

*[Provisional Translation Only]*

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**Ichigo Inc.** (Tokyo Stock Exchange First Section, 2337)  
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## **System Integration of Ichigo's PROPERA AI-Based Hotel Revenue Management System and xxx's Hospitality Property Management System**

Ichigo and xxx Inc. ("xxx") have agreed to integrate Ichigo's PROPERA AI-based hotel revenue management system and xxx's HOTEL SMART hospitality property management system.

### 1. PROPERA Overview

Ichigo developed PROPERA, an AI (artificial intelligence)-based hotel revenue management system that uses a dynamic pricing algorithm to calculate optimal pricing for hotel rooms in order to maximize hotel operator revenues. PROPERA identifies optimal pricing based on multivariate statistical analysis of 365 days of historical data and the use of machine learning.

At its own hotels, Ichigo has developed revenue management know-how that has increased annual revenues by 10% to 40%. This accumulated expertise forms the basis of PROPERA, which is now being rolled out to third-party hotel operators after having been tested at hotels owned by Ichigo and Ichigo Hotel (3463).

PROPERA will drive competitiveness of hotels by maximizing hotel earnings and increasing productivity.

Please see PROPERA's website for more detailed information about this AI-based hotel revenue management system: [propera.me](http://propera.me) (Japanese only)

### 2. HOTEL SMART Overview

HOTEL SMART is a hospitality property management system with a mobile check-in feature deployed at approximately 800 hotels. Tablets installed at hotels can perform guest identity checks, issue room key numbers, record copies of guest passports, and record guest ledgers, thus allowing for systematic management of revenue, guests, and cleaning. The system also offers a booking engine and CRM (customer relationship management) functionality that can be integrated with each hotel's existing website.

### 3. System Integration Rationale

The agreement between Ichigo and xxx will give hotel operators the discretion to use PROPERA to analyze HOTEL SMART's room availability and revenue data in order to automatically calculate optimal hotel room pricing. Hotel operators will thus be able to focus on providing hospitality due to the increased operational efficiency resulting from the integration of PROPERA, which helps to solve problems and raise competitiveness, and HOTEL SMART.

#### 4. xxx Company Overview

Name	xxx Inc.
Main Business	M&A of IT companies, hospitality SaaS solutions, real estate & renovation services, LGBT matchmaking services
Address	7-2-5 Nishi Shinjuku, Shinjuku-ku, Tokyo
Representative	Kei Takada, Representative Director

#### 5. Earnings Outlook

Although this system integration has minimal impact on Ichigo's FY22/2 earnings, it is expected to support higher earnings and operational efficiency of hotel operators, and contribute to a broader earnings base for Ichigo.