

Fiscal Year 2025 Third 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 Q3 FY2025



- We revised our full-year FY2025 forecast, and significantly raised the dividend from the initial forecast of 67 yen to 105 yen.
- We will invest in new services to achieve business growth in 2026, aim for business growth by expanding the recurring-type business and acquiring companies.

### Topics

- **Revision to the full-year forecast**

- Net sales declined due to the effects of deconsolidation associated with the transfer of shares in GMO Creators Network, Inc.  
Our full-year forecast for operating profit was revised, reflecting a projected increase due to a rise in the percentage of high-grade subscription plans on Color Me Shop and cost efficiency improvements at SUZURI.
- 302 million yen in dividends received from portfolio companies was recognized as non-operating income.
- 34 million yen in gain from the sale of shares of subsidiaries and associates due to the transfer of shares in GMO Creators Network, Inc. was recognized as extraordinary income.
- Dividend per share was significantly increased from 67 yen to 105 yen.

- **We project solid results for fiscal 2025 and will make growth investments for the next fiscal year.**

- Due to the strong performance of the recurring-type business, to achieve growth in 2026 we will accelerate expansion by enhancing our service lineup with the new Lolipop Static IP Access and MuuMuu Domain businesses for enterprise.

## AGENDA

## AGENDA

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- Summary of Results in Q3 FY2025
- Medium-term Business Growth

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# Summary of Results in Q3 FY2025

# CHAPTER

## Consolidated Results in Q3 FY2025



- Net sales from the Domain and Rental Server (Hosting) business and Color Me Shop in the E-commerce Support business were strong.
- Ordinary profit increased due to the receipt of dividends from portfolio companies.

(Million yen)

Item	Q3 FY2024 (nine months)	Q3 FY2025 (nine months)	Difference	YoY
Net sales	8,105	8,263	+157	101.9%
Operating profit	782	790	+8	101.1%
Ordinary profit	833	1,046	+212	125.5%
Profit attributable to owners of parent	551	759	+208	137.7%

## Revised Full-Year FY2025 Forecast



- Forecast net sales have decrease due to the effects of deconsolidation associated with the transfer of shares in GMO Creators Network, Inc.
- Forecast operating profit has been increased, reflecting a rise in the percentage of high-grade subscription plans on Color Me Shop and cost efficiency improvements at SUZURI.
- Projected dividend per share has also been raised, as ordinary profit and below will far exceed forecasts due to the recognition of non-operating income and extraordinary income.

(Million yen)

Item	Q3 FY2024 (Results)	Q3 FY2025 (Initial forecast) (1)	Q3 FY2025 (Revised forecast on November 12) (2)	Difference ((2) - (1))	Difference (2)/(1)
Net sales	10,922	11,184	10,956	-227	-2.0%
Operating profit	829	888	925	+37	+4.2%
Ordinary profit	937	860	1,193	+333	+38.7%
Profit attributable to owners of parent	591	536	838	+301	+56.3%
EPS (yen)	112.12	101.64	160.93	+59.29	+58.3%
Dividends per share (yen)	57.00	67.00	105.00	—	—
Payout ratio (%)	50.8	65.9	65.2	—	—

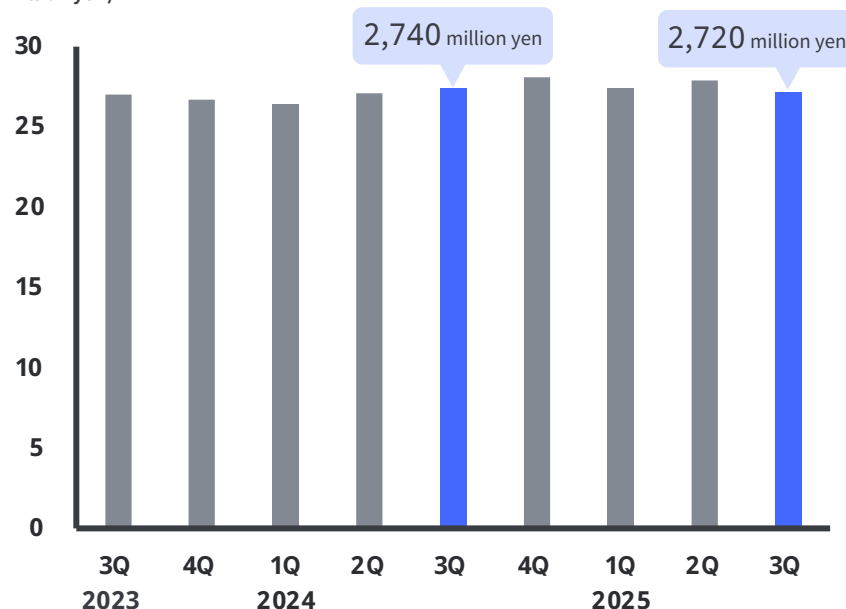
## Trends in Consolidated Results (by Quarter)



- Due to the deconsolidation of GMO Creators Network Inc. through a transfer of shares, net sales decreased, as only July and August were included in the third quarter results.
- Operating profit declined, in part due to one-off expenses incurred in connection with the transfer of shares in GMO Creators Network, Inc.

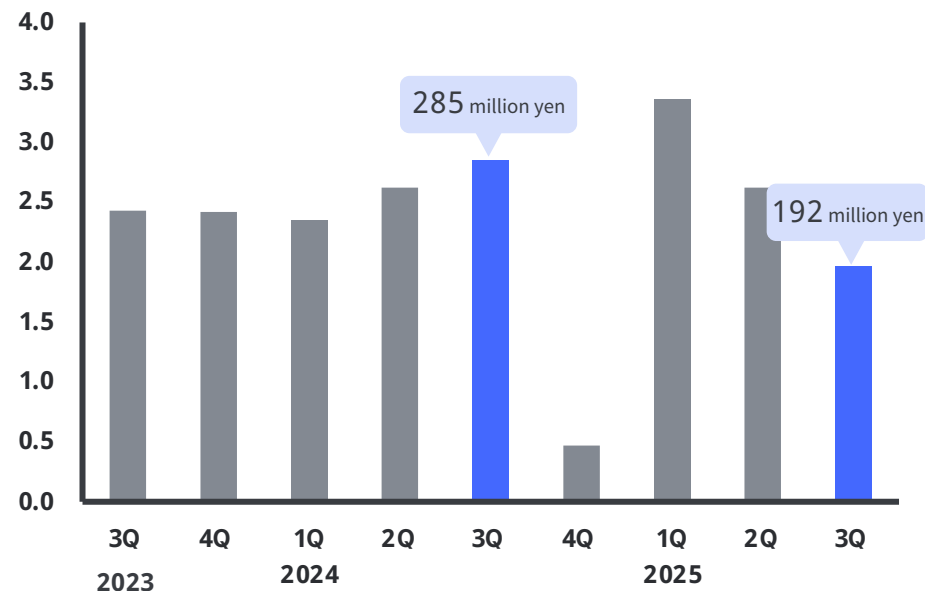
### Net sales

(100 million yen)



### Operating profit

(100 million yen)



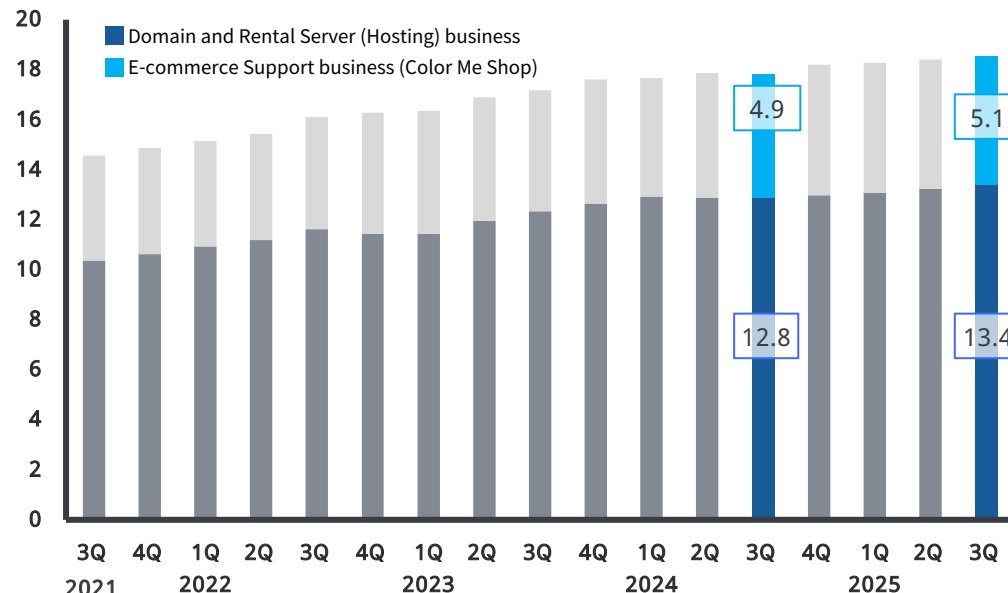
## Net Sales (Recurring-Type Business)



- Net sales from recurring revenue business steadily grew 104.2% year over year.
- The year-on-year growth was attributable to plans with higher unit prices accounting for a greater percentage of total sales.

### Trend in net sales of recurring revenue business

(100 million yen)



Fiscal Year 2024  
Third Quarter

**1,780**  
million yen



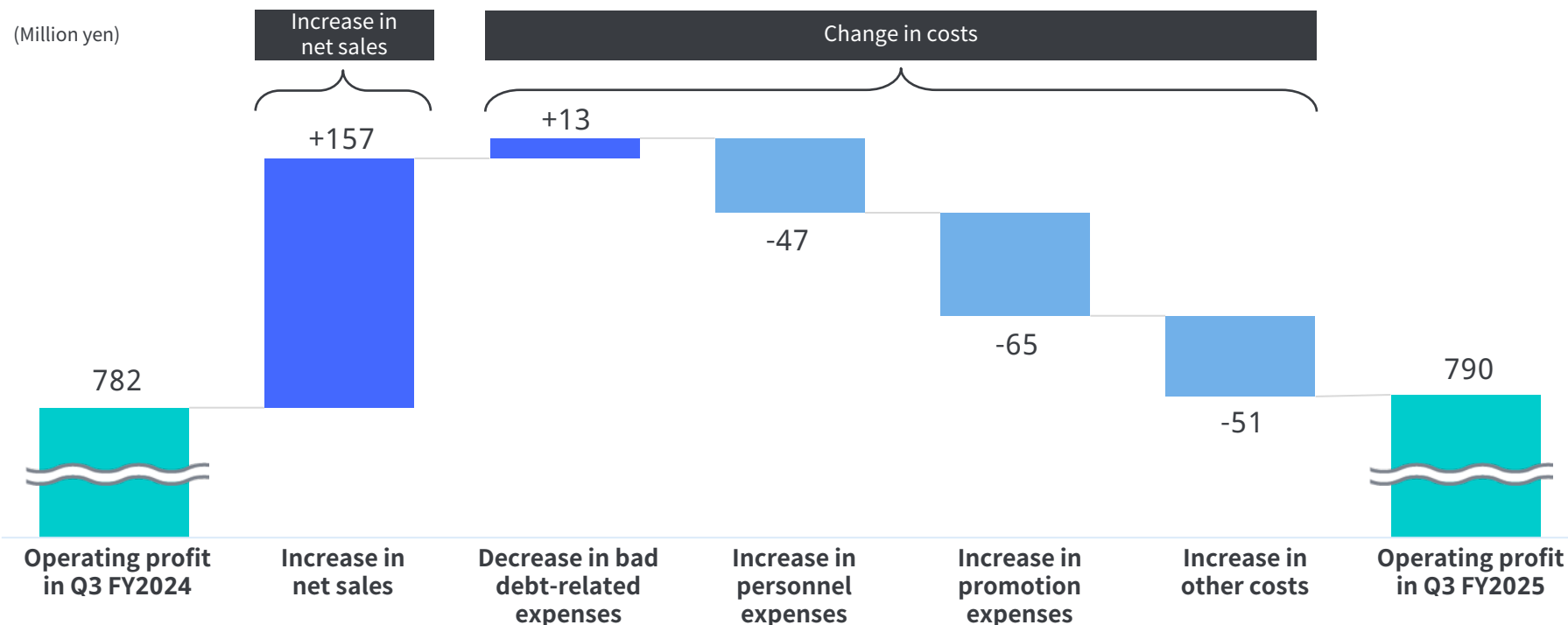
Fiscal Year 2025  
Third Quarter

**1,850**  
million yen



## Operating Profit Change Analysis (Third Quarter)

- Operating profit increased, benefitting from increased sales in the Domain and Rental Server (Hosting) business and E-commerce Support business.



## Results by Segment in Q3 FY2025



- Net sales increased following the accumulation of contracts for MuuMuu Server, and the higher percentage of high-grade subscription plans on Color Me Shop increasing, leading to strong performance.
- Operating profit increased as a result of a higher percentage of high-margin high-grade plan subscriptions on the Color Me Shop under the E-commerce Support business, in addition to improved efficiencies related to promotional costs, etc. at SUZURI.

(Million yen)

Item	Segment	Fiscal Year 2024 Third Quarter	Fiscal Year 2025 Third Quarter	Difference	YoY
Net sales		8,105	8,263	+157	101.9%
	Domain and Rental Server (Hosting) business	4,563	4,675	+112	102.5%
	E-commerce Support business	2,222	2,244	+21	101.0%
	Handmade Products business	995	974	-21	97.8%
	Financial Support business	322	355	+33	110.3%
Operating profit		782	790	+8	101.1%
	Domain and Rental Server (Hosting) business	1,488	1,478	-9	99.3%
	E-commerce Support business	586	727	+140	124.0%
	Handmade Products business	45	68	+23	152.5%
	Financial Support business	-5	1	+6	-

\* Excluding head office costs, etc.

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# Detailed Results by Segment

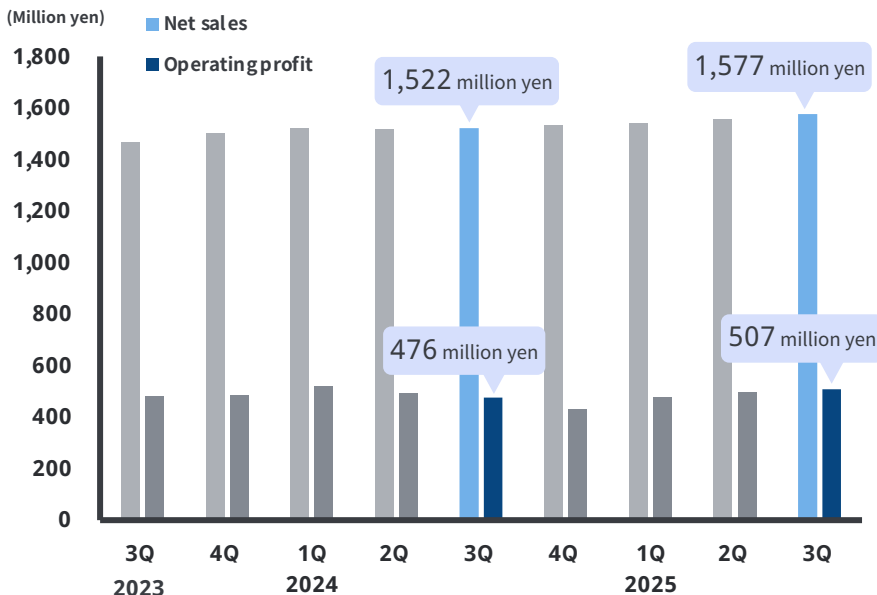
# CHAPTER

## Domain and Rental Server (Hosting) business



- Net sales increased, reflecting a higher percentage of high unit price subscription plans on Lolipop!, and the accumulation of recurring revenue thanks to an 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	Q3 FY2024 (nine months) (Million yen)	Q3 FY2025 (nine months)	Difference	YoY
Domain and Rental Server (Hosting) business	4,563	4,675	+112	102.5%
Lolipop!	1,932	1,978	+45	102.4%
MuuMuu Domain	1,948	2,014	+66	103.4%

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

### Operating profit

Operating profit	Q3 FY2024 (nine months)	Q3 FY2025 (nine months)	Difference	YoY
Domain and Rental Server (Hosting) business	1,488	1,478	-9	99.3%
Lolipop!	945	900	-44	95.3%
MuuMuu Domain	337	344	+6	102.1%

- 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

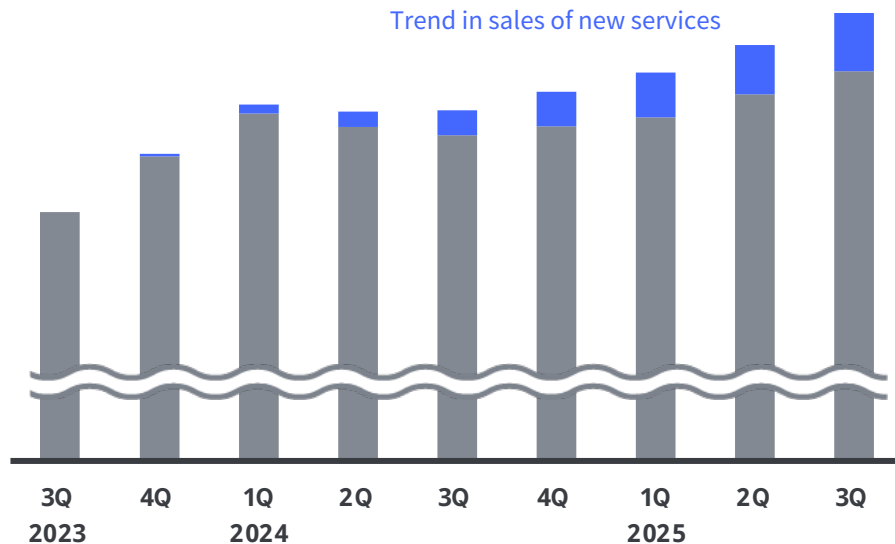


- In addition to the existing recurring-type business, net sales increased for new services including Lolipop! for Gamers, Lolipop Static IP Access and MuuMuu Server.
- Due to the improved ratio of subscriptions to high unit price plans, spending per customer for Lolipop! and MuuMuu Domain has trended higher.

### Recurring revenue breakdown

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

Trend in sales of new services



### Lolipop! Spending per customer

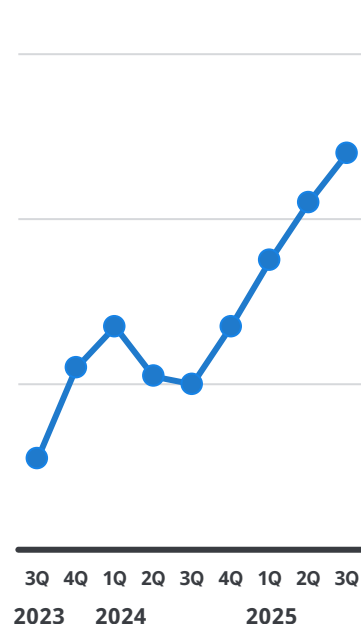
(Yen)

560

540

520

500



### MuuMuu Domain: Average Price of Domains under Contract

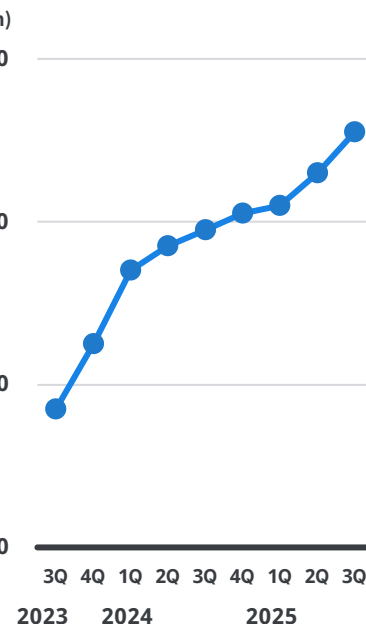
(Yen)

220

200

180

160

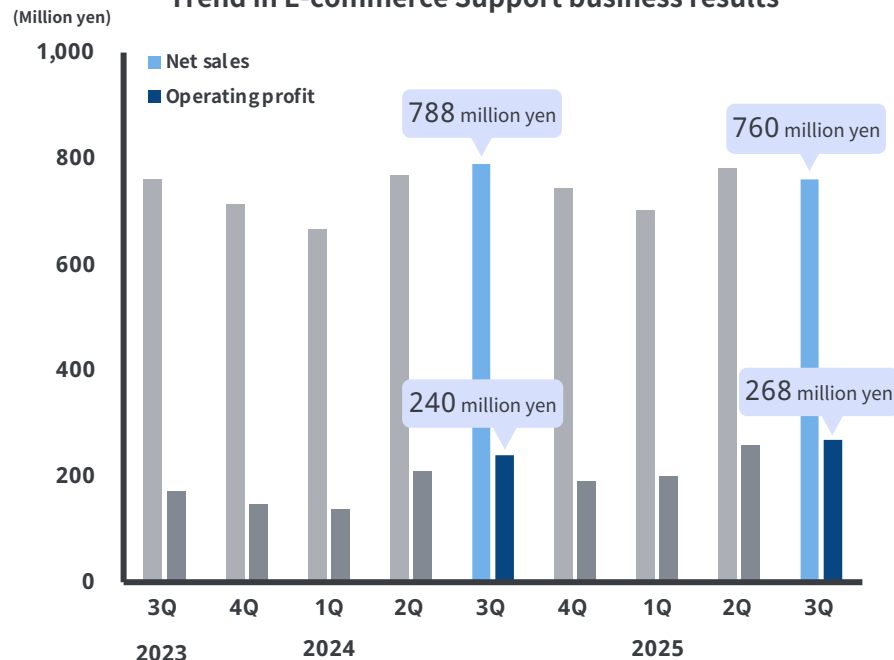


## E-commerce Support business



- Net sales increased, with the percentage of subscriptions to higher-grade plans increasing thanks to plan consolidation, more than offsetting reduced revenue from Color Me Shop website creation services.
- Operating profit increased year on year, reflecting a greater percentage of high-profit-margin high-grade subscription plans on Color Me Shop, as well as streamlining and reduced promotional costs at SUZURI thanks to AI utilization.

### Trend in E-commerce Support business results



Net sales	Q3 FY2024 (nine months)	Q3 FY2025 (nine months)	Difference	YoY
E-commerce Support business	2,222	2,244	+21	101.0%
Color Me Shop	1,593	1,608	+15	100.9%
SUZURI	629	635	+6	101.1%

- Color Me Shop:** Despite a decline in revenue from website creation services, net sales rose thanks to a higher percentage of subscriptions to high-grade plans.
- SUZURI:** Net sales increased, thanks to an improved production framework and an increase in projects for corporate customers.

### Operating profit

Operating profit	Q3 FY2024 (nine months)	Q3 FY2025 (nine months)	Difference	YoY
E-commerce Support business	586	727	+140	124.0%
Color Me Shop	573	638	+65	111.4%
SUZURI	42	124	+81	290.5%

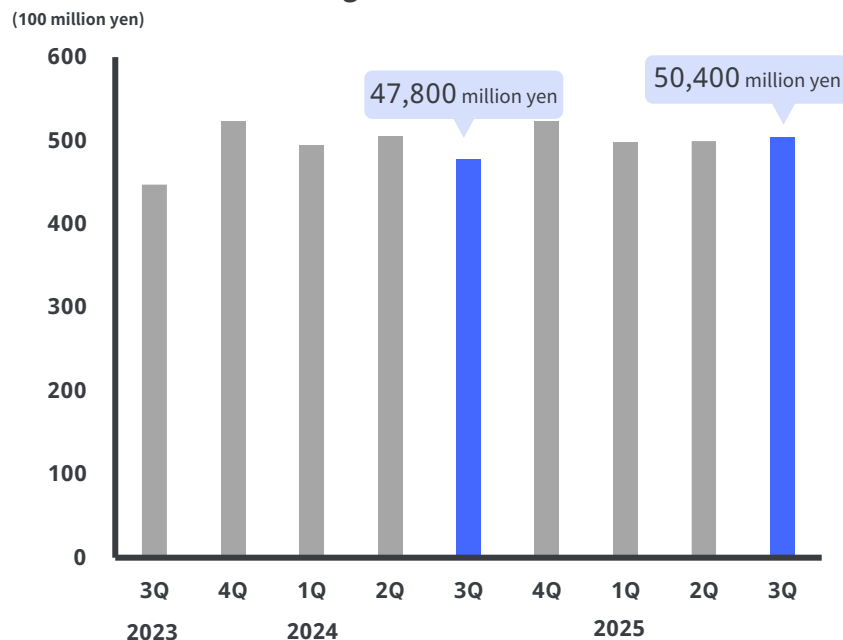
- Color Me Shop:** Operating profit increased, reflecting higher sales with large profit margins due to an increase in higher-grade subscriptions.
- SUZURI:** In addition to increased sales, streamlining and reduced promotional costs were achieved with AI utilization.

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

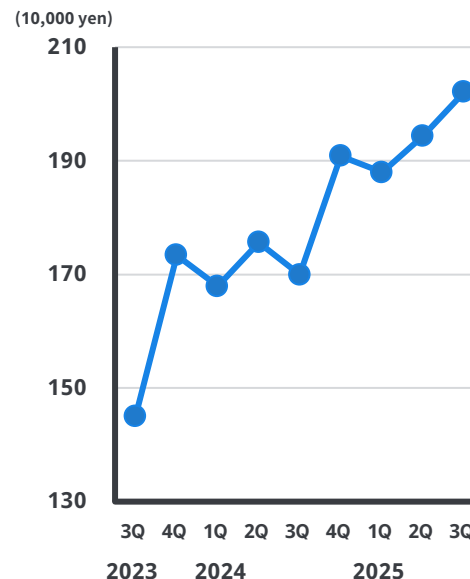


- Gross merchandise value for Q3 FY2025 was 105.4% of the same period the previous year, reflecting solid performance, while quarterly gross merchandise value per store also increased.
- Spending per customer at paid stores also increased, driving strong performance.

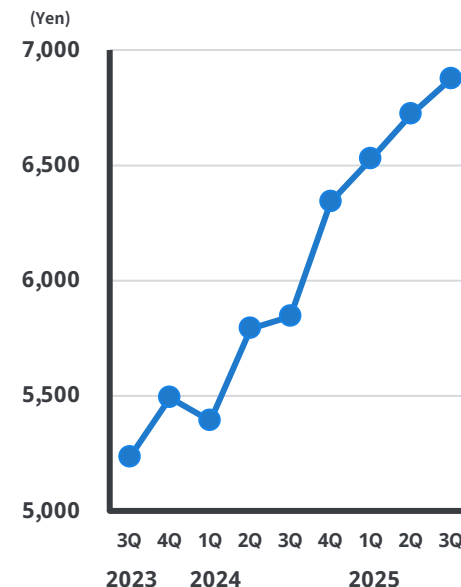
### Trend in gross merchandise value



### Quarterly GMV per store



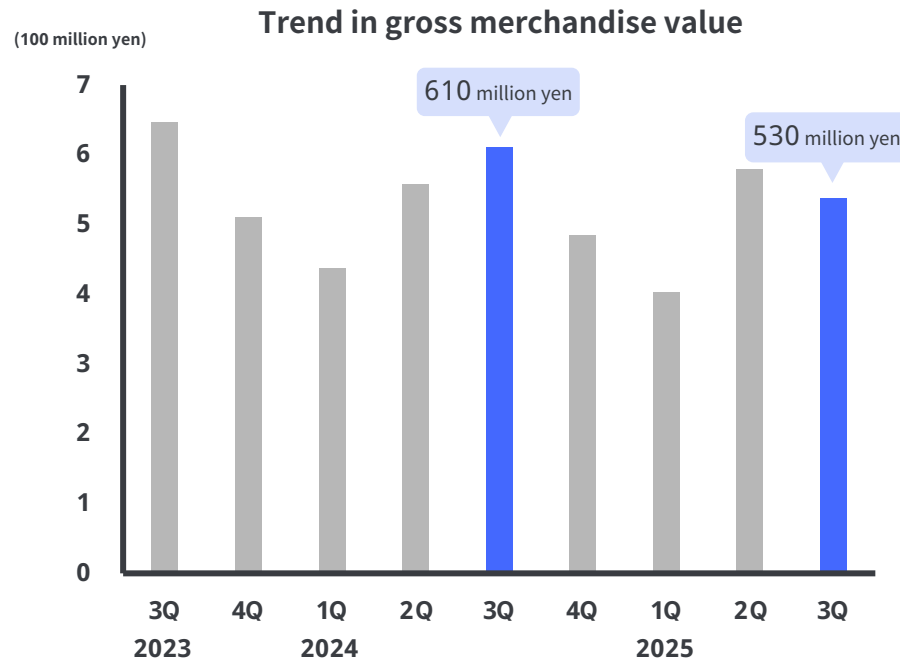
### Spending per customer for paid stores



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

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- Gross merchandise value for the first nine months was 1,510 million yen (down 5.5% year on year), on par with the same period in the previous fiscal year.
- We launched a new feature that allows users to create original merchandise for personal use from a single image, even if they don't have access to any design tools.



### We launched a feature specially designed for the creation of personalized merchandise

We launched a creation and purchasing system that specializes in individually customized merchandise, enabling users to create their own original merchandise while enjoying a greater degree of creative freedom.



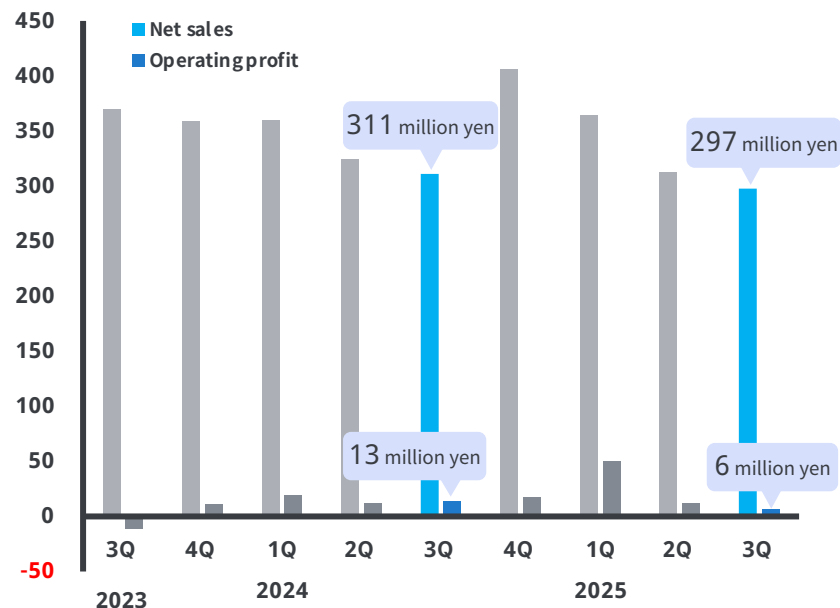


## Handmade Products business



- 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.

(Million yen) **Trend in Handmade Products business results**



Net sales	Q3 FY2024 (nine months)	Q3 FY2025 (nine months)	Difference	YoY
Handmade Products business				
minne	995	974	-21	97.8%

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

### Operating profit

Operating profit	Q3 FY2024 (nine months)	Q3 FY2025 (nine months)	Difference	YoY
Handmade Products business				
minne	45	68	+23	152.5%

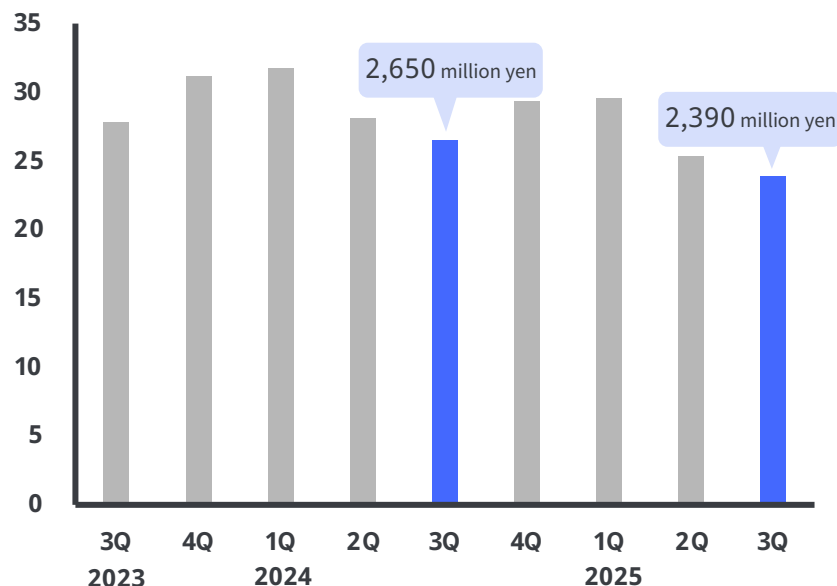
- Profit increased due to a decrease in cost, which resulted from optimization of human resources.

## Handmade Products business

- We began to provide a Support Function, with which users can support creators and brands by viewing ads.
- For the monthly plan, we added features to increase advanced analytics and hashtag settings, introducing new plans and supporting creators and brands.

Trend in gross merchandise value

(100 million yen)

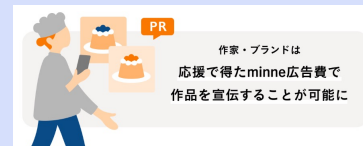


### Introduction of a support function, and provision of support for creators and brands with improved minne PLUS features

Launched on July 9, 2025

#### Commencement of provision of Support Function

A mechanism through which, when a user views an ad on a shop page, advertising expenses that can be used to advertise goods are charged to the creator or brand



Launched on July 29, 2025

#### Improved minne PLUS features

We added functions to increase advanced analytics and hashtag settings, enhancing creator and brand support through new plans.

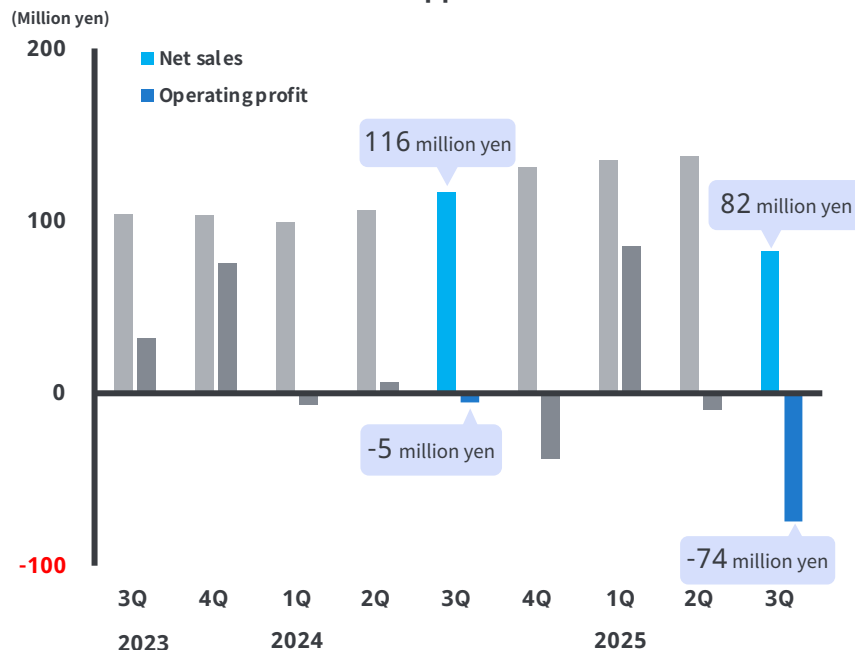


## Financial Support business



- Due to the transfer of shares in GMO Creators Network, Inc., net sales from July and August, excluding September, are recorded.
- For operating profit, one-time expenses were incurred due to the transfer of shares.

### Trend in Financial Support business results



#### Net sales

	Q3 FY2024 (nine months)	Q3 FY2025 (nine months)	Difference	YoY
Financial Support business				
FREENANCE	322	355	+33	110.3%

- Sales improved year on year thanks to individual transactions with higher commission rates, and ASP linkage with enterprises.

#### Operating profit

	Q3 FY2024 (nine months)	Q3 FY2025 (nine months)	Difference	YoY
Financial Support business				
FREENANCE	-5	1	+6	-

- One-off expenses were recorded due to the transfer of shares in GMO Creators Network, Inc.

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# Medium-term Business Growth

# CHAPTER

## Our Corporate Philosophy, Mission and Supporters of Output

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- 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

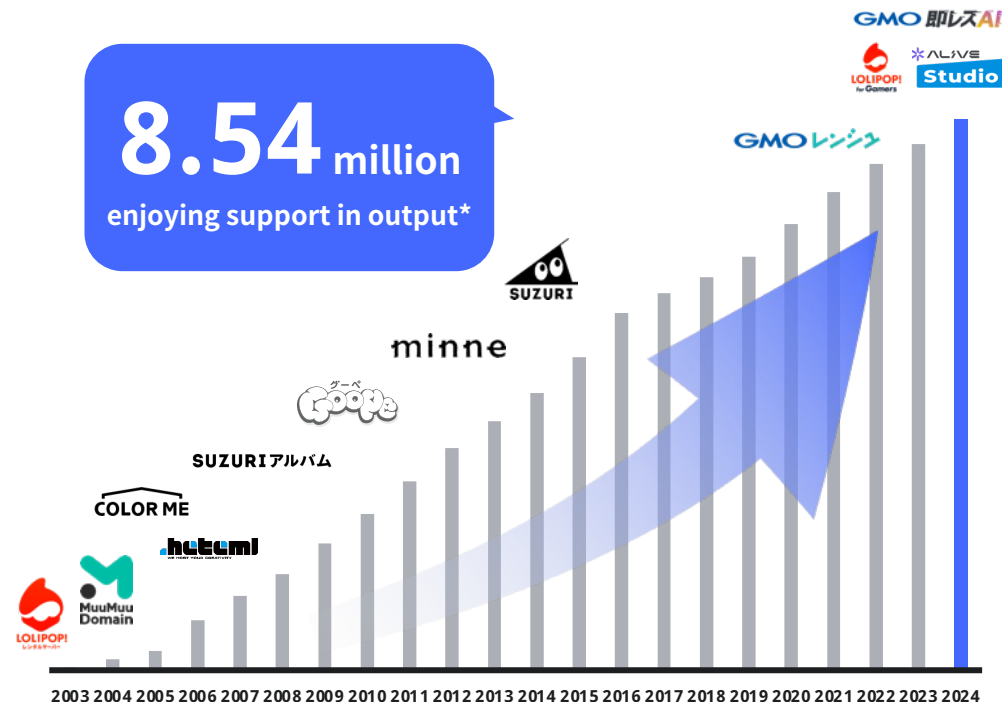
Our philosophy is to create interesting services, have users enjoy fun experiences, and find innovative ways to enjoy work.

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

## Value Provided by Lolipop! After More Than Two Decades of Continuous Service (The History of Lolipop!)



- Around the year 2000, Lolipop! helped sweep away the barriers to creative expression and expand the creator economy.

### High barriers to self expression

Issues with self-expression through websites and blogs around the year 2000

- The only options were high-priced servers aimed at enterprises, leading to **expensive charges**.
- **Specialist knowledge** about the Internet and coding was required.
- Unclear how to get started

Value Provided by  
Lolipop!



### Remove barriers to creative expression

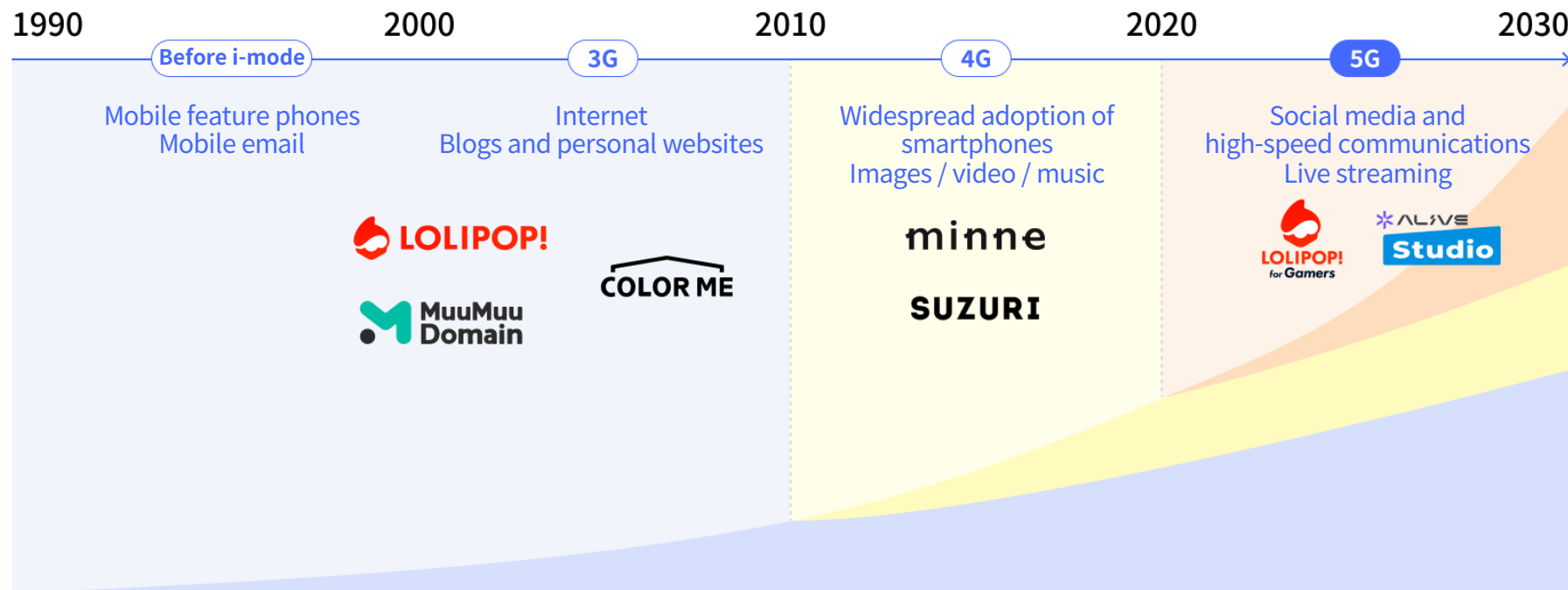
We provided rental server services that were also available to individuals allowing anyone to easily engage in self-expression

- By **setting reasonable prices** that were even within reach of high school students, the service enjoyed explosive popularity with a dramatic expansion in the number of users.
- We provided rental servers that even individuals could use, **enabling easy self-expression for anyone** and developing into a service loved by users for many years.



## Changes in Output Culture and Our History

- 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.



## Changes in Output Culture and Our History



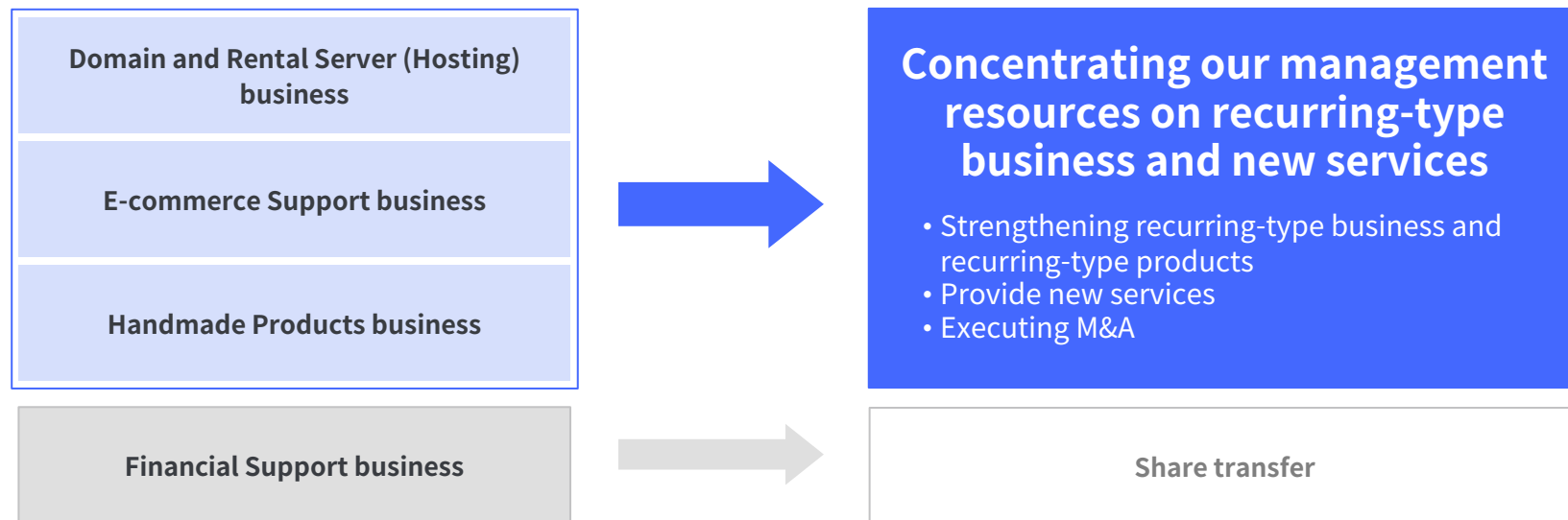
- We have adapted to environmental changes, switched to high-unit-price and high-added-value services, and expanded our targets to enterprise users.

	Before	After
<b>Market environment</b>	Introductory phase / growth phase	Mature phase
<b>User expectations</b>	Versatile functions and reasonable prices	Designed for advanced functionality and specific use cases
<b>Key plans for Pepabo</b>	Lolipop! Lite Plan, Standard Plan	Lolipop! High speed plan Lolipop! for Gamers
<b>Growth strategy</b>	Emphasis on low unit prices and number of uses	High unit price, emphasis on added value



## Business Selection and Focus

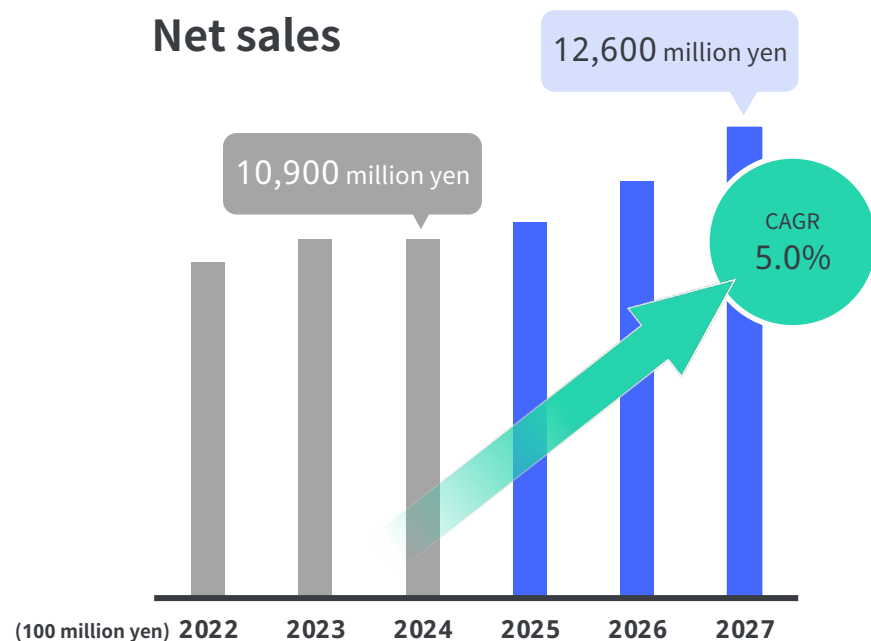
- We transferred shares in GMO Creators Network for business selection and focus.
- We will concentrate our management resources on recurring-type business and new services.



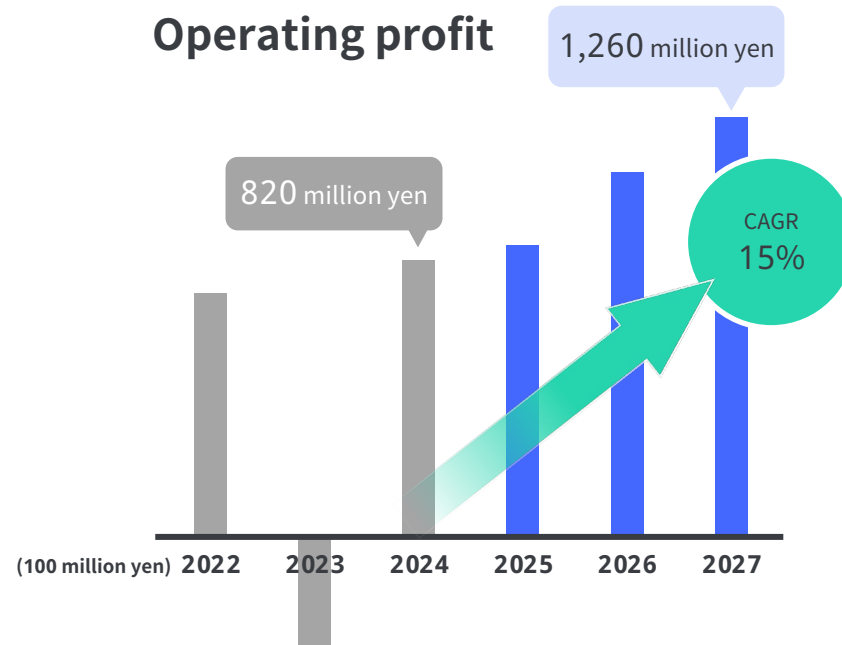
## Consolidated Targets for Net Sales and Operating Profit from 2025 to 2027

- In response to steady growth in the recurring-type business, consolidated operating profit has proceeded in line with expectations, and we will aim for further business growth in the next period and beyond by continuing to strengthen the services we offer to enterprise customers.

### Net sales

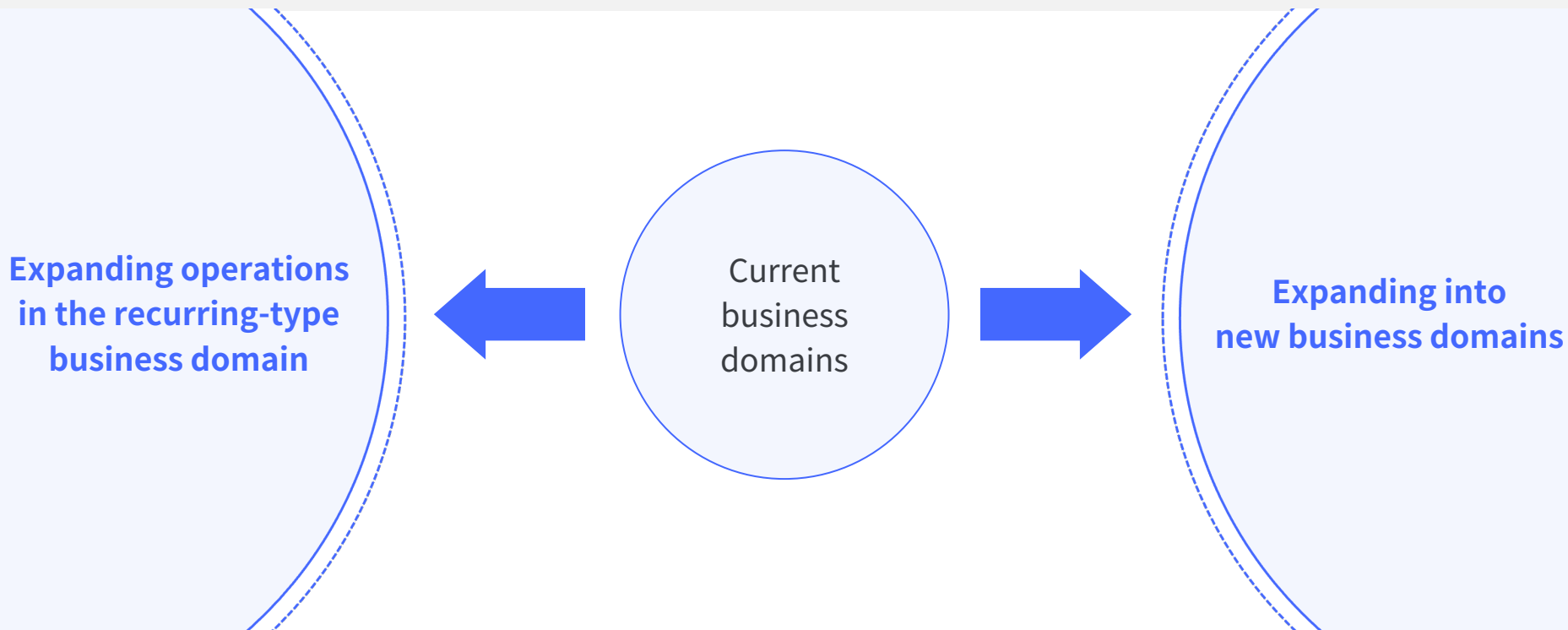


### Operating profit



## Aiming for medium-term growth

- To achieve medium-term growth, we aim to expand in the recurring-revenue business domain through high-unit-price, high-value-added services for enterprise customers, while also expanding into new areas with strong growth potential.



## Expanding operations in the recurring-type business domain

- Lolipop! Utilizing the Lolipop! service infrastructure, we have expanded into new fields, including high-unit-price dedicated gaming servers and the provision of IP addresses for enterprise customers.
- On Color Me Shop, we aim to secure user groups that generate high spending per customer by increasing the use of plans designed for stores that rank highly in terms of GMV.

### Expanding operations in the recurring-type business domain

#### Servers for online

Lolipop! for Gamers



#### Enhanced domain-related services

Expanding domain sales by increasing the commercial products on offer and driving cross-selling



#### IP addresses for enterprise customers

Lolipop! Fixed IP Access



#### Plans designed for stores with large GMV

Expanded sales of premium plans

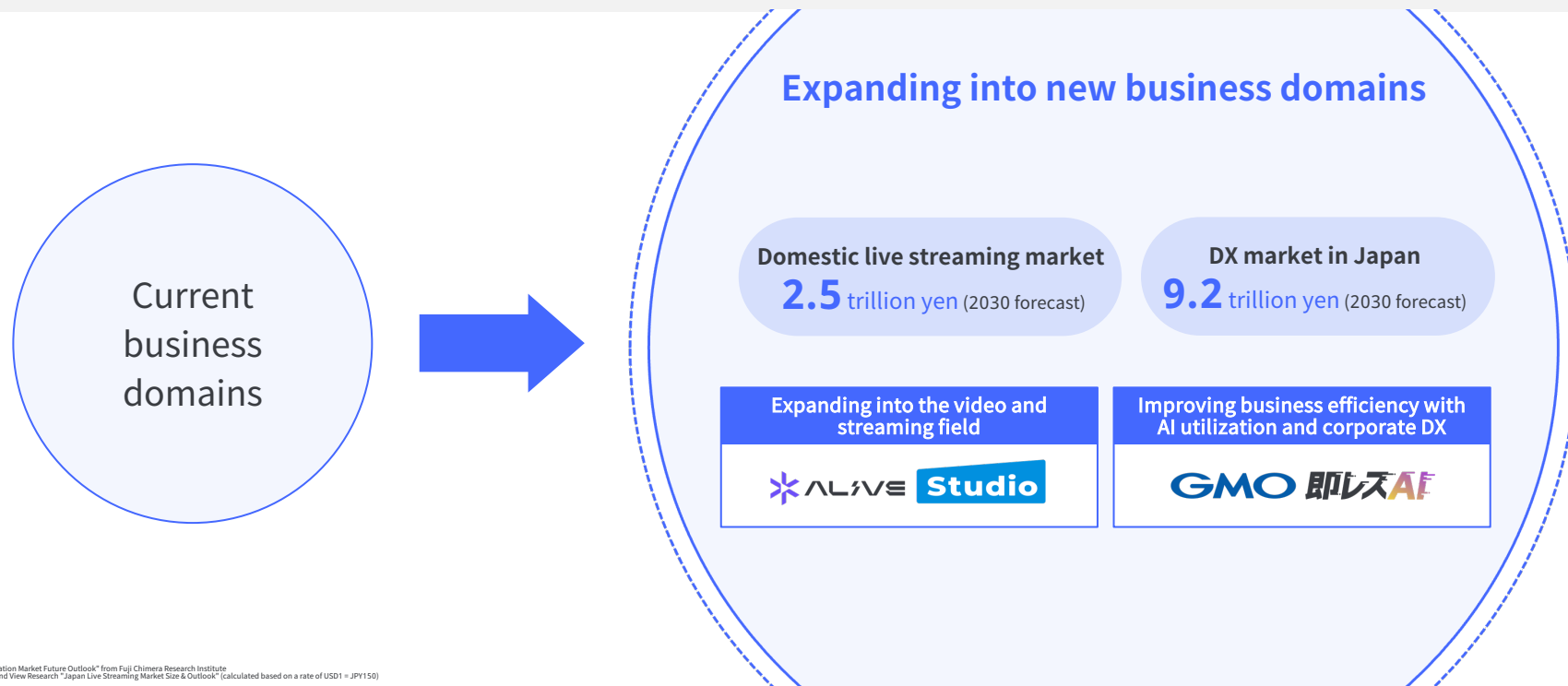


Current business domains

## Expanding into New Business Domains



- In addition to providing services for the growing domestic livestreaming market and expanding into new business domains, namely the field of video and streaming where there is strong growth potential, we also aim to enter the domestic DX market, including the use of AI, and expect this to enable future growth.



\* Source: "2025 Digital Transformation Market Future Outlook" from Fuji Chimera Research Institute  
Company estimated based on Grand View Research "Japan Live Streaming Market Size & Outlook" (calculated based on a rate of USD1 = JPY150)

## Shareholder Return



- In addition to recognizing 302 million yen in dividends received from portfolio companies as non-operating income, we recorded 34 million yen as extraordinary gain on the sale of shares in subsidiaries and associates with the transfer of shares held in GMO Creators Network, Inc. As a result, dividends per share have been raised from the initial forecast of 67 yen to 105 yen.

### Shareholder Return

Dividends per share

February 2025  
(Initial forecast)

67<sub>yen</sub>



November 2025  
(Revision)

105<sub>yen</sub>



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.





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# Reference Materials

# CHAPTER

## Consolidated Statement of Income (Q3)



(Million yen)	FY2024 Q3	FY2025 Q3	YoY
Net sales	8,105	8,263	101.9%
Cost of sales	3,843	3,753	97.7%
Gross profit	4,262	4,509	105.8%
Selling, general and administrative expenses	3,480	3,719	106.9%
Of SG&A expenses, promotion cost*	691	757	109.5%
Operating profit	782	790	101.1%
(Operating profit margin)	9.6%	9.6%	—
Ordinary profit	833	1,046	125.5%
Profit before income taxes	833	1,080	129.6%
Profit attributable to owners of parent	551	759	137.7%

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

## Consolidated Balance Sheet

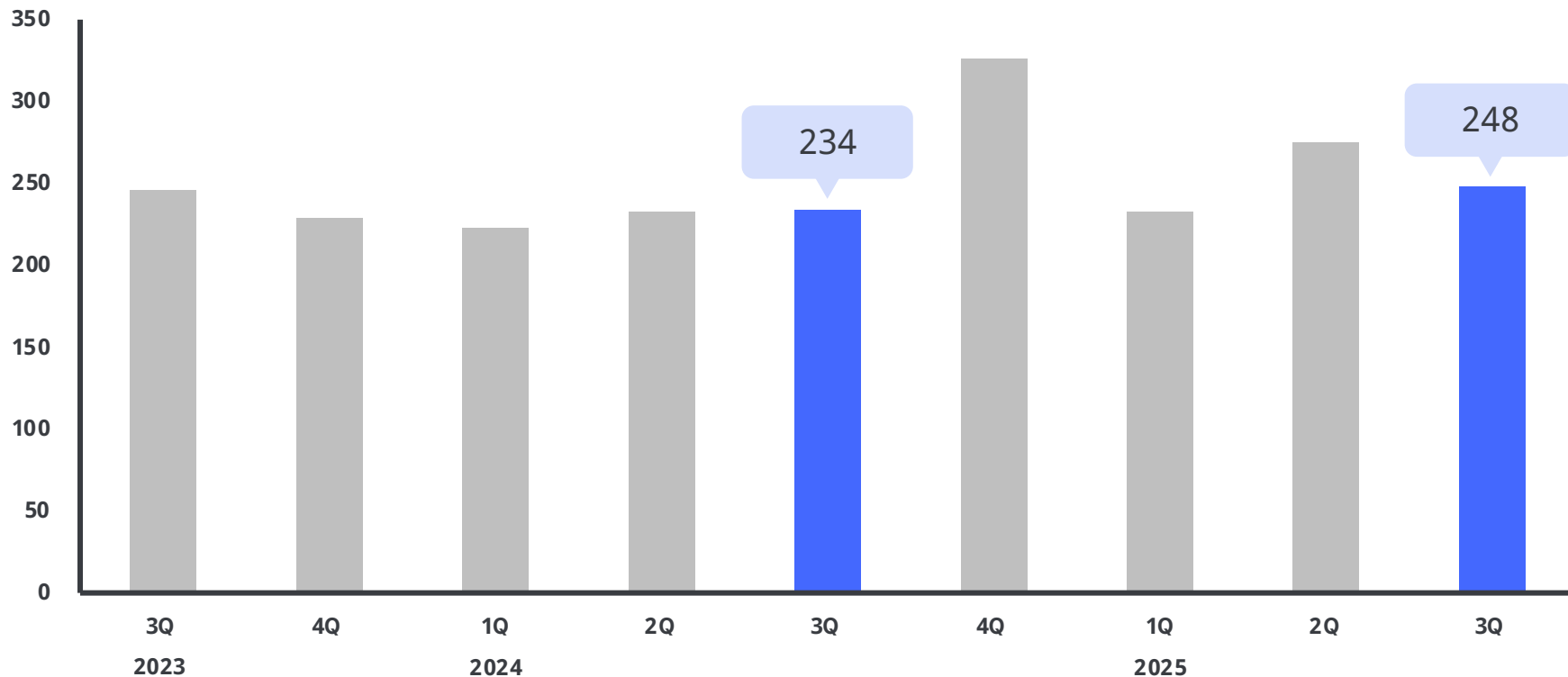


(Million yen)	FY2024	FY2025 Q3	Change
Current assets	9,252	8,987	△ 265
Cash and deposits*	4,917	5,546	+ 629
Accounts receivable	2,332	1,908	△ 424
Accounts receivable - other	1,521	11	△ 1,509
Non-current assets	2,166	1,951	△ 214
Total assets	11,418	10,938	△ 479
Current liabilities	8,169	7,660	△ 509
Accounts payable – other	1,930	1,510	△ 420
Advances received	4,386	4,483	+ 96
Non-current liabilities	859	575	△ 284
Net assets	2,389	2,703	+ 314
Liabilities and net assets	11,418	10,938	△ 479

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

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

(Million yen)



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# 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	363 (307 full-time employees, 56 temporary employees)
(non-consolidated)	(As September 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.

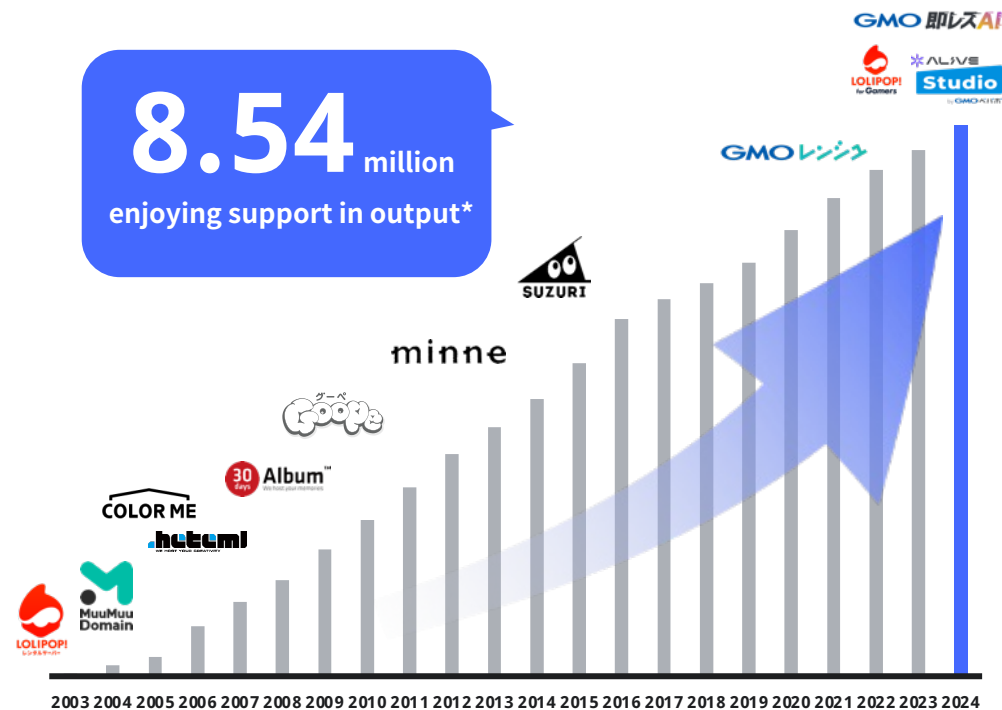
### Management Philosophy

## 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.
- 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



## 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



SUZURIアルバム

E-commerce Support  
business



Other

Handmade Products  
business

minne

GMO 即レスAE

GMO レンシユ

\*ALIVE  
Studio

## 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.**

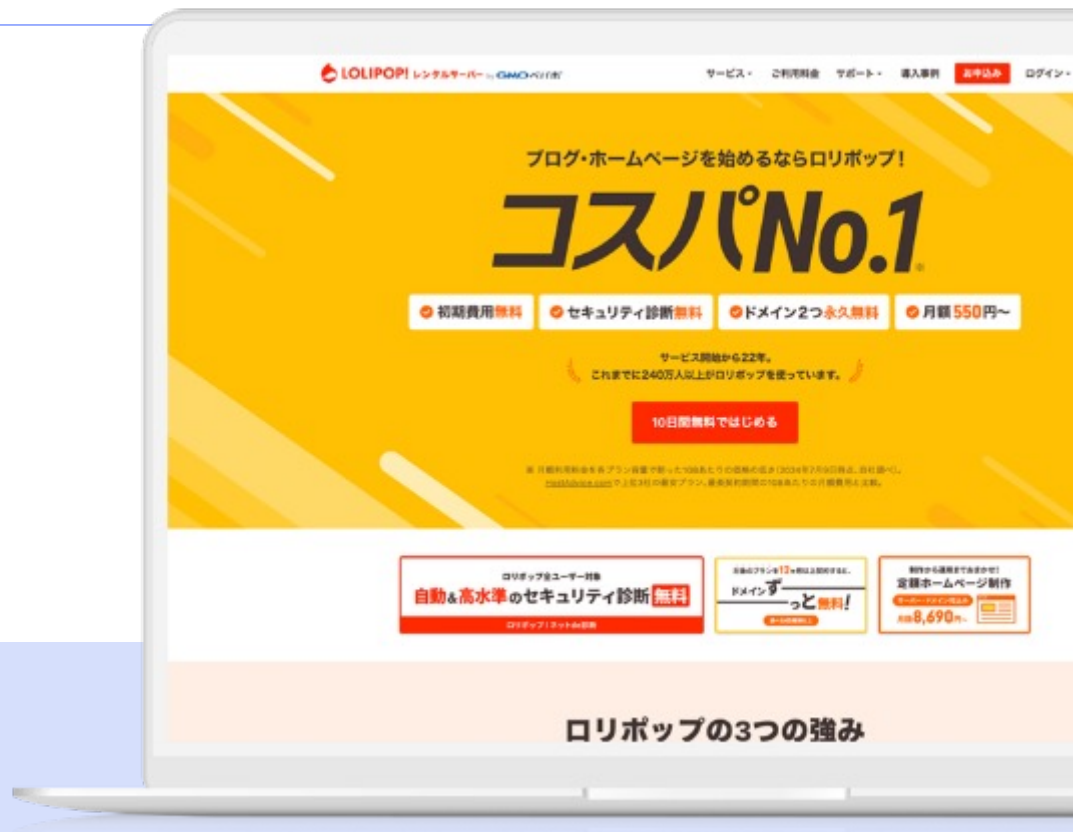
The service provides high-performance servers at a low cost, designed for people who "want to achieve their goals" such as designing a website or creating email addresses. The service supports people using technology over the Internet for creative expression.

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 September 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	1,020,000

\* As of September 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	48,000

\* As of September 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 — 35,640 yen or more





## E-commerce Support Business (SUZURI)

GMOペパホ

Creation and sale of original goods

# SUZURI

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

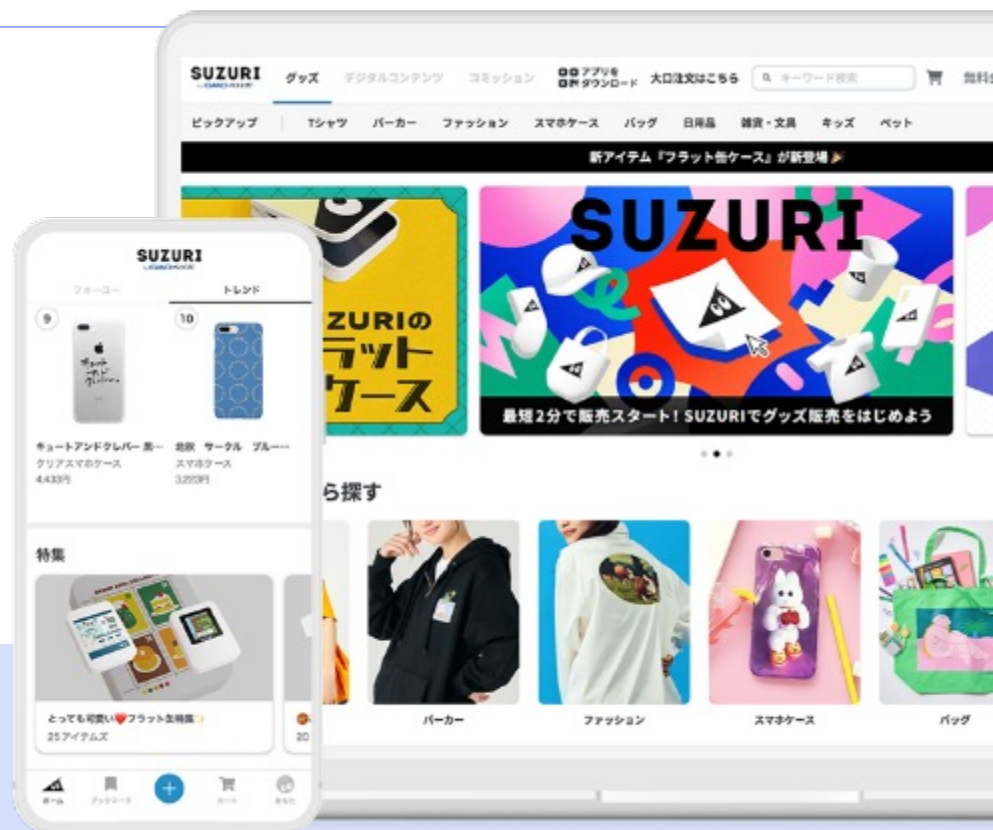
This service allows people to easily create and sell everything from illustrations or photos they have created, to high-quality original such as T-shirts, smartphone cases and coffee mugs. The service helps unleash the expressive potential of creators.

Annual gross merchandise value 2.0 billion yen (2024 result)

Number of creators 960,000 people

Number of members 2.26 million people

\* As of September 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."

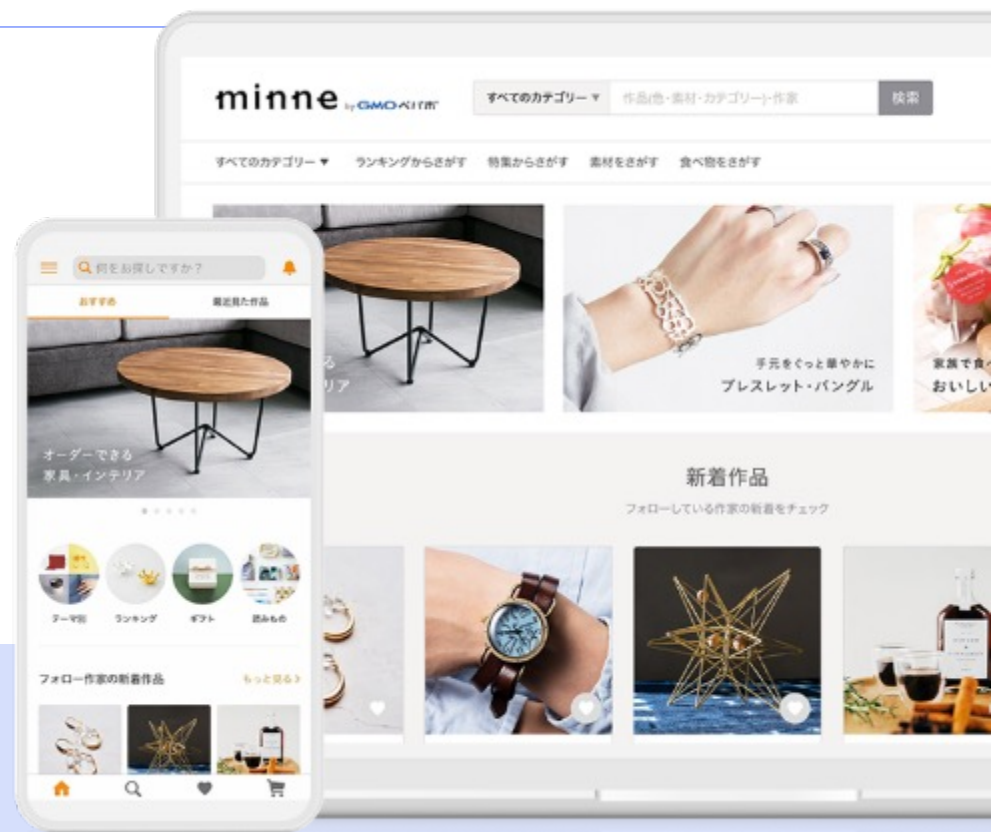
Annual gross merchandise value 11.5 billion yen (2024 result)

Number of creators and brands 950,000 people

Number of works 18.07 million

Number of app downloads 15.54 million

\* As of September 30, 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 September 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 September 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/>

## 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)	<b>50.00</b>	<b>0.00</b>	<b>57.00</b>	<b>105.00</b>
Payout ratio (%)	<b>51.9</b>	<b>—</b>	<b>50.8</b>	<b>65.2</b>

### Shareholder benefits

\* 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).

# Value Creation Model and Expanding Output

GMOペパボ



## FY25 Q3\_Results\_Presentation\_DataSheet

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

(Million yen)

		FY24				FY25			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	
Consolidated	Net Sales*2	2,647	2,718	2,740	2,816	2,745	2,793	2,723	
		1,522	1,518	1,522	1,533	1,542	1,556	1,577	
Domain and Rental Servers (Hosting)	Lolipop	650	642	640	646	654	658	665	
	MuuMuu Domain	644	650	653	656	661	670	682	
	Other*3	228	226	229	231	227	228	230	
		665	767	788	743	701	781	760	
E-commerce Support business	Color Me Shop	504	546	542	556	536	544	527	
	SUZURI	161	221	246	186	165	236	233	
	Other*3	0	0	0	0	0	0	0	
Handmade Products business minne		359	325	311	406	364	312	297	
Financial Support business FREENANCE		99	106	116	130	135	137	82	

		FY24				FY25			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	
Consolidated	Operating Profit*2*4	234	262	285	47	335	262	192	
		519	492	476	430	476	494	507	
Domain and Rental Servers (Hosting)	Lolipop	344	304	296	255	299	302	298	
	MuuMuu Domain	109	116	111	106	103	115	124	
	Other*3	66	72	69	69	74	77	83	
		137	208	240	191	200	258	268	
E-commerce Support business	Color Me Shop	174	208	189	199	213	205	220	
	SUZURI	-27	9	60	0	-0	65	59	
	Other*3	-10	-9	-9	-8	-13	-12	-11	
Handmade Products business minne		19	12	13	17	49	12	6	
Financial Support business FREENANCE		-6	6	-5	-37	85	-9	-74	

※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	Q3 9/30
Domain and Rental Servers (Hosting)	Lolipop	Number of contracts (Numbers)	410,474	409,327	407,470	405,185	403,622	399,918	396,543
	MuuMuu Domain	Number of contracts (Numbers)	1,085,334	1,076,138	1,063,083	1,055,194	1,045,993	1,036,661	1,029,359
E-commerce Support business	Color Me Shop	Number of contracts (Numbers)	50,320	50,388	50,352	50,006	49,554	49,046	48,509
	SUZURI	Number of creators (ten thousands users)	80	83	86	88	90	94	96
		Number of members (ten thousands users)	172	184	194	201	208	217	226
Handmade Products business	minne	Number of products (ten thousands items)	1,729	1,749	1,766	1,771	1,791	1,807	1,824
		Number of creators (ten thousands users)	91	91	92	93	94	95	96
		Number of app downloads (ten thousands DLs)	1,492	1,504	1,517	1,529	1,542	1,554	1,728

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	Q3 9/30
Domain and Rental Servers (Hosting)	Lolipop	Spending per customer(yen)	527	521	520	527	535	542	548
E-commerce Support business	Color Me Shop	Spending per customer(yen)*1	5,391	5,791	5,844	6,341	6,527	6,722	6,876
	SUZURI	Gross merchandise value (100 million yen)	4.3	5.5	6.1	4.8	4.0	5.7	5.3
		Gross merchandise value (100 million yen)	31.7	28.0	26.5	29.3	29.5	25.3	23.8
Handmade Products business	minne	Number of orders (ten thousands orders)	81.6	69.8	65.2	69.8	71.2	58.8	55.4
		Average price of orders(yen)	4,051	4,117	4,231	4,255	4,336	4,343	4,416

※For details, please refer to "Fiscal Year 2025 3rd 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.
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### 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](#)