

November 10, 2022

Financial Update

Q2 FY2023

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

Some of the material is machine translated.



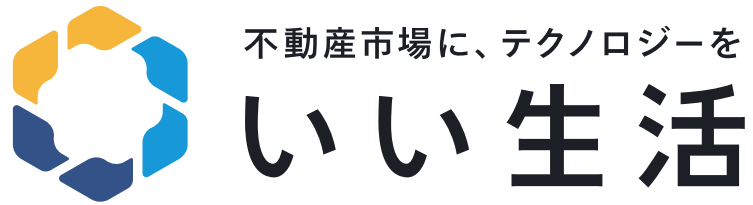
Create many "good life"
for others with technology
and heart.

Table of Contents

- 1. Renewal of Our Brand**
- 2. Business Summary**
- 3. Quarterly Results**
- 4. Future Prospects**
- 5. Recent Business Overview**

1. Renewal of Our Brand

The corporate logo has been renewed since November 1, 2022.



Mission

**Create many "good life"
for others with technology
and heart.**

Vision

**Create society where
comfortable life circulates.**

Statement

More kindness.

A life in harmony with life, snuggling up to the other person's heart and perspective.

More clarity.

A life that allows people to choose their own lifestyle comfortably without hesitation.

More diversity.

A life that is in tune with the times, with people, and with a variety of values.

We have been contributing to the optimization of the real estate market from early on,

and have accumulated a wealth of data and trust.

To create a new standard together with our customers.

What only technology can do, what only people can do.

We want to build more and more "tools" to help people's lives,

"places" where people can exchange data with peace of mind,

and "experiences" where friendly communication can spread.

When life changes, when life continues.

At every point of contact,

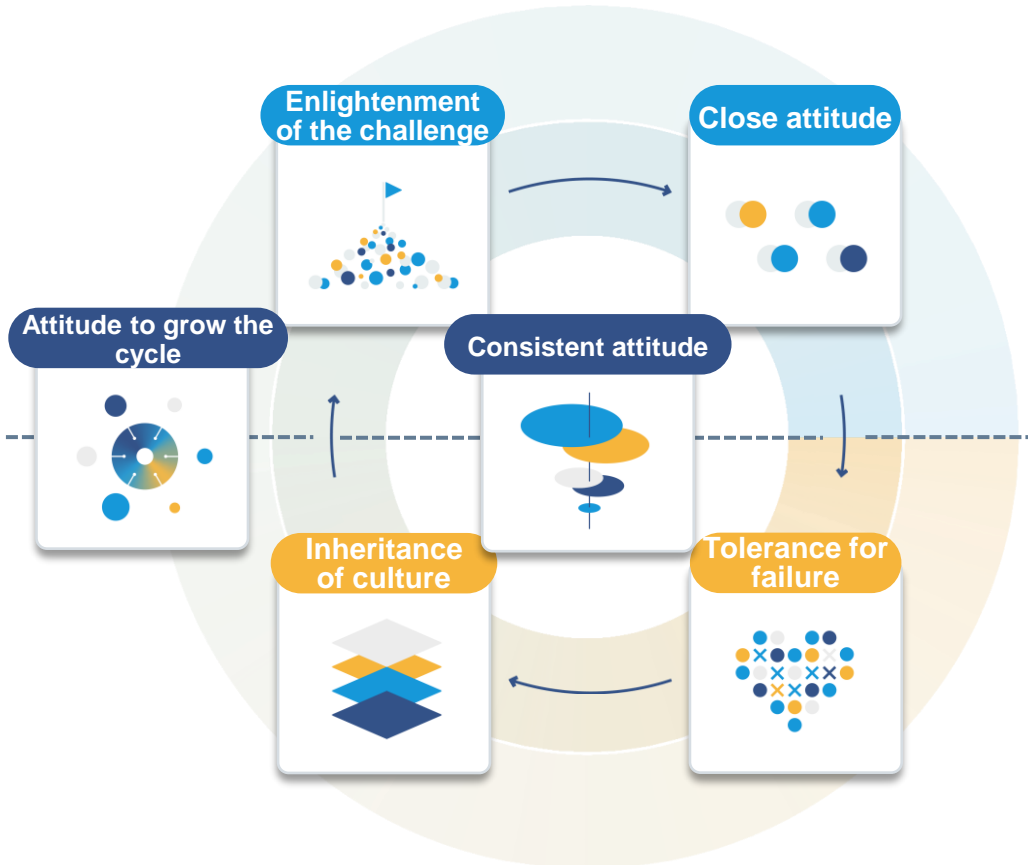
we want to provide rich and clear choices, and to connect people and their good lives by seamlessly linking data.

Create a social system in which a comfortable life circulates.

That is our mission.

Unique Value That Supports Growth

Business (External)



Organization (Internal)

Enlightenment of the challenge

Keep setting a new standard.

Always question the "norm," learn and unlearn, and formalize the path we have taken.

Be curious, enjoy exploring the unexplored as pioneers, introduce and expand new insights into our organization.

Close attitude

Advance forward with perspective just right.

Think about innovations and improvements that will move the world forward by one step.

Not in the future, not so far, nor today, but from the distance of "TOMORROW".

Light the way forward proactively, not leaving anyone behind, and not stagnating.

Consistent attitude

Be gentle and kind, but with firm determination in heart.

Kindness = "friendly" and ease = "comfortable", but it is not a Yes-man.

We will be a dependable presence through clear communication and a system with a "principle".

Attitude to grow the cycle

Generate a chemical bond by various talents.

Send out your own WILL and involve colleagues and partners who can fill in your lacking abilities.

When the DNA of specialist's fuse beyond differences in areas and ideas, new "chemical reactions" will be born.

Inheritance of culture

Make our history by accumulating trust from others.

The past leads to today, and today leads to the future.

Accumulating trust with our customers step by step, becomes the foundation of "US" and our history.

Tolerance for failure

Love challenges and failures we meet altogether.

Let's welcome the trials and errors with great love, for new challengers and that followers.

Whether it is a small challenge or a big failure, let us accumulate them while supporting each other.

Service Line-up



This is the structure of each service that embodies e-Seikatsu's mission.

It consists of a central service line-up for all areas and a leasing, leasing, management, and trading service specializing in each area.

Each service is not interrupted by its domain or business, but it connects all real estate-related operations and circulates lifestyle and data.

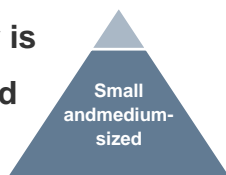
2. Business Summary

Our Business Overview

Offering **Vertical SaaS** specialized in the real estate business

Characteristics of the Real Estate Market

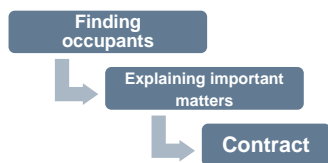
Overwhelming majority is small and medium-sized business operators



They exist across the country



Every company has similar business flow as determined by the laws



Providing **seamless SaaS** products

Business support system that fully covers rental brokerage, rental management and sales brokerage



In addition to subscriptions, provide solution services such as introduction support

Subscription service

- ✓ Extensive coverage of market needs
- Monthly fees for SaaS



Complementing customer needs that cannot be covered by standard models

Solution service

- ✓ Deeply meet the individual needs of each customer
- SaaS initialization
- SaaS introduction and operation support

*According to "Statistics of Real Estate Industry in 2022" (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).

Our Business Structure



In-house planning, development, and marketing of IT tools for accelerating clients' real estate businesses

Function

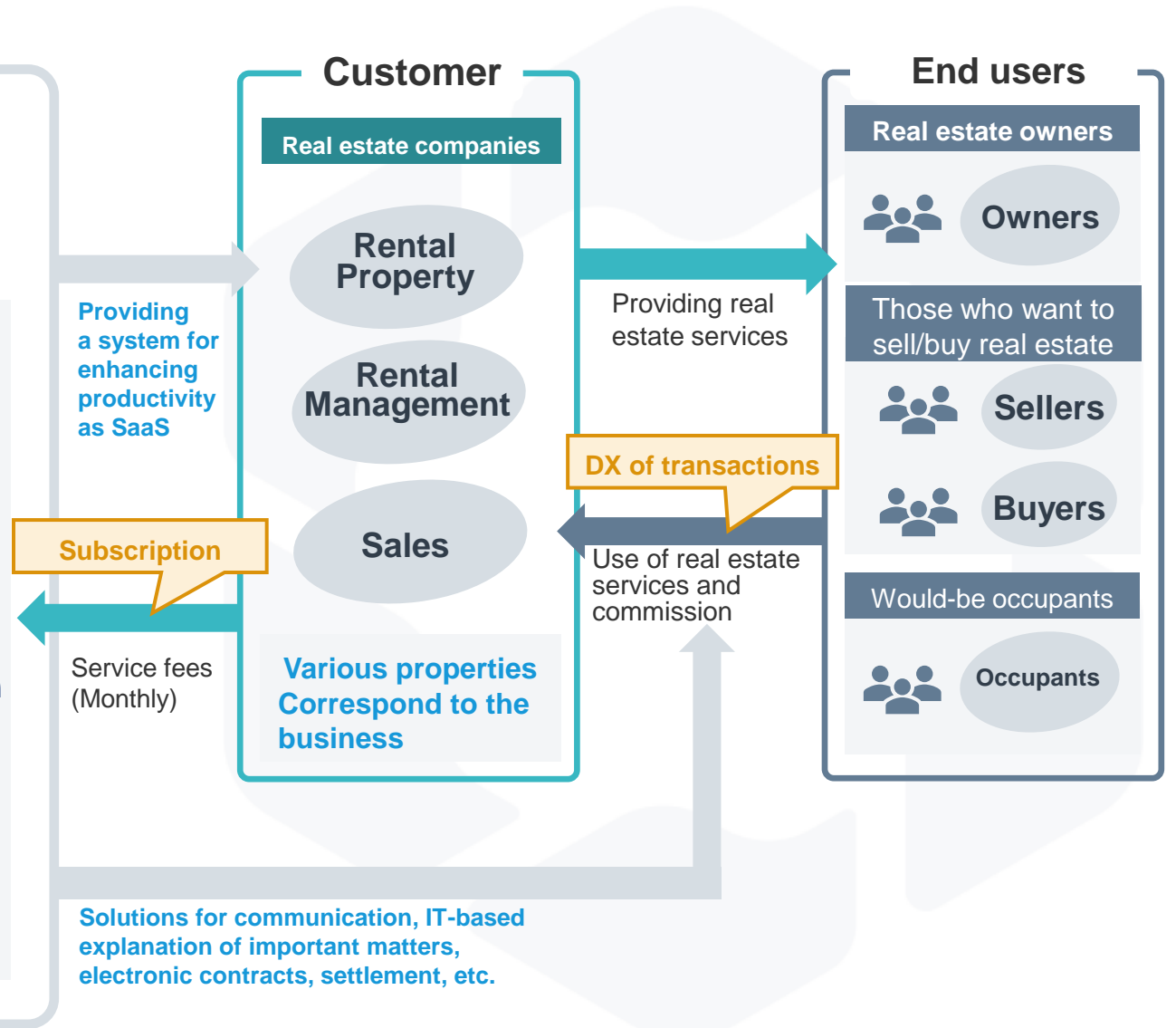
Planning and development of services

- Marketing
- Sales
- Consulting

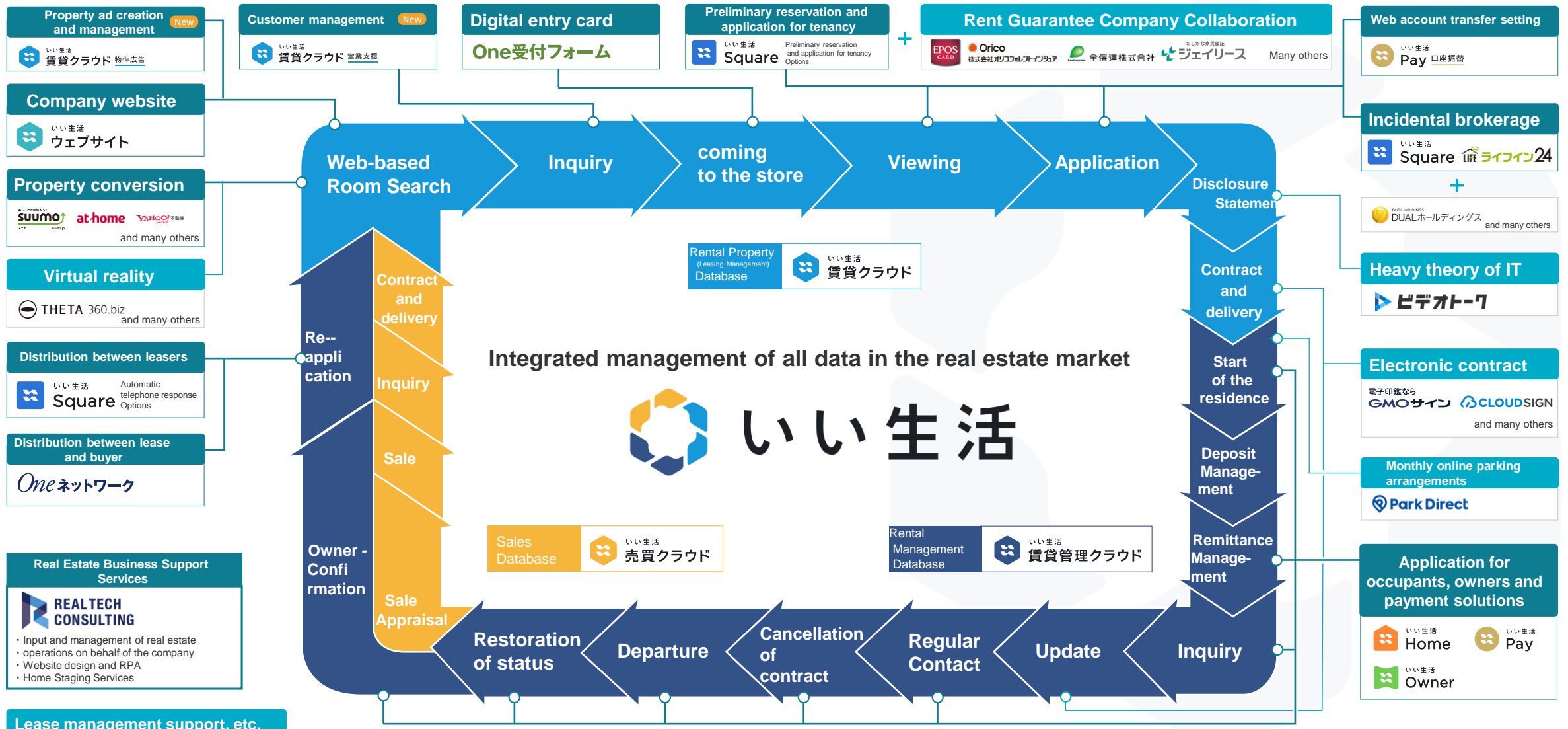
- Support in installation
- Customer Success
- Support in operation

Products

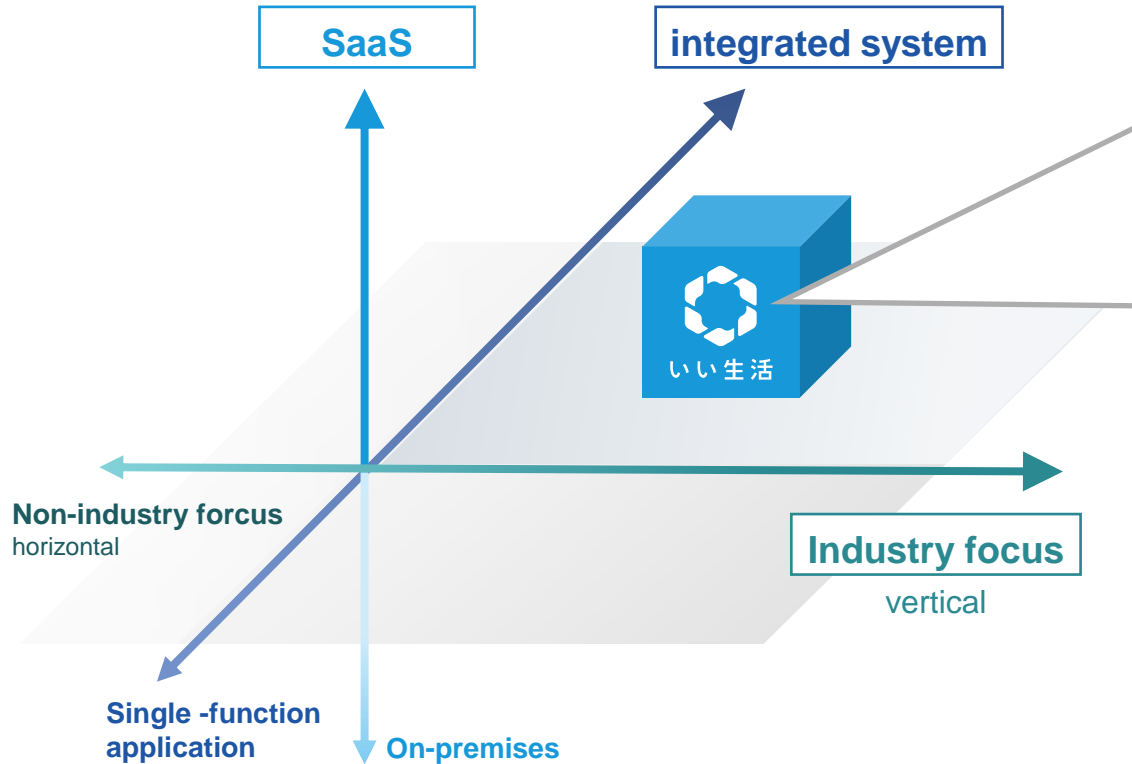
- Lease
- Sales
- Lease management
- Website production
- Inter-vendor Distribution /Electronic Applications
- occupant
- Owner
- Payment



Our SaaS Product Portfolio Covers All Real Estate Operations



Competitive Advantage of e-Seikatsu



- 1 Focused on the real estate industry, providing **vertical SaaS**
- 2 Broad product coverage for **all real estate transaction processes**
- 3 Enabling streamline operations by integrated and **seamless** services
- 4 **Broad customer base with high LTV** mainly in real estate management segment
- 5 Dedicated sales and engineering teams with **industry knowledge and expertise**

**Focused on the real estate market × SaaS × Integrated management
= Sustainable Competitive Advantage**

Position as the hub of information distribution

3. Summary of 2nd Quarter Settlement

2Q FY2023 Highlights

Net sales

1,287 million yen

YoY
(+10.2%)

Number of Fee-paying Client Companies

1,476 companies
(+33 companies compared to
September of the previous year)

4,489 stores
(+152 stores compared to
September of the previous year)

ARPU (Average Revenue Per User)

Approx. **125** thousand yen

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

Subscription sales ratio

83.3 %

Previous term
(86.7%)

EBITDA

307 million yen YoY
(+23.4%)

Operating profit

86 million yen YoY
(+163.1%)

MRR churn rate

△0.16 %

※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 SaaS services. They are our monthly recurring revenues (MRR).

*3 ARPU (average revenue per user) is calculated by dividing "subscription sales" in September 2022 by "the number of subscribed companies" in the same month and rounded down to the nearest thousand yen.

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

*5 MRR churn rate is the number of MRRs (including existing changes) lost in September 2022 divided by the MMR of August 2022.

*6 EBITDA = Operating profit + Depreciation

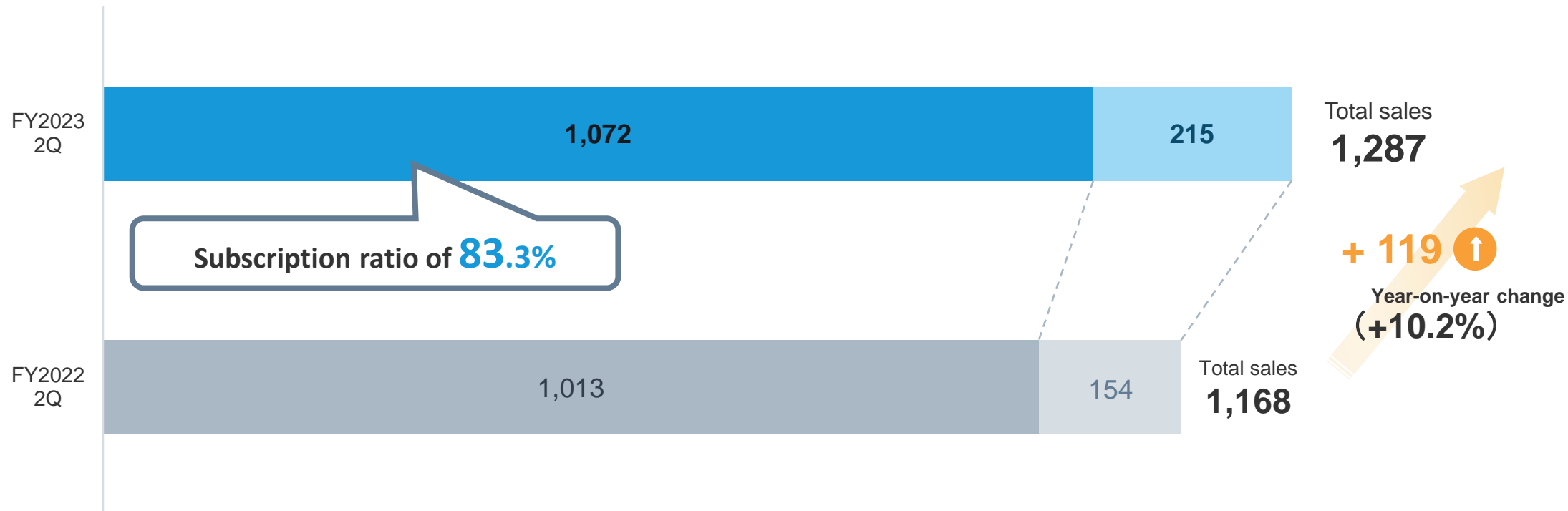
Net Sales Grew 10.2%

(Unit: Million Yen)

■ Subscription

■ Solution

Breakdown of Net Sales

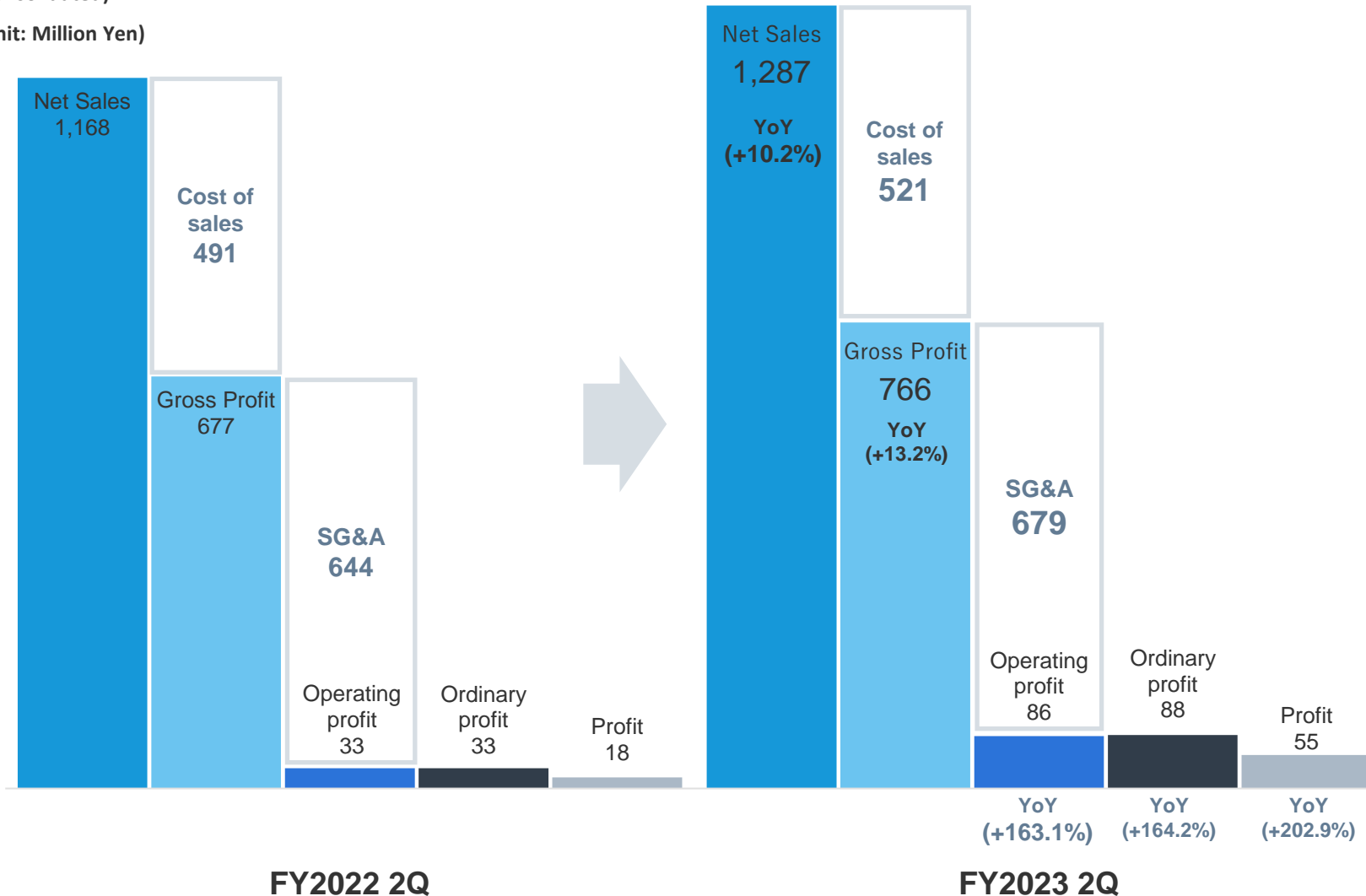


- **Subscription:** revenues earned continuously on a monthly basis unless customers apply for cancellation, including monthly charges for SaaS
- **Solution:** revenues earned from other services, including fees for initial setting, system installation, and operation support for SaaS, commissioned development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

Revenue and Profit Increased 10.2% Year-on-Year

(Consolidated)

(Unit: Million Yen)



- Sales: +10.2%
- Gross margin: +13.2%
- Operating profit: +163.1%
- Net Income: +202.9%
(All YoY)

* Figures rounded down to the nearest million yen.

Earnings Forecast for FYE March 31, 2023

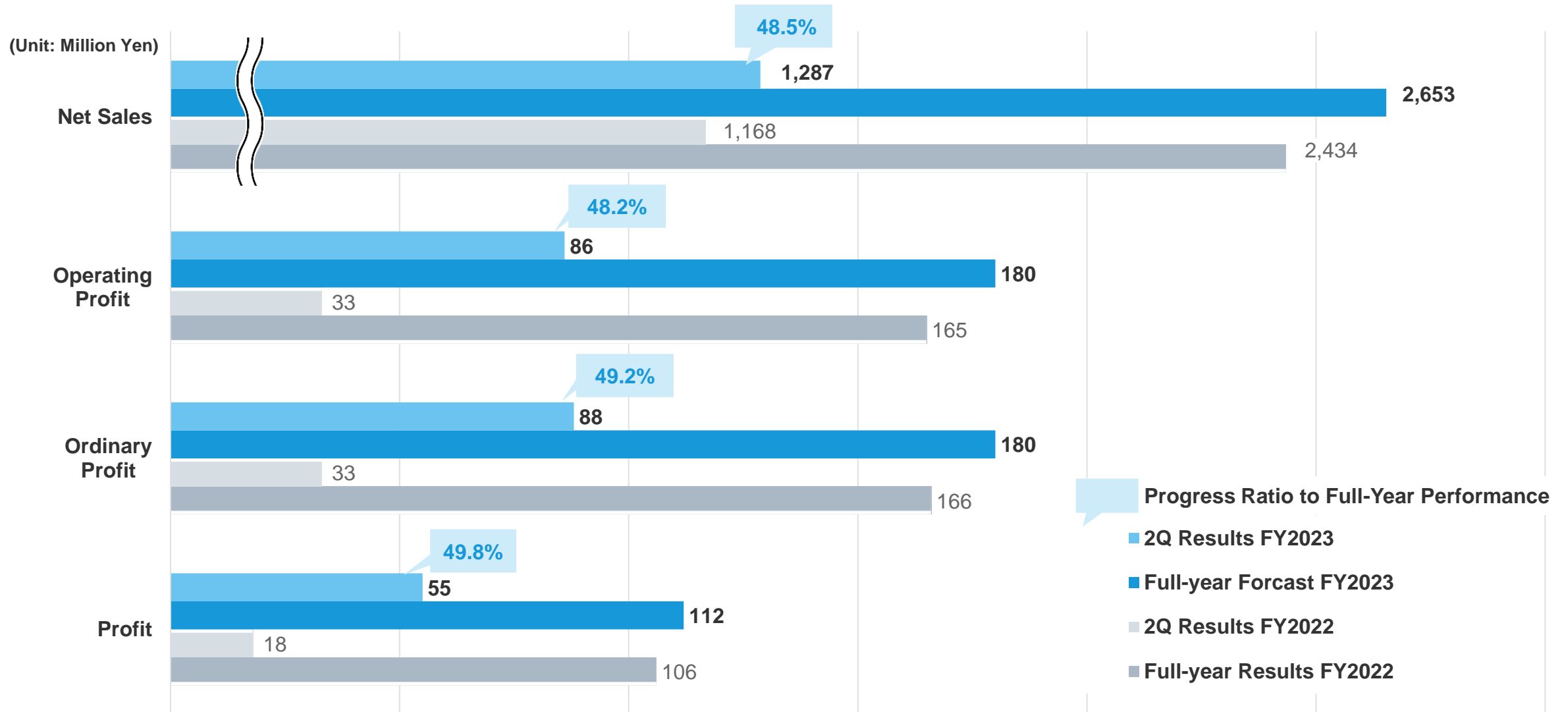
(Unit: Million Yen)

	FYE 2023 Full-term Forecast	2Q Results	Progress rate
Net sales	2,653	1,287	48.5 %
Operating profit	180	86	48.2 %
Ordinary profit	180	88	49.2 %
Net profit	112	55	49.8 %

	Dividend per share
Full-term dividend (forecast) (FYE March 2023)	5.00yen
Full-term dividend (result) (FYE March 2022)	5.00yen

* Figures rounded down to the nearest million yen.

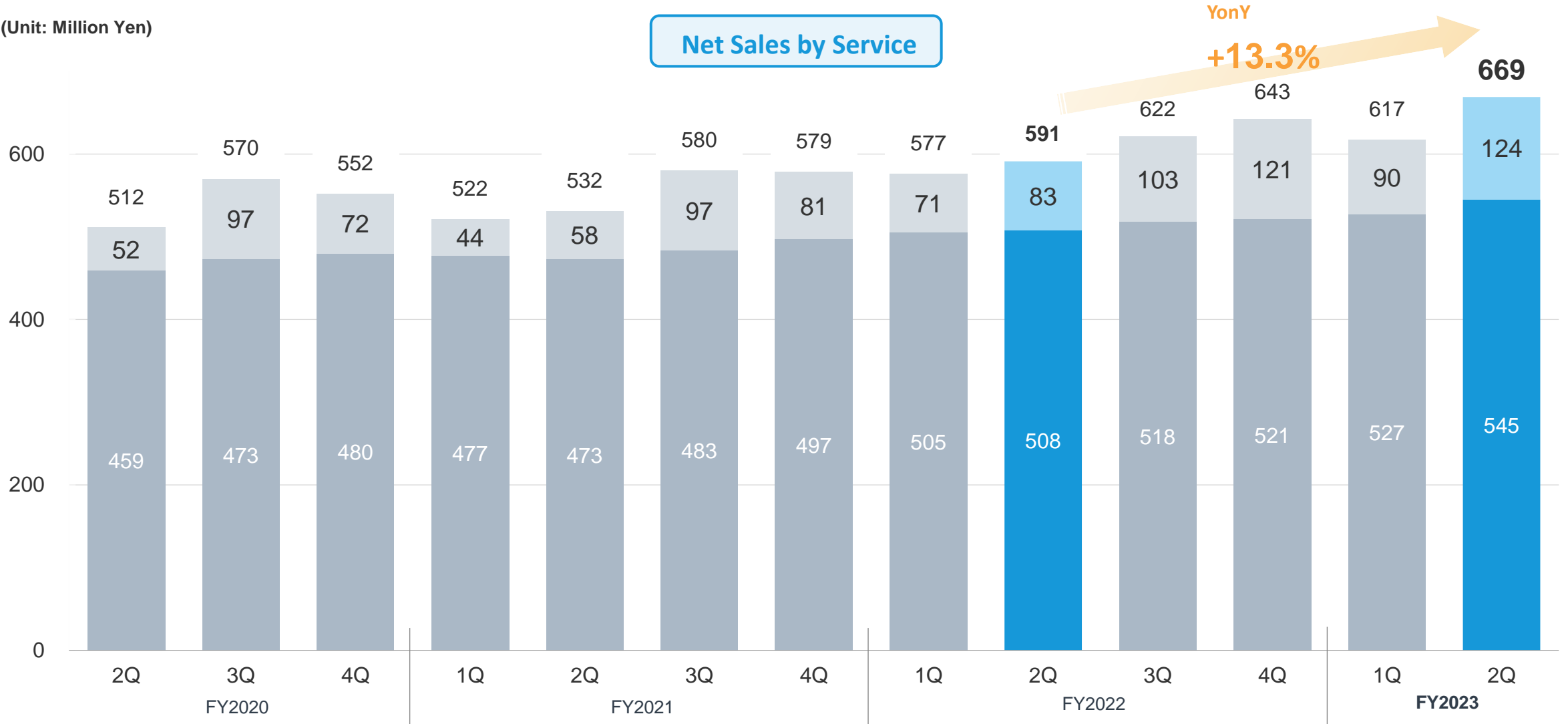
Progress Rate Toward the Full-year Earnings Forecast



* Figures rounded down to the nearest million yen.

Steady Growth of Net Sales Continues

(Unit: Million Yen)



* Figures rounded down to the nearest million yen.

Changes in the Number of Companies, the Number of Stores, and the Average Number of Stores Per Company

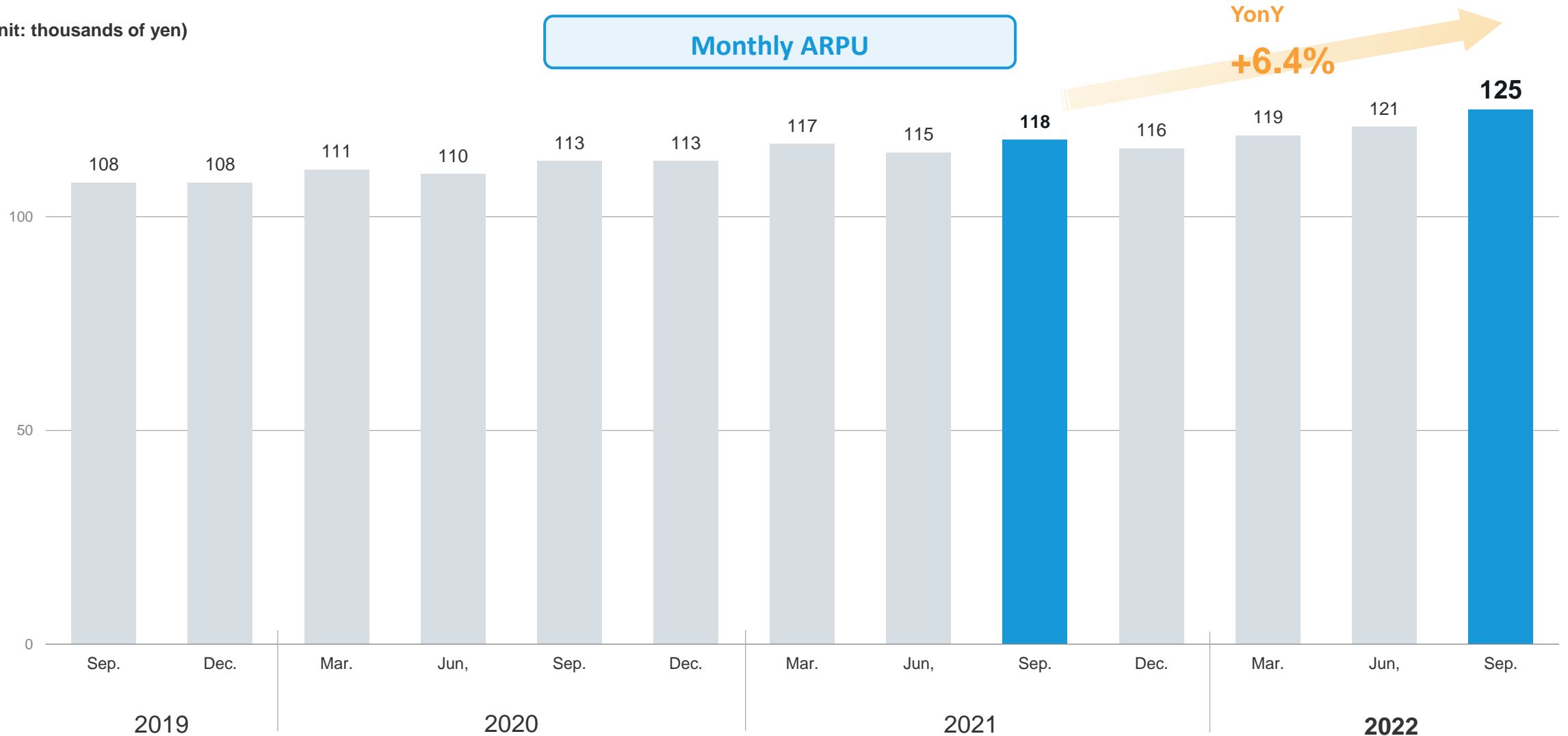
	2018				2019				2020			2021			2022				
	Mar.	Jun.	Sep.	Dec.	Mar.	Jun.	Sep.	Dec.	Mar.	Jun.	Sep.	Dec.	Mar.	Jun.	Sep.	Dec.	Mar.	Jun.	Sep.
The Number of Companies	1,297	1,290	1,307	1,356	1,415	1,416	1,425	1,454	1,449	1,434	1,412	1,433	1,427	1,400	1,443	1,477	1,457	1,455	1,476
The Number of Stores	3,567	3,460	3,527	3,663	3,841	3,853	3,953	4,049	4,091	4,113	4,095	4,192	4,230	4,317	4,337	4,408	4,406	4,406	4,489
Number of stores per Company	2.75	2.68	2.70	2.70	2.71	2.72	2.77	2.78	2.82	2.87	2.90	2.93	2.96	3.08	3.01	2.98	3.02	3.03	3.04
ARPU (JPY)	114,000	113,000	112,000	110,000	108,000	106,000	108,000	108,000	111,000	110,000	113,000	113,000	117,000	115,000	118,000	116,000	119,000	121,000	125,000

* 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.

* Figures rounded down to the nearest million yen.

ARPU is Expanding

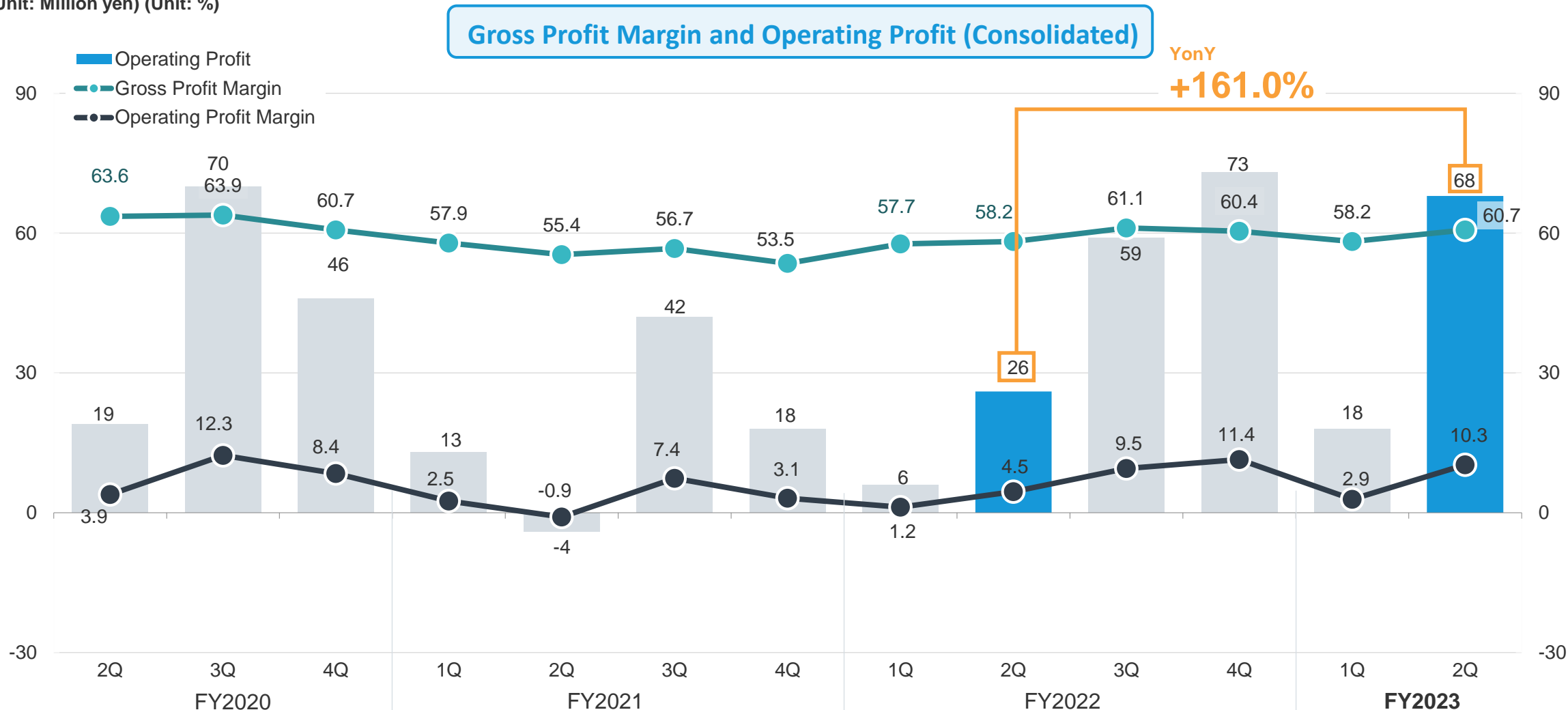
(Unit: thousands of yen)



* Figures rounded down to the nearest million yen.

The Gross Profit Margin Has Been Stable. The Operating Profit rose 161% YOY

(Unit: Million yen) (Unit: %)

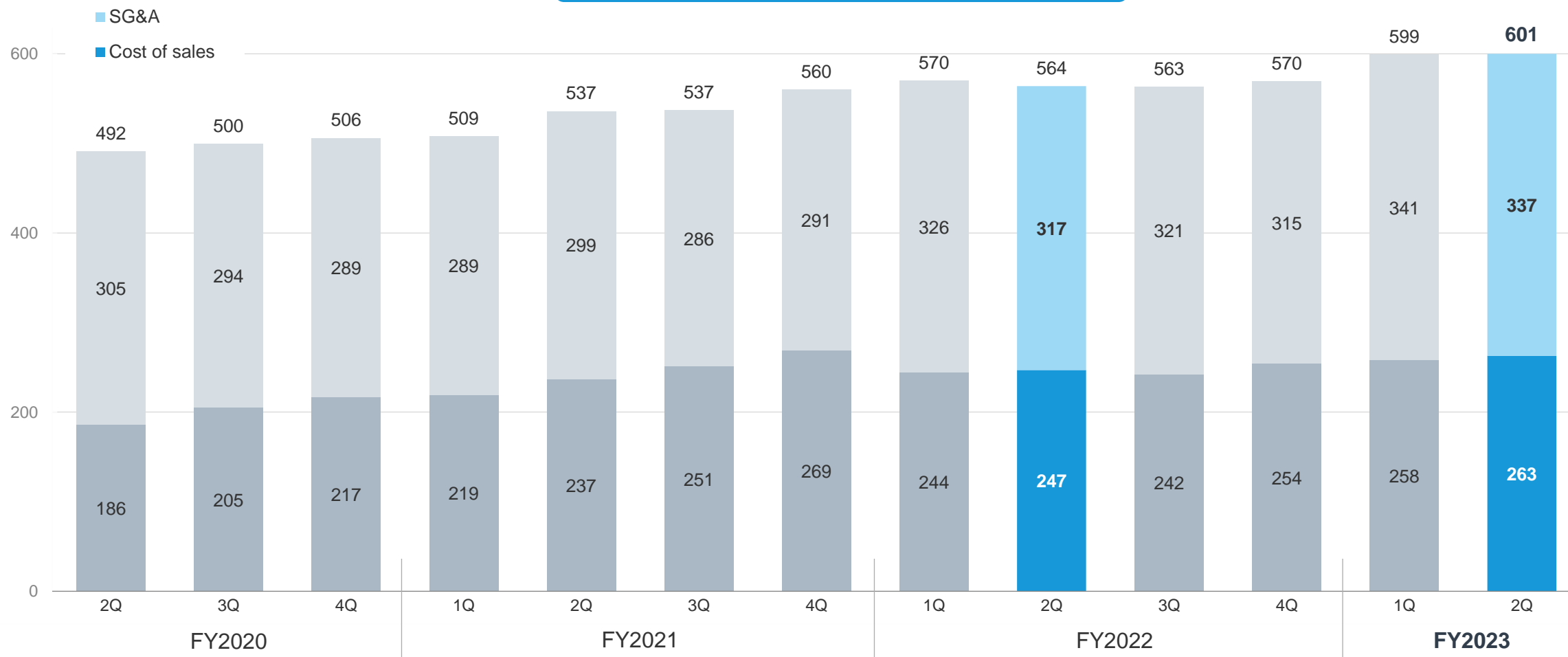


* Figures rounded down to the nearest million yen.

Total Costs Slightly Increased, While Investments in R&D and Marketing Continue

(Unit: Million Yen)

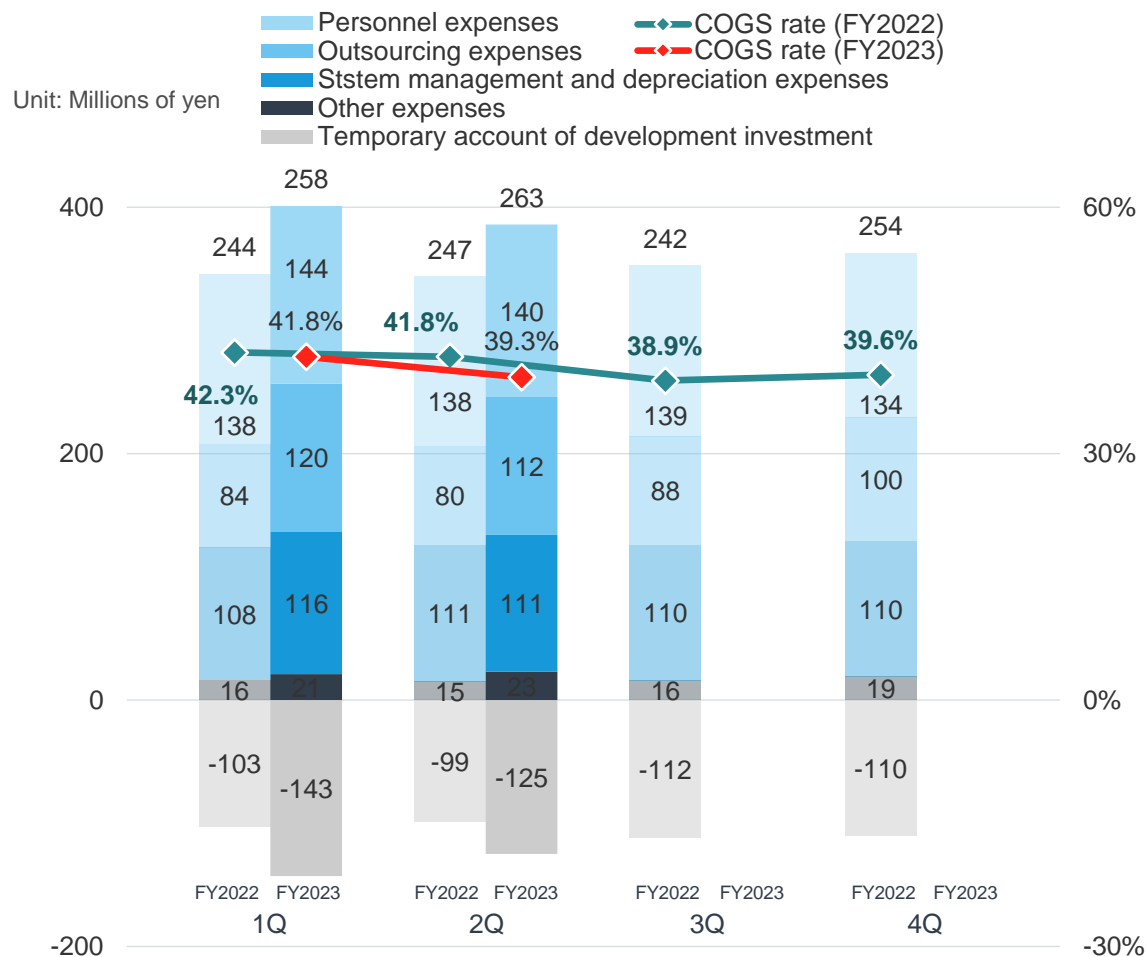
Total Costs and Expenses(Consolidated)



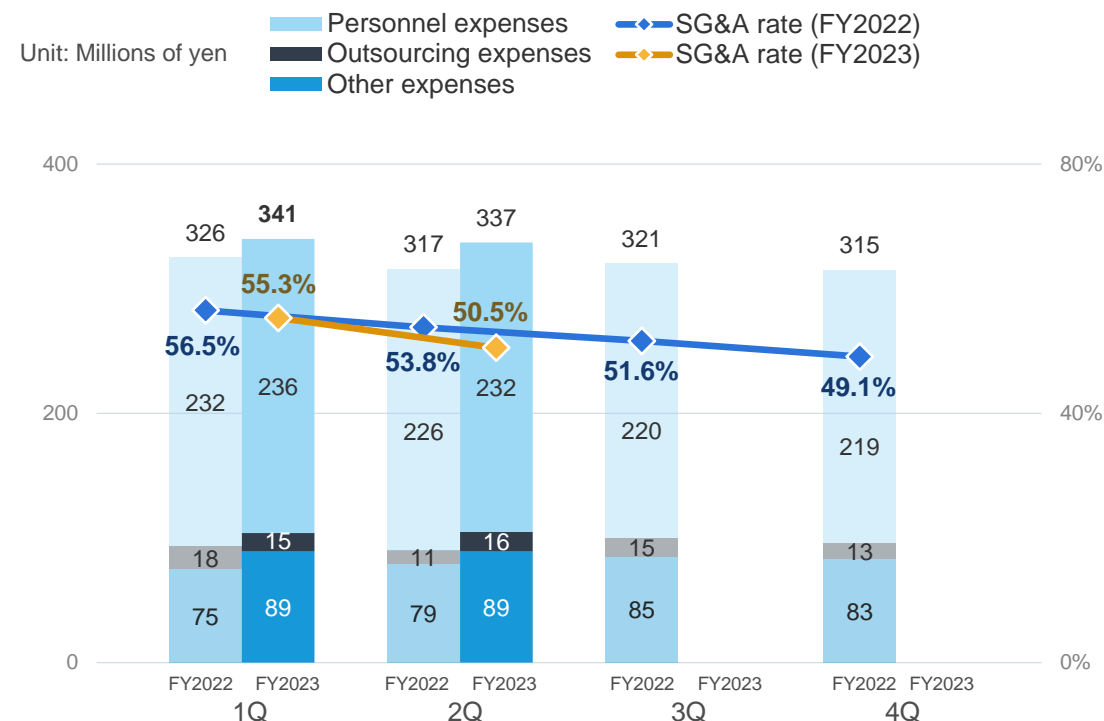
* Figures rounded down to the nearest million yen.

Cost Structure

Cost of Sales (Consolidated)



SG&A (Consolidated)



* Outsourcing expense include outsourcing costs, dispatch costs, IaaS usage fees, etc., system management and depreciation costs include software and hardware depreciation costs, and development investment in progress consists of in-process products in development, software in progress, etc.

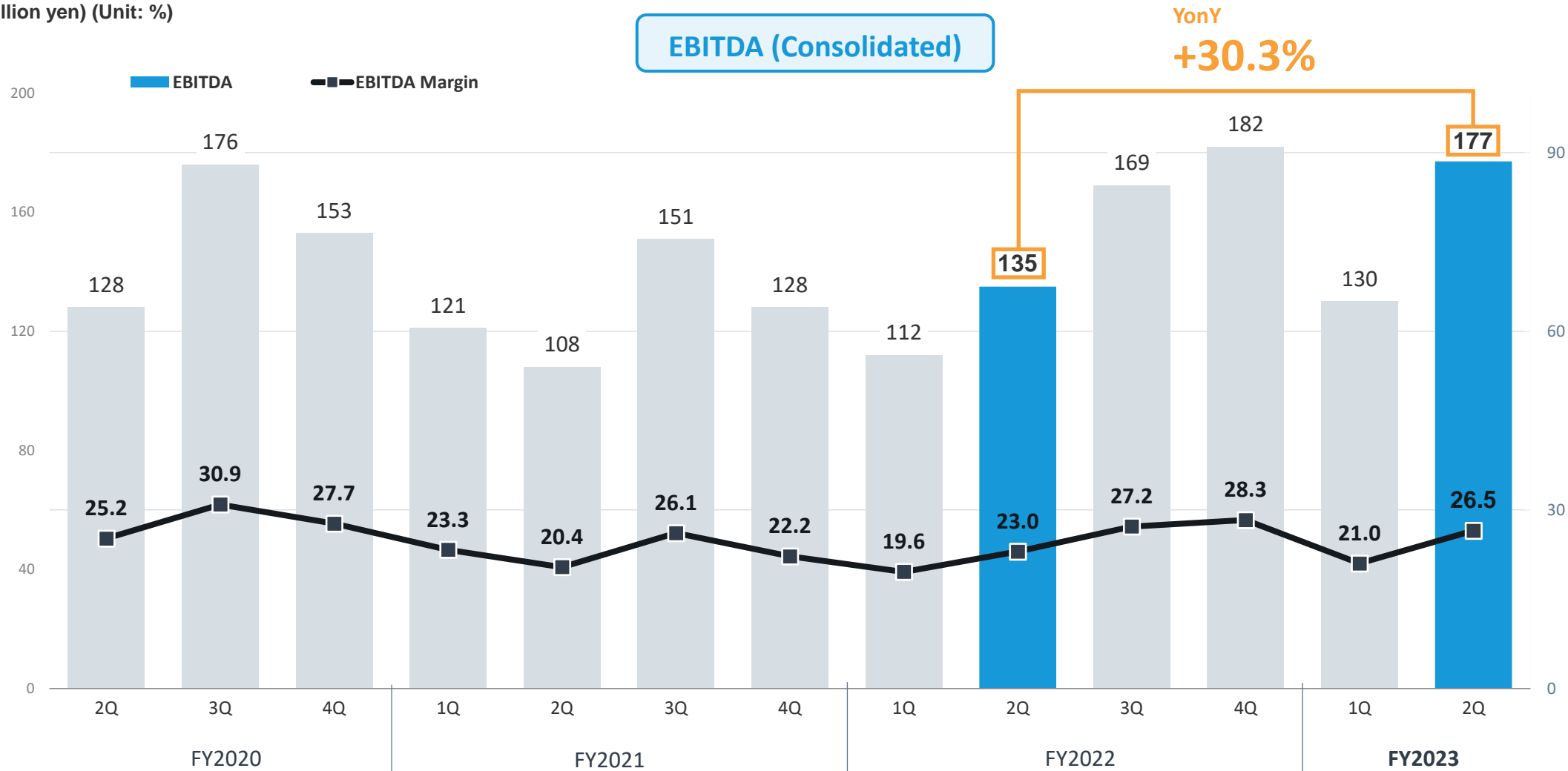
* Total Cost of sales is calculated by subtracting the temporary account of development investment from the sum of costs.

* (SG&A) Outsourcing expenses: Advertising expenses, recruitment related expenses, consultant fees, payment commission, etc. Others include office rent, software and system costs for internal use, etc.

* Figures rounded down to the nearest million yen.

EBITDA is on an Uptrend

(Unit: Million yen) (Unit: %)



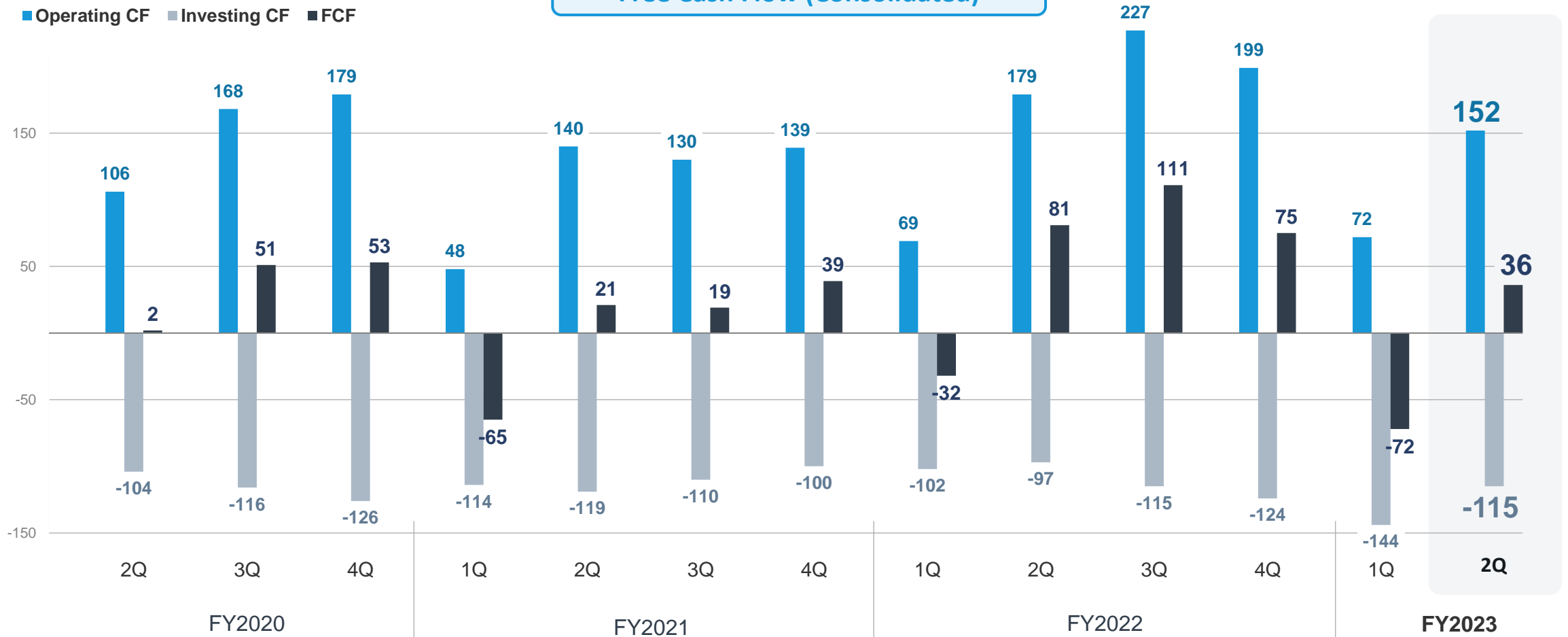
* Figures rounded down to the nearest million yen.

Continue to Invest in Service Development by Using Operating CF

(Unit: Million Yen)

Free Cash Flow (Consolidated)

■ Operating CF ■ Investing CF ■ FCF



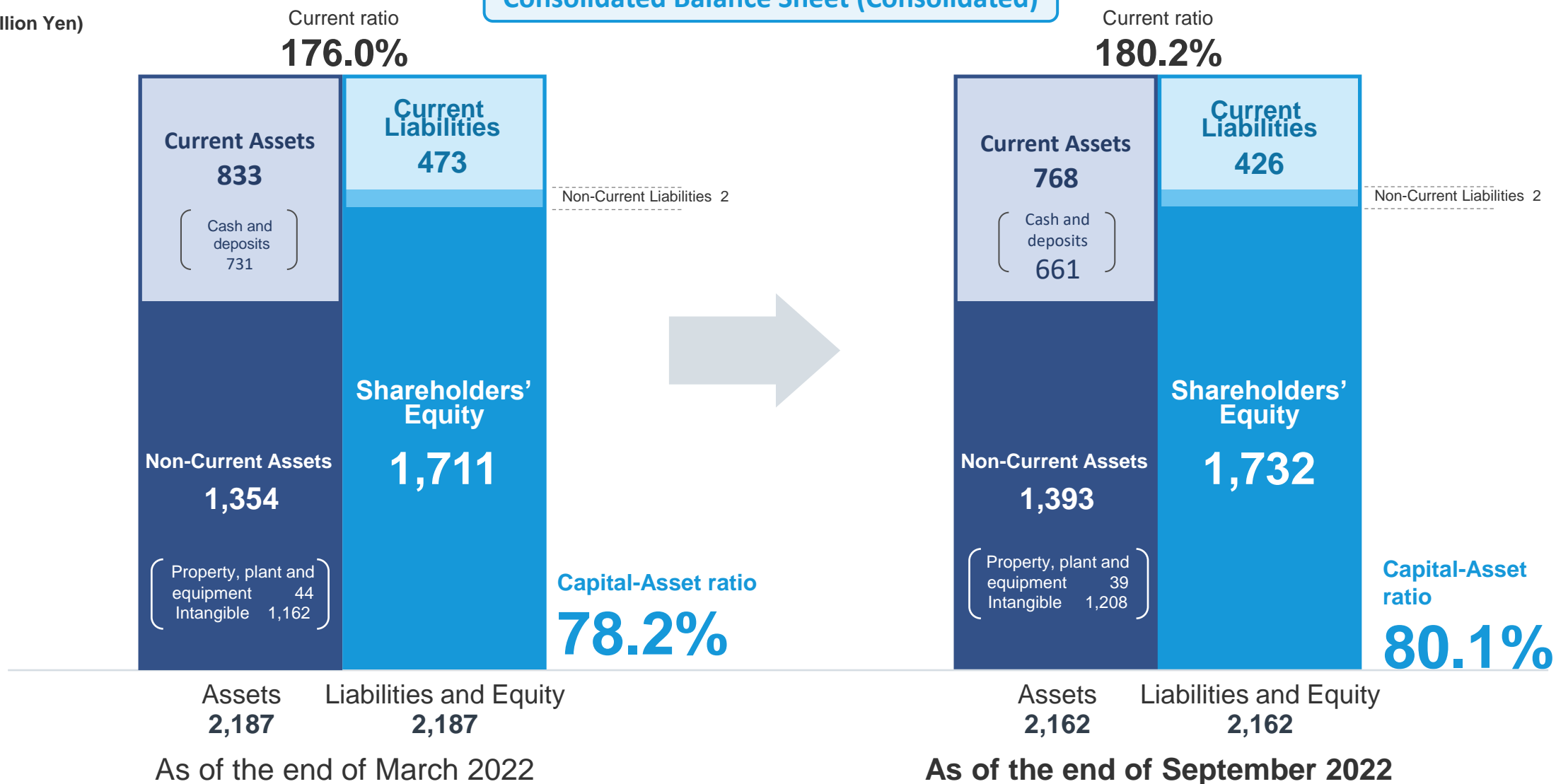
* Free cash flow (FCF) = Operating cash flow (CF) + Investing cash flow (CF)

* Figures rounded down to the nearest million yen.

Sound Financial Ground to Prepare for Growth Opportunities

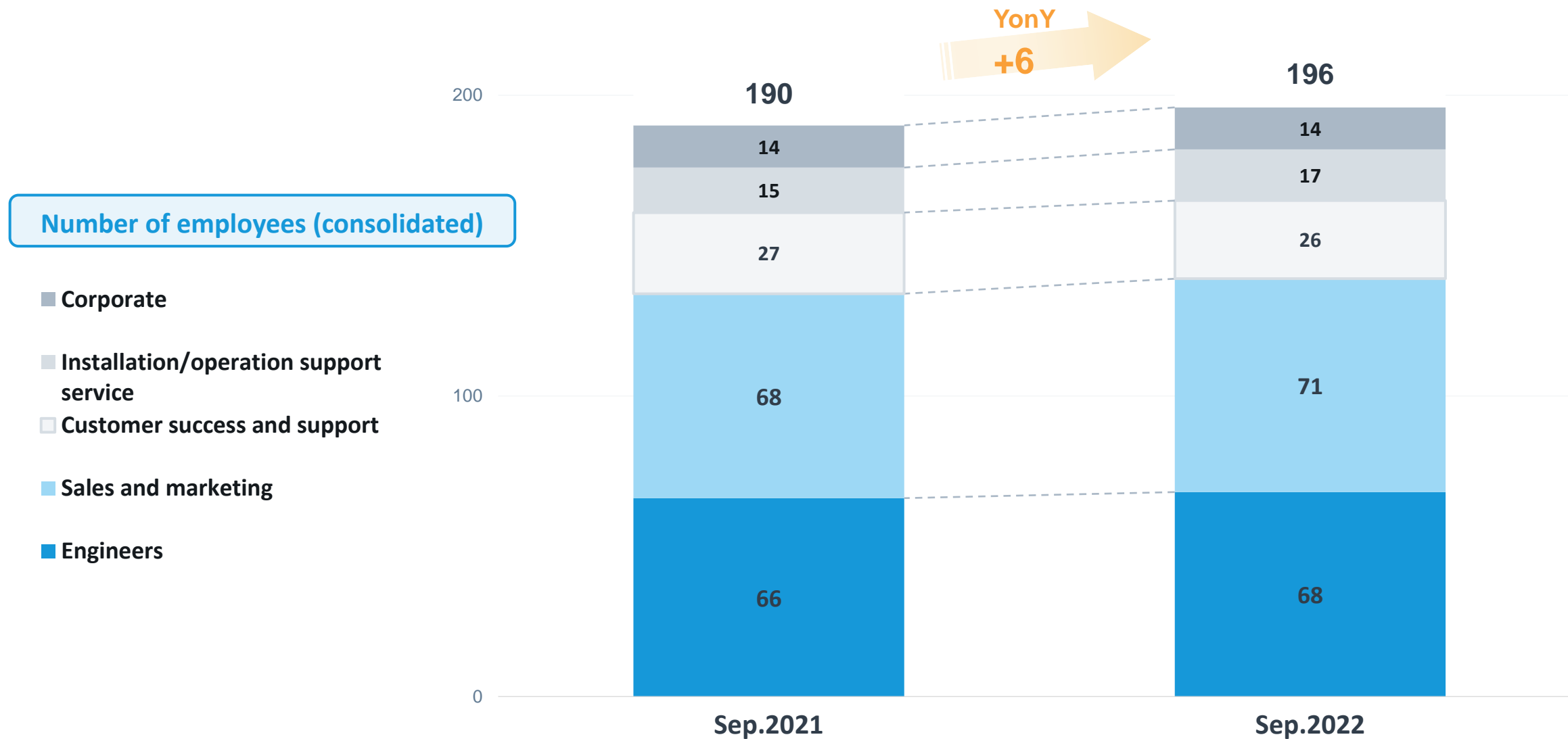
Consolidated Balance Sheet (Consolidated)

(Unit: Million Yen)



* Figures rounded down to the nearest million yen.

Number of Employees



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

4. Future Prospects

Basic Policy and Growth Strategy for the FY2023

1 Supporting SaaS shifts by leveraging our unique positioning

We are the only listed company that provides a **SaaS-only system** that enables centralized management of real estate rental management and rental solicitation operations, including related operations.

3 Proposal of the total optimal SaaS group

Individual tools have been introduced to optimize individual operations, but data needs to be coordinated on a case-by-case basis.

Targeting customers who are doubtful about devoting effort to this area.

5 Start of full-scale operation of electronic contracts

Increase **introduction of versatile electronic contract tools (GMO Sign, CloudSign) as a sales agent** and take in pay-as-you-go billing.

2 Acquiring free users (real estate companies) with "e-Bukken Square "

Active Proposal of "e-Bukken Rental" and "e-Bukken Sales Support" that are easy to introduce entries.

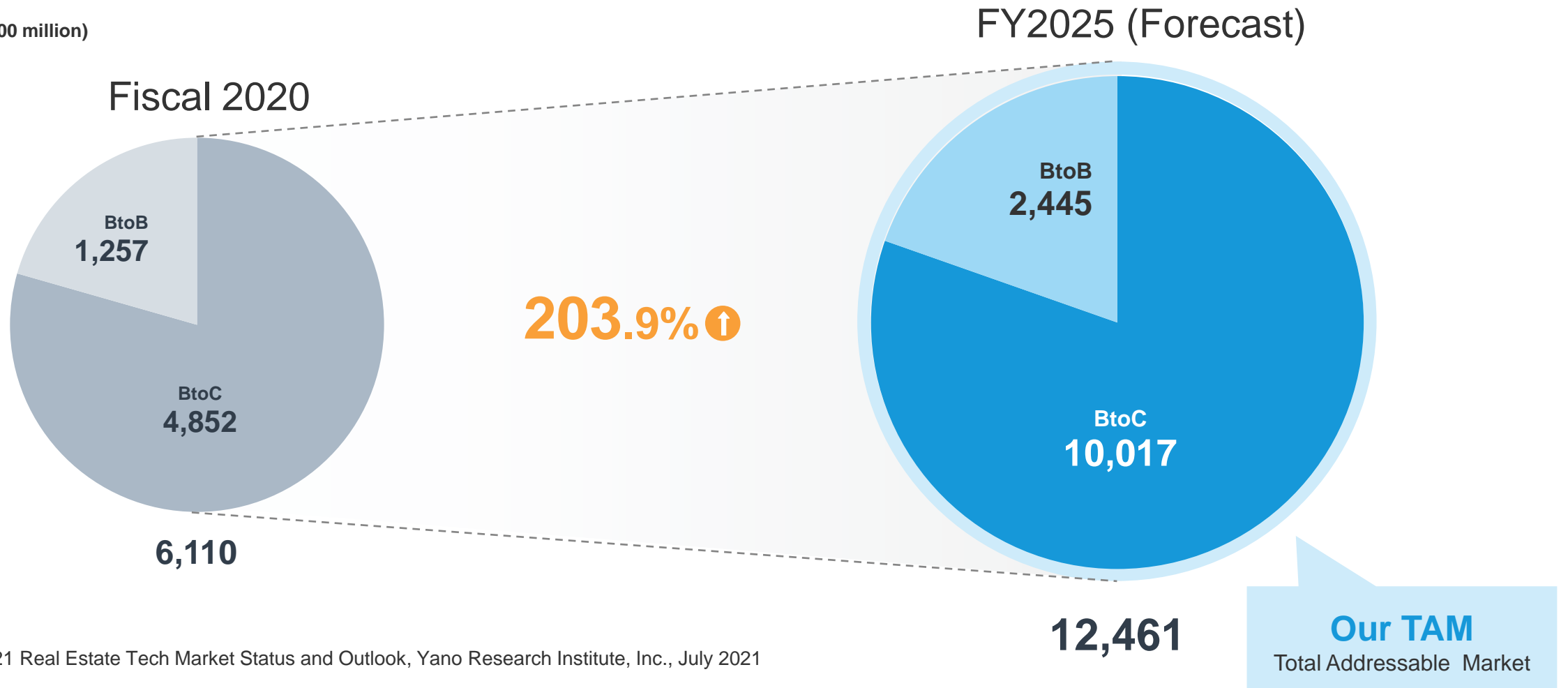
4 Promotion of introduction to major companies

A trend to properly catch up with legal changes with SaaS without customizing the system.

Promoted introduction to large companies that were thought to have a strong customization orientation.

Trends and Forecasts of the Real Estate Tech Market

(Unit: JPY100 million)



Source: 2021 Real Estate Tech Market Status and Outlook, Yano Research Institute, Inc., July 2021

Note: Yano Economic Research Institute Co., Ltd. is a market research company of the Kyodo Telecommunications Group, and the above data are based on the company's own research.

Note: Operator Sales Basis

- The areas of BtoC for consumers are "media such as property search," "matching services," "design and construction services," "crowdfunding (real estate type)," and "property utilization (sharing brokerage)."
- Business-to-business services include real estate information services, real estate brokerage and management support and pricing systems, support services using VR (virtual reality) and AR (extended reality) technologies, and IoT (cloud-based surveillance cameras and image analysis).

Potential Market Size of the Real Estate Tech in Japan

Target Indicators

- **5,000** client companies
- Average customer unit price (monthly amount/corporation) **100,000yen**

- **Real estate: Number of business establishments in Japan (FY2014) :** 353,558
- **Average office unit price:** approximately 40,000 yen

Market Size of Real Estate Tech as a whole (FY2025 Forecast)

Source: Real Estate Tech Market Status and Outlook for 2021 edition, Yano Economic Research Institute, Ltd.

SOM (Note 1)
Approximately
6 billion
Yen/Fiscal Year

To increase market share
On-premises scratch, etc.
Replacement of the system

SAM (Note 2)
Approximately
170 billion
Yen/Fiscal Year

Through entry into new fields
Target market expansion
Financial and credit fields,
Data business domain, etc.

TAM (Note 3)
Approximately
1.2 trillion
Yen/Fiscal Year

*1 Serviceable Obtainable Market (SOM): the actual market size that may actually be acquired in a market that is a direct target of a service.

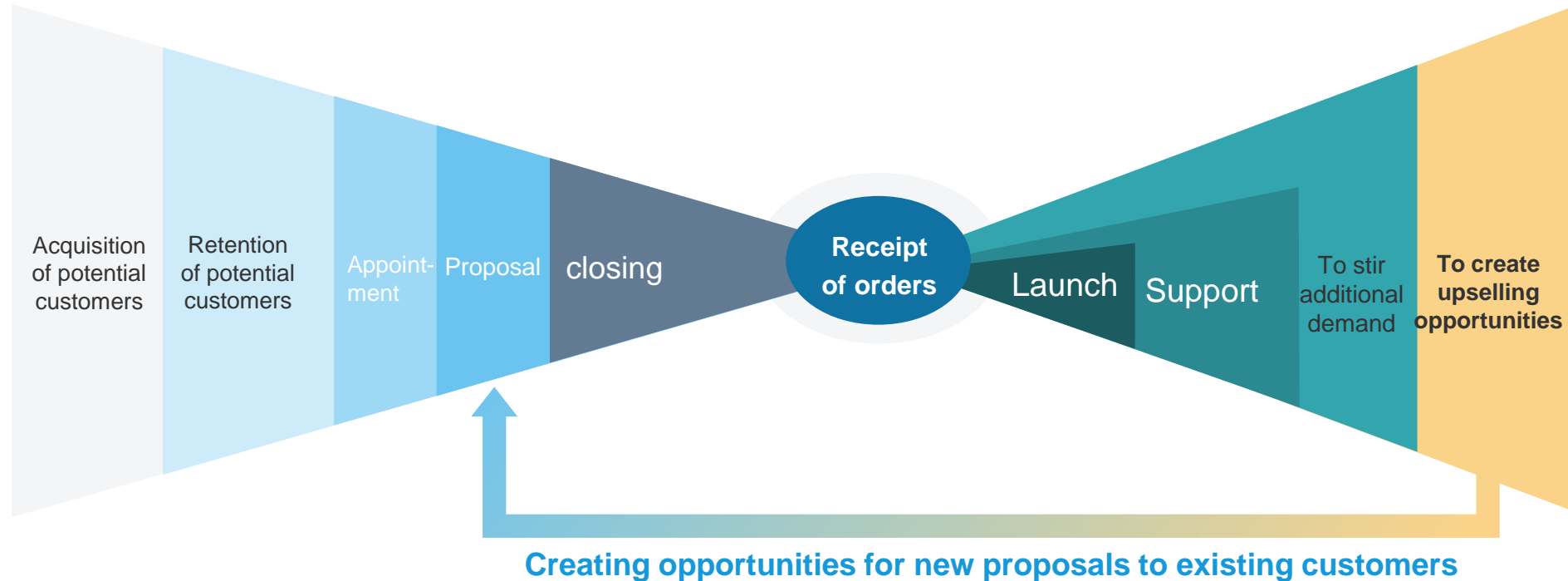
*2 Serviceable Available Market (SAM) is the largest market theoretically able to capture in a market that is a direct target of a service.

*3 Total Addressable Market (TAM): The potential total market size, including the market for alternative services that meet the same customer needs, even if not directly targeted for a service.

*4 The number of domestic business establishments in the real estate industry is the sum of "Real estate transaction business" and "Real estate leasing and management business."Source: "2022 Real Estate Business Statistics," Real Estate Distribution Promotion Center

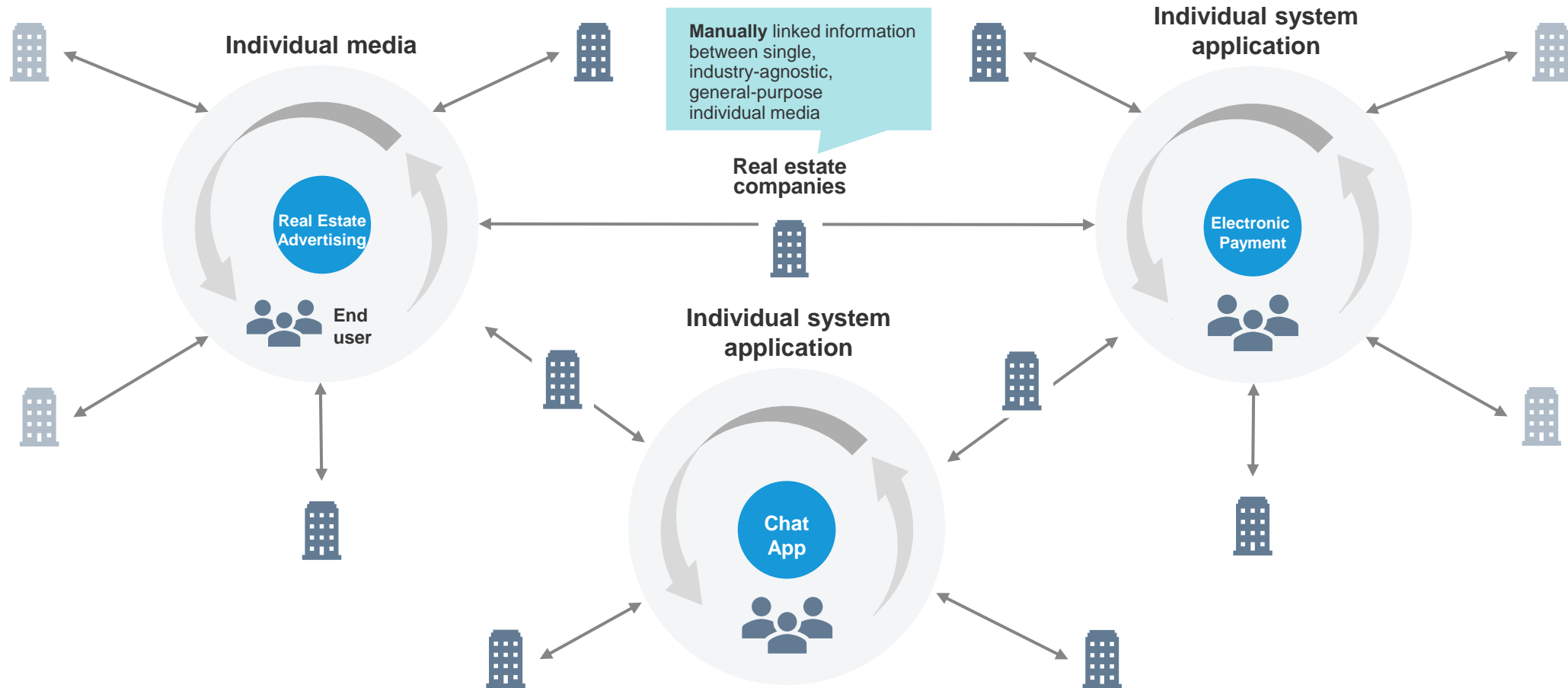
*5 The market size (SOM/SAM/TAM) is calculated by adding our own estimates based on statistical and public data, and does not guarantee scientific accuracy.

Our Customer Success Cycle



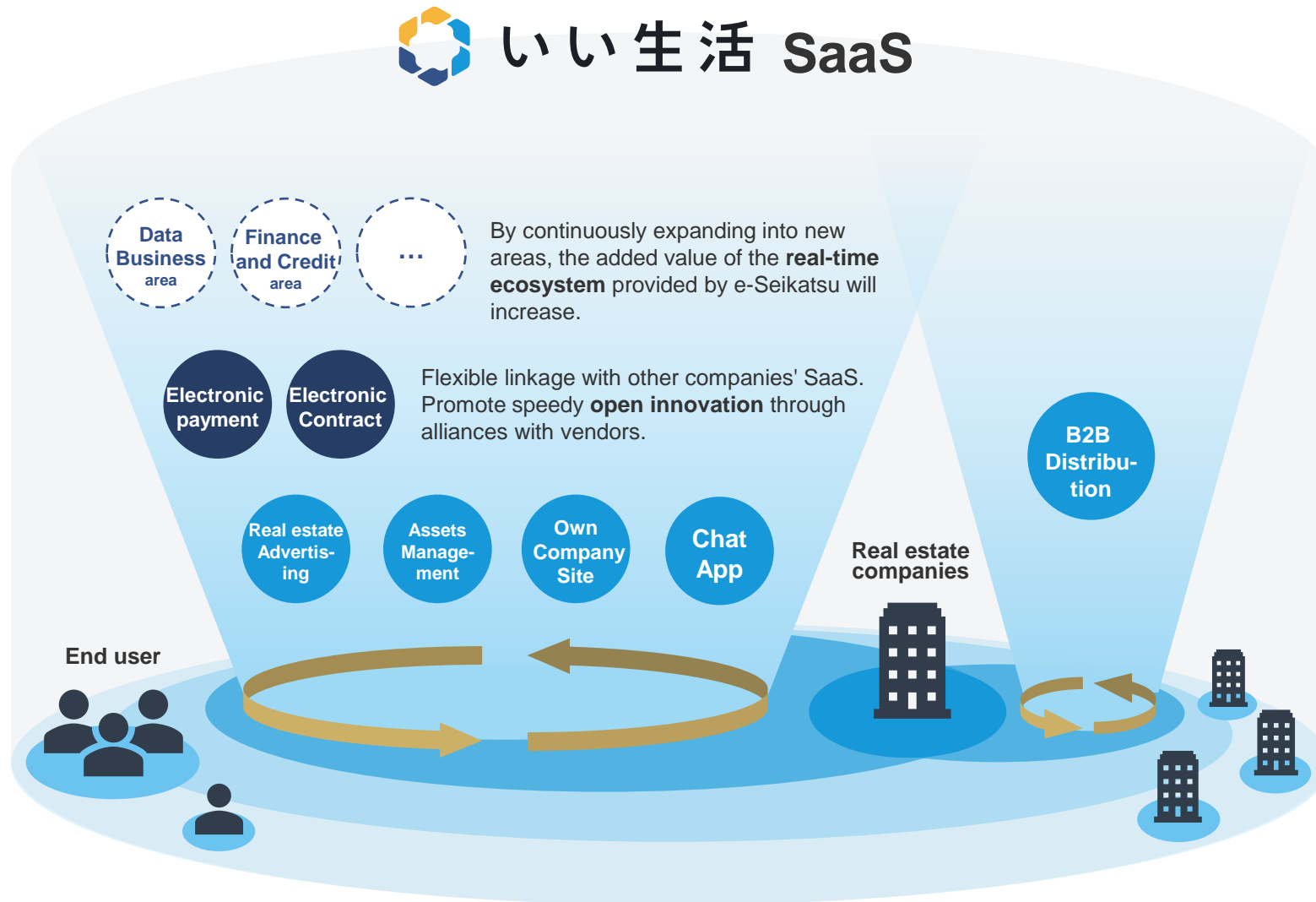
Marketing	Inside Sales	Field Sales		Customer Success	Marketing	
				Support in Installation		
<ul style="list-style-type: none"> • Seminar • Approach to industry associations 	<ul style="list-style-type: none"> • targeting • Online proposal 	<ul style="list-style-type: none"> • Online proposal • Direct 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"> • Operation support • Regular contact 	<ul style="list-style-type: none"> • Seminar • New service information

IT in Real Estate Market :Previous Market Structure



- Individual media, systems (including on-premise) and apps exist independently in each business field.
- Data exists independently in each individual medium and system application, and the system time is linked manually.
- Despite the introduction of the system, data is not connected, and real estate companies must take separate measures.

Our Vision for the Future of DX in Real Estate Market



- Our SaaS products cover all real estate business domains. Real-time information exchange between tools without human intervention.
- Our SaaS enables leading real estate companies to link directly with end users through multi-channel communications, enhancing convenience for both sides.
- Real estate companies will be able to seamlessly provide services to end users by integrating tools, and BtoB distribution will be accelerated by networking.

Building a Platform that Collects All Kinds of Data on Real Estate



- Build a **data platform on a cloud** where all data on real estate is accumulated through business support SaaS
- **Eliminate** the "inconvenience" of end users and real estate companies **with technology**, and **update** the real estate market **with technology**

5. Recent Business Overview

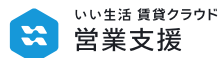
Introduction of Our SaaS is Progressing from Major Companies to Regional Leading Companies

House Mate Partners Co., Ltd.

The company has begun digitizing occupancy applications for rental properties managed by the company in order to **promote DX in the leasing business** of the entire group.

Introduced “Sumai Entry”, a web viewing reservation and move-in application SaaS for House Mate Shop Co., Ltd., which ranks third in the number of rental brokerages nationwide.

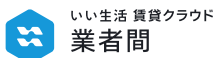
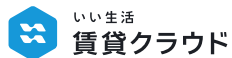
Advance use starts from 6 stores in the western Japan area directly managed by House Mate Shop.



Japan Property Management Center Co., Ltd.

The company centrally manages **about 106,000 managed properties nationwide** with our SaaS. The company realizes accurate and timely delivery of vacancy information to rental brokerage companies, tenant recruitment, room viewing reservations, and moving in applications.

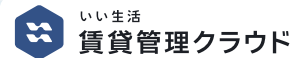
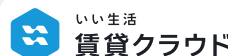
The company has realized **digitization of leasing operations** and **improved operational efficiency**.



TOKYU COMMUNITY CORP.

With the company’s new business, Takusu, a home resettlement service, began operating "pocketpost owner" as its own brand original application "TAKUSU".

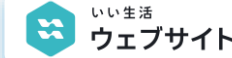
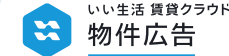
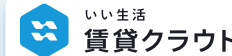
Before concluding a contract, **they have improved the quality of communication with their customers**. It has contributed to improving their operational efficiency and productivity.



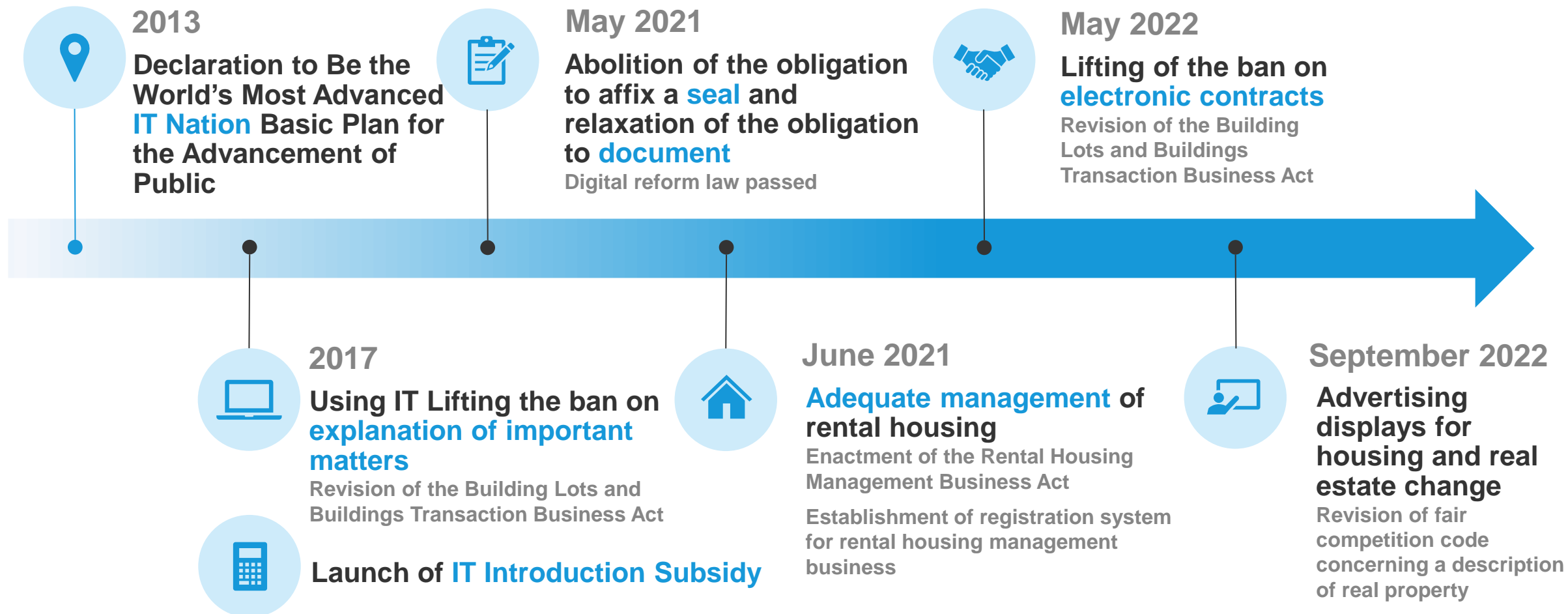
The University of Tokyo CO-OP

They introduce various types of properties through their affiliated real estate agents. **Efficiently manages recruitment information and improves information freshness**.

With the timely updating of information on their website along with the database, as well as various search methods such as smartphones, they were able to set up a system to further increase the number of inquiries they receive.



Major Revisions to Laws and New Systems Relating to the IT and DX in the Real Estate Industry



(Note) Measures concerning the rationalization of lease agreements between sublessors and owners entered into force on December 15, 2020.

Revisions to Laws Related to Real Estate Provide a Strong Boost to DX, Expanding Our Business Opportunities

Building Lots and Buildings Transaction Business Act (revised)

In May 2022, complete digitization of contract procedures in real estate transactions will be lifted.

With the enactment of the "Digital Reform Bill" on May 12, 2021, the Building Lots and Buildings Transaction Business Act is also scheduled to be enforced on May 18, 2022.

The obligation to provide written explanations of disclosure statement and to affix a seal will be abolished.

Contractual procedures for real estate transactions can now be fully digitized.

News!! Start linking the system with the GMO sign for electronic seal impression!

ES いい物件One

電子印鑑なら GMOサイン

Achieving significant reductions in the amount of work and labor required for the lease conclusion of contracts and paperless operations!

➔ Release of electronic contract linkage function

Rental Housing Management Business Act (new law)

The registration system for rental housing management companies was established in June 2021, and the following requirements are made compulsory.

1. Registration of the rental housing management business
 - Obligation to register with a rental housing management company that manages more than 200 houses
2. Principal Obligations of Registered Rental Housing Management
 - Appointment of Operation Manager
 - Explanation of Important Matters Prior to the Administrative Consignment Conclusion of contracts
 - Segregated management of assets
 - Periodic report to the contractor

On June 15, 2021, the Act on the Rationalization of the Management of Rental Housing will be enforced.

Is the system being used available?

ES いい物件One

Even if To stir additional demand operations are generated by the revision of the law, it is possible to improve operational efficiencies and productivity if the property is one with good ES!

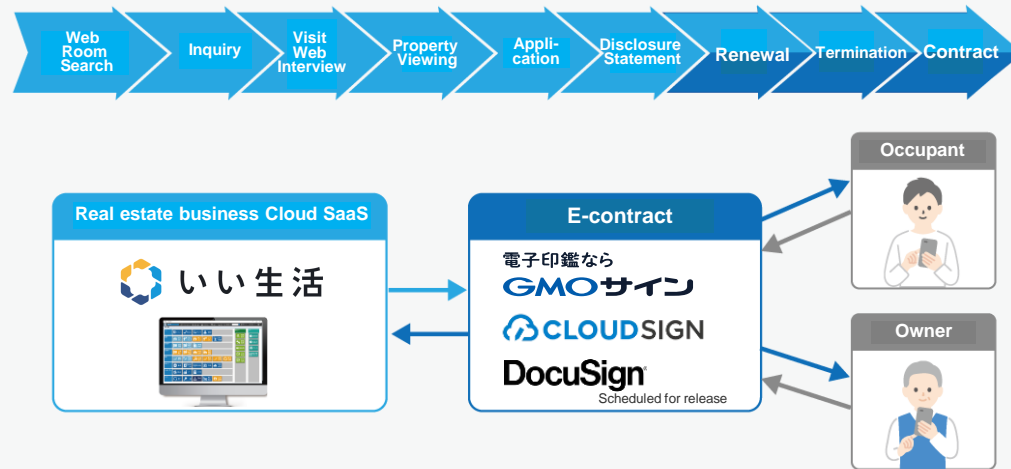
Updating of the Cloud service "ES-Good Property One" is performed automatically.

➔ Automatically upgrading compliance with law revisions

Promoting API Linkage between Our SaaS and Existing Electronic Contracting Tools

Providing users with options through API collaboration with multiple electronic contract services, while we have an opportunity to expand earnings through transaction volume

Electronic contract API release



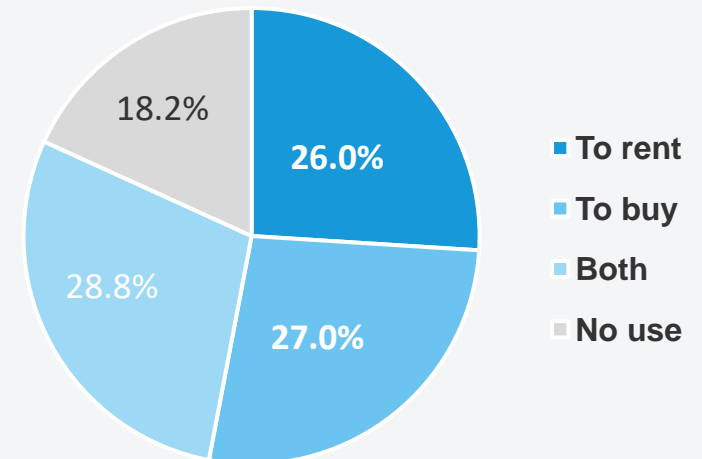
"One-Stop Completion" of Real Estate Leasing Transactions is possible through Service Collaboration!

The ban on electronic contracts was lifted on May 18, 2022.

We have released an electronic contract API that can be linked to "ES e-Bukken One."

Market research

Online contract
Want to use **81.8%**



In collaboration with GMO GlobalSign HD, we surveyed the market needs of people who are considering buying or renting real estate.

Promotion of DX in the Real Estate Leasing Management Industry



The era of a major revolution in industry management!
Consider the management of rental housing for after COVID-19

JSCC Forum 2022

Seminar and Joint Outcome Presentations of Major Committees of the Institute

Autumn presentation of the results of the research conducted by the Japan Administration Agency. This is the current and future of the leasing industry.

Tuesday,
November 15, 2022

Location

Meiji Kinenkan

(2-2-23 Moto Akasaka, Minato-ku, Tokyo)

※Face-to-face and web hybrid system



- We join the Japan Rental Housing Management Association, an industry organization for the real estate leasing business.
- In November, we co-sponsored the JSCC Forum 2022, an annual gathering of more than 3,000 participants and supported this industry-wide movement.
- In addition to providing information on the latest trends in the invoice system and the rental housing management business law, we are also working to raise awareness and penetrate the DX promotion aspect.

Line-Up

Along with the renovation of the brand, the service category and name are changed.

In order to deliver more friendly and convenient services to our customers, e-Seikatsu is rebranding its services to provide more convenient services to our customers.

Sequentially reflected since November 2022

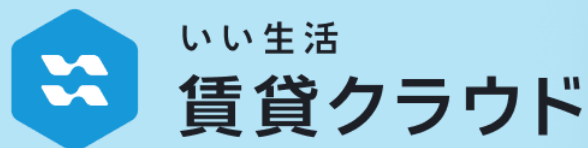
Before	After
	 いい生活 賃貸クラウド <u>営業支援</u>
	 いい生活 賃貸クラウド <u>物件広告</u>
	 いい生活 売買クラウド
	 いい生活 賃貸管理クラウド
	 いい生活 ウェブサイト
 	 いい生活 Square
	 いい生活 Home
	 いい生活 Owner
	 いい生活 Pay

Business Cloud Series

Real Estate Platform

[Sales Support] Customer management SaaS optimized for real estate leasing brokerage. Support for the digitization of the real estate business

[Properties Advertising] Digital and efficient rental and intermediary real estate companies



Sales Support / Property Advertising




[Sales Support]

- Supports smartphones, tablets, and other devices, and manages a wide range of interactions such as LINE and web chat on a single screen
- Real-time linkage with e-Seikatsu database, and smooth transition to electronic applications and contracts

[Properties Advertising]

- Support for multi-device devices such as smartphones and tablets
- Support the business of a rental real estate agency that operates on the web with AI input support and assist functions.

SaaS customer management optimized for real estate trading. Support for digitization of real estate sales



The image displays the e-Seikatsu Sales Cloud interface. On the left, there is a logo for 'いい生活 売買クラウド' (Ii Seikatsu Kaibai Cloud) with the text 'Sales support' below it. The main part of the image shows a tablet and a smartphone displaying the application. The tablet screen shows a dashboard with a search bar for customer names and phone numbers, and a list of customer profiles including '鈴木 裕翔' (Ryusei Suzuki) and '田中 由紀子' (Yukiko Tanaka). The smartphone screen shows a chat window with a customer, displaying messages and a '返信' (Reply) button.

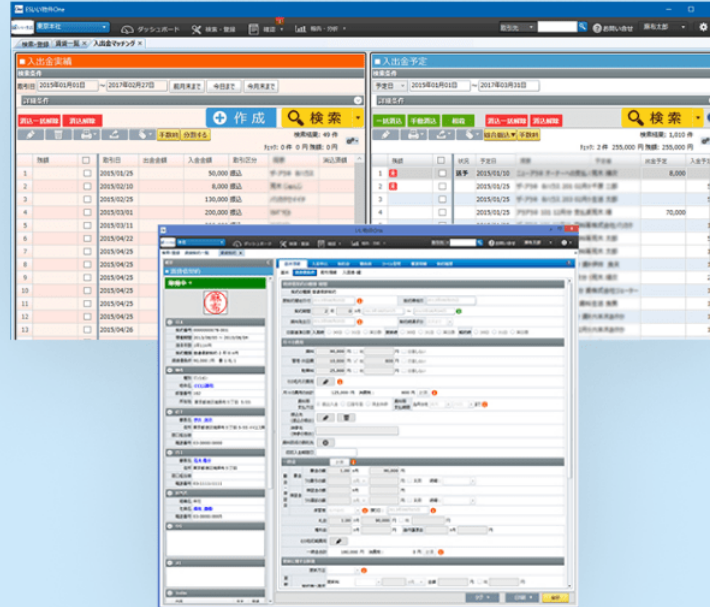
- Maximize opportunities to interact with management customers on a single screen for various types of communication, such as LINE and Web chat, for smartphones, tablets, and other devices.
- Complete My Page for Customers. Supporting sales activities by automatically responding to customer feedback and introducing new properties
- Corresponding to key operations such as sales assessment, explanations of important matters, sales contracts, and preparation of transaction ledgers
- Real-time linkage with e-Seikatsu database, and smooth transition to electronic applications and contracts

ES e-Bukken One Lease Management

SaaS for lease management companies covering management contracts with owners, rent management, income and expenditure reporting, and accounting linkages



Appointment Management /
Rent Management



Scheduled to renovate to the "e-Seikatsu Rental Management Cloud"



Centralized management of all information relating to real estate leasing management

Can share information in multiple stores by taking advantage of SaaS's advantages

- Explanation of important matters for owners
- Management consignment contract and lease contract management
- Rent management, income and expenditure reports, and preparation of periodic reports

Achieving greater operational efficiency and DX by combining and collaborating with other services, such as Web tenant applications (Smai Entry)

ES e-Bukken One Website Flex

SaaS for creating your own website and web media optimized exclusively for real estate companies.

It is also linked to our property database product, enabling a variety of search options and property introductions.



Digital marketing



- 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

Scheduled to renovate to the "e-Seikatsu Website"



e-Bukken Square, Sumai Entry

[e-Bukken Square] An inter-dealer property information distribution platform that connects rental management companies and rental brokerage firms with ready-to-introduce property information

[Sumai Entry] Digitization of the rental application process with automatic linkage between consumers, rental agencies/rental management companies, and rent guarantee companies



Search of property / Internal reception / Web application



Scheduled to renovate to "e-Seikatsu Square"



[e-Bukken Square]

- Direct real-time linkage of information from SaaS used by each management company
- Information on properties with abundant images and abundant contents
- Free accounts for rental brokerage firms

[Sumai Entry]

- Available 24 hours a day, 365 days a year for automation of application and acceptance between brokerage company and management company
- Applications can be submitted from a mobile phone, and applications are accepted and screened paperless.
- To collaborate with rent guarantee companies

[e-Bukken Square]

Number of registered corporations
over 10,000
companies

Number of Registered Stores*
More than
15,000 stores

* The number of companies and stores registered as of September 2022 as "e-Seikatsu accounts" that are free of charge between e-Seikatsu services.

SaaS for property management companies to centrally manage and digitize their services and communications to tenants (e-Seikatsu Home) and reporting and communication to owners (e-Seikatsu Owners).



A communication application that replaces phone calls, mailings, and bulletin boards for property management companies, tenants, and owners

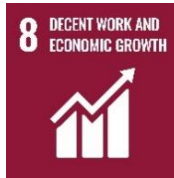


- The App for owners can send income and expenditure reports and send a repair estimate, etc.
- In App for occupants, equipment status can be communicated using photographs and videos, and payments and applications for withdrawal can also be made
- The smartphone payment function is also installed

Valid occupant ID:

More than **100,000**

Sustainability : Our Action for SDGs

We believe business is the greatest platform to achieve SDGs. Our materiality is as follows.

Materiality of e-Seikatsu	Related goals
<p>Creating 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>Offering 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>Improving 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>Building 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.

Sustainability : Acquired Certification

e-Seikatsu has obtained various certifications to ensure the sustainable provision of reliable and secure services.

Health & Productivity Management Outstanding Organizations 2022

(Large Enterprise Category)

The company was certified as a "Health & Productivity Management Outstanding Organizations 2022 (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.



* 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.

* 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.

* 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..

ESG-related Topics

Expressed support for the recommendations of the Task Force on Climate-Related Financial Disclosures (TCFD)

In addition, he joined the TCFD Consortium, which was established to discuss effective disclosure of TCFD information and appropriate measures.



Started disclosing "human capital" information in securities reports

Disclosure of "human capital" information in securities reports from the fiscal year ending March 31, 2022, in advance of mandatory disclosure from fiscal 2023.

Integrated Report 2022 is scheduled to be issued

"Integrated Report 2022" is scheduled to be published this year as well. It shows our efforts to enhance corporate value over the long term and the process of achieving both social and economic value.

*TCFD is an abbreviation for the Task Force on Climate-Related Financial Disclosures, which was established in December 2015 by the Financial Stability Board (FSB) to discuss climate-related information disclosure and financial institutions' response to climate change at the request of the G20 Finance Ministers and Central Bank Governors' Meeting. The TCFD released its final report in June 2009, recommending companies to disclose information on climate change-related risks and opportunities. (TCFD website: <https://www.fsb-tcfid.org/>)

* The TCFD Consortium was established in 2019 as a forum for discussing effective disclosure of corporate climate-related financial information and the use of disclosed information. (TCFD Consortium Website: <https://tcfid-consortium.jp/>)

Company Profile

Established : January 21, 2000

Paid-in Capital : 628,411,540 yen (As of the end of September 2022)

Listing : Tokyo Stock Exchange Standard Market (Code: 3796)

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 : 196 (As of the end of September 2022)

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	Outside Director (Independent Director), Audit and Supervisory Committee Member	Koichiro Ito
Managing Director, CTO	Akira Matsuzaki		

Audit Corporation : Moore Mirai & Co. (Kisaragi Audit Corporation merged with Moore Shisei & Co. and changed its corporate name as of July 1, 2022)

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

Disclaimer

- 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.



不動産市場に、テクノロジーを

いい生活