

Fiscal Year 2025 Second 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 Q2 FY2025



- We decided to transfer shares in GMO Creators Network, Inc. (Transfer price: 1,100 million yen (estimate))
- We concentrate our management resources on recurring-type business and new services and acquire companies on the scale of 3 billion yen (M&A), aiming for business growth.

Q2 FY2025 Topics

- **We decided to transfer shares in GMO Creators Network, Inc.**
 - We decided to transfer shares in GMO Creators Network, Inc., which operates the FREENANCE Financial Support business, to focus our efforts on recurring-type business and new services.
- **Recurring-type business remained strong.**
 - Recurring-type business including Lolipop! and Color Me Shop remained strong due to the effects of price revisions and the consolidation of plans.
- **We aim for business growth by expanding new recurring-type services and acquiring companies on the scale of 3 billion yen (M&A).**
 - We enhanced the lineup of services on MuuMuu Domain and provided services intended for corporate customers, including Lolipop Static IP Access and GMO SOKURESU AI.
 - We began to consider M&A for increasing recurring revenue.

AGENDA

AGENDA

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- Medium- to Long-term Business Growth and M&A Page 19

Summary of Results in Q2 FY2025

CHAPTER

Consolidated Results in Q2 FY2025



- Net sales from the Domain and Rental Server (Hosting) business and the recurring-type business of Color Me Shop in the E-commerce Support business were strong. Operating profit increased thanks to progress in cost cutting with the use of AI.
- One-time non-operating expenses, including share of loss of entities accounted for using equity method, were posted.

(Million yen)

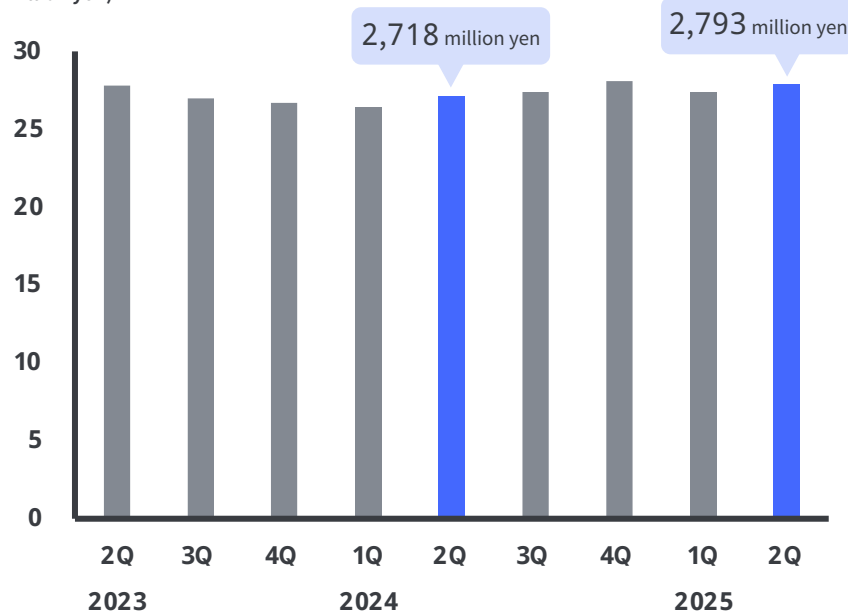
Item	FY2024 (Six months)	FY2025 (Six months)	Change	YoY
Net sales	5,365	5,539	+174	103.2%
Operating profit	496	597	+100	120.3%
Ordinary profit	493	559	+66	113.4%
Profit attributable to owners of parent	325	397	+72	122.4%
Earnings per share (yen)	61.62	75.80	+14.18	123.0%

Trends in Consolidated Results (by Quarter)

- Net sales increased year on year due to the steady performance of recurring-type business.
- Operating profit remained flat year on year.

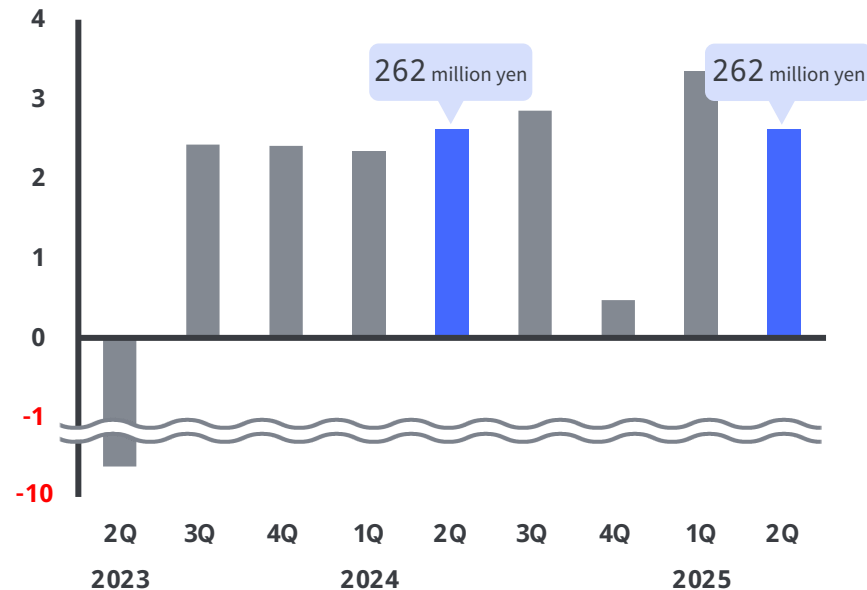
Net sales

(100 million yen)



Operating profit

(100 million yen)



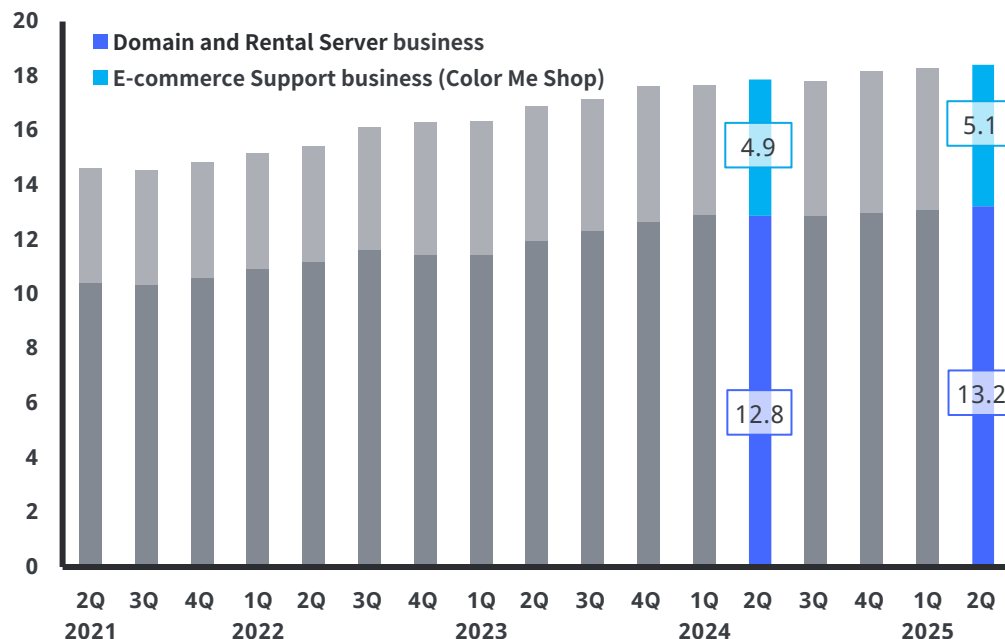
Net Sales (Recurring-Type Business)



- Net sales from recurring revenue business steadily grew 103.0% 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 65.9%.

Trend in net sales of recurring revenue business

(100 million yen)



Fiscal Year 2024
Second Quarter

1,780
million yen

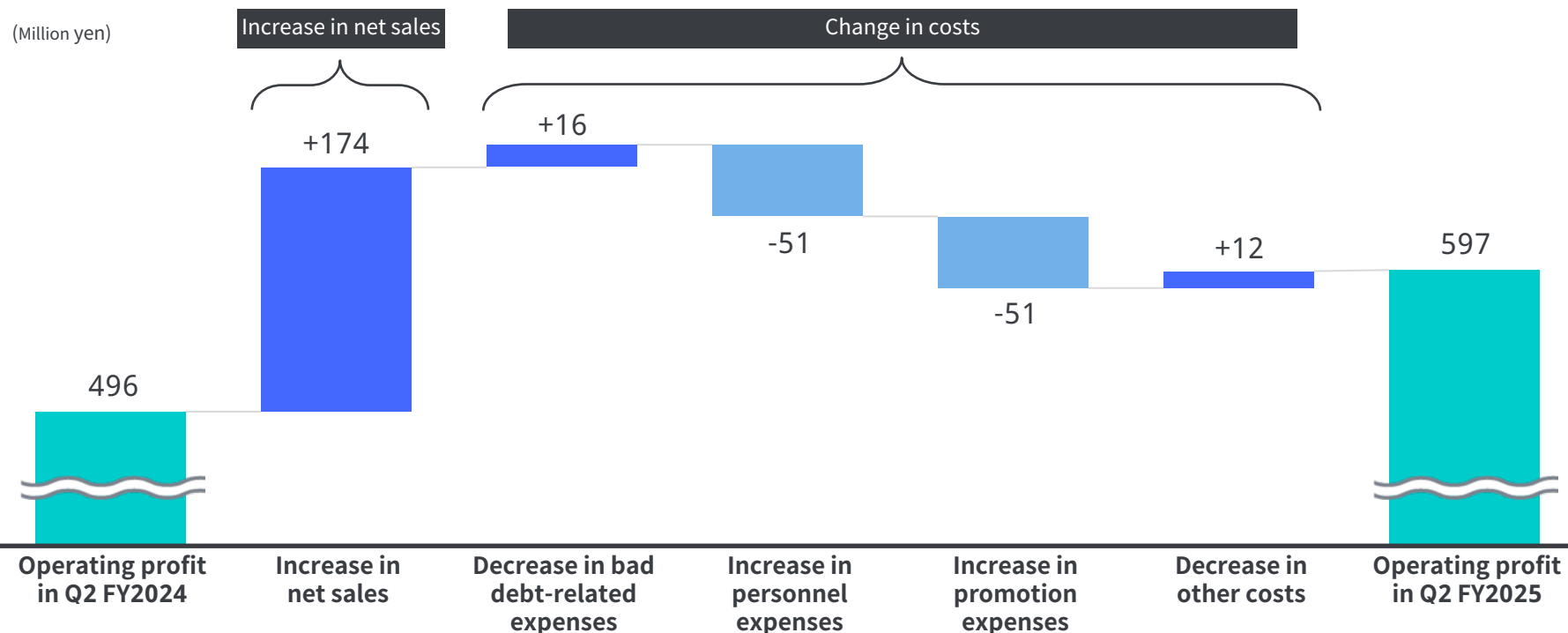


Fiscal Year 2025
Second Quarter

1,840
million yen

Operating Profit Change Analysis (Second Quarter)

- Net sales increased significantly, despite an increase in promotion expenses in Financial Support business, more than offset by the effect of profit increase that resulted from net sales increase.



Results by Segment in Q2 FY2025



- Net sales increased following an increase in the percentage of individual deals in the Financial Support business, in addition to the strong performance attributed to the accumulation of contracts for MuuMuu Server and the effect of the consolidation of Color Me Shop plans.
- Operating profit increased due to higher sales in the E-commerce Support business and steady progress in the collection of receivables in the Financial Support business.

(Million yen)

Item	Segment	Fiscal Year 2024 Second Quarter	Fiscal Year 2025 Second Quarter	Change	YoY
Net sales		5,365	5,539	+174	103.2%
	Domain and Rental Server (Hosting) business	3,041	3,098	+57	101.9%
	E-commerce Support business	1,433	1,483	+49	103.5%
	Handmade Products business	684	676	-7	98.9%
	Financial Support business	205	272	+67	133.0%
Operating profit		496	597	+100	120.3%
	Domain and Rental Server (Hosting) business	1,011	971	-40	96.0%
	E-commerce Support business	346	458	+112	132.6%
	Handmade Products business	31	62	+30	198.2%
	Financial Support business	-0	75	+76	-

* Excluding head office costs, etc.

Detailed Results by Segment

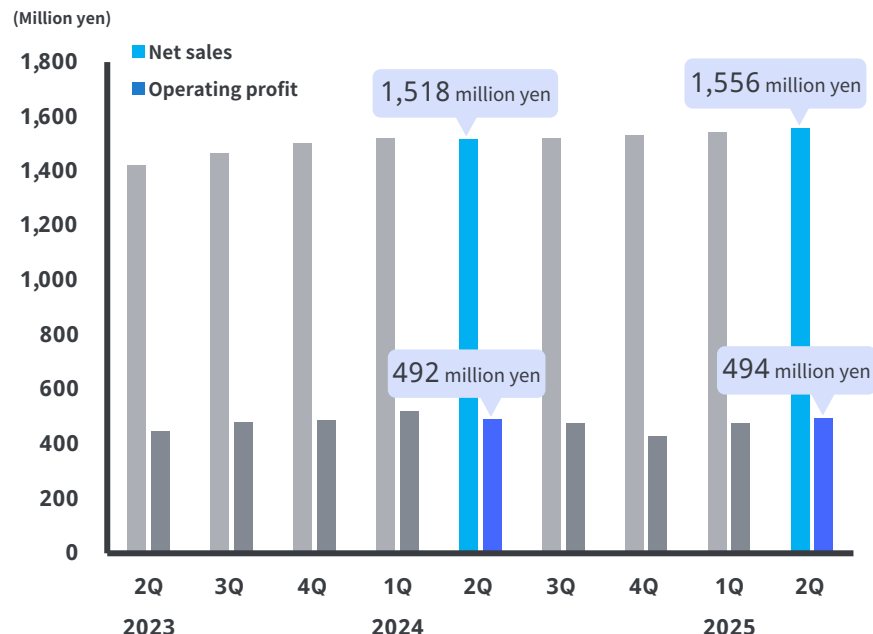
CHAPTER

Domain and Rental Server (Hosting) business



- Net sales increased with the effect of price revisions of Lolipop! and the accumulation of recurring revenue that resulted from the increase in the number of contracts for MuuMuu Server.
- Operating profit decreased year on year due to the ongoing investments associated with new product development and service provision.

Trend in Domain and Rental Server (Hosting) business results



Net sales

	(Million yen)	Q2 FY2024 (six months)	Q2 FY2025 (six months)	Difference	YoY
Domain and Rental Server (Hosting) business		3,041	3,098	+57	101.9%
Lolipop!		1,292	1,312	+20	101.6%
MuuMuu Domain		1,294	1,332	+37	102.9%

- Lolipop!:** Net sales increased due to the effect of the price revisions and posting of sales from Lolipop! for Gamers.
- MuuMuu Domain:** Net sales increased due to the accumulated number of contracts for MuuMuu Server.

Operating profit

	(Million yen)	Q2 FY2024 (six months)	Q2 FY2025 (six months)	Difference	YoY
Domain and Rental Server (Hosting) business		1,011	971	-40	96.0%
Lolipop!		648	601	-46	92.8%
MuuMuu Domain		226	219	-6	97.1%

- Lolipop!:** Expenses were posted due to the development of Lolipop! for Gamers and Lolipop! Static IP Access, which is a new service.
- MuuMuu Domain:** Cost increased due to the rise in domain costs.

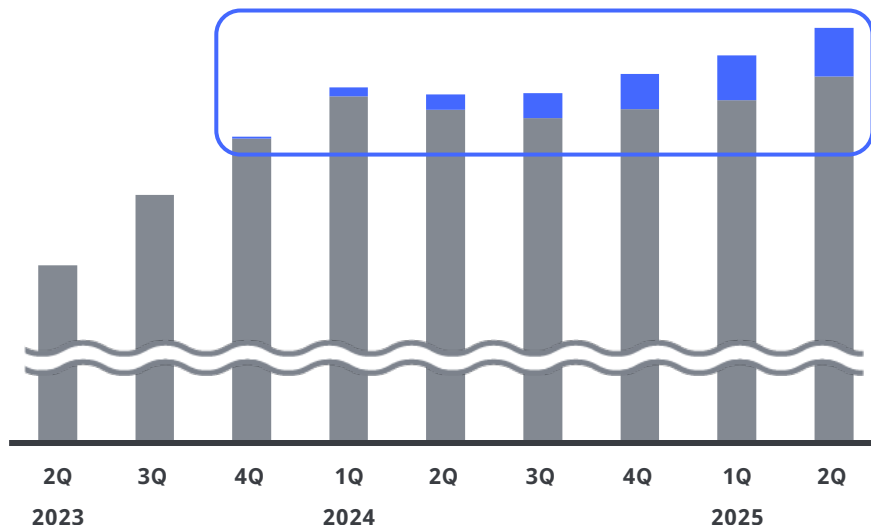
Trends in Domain and Rental Server (Hosting) Business KPIs, Recurring Revenue

- Revenue from Lolipop! Static IP Access was newly added to recurring revenue.
- Spending per customer for Lolipop! and MuuMuu Domain has been trending higher given the effects of price revisions and the higher ratio of high unit price plans.

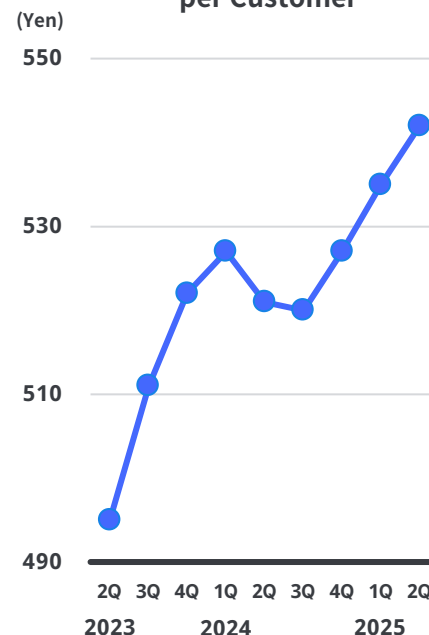
Recurring revenue breakdown

■ Lolipop! for Gamers + MuuMuu Servers + Lolipop! Static IP Access
 ■ Lolipop! + MuuMuu Domain

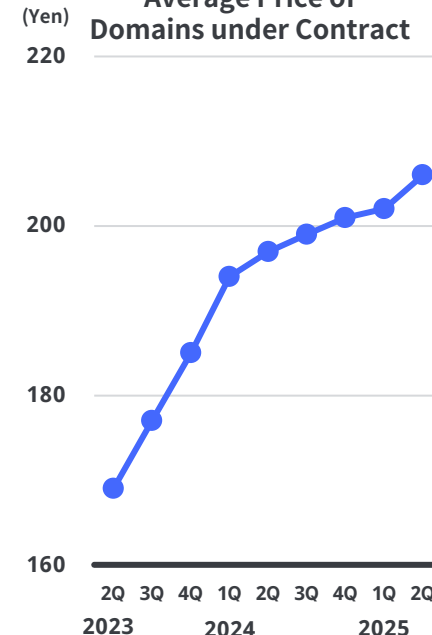
Trend in sales of new services



Lolipop! Spending per Customer



MuuMuu Domain: Average Price of Domains under Contract

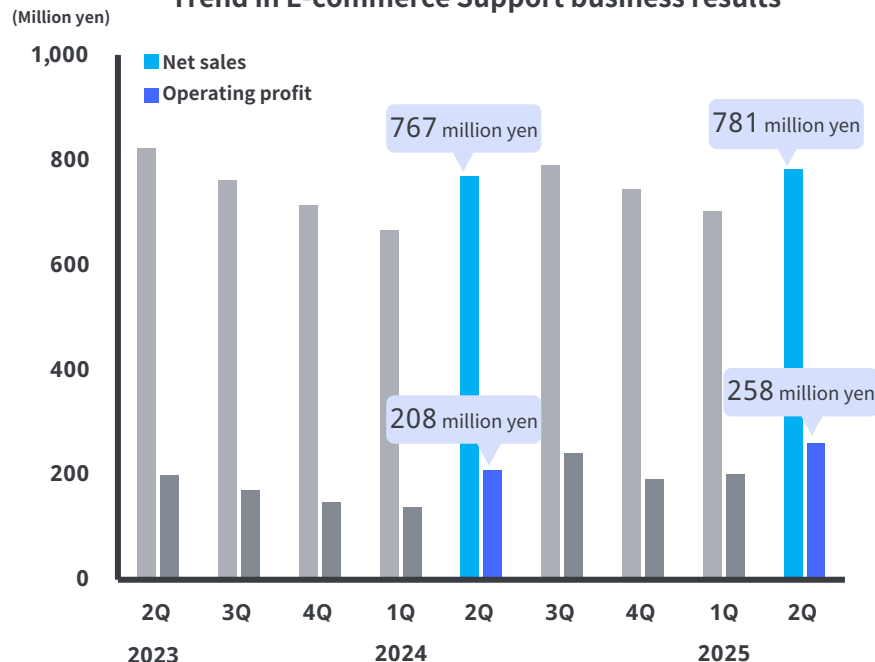


E-commerce Support business



- Net sales increased year on year due to the effect of the consolidation of Color Me Shop plans and the elimination of the impact of the slipping to subsequent periods at SUZURI.
- Operating profit increased year on year with progress in cost efficiency gains, in addition to an increase in net sales.

Trend in E-commerce Support business results



Net sales

	(Million yen)	Q2 FY2024 (six months)	Q2 FY2025 (six months)	Difference	YoY
E-commerce Support business		1,433	1,483	+49	103.5%
Color Me Shop		1,050	1,080	+30	102.9%
SUZURI		382	402	+19	105.0%

- Color Me Shop:** The ratio of subscriptions to higher-grade plans increased due to consolidation of plans.
- SUZURI:** The impact of slipping to subsequent periods has been eliminated as the number of days before shipments was reduced by improving the production system.

Operating profit

		346	458	+112	132.6%
E-commerce Support business					
Color Me Shop		383	418	+34	109.1%
SUZURI		-17	64	+82	-

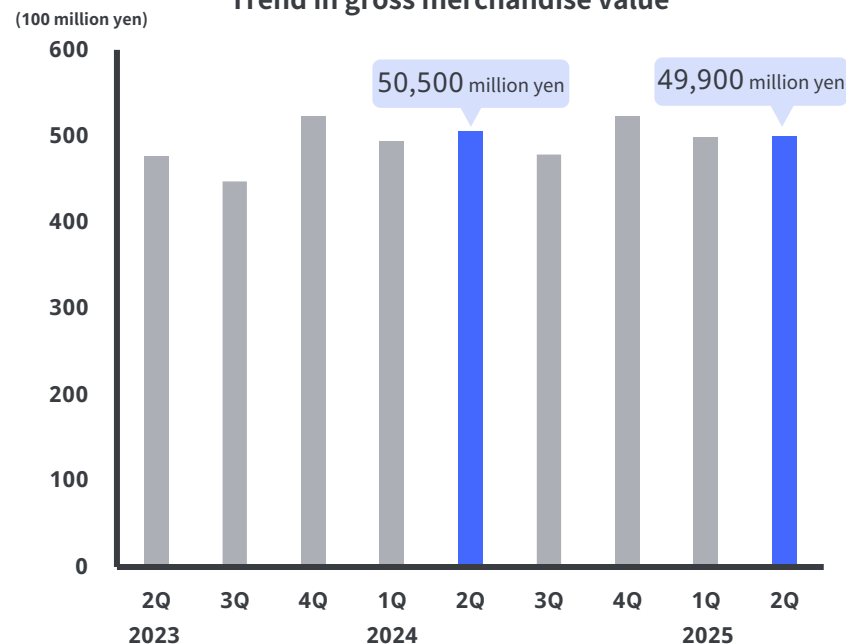
- Color Me Shop:** Profit increased due to an increase in sales.
- SUZURI:** A cost decrease attributed to the streamlining of promotion in addition to an increase in sales

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

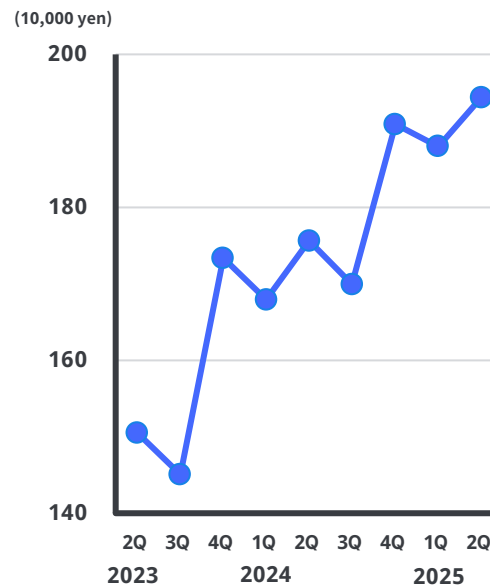


- Gross merchandise value for Q2 FY2025 was 98.8% of the same period the previous year, but quarterly gross merchandise value per store increased.
- Spending per customer at paid stores also increased, driving strong performance.

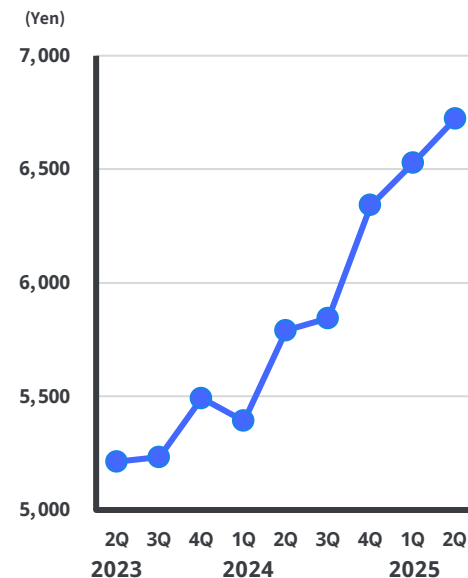
Trend in gross merchandise value



Quarterly GMV per store



Spending per customer for paid stores

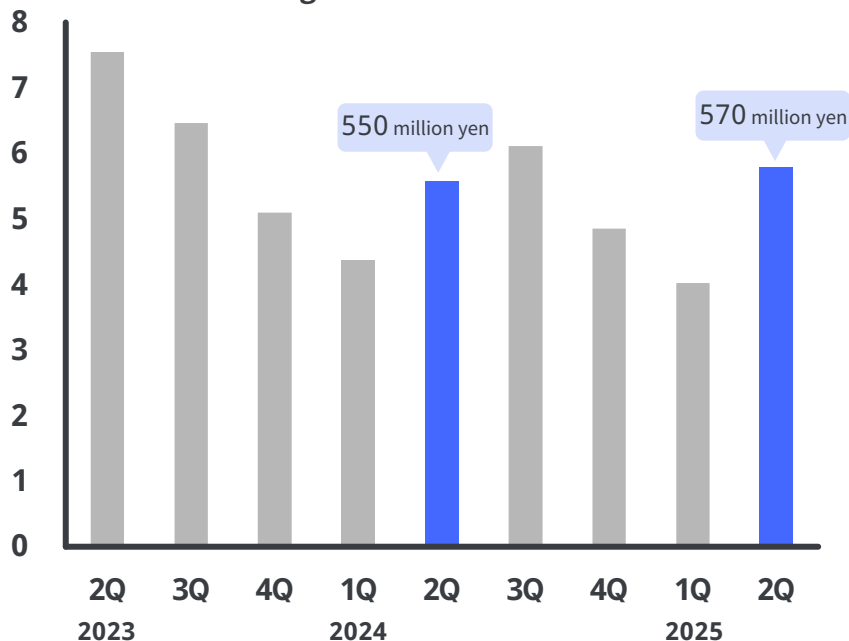


Trend in E-commerce Support business KPIs (SUZURI)

- Gross merchandise value was 103.8% of the same period the previous year.
- We supported creators in their development of new sales channels and monetization by opening new shops and supporting the creation of videos, and with linkage with existing services.

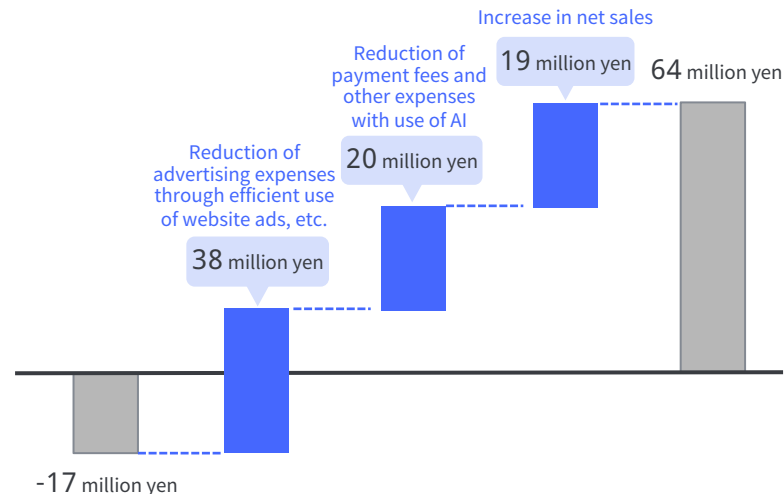
(100 million yen)

Trend in gross merchandise value



Improvement of profit from SUZURI

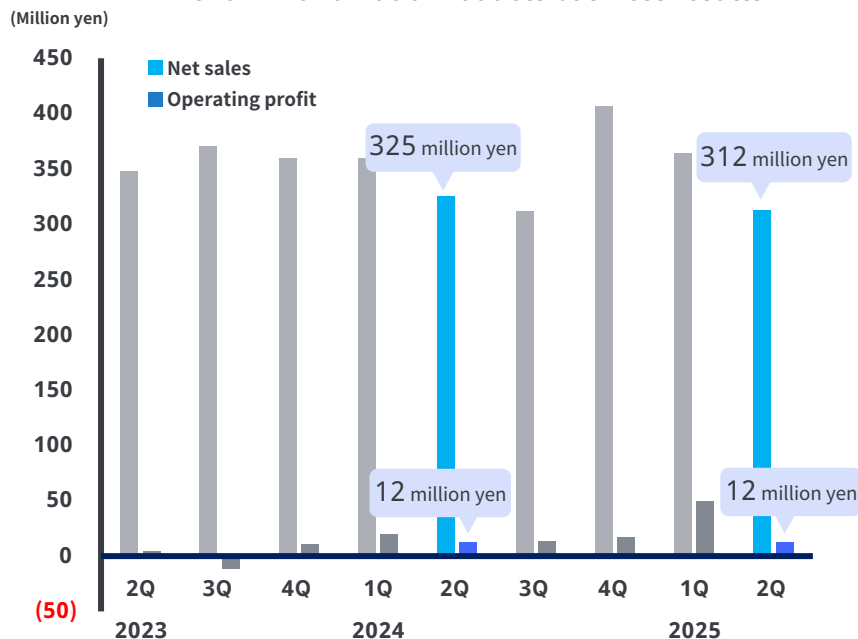
Operating profit improved significantly thanks to the efficient use of advertising expenses in addition to business efficiency gains achieved by using AI for detecting unauthorized images and for providing customer services.



Handmade Products business

- Net sales decreased despite growth in pay-per-click advertising on a website and monthly fee plan, due to a decrease in gross merchandise value.
- Operating profit increased following an increase in sales from pay-per-click advertising on websites with high profit margins and the optimization of human resources.

Trend in Handmade Products business results



Net sales	(Million yen)	Q2 FY2024 (six months)	Q2 FY2025 (six months)	Difference	YoY
Handmade Products business					
minne		684	676	-7	98.9%

- Sales from commission decreased due to a decline in gross merchandise value.

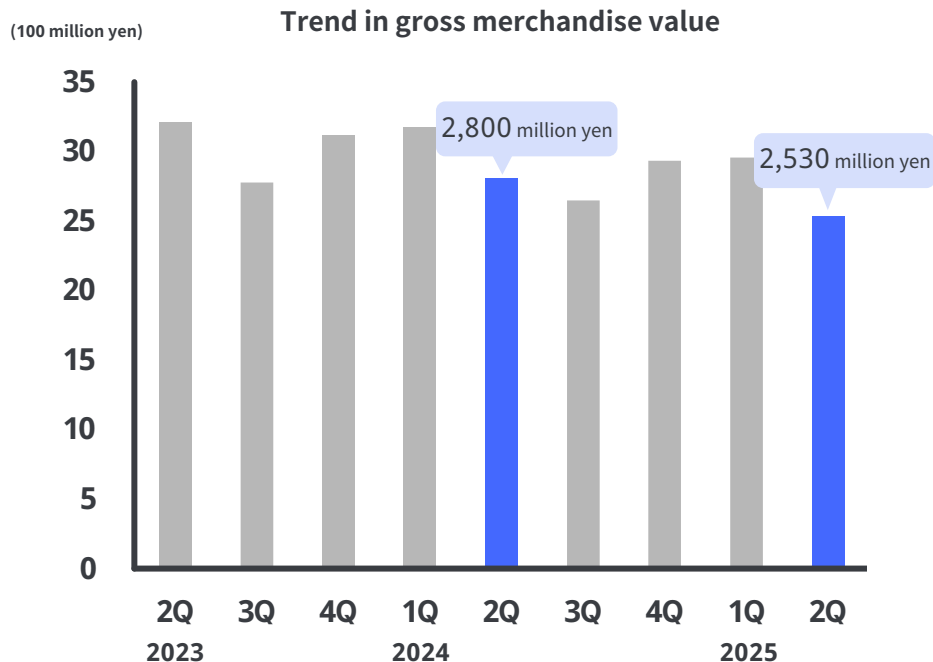
Operating profit

Operating profit	(Million yen)	Q2 FY2024 (six months)	Q2 FY2025 (six months)	Difference	YoY
Handmade Products business					
minne		31	62	+30	198.2%

- Profit increased due to a decrease in cost, which resulted from optimization of human resources.

Handmade Products business

- Gross merchandise value was 90.2% of the same period the previous year.
- We began to provide a Support Function, with which users can support creators and brands by viewing ads.



Commencement of provision of Support Function

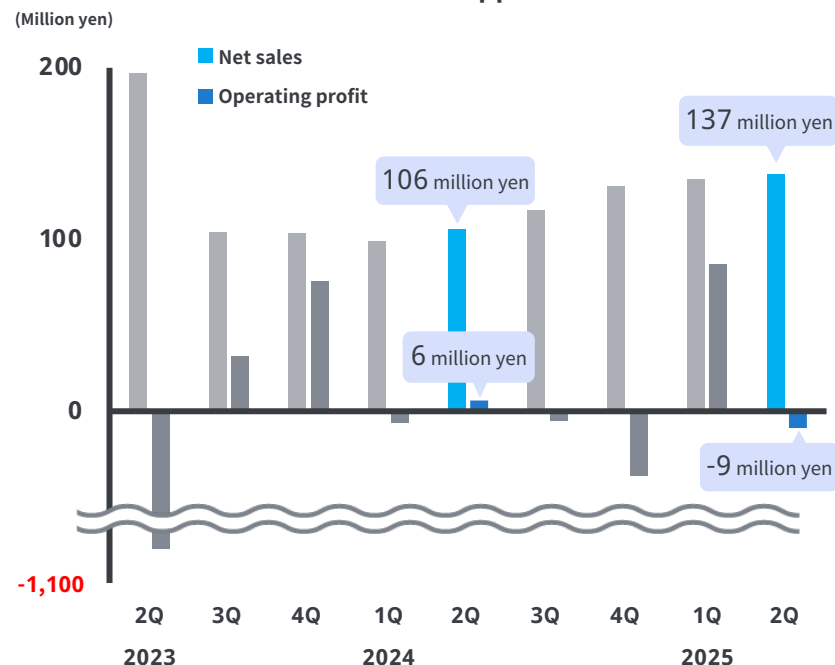
In July 2025, we began to provide a new function, with which when a user has viewed an ad on the shop page, advertising expenses that can be used for advertising goods are provided to the creator or brand.



Financial Support business

- Net sales increased year on year due to ASP linkage initiatives with enterprises, in addition to an increase in invoice purchasing in individual deals.
- Operating profit increased due to a temporary decrease in costs that resulted from cost-cutting measures, in addition to steady progress in the collection of receivables.

Trend in Financial Support business results



Net sales

	Q2 FY2024 (six months)	Q2 FY2025 (six months)	Difference	YoY
Financial Support business				
FREENANCE	205	272	+67	133.0%

- Sales increased due to individual deals with high commission rates and ASP linkage with enterprises.

Operating profit

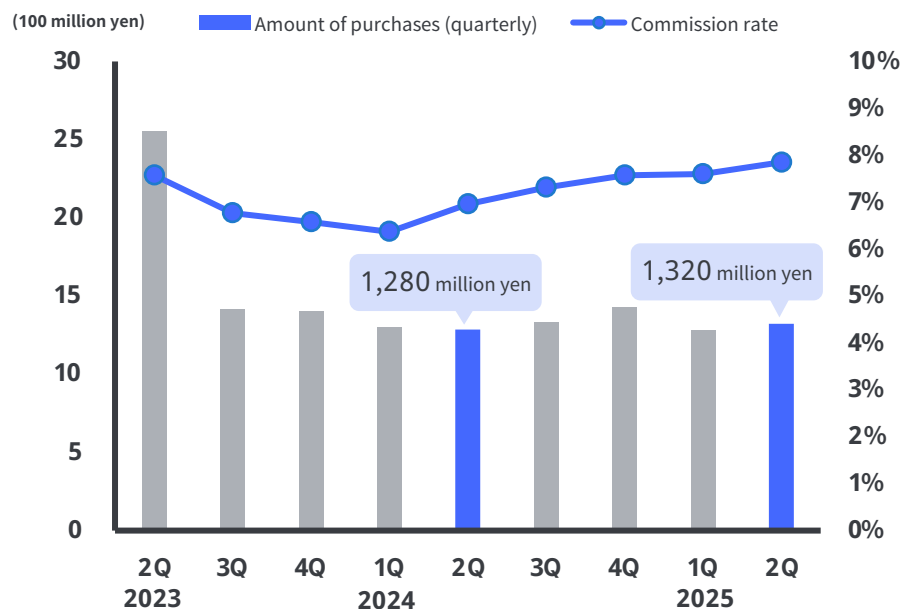
	Q2 FY2024 (six months)	Q2 FY2025 (six months)	Difference	YoY
Financial Support business				
FREENANCE	-0	75	+76	-

- Profitability were strong 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.

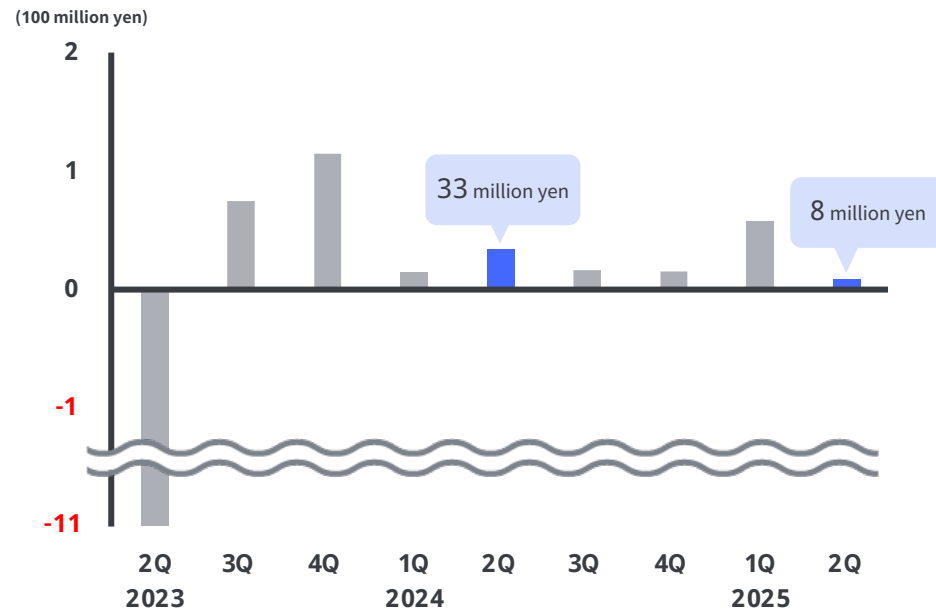
Financial Support business

- While the amount of purchases of invoices remained flat year on year, the percentage of individual deals with high commission rates increased, contributing to the increase in net sales.

Trend in amount of purchases of invoices



Impacts of bad debt-related expenses on operating profit



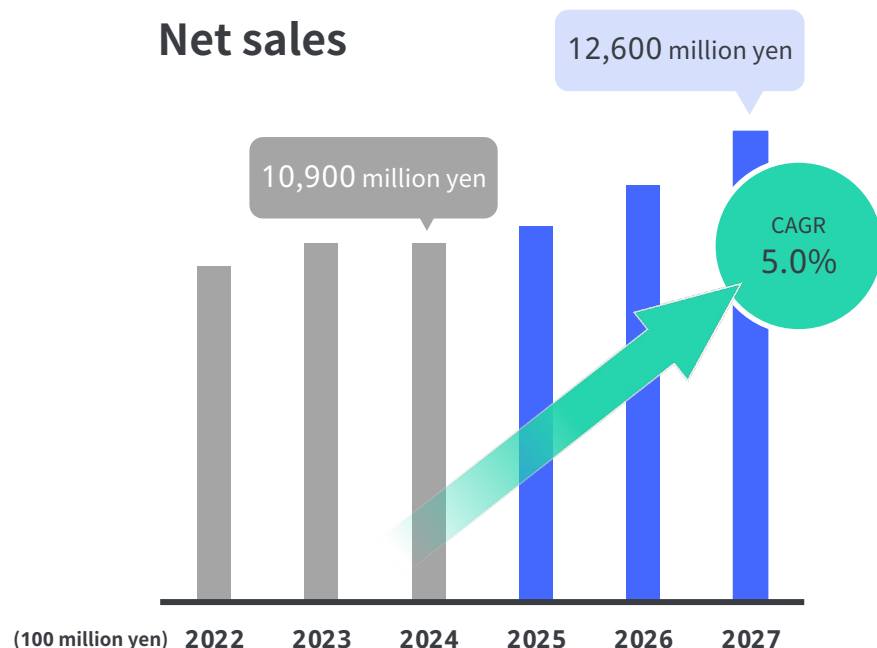
Medium- to Long-term Business Growth and M&A

CHAPTER

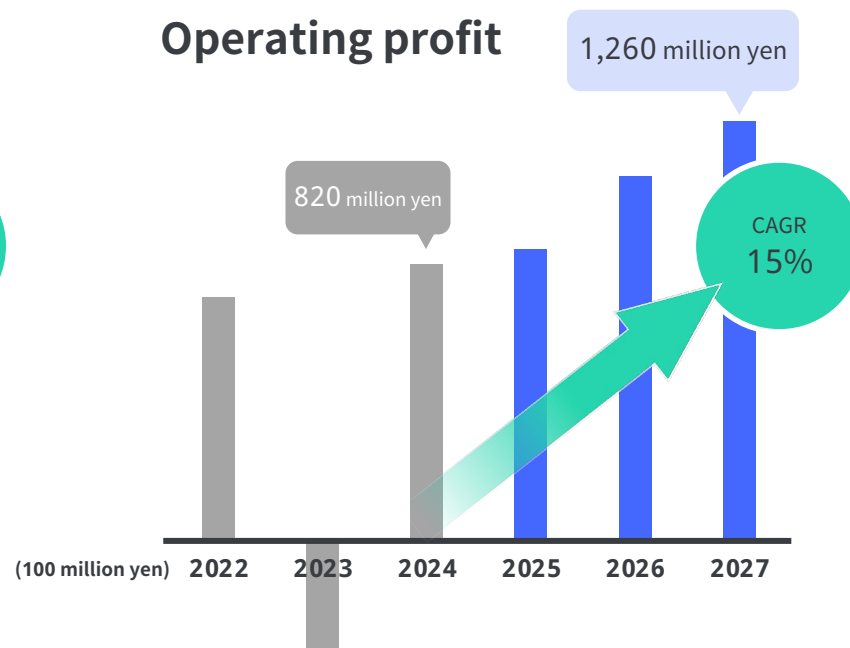
Consolidated Targets for Net Sales and Operating Profit from 2025 to 2027

- From 2025 to 2027 we will achieve business growth while aiming to enhance medium-term corporate value.
- We have set consolidated targets for 12,600 million yen in net sales (CAGR of 5.0%) and 1,260 million yen in operating profit (CAGR of 15.0%)

Net sales

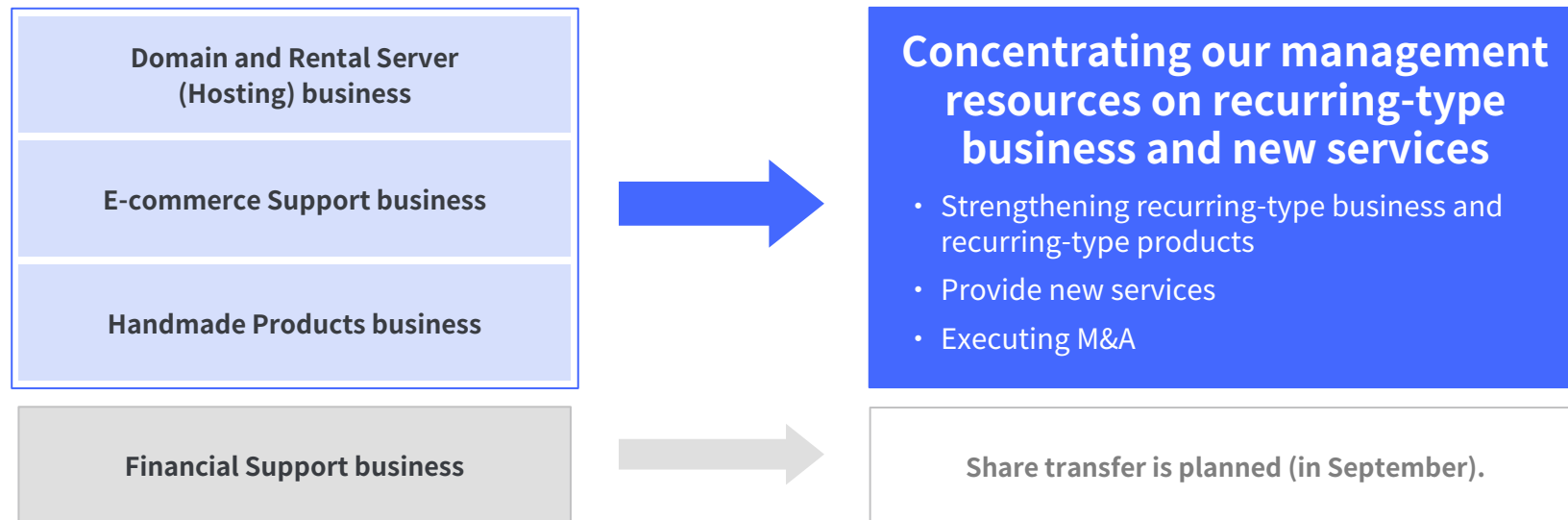


Operating profit



Business Selection and Focus

- We decided to transfer shares in GMO Creators Network for business selection and focus.
- We will concentrate our management resources on recurring-type business and new services.

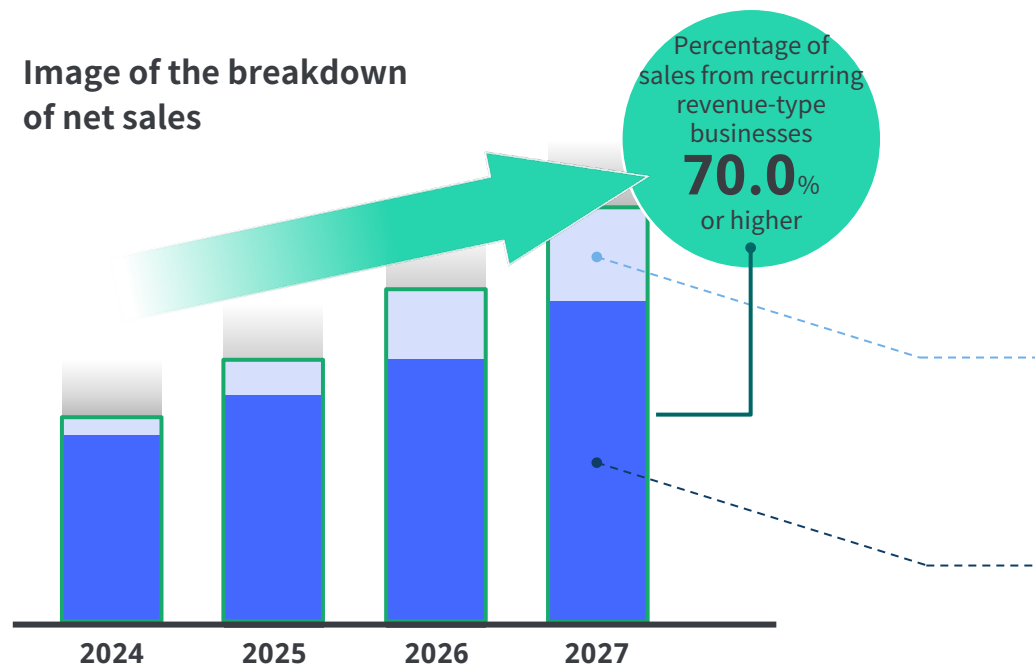


Strengthening the Recurring Revenue Base and Expanding Business Domains



- We will raise the ratio of net sales from recurring-type business to 70% or higher to ensure stable and reliable growth.
- We will aim for medium-term growth by continually strengthen the recurring revenue base, including from existing services, while expanding our business domains.

Image of the breakdown of net sales



Expansion into new business domains

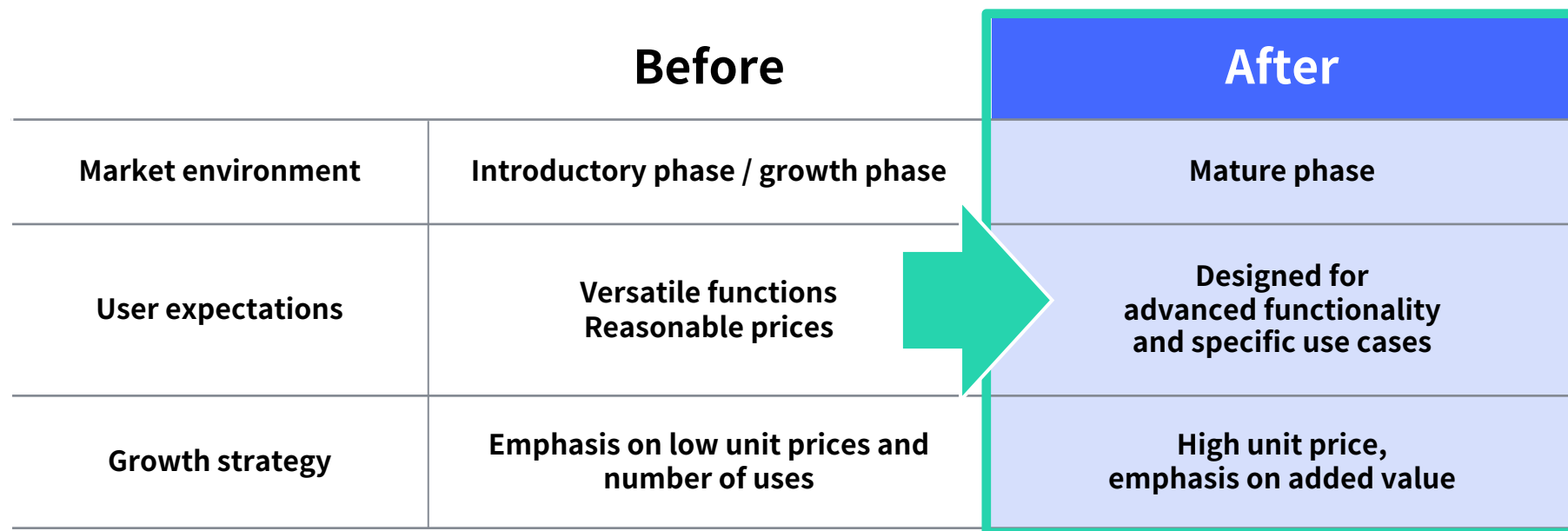
We will expand the business domains in which our existing businesses operate, embark on new challenges to earn recurring revenue, provide plans with recurring revenue qualities even within non-recurring businesses, and earn recurring revenue through the provision of new services in areas other than our traditional fields of business, such as the streaming sector.

Strengthening the recurring revenue base

To achieve organic growth, we will offer functionality and plans that reflect customer needs, increase usage by corporate users, and gain subscribers for plans with high unit prices

Adapting to Change in the Environment

- We will build a stable foundation by acquiring recurring revenue from corporate customers
- We will shift from the previous model based on "low unit prices x number of uses" to a model based on "high unit prices x added value."



Lolipop! Static IP, a New Service in the Recurring-Type Business



- Expanding target to corporate customers by providing a static IP address service that makes it possible to centralize the access management of business locations and devices.
- We will increase spending per customer per contract with a pay-per-license model of recurring-type business.

Lolipop! Fixed IP Access

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.

The graphic is a blue rectangular advertisement for 'LOLIPOP! 固定IPアクセス by GMO PABO'. It features a woman on the left and a man on the right, both working on laptops. The central text reads 'どこからでも固定IPアドレスが利用できる' (Fixed IP address can be used from anywhere). Below this is the 'LOLIPOP! 固定IPアクセス by GMO PABO' logo. At the bottom, it states '月額490円(税込539円) ~ 即日導入' (Monthly fee 490 yen (tax included 539 yen) ~ immediate introduction). A small button at the top left says '提供開始' (Start of provision).

Building a base for recurring revenue from corporate customers

- We will provide multiple licenses to each corporate customer, assuming an average of five or more licenses per company.
- We will increase spending per customer in a range **from 490 yen/month to hundreds of thousands of yen/month** with a pay-per-license model of recurring-type business.

Major settings of use by corporate customers

- Building a remote work environment
- Creation of website and development operations at customers
- Integrating systems operated at other business locations

Enhancing the Lineup of MuuMuu Domain Services



- We will enhance the lineup of MuuMuu Domain services and promote the concurrent conclusion of contracts with those for domains, in our efforts to increase the number of contracts.
- We will take steps to expand sales from the third quarter onward, aiming to increase spending per customer further.

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.



Schematic of linkage with domain

We will strengthen solutions for corporate customers by providing Google Workspace, which can be introduced easily together with domains.

.jp .com .net + GoogleWorkspace

Major benefits

- Improving the customer experience through synergy with a domain
- Expansion of the range of solutions proposed to corporate customers
- Creation of opportunities to propose own products

We will start new initiatives for sales expansion from the third quarter onward.

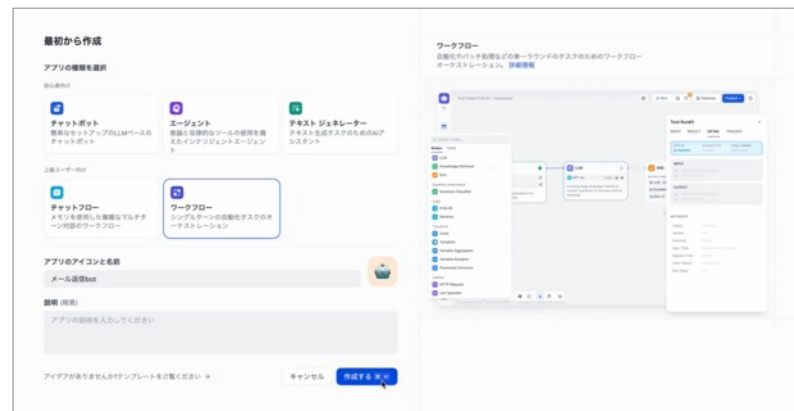
A New Service of GMO SOKURESU AI



- We have started to support corporate customers with AI Agent, a service of supporting the introduction of Dify.
- We will provide products with high spending per customer, aiming to achieve growth in sales.

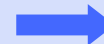
We have started to support corporate customers with AI Agent, a service of supporting the introduction of Dify.

We will support business efficiency improvement and productivity enhancement of enterprises by providing a wide range of solutions using AI for corporate customers. We will provide products with high spending per customer and win contracts with customization catering to corporate needs.



Started provision of solutions for corporate customers

Dealing with
inquiries



Comprehensive
solutions to issues

We will provide solutions to issues faced by enterprises instead of only dealing with external inquiries.

Value offered to companies

- Streamlining of handling of external inquiries
- Automation and streamlining of internal operations and inquiries
- Comprehensive support for solutions to issues in operations

Execution of Share Transfer (Planned on September 1, 2025)

Announced with Notice of Change in Consolidated Subsidiaries (Share Transfer), which is dated July 22, 2025

**We decided to transfer shares in GMO Creators Network, Inc.,
which operate the FREENANCE Financial Support business,
to free K.K for business selection and focus.**

**Concentrating management resources on
recurring-type business and new services**

Policy on future M&A

- We will start considering acquisition in a 3,000-million-yen scale each (M&A) using ample cash on hand.

- **Investment in recurring-type business**

We will invest in businesses which enable to build a stable, ongoing revenue base

- **Expanding business synergy**

We will achieve business growth through linkage with services and mutual utilization.

- **Using ample cash position**

Making agile, continuous investments by leveraging a sound financial base

Using ample cash on hand, **we will start considering acquisition in a**

3,000-
million-yen scale each (M&A).

Shareholder Return



- The basic dividend policy with a dividend payout ratio of 65% remains unchanged.
- We have partially revised the shareholder benefit program.

Shareholder Return

Payout ratio

65% or higher

Shareholder benefits

Cashback on the amount of trading commission fees for purchases of shares in GMO Pepabo at GMO CLICK Securities (upper limit: 10,000 yen)



Granting bitcoin equivalent to 0.03% of the amount of fees for purchasing shares in GMO Pepabo (rounded up to the nearest whole number) at GMO CLICK Securities to a crypto-asset account at GMO Coin. (up to 10,000 yen)

Shareholder Return



For more details, please see the investors relations pages of our website.

Dividends

	2022	2023	2024	2025 (plan)
Annual dividends per share (yen)	50.00	0.00	57.00	67.00
Payout ratio (%)	51.9	—	50.8	65.9

Shareholder benefits

- * Continuous shareholding conditions were 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.

Benefits

Bitcoin equivalent to 0.03% of the amount of fees for purchasing shares in GMO Pepabo (rounded up to the nearest whole number) from GMO CLICK Securities is granted to a crypto-asset account at GMO Coin (upper limit: 10,000 yen).



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 (Q2)

(Million yen)	FY2024 Q2	FY2025 Q2	YoY
Net sales	5,365	5,539	103.2%
Cost of sales	2,549	2,506	98.3%
Gross profit	2,815	3,033	107.7%
Selling, general and administrative expenses	2,319	2,435	105.0%
Of SG&A expenses, promotion cost*	457	508	111.3%
Operating profit	496	597	120.3%
(Operating profit margin)	9.3%	10.8%	—
Ordinary profit	493	559	113.4%
Profit before income taxes	493	559	113.4%
Profit attributable to owners of parent	325	397	122.4%

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

Consolidated Balance Sheet



(Million yen)	FY2024	FY2025 Q2	Change
Current assets	9,252	9,026	△ 226
Cash and deposits*	4,917	5,037	+ 120
Accounts receivable	2,332	1,924	△ 407
Accounts receivable - other	1,521	1,400	△ 120
Non-current assets	2,166	1,951	△ 214
Total assets	11,418	10,978	△ 440
Current liabilities	8,169	7,891	△ 277
Accounts payable – other	1,930	1,561	△ 368
Advances received	4,386	4,561	+ 174
Non-current liabilities	859	714	△ 145
Net assets	2,389	2,372	△ 16
Liabilities and net assets	11,418	10,978	△ 440

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

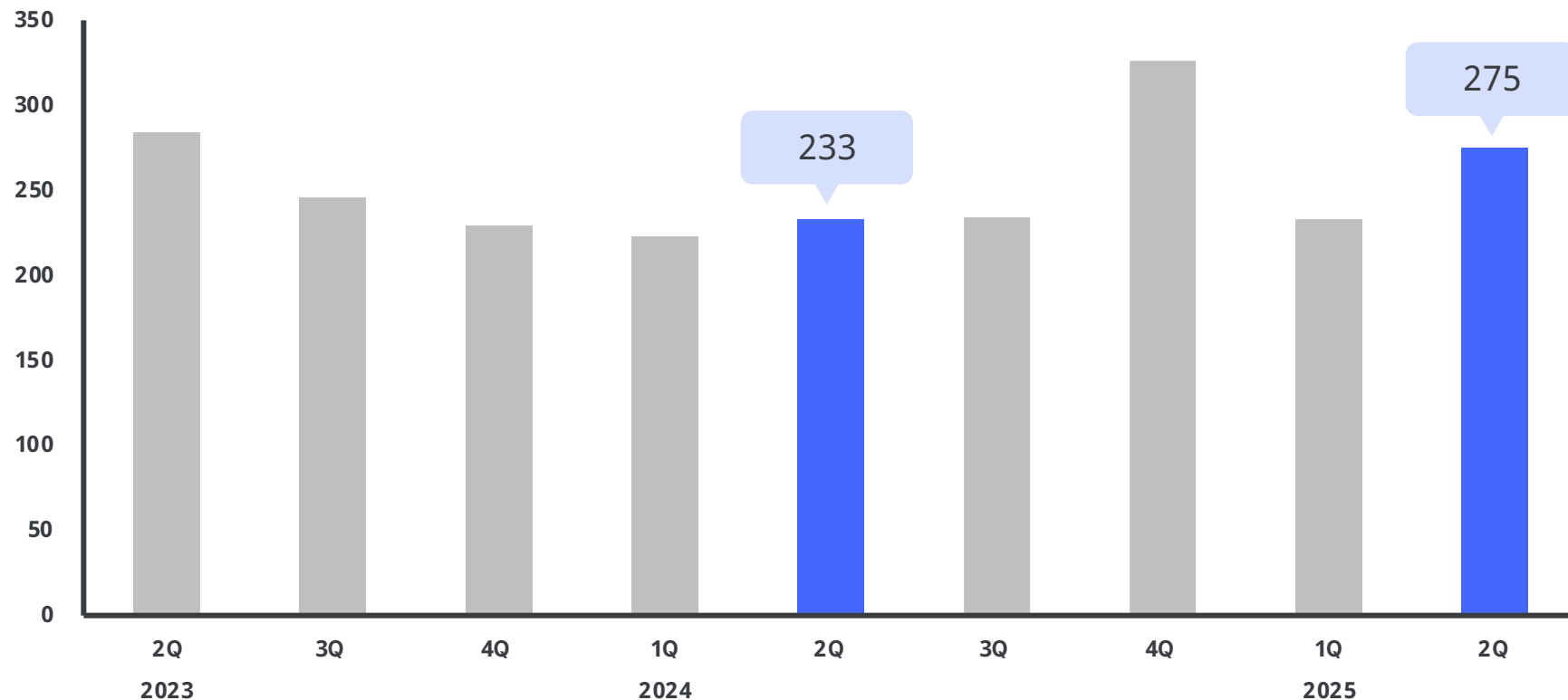
Statement of Cash Flows



(Million yen)	FY2024 Q2	FY2025 Q2
Operating cash flow	564	791
Investing cash flow	△ 221	△ 64
Financing cash flow	△ 179	△ 606
Increase (decrease) in cash and cash equivalents	163	120
Balance of cash and cash equivalents	4,524	5,037

Analysis of Change in Operating Profit (in Detail)

(Million yen)



GMOペパホ

Company Profile

CHAPTER

Company Information



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)	393 (331 full-time employees, 62 temporary employees) (As June 30, 2025)



Corporate Philosophy

“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

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

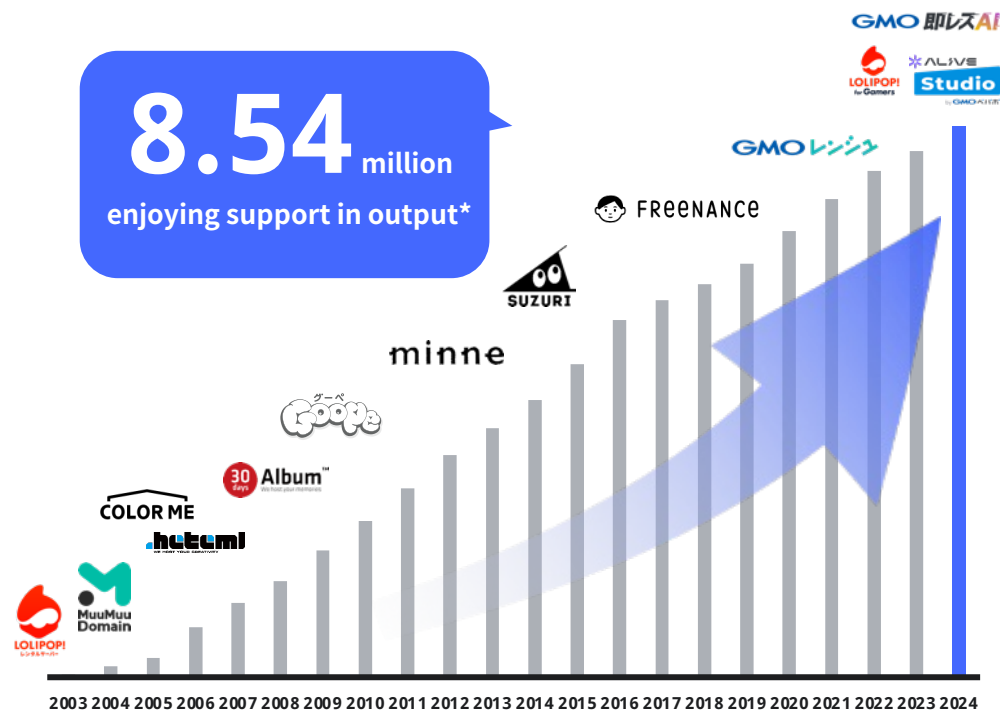
Make it more playful

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

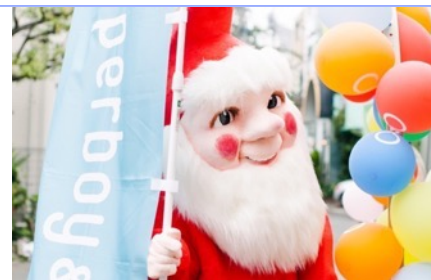
Increase the output of humanity

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



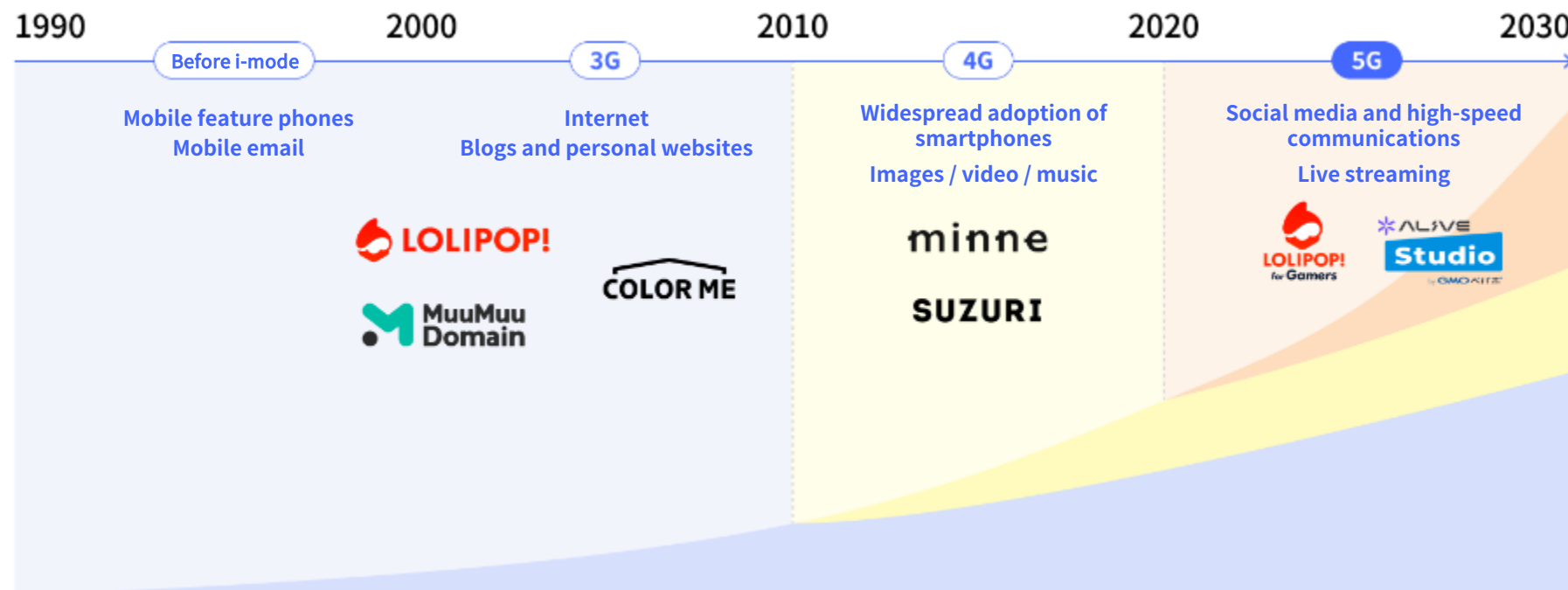
History

- 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
- March 2025 • Starts "Lolipop! Static IP Access," a VPN service that provides static IP addresses



Changes in Output Culture and Our History

- As trends have evolved, creative expression and the forms it takes have 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

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



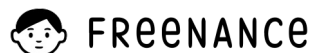
Handmade Products
business



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.**

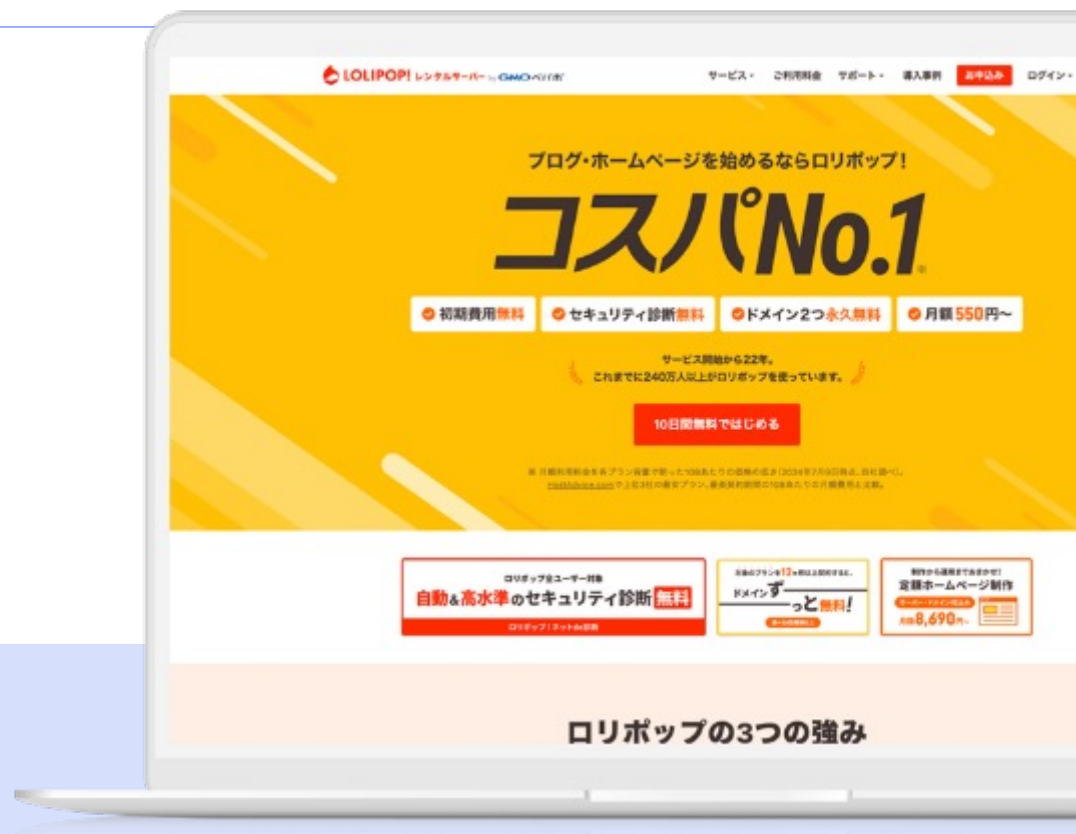
The service provides high-performance servers at a low cost, designed for people who "want to achieve their goals" such as designing a website or creating email addresses. The service supports people using technology over the Internet for creative expression.

Usage fee	A monthly fee of 99 yen or more
Main users	Individuals and small and medium-sized corporations
Number of contracts	390,000

* As of June 30, 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 パパポ

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	1,030,000

* As of June 30, 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 June 30, 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



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

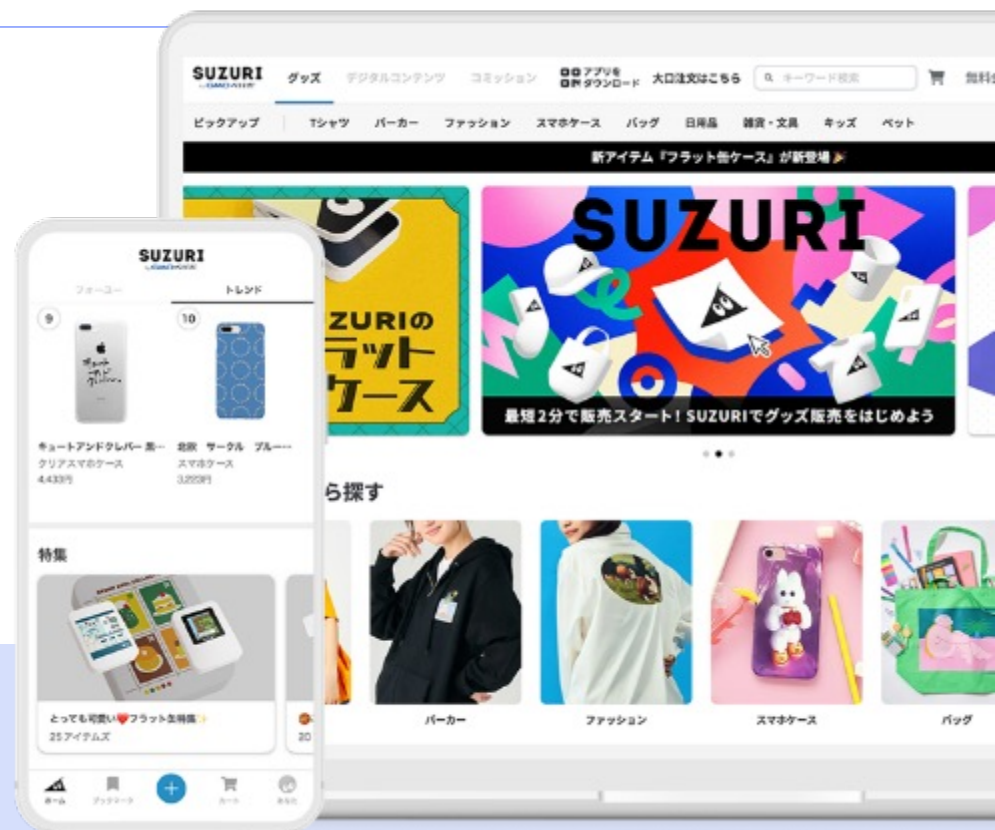
This service allows people to easily create and sell everything from illustrations or photos they have created, to high-quality original such as T-shirts, smartphone cases and coffee mugs. The service helps unleash the expressive potential of creators.

Annual gross merchandise value 2.0 billion yen (2024 result)

Number of creators 940,000 people

Number of members 2.17 million people

* As of June 30, 2025



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."

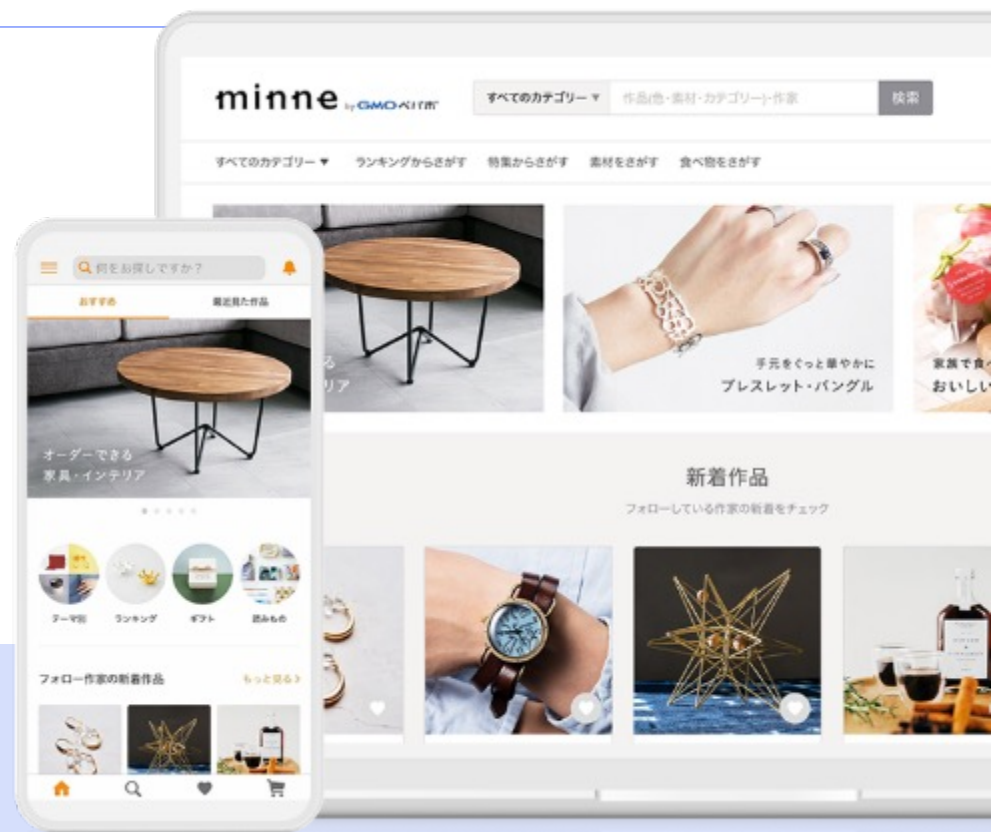
Annual gross merchandise value 11.5 billion yen (2024 result)

Number of creators and brands 950,000 people

Number of works 18.07 million

Number of app downloads 15.54 million

* As of June 30, 2025



Financial Support Business(FREENANCE)

GMO パパポ

Financial and insurance services supporting freelancers and sole proprietors

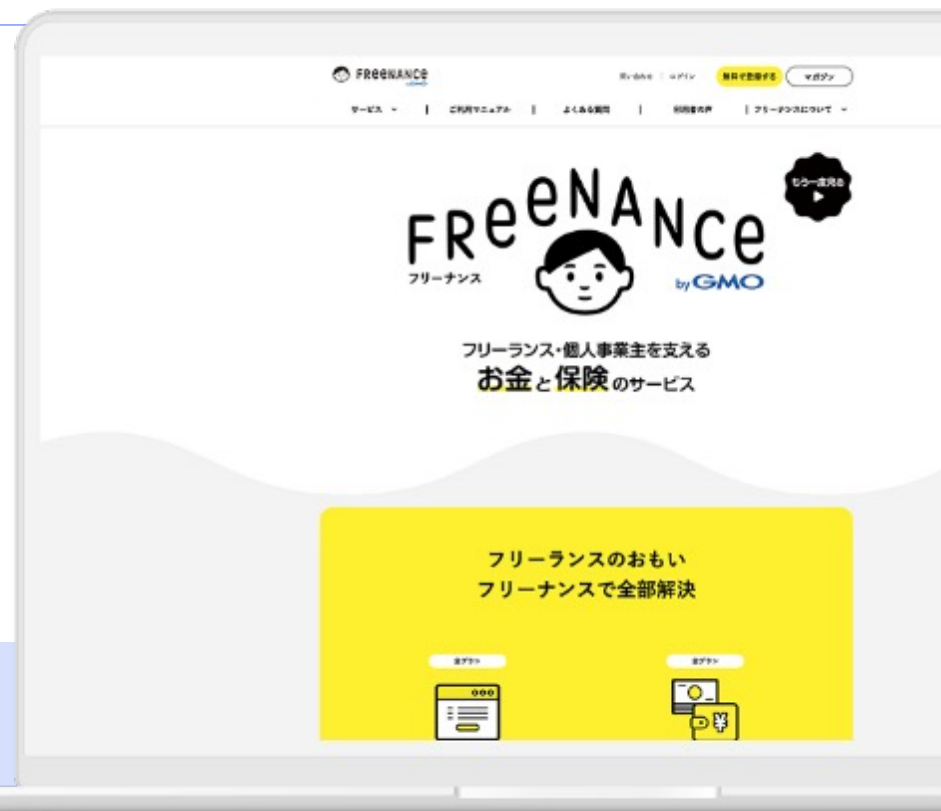


Support sole proprietors' business activities by providing immediate payment (factoring) and liability insurance.

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 June 30, 2025



New Business: GMO SOKURESU AI

GMOペパボ

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 June 30, 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 June 30, 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



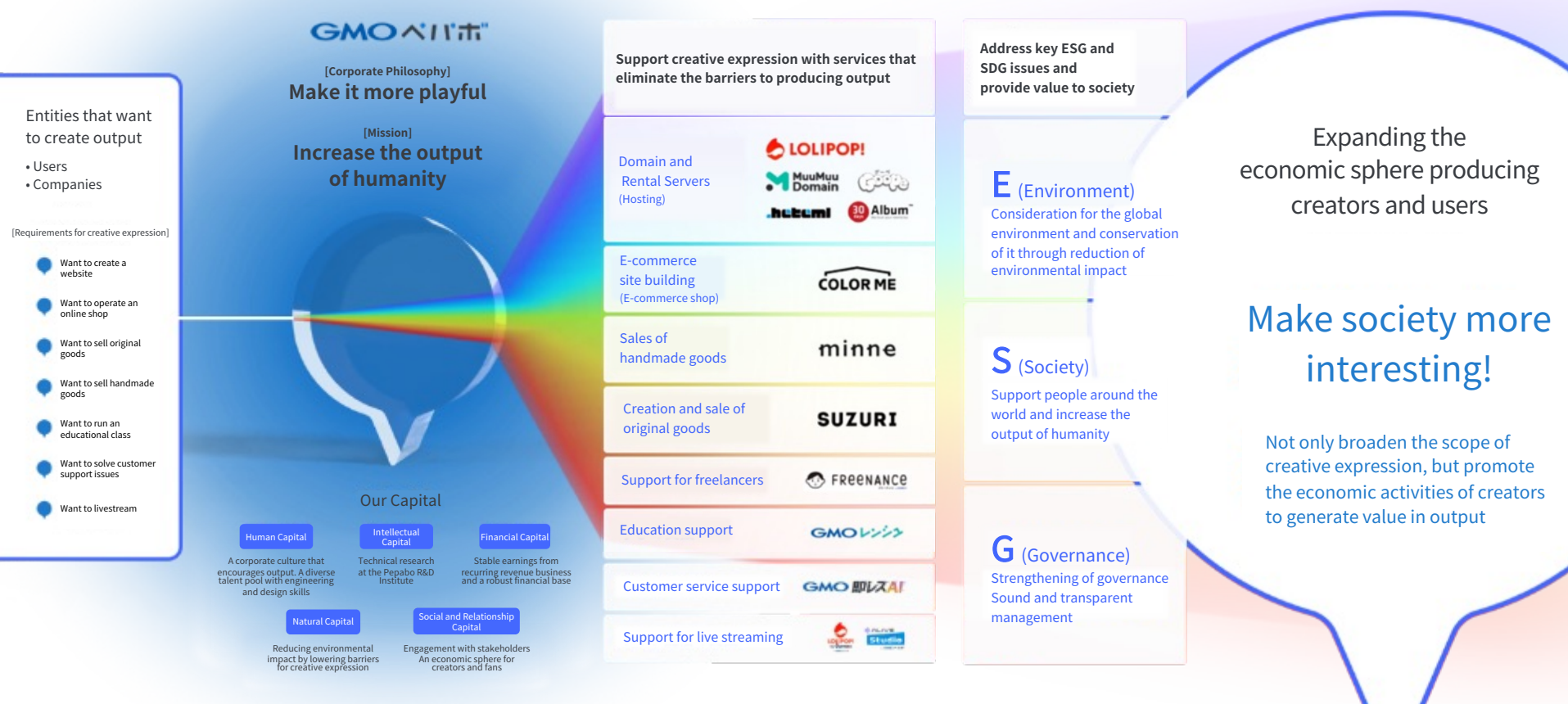
Please find our sustainability activities and concrete efforts on the websites below.

 Sustainability at GMO Pepabo
 Sustainability data

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

Value Creation Model and Expanding Output

GMOペパボ



FY25 Q2_Results_Presentation_DataSheet

Business Results by Segment/Service (Quarterly) *1

(Million yen)

		FY24				FY25	
		Q1	Q2	Q3	Q4	Q1	Q2
Consolidated	Net Sales*2	2,647	2,718	2,740	2,816	2,745	2,793
		1,522	1,518	1,522	1,533	1,542	1,556
Domain and Rental Servers (Hosting)	Lolipop	650	642	640	646	654	658
	MuuMuu Domain	644	650	653	656	661	670
	Other*3	228	226	229	231	227	228
		665	767	788	743	701	781
E-commerce Support business	Color Me Shop	504	546	542	556	536	544
	SUZURI	161	221	246	186	165	236
	Other*3	0	0	0	0	0	0
Handmade Products business	minne	359	325	311	406	364	312
Financial Support business	FREENANCE	99	106	116	130	135	137

		FY24				FY25	
		Q1	Q2	Q3	Q4	Q1	Q2
Consolidated	Operating Profit*2*4	234	262	285	47	335	262
		519	492	476	430	476	494
Domain and Rental Servers (Hosting)	Lolipop	344	304	296	255	299	302
	MuuMuu Domain	109	116	111	106	103	115
	Other*3	66	72	69	69	74	77
		137	208	240	191	200	258
E-commerce Support business	Color Me Shop	174	208	189	199	213	205
	SUZURI	-27	9	60	0	-0	65
	Other*3	-10	-9	-9	-8	-13	-12
Handmade Products business	minne	19	12	13	17	49	12
Financial Support business	FREENANCE	-6	6	-5	-37	85	-9

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

*1 Quarterly are rounded down to the million yen *2 Excluding sales and operating profit of others (office expenses, etc.) *3 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)

			FY24				FY25	
			Q1 3/31	Q2 6/30	Q3 9/30	Q4 12/31	Q1 3/31	Q2 6/30
Domain and Rental Servers (Hosting)	Lolipop	Number of contracts (Numbers)	410,474	409,327	407,470	405,185	403,622	399,918
	MuuMuu Domain	Number of contracts (Numbers)	1,085,334	1,076,138	1,063,083	1,055,194	1,045,993	1,036,661
E-commerce Support business	Color Me Shop	Number of contracts (Numbers)	50,320	50,388	50,352	50,006	49,554	49,046
	SUZURI	Number of creators (ten thousands users)	80	83	86	88	90	94
		Number of members (ten thousands users)	172	184	194	201	208	217
		Number of products (ten thousands items)	1,729	1,749	1,766	1,771	1,791	1,807
Handmade Products business	minne	Number of creators (ten thousands users)	91	91	92	93	94	95
		Number of app downloads (ten thousands DLs)	1,492	1,504	1,517	1,529	1,542	1,554

KPI by Segment/Service (Quarterly)

			FY24				FY25	
			Q1 3/31	Q2 6/30	Q3 9/30	Q4 12/31	Q1 3/31	Q2 6/30
Domain and Rental Servers (Hosting)	Lolipop	Spending per customer(yen)	527	521	520	527	535	542
	Color Me Shop	Spending per customer(yen)*1	5,391	5,791	5,844	6,341	6,527	6,722
E-commerce Support business	SUZURI	Gross merchandise value (100 million yen)	4.3	5.5	6.1	4.8	4.0	5.7
		Gross merchandise value (100 million yen)	31.7	28.0	26.5	29.3	29.5	25.3
Handmade Products business	minne	Number of orders (ten thousands orders)	81.6	69.8	65.2	69.8	71.2	58.8
		Average price of orders(yen)	4,051	4,117	4,231	4,255	4,336	4,343
		Amount of Purchases of Invoices (100 million yen)	13.0	12.8	13.3	14.2	12.8	13.2
		Number of invoices(Invoices)	4,733	5,255	5,647	5,806	5,381	5,867
Financial Support business	FREENANCE	Average invoice purchase (Thousand yen)	275	244	235	246	238	225
		Number of users(users)	2,919	3,157	3,438	3,565	3,457	3,544

※For details, please refer to "Fiscal Year 2025 2nd 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.
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GMO Pepabo, Inc.

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