



September 13, 2022

Company Name	Casa Inc.
Representative	President Seigo Miyaji (Code number: 7196 TSE Prime Market)
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Notice Regarding Capital and Business Alliance with GoldKey Co., Ltd.

Today, Casa Inc. group (the “the Group”) is pleased to inform you that the Group has concluded a capital and business alliance agreement with GoldKey Co., Ltd. (Headquarters: Nagoya City, Aichi Prefecture, Representative Director: Masaji Kimata, hereinafter referred to as "GoldKey"), which develops the concierge app "app-me! Cloud" for tenants.

1. Reason for capital and business alliance

Based on the corporate philosophy of "contributing to the maintenance of a healthy living environment for people, the development of lifestyles and culture, and the realization of a prosperous society," the Group aims to build a new business model by promoting DX (Digital Transformation) that utilizes IT in the real estate industry, which is lagging behind in digitalization.

In order to realize DX conversion, the Group aims to enhance new value-added services for real estate management companies and self-managed landlords by collaborating with GoldKey, which provides the concierge app "app-me! Cloud" for tenants. By combining the data and know-how accumulated by the Group with GoldKey’s real estate technology, the Group will improve the satisfaction of real estate management companies, self-managed landlords, and residents, and accelerate business expansion.

2. Details of the capital and business alliance

(1) Details of the business alliance

- ① Joint development of one-stop service in rental management
- ② Mutual cooperation in sales activities for real estate management companies and self-managed landlords
- ③ Mutual personnel exchange

(2) Details of the capital alliance

The Group plans to acquire 14.3% (rounded to the first decimal place) of GoldKey outstanding common stock.

3. Overview of partner of capital and business alliance

(1) Name	GoldKey Co., Ltd.	
(2) Location	2-15-26 Higashisakura, Higashi Ward, Nagoya City, Aichi Prefecture	
(3) Title and name of representative	Representative Director Masaji Kimata	
(4) Business content	Application planning and development for Condominium management, development and operation of IoT platform, real estate tech area business such as bukenavi business	
(5) Capital	100 million yen	
(6) Date of establishment	June 5, 2012	
(7) Listed company and the relevant company relationship between	Capital ties	Not applicable.
	Personal relationship	Not applicable.
	Business relationship	Not applicable.
	To related parties applicable situation	Not applicable.

4. Schedule

(1) Board resolution date	September 13, 2022
(2) Date of execution of the capital and business alliance agreement	September 13, 2022
(3) Share acquisition date	September 27, 2022 (planned)

5. Future outlook

The Group believes that this capital and business alliance will contribute to improving the performance and corporate value of both companies in the medium to long term, but the impact on the business performance for the current fiscal year will be minor.

The Group will promptly disclose any matters that should be disclosed.