

2023

First Quarter of FY06/2023
Materials for Financial Results Briefing
November 14, 2022 (Mon.)

TSE Growth: 3300

Section 1

**Financial results overview 1Q of FY06/2023
(company-wide)**

P.3

Section 2

**Financial results overview 1Q of FY06/2023
(by segment)**

P.10

Section 3

Policies

P.29

Section 4

**Performance forecasts (full-term)
FY06/2023
Dividend forecasts**

P.45

Section 5

Most recent TOPICS

P.49

Section 1

Financial results overview

1Q of FY06/2023
(company-wide)

Higher revenues / Much higher earnings

(YoY)

Point
01

Company-wide results

Higher revenues / much higher earnings

- Net sales: **5.4% UP**
- Operating profit: **38.8% UP**
- Ordinary profit: **36.3% UP**

Point
02

Company-wide

- **Business reform by promoting DX** is underway
- DX for Leasing DX Property Management Business segment is preferentially promoted
- Building up the next-generation management system named “**AMBITION Cloud**” is underway (**90% complete**)

Point
03

【Leasing DX】 Property Management Business

- Net sales: **14.3% UP**
- Houses under management: **+1,886**
- Occupancy rate: **96.6%**

Point
04

【Leasing DX】 Leasing Brokerage Business

- 16 directly-run shops + 19 bases partnered with membership-based shared offices
- Measures for attracting guests were carried out including enhanced non-face-to-face services such as those via WEB by strengthened advertising strategies, remote customer services and electronic contract

Point
05

【Sales/Purchase DX】 Investment Business

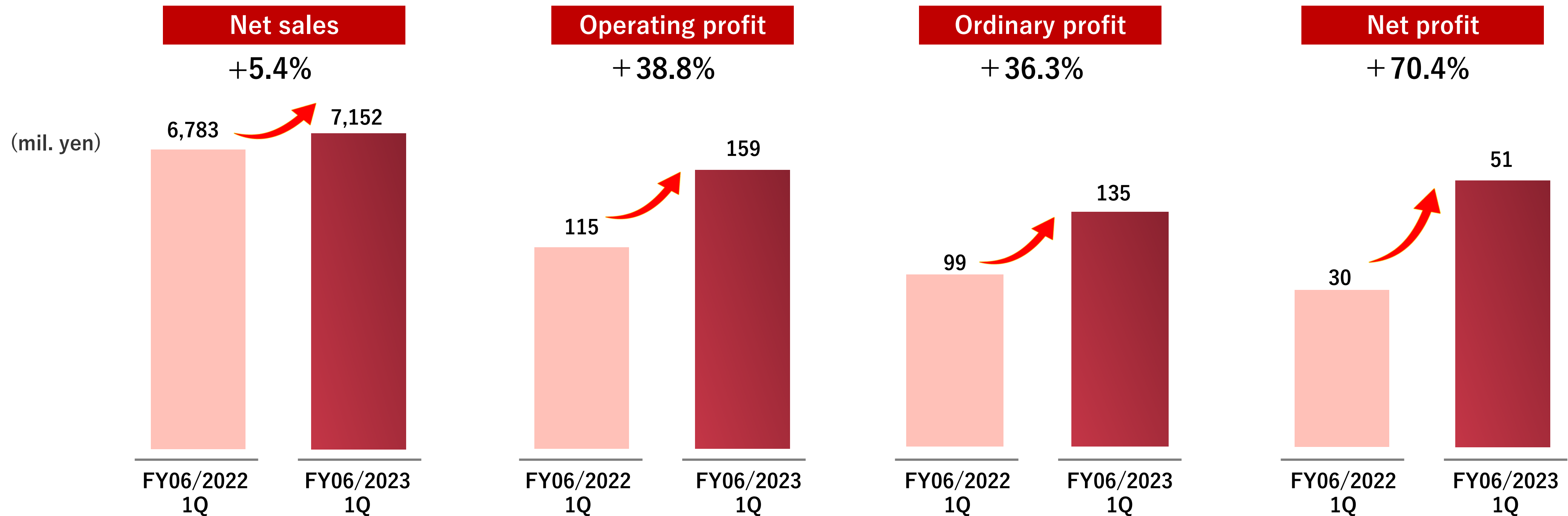
- **Actual results were as planned**
- **68 properties** sold in total

Higher revenues / Much higher earnings

Corporate policy of FY06/2023 “Reform of existing businesses by promoting DX and growth of Real Estate DX Business”

(mil. yen)	FY06/2022 1 Q	FY06/2023 1 Q	+/- %	+/- amount
Net sales	6,783	7,152	5.4%	368
Operating profit	115	159	38.8%	44
Ordinary profit	99	135	36.3%	36
Net profit*	30	51	70.4%	21

* Net profit attributable to owners of parent



Higher revenues / Much higher earnings

(mil. yen)	FY06/2022 1Q actual	FY06/2023 1Q actual	+/- %	+/- amount
Net sales	6,783	7,152	+5.4%	+ 368
Gross profit	1,208	1,305	+ 8.0%	+ 97
SG&A expenses	1,093	1,146	+4.8%	+ 53
EBITDA*	177	226	+ 27.7%	+ 49
Operating profit	115	159	+ 38.8%	+ 44
Ordinary profit	99	135	+ 36.3%	+ 36
Net profit before income taxes	99	135	+ 36.3%	+ 36
Net profit attributable to owners of parent	30	51	+ 70.4%	+ 21

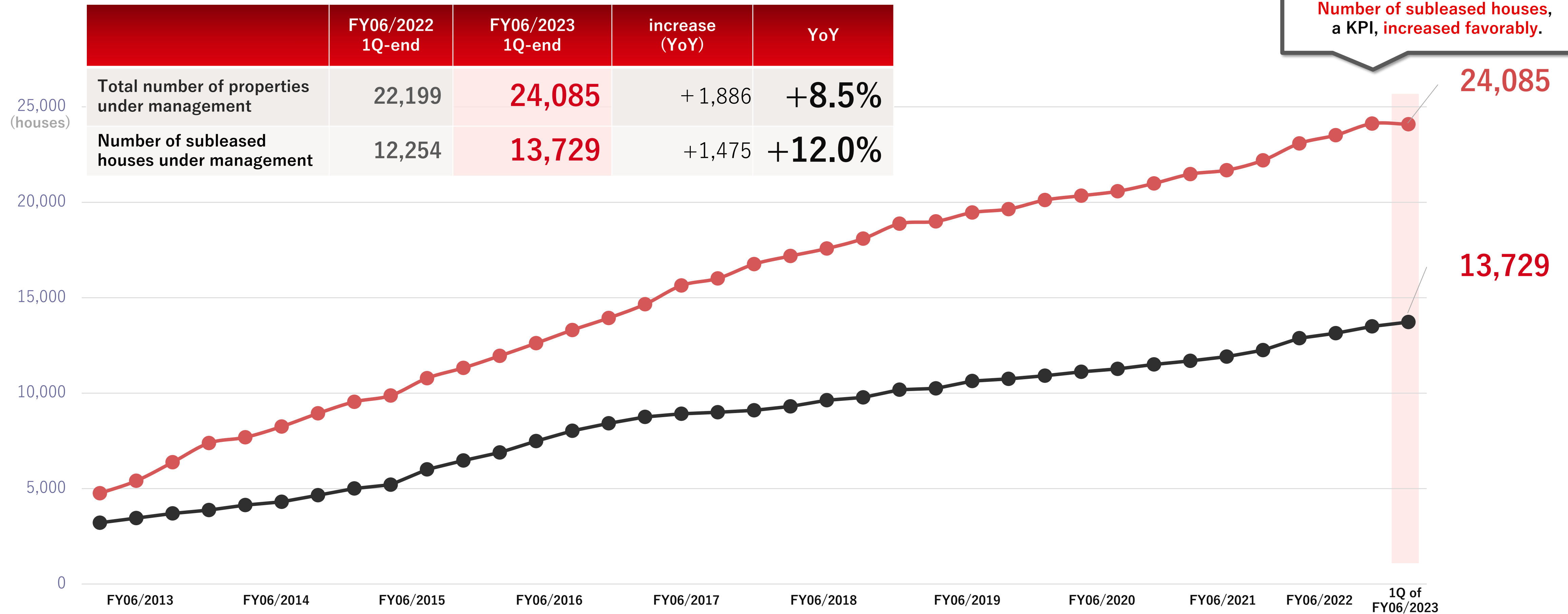
* EBITDA = Operating profit + Depreciation + Software depreciation + Goodwill amortization

Balance Sheet

(mil. yen)	FY06/2022 1Q actual	FY06/2023 1Q actual	+/- amount
Current assets	13,679	13,782	+102
Non-current assets	3,354	3,656	+302
Deferred assets	2	2	0
Total assets	17,036	17,441	+404
Current liabilities	6,727	6,761	+33
Non-current liabilities	6,564	7,011	+446
Net assets	3,744	3,668	-75
Total liabilities and net assets	17,036	17,441	+404

Number of houses under management continues to increase favorably

Trend in numbers of houses/subleased houses under management:

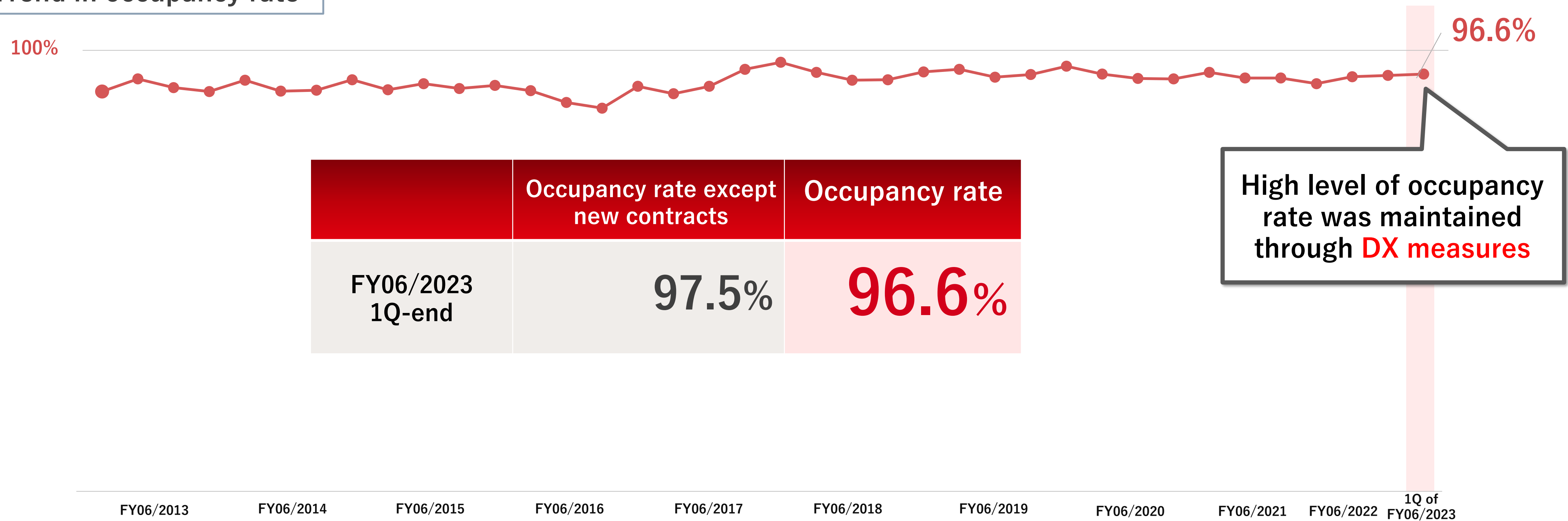


High level of occupancy rate was maintained

【Features】

- Properties under management: Mainly high-quality studio apartments such as designer’s brand
- Areas: Concentrated in Tokyo (mainly 23 wards) & Kanagawa/Chiba/Saitama Prefectures
- Target: Mainly for young people

Trend in occupancy rate



High level of occupancy rate was maintained through **DX measures**

Section 2

Financial results overview

1Q of FY06/2023
(by segment)

Five business segments

【Leasing DX】
Property Management Business

- ◆ **Subleasing** business and **leasing management business for residential properties**
- ◆ Efforts are put to building up **its next-generation management system named “AMBITION Cloud”** which facilitates higher operational efficiency

【Leasing DX】
Leasing Brokerage Business

- ◆ **Brokerage business for leased properties**, mainly those managed by the Company
- ◆ AMBITION AGENCY Co., Ltd. (which operates “**ROOMPIA**”) and VALOR Co., Ltd. (which operates “**VALOR**”), both of which are subsidiaries, run total **16 shops**: 7 in Tokyo, 8 in Kanagawa Pref. and 1 in Saitama Pref.
- ◆ **High leasing ability** of this segment contributes to the high occupancy rates maintained by the Property Management Business

【Sales/Purchase DX】
Investment Business

- ◆ VERITAS INVESTMENT (subsidiary): Develops its business around **selling self-developed studio apartments for investment in new building**
- ◆ Investment Division of the Company: By means of its ability to purchase properties from diverse routes, **sells renovated condominium apartments** with emphasis on location

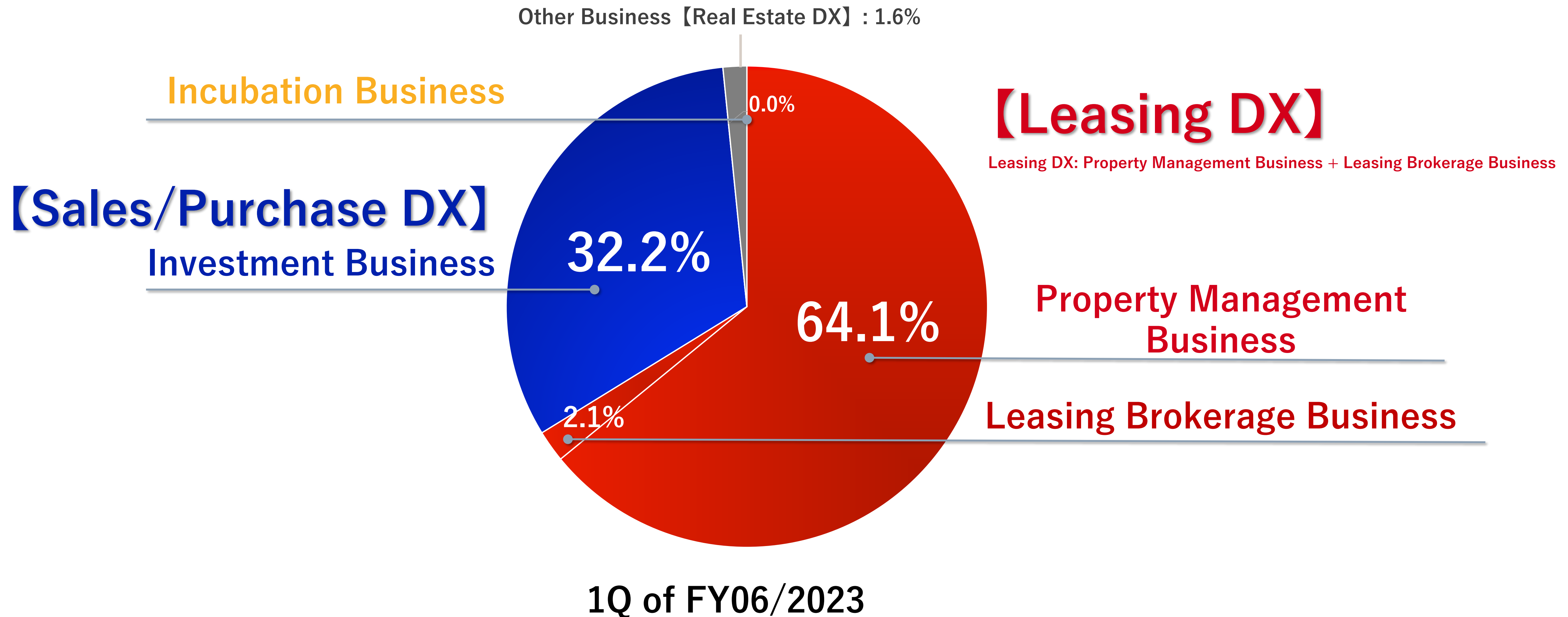
Incubation Business

- ◆ AMBITION VENTURES (subsidiary): Invests in **venture companies which carry out businesses highly compatible** with those of the Group
- ◆ Provides **support to invested companies** through capital tie-up, leading to **earnings via IPO or other means**

【Real Estate DX】
Other Business

- ◆ Real Estate DX Business (Re-Tech RaaS) ◆ Small Amount Short-term Insurance Business (HOPE)
- ◆ Overseas Systems Business (AMBITION VIETNAM)

【Leasing DX】 accounts for about 70% of overall sales



【Leasing DX】

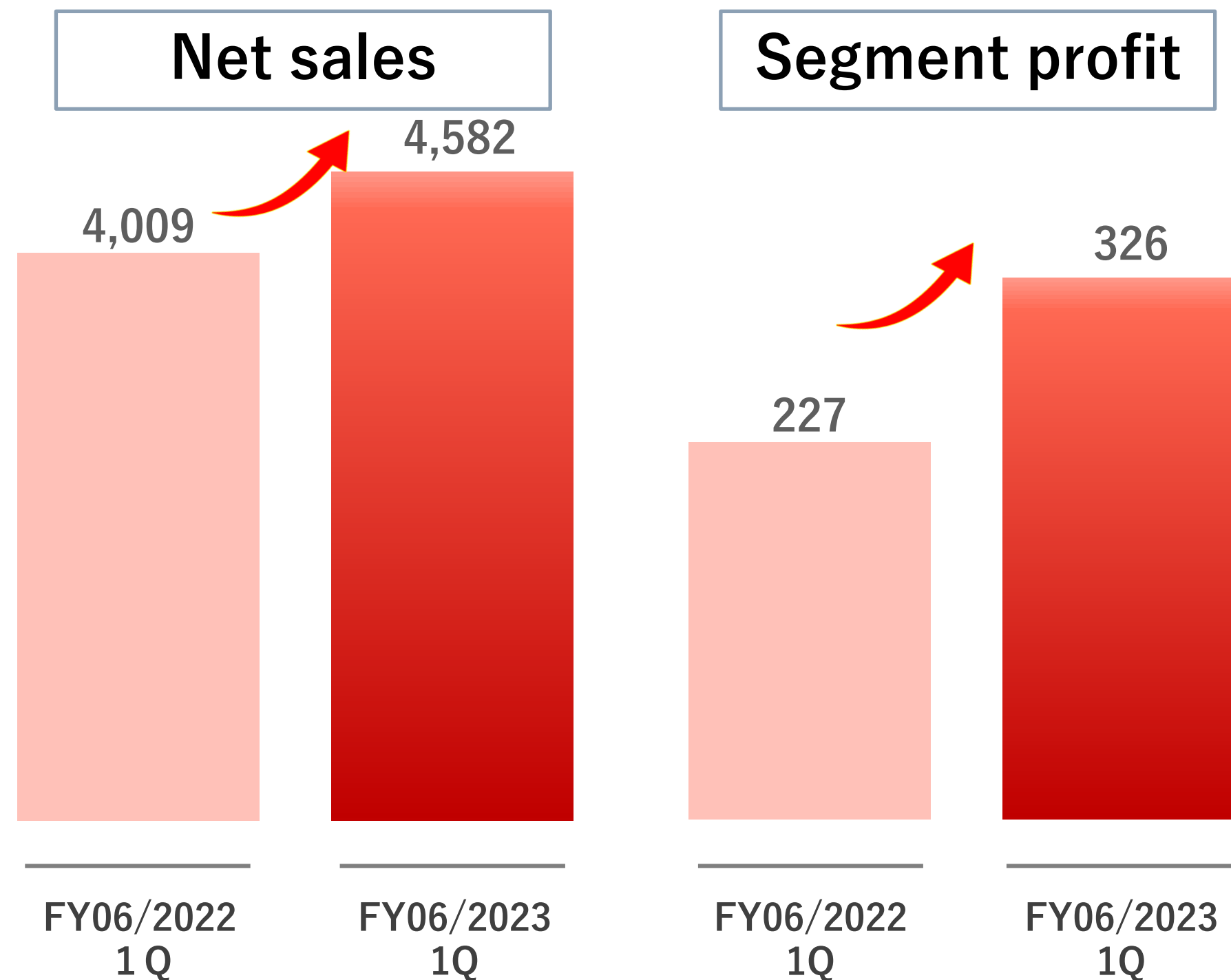
Property Management Business

**Developed mainly by the Business Division of the Company
but also partly by VERITAS INVESTMENT and VALOR**

Much higher revenues / Much higher earnings

(mil. yen)	FY06/2022 1 Q	FY06/2023 1 Q	+/- %	+/- amount
Net sales	4,009	4,582	14.3%	573
Segment profit	227	326	43.3%	98

(mil. yen)



Factors

Higher revenues: Increased number of subleased houses under management
 Higher earnings: Successful administrative cost control with DX measures

【 KPI 】 Maintained steady progress

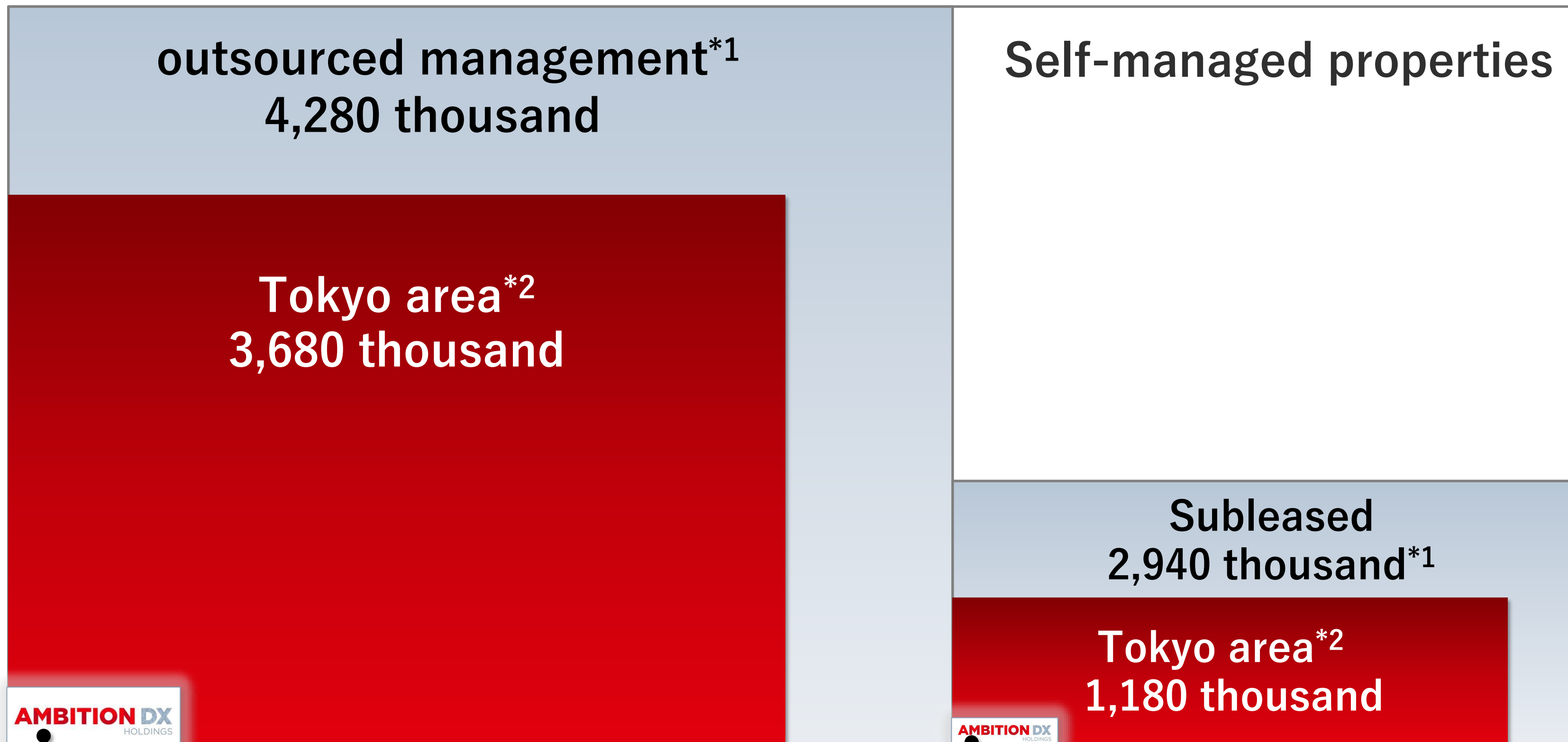
- Houses under management: 24,085(+ 1,886 (8.5%) YoY)
- Subleased houses under management: 13,729 (+1,475 (12.0%) YoY)
- Occupancy rate: 96.6% (97.5% if newly contracted properties are excluded)
 High level of occupancy rate was maintained through measures for improved occupancy rate

【Main approach】

Efforts are put to building up next-generation management system named “AMBITION Cloud” (which facilitates higher operational efficiency)
(90% complete)

**Promising market (Tokyo metropolitan area)
with potential for further growth**

Number of rental housing in Japan: 14,580 thousand*1



Points of the market

- The Company targets principally at outsourced management / subleased properties markets around Tokyo area
- These markets have potentials for further growth due to continuous concentration of population in central Tokyo
- The Company remains focused on obtaining new properties above the industry's average

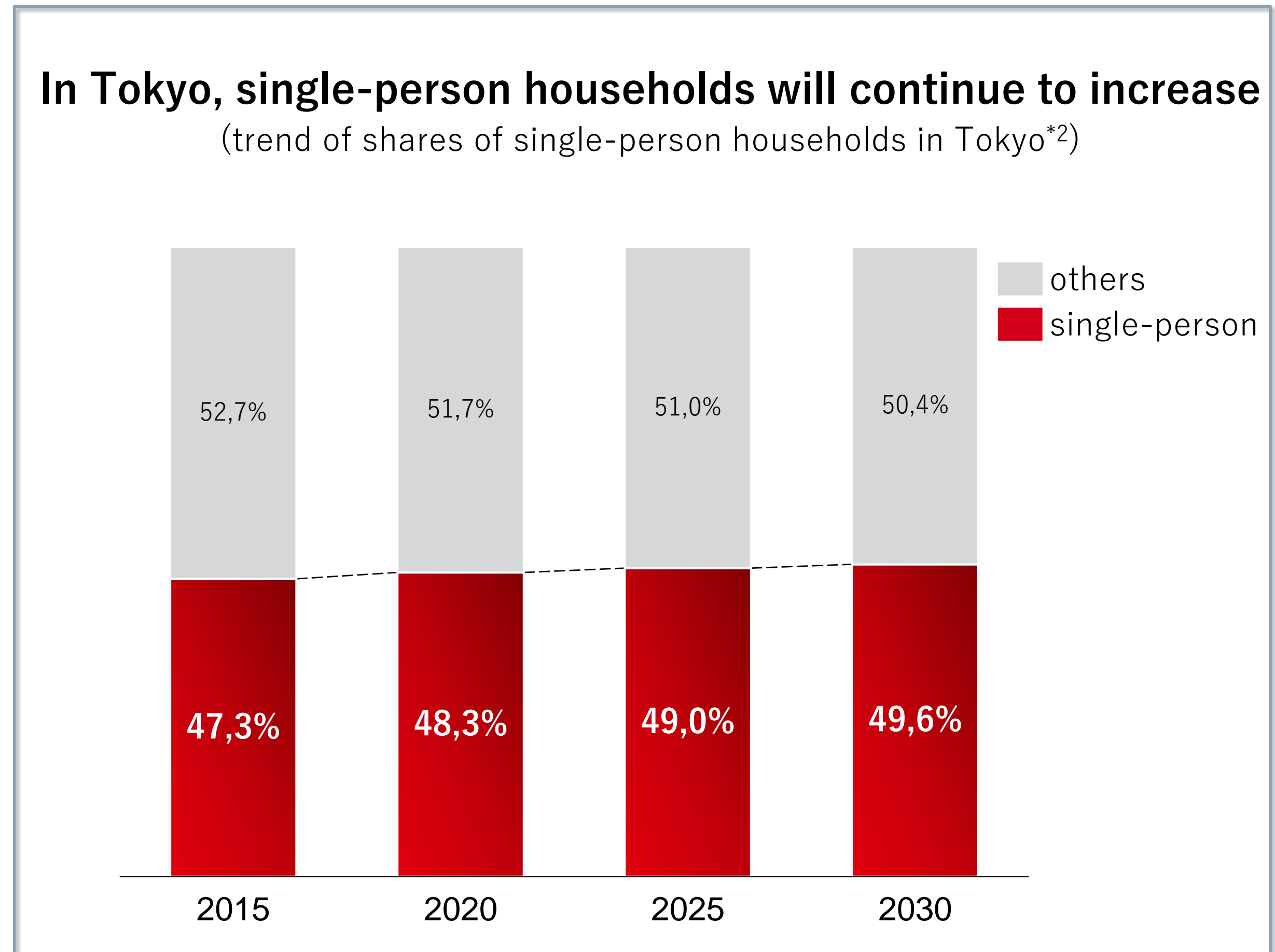
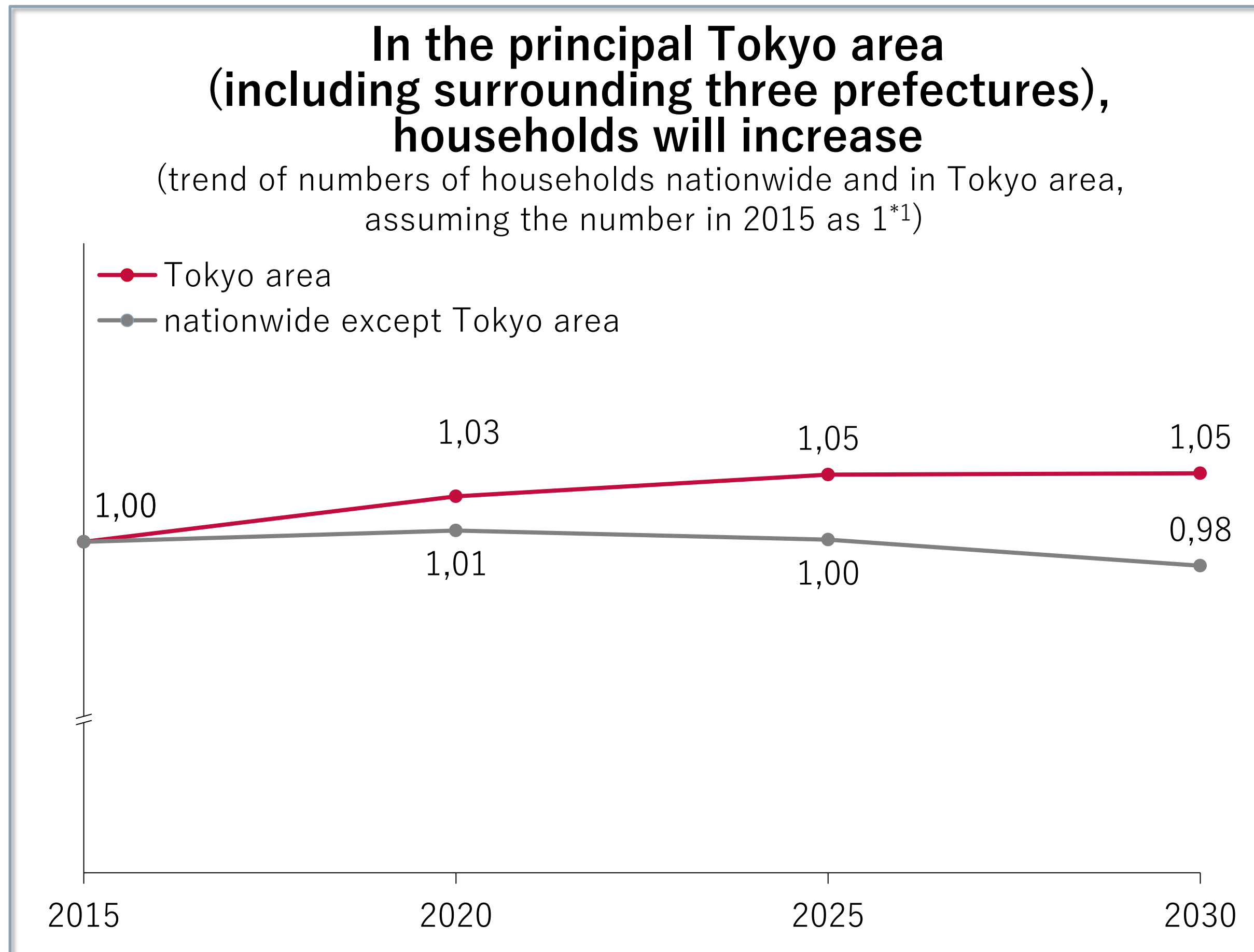
Managed by AMBITION: 24 thousand

Managed by AMBITION: 13 thousand

*1 MLIT: *Suggestions for the future of rental housing management industry* (draft) 【Related materials】

*2 MLIT: *Suggestions for the future of rental housing management industry* (draft), calculated based on the percentages of registered business entities in Tokyo and surrounding three prefectures

The Company has advantages for the market of “Tokyo area × single room” which has great potential for further growth



*1 National Institute of Population and Social Security Research, *Future population estimates by region in Japan* (2018)

*2 Tokyo Metropolitan Government, *Forecasts of number of households in Tokyo* (March 28, 2019)

【Leasing DX】

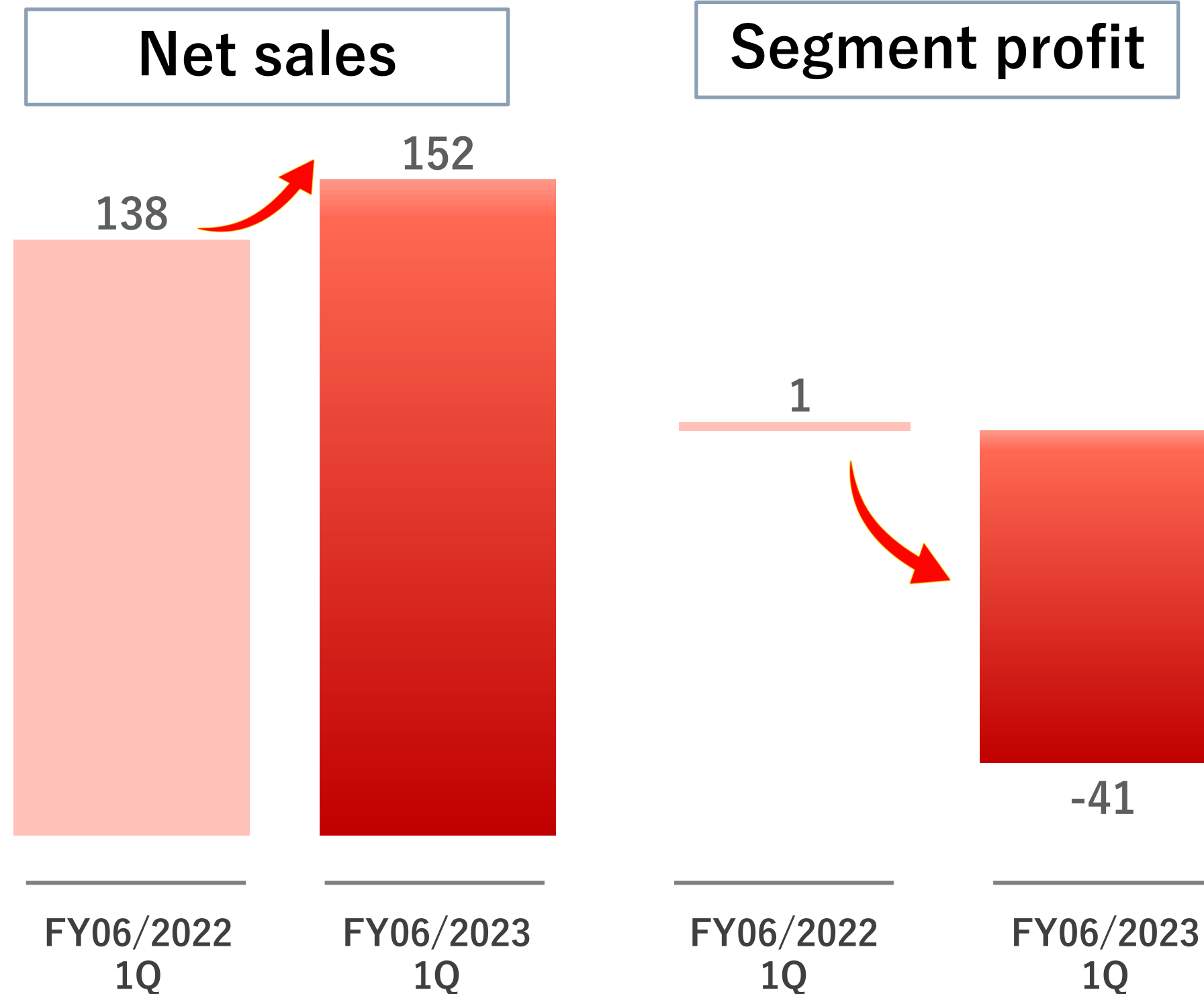
Leasing Brokerage Business

**Undertaken by AMBITION AGENCY, VALOR,
as well as AMBITION RENT and AMBITION PARTNER**

Higher revenues / Lower earnings

(mil. yen)	FY06/2022 1 Q	FY06/2023 1 Q	+/- %	+/- amount
Net sales	138	152	9.9%	13
Segment profit	1	-41	-	-43

(mil. yen)



Factors

- By making use of an AIxRPA tool named “RAC-TECH”, efforts were put to continuous downsizing of personnel for inputting work and increase in the number of response
- Measures for attracting guests including enhanced non-face-to-face services such as those via WEB by strengthened advertising strategies, remote customer services and electronic contract
- These measures and increased personnel in preparation for peak season led to higher net sales, but revenues decreased because of increased investment in personnel and DX measures, increased advertising expenses and other factors

【Features】

- Under the trade names of “ROOMPIA” and “VALOR” (respectively run by AMBITION AGENCY and VALOR which are subsidiaries), 16 shops in total are run: 7 in Tokyo, 8 in Kanagawa Pref. and 1 in Saitama Pref.
- High leasing ability of this segment contributes to the high occupancy rates maintained by the principal Property Management Business

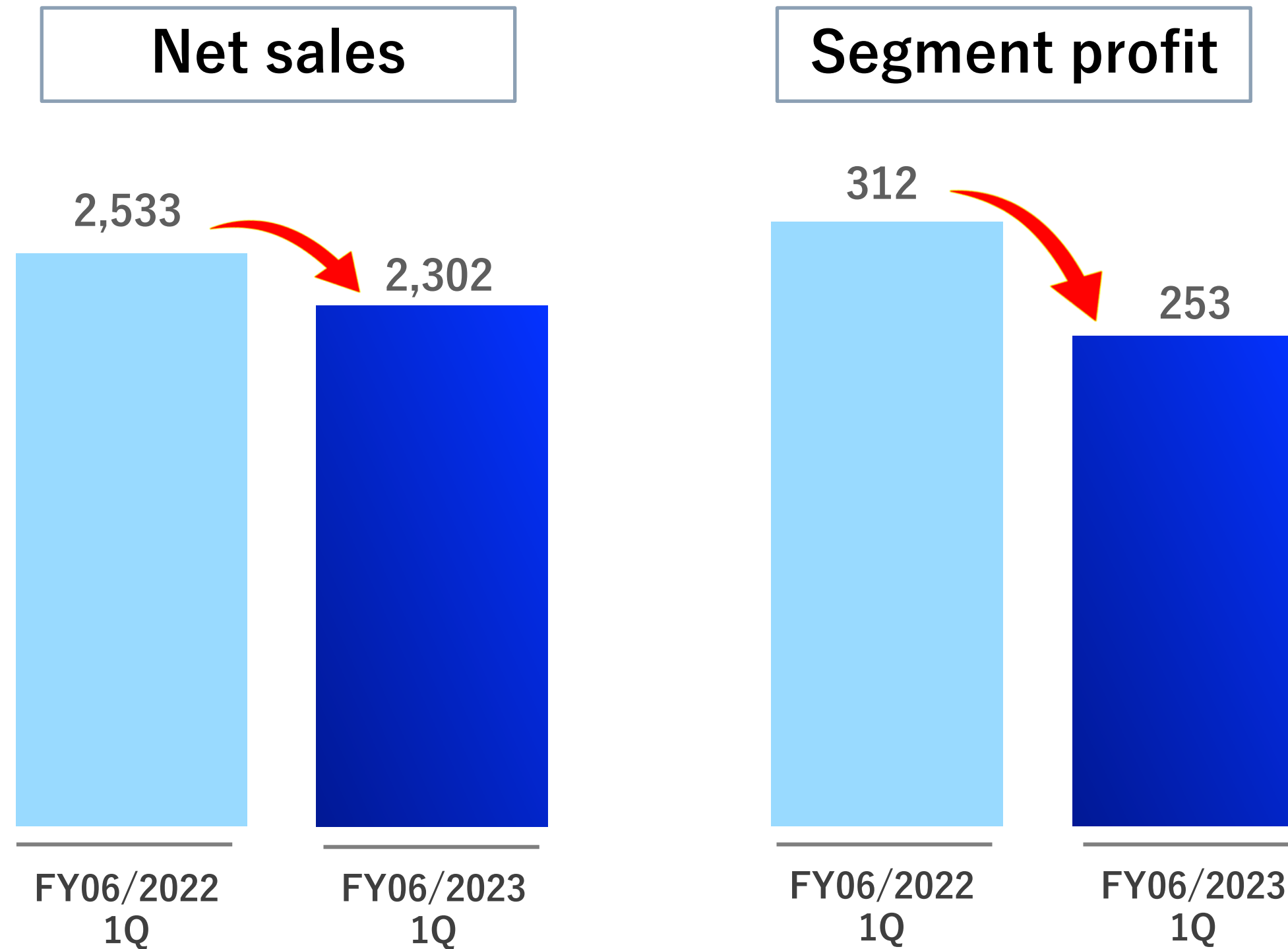
【Sales/Purchase DX】 Investment Business

Undertaken by VERITAS INVESTMENT and by Investment Division of the Company.

As planned

(mil. yen)	FY06/2022 1 Q	FY06/2023 1 Q	+/- %	+/- amount
Net sales	2,533	2,302	-9.1%	-231
Segment profit	312	253	-18.8%	-58

(mil. yen)



Factors

- Strengthened purchase of properties in line with current situation
- As for properties for sale, completion of newly built ones during the current term concentrate in the second half
- Actual results in 1Q were largely as planned

(number of properties sold)

- VERITAS INVESTMENT (subsidiary): 51
(decrease by 11 YoY)
- Investment Division of the Company: 17
(decrease by 2 YoY)

Incubation Business

Since the second quarter consolidated fiscal period of FY06/2022, “Incubation Business” segment, which was previously included in the category “Other Business”, has been presented as one of the reportable segments.

Undertaken by AMBITION VENTURES







Since the second quarter consolidated fiscal period of FY06/2022, “Incubation Business” segment, which was previously included in the category “Other Business”, has been presented as one of the reportable segments.

Net sales: --- mil. yen

Segment loss: --- mil. yen

- 5 companies were newly invested
- Investment in 24 venture companies (as of Sep. 30, 2022) * excluding cross-shareholdings

Examples of DX-related investment

<p>Security</p>  <p>CSC CYBER SECURITY CLOUD</p> <p>[Listed on Mothers in Mar. 2020]</p> <p>CYBER SECURITY CLOUD <4493> 【capital tie-up】</p>	<p>AI</p>  <p>Headwaters</p> <p>[Listed on Mothers in Sep. 2020]</p> <p>Headwaters <4011> 【capital tie-up】</p>	<p>Online settlement</p>  <p>ROBOT PAYMENT</p> <p>[Listed on Mothers in Sep. 2021]</p> <p>ROBOT PAYMENT <4374> 【capital tie-up】</p>
<p>Blockchain</p>  <p>earlyworks System development</p> <p>Earlyworks 【capital tie-up】</p>	<p>C2C Apps development</p>  <p>Stoosc</p> <p>Stooc 【capital tie-up】</p> <ul style="list-style-type: none"> • Undertakes development of the application for searching for rooms named “Room concierge” 	<p>Digital document management</p>  <p>paperlogic</p> <p>paperlogic 【capital tie-up】</p>

* Mothers now renamed to Growth

【Real Estate DX】 Other Business

■ Real Estate DX Business (Re-Tech RaaS)
Overseas Systems Business
(AMBITION VIETNAM)

■ Small Amount Short-term
Insurance Business (HOPE)
■ Hotel Business (the Company)

Higher revenues / Improved profitability (smaller deficit)

(mil.yen)	FY06/2022 1 Q	FY06/2023 1 Q	+/- %	+/- amount
Net sales	102	115	12.9%	13
Segments profit	-70	-39	-	31

Factors

【Real Estate DX Business】

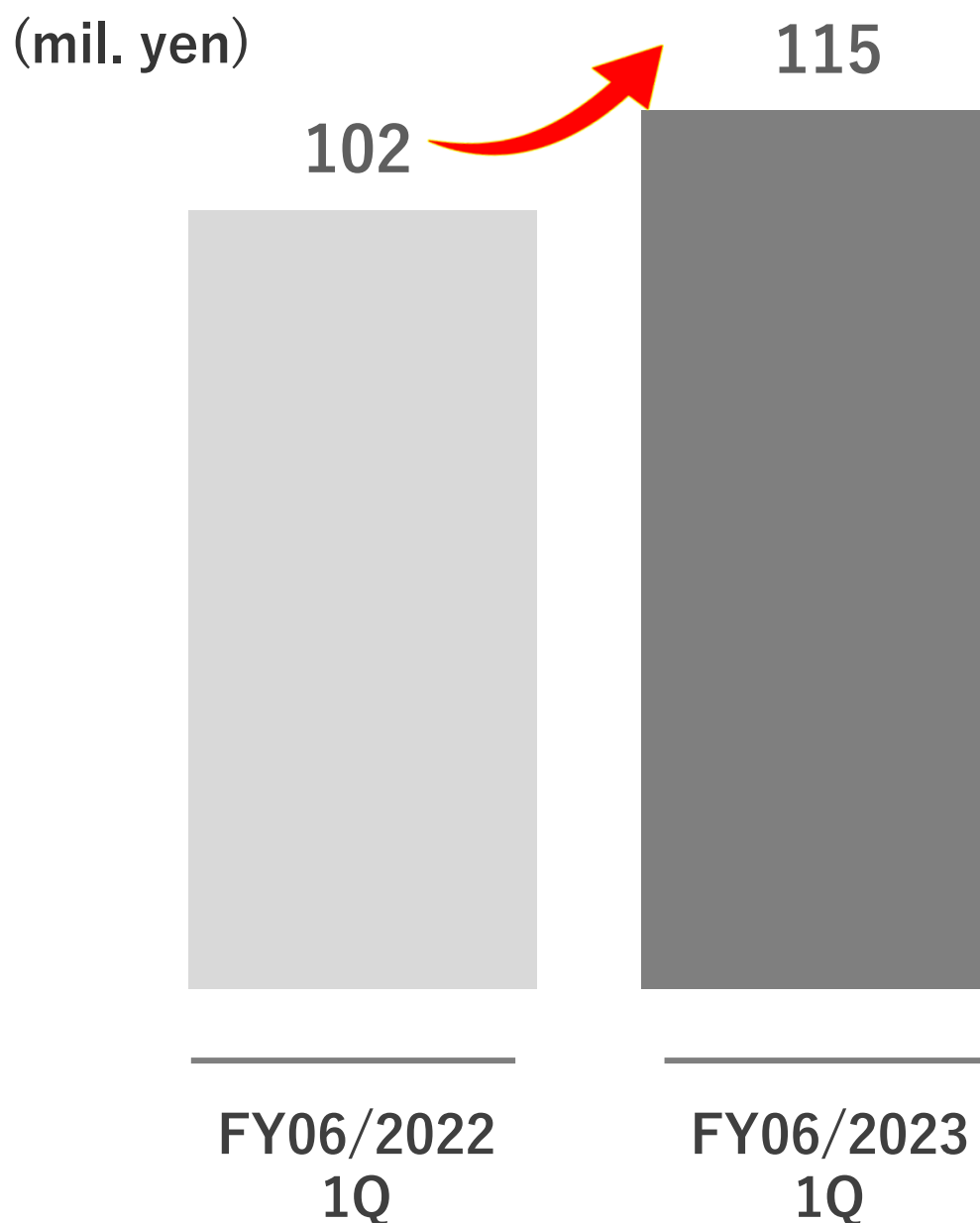
- Next-generation leasing management system “AMBITION Cloud” has been developed by the overseas subsidiary, AMBITION VIETNAM Co., Ltd., and internal DX is promoted on a priority basis. This system realizes much higher operational efficiency and improved productivity for Leasing DX Property Management Business segment.
- Various systems for real estate leasing management operations were developed, such as those for contract progress management, repair management, and offering management (about 90% complete).
- The Company also started to provide its unique electronic signature system named “AMBITION Sign” which utilizes blockchain (distributed ledger) technologies. It enables customers to execute contracts easily on their smartphones or PCs while doing video conferences with salespersons. Moreover, with respect to highly confidential information about real estate contracts, by utilizing blockchain (distributed ledger) technologies, information leakage/alteration is prevented and robustness is reinforced such as preventing impersonation, thereby making it possible to execute contracts in a secure environment.
- Sales of an AI × RPA tool named “RAC-TECH” developed by a subsidiary, Re-Tech RaaS Inc. is ongoing.
- Application for searching for rooms named “Room concierge” has increasing number of registered users. (the Group’s first BtoC matching service application)

【Small Amount Short-term Insurance Business】

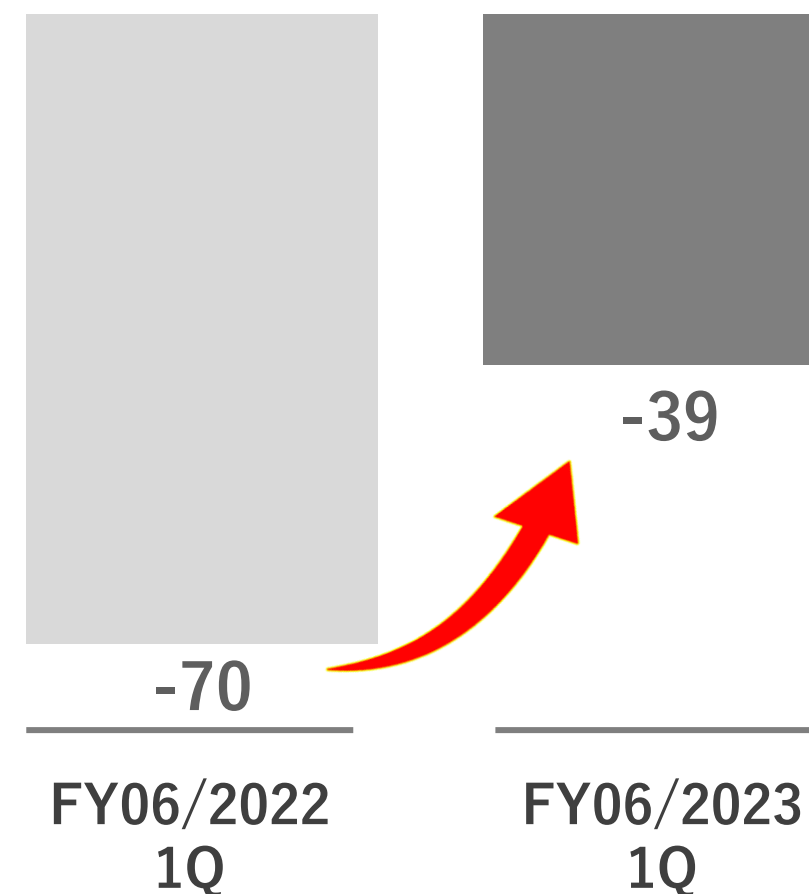
- Obtained new contracts smoothly
- The system “MONOLITH” realized an entirely paperless process from application through to payment

【Hotel Business】 contracts with all the facilities were terminated and the Company has withdrawn from this business


Net sales



Segments loss



All business operations in connection with real estate are covered in a straightforward fashion



(real estate industry)		AMBITION DX HOLDINGS	Developer company	Real estate sales company	Purchase/Resale company	Leasing management company	Real estate brokerage company
Development business	Land acquisition	○ subsidiary: VERITAS INVESTMENT	○	×	×	×	×
	Construction	○ subsidiary: VERITAS INVESTMENT	○	×	×	×	×
	Sales	○ subsidiary: VERITAS INVESTMENT	○	○	×	×	×
Purchase/Resale business	Purchase/Sales	○ AMBITION DX HOLDINGS	×	×	○	×	×
Ownership business	Leasing management	○ AMBITION DX HOLDINGS	×	×	×	○	×
Brokerage business	Finding customers	○ subsidiary: VALOR subsidiary: AMBITION AGENCY	×	×	×	×	○

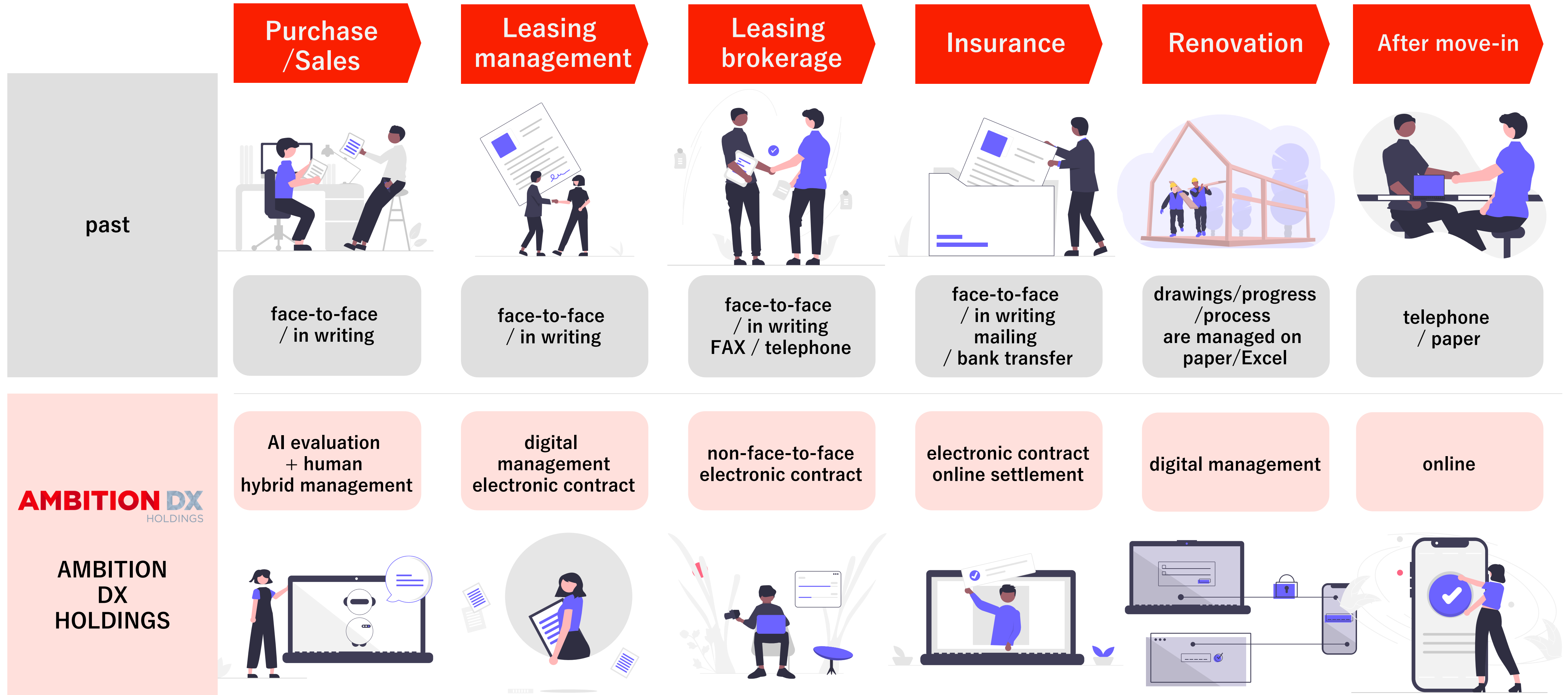
The Company's own designers' condominium



<p>Concept</p>	<p>Good location, modern and fashionable</p>
<p>Design</p>	<p>Famous designers/architects “PREMIUM CUBE” series is highly popular</p>
<p>Examples of specialty designs</p>	<ul style="list-style-type: none"> ■ Security (hands-free key system “Raccess”) ■ Automatic lock system with color monitor ■ Flooring (LL50 grade) ■ Door knob (KAWAJUN) ■ Kitchen (gas stove of 3 burners with Si sensors) ■ Cabinet (sliding cabinet with assisting pockets) ■ Kitchen (single lever) ■ Powder room (single lever, twin mirror with storage) ■ Bathroom (archline bathtub, switched ecoful shower) ■ Toilet (washing toilet seat with deodorizing function) ■ Architecture (no sound leakage) ■ Security equipment, architecture, no sound leakage ■ 24-hours ventilation system, bathroom dryer, heating <p>…etc.</p>

Modernized real estate DX company deploying DX on its own in every field of real estate

DX fields	Conventional real estate company	AMBITION DX HOLDINGS
DX case	outsourcing (to a tech company) using some products (tools), difficult to lead to solving issues	deploying hands-on DX in every field of real estate (embodying hands-on issues) with high quality
operations	analog	digital
documents	paper	electronic
response	fax, telephone	Internet
contracts	paper	online
explanation	face-to-face	online explanation on important matters
preview	photo, visit	perfect preview experience with high-level VR
properties management	manual entry	automatic entry with RPA
	multiple tools	single platform (owner / management company / brokerage company)
	e-mail, paper and fax	Repair & restoration works are also systematically managed
settlement for properties management	bank transfer, in cash	online settlement
data management	local server	cloud
security	low robustness	safe environment with Blockchain
database	difficult to digitalize	digitalized data are managed
finding properties	users search for properties by himself/herself and contact brokerage company	matching application helps matching a user with a room concierge who finds a room
	face-to-face customer services	online customer services



Section 3

Policies



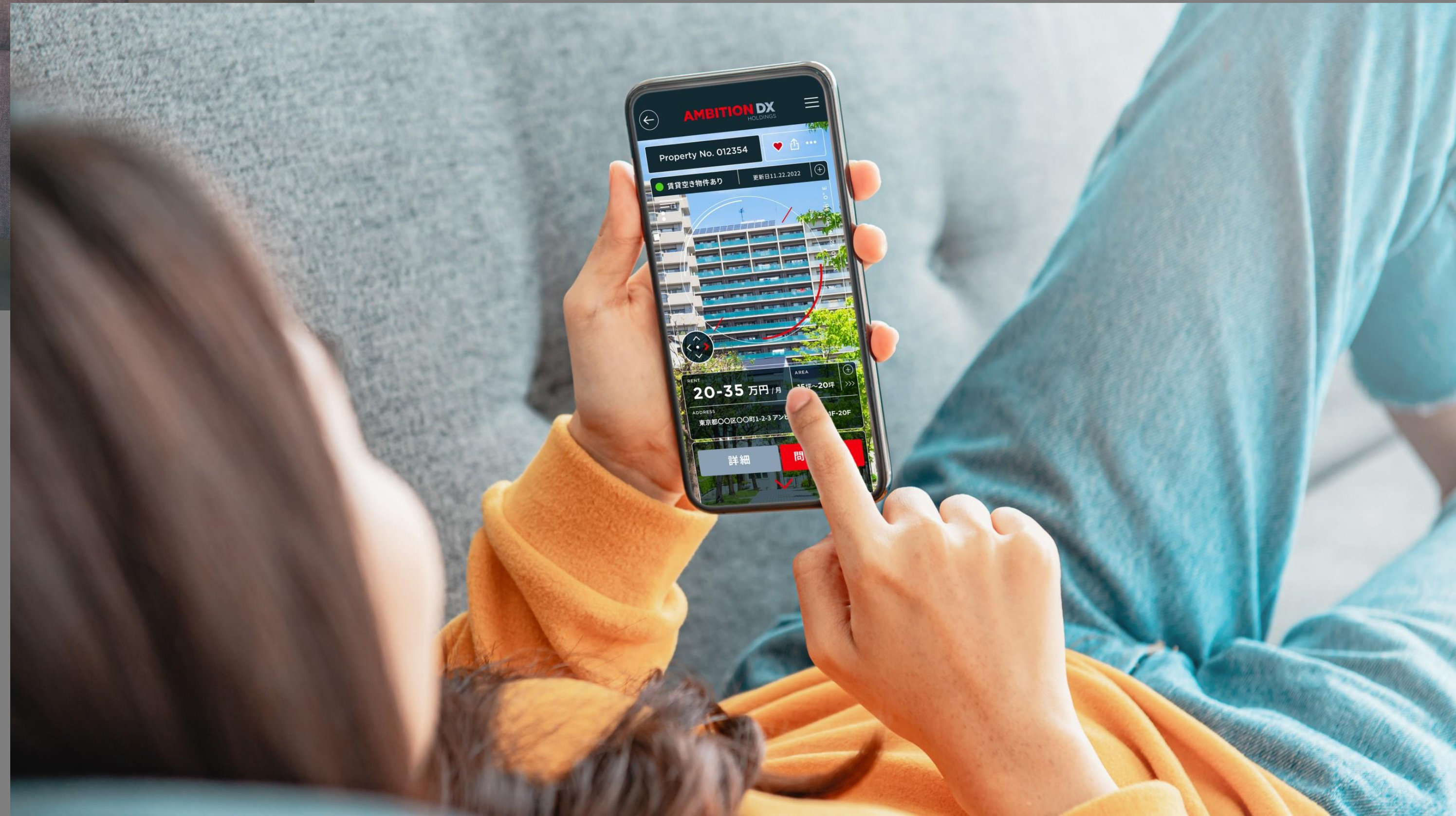
The Company changed its name on October 1, 2021
AMBITION DX HOLDINGS Co., Ltd.
(formerly AMBITION Co., Ltd.)

To reform real estate business through DX
and become a sole real estate digital platformer
which fuses digital and real world together



Perfect preview
experience with
high-precision VR

Explanation &
Contract entirely
completed on **your**
smartphone





**"Owner / Management company / Brokerage company
All in a single platform"**

To build up a DX platform on which real estate business can be made more efficient in a straightforward fashion, and provide comfortable residence experience

【Sales/Purchase DX】



- Non-face-to-face sales/purchase contract
- Data management on cloud, such as land prices
- Offering properties via crowdfunding

【Leasing DX】



- **//AMBITION Sign** • Easy leasing management by higher operational efficiency on a paperless basis, such as electronic contract
- Stably continued high occupancy rate
- More houses managed by individual staff **//AMBITION Cloud**



- Enhanced remote customer service, preview and electronic contract
- AIxRPA tool “RAC-TECH” reduces inputting work
- Data linkage from searching for properties, contract, through to vacating procedures

Safe and seamless data linkage by utilizing blockchain

To realize the vision

Policy
01

Business reform by promoting DX

Adding more value to existing business and creating new business

Policy
02

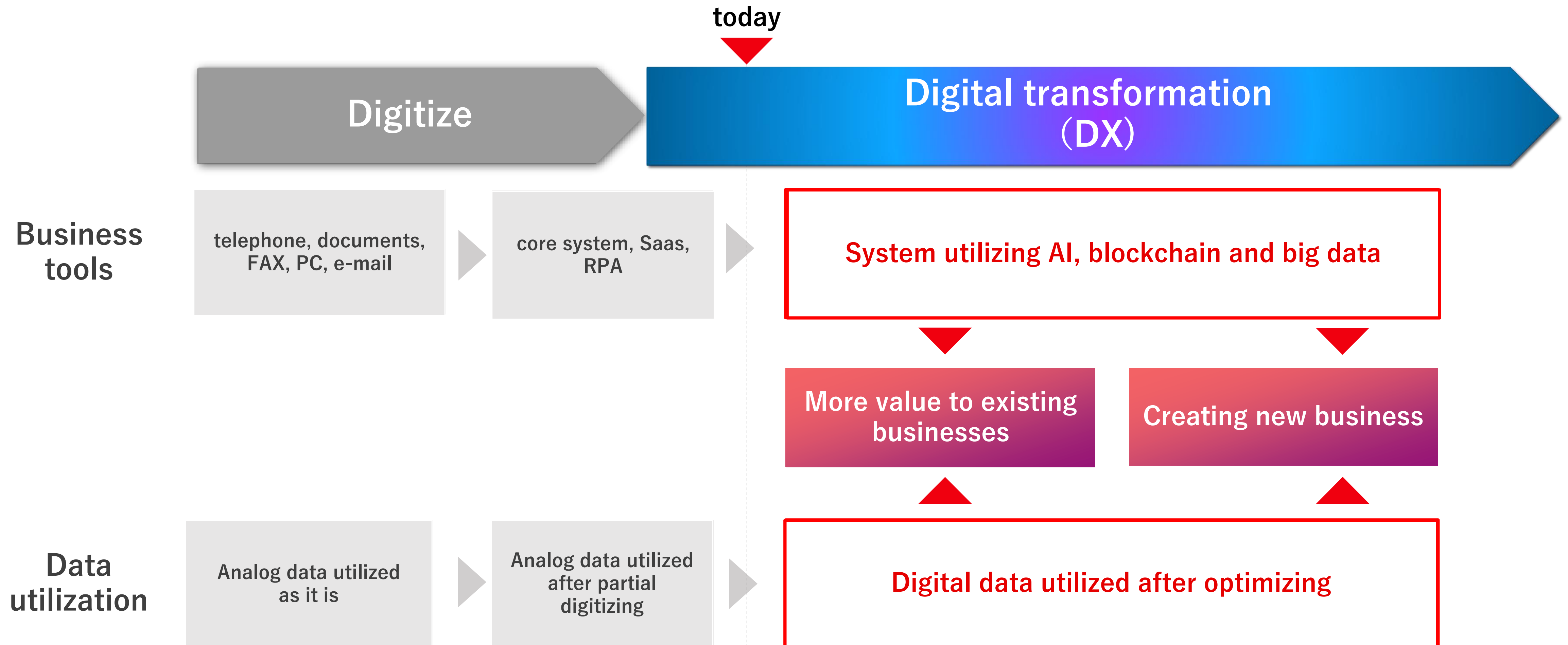
**Efforts to discrete business expansion,
such as M&A facilitation**

Business expansion by promoting M&A and alliance with others,
venture investment, etc.

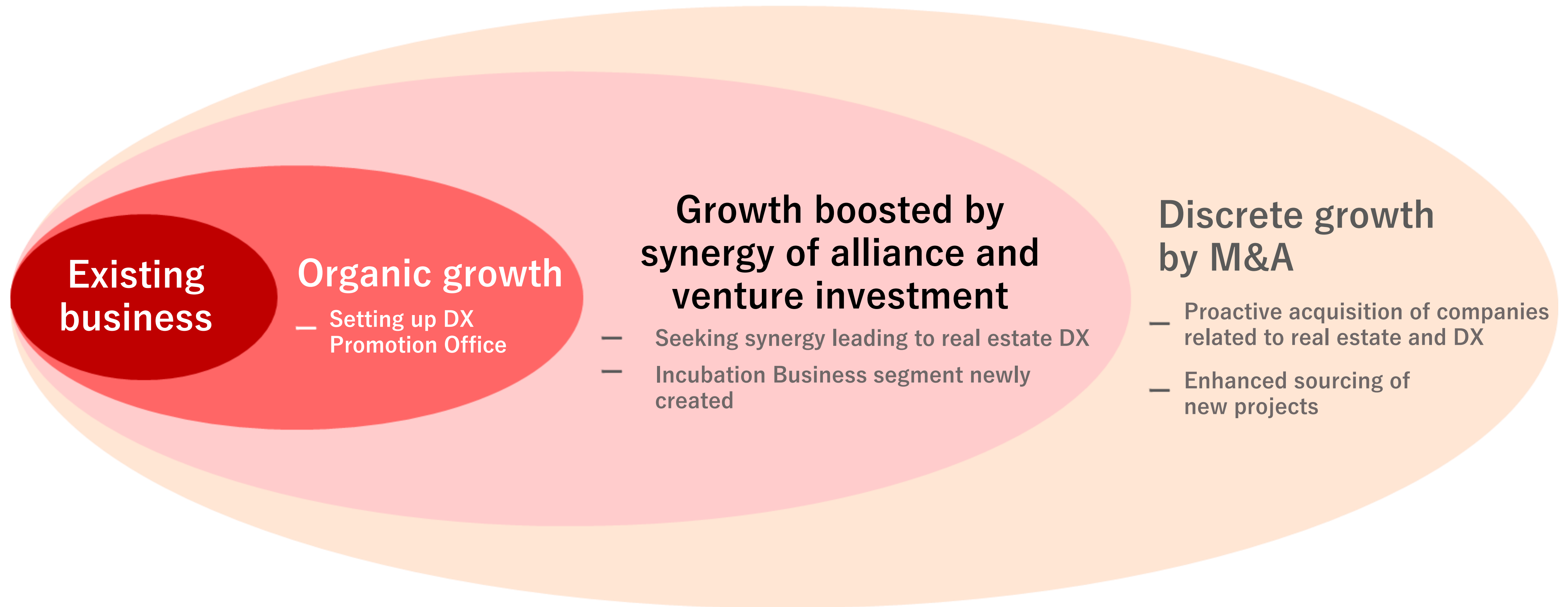
Policy
03

**Industry reform by development/sales
of novel real estate DX products**

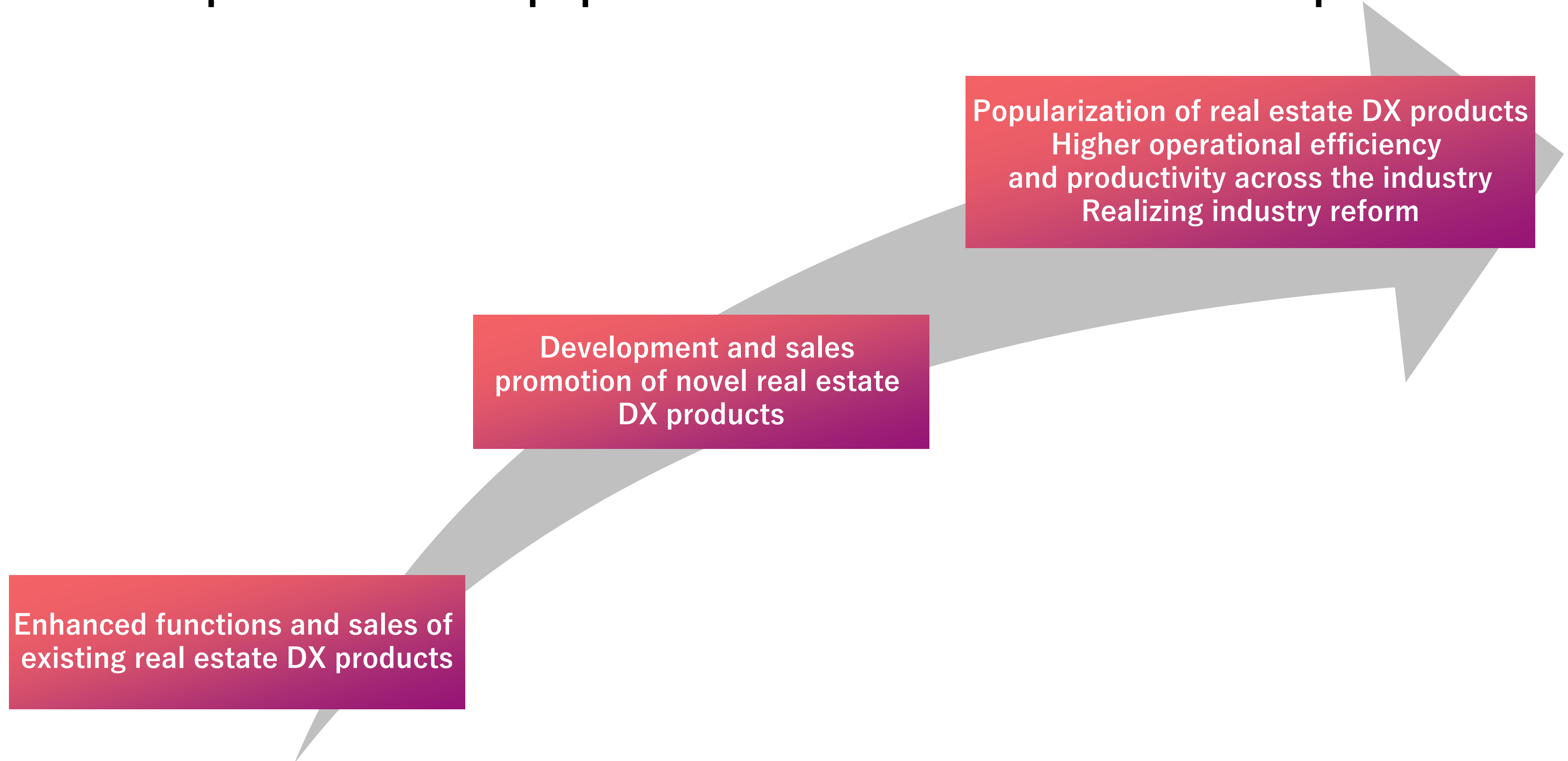
Advanced technologies and optimized digital data should add more value to existing businesses, and create new business in the future



In addition to organic growth, M&A and alliance and venture investment are boosted towards business expansion



In addition to enhanced functions and external sales of existing services in Real Estate DX Business, industry reform should be realized by development, sales promotion and popularization of new real estate DX products



Corporate policy of FY06/2023

Reform of existing businesses **by promoting DX** and growth of **Real Estate DX Business**

DX measures (FY06/2023)

DX measure
01

DX management system (AMBITION Cloud)
: under development (**90% complete**)

DX measure
02

Electronic contract package
(online explanation of important matters
and online contract)
: Brokerage version is complete
Management version is complete

DX measure
03

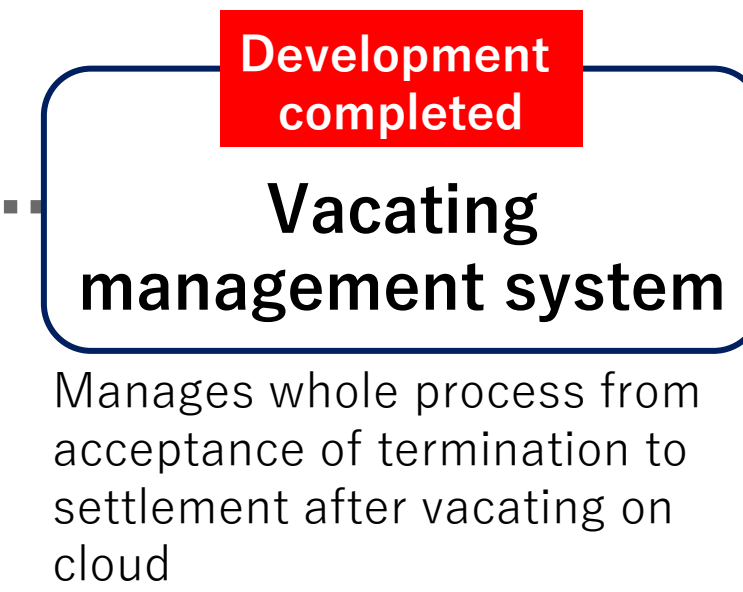
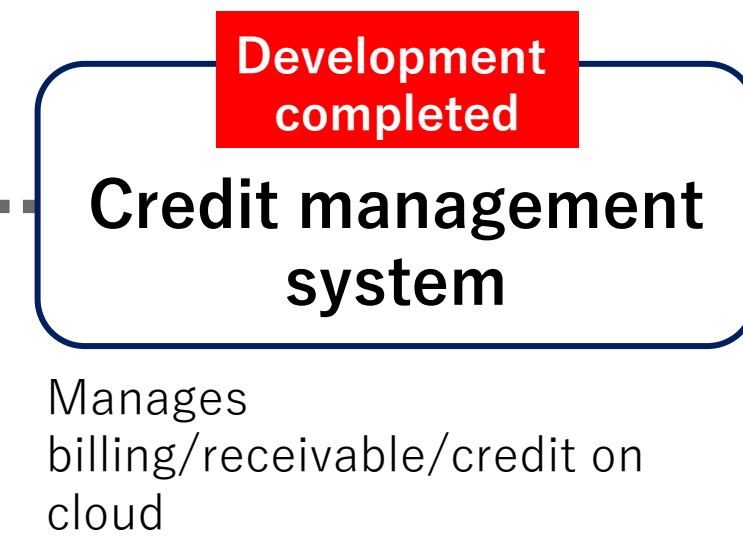
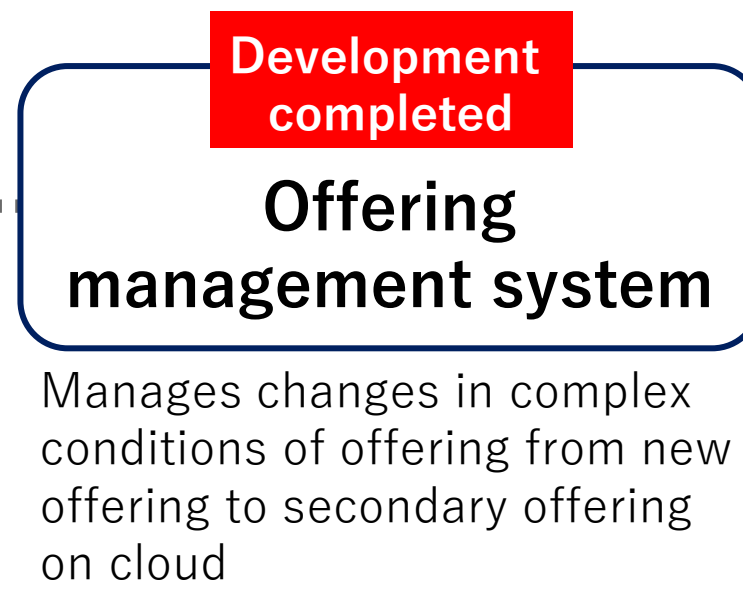
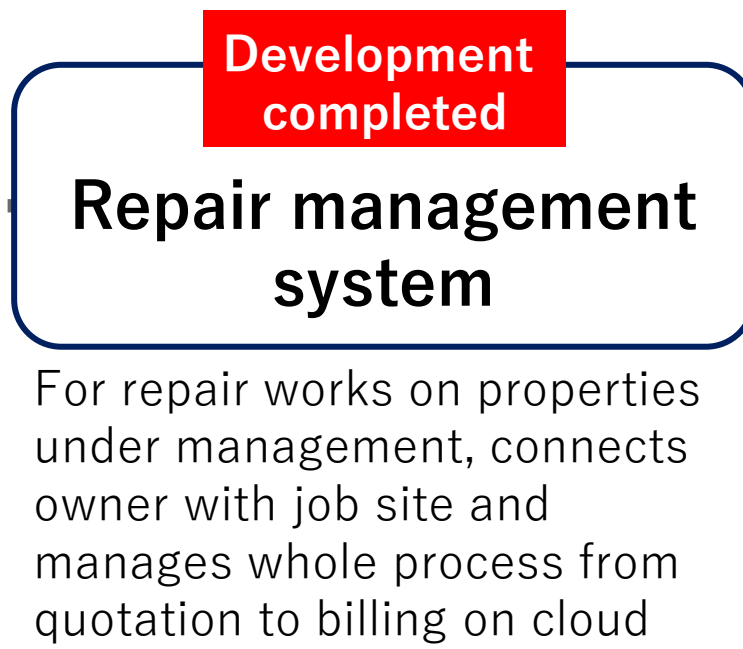
Services for consumers (Room concierge)
: Numbers of both users
and contracts increased

DX measure
04

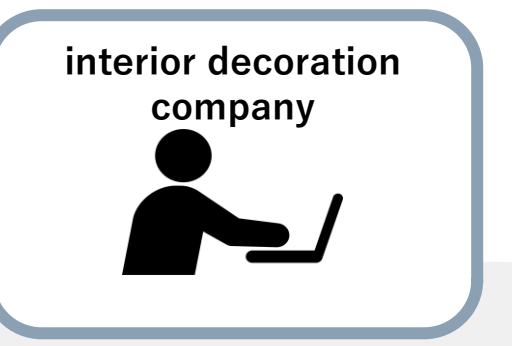
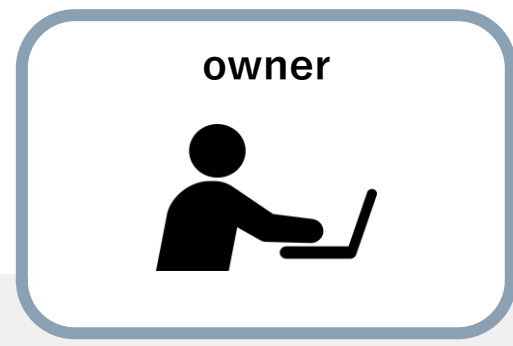
App for residents
: Process for move-in has been implemented
In view of service extension linked with
partners during the current term

**DX management system (AMBITION Cloud) is now under development
【Leasing DX】 Property Management Business would be expanded**

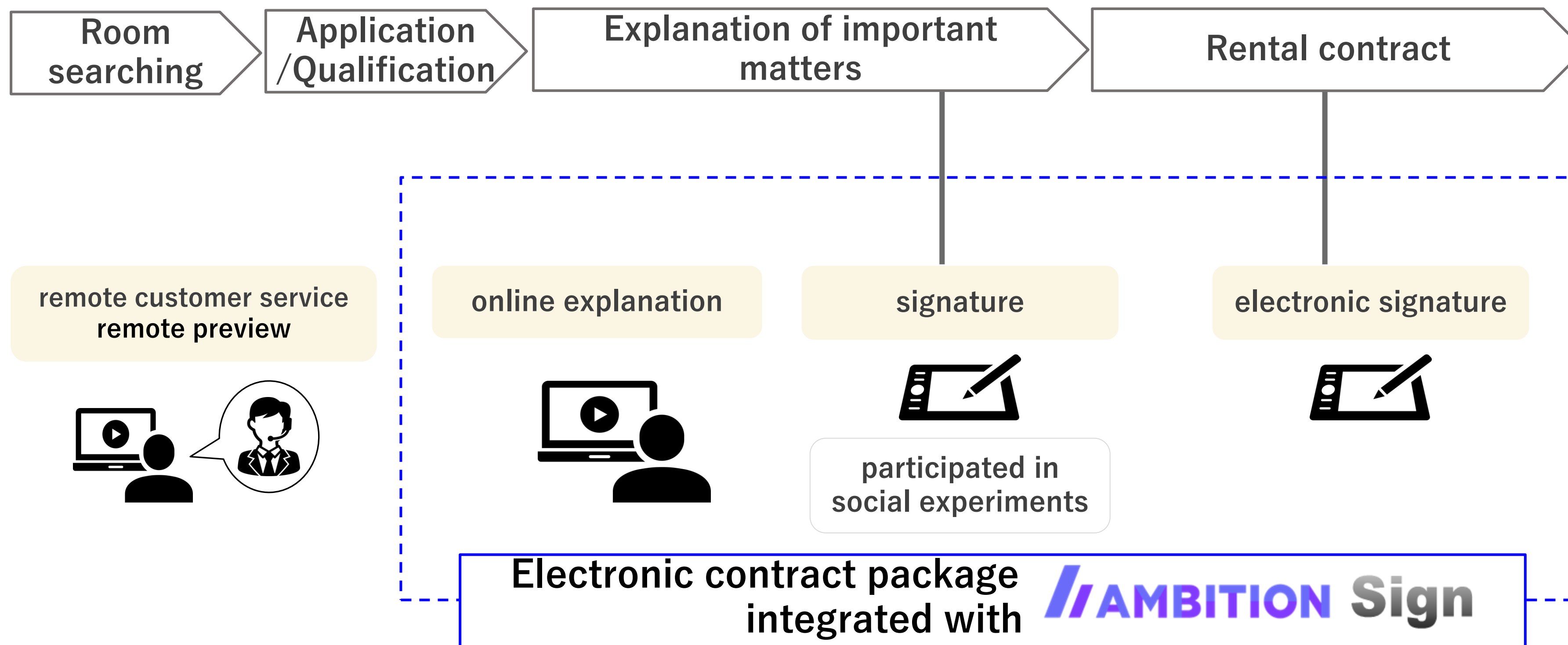
• under development; about 90% complete
• Current term: System integration
External sales is to be considered



Data management via blockchain



AMBITION's electronic contract package



AMBITION Sign

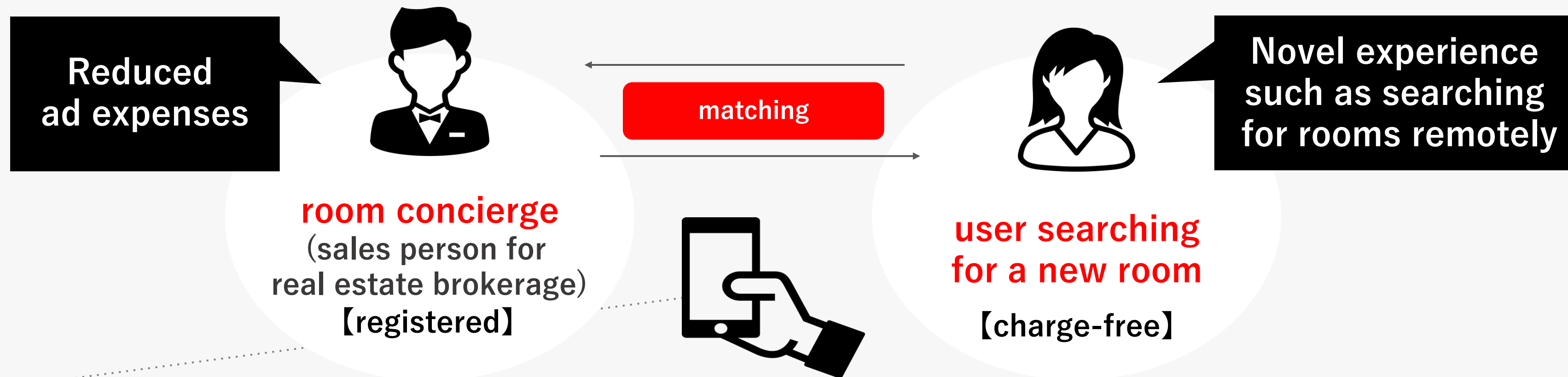


Amendments to Electronic Contracts Act (effective from May 18, 2022)
To be released from Re-Tech RaaS (subsidiary) during FY06/2023.
The Group's operational performance will be enhanced.

Numbers of both users and contracts increased

Matching application which connects users searching for new rooms with a room concierge (sales person for real estate brokerage)

“Room Concierge”

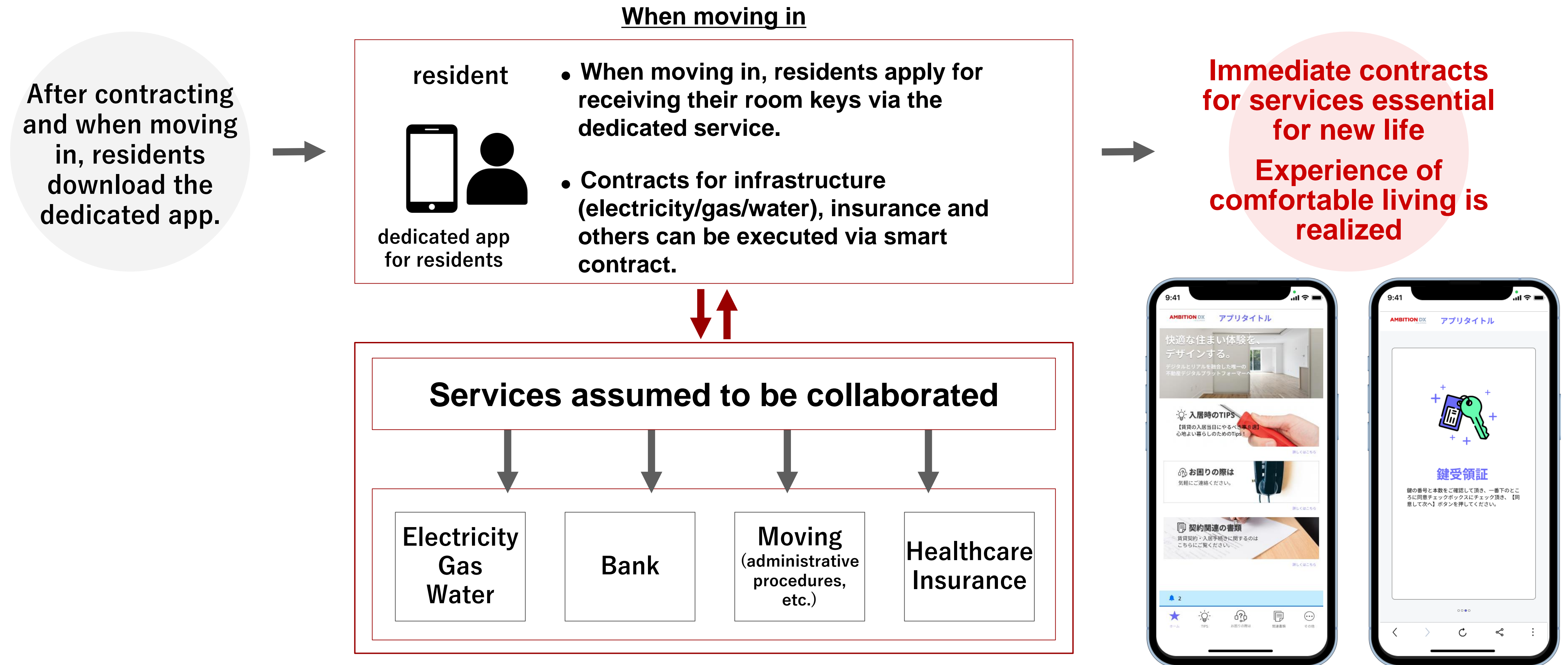


- SNS-type UI/UX in which a series of posts introducing properties can be viewed
- Users can follow up their “attractive” concierge
- Functions for searching for room concierges, chatting and LINE app

Numbers of downloads and room concierges are increasing!






Novel experience such as **searching for rooms remotely!**

Living platform used by residents can be built up. When moving in, contracts for essential services including living infrastructure can be executed immediately.



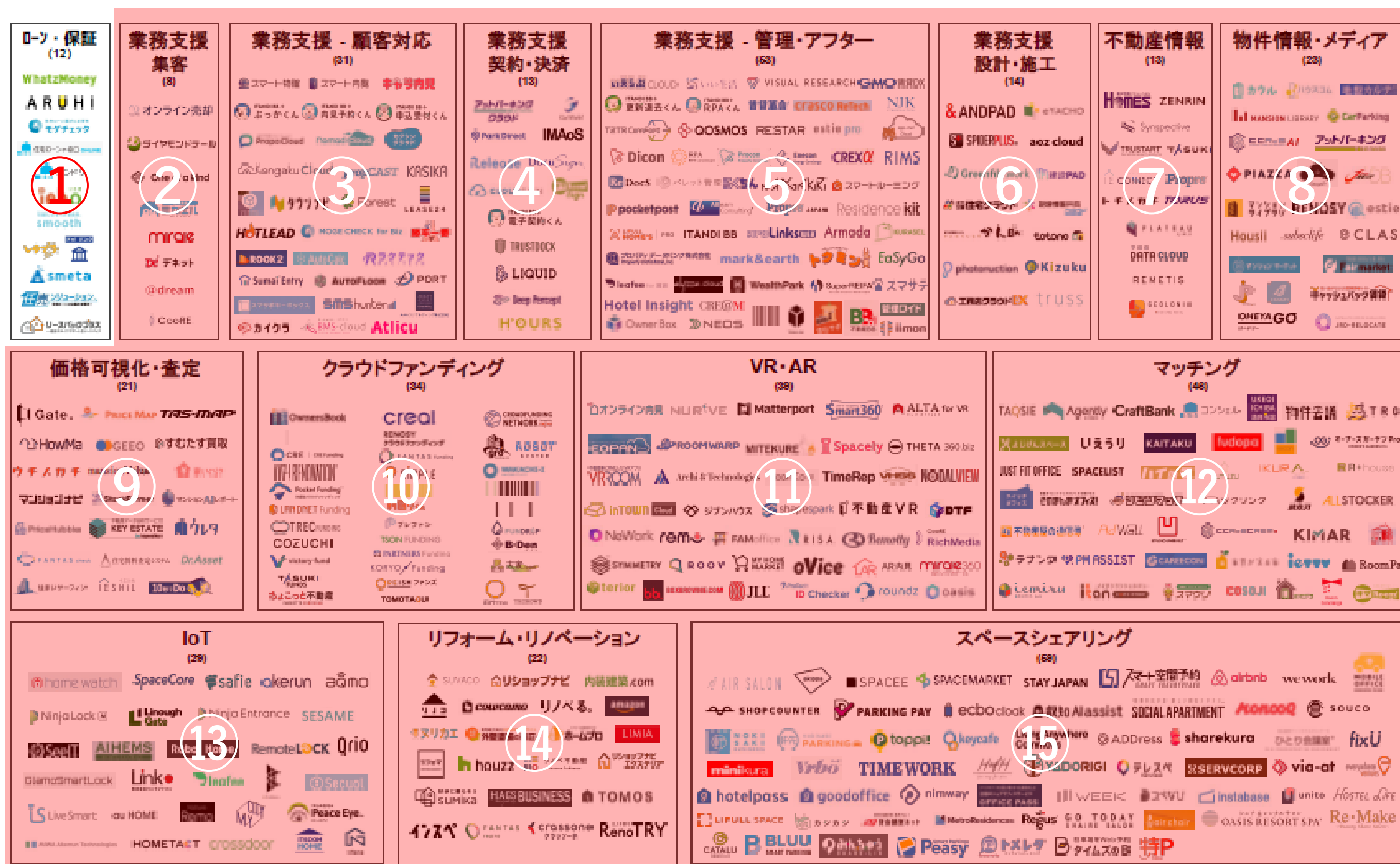
Now in promotion!

Real estate business reform by AMBITION DX products

		service name	service overview	under development	in-house operation	go-live
B2C		 Room Concierge	Matching application which connects users searching for new rooms with a room concierge (sales person for real estate brokerage)			●
		Re-Tech Raas	 Auto-input	【Collective proposal of properties】 Auto-posting tool for properties information which utilizes response prediction by AI and leasing business data		
【Individual proposal of properties】 A tool specialized particularly in highly-demanded functions (RPA: auto-post) among others of main brand					●	
 AMBITION Me	App for residents which realizes improved living experiences through services provided by the consortium			●		
 AMBITION Sign	System which enables explanation of important matters and execution of contracts online			●		
Cloud	 AMBITION Cloud		Contract progress management system		●	
		Repair management system		●		
		Offering management system		●		
		Credit management system		●		
		Vacating management system		●		
		New contract management system		●		

Real estate DX services are deployed in all 15 areas (except “loan/guarantee”)

Real Estate Tech, chaos map (computerized areas in real estate industry)



8th edition: August 2022 (430 services)

Created by Real Estate Tech Association for Japan

NO	15 areas	pertaining to the Company
①	Loan/guarantee	X
②	Operational support (attracting guests)	○
③	Operational support (customer facing)	○
④	Operational support (contract/settlement)	○
⑤	Operational support (management/after-sales)	○
⑥	Operational support (design/construction)	○
⑦	Real estate information	○
⑧	Property information/media	○
⑨	Price visualization/evaluation	○
⑩	Crowd-funding	○
⑪	VR/AR	○
⑫	Matching	○
⑬	IOT	○
⑭	Remodeling/renovation	○
⑮	Space sharing	○

Section 4

FY06/2023 (full term)

Performance forecasts • Dividend forecasts

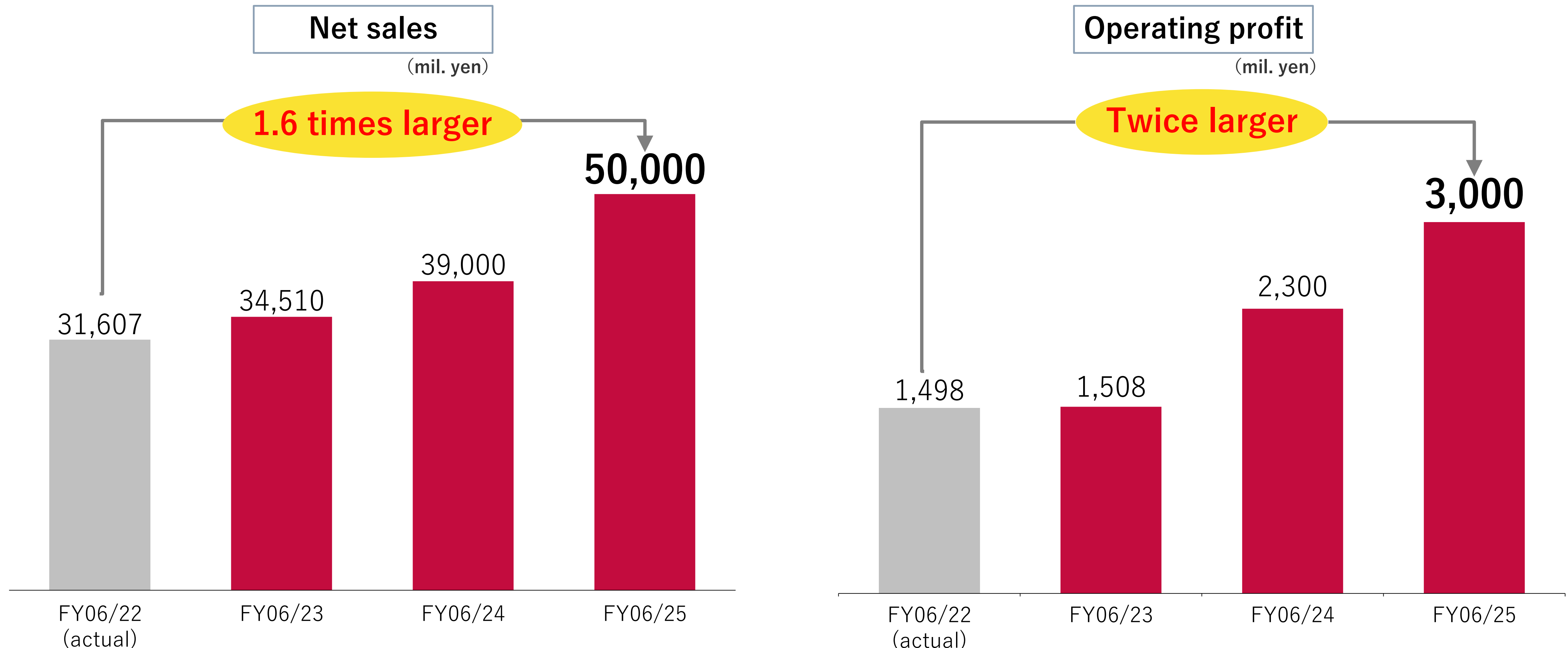
Higher revenues / Higher earnings forecasted

(mil. yen)

	FY06/2022 Actual	FY06/2023 actual*	YoY
Net sales	31,607	34,510	+9.2%
EBITDA (for reference)	1,758	1,825	+3.8%
Operating profit	1,498	1,508	+0.6%
Ordinary profit	1,355	1,371	+1.2%
Net profit attributable to owners of parent	826	838	+1.5%

* Descriptions about the future such as performance forecasts contained in this document are based on information currently available to the Company and certain presumptions considered to be reasonable, and therefore actual business performance and other elements may differ substantially due to various factors.

By the end of FY06/2025, Net sales of 50 bln. yen and Operating profit of 3 bln. yen will be achieved.



* Descriptions about the future such as performance forecasts contained in this document are based on information currently available to the Company and certain presumptions considered to be reasonable, and therefore actual business performance and other elements may differ substantially due to various factors.

The Company intends to continue stable return to shareholders while proactively investing in growing fields.
Dividend increase is expected during FY06/2023, too.

FY06/2023 (forecast)

20.00 yen per share

Dividend ratio **16.2%**
Dividend ratio will grow up

FY06/2022

19.00 yen per share

Dividend ratio **15.6%**
4.7 yen higher than initial projection

FY06/2021

13.60 yen per share

Dividend ratio **15.6%**

Section 5

Most recent TOPICS

Business tie-up with Payment Technology Co., Ltd.

Background

Payment Technology has realized improved corporate cashflow with its services such as “HAYAMERU” (early collection of receivables) and “OKURASU” (BtoB deferred payment). The Company thought this tie-up would lead to improved cashflow for management companies and property owners having partnership with us, and thus entered into this tie-up. Please note that the Company has acquired a portion of shares in Payment Technology. The Company will continue to promote DX and contribute to improved convenience for all the people involved in real estate trading.



■Details of Payment Technology’s services

What is “HAYAMERU”?

A service which realizes early collection of receivables by combining billing service and credit card settlement.

It features benefits for both companies issuing bills and those receiving them.

【Benefits】

- For companies issuing bills
They can collect the amount billed about a month earlier than the initial payment deadline.
- For companies receiving bills
By using our system, they are allowed to pay 1% less than the amount billed.

What is “OKURASU”?

BtoB deferred payment service which uses settlement functionality.

If a company uses this service to pay a certain amount to its business partner, it can adjust such payment for a period from about 30 to 50 days.

This service also features that, at the earliest, companies can start using this service on the same day of application and they can use it without financial screening.

【About Payment Technology】

Company name : Payment Technology Co., Ltd.
Representative : Toru Ueno,
President and Representative Director
Established : March 25, 2016
Capital stock : 10 mil. yen * as of July 31, 2022
Address : 3F, La Verriere,35-2
Hongo 3-chome, Bunkyo Ward, Tokyo
Business activities : Development of services related to payment

Announced the concept of “AMBITION Cloud”, a blockchain-enabled real estate DX

~Secure environment and overwhelmingly high operational efficiency are realized,
in order for improved operating profit rate~

Unproductive operations in the real estate industry can be solved

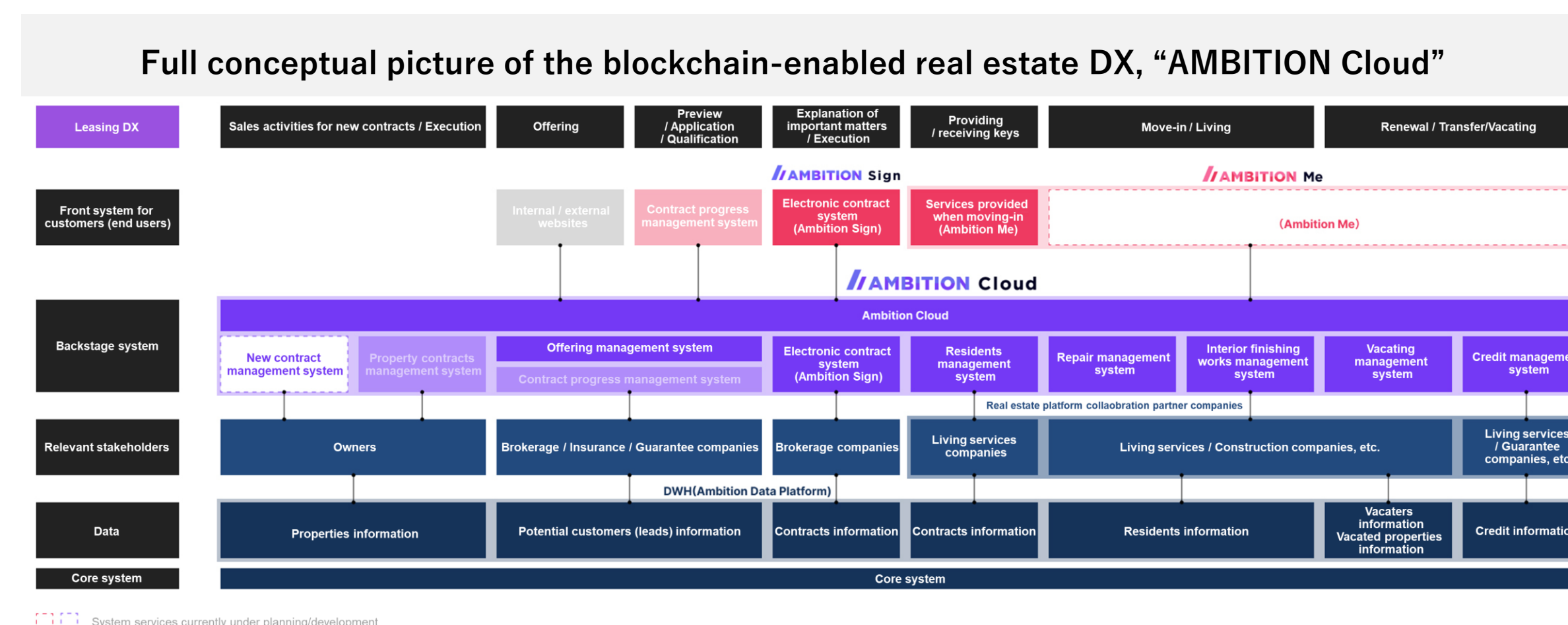
At present, many of business operations concerning leasing/management of real estates are irregular, so companies are forced to operate their business in an unproductive manner. In addition, common core systems for real estate industry are at most linkage with accounting data, and it is quite usual that progress management is carried out with scattered information dependent on analog hand-written memos, spreadsheets and verbal explanation. Such a situation has prevented growth of number of houses under management per personnel and hence was a big problem that disturbs improvement in profitability of real estate industry. Amid such a situation, the Company makes use of its know-how on comprehensive practices of real estate industry, puts its efforts to building up next-generation management cloud system named “AMBITION Cloud” which utilizes blockchain technologies aiming at improvement in productivity, and had steadily materialized it. So this time the concept towards further enhancement and current status of its implementation are reported here.

■ Utilization of blockchain also realizes secure environment

AMBITION Cloud is a platform which utilizes the strength of field interface being the business domain that the Company has fostered over time and the specialty of DX domain based on high-level understanding of system, and is based on a consistent model consisting of an operational arrangement / practice / IT system and a multichannel, which enables seamless on-cloud management on cloud of any and all business operations of real estate industry and stakeholders. By further promoting digitalization of a set of procedures related to real estate leasing contracts and by realizing greater value of experience with room-searching, as well as controlling unnecessary indirect costs, the Company tries to improve profitability for the industry as a whole. In order for such higher efficiency, protection of our customers’ personal information becomes a challenge, due to the nature specific to the real estate industry where a lot of entities are involved. So, by utilizing the Company’s unique blockchain (distributed ledger) technologies, transactions of real estate leasing which are even safer for customers will be realized.

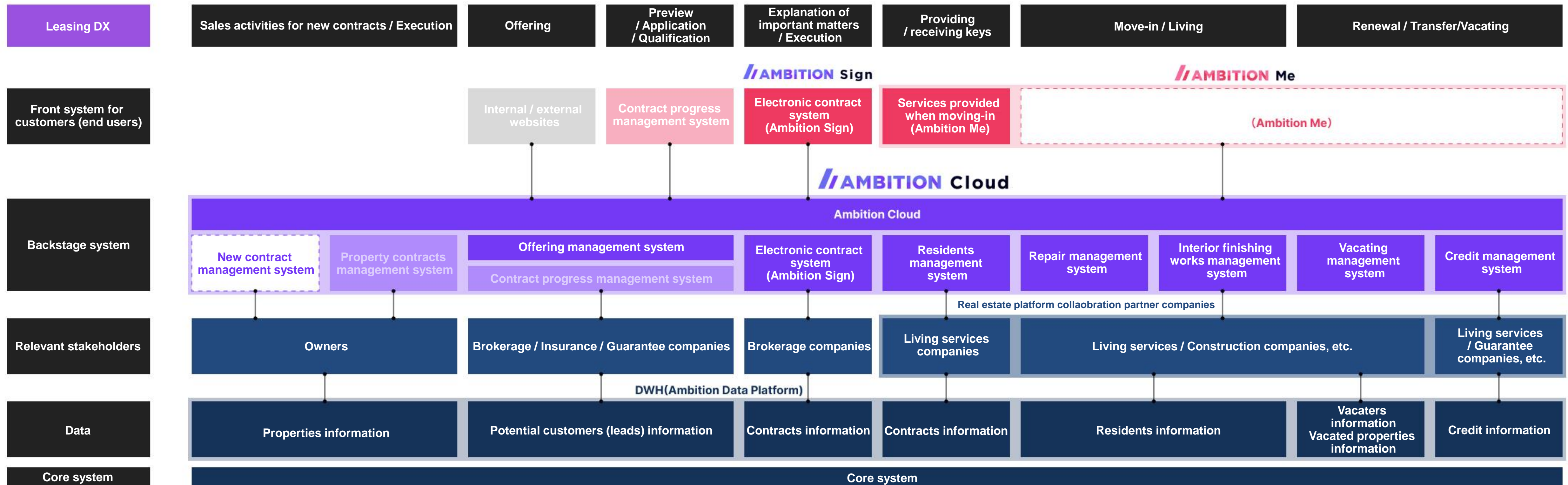
■ For higher efficiency in the real estate industry to which AMBITION Group belongs, and even higher profit rate

So far, in the complicated real estate industry it has been difficult to implement a centralized management platform for real estate business from the viewpoint of protecting information about customers and external business partners. In this cloud, by ensuring a secure environment through adoption of blockchain technologies it would be possible to facilitate usage of this cloud. Along with promotion of such adoption, efficiency in our business of dealing with comprehensive real estate business would be higher, leading to improved operating profit rate. Also, upon brushing up the product, we will try to ensure new sources of revenues by expanding external sales of this product to the overall real estate industry.



Announced the concept of “AMBITION Cloud”, a blockchain-enabled real estate DX

Full conceptual picture of the blockchain-enabled real estate DX, “AMBITION Cloud”



Distribution of “AMBITION Me”, a DX app for residents started

~Immediate contracts for services essential for new life, and experience of comfortable living are realized~

The Company released “AMBITION Me” through which our customers can handle application process easily and smoothly on their smartphones ranging from dedicated services for moving-in to receiving keys.



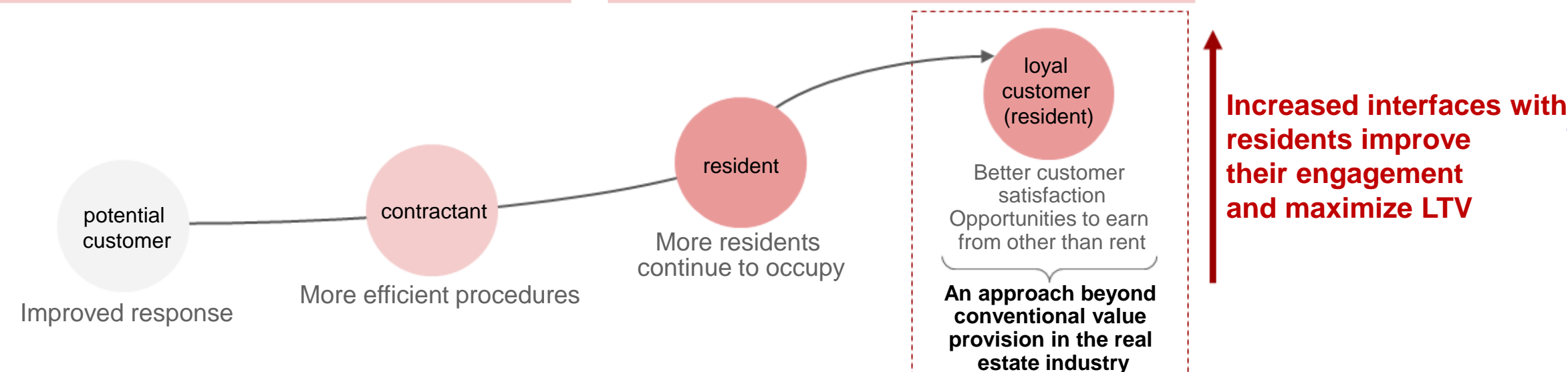
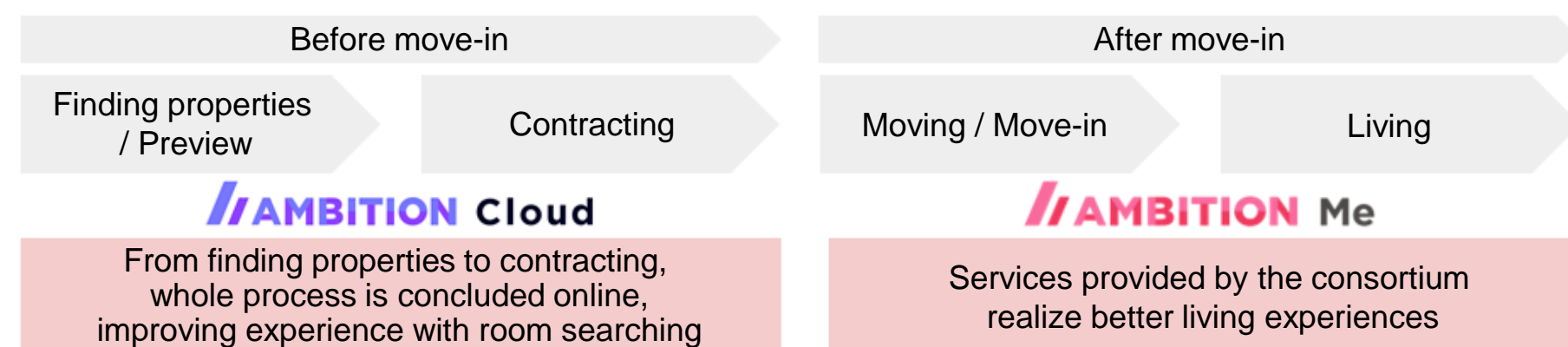
■ Shift from conventional paper-based contracts to brief contracts on smartphones is realized

Conventionally in the real estate industry when customers moved in to their new rental house, they used to make contacts via telephones and emails, and then apply for a series of procedures from paper-based information. This has made confirming information on a paper basis and a set of procedures for customers extremely cumbersome.

The Company has, in order to solve this problem, developed an app for residents (AMBITION Me) from the viewpoints of our customers. And to realize higher value of experience with room searching, we simplified providing/receiving keys via our customers’ smartphones, thereby making smooth application procedures possible. By further promoting digitalization of a set of procedures related to real estate leasing contracts and by realizing greater value of experience with room-searching, as well as controlling unnecessary indirect costs, the Company tries to improve profitability for the industry as a whole.

■ For the future, it will be expanded to living infrastructures, insurance and our unique point system

From now on, this app will be expanded to wider variety of smart contracts, such as contract renewal, vacating, communication while living, utilities (electricity/gas/water), and insurance. In addition, as a loyalty program, residents would be able to use services affiliated with the consortium, get points/status in accordance with their usage / rent payment, and make smooth payments for services via a settlement program and/or in exchange of their points, so that their satisfaction and engagement with us, as well as their LTV (Life Time Value) could be maximized.





【Contact for IR】
email: ir@am-bition.jp

Disclaimer

This material has been prepared by AMBITION DX HOLDINGS Co., Ltd. (“the Company”) only for purpose of providing corporate information on the Company and its affiliated group companies (“the Group”) and it does not, whether domestically or overseas, constitute inducement of any shares and/or securities issued by the Company.

Performance forecasts and future projections such as prospects, plans and targets related to the Company and the Group as presented in this material have been determined by the Company based on such information as practically available at this point.

Forecasts inherently include wide variety of uncertainty, and therefore actual performance may differ substantially from these future prospects.