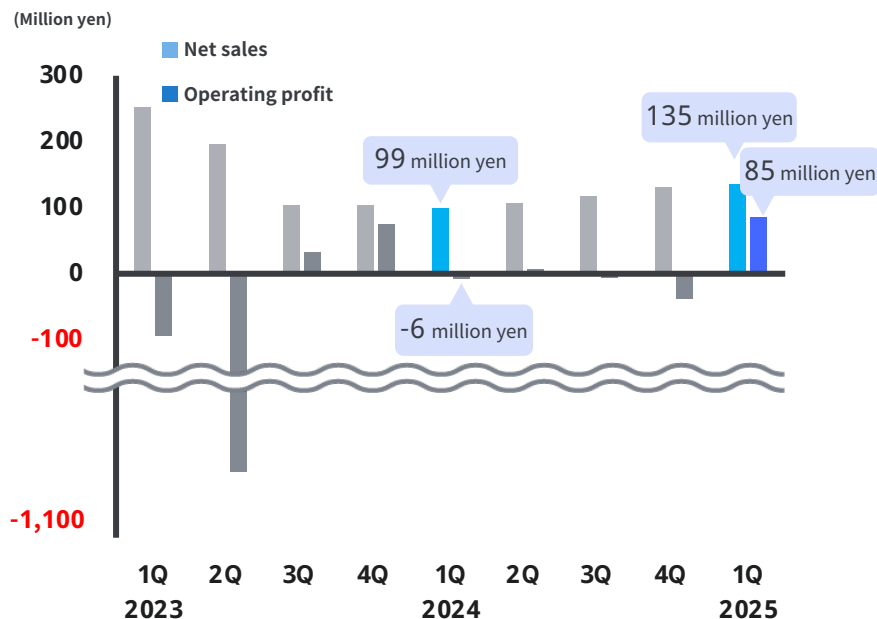
#### Future Measures

We will cooperate with enterprises, create editorial ads, and hold events aiming to sign deals with corporate customers. We will also start providing a new function which improves support for minne artists and the user experience in the third quarter.

## Financial Support business

- Net sales increased due to the expansion of invoice purchasing in individual deals and the continuation of ASP linkage initiatives with enterprises.
- Operating profit was regained due to steady progress in the collection of receivables in addition to an increase in net sales.

Trend in Financial Support business results



### Net sales

	Q1 FY2024	Q1 FY2025	Difference	YoY
Financial Support business				
FREENANCE	99	135	+36	136.4%

- The amount of purchases of invoices remained flat, but the percentage of individual deals with high commission rates increased.
- Revenue increased due to ASP linkage with enterprises.

### Operating profit

	Q1 FY2024	Q1 FY2025	Difference	YoY
Financial Support business				
FREENANCE	-6	85	+92	-

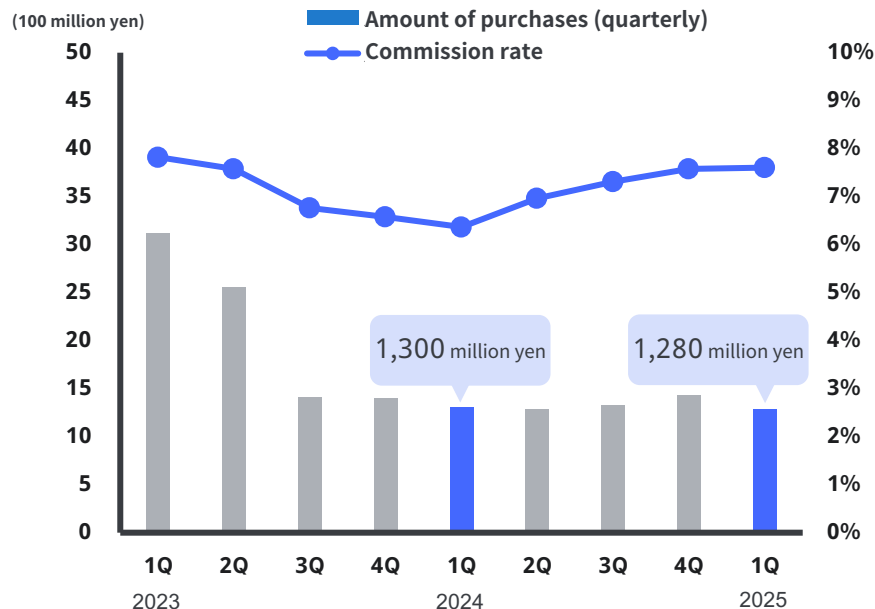
- Profitability was regained due to steady progress in the collection of receivables in addition to an increase in net sales.
- Costs decreased temporarily due to cost-cutting initiatives.

## Financial Support business

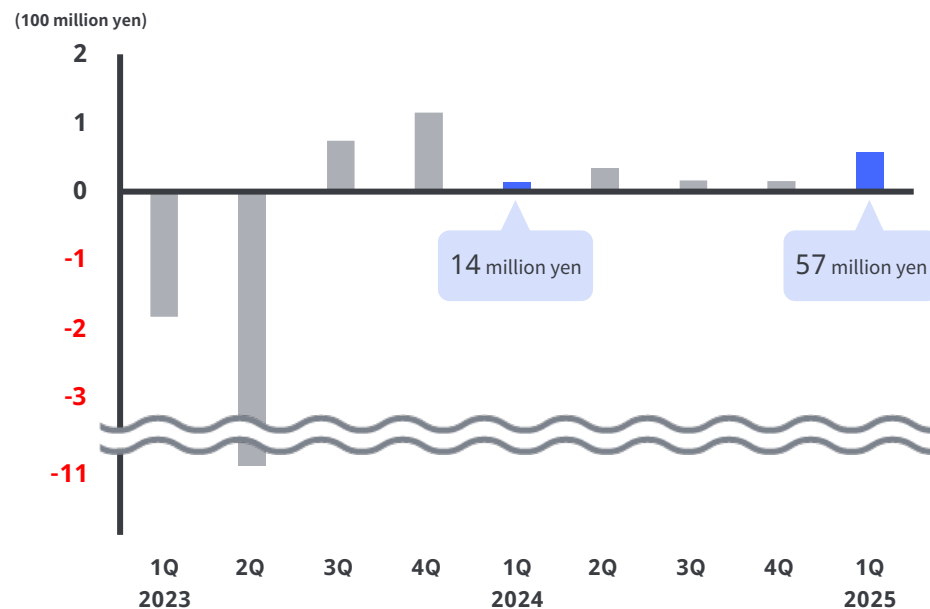
GMOペパボ

- While the overall amount of purchases of invoices remained flat, the percentage of individual deals with high commission rates increased, contributing to the increase in net sales.
- The impact of bad debt-related expenses on operating profit increased as a result of the steady progress in the collection of receivables in the first quarter.

### Trend in amount of purchases of invoices



### Impacts of bad debt-related expenses on operating profit



# Initiatives in First Quarter and Topics on Future Initiatives

# CHAPTER

1

# Acquisition of Corporate Customers Leading to Sales Growth

## Future policies

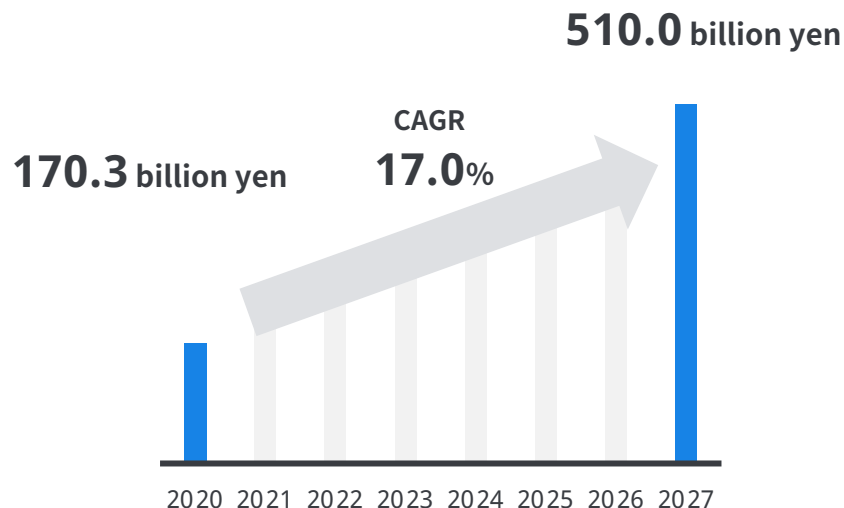
To date, we have been using low prices to increase the number of sales. Going forward, we will add to our **lineup of products and services that cater to corporate demand** to increase spending per customer.

## Commencement of the New Provision of Lolipop Static IP Service

GMOペパボ

- In response to the growing demand for VPNs for enterprises, we began to provide Lolipop Static IP on March 25, 2025.
- We will gain corporate customers with this high value-added service that caters to the needs of enterprises related to remote working environments and the management of multiple business locations.

### Trend in the domestic VPN market



\* CAGR = Compound Annual Growth Rate

\* Source: Company estimated based on Grand View Research "Japan Virtual Private Network Market Size & Outlook" (calculated based on a rate of USD1 = JPY150)

### Overview of Lolipop Static IP

LOLIPOP! 固定IPアクセス GMOペパボ

ヘルプ お役立ち情報 ログイン 今すぐ申し込む

オフィスや外出先  
どこからでも簡単に  
固定IPアドレスが使える

- 月額 490円 (税込539円)
- 1IPを複数人で 同時利用
- 即日利用 待ち時間は無し

最大2ヶ月 無料お試し

お申し込み

We provide a fixed IP address service that makes it possible to centralized the access management of business locations and devices.

We will acquire corporate customers and use multiple licenses in our efforts to increase recurring revenue.

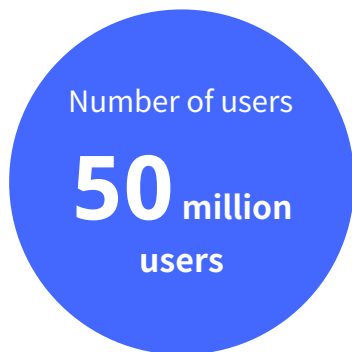


## Commencement of Sales of Google Workspace, Which Also Permits the Use of Gemini, with MuuMuu Domain

GMO パパポ

- We provide Google Workspace, which is being introduced by companies to improve the operational efficiency and convenience of joint work, with MuuMuu Domain.
- In addition to earning a commission from the introduction of Google Workspace, we will promote concurrent subscription to unique domains, which will be essential for the introduction of Google Workspace, to increase the number of contracts for MuuMuu Domain.

More than five million companies around the world have introduced Google Workspace.



- A cloud computing tool that has been introduced by companies all over the world
- The number companies that have introduced it increased 18% from 2020 to 2021.
- It will be introduced by more companies because it improves the operational efficiency and convenience of joint work.

Enhancing the lineup of MuuMuu Domain services



In addition to earning commissions from the introduction of Google Workspace, we will promote concurrent subscriptions to unique domains, which will be essential for introducing Google Workspace, in an attempt to increase the number of contracts for MuuMuu Domain.

## GMO SOKURESU AI Initiatives

GMO ベイボ

- When we launched the service, we assumed that SMEs with around ten employees would be our main target. We have changed the target in response to growing interest from enterprises with more than 100 employees.
- Reflecting this change of our target, we have enhanced the lineup of services we provide and revised their prices.

AIと共に、生産性の高い社会を創る

**GMO 即レスAI**

Produced by GMO ベイボ株式会社

AI関連サービスは「導入して終わり」ではありません。  
全社にAI製品を導入し、日々運用・改善し続けている  
わたしたちの技術力とノウハウで、効率的な業務プロセスを実現します。

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GMO即レスAIはIT導入補助金2025の認定ツールです  
[IT導入補助金2025の詳細はこちら](#)

 奄美市 Amami City
  ASUKANET
  fgn.
  KDDI
  STUDY-FOR-ALL

We will provide a lot of added value and strengthen sales activities targeting enterprises, aiming to receive new contracts.

- Having the service certified as a tool eligible for the Small and Medium Enterprise Agency's 2025 IT Introduction Subsidy and expanding sales
- Supporting companies in the creation of AI agents capable of handling operational issues using Dify, a no-code solution for building AI apps.
- Acquiring new contracts through direct sales and outbound sales activities

## AliveStudio and Metaverse Promotion Office Initiatives

GMOペパボ

### Alive Studio

To cater to the needs of VTubers and a wide range of other users, we will continue to enhance functions and implement collaborative projects with companies, aiming to acquire new users.



We have launched an Alive Studio Stream Deck plugin. This plugin makes it possible for us to offer a feature that enables streamers to use sound effects, play background music, and switch between images easily, just by pressing a button.



Collaborating with companies to create opportunities for PR activities featuring VTubers.  
Providing images, such as images of Jagarico and their packages, for YouTube channels, short videos and live streams

## AliveStudio and Metaverse Promotion Office Initiatives (Continued)

GMO パパポ

### Metaverse Promotion Office

The Metaverse Promotion Office supports creators who are active in the metaverse by holding events in the metaverse and collaborating with companies.

We will acquire projects by companies and engage in PR activities to create synergy between services and increase touch points with users.



Orientation session for new graduates held in the metaverse, which is an opportunity to interact in the virtual space



Supporting the activities of creators who are active in the virtual space by supporting the VRChat Goods Design Contest which is co-hosted by SUZURI and VRChat Inc.

## 2

## Use of AI

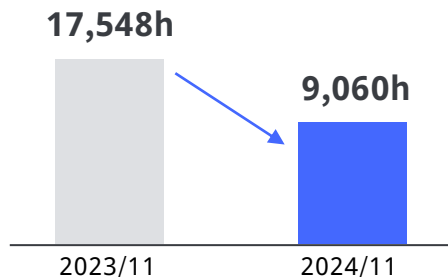
## Achievements from the Complete Shift of Primary Reception of Inquiries to AI

GMO パパポ

- The complete shift of the primary reception of inquiries to AI has resulted in improved operational efficiency and increased the mobility of human resources.
- In FY2024, we optimized human resources through re-skilling programs and controlled outsourcing costs, which resulted in operating profit improving 82 million yen.

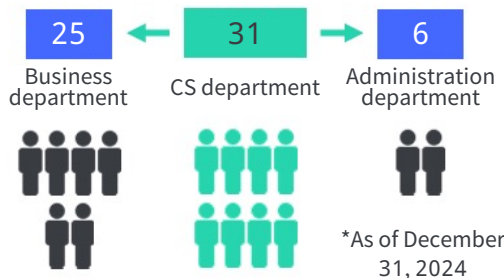
### Business streamlining

Business hours

Approx. **50%** reduction

### Increased mobility of human resources

Re-skilling of partners

**31**

### Creation of an impact on the PL

Impact on profit

**82 million yen**

#### Major content

- Recruitment of new employees was limited through the interdepartmental transfer of employees and the change of their job categories, which re-skilling programs made possible.
- Outsourcing costs were controlled.

## Introduction of AI and No-code Tools

- The use of AI and no-code tools has enabled people who could not create designs before to engage in design work, which has streamlined the design work for each service.

- Increase in the number of human resources with design skills**
- Development of an environment which makes it possible to generate images and websites without specialized knowledge**
- Productivity improvement through the prompt deployment of services and the implementation of promotional measures**



People who could not create designs before can now do so, which has solved resource problems and improved productivity.



December 31, 2024

35



As of Q1 of 2025

71



## 3

# Shareholder Return

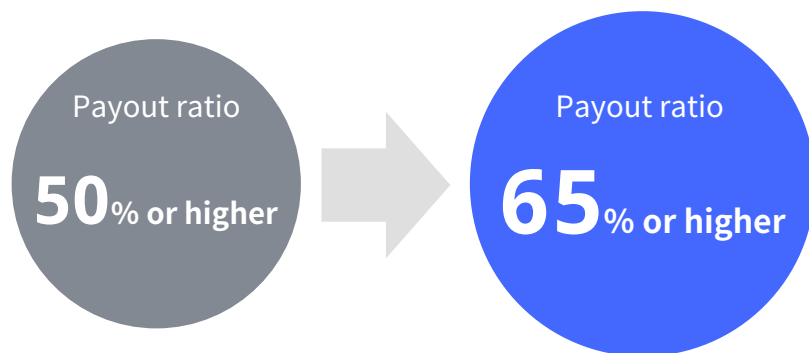


## Shareholder Return

- We revised our dividend policy, increasing the payout ratio from 50% to 65% or higher.
- We announced that we would purchase treasury shares to continually provide returns to shareholders.

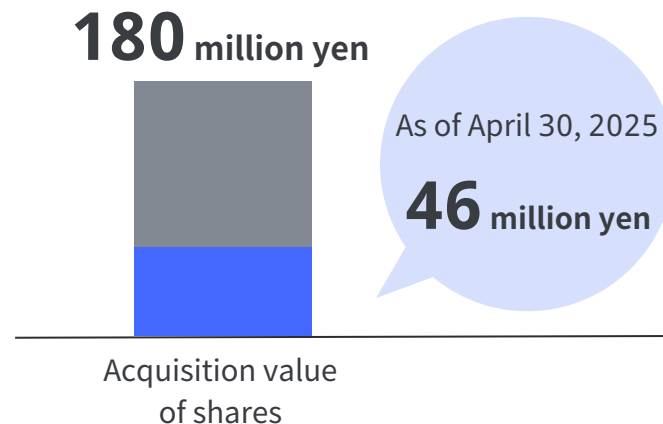
### Increasing the payout ratio in 2025

We will boost shareholder returns, increasing the payout ratio leveraging the stable revenue from recurring-type services and our sound financial foundation.



### Purchase of treasury shares

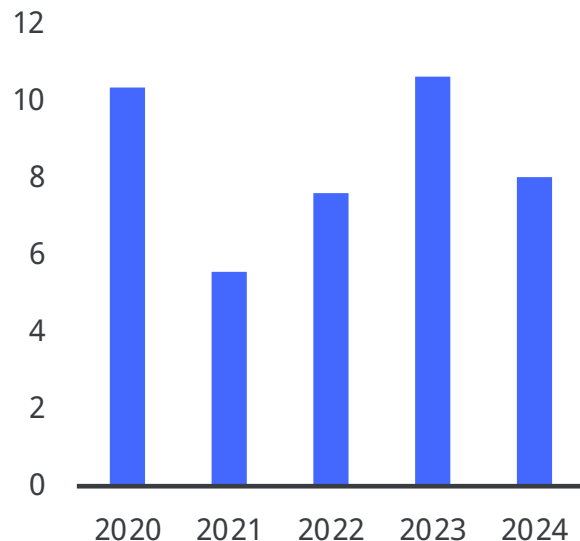
Purchase of treasury shares: Announced that we would purchase 150,000 shares during the year, returning 180 million yen to shareholders.  
(From February to December 2025)



## Trend in Free Cash Flows

- Free cash flow, the source of dividends, remained stable.
- The total amount of dividends for FY2025 is planned to be 353 million yen.

(Million yen)



\* Excluding the impact of cash flow in the Financial Support business

Total amount of dividends  
for 2025 (plan)

**353** million yen

Free cash flows in 2024

**803** million yen

\* Amount of dividends = forecast amount of annual dividends x (number of outstanding shares - number of treasury shares (as of December 31, 2024))

The logo for GMO Pepabo, Inc. features the letters "GMO" in a bold, blue, sans-serif font. To the right of "GMO" is the Japanese text "ペパボ" in a bold, black, sans-serif font. The first dot of the "e" in "ペ" and the first dot of the "o" in "ボ" are blue, matching the "GMO" text. The final "o" in "ボ" is followed by a blue double quote mark.

GMO Pepabo, Inc.

Stock Code : 3633



# Questions and answers

## How to use Zoom

- ① Click the Raise Hand button below the Zoom screen.

Note: You can cancel your questions by clicking the Lower Hand button.

- ② The moderator will allow people to ask questions.

If you are allowed to ask a question, unmute yourself.

- ③ Please ask your question.



# Reference Materials

# CHAPTER

## Consolidated Statement of Income (Q1)

GMOペパボ

(Million yen)	FY2023 Q1	FY2024 Q1	YoY
Net sales	2,647	2,745	103.7%
Cost of sales	1,260	1,240	98.5%
Gross profit	1,386	1,504	108.5%
Selling, general and administrative expenses	1,151	1,169	101.5%
Of SG&A expenses, promotion cost*	223	233	104.4%
Operating profit	234	335	143.0%
(Operating profit margin)	8.9%	12.2%	—
Ordinary profit	235	309	131.3%
Profit before income taxes	235	309	131.3%
Profit attributable to owners of parent	154	237	153.2%

\* Promotion cost is the sum of advertising expenses, promotion expenses, and provision for point card certificates.

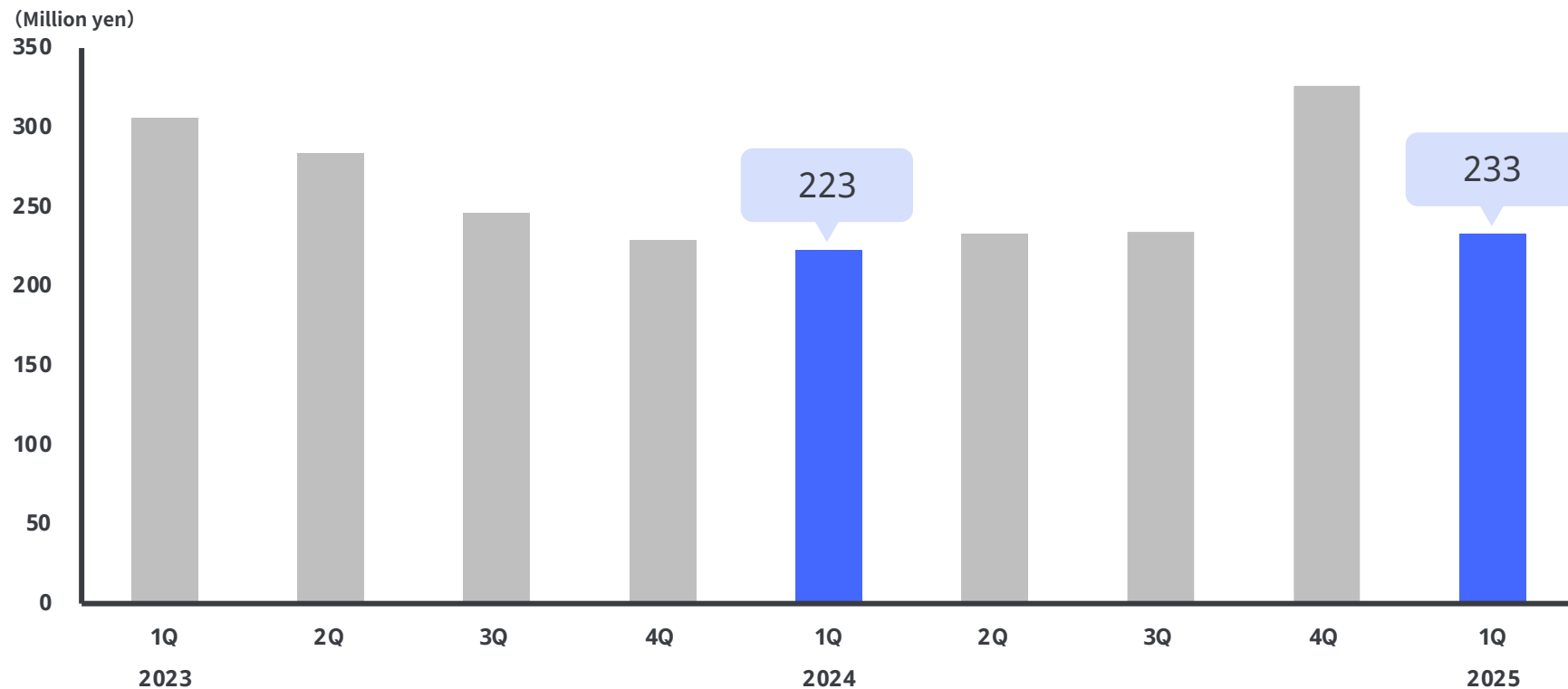
## Consolidated Balance Sheet

(Million yen)	FY2023	FY2024 Q1	Change
Current assets	9,252	9,017	△ 235
Cash and deposits*	4,917	4,498	△ 418
Accounts receivable	2,332	2,314	△ 17
Accounts receivable - other	1,521	1,433	△ 87
Non-current assets	2,166	2,004	△ 161
Total assets	11,418	11,022	△ 396
Current liabilities	8,169	7,992	△ 177
Accounts payable – other	1,930	1,776	△ 154
Advances received	4,386	4,568	+ 181
Non-current liabilities	859	717	△ 142
Net assets	2,389	2,312	△ 76
Liabilities and net assets	11,418	11,022	△ 396

\* Cash and deposits include deposits paid to subsidiaries and associates.

## Analysis of Change in Operating Profit (in Detail)

GMOペパボ





# Company Profile

# CHAPTER

## Company Information

GMOペパボ

Company Name	GMO Pepabo, Inc.
Established	January 10, 2003
Representative Director and CEO	Kentaro Sato
Head office	Cerulean Tower, 26-1 Sakuragaoka-cho, Shibuya-ku, Tokyo
Branch	Tenjin Prime, 2-7-21 Tenjin, Chuo-ku, Fukuoka, Fukuoka Prefecture
Office	Dai-2 NT Building 3-1 Uearatacho, Kagoshima, Kagoshima Prefecture
Subsidiaries	GMO Creators Network, Inc.
Stock exchange	Tokyo Stock Exchange (Standard Market) (stock code:3633)
Share capital	262.22 million yen
Number of employees (consolidated)	394 (332 full-time employees, 62 temporary employees) (As March 31, 2025)



## Corporate Philosophy

GMO パパポ

# “Make it more playful”

Creative activities on the Internet are changing and the range of them is expanding. In this environment, we want to continue to take on challenges to create more interesting things. That passion is implied in our corporate philosophy.

We can make innumerable things more interesting. We can create interesting services and plans. We can enable users to have interesting experiences. We can work out ways to enjoy our jobs.

We will create more interesting things and make our jobs more interesting. We will continue to evolve ourselves.

## Mission

GMOペパボ

# Increase the output of humanity

We harness the power of the Internet and technology to lower the barriers to information sharing, amplifying all kinds of outputs globally.

By continuing to create products that encourage the output of humanity, we at GMO Pepabo have incorporated the resolve to evolve and expand together with our users into our mission.

## Our Corporate Philosophy, Mission and Supporters of Output

GMO パパポ

- With our corporate philosophy of "make it more playful," we believe in lowering the barriers to creative expression to increase output.
- As of 2024, the number of people enjoying support in output through the use of our services has grown to 8.54 million.

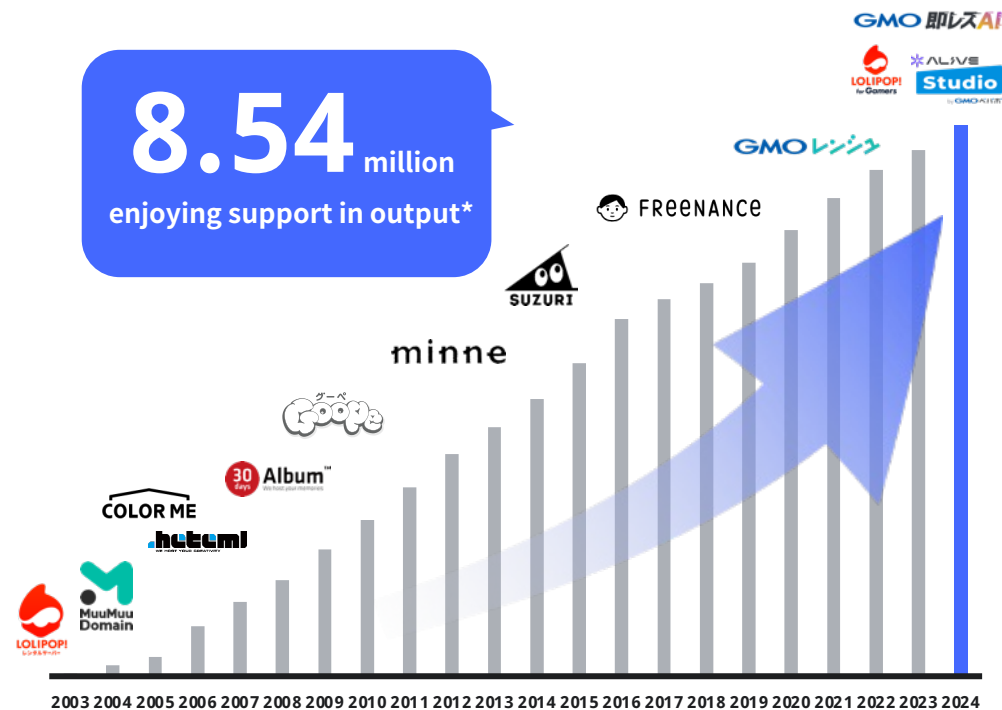
### Management Philosophy

## Make it more playful

Our philosophy is to create interesting services, have users enjoy fun experiences, and find innovative ways to enjoy work. We will continue the challenge of making things more playful. This is the sentiment implied in our corporate philosophy.

### Mission

## Increase the output of humanity



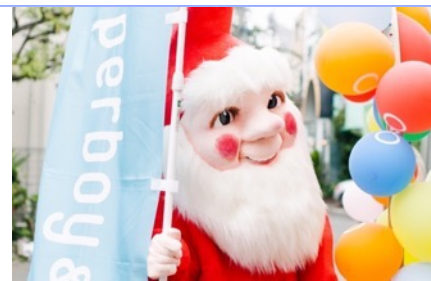
\* Number of persons who have enjoyed support including other services and services that were transferred in the past



# History

GMOペパボ

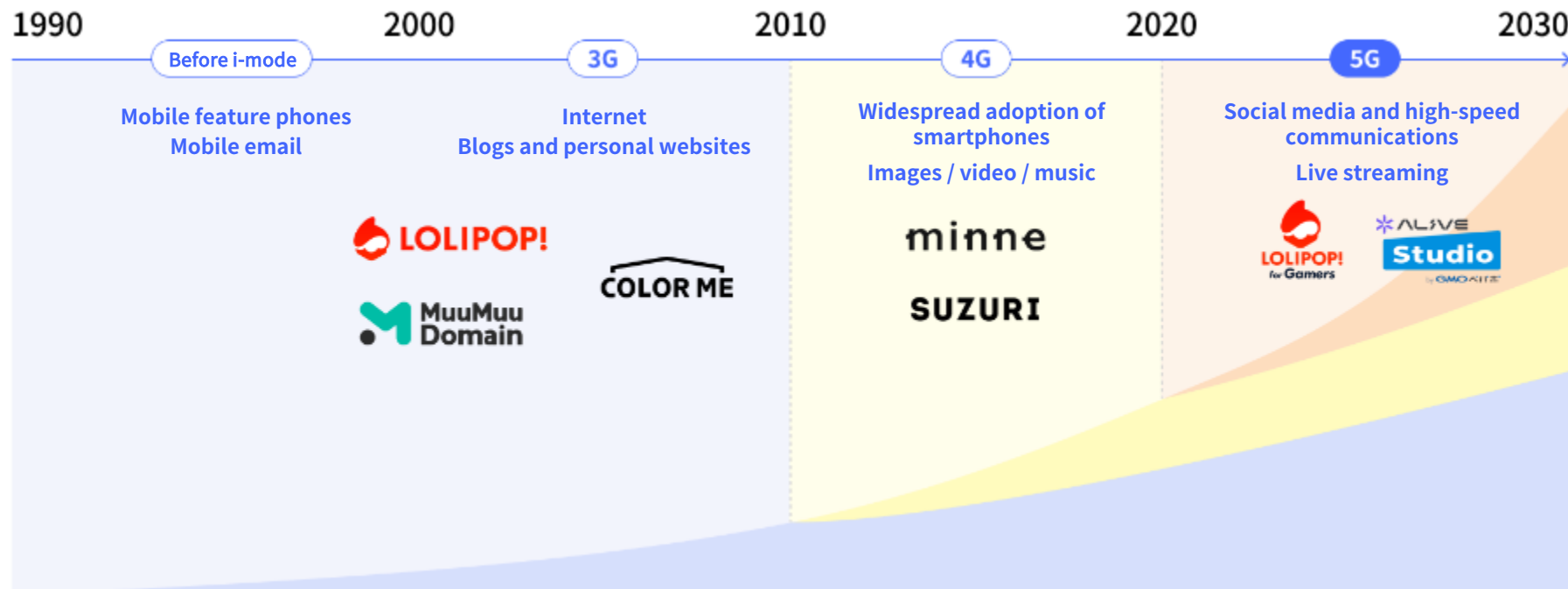
- November 2001 ● Starts to provide Lolipop!
- January 2003 ● Established paperboy&co. Y.G. in Fukuoka.
- March 2004 ● Becomes a consolidated subsidiary of GMO Internet, Inc.
- May 2004 ● The head office moves to Tokyo.
- February 2005 ● Starts Color Me Shop, which provides an online shop opening/creation service.
- December 2008 ● Listed on JASDAQ (stock code: 3633)
- January 2012 ● Starts minne, a handmade products market.
- April 2014 ● Renamed GMO Pepabo, Inc.
- April 2014 ● Starts SUZURI, which provides an original goods creation and sale service.
- February 2019 ● Makes GMO Creators Network, Inc. a consolidated subsidiary.
- 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
- April 2022 ● 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 screen creation service for streamers and VTubers



## Changes in Output Culture and Our History

GMO パパポ

- As trends have evolved, creative expression and the forms it takes have shifted shifted. From text-based interactions through personal websites and blogs to the spread of e-commerce, and the transition to social media and live streaming, we have developed our services to align with these trends.



## Business Segments and Core Services

GMOペパボ

Pepabo provides a wide array of web-based services and smartphone apps to support creative expression.

The services are classified into the following segments.

Domain and Rental Server  
(Hosting) business



E-commerce Support  
business



Handmade Products  
business



Other



Financial Support  
business





## Domain and Rental Service (Hosting) Business: Lolipop!

GMOペパボ

One of Japan's largest rental server services



**Immediately and always usable.  
Achieve your goals.**

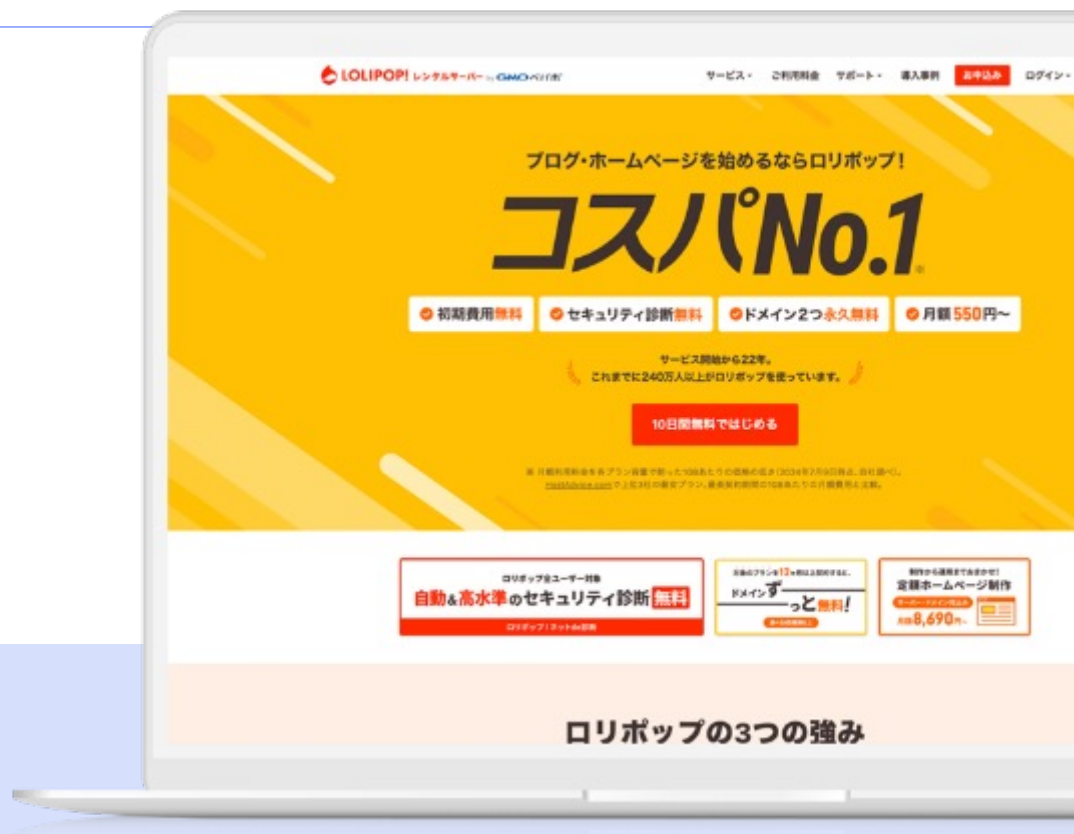
The service provides high-performance servers at a low cost, designed for people who "want to achieve their goals" such as designing a website or creating email addresses. The service supports people using technology over the Internet for creative expression.

Usage fee	A monthly fee of 99 yen or more
Main users	Individuals and small and medium-sized corporations
Number of contracts	400,000

\* As of March 31, 2025

\* Billing plans and detailed monthly amounts (four plans):

Economy — 99 yen or more, Light — 264 yen or more, Standard — 495 yen or more, High-speed — 550 yen or more, Enterprise — 2,200 yen or more



## Domain and Rental Server (Hosting) Business: MuuMuu Domain

GMOペパボ

Domain name acquisition agency



### The entryway for all self-expression over the Internet

The service allows users to acquire and manage the domain name they want from over 400 different domain options.

The service supports the business activities and creative expression of people who want to create their own original website or online store.

Usage fee	An annual fee of 0 yen or more
Main users	Individuals and small and medium-sized corporations
Number of contracts	1,040,000

\* As of March 31, 2025

\* Separate service maintenance and adjustment fees are charged in addition to usage fees.



## E-commerce Support Business (Color Me Shop)

GMOペパボ

One of Japan's largest e-commerce site design services



### Supporting everyone doing business and expanding the diversity of e-commerce

From people looking to start up a business to those already involved with a growing business, the service lets anyone build an e-commerce site that can grow, regardless of product or business size. With extensive functionality and comprehensive support, the service supports people doing business.

Usage fee	Free/ Regular/Large/Premium
Main users	Private stores, small and medium-sized stores
Number of contracts	49,000

\* As of March 31, 2025

\* Details of billing plans (four plans): Free — 0 yen or more, Regular — 4,950 yen or more, Large — 9,595 yen or more, Premium — 39,600 yen or more



## Handmade Products Business (minne)

GMO パパポ

One of Japan's largest handmade products markets

# minne

**Expanding the possibilities of craftsmanship and creating a world where everyone can be creative**

Minne is a marketplace for handmade goods that connects the buyers and sellers of handmade goods. The service helps expand the possibilities of craftsmanship activities for artists and brands as a "comprehensive craftsmanship platform."

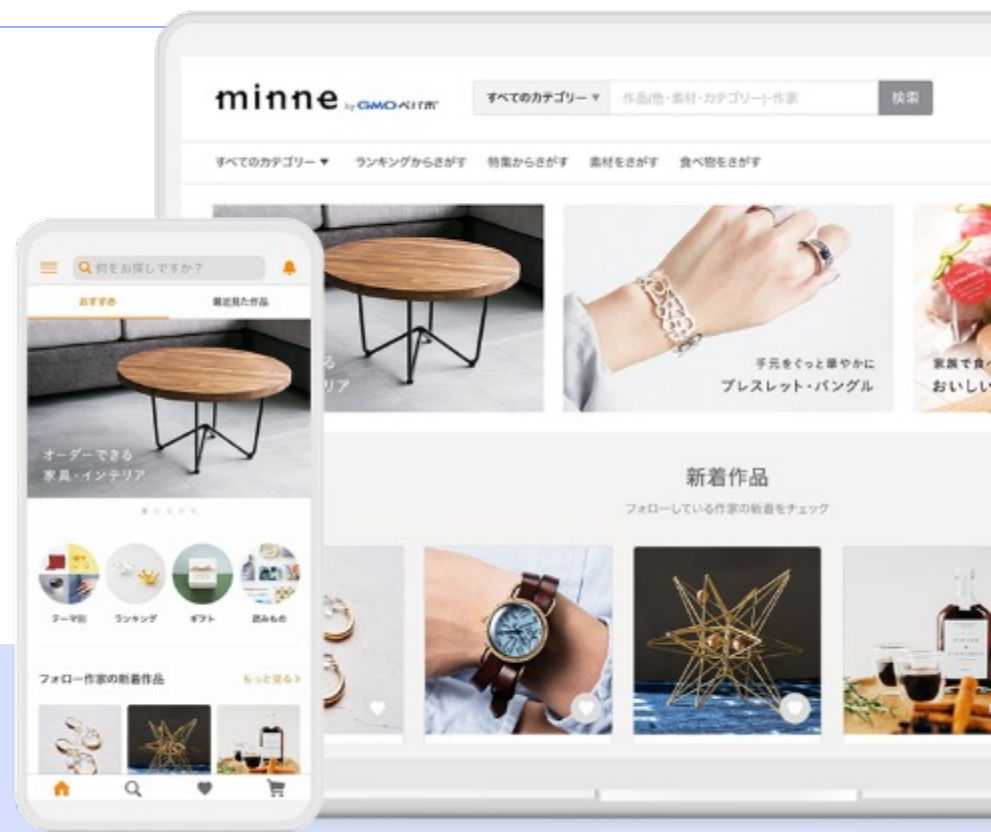
Annual gross merchandise value 11.5 billion yen (2024 result)

Number of creators and brands 940,000 people

Number of works 17.91 million

Number of app downloads 15.42 million

\* As of March 31, 2025



## E-commerce Support Business (SUZURI)

GMOペパボ

Creation and sale of original goods

# SUZURI

**Making creating things easy for everyone, and delivering those creations to many people**

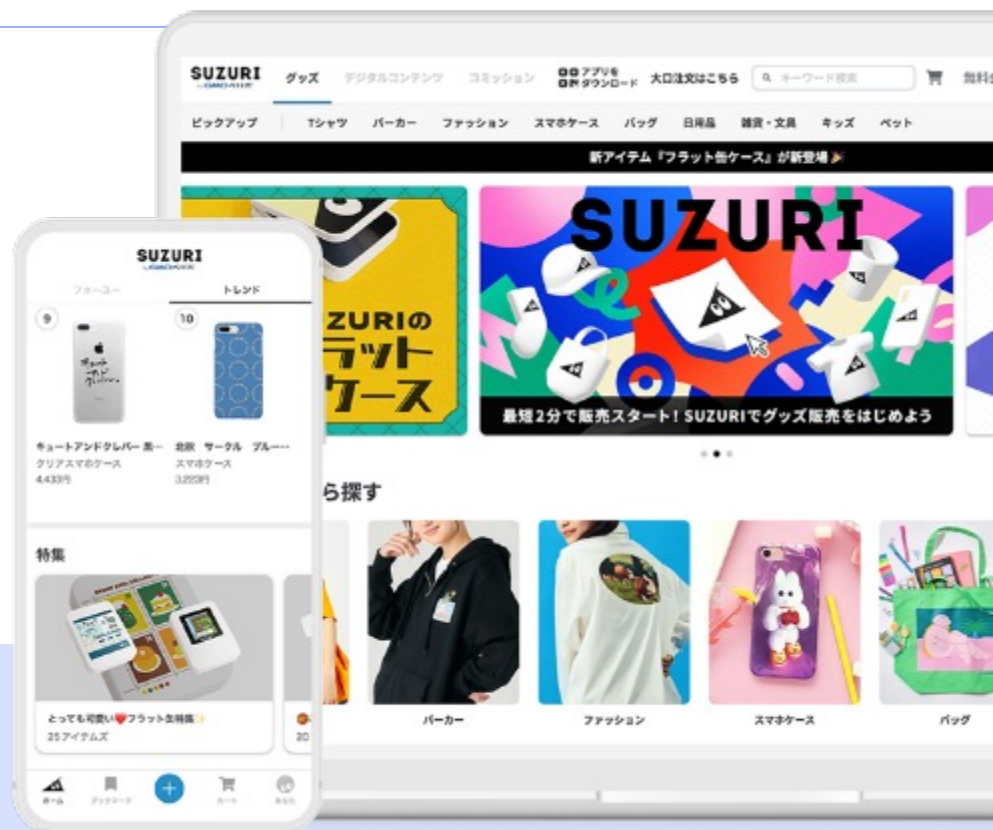
This service allows people to easily create and sell everything from illustrations or photos they have created, to high-quality original such as T-shirts, smartphone cases and coffee mugs. The service helps unleash the expressive potential of creators.

Annual gross merchandise value 2.0 billion yen (2024 result)

Number of creators 900,000 people

Number of members 2.08 million people

\* As of March 31, 2025



## Financial Support Business(FREENANCE)

GMOペパボ

Financial and insurance services supporting freelancers and sole proprietors



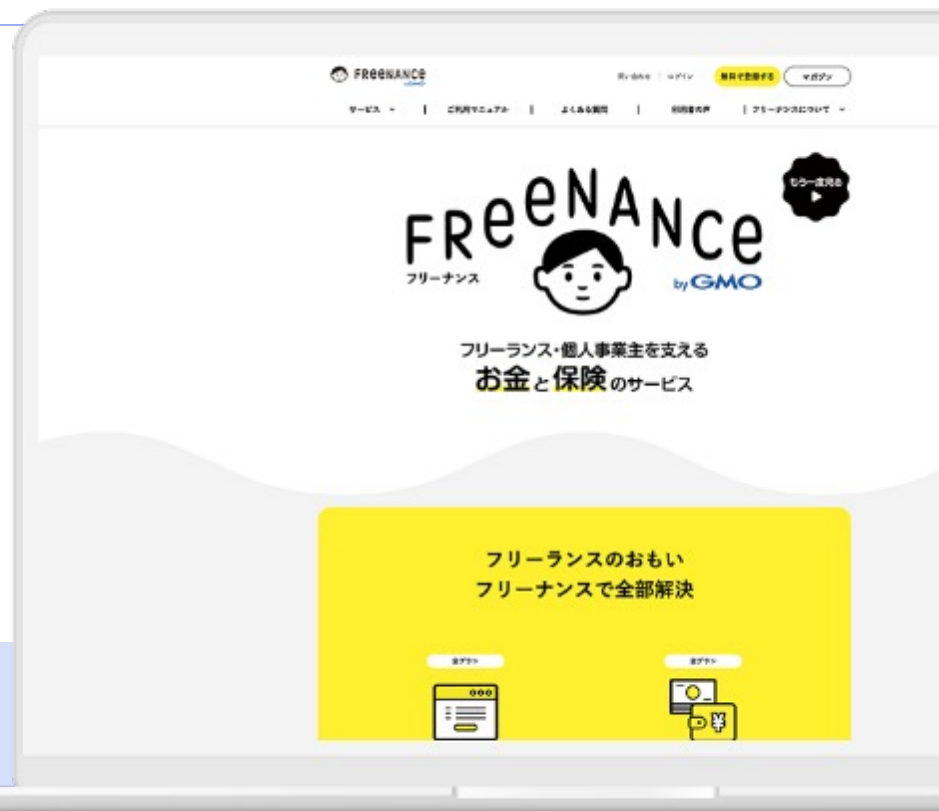
**Support sole proprietors' business activities by providing immediate payment (factoring) and liability insurance.**

Creating a more rewarding future for freelance work.  
FREENANCE provides financial and insurance support to freelancers and sole proprietors, enabling those with specialist skills to work for themselves with confidence and energy, and concentrate on their work.

Minimum amount of invoice purchase	10,000 yen or more
Commission rate	3%-10% of invoice face value
Main services	Same-day payment, GMO Freelance Factoring, insurance, etc.

Total amount of purchases of invoices 5.3 billion yen (2024 result)

\* As of March 31, 2025





## New Business: GMO SOKURESU AI

AI-powered inquiry support service



### Using AI to streamline corporate inquiry support and address social challenges

The service provides end-to-end support from AI chatbot implementation to operation, enabling businesses to streamline inquiry handling with AI. This will create a future that addresses the declining worker population, a social issue that Japan faces.

Usage fee

Pricing: Available upon request

Main users

Small and medium-sized corporations

\* As of March 31, 2025



## New Business: Alive Studio

GMOペパボ

A screen creation service for streamers and VTubers



**Lower the barriers for streamers and VTubers**  
**Create a future in which anyone can easily create video or stream**

As creators' forms of expression diversify to include video, live streaming, and VTubers, Alive Studio offers a service that enables anyone to engage in video and live streaming without any specialized knowledge, skills, or equipment being required.

Usage fee	A monthly fee of 980 yen or more
Main users	Individuals

\* As of March 31, 2025





## Sustainable Activities (ESG/SDGs)

- Identify three key issues (materiality) in sustainability
- Solve social issues and enhance corporate value through business activities

Under the corporate philosophy of "Make it more playful," 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**



Please find our sustainability activities and concrete efforts on the websites below.

Sustainability at GMO Pepabo  
 Sustainability data

<https://pepabo.com/sustainability/>  
<https://pepabo.com/sustainability/data/>

## Sustainability (ESG) Activities through Services

GMOペパボ

### COLOR ME



#### Support for Kagoshima and other provincial regions

Collaboration with local governments in Color Me Shop and organization of online shop seminars for local retailers

#### Launch of an SDGs award

Honoring shops selling sustainability-conscious products in the Color Me Shop Award 2023

### minne



#### Special features on environmental works

Showcasing on the website sustainable handmade works created in consideration of the global environment and resources

#### Setup of the minne College

Founding a business school with a focus on manufacturing to widen the range of re-skilling and skill sharing

## Shareholder Return

On February 5, 2025, we announced changes to our dividend policy and shareholder benefit program. Please check our IR page for details.

### Dividends

	2022	2023	2024	2025(Forecast)
Annual dividends per share (yen)	<b>50.00</b>	<b>0.00</b>	<b>57.00</b>	<b>67.00</b>
Payout ratio (%)	<b>51.9</b>	<b>—</b>	<b>50.8</b>	<b>65.9</b>

### Shareholder benefits

\*Continuous shareholding conditions will be applied to shareholder benefits from the end of June 2024 onward (see corporate website for details)

\*Preferential benefits will be offered to shareholders who have continuously held at least one unit of shares for six months or more under the same shareholder number.

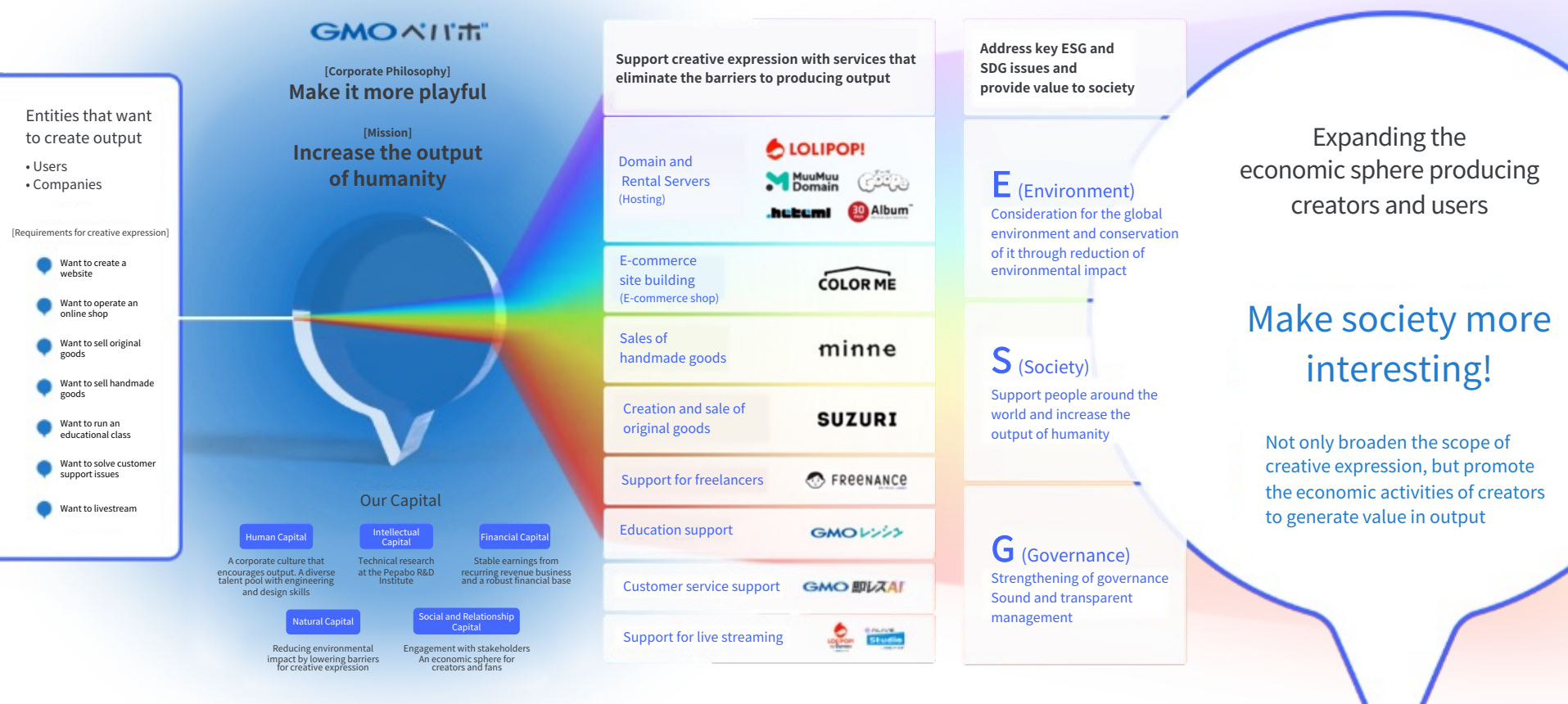
#### Benefit Details

**Cashback** equivalent to a commission fee  
if a shareholder buys certain securities at GMO CLICK securities

Cashback on purchase commission fees up to 10,000 yen (limited to our company's stock).

# Value Creation Model and Expanding Output

GMOペパボ



## FY25 Q1\_Results\_Presentation\_DataSheet

## Business Results by Segment/Service (Quarterly) \*1

		FY23				FY24				(Million yen)
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	FY25 Q1
Consolidated	Net Sales*2	2,735	2,788	2,701	2,677	2,647	2,718	2,740	2,816	2,745
		1,369	1,422	1,466	1,500	1,522	1,518	1,522	1,533	1,542
Domain and Rental Servers (Hosting)	Lolipop	594	621	638	648	650	641	637	642	654
	MuuMuu Domain	553	577	598	618	644	650	653	656	661
	Other*3	222	224	230	234	228	227	232	235	227
		700	821	761	713	665	767	788	743	701
E-commerce Support business	Color Me Shop	511	536	494	524	504	546	542	556	536
	SUZURI	184	280	264	188	161	221	246	186	165
	Other*3	5	5	3	0	0	0	0	0	0
Handmade Products business	minne	413	347	370	359	359	325	311	406	364
Financial Support business	FREENANCE	251	196	104	103	99	106	116	130	135
		FY23				FY24				FY25
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
Consolidated	Operating Profit*2*4	36	-861	243	241	234	262	285	47	335
		398	448	481	485	519	492	476	430	476
Domain and Rental Servers (Hosting)	Lolipop	307	327	351	346	354	353	356	336	299
	MuuMuu Domain	45	77	89	91	109	116	111	106	103
	Other*3	46	44	41	48	56	23	9	-12	74
		139	198	171	147	137	208	240	191	200
E-commerce Support business	Color Me Shop	184	172	137	159	174	208	189	199	213
	SUZURI	-36	40	47	0	-27	9	60	0	-0
	Other*3	-9	-14	-13	-12	-10	-9	-9	-8	-13
Handmade Products business	minne	17	4	-11	10	19	12	13	17	49
Financial Support business	FREENANCE	-93	-1,078	32	75	-6	6	-5	-37	85

\*1 For details, please refer to "Fiscal Year 2024 4th Quarter Data sheet" on our IR page.

\*2 Quarterly figures are rounded down to the million yen. \*3 Excluding sales and operating profit of others (office expenses, etc.). \*4 Figures subtracted from business totals.

\*4 Starting from Q3 2024, with the organizational changes effective August 1, 2024, the Customer Service Divisions, previously grouped under "Adjustment," have been reallocated to each of the Hosting, E-commerce Support, and Handmade segments. For the purposes of comparison and analysis, results for the cumulative period of Q3 2024 are presented based on this updated segmentation.

## Quarterly KPI (Excerpt from Data Sheet)

## KPI by Segment/Service (as of end of quarter)

			FY23				FY24				FY25
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
			3/31	6/30	9/30	12/31	3/31	6/30	9/30	12/31	3/31
Domain and Rental Servers (Hosting)	Lolipop	Number of contracts (Numbers)	419,605	417,710	415,394	412,781	410,474	409,327	407,470	405,185	403,622
	MuuMuu Domain	Number of contracts (Numbers)	1,139,334	1,125,732	1,114,075	1,102,604	1,085,334	1,076,138	1,063,083	1,055,194	1,045,993
E-commerce Support business	Color Me Shop	Number of contracts (Numbers)	50,537	50,337	50,264	50,379	50,320	50,388	50,352	50,006	49,554
	SUZURI	Number of creators (ten thousands users)	69	72	75	77	80	83	86	88	90
		Number of members (ten thousands users)	141	149	156	163	172	184	194	201	208
		Number of products (ten thousands items)	1,625	1,656	1,687	1,710	1,729	1,749	1,766	1,771	1,791
Handmade Products business	minne	Number of creators (ten thousands users)	87	88	89	90	91	91	92	93	94
		Number of app downloads (ten thousands DLs)	1,428	1,442	1,454	1,473	1,492	1,504	1,517	1,529	1,542

## KPI by Segment/Service (Quarterly)

			FY23				FY24				FY25
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
			3/31	6/30	9/30	12/31	3/31	6/30	9/30	12/31	3/31
Domain and Rental Servers (Hosting)	Lolipop	Spending per customer(yen)	471	495	511	522	527	521	520	527	535
	Color Me Shop	Spending per customer(yen)*1	5,014	5,213	5,233	5,492	5,391	5,791	5,844	6,341	6,527
E-commerce Support business	SUZURI	Gross merchandise value (100 million yen)	5.2	7.5	6.4	5.1	4.3	5.5	6.1	4.8	4.0
		Gross merchandise value (100 million yen)	37.8	32.1	27.7	31.1	31.7	28.0	26.5	29.3	29.5
Handmade Products business	minne	Number of orders (ten thousands orders)	102.2	83.6	73.3	77.4	81.6	69.8	65.2	69.8	67.0
		Average price of orders(yen)	3,823	3,888	3,901	4,071	4,051	4,117	4,231	4,255	4,607
		Amount of Purchases of Invoices (100 million yen)	31.2	25.5	14.1	14.0	13.0	12.8	13.3	14.2	12.8
		Number of invoices(Invoices)	6,006	6,204	5,146	5,076	4,733	5,255	5,647	5,806	5,381
Financial Support business	FREENANCE	Average invoice purchase (Thousand yen)	519	412	275	276	275	244	235	246	238
		Number of users(users)	3,298	3,459	3,246	3,110	2,919	3,157	3,438	3,565	3,457

※For details, please refer to "Fiscal Year 2024 4th Quarter Data sheet" on our IR page.

## Notes on the Use of This Material

- This material is intended to offer insight into our Company and is not for the purpose of soliciting investment.
- We have taken reasonable care to ensure the accuracy of this material. However, there are inherent uncertainties in forward-looking statements, and we do not guarantee them.
- We accept no liability for any effects or losses caused by relying on information in this material.
- We own all rights to this material. We ask you not to fabricate or change it without permission, regardless of method or purpose.

### Contact information

**GMO Pepabo, Inc.**

Please use GMO Pepabo AI Chat  
<https://pepabo.com/contact/>



Corporate site  
<https://pepabo.com/>



IR information  
<https://pepabo.com/ir/>



Pepabo's official X account  
[@pepabo](#)