



Second quarter of FYE March 31, 2022 Presentation Material

November 11, 2021

e-Seikatsu Co., Ltd. (Securities code: 3796)

Table of contents

1. Summary of Second Quarter Results for FYE March 31, 2022
2. Earnings Forecast and Future Prospects
3. Business Overview

1. Summary of Second Quarter Results for FYE March 31, 2022

Net Sales

1,168 million yen (+10.8%) YOY

Subscription sales ratio

86.7% Previous term
(90.2%)

Number of Fee-paying Client Companies

1,443 companies
(+31 companies compared to
September of the previous year)

Number of Fee-paying Client Companies

4,337 stores
(+242 stores compared to
September of the previous year)

ARPU (Average Revenue Per User)

Approx. **118** thousand yen
(Approx. 113 thousand yen in
September of the previous term)

EBITDA

248 million yen YOY
(+8.0%)

Operating income

33 million yen YOY
(+295.7%)

Subscription gross profit margin

59.2%
(57.2% in the same period
of the previous term)

MRR churn rate

△0.12%

※This value becomes negative, when the increase in MRR due to up-selling exceeds the decrease in MRR due to cancellation in the month concerned (negative churn)

*1 Figures rounded down to the nearest million yen. Ratios rounded to the nearest decimal place.

*2 Subscription sales are earned continuously on a monthly basis unless customers apply for cancellation, and include monthly charges for cloud and SaaS services. They are our monthly recurring revenues (MRR).

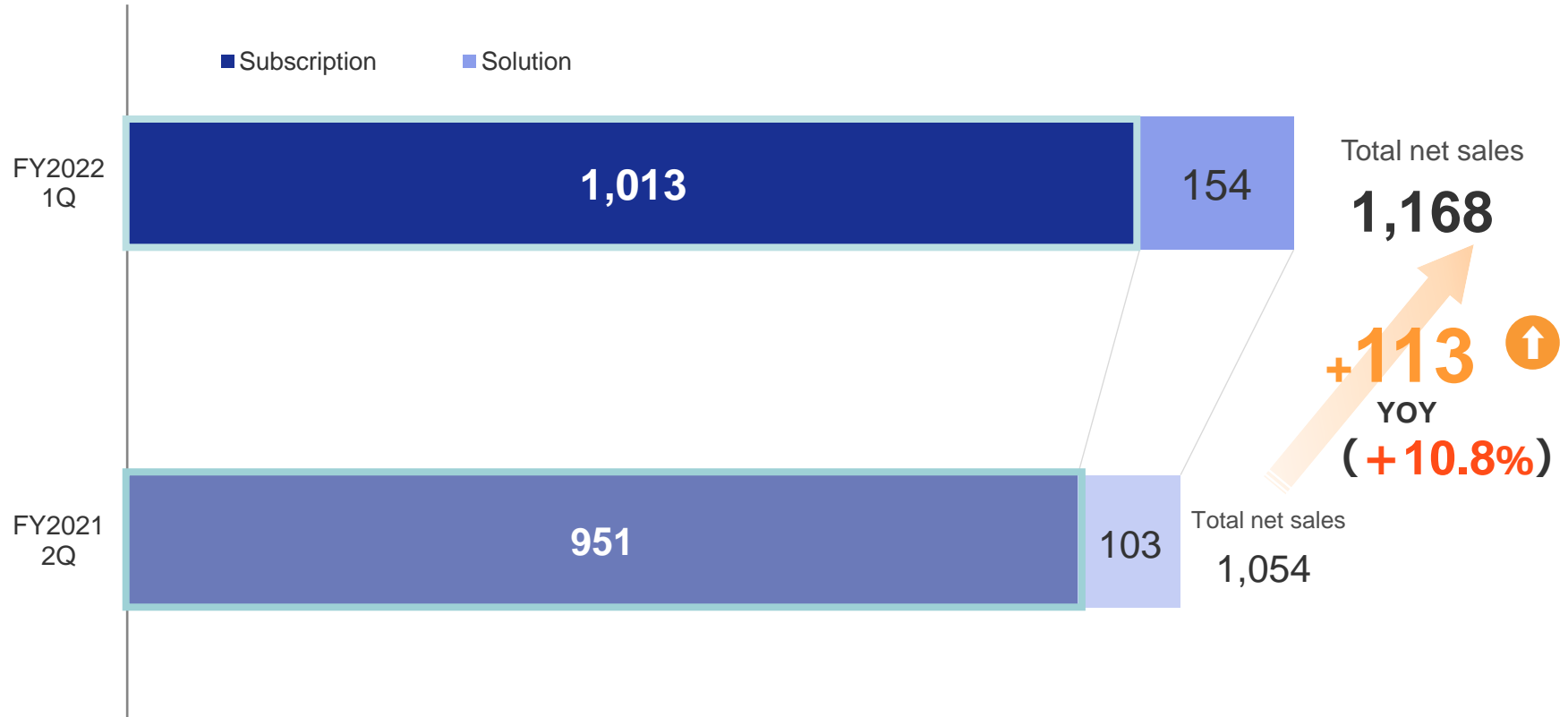
*3 ARPU (average revenue per user) is calculated by dividing "subscription sales" in September 2021 by "the number of subscribed companies" in the same month and rounded down to the nearest thousand yen.

*4 Subscription gross profit margin is the gross profit margin of "subscription sales," excluding "solution sales."

*5 Subscription sales ratio is the ratio of "subscription sales", which is recurrent revenue such as monthly charges for cloud and SaaS, to total sales.

*6 MRR churn rate is the number of MRRs (including existing changes) lost in September 2021 divided by the MMR of August 2021. *7 EBITDA = Operating income + Depreciation

Breakdown of Net Sales Fluctuation Unit : Million yen



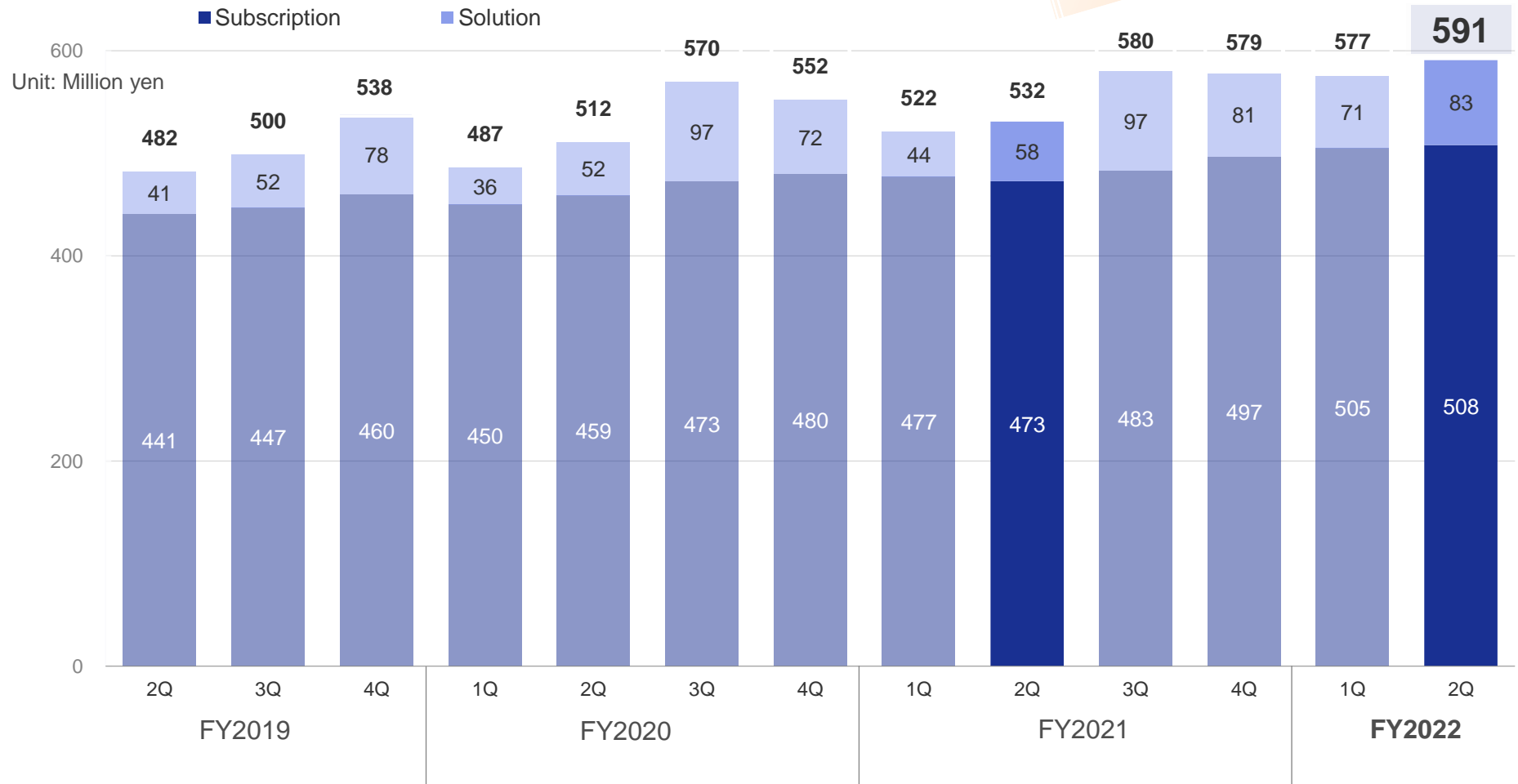
- * Subscription: revenues earned continuously on a monthly basis unless customers apply for cancellation, including monthly charges for cloud and SaaS services
- * Solution: revenues earned from other services, including fees for initial setting, system installation, and operation support (BPO) for cloud and SaaS services, commissioned development of systems, and sale or introduction of other companies' services as an agency

* From FY 2022, sales are classified into "Subscription" and "Solution," to disclose information in a more understandable way.

* Figures rounded down to the nearest million yen.

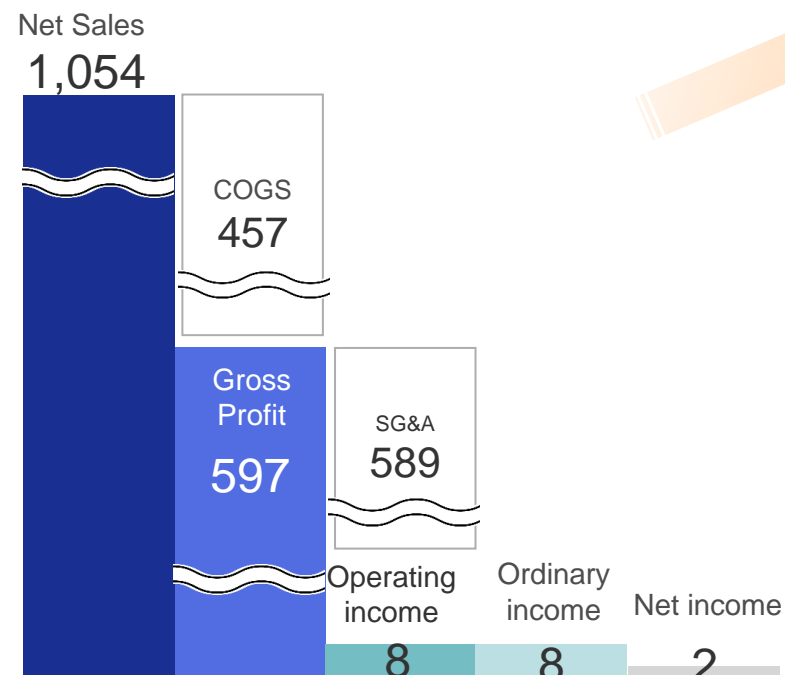
Variation in Net Sales (Cloud Solution Business)

YoY
+11.0%

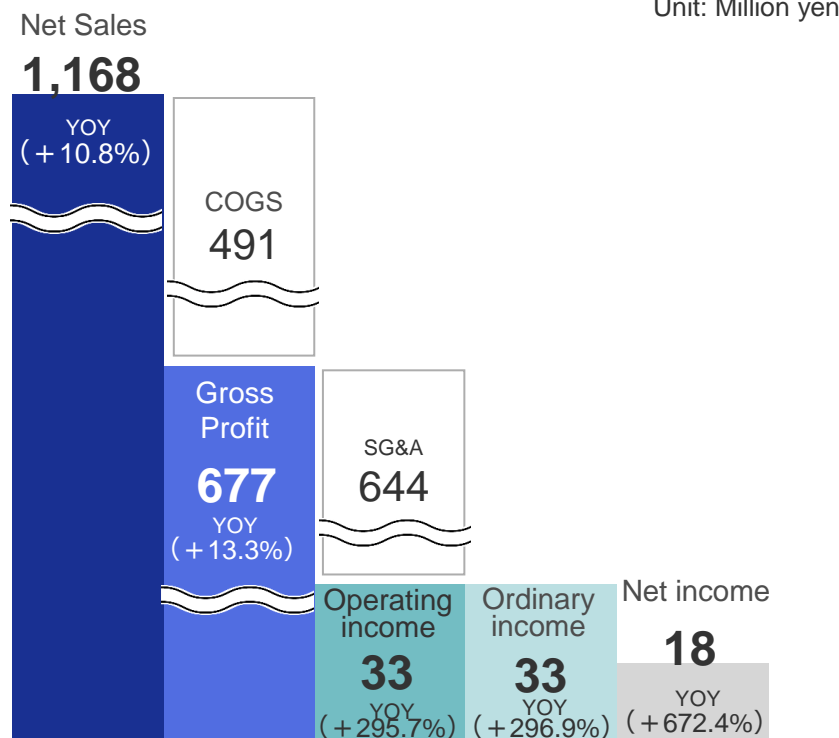


* Figures rounded down to the nearest million yen.

FY2021 2Q



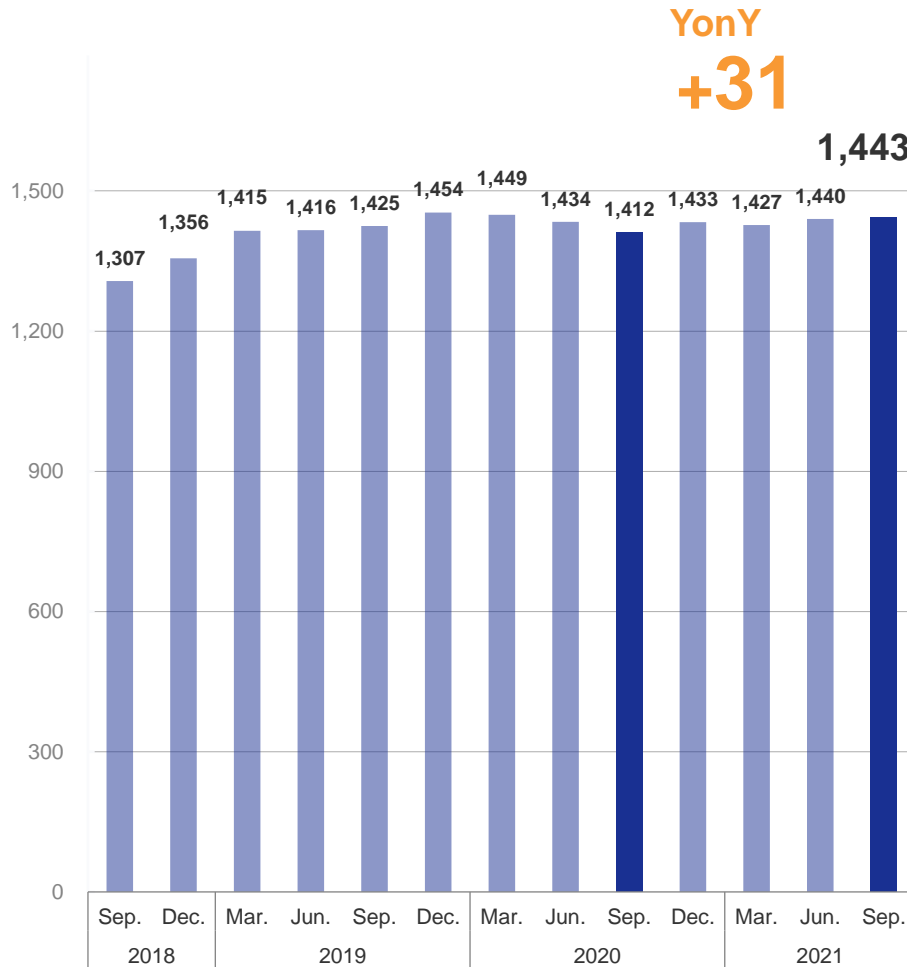
FY2022 1Q



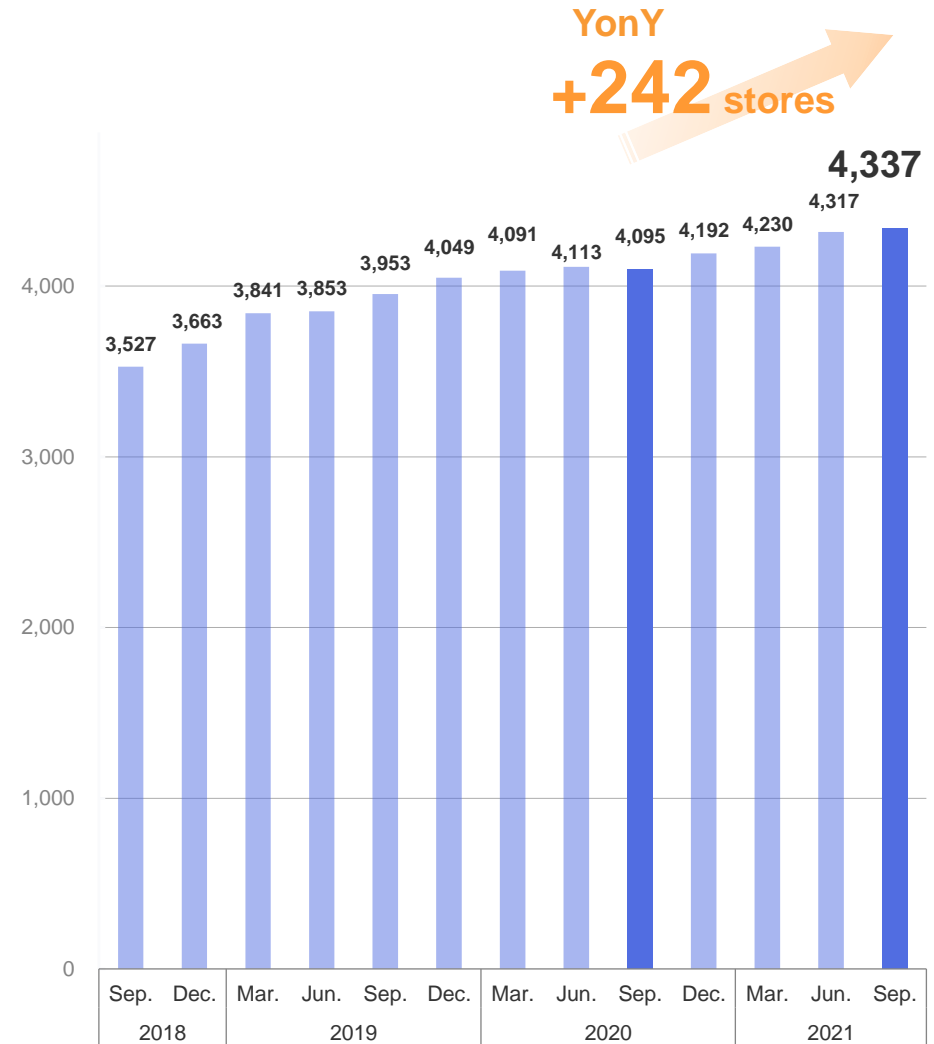
- Mainly online marketing was enhanced further. We increased new customers steadily, growing sales.
 - **Cost:** Increase the number of staff involved in the introduction and operation support service of our cloud and SaaS. IaaS usage fees increased due to the strengthening of the system infrastructure (IaaS) in preparation for the further increase in the number of customers and the increase in data volume.
 - **SGA:** We invested in in-house infrastructure for improving the staff for sales and support and further upgrading the systems for mainly online sales and support.

* Figures rounded down to the nearest million yen.

Variation in the Number of Companies Using Our Services (Charged companies only)



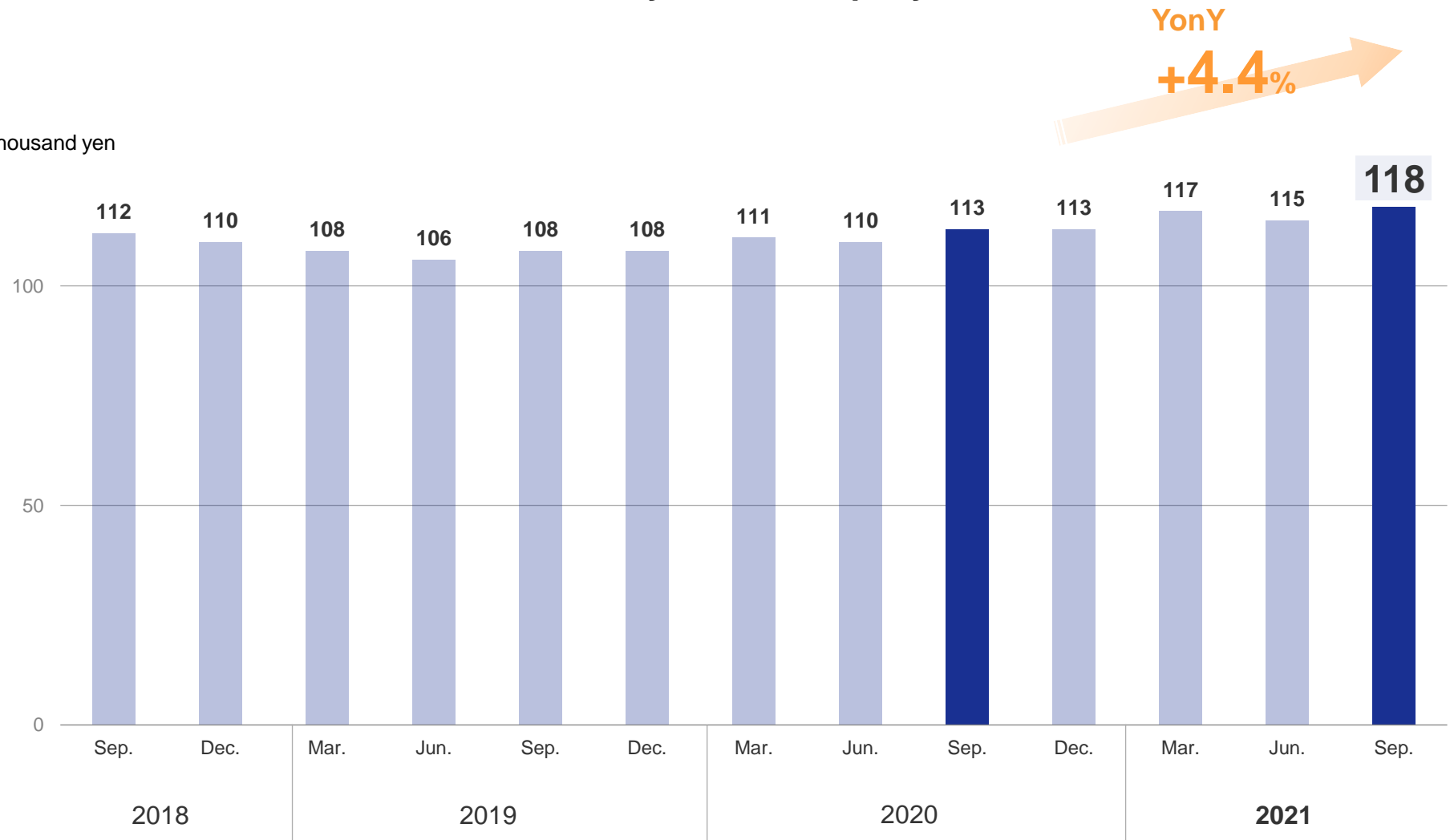
Variation in the Number of Stores Using Our Services



* As for ES e-Bukken One, contracts are established and fees are charged for individual corporations. As for the number of stores, the total number of stores registered by clients for use (real estate companies) was counted.

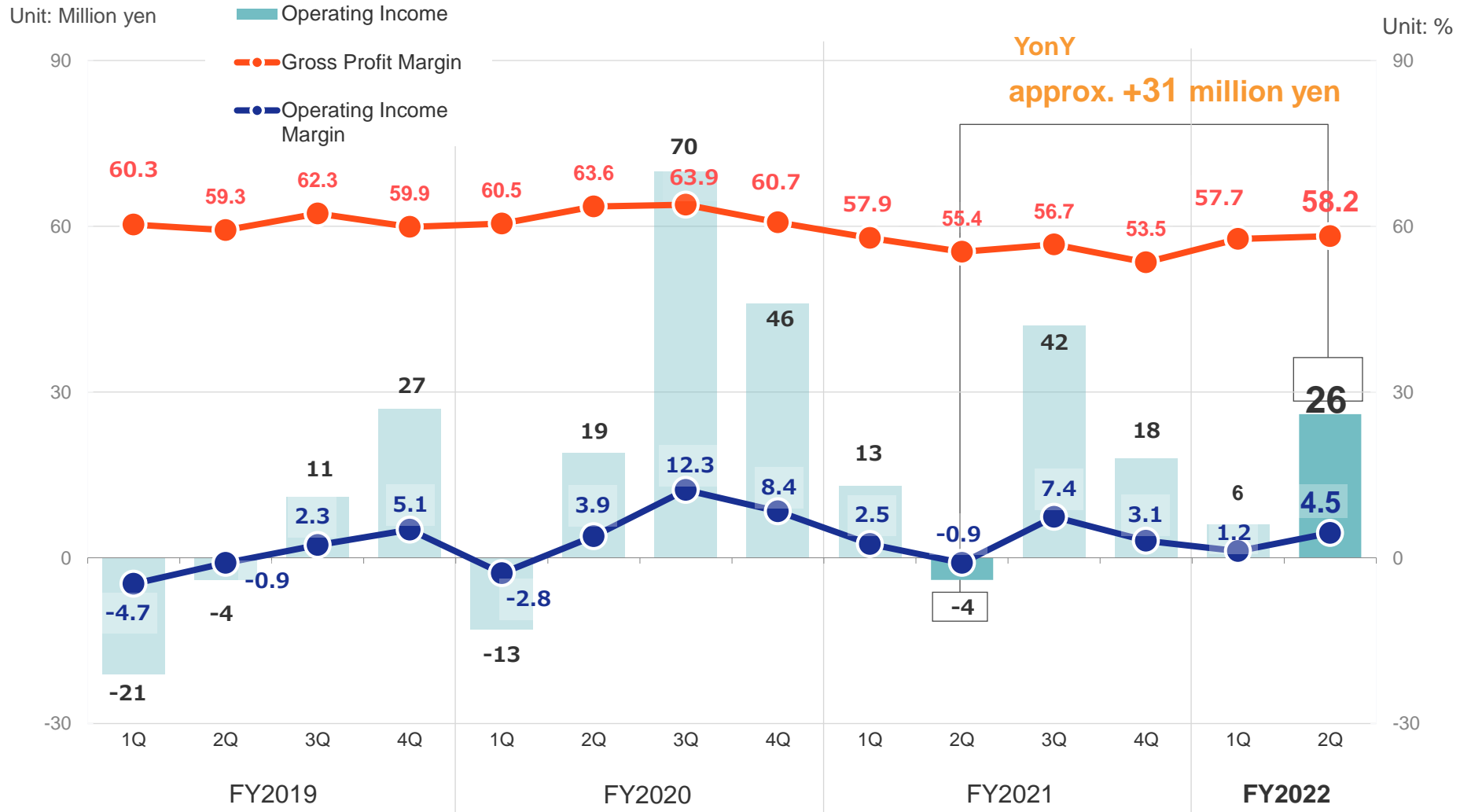
Monthly ARPU/company

Unit: Thousand yen



* In order to disclose information in a more understandable manner, we indicate the figures obtained by dividing “subscription sales in each month,” which is a new segment, by “the number of (corporate) subscribers in that month” and rounding the figure down to the nearest 1,000, from FY 2021. The past figures were recalculated with the new calculation method.

Gross Profit Margin and Operating Income Comparison (Consolidated)

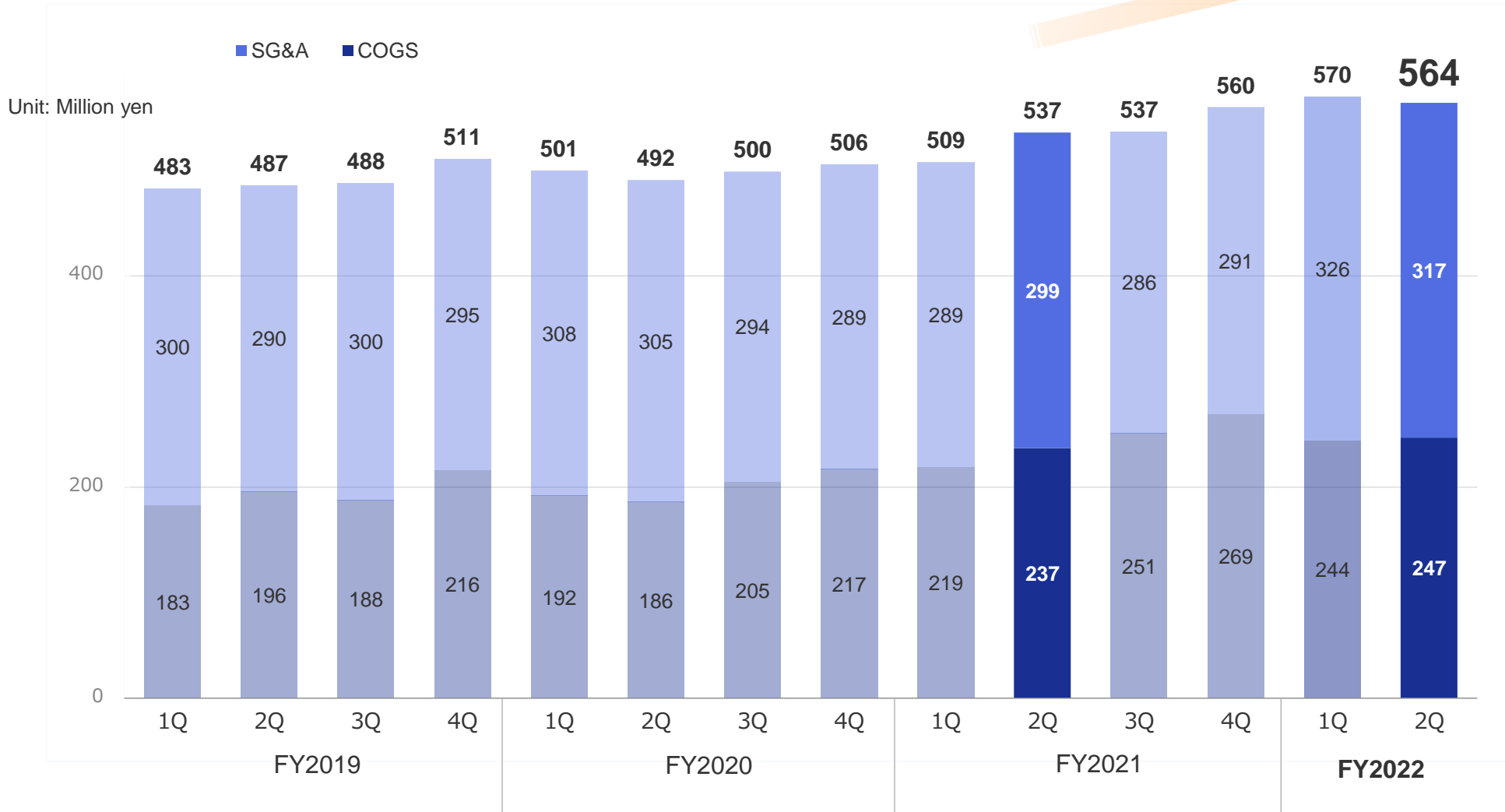


* Figures rounded down to the nearest million yen.

Total Expenses Comparison (Consolidated)

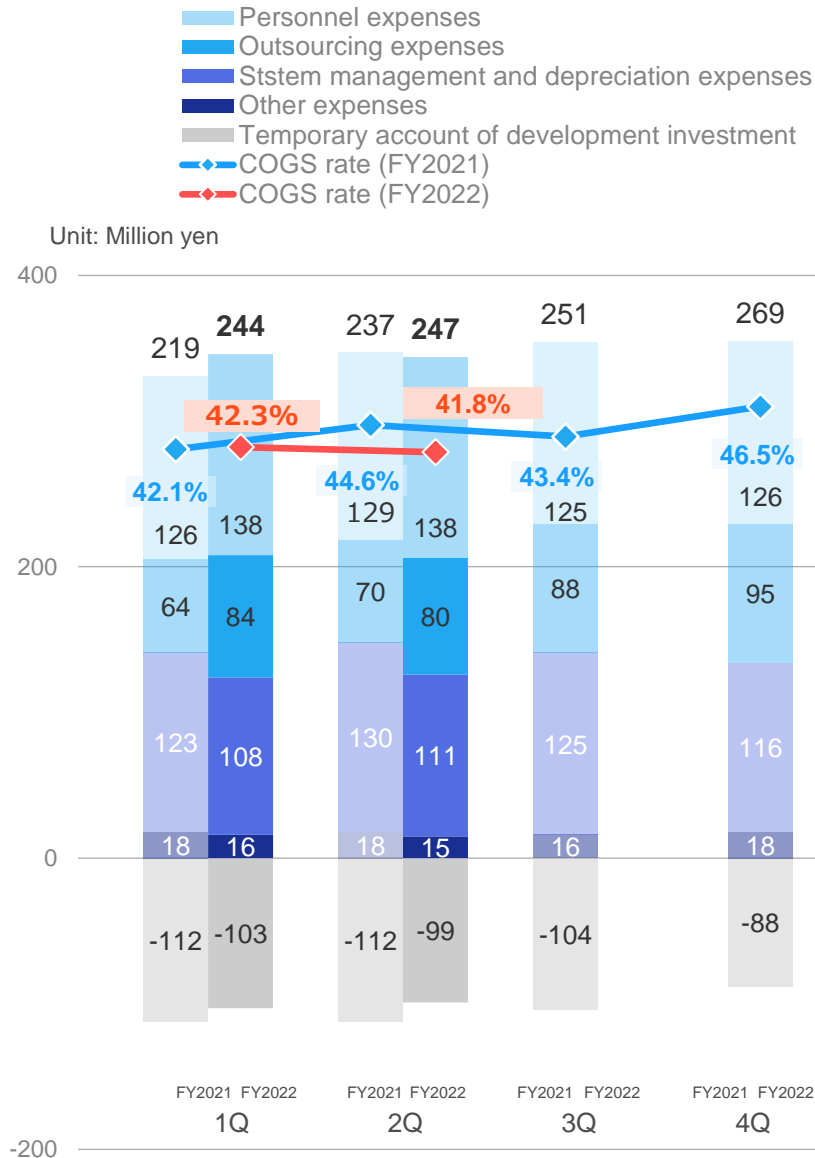
YoY

+5.1%

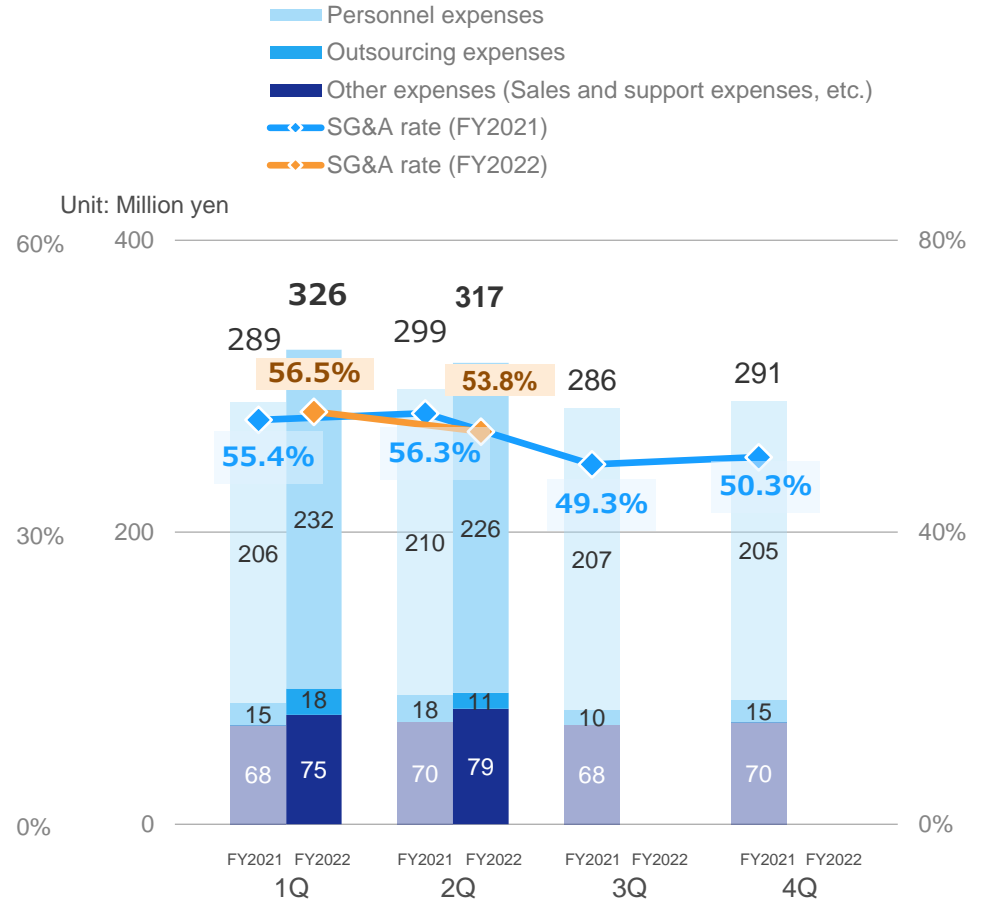


* Figures rounded down to the nearest million yen.

COGS (Consolidated)



SG&A (Consolidated)



* Among costs, outsourcing expenses include expenses for outsourcing, temporary staff, and IaaS usage charges. System management and depreciation expenses include the depreciation for software and hardware and costs for in-house data centers.

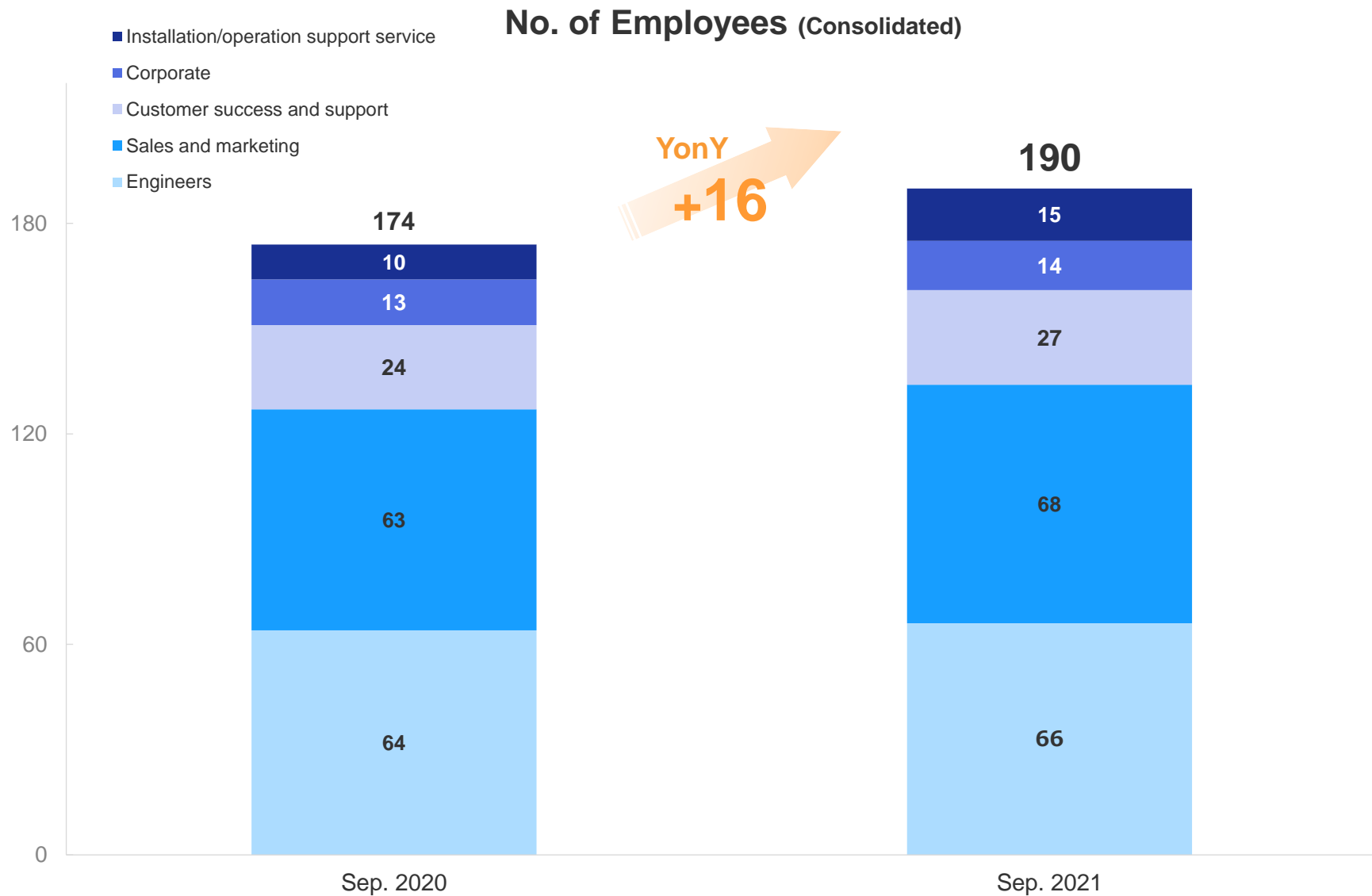
Temporary account of development investment includes the posted costs for inventory (goods in process and products) and temporary account of software.

* Total COGS is calculated by subtracting the temporary account of development investment from the sum of costs.

* (SG&A) Outsourcing expenses: Advertising expenses, recruitment related expenses, consultant fees, payment commission, etc.

* Figures rounded down to the nearest million yen.

We strengthened the team mainly in sales and support while maintaining a well-balanced personnel structure

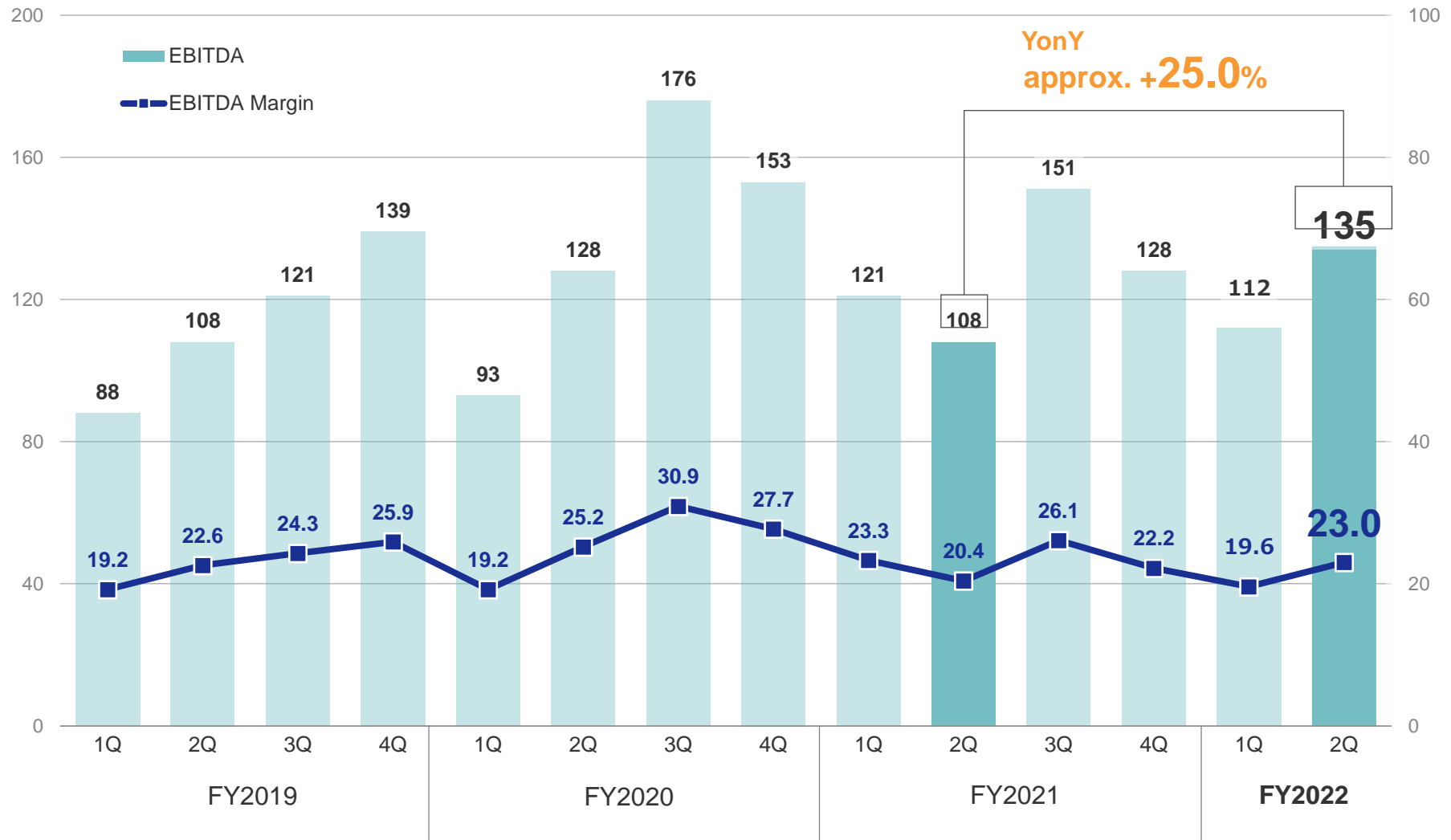


* Excluding directors, advisors, and part-time workers.

EBITDA comparison (consolidated)

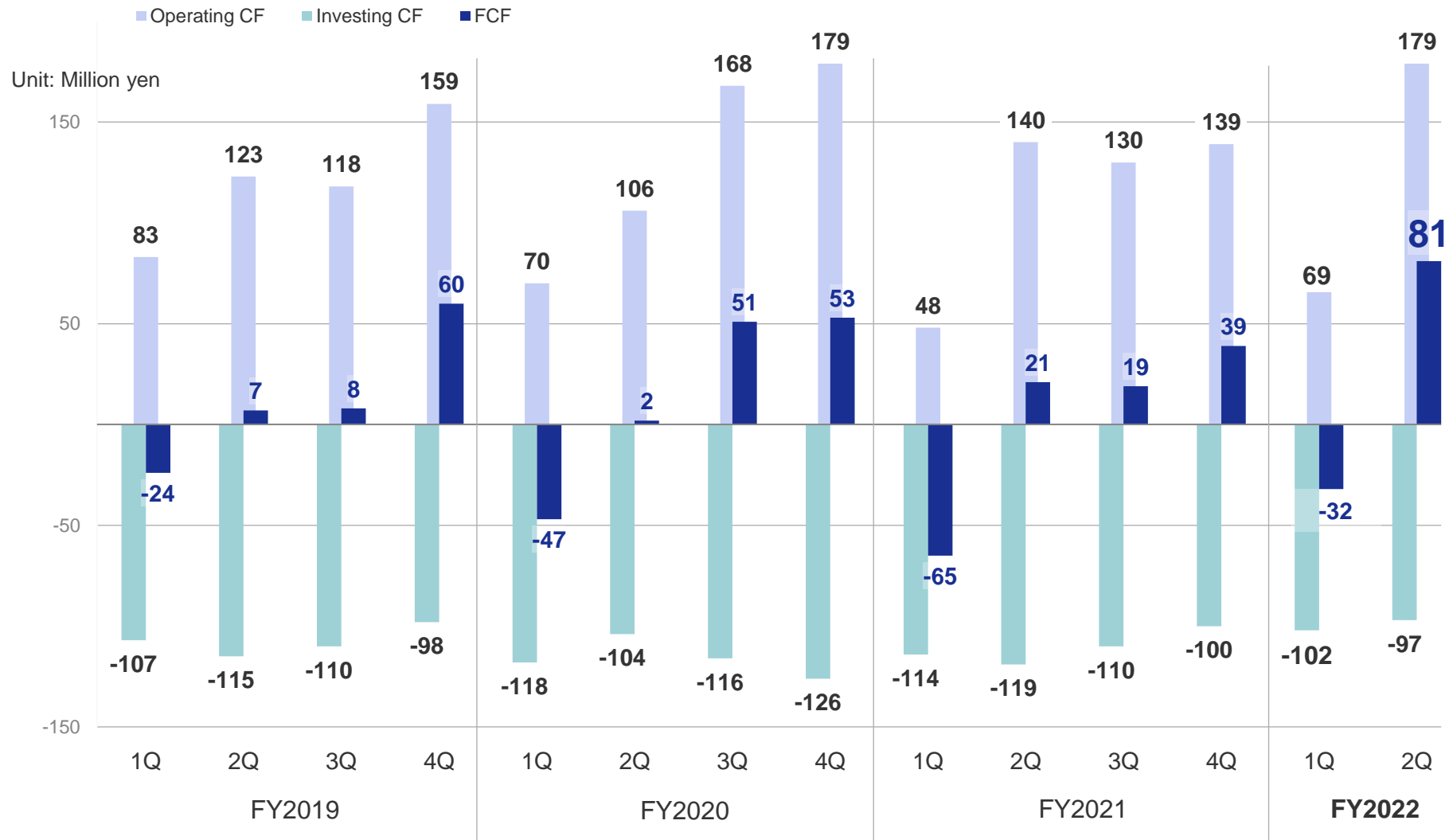
Unit: Million yen

Unit: %



* Figures rounded down to the nearest million yen.

Free cash flow comparison (Consolidated)

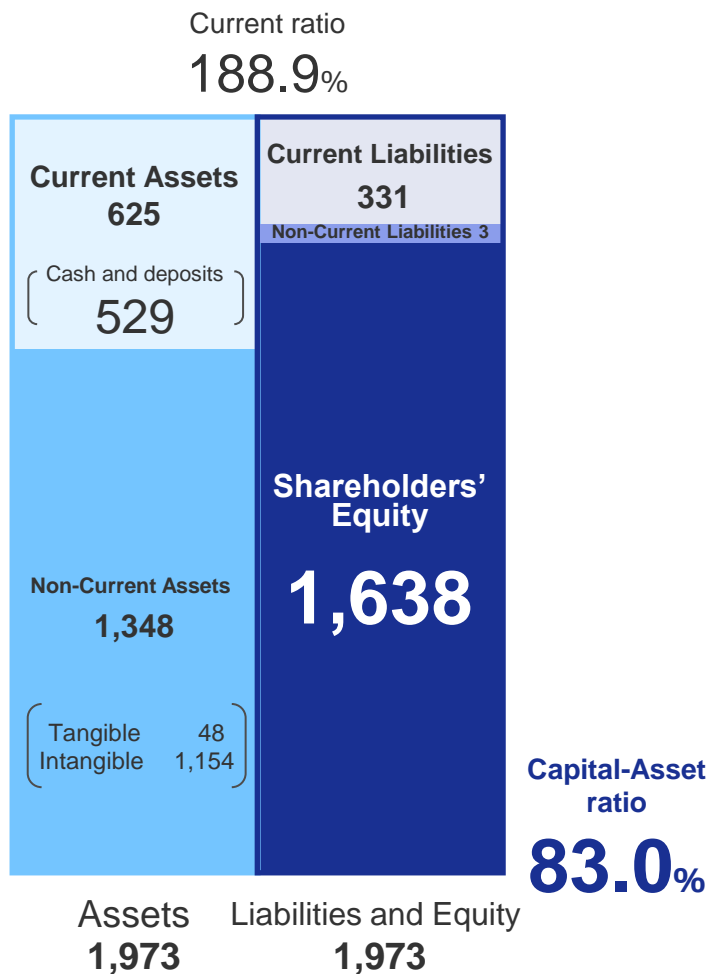


* Free cash flow (FCF) = Operating cash flow (CF) + Investing cash flow (CF)

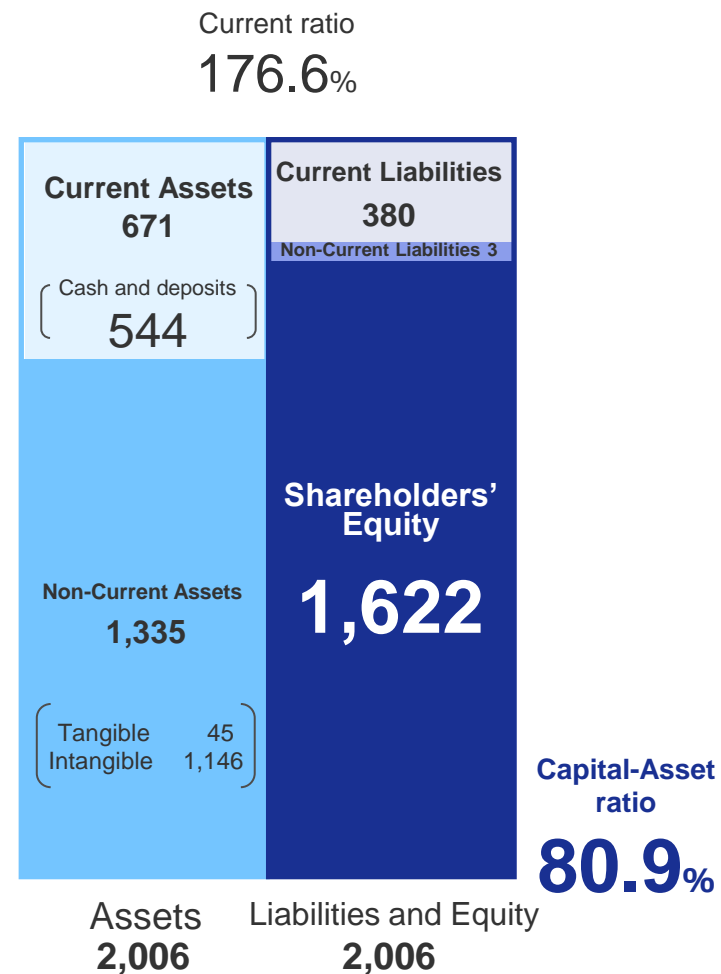
* Figures rounded down to the nearest million yen.

Consolidated Balance Sheet Comparison

Unit: Million yen



As of the end of March 2021



As of the end of September 2021

* Figures rounded down to the nearest million yen.

2. Earnings Forecast and Future Prospects

1 Earnings forecast for FYE March 31, 2022 (Consolidated)

[No Change from the beginning of Fiscal Year]

- Net sales are estimated to grow about 184 million yen up approx. 8.3% year on year to **2,398 million yen**, which was unchanged from the initial forecast. As of the end of 2Q, business performance was healthy. Sales growth is expected, due to the rise in ARPU through upselling and cross-selling of new services, a low cancellation rate, stable recurring revenues, etc.
- The parallel operation due to the transition to IaaS has been completed, and the annualization effect of IaaS cost has progressed as planned. **1,026million yen** (+approx. 47million yen year on year) unchanged from the initial forecast at cost.
- We strengthened the sales and marketing lineup from the beginning of the fiscal year and invested in in-house infrastructure to strengthen the sales system for efficient online-centered marketing. **1,271million yen** (+approx. 104million yen year on year) has not changed from the initial forecast.
- For SG&A expenses Operating income was unchanged from the initial forecast of 101mn for the full year.

2 Impact of the novel coronavirus pandemic (COVID-19)

- The impact of the withdrawal of small-scale real estate companies from which the flow of rental brokerage commissions and other factors is the source of income was halted in the previous fiscal year. With our main target of medium-sized or larger real estate management customers whose stock is the source of earnings and our business performance. The impact is expected to be limited.
- Transferred to online-centered marketing and improved sales efficiency.
- Expansion of examples of real estate companies that have achieved business continuity in coronavirus pandemic through the promotion of DX. Demand will be stimulated by introducing successful cases of DX conversion and aim to win the lead. In the current fiscal year, we will continue to focus on seminars.

Unit: Million yen

	FYE 2022		Previous year (FYE 2021) Results	
	Full-term Forecast	2Q Results	Amount	YOY Change (%)
Net sales	2,398	1,168	2,214	8.3%
Operating income	101	33	69	45.9%
Ordinary income	100	33	71	41.3%
Net Income	68	18	20	238.3%

Dividend per share

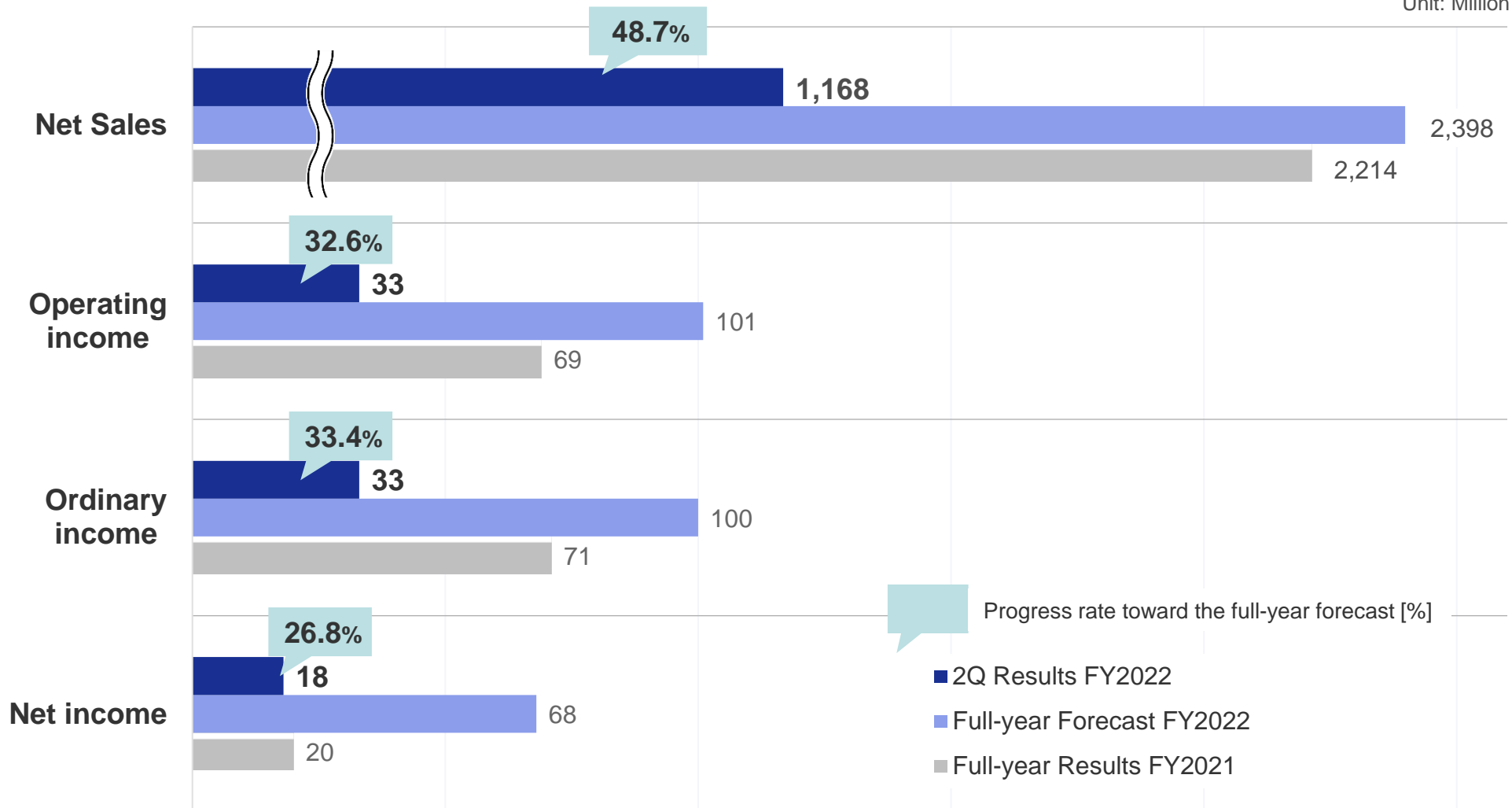
Full-term dividend (forecast) (FYE March 2022)	5.00 yen
Full-term dividend (result) (FYE March 2021)	5.00 yen

* Forecast figures are based on information available at the time of this announcement, and includes uncertainty.
Actual results may differ materially from the forecast figures.

* Figures rounded down to the nearest million yen.

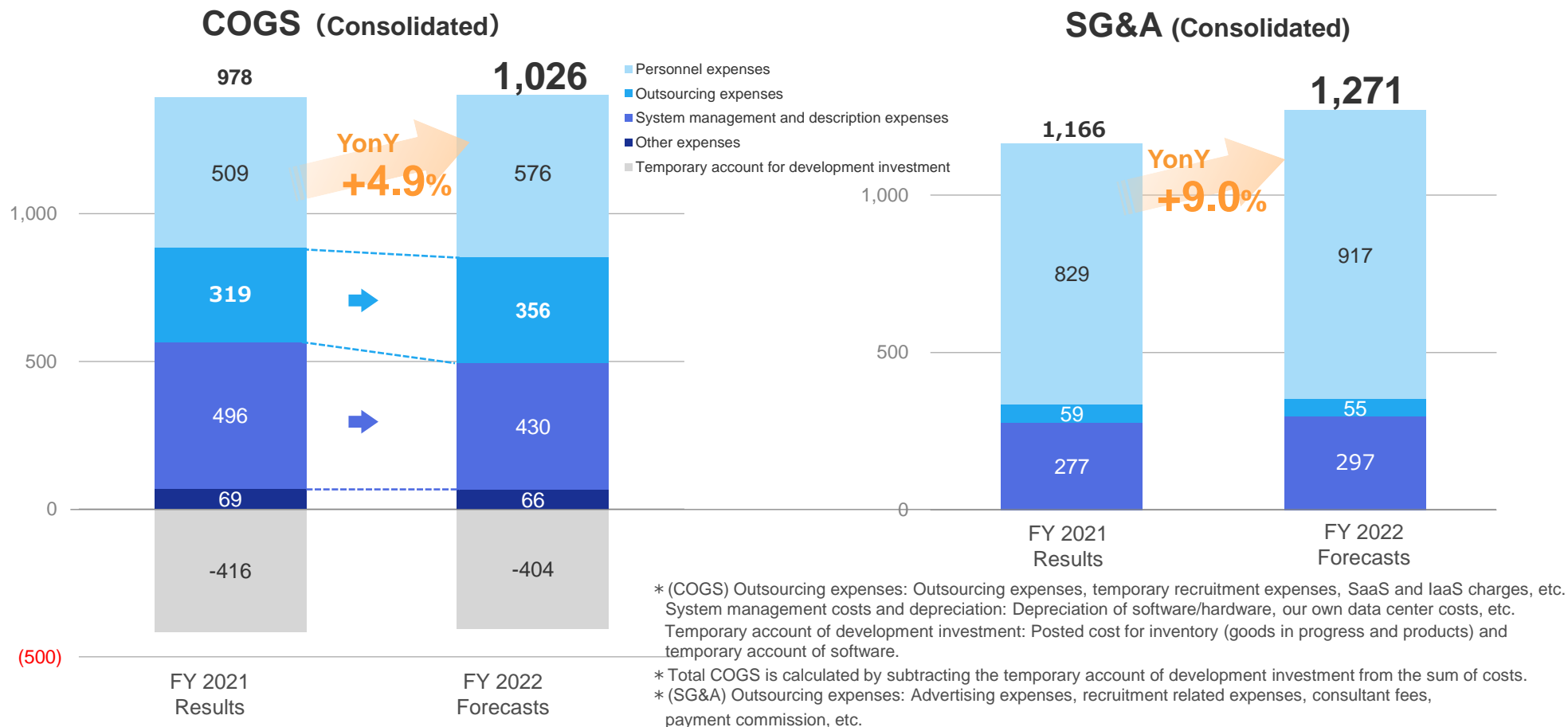
Progress rate toward the full-year earnings forecast

Unit: Million yen



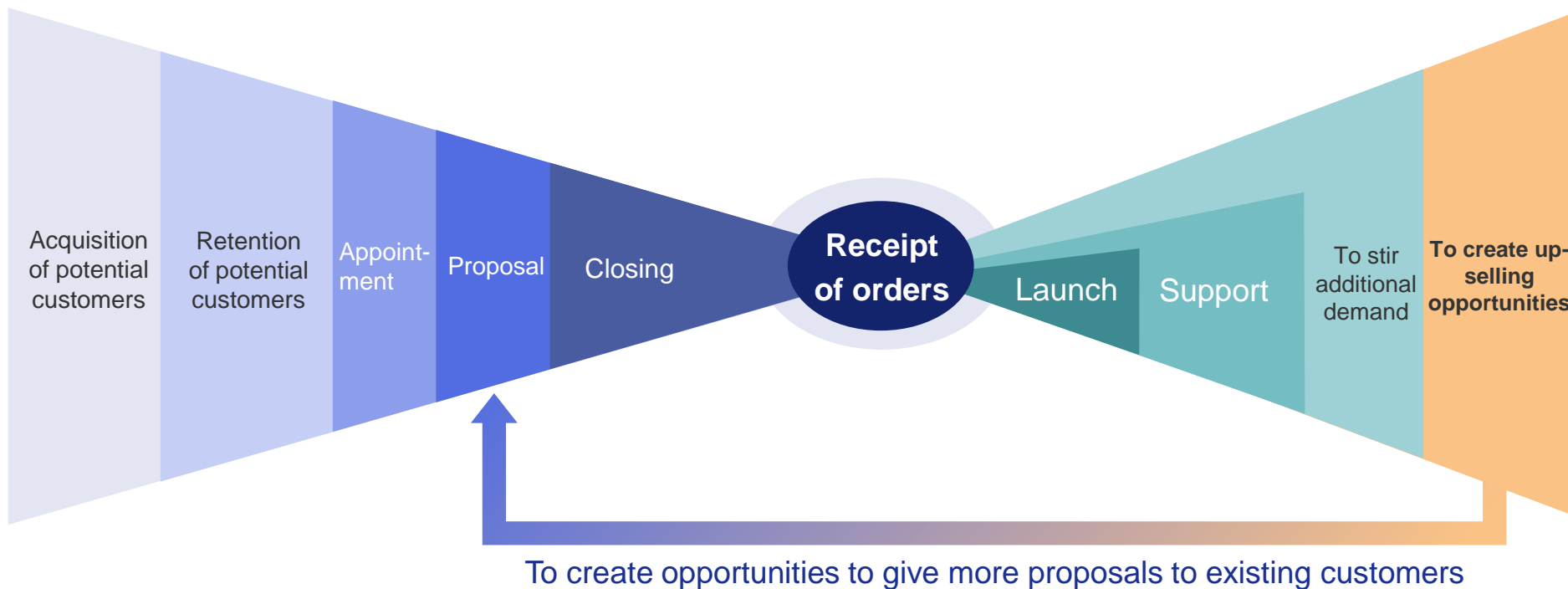
* Forecast figures are based on information available at the time of this announcement, and includes uncertainty. Actual results may differ materially from the forecast figures.

* Figures rounded down to the nearest million yen.



- Cost:** The cost of in-house data centers, etc. that have completed the parallel operation period has disappeared, and "system management and depreciation expenses" have declined significantly.
 Increase the number of personnel involved in introduction and operation support services.
- SG&A:** We continue marketing/sales/support systems mainly online and an increase in personnel.

* Figures rounded down to the nearest million yen.



Marketing	Inside Sales	Field Sales			Customer Success		Marketing
		Promotion of adoption of services			Support in installation		Inside Sales
<ul style="list-style-type: none"> • Seminars • E-mail newsletter & PR • Approach to industry associations 	<ul style="list-style-type: none"> • Targeting • Telemarketing • Online proposal 	<ul style="list-style-type: none"> • Online proposal • Direct proposal 	<ul style="list-style-type: none"> • Survey on operations • Conclusion of contracts 	<ul style="list-style-type: none"> • Determination on operation • Proposal for improvement in operations • Data transfer 	<ul style="list-style-type: none"> • Support in operation • To contact customers regularly • Customer care for increasing satisfaction level 	<ul style="list-style-type: none"> • Seminars • E-mail newsletter & PR • News release 	

I Target Index

Number of clients

5,000
companies

Monthly ARPU

more than **¥100,000**

Subscription gross profit margin

more than **70%**

1 Expand and grow our client base

To keep increasing clients by evolving services and enriching the systems for the support for installation and clients

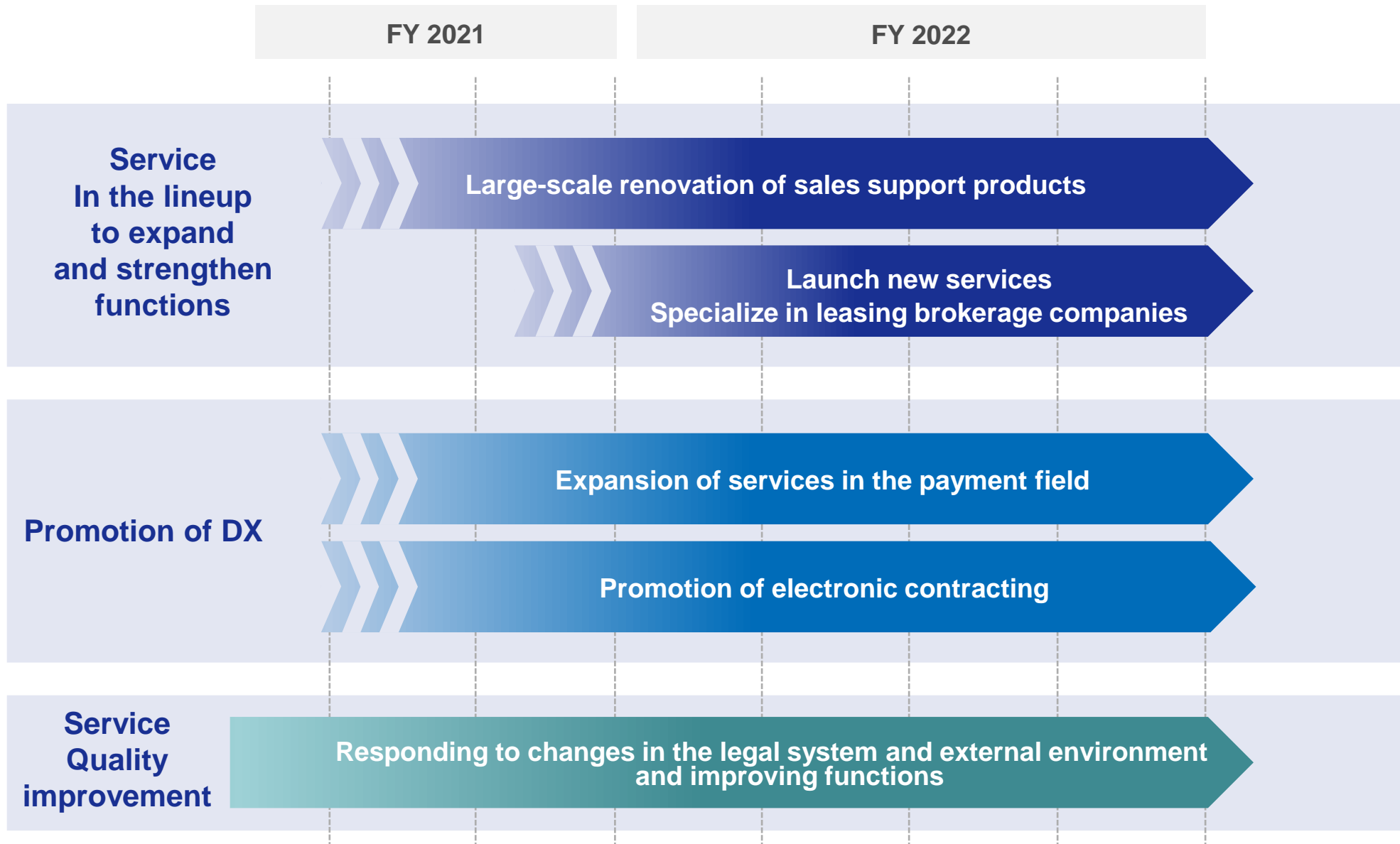
2 Improve sales and operation efficiency

To increase average spending per customer by offering one-stop services.

To prolong usage period of our services by improving operational support and service level. To expand LTV (customer’s lifetime value)

3 Future growth

Evolution into real estate trade platforms



3. Business Overview

Mission

To make the real estate market, which is related to “housing” as the bedrock for daily lives of people, more satisfying for all participants.

Vision

To become an essential integral information infrastructure for the real estate market, where a variety of information on real estate is put together.



To offer vertical SaaS specializing in the real estate field

- Characteristics of the real estate market

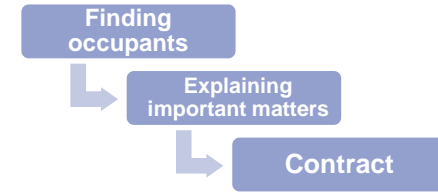
Overwhelming majority is small and medium-sized business operators



They exist across the country.



Every company has similar business flow as determined by the laws.



Cloud/SaaS solution provided by us

Subscription service

- Monthly fees for cloud/SaaS
- Can be installed without in-house HW equipment.
Small amount of initial investment
- Online support available everywhere in the country
- Equipped with standard functions, constantly evolving

✓ **Extensive coverage of market needs**



Feedback of knowledge and know-how to function development etc.

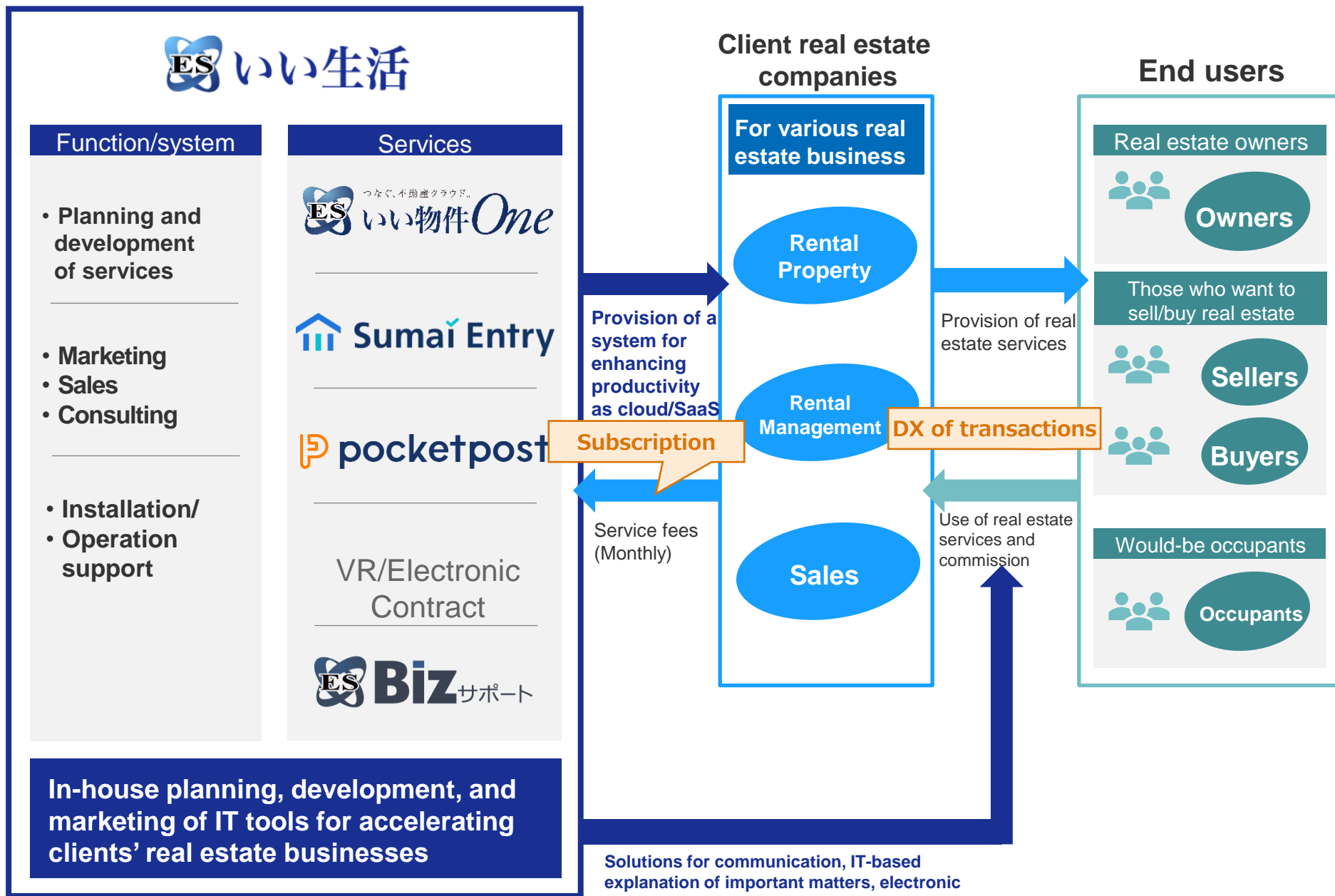
Complementing customer needs that cannot be covered by standard models

Spot service

- Initial setting fees for cloud and SaaS systems
- Support for installing and operating our cloud/SaaS (BPO)
- Consigned development of systems and applications
- Agency sales of other companies' services.

✓ **Deeply meet the individual needs of each customer**

*According to "Statistics of Real Estate Industry in 2020" (Real Estate Transaction Promotion Center), real estate enterprises with 4 or less employees account for about 86% of the total number of real estate enterprises: 353,558 (as of 2014).



To offer SaaS that will be used **seamlessly** in every real estate scene





Rental brokerage and management

(Information on real estate and customers)

(Information on contracts, income and expenditure, and transactions)



Database

Information on real estate

- Automatic compression of images
- Sharing by shops
- Assistance in inputting suggestions
- It is possible to upgrade or delete data at once.

Information on customers

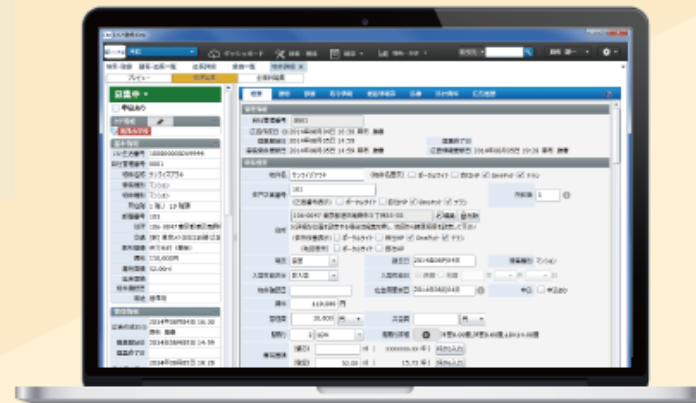
- Feedback
- Registration of desirable conditions
- Check of records on marketing targeted at potential customers
- Sending and receipt of messages

Management information

- Transaction ledger
- Contracts for outsourcing management
- Management of transactions (repair)
- Rent management and report on income and expenditure

- Unified management of all kinds of information regarding real estate in the field of rental brokerage and management, including information on real estate, customers, and outsourcing of management
- Multiple shops can share information by taking advantage of cloud and SaaS systems. It is possible to support marketing, manage contracts and cash flows from rents, and produce reports on income and expenditure.
- Through the combined use and linkage with other services of our company, such as online application for moving in an apartment (Sumai Entry), it is possible to streamline operations and achieve DX.

Property/customer information database



Information on real estate

- Automatic compression of images
- Sharing by shops
- Assistance in inputting suggestions
- It is possible to upgrade or delete data at once.

Information on customers

- Feedback
- Registration of desirable conditions
- Check of records on marketing targeted at potential customers
- Sending and receipt of messages

- Unified management of all kinds of information on real estate in the trading field, such as information on real estate and customers
- Multiple shops can share information by taking advantage of cloud and SaaS systems. It is possible to support marketing, manage contracts, assess properties, and offer follow-up services to sellers.
- Through the combined use and linkage with other services of our company, it is possible to streamline operations and achieve DX.

Tool for producing websites regarding real estate



Centered management of property advertisements



Completely responsive design



It can be designed and edited internally by each company.



- It is possible to produce a company's website optimized for introducing real estate in a fully responsive manner, to support the digital marketing of real estate firms.
- It is possible to produce a practical company's website with plentiful templates and simple operation, change its designs, and update its contents in house.

Services for booking previews online and applying for moving in an apartment/house

The graphic features the Sumai Entry logo at the top center. Below it, a large blue background contains a white plus sign in a circle. To the left of the plus sign is the text "Online application" and to the right is "Booking for room previews". Below these, a white banner reads "Sumai Entry became more convenient." At the bottom, there are two computer monitors and a smartphone. The left monitor displays a list of apartment listings with columns for name, location, price, and status. The right monitor shows a detailed view of a specific apartment listing. The smartphone displays a notification about a 25% discount on the application fee.

- Real estate brokers and management firms can process applications for booking previews automatically and 24 hours a day, 365 days a year.
- Users can apply for moving in an apartment/house with a smartphone. This streamlines processes for receiving and examining applications paperless.
- Linked with the real estate information in “ES e-Bukken One” and “ES-B2B Rental,” streamlining operations considerably.
- Sharing of information with rental guarantee companies, to save labor in all processes

News!!



System integration with “GMO Sign” begins.



電子印鑑なら
GMOサイン

Dramatically reduce the work and effort required to conclude lease agreements and **achieve a paperless system!**

- In October 2021, the API linkage between the "GMO Sign" cloud-based electronic contract service and "ES e-Bukken One " started.
- It is possible to conclude a lease contract, such as new conclusion, renewal, or cancellation, on a one-stop basis from the "ES e-Bukken One " management screen.

Communication apps for occupants and owners



App for occupants



App for owners



Service for payment settlement with a smartphone

※Cooperation with SMBC GMO PAYMENT, Inc.

- Interactive communication means with less time and locational constraints, which would replace telephone, mails, message boards, etc.
- Users can see billing information sent to these apps, and pay charges with a smartphone while traveling or going out.

pocketpost pay net account transfer

You can register for
direct deposit over the Internet.



Quickly

Complete
account transfer
registration
smartly.



Accurate

No need for
a seal or to fill
out a paper
contract.



Safety

Security is
also assured.



produced by e-Seikatsu Leading company in real estate business cloud and SaaS

- In cooperation with SMBC Finance Service, we developed a service that allows us to complete the online registration of rent, parking lots, and other account transfers. We also promote DX of the collection of payments by the management company.
- Entry and seal impression on the transfer request form is unnecessary, and registration is completed smoothly online. Support customer settlement.

- A new BtoB platform for facilitating the BtoB distribution of real estate for rental

Online service for distribution among rental agencies



E-Bukken Square

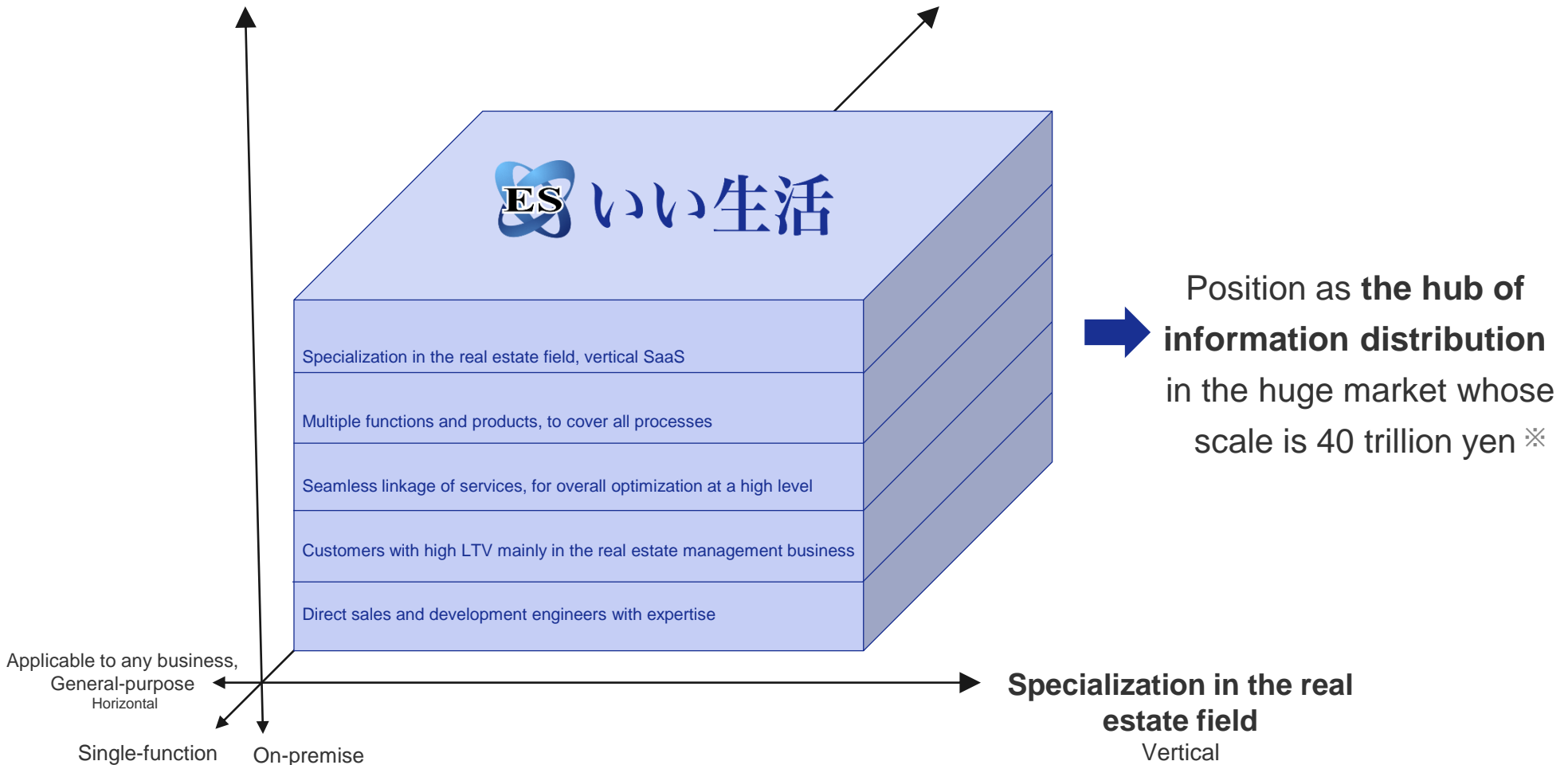
- ✓ Account registration is free of charge
- ✓ Support for smartphones & map Search
- ✓ Real-time linkage
- ✓ Up-to-date and accurate property information
- ✓ Handle everything from viewing reservation to application at once.



- It offers mainly information on real estate handled by medium and large-sized real estate companies that have multiple shops, which are our main clients.
- It offers vacancy information, which is updated on a real-time basis, to SaaS users and also other real estate companies, and promote them to adopt our cloud and SaaS services through product marketing.

Specialization in the real estate market × Cloud × Unified management = **Sustainable competitive edge**

Cloud Integrated, unified management

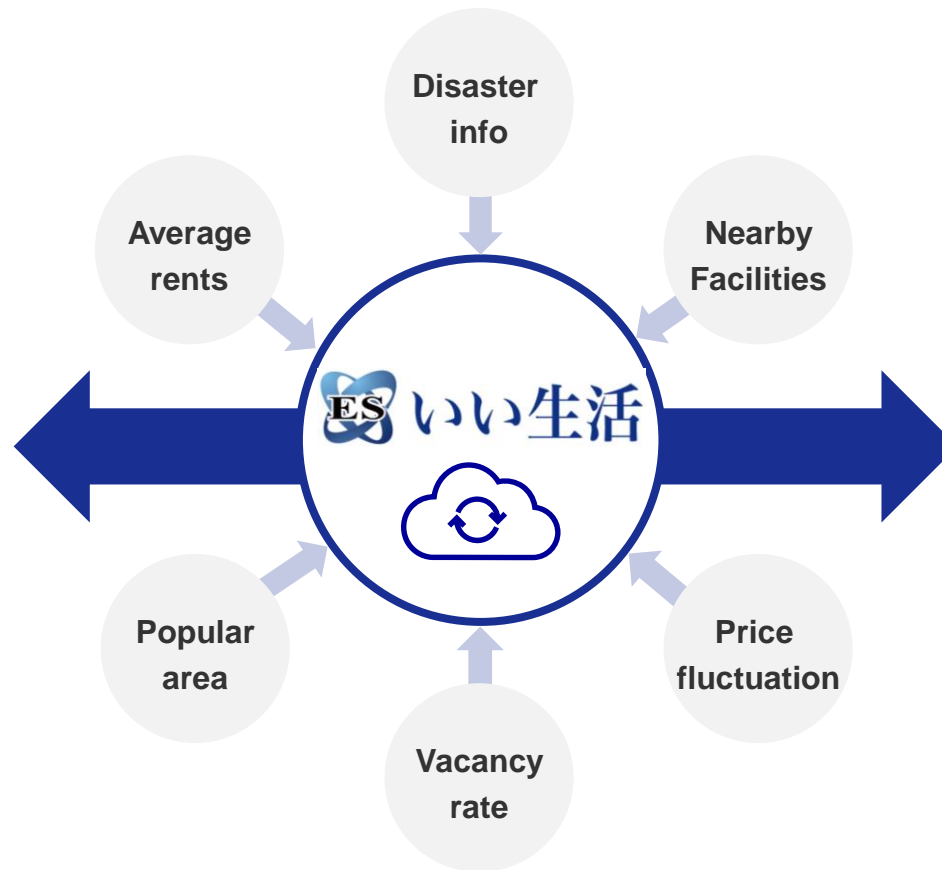


* According to the "Statistical Survey on Corporations in Fiscal 2019" of the Ministry of Finance, the annual sales of the realty business amounted to 45,383.5 billion yen.

End users



- Procedures for finding housing will become easier and convenient, with application for moving in with smartphones
- Users can look for housing freely and smartly, by using Online Preview
- Transformation of the housing market with digital technology



Real estate companies



- To support the development of a management structure with an effective BCP that can adapt to New Normal in the post-pandemic era
- By streamlining back-office operations, more focus will be placed on the support for their customers such as occupants and owners.
- To support decision making and designing managerial strategies based on collected data and facts.

- To develop a **cloud based data platform** to collect all kinds of data on real estate via cloud and SaaS services for supporting business operations.
- To offer various digital technology-based services to users and real estate companies, **to promote the digital transformation (DX) of the entire real estate market**, and to improve the satisfaction level of all stakeholders.

In order to provide safe and reliable services and develop our business, we have obtained various certifications.

Health & Productivity Management Outstanding Organizations 2021
(Large Enterprise Category)



The company was certified as a "Health & Productivity Management Outstanding Organizations 2021 (Large Enterprise Category)" by the Ministry of Economy, Trade and Industry, the Ministry of Health, Labour and Welfare, and the Nippon Kenko Kaigi.

DX Certified Business Operators



We obtained certification under the DX certification system established by the Ministry of Economy, Trade and Industry.

Partnership Construction Declaration



We endorse the Declaration on the Establishment of Partnerships issued by the Small and Medium Enterprise Agency.

ISMS and ITSMS



ISMS (ISO27001) International Standard for Information Security.
International standard for ISMS (ISO 27017) cloud security.
ITSMS (ISO 20000) International standard for IT service management.

Security of cloud services Information Disclosure Certification System for Reliability





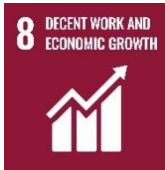






"ES e-Bukken One" has obtained certification under the "Information Disclosure Certification System for the Safety and Reliability of Cloud Services" as a cloud service for which information is appropriately disclosed based on guidelines published by the Ministry of Internal Affairs and Communications.

(Note) Health & Productivity Management Outstanding Organizations = The award system to honor Corporations such as large enterprises and SMEs that implement particularly good health management based on initiatives tailored to local health issues and health promotion initiatives promoted by the Nippon Kenko Kaigi.

(Note) DX Certified Business Operators = Based on the Act on Promotion of Information Processing, DX-certified businesses have already established visions, strategies, and systems to implement DX (DX-Ready). A system approved by the Minister of Economy, Trade and Industry.

(Note) Partnership Declaration = Enterprises of all sizes and sizes in the position of "orderer" declare "coexistence and co-prosperity of the entire supply chain and new partnerships (inter-enterprise partnerships, IT implementations support, matching specialists and green procurement, etc.,)" and "compliance with promotion standards", regardless of the size of the enterprise..

e-Seikatsu will tackle various social issues through business, and contribute to solving them.

Materiality of e-Seikatsu	Related goals
<p>Creation of personnel who would trigger changes</p> <ul style="list-style-type: none"> • Creation of advanced IT personnel • Promotion of new workstyles • To provide a wide range of personnel with opportunities to flourish 	  
<p>To offer innovative, high-quality services that would bring added value to society</p> <ul style="list-style-type: none"> • Creation of services with high added social value • Continuous improvement in quality • Emphasis on information security 	 
<p>Contribution to the residential environment through business</p> <ul style="list-style-type: none"> • Formation of the appropriate real estate market by adopting IT • To secure the appropriate accessibility to the market for all people by rationalizing the market • To contribute to the development of the real estate market as a base for supporting people and society in cooperation with stakeholders 	
<p>To actualize an environmentally-friendly, affluent, sustainable society with IT and DX</p> <ul style="list-style-type: none"> • To execute business operations with low environmental burdens • To contribute to the online market and the environmentally-friendly real estate industry in cooperation with stakeholders • To contribute to the sound development of local communities in cooperation with stakeholders throughout Japan 	  

*“SDGs” stands for Sustainable Development Goals. International goals for realizing a sustainable, better world by 2030, adopted at the UN Summit in Sep. 2015. Composed of 17 goals and 169 targets.

The Integrated Report 2021 is published to deepen the understanding of our long-term efforts to increase corporate value and the process of realizing both social and economic value.

Integrated Report 2021



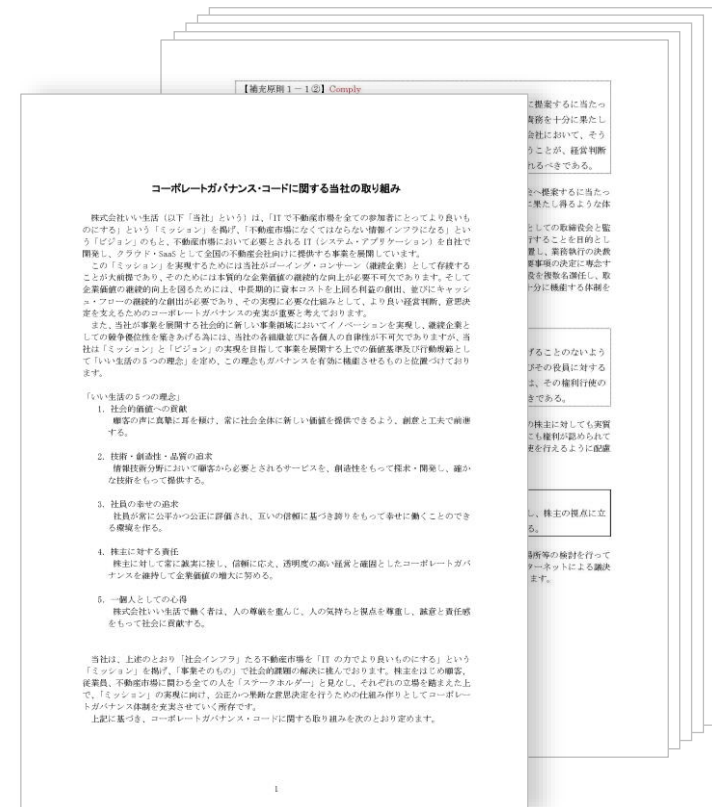
In the group's value creation process by referring to the "Guidance for Collaborative Value Creation". This section presents the most important information, including financial and non-financial information.

The Integrated Report 2021 can be downloaded from all of the following URLs.

<https://www2.tse.or.jp/disc/37960/140120211014410881.pdf>

■ We have already responded to the revised version of Corporate Governance Code 2021 and have disclosed our commitment to all 83 principles.

- Section 1: Securing the Rights and Equal Treatment of Shareholders
- Section 2: Appropriate Cooperation with Stakeholders Other Than Shareholders
- Section 3: Ensuring Appropriate Information Disclosure and Transparency
- Section 4: Responsibilities of the Board
- Section 5: Dialogue with Shareholders



(Scheduled to be listed on the TSE Standard Market from April 4, 2022)

Our Corporate Governance Code Initiatives can be downloaded from the following URL.

<https://www.e-seikatsu.info/aboutUs/pdf/corporateGovernance.pdf>

Established : January 21, 2000

Paid-in capital : 628,411,540 yen (As of the end of September 2021)

Listing : Second Section of the Tokyo Stock Exchange (Code: 3796)

Relationship banks : MUFG Bank, Ltd., Mizuho Bank, Ltd., Resona Bank, Ltd., Sumitomo Mitsui Banking Corporation, Sumitomo Mitsui Trust Bank, Limited, Mitsubishi UFJ Trust and Banking Corporation

of employees : 190 (As of the end of September 2021)

Governance System : Company with Audit Committee

Officers :	Chairman	Kiyotaka Nakamura	Outside Director (Independent Director), Full-time Audit and Supervisory Committee Member	Akira Hirano
	President, Representative Director & CEO	Zenichi Maeno	Outside Director (Independent Director), Audit and Supervisory Committee Member	Masahito Omachi
	Representative Director & CFO	Hiroyuki Shiokawa	Outside Director (Independent Director), Audit and Supervisory Committee Member	Haruo Narimoto
	Representative Director & COO	Hiroyoshi Kitazawa		
	Managing Director, CTO	Akira Matsuzaki		

Audit Corporation : Kisaragi Audit Corporation

Offices :	Headquarters	〒106-0047	2-32, Minamiazabu 5-chome, Minato-ku, Tokyo
	Osaka office	〒530-0011	4-20, Ofukacho, Kita-ku, Osaka-shi, Osaka
	Fukuoka office	〒812-0011	25-21, Hakataeki Mae 3-chome, Hakata-ku, Fukuoka-shi, Fukuoka
	Nagoya office	〒450-6419	28-12, Meieki 3-chome, Nakamura-ku, Nagoya-shi, Aichi



Technology × Real Estate Field

e-Seikatsu is a “Real estate tech” company that aims to realize a better real estate market by technology.

To subscribe to “IR News Mail,” which will inform you of a variety of IR info on our company, access the following URL.

https://www.e-seikatsu.info/IR/irNewsMail/irNewsMail_inquiry.html

- The material and information provided through this presentation are intended for helping you understand our group's management policy and financial information, and not for encouraging you to purchase or sell the shares of our company for investment.
- We are careful when handling information mentioned herein, but we will not guarantee its accuracy, recency, usefulness, or the like. If any information mentioned herein includes an error, data falsified by a third party or the like, our company will not assume any responsibility for damage caused by said matter.
- The information mentioned herein includes our current plans, strategies, and outlooks. They are based on the analysis of currently available information and the judgment of employers, including potential risks and uncertainties. The forecast may be different from actual results, due to the changes in the business environment, etc. The future outlook will not be revised or updated according to the facts after the date of announcement, etc.