

ibisPaint has reached 500 million cumulative downloads in App Store “Graphics & Design”

# Achieving the No.1 global user base for 7 consecutive years

The world’s most widely used illustration & drawing app in 2025

ibis inc. (TSE Growth, Securities Code: 9343; CEO: Eiji Kamiya), the developer and operator of the mobile painting app “ibisPaint,” is pleased to announce that the app **achieved the highest number of active users worldwide on the App Store “Graphics & Design” category in 2025, maintaining its No.1 ranking in the category for 7 consecutive years since 2019<sup>\*1</sup>**.



<sup>\*1</sup> Based on data.ai by Sensor Tower: App Store (Worldwide, monthly), January 2019 – November 2025

ibisPaint, which surpassed 500 million downloads worldwide in September 2025, is a mobile paint app widely used by everyone from beginners to professional creators. In 2025, it continued to be loved by many users in more than 200 countries and regions. Its intuitive interface, which feels like drawing with paper and pen, and its versatile features for professional use have been highly appreciated. With over 90% of users coming from overseas<sup>\*2</sup>, ibisPaint has established a presence in the world beyond Japan.

<sup>\*2</sup> Monthly active user base, according to our survey

40 videos were added to ibisPaint's official YouTube channel in 2025, introducing new features and sharing tips for enjoying drawing. Thanks to this continuous content enhancement, the number of subscribers worldwide surpassed 3 million, reaching 3.05 million as of December 8, 2025.

## ibisPaint, a Japanese app, supports creators worldwide, from beginners to professionals

To deliver an even more unrestricted drawing experience, ibisPaint introduced numerous feature enhancements and updates in 2025. Key highlights include:

[More freedom of expression with your own brushes] **Original Brush Pattern feature**

[Advanced features made more intuitive] **Enhanced Vector Layer feature**

[Multi-device and third-party support] **ibisPaint for Mac released, enhancing external device support**

## Ranked 2nd in the combined global rankings of the App Store and Google Play

ibisPaint, a mobile paint app, **ranked 2nd worldwide in active users in the Art & Design category for 2 consecutive years, 2024 and 2025**—second only to Canva<sup>\*3</sup>—based on combined data from the App Store and Google Play.

\*3 Total of App Store and Google Play Store (from January to November 2024 – 2025), worldwide, monthly, based on data.ai by Sensor Tower

ibisPaint has been continuously improved to perform smoothly and enable a comfortable drawing experience across all devices, from mobile (iPhone/iPad/Android) to PC (Windows/Mac). As a result, it remains at the forefront of the global mobile paint app market.

In 2026, we will continue to evolve by further improving UI/UX and developing advanced AI-powered features, aiming to better support users' creativity. We strive to create a world where anyone can enjoy creating with just a smartphone and a single finger, and continue to meet the desire for self-expression regardless of region, language, or age.

## Comment from Chief Executive Officer, Eiji Kamiya



Thank you for using ibisPaint in 2025. This achievement reflects how people around the world use ibisPaint in their daily creative activities. In 2026, we aim to further inspire global creativity through our expertise in Japanese app development. We look forward to your continued support.

## About the Mobile Paint App ibisPaint

"ibisPaint" is a mobile paint app that allows users to create professional-quality illustrations using just a finger. Basic functions are available for free, while more advanced functions are offered to paid members. The app supports 19 languages and has been downloaded a total of 500 million times across more than 200 countries and regions (as of the end of September 2025). With the motto of *"Creating global communication"*

ibis inc.

through mobile painting apps,” ibisPaint delivers Japan’s anime and manga drawing culture to users around the world, primarily Generation Z and Generation Alpha.




\* App Store (from 2019 to January–November 2025), worldwide, monthly, according to data.ai by Sensor Tower

URL: <https://ibispaint.com>

## About ibis inc.

ibis inc. is a mobile-savvy engineering firm and a group of experts in advanced technologies.

With the mission of “Delivering “WOW!” experience on mobile”, we are expanding our business globally to deliver our technologies worldwide. We will continue to work on further expanding application features and improving usability to meet the needs of users.

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Chief Executive Officer:	Eiji Kamiya	
Business Activities:	Development and operation of the mobile painting application "ibisPaint," and contract development / IT engineers dispatch	
Establishment:	May 11, 2000	
Listing Market:	TSE Growth Market (Securities Code 9343)	
URL:	<a href="https://www.ibis.ne.jp/">https://www.ibis.ne.jp/</a>	

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