

January 1, 2025

To all members of the media

GMO Internet Inc.

**GMO Internet Kicks Off Under New Structure
Aiming to Become a Value-Creation Company That Shapes the
Future with AI, by Merging the Strengths of Internet
Infrastructure and Online Advertising and Media
~ Adopted ".gmo" as the Corporate Brand Domain for the Official Website**

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GMO Internet, Inc. (President and CEO: Tadashi Ito, hereinafter "GMO Internet") has launched a new structure effective January 1, 2025 (Wednesday, national holiday), following GMO Internet Group's transition to a holding company structure. As part of this transition, the Internet Infrastructure business unit has been integrated into GMO AD Partners, Inc., and the company now operates under the new name, "GMO Internet, Inc."

By fully leveraging the solid revenue foundation of the Internet Infrastructure business previously operated by GMO Internet Group, Inc., and the strengths of the Online Advertising and Media business developed by GMO AD Partners, Inc., GMO Internet will strive to create new value under the corporate slogan "Internet for Everyone," delivering smiles and inspiration to everyone involved.

To coincide with the launch of the new structure, GMO Internet has released its new corporate website (URL: <https://internet.gmo/>), featuring the corporate brand domain ".gmo".

**GMOINTERNET****2025.1.1 新体制で始動**

【Corporate Philosophy of GMO Internet】

Under the corporate slogan “Internet for Everyone,” GMO Internet aims to pursue the potential of a sustainable internet and contribute to society through innovation and the creation of new value.

In the age of AI—marked by the rapid evolution of generative AI—we strive to remain a front-runner by staying attuned to technological advancements and shifts in societal needs, responding flexibly, and always moving ahead with a strong sense of speed.

【Background and Purpose of the Integration】

With the advancement of AI and other technologies, the Internet Infrastructure and Online Advertising and Media markets are experiencing significant changes. To achieve sustainable growth in this evolving environment, it is crucial to build a structure that enables swift adaptation to technological innovation and optimal allocation of management resources.

GMO Internet will merge the proven expertise gained through its Internet Infrastructure business—including the domain registration service “Onamae.com byGMO,” which has maintained the No.1 market share in Japan for over 20 years (*1)—with the strengths of its Online Advertising and Media business, which has consistently met diverse customer needs. Through this integration, we will pursue the following initiatives:

- Agile management that responds flexibly to market changes
- Development of new products utilizing advanced technologies
- Acceleration of stock-based product development to ensure stable revenue streams
- Efficiency improvements through the integration of management resources
- Capital reinforcement and stable returns to stakeholders

(*1) “No.1 market share in Japan” is based on ICANN-published data (as of July 2024), the nonprofit organization responsible for managing Internet domain names and resources.

【Significance of the Integration】

GMO Internet has integrated the Internet Infrastructure business unit of GMO Internet Group, Inc. and the Online Advertising and Media business previously operated by GMO AD Partners, Inc., to deliver innovative services by leveraging the following four key strengths:

1. Advertising Capabilities That Drive Infrastructure Business Growth

Online advertising is the primary channel for acquiring customers in the Internet Infrastructure business. By utilizing the marketing expertise of the advertising business, we aim to further grow our customer base and enhance profitability.

2. Applying the Infrastructure Business’s Stock-Based Model to Advertising

The strong stock-based business model of the Infrastructure business provides a stable revenue foundation. By applying this know-how to advertising, we will strengthen our earning power and develop new products with long-term revenue potential.

3. New Service Creation Powered by AI Technologies

As part of the GMO Internet Group's vision to become the No.1 corporate group that "Shapes the Future with AI," we are advancing research and development in AI technologies. GMO Internet is particularly focused on leveraging advanced technologies that power generative AI platforms to innovate in digital marketing and creative fields—such as next-gen targeting and enhanced customer experiences.

4. An Organization That Maximizes Individual Strengths

All partners of the GMO Internet Group share the "Venture Spirit Declaration" (*2) as a common language that outlines personal dreams, social missions, and the strategies to achieve them. With a unified vision, we embrace diverse talents, cultures, and organizational strengths to complement one another and make optimal use of both human and technological resources.

(*2) Venture Spirit Declaration: <https://www.gmo.jp/en/brand/sv/>

[Main Services Offered by GMO Internet]

Internet Infrastructure	Domain Services <ul style="list-style-type: none">• Onamae.com by GMO https://www.onamae.com/
	Cloud and Hosting Services <ul style="list-style-type: none">• Onamae.com Rental Server https://www.onamae.com/server/• Onamae.com Desktop Cloud https://www.onamae-desktop.com/• ConoHa by GMO https://www.conoha.jp/• GMO GPU Cloud https://gpucloud.gmo/
	Access (Provider) Services <ul style="list-style-type: none">• GMO Tokutoku BB https://gmobb.jp/• GMO BIZ Access https://gmobb.jp/biz/
	Internet Advertising <ul style="list-style-type: none">• GMO SSP https://gmosp.jp/• TRUE Affiliate by GMO https://www.koukoku.jp/service/true_affiliate/• Business Concierge powered by Onamae.com https://www.onamae.com/business/
Online Advertising and Media	Internet Media <ul style="list-style-type: none">• michill by GMO https://michill.jp/

[Adoption of Corporate Brand Domain ".gmo"]

GMO Internet has adopted the corporate brand domain ".gmo" for its official website (URL: <https://internet.gmo/>).

The domain "internet.gmo" embodies the very vision of GMO Internet, serving as a symbol of our commitment to shaping the future of the internet and creating a world where everyone can maximize its potential.

Ahead of the 2026 launch of applications for new gTLDs (generic top-level domains), including

corporate brand domains, we will promote broader recognition of new gTLDs through the use of our own brand gTLD, ".gmo".

<Comment from Tadashi Ito, President and CEO of GMO Internet, Inc.>

At GMO Internet, under the slogan "Internet for Everyone," we continue to explore the boundless possibilities of the internet. Today, we stand at a major inflection point with the evolution of AI technologies. Under our new structure, we will fully harness the synergies between our Internet Infrastructure and Online Advertising and Media businesses to deliver services optimized for the AI era and strongly support the business growth of our clients.




<Comment from Makoto Hashiguchi, Executive Vice President and COO of GMO Internet, Inc.>

Since launching our Online Advertising and Media business in 1999, GMO Internet has consistently embraced change and pursued new challenges. Now, united with the Internet Infrastructure business of the GMO Internet Group and actively leveraging AI technologies, I am confident that we can deliver even more innovative services that transform and elevate our clients' marketing activities.



[Company Profile: GMO Internet, Inc.] (URL : <https://internet.gmo/>)

Company Name	GMO Internet, Inc. 
Business Description	■ Internet Infrastructure ■ Online Advertising and Media
Head Office	Cerulean Tower, 26-1 Sakuragaoka-cho, Shibuya-ku, Tokyo 150-8512
Established	September 8, 1999
Securities Code	4784 (Tokyo Stock Exchange Prime Market)
Capital	500 million yen
Representatives	Masaru Ito, President and CEO Makoto Hashiguchi, Executive Vice President
Number of Employees	1,135 (as of the end of November 2024)

【Press Inquiry】

GMO Internet, Inc.

Fukui, Public Relations

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GMO Internet Group, Inc.

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Contact : <https://www.gmo.jp/contact/press-inquiries/>

[GMO Internet, Inc.] (URL : <https://internet.gmo/>)

Company Name	GMO Internet, Inc. (TSE Prime Market Securities Code: 4784)
Location	Cerulean Tower 26-1 Sakuragaoka-cho, Shibuya-ku, Tokyo
Representative	Tadashi Ito, President and CEO
Business	■ Internet Infrastructure Domain Registration and Sales (Registrar Business) Cloud and Rental Server (Hosting Business) Internet Connectivity (ISP Business) ■ Internet Advertising and Media
Capital stock	500 million yen

[GMO Internet Group, Inc.] (URL: <https://www.gmo.jp/>)

Company Name	GMO Internet Group, Inc. (TSE Prime Market Securities Code: 9449)
Location	Cerulean Tower 26-1 Sakuragaoka-cho, Shibuya-ku, Tokyo
Representative	Masatoshi Kumagai, Founder, Chairman and Group CEO
Business	■ Holding Company (Group Management Functions) Internet Infrastructure Internet Security Online Advertising and Media Internet Finance Crypto assets
Capital stock	5 billion yen

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