

May 11, 2023

# Financial Update 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. Business Summary

## 2. Full-Term Results

## 3. Future Prospects

Reference

① Renewal of Our Brand

② Our Products

③ Profile

# 1. Business Summary

## Mission

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

## Vision

Create society where  
comfortable life circulates.

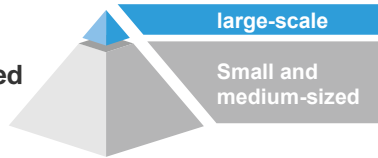


# Our Business Overview

## 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

### Solution service

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

Complementing customer needs that cannot be covered by standard models

- BPaaS (Business Process as a Service), etc. (SaaS initialization, introduction and operation support, etc.)

\*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

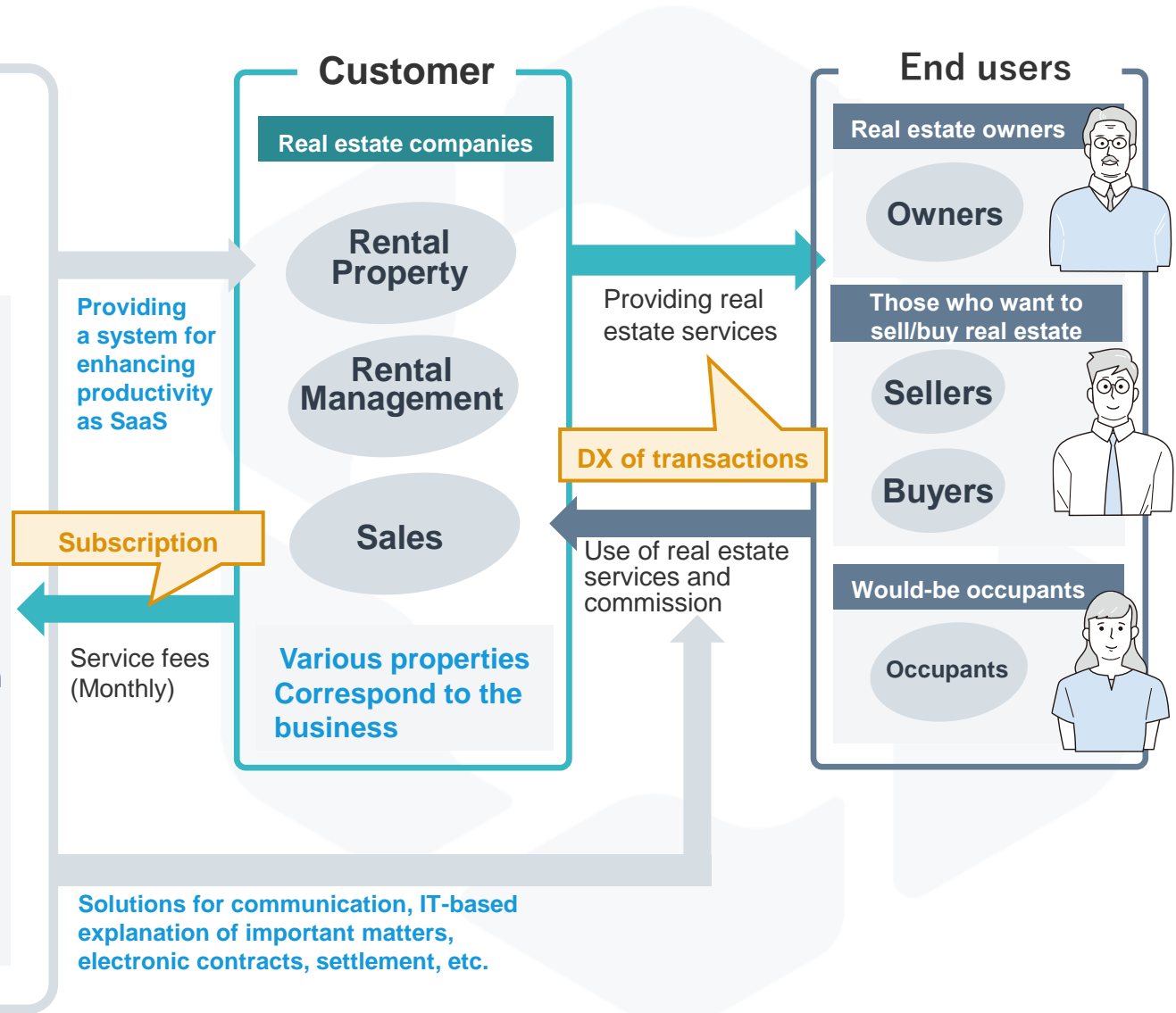
Planning and development of services

- Marketing
- Sales
- Consulting

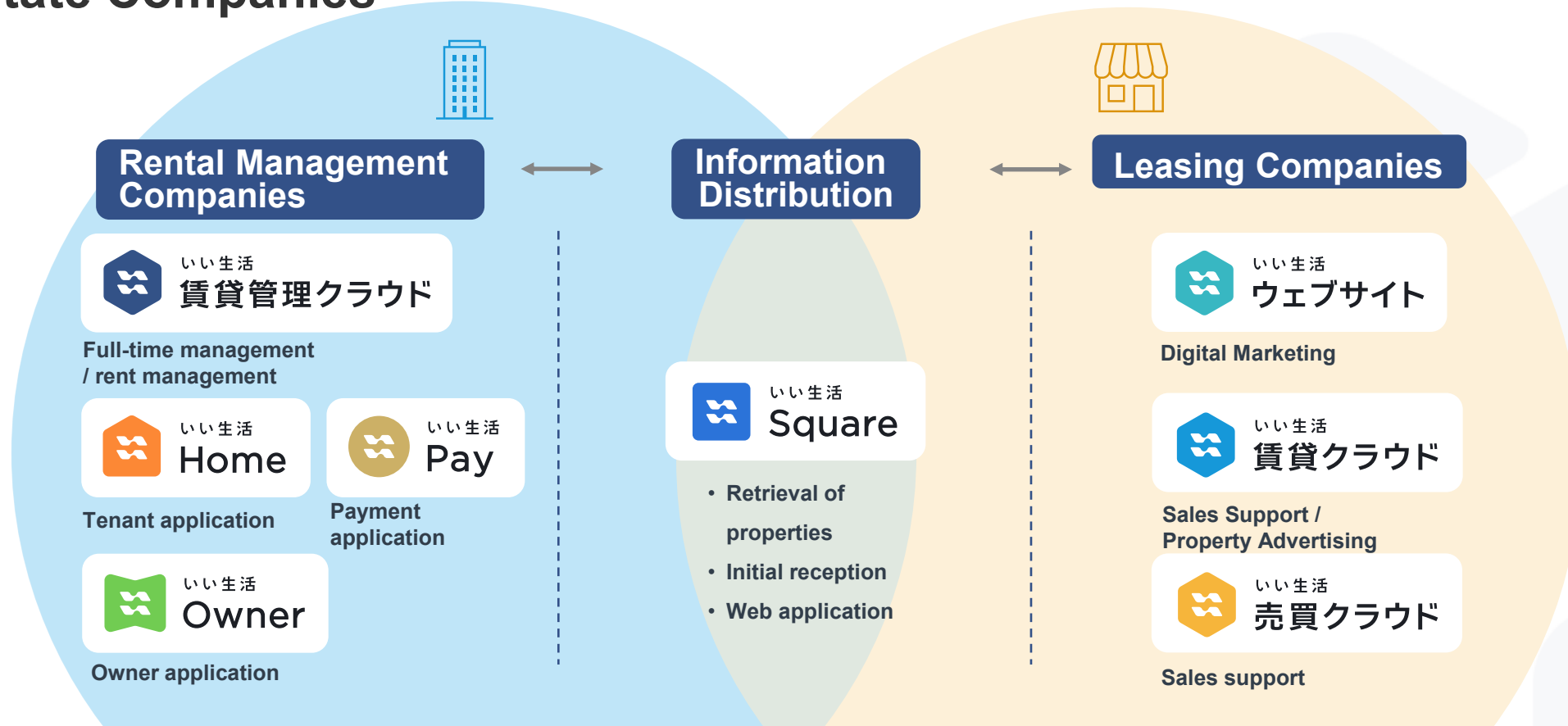
- Support in installation
- Customer Success
- Support in operation

Products

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

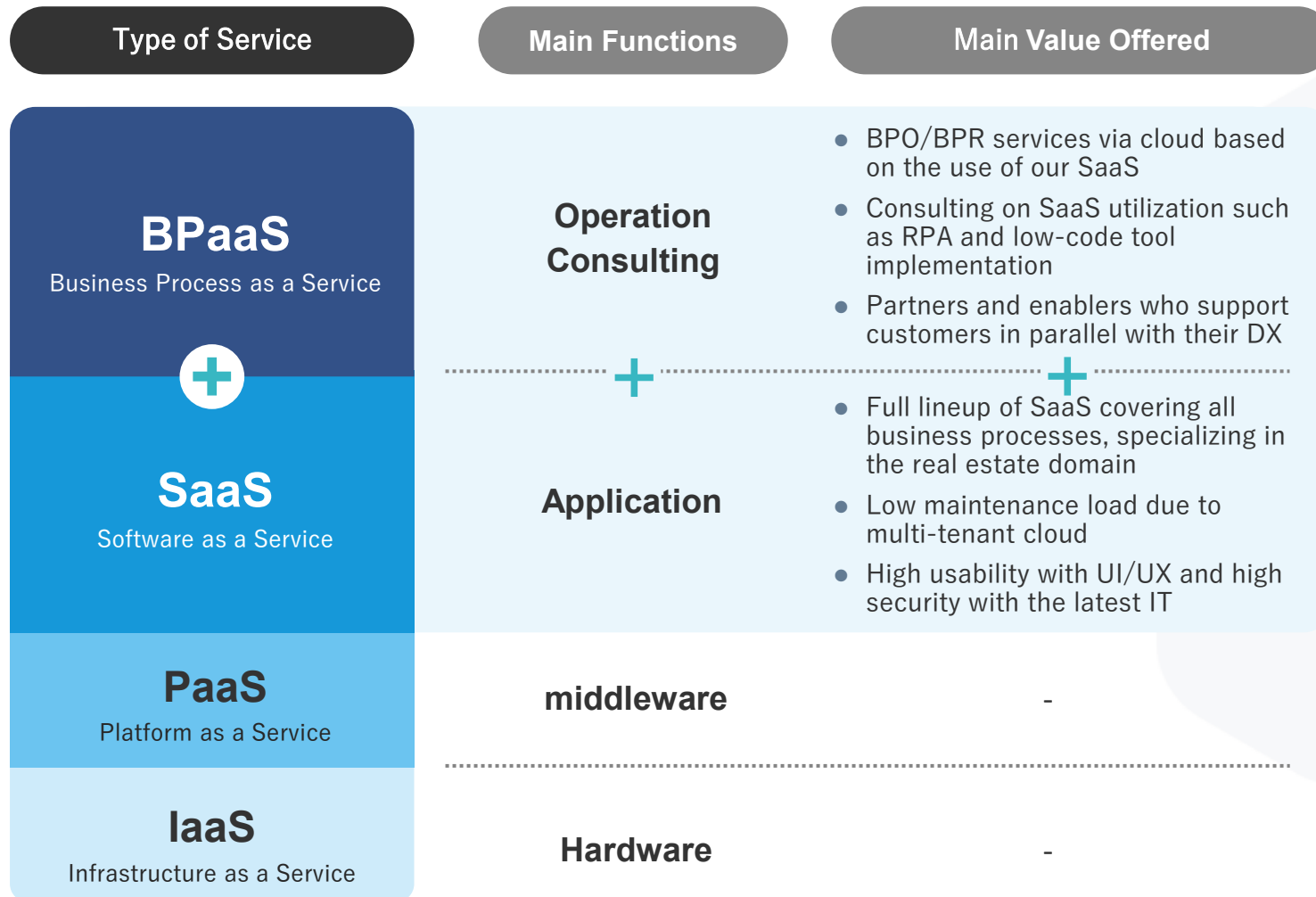


# Integrated Business Support System to Resolve Various Problems Faced by Real Estate Companies



- Want to fill the **vacant room** quickly.
- Want to improve the efficiency of **rent and property management**.
- Increase the efficiency of the **response of tenants and owners**
- **Easy to find** popular properties
- Want to efficiently provide information, apply for tenancy, and explain important matters.
- Reduce the **amount of time required to check** whether the room is empty.
- Increase **productivity** in sales activities
- Reducing the **amount of time required to place advertisements on properties**
- Want to introduce **attractive properties** to customers.

# Business Benefits of Vertical SaaS + BPaaS



**Efficient and high value-added services, even with BPaaS alone**

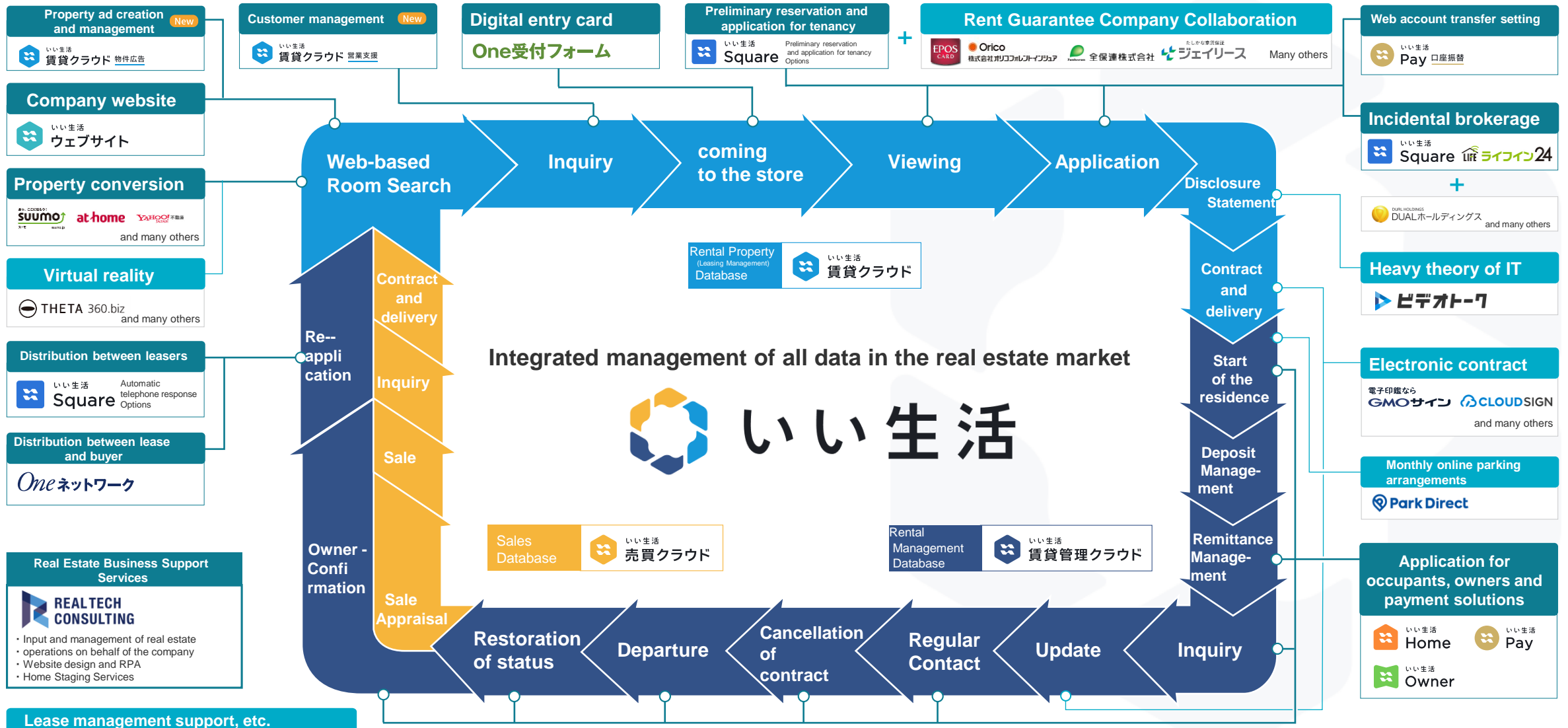
- Engaged by operators and consultants who are familiar with our SaaS products
- Provide BPO/ BPR without on-site

**Combination of Vertical SaaS and BPaaS**

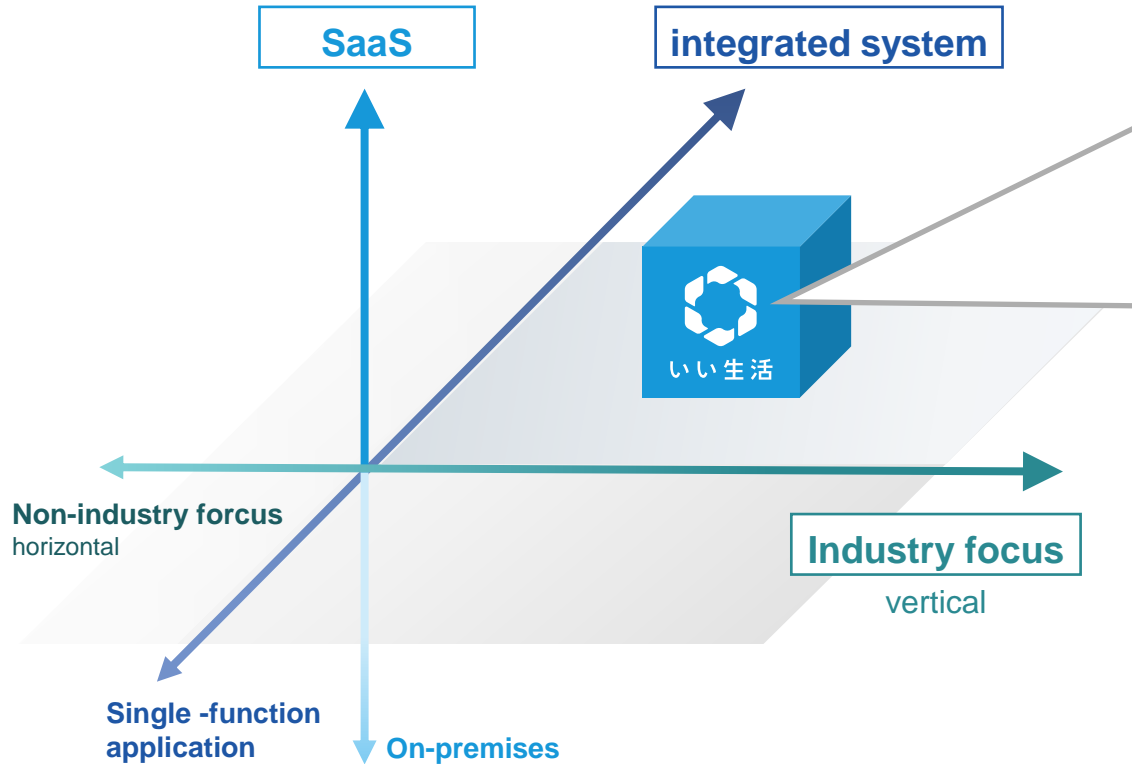
**Total support for more ideal DX, creating further business benefits**



# 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**

# Possibility of SaaS in the Real Estate Market

## 1 Fragment market as it is community-based

Large number of small and medium-sized enterprises (**approximately 125,000 enterprises** in the housing land and building transaction business only) that are rooted in local needs, and constrained by IT investment that is difficult to work due to "economies of scale"

## 3 Recent successive legal amendments and obsolescence of old systems

Lack of follow-up in On-premise and in-house-developed systems due to successive amendments to laws such as **the Rental Housing Management Business Act** , and **the importance of industry-specific and specialized IT vendors**

## 5 Diverse players in the supply chain

**User needs that are inevitably diverse because they relate to the services that all people need, whether young or old, men or women, as well as to the lifestyles of residents in general.** Many companies appear in the process, and **there is an increase in opportunities for inevitably linking data.**

## 2 Human resource constraints and a lack of IT engineers

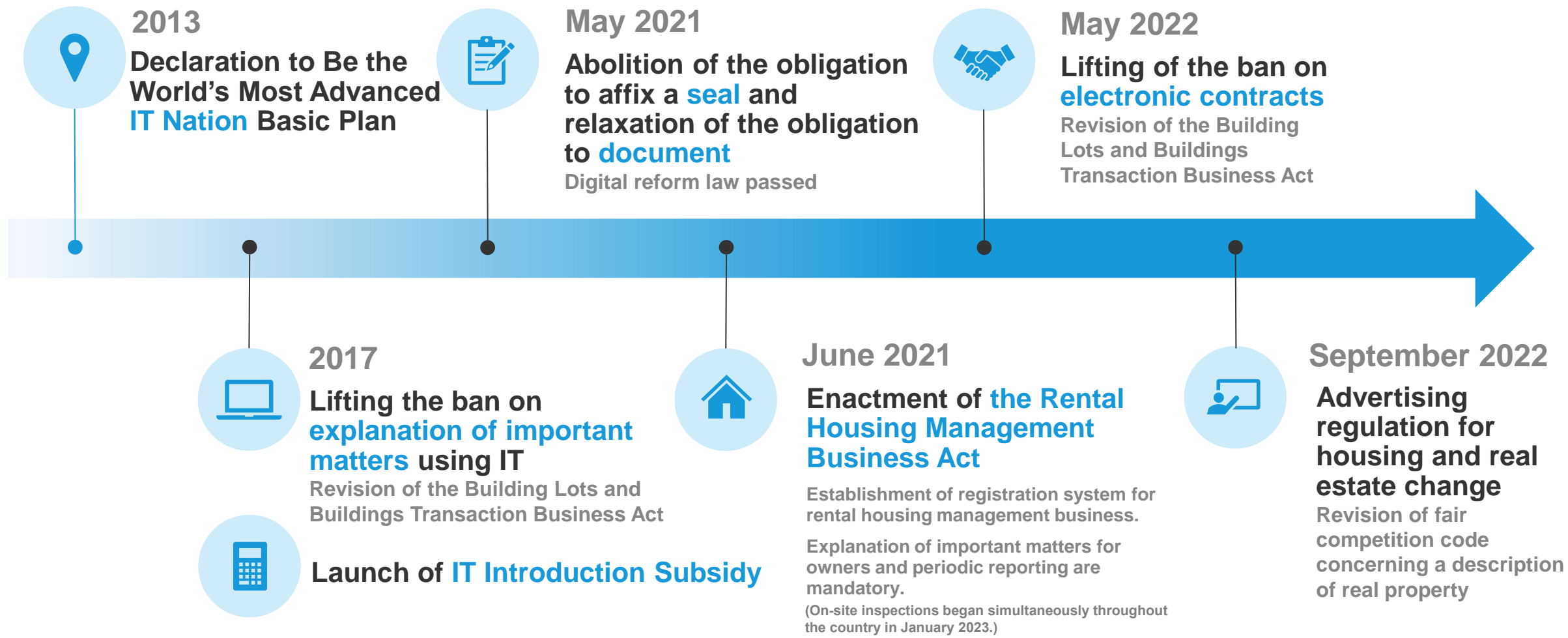
At the user's side, the maintenance and operation of a single system is highly restricted by human resources.

**The maintenance load should be as lighter as possible.**

## 4 Essential Master of real estate business

**The existence of essential master data required by all real estate businesses in common**, such as changes in address information due to mergers of municipalities and changes in transportation routes

# 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

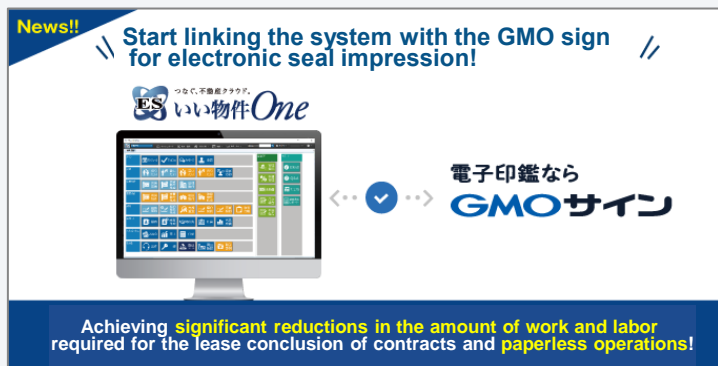
## Building Lots and Buildings Transaction Business Act (revised)

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.



➔ Release of electronic contract linkage function

## Rental Housing Management Business Act (new law)

Effective from June 2021. The one-year transitional period has ended, and full enforcement has begun.

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



➔ Automatically upgrading compliance with law revisions

# External Environment Surrounding the Real Estate Market

**Momentum to promote DX**  
in the wake of the COVID-19

Despite the wide-ranging nature of the industry and the depth of the company, **there is no change in the momentum to promote DX in after COVID-19 as a whole.**

Recent legal reforms provide  
**a tailwind for SaaS**

The new law has added new regulations to rental management companies, and the new law has triggered system reviews.

**Increase in inquiries about our SaaS for rental management companies.**

Enforcement of  
**the Rental Housing Management Business Act**  
(new law)

**The benefits of SaaS are widely disseminated. SaaS automatically upgrades to successive legal amendments and regulations**, such as the revision of existing laws and the enactment of new laws, **as well as speedy response to these amendments and regulations.**

Industry activism to  
**promote electronic contracts**

**Although electronic contracts are already common in business-to-business transactions**, there are many business-to-consumer transactions in the real estate industry, and each company has begun to take action in anticipation of a change in the owners' generation.

**Irreversible Change**  
in end-user attitudes

Changes in lifestyles such as remote lectures/remote work, and the consciousness of the younger generation who are accustomed to convenience are irreversible.

**Even after COVID-19, the big trend that has already started will not stop.**

# 2. Full Term Results

# FY2023 Highlights

Net sales

**2,696** million yen <sup>YoY</sup> (+10.8%)

Subscription sales ratio

**81.4** % <sup>Previous term</sup> (84.4%)

Number of Fee-paying Client Companies

**1,490** companies  
(+33 companies compared to March of the previous year)

**4,553** stores  
(+147 stores compared to March of the previous year)

ARPU

Approx. **129** thousand yen  
(Approx. 119 thousand yen in March of the previous term)

MRR churn rate

**0.03** %

EBITDA

**682** 百万円 <sup>YoY</sup> (+13.7%)

EBITDA Margin

**25.3** % <sup>YoY</sup> (+2.7points)

Operating profit

**234** 百万円 <sup>YoY</sup> (+41.7%)

Operating profit ratio

**8.7** % <sup>YoY</sup> (+1.9points)

ROE

**8.9** %

<sup>YoY</sup>  
(+2.5points)

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

\*2 ARPU (average revenue per user) is calculated by dividing "subscription sales" in March 2023 by "the number of subscribed companies" in the same month and rounded down to the nearest thousand yen.

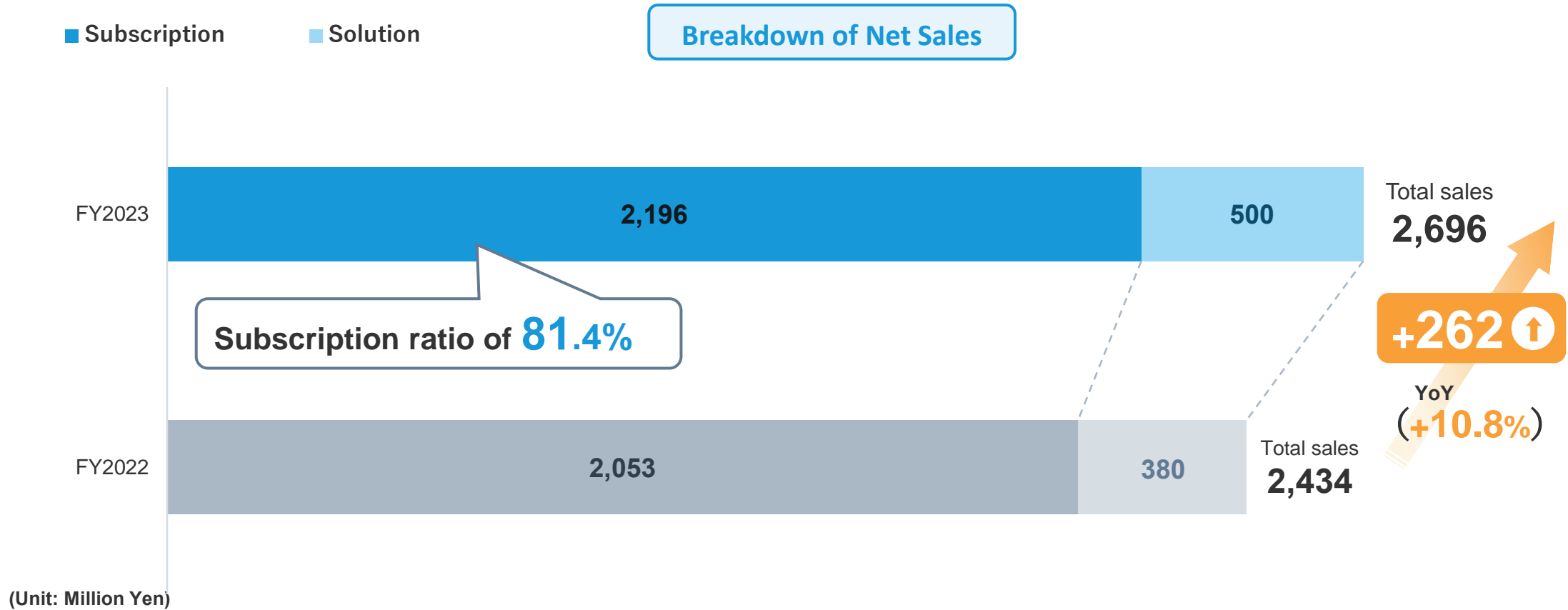
\*3 Subscription sales ratio is the ratio of "subscription sales", which is recurrent revenue such as monthly charges for SaaS, to total sales.

\*4 MRR churn rate is the number of MRRs (including existing changes) lost in March 2023 divided by the MMR of February 2023.

\*5 EBITDA = Operating profit + Depreciation



# Net Sales Grew 10.8%



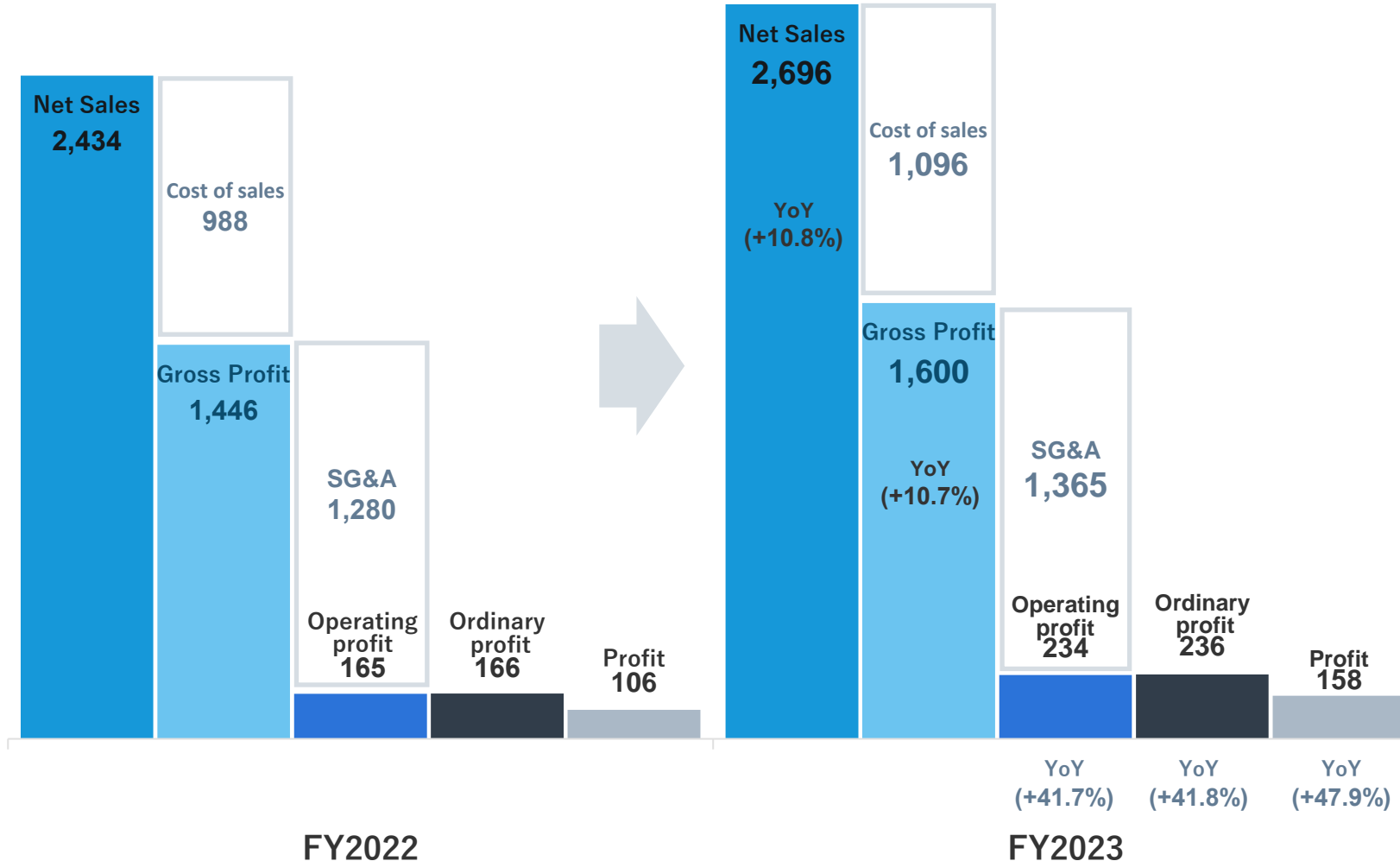
- **Subscription:** revenues earned continuously on a monthly basis unless customers apply for cancellation, including monthly charges for SaaS
- **Solution:** revenues earned from other services, including fees for initial setting, system installation, and operation support for SaaS, commissioned development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

\* Figures rounded down to the nearest million yen.

# Sales and Margin Increased year-on-year. Operating Profit up 41.7%.

(Consolidated)

(Unit: Million Yen)



- Net Sales: +10.8%
- Gross Profit: +10.7%
- Operating Profit: +41.7%
- Profit: +47.9%  
(All YoY)

\* Figures rounded down to the nearest million yen.

# Earnings Forecast for FYE March 31, 2023

(Unit: Million Yen)

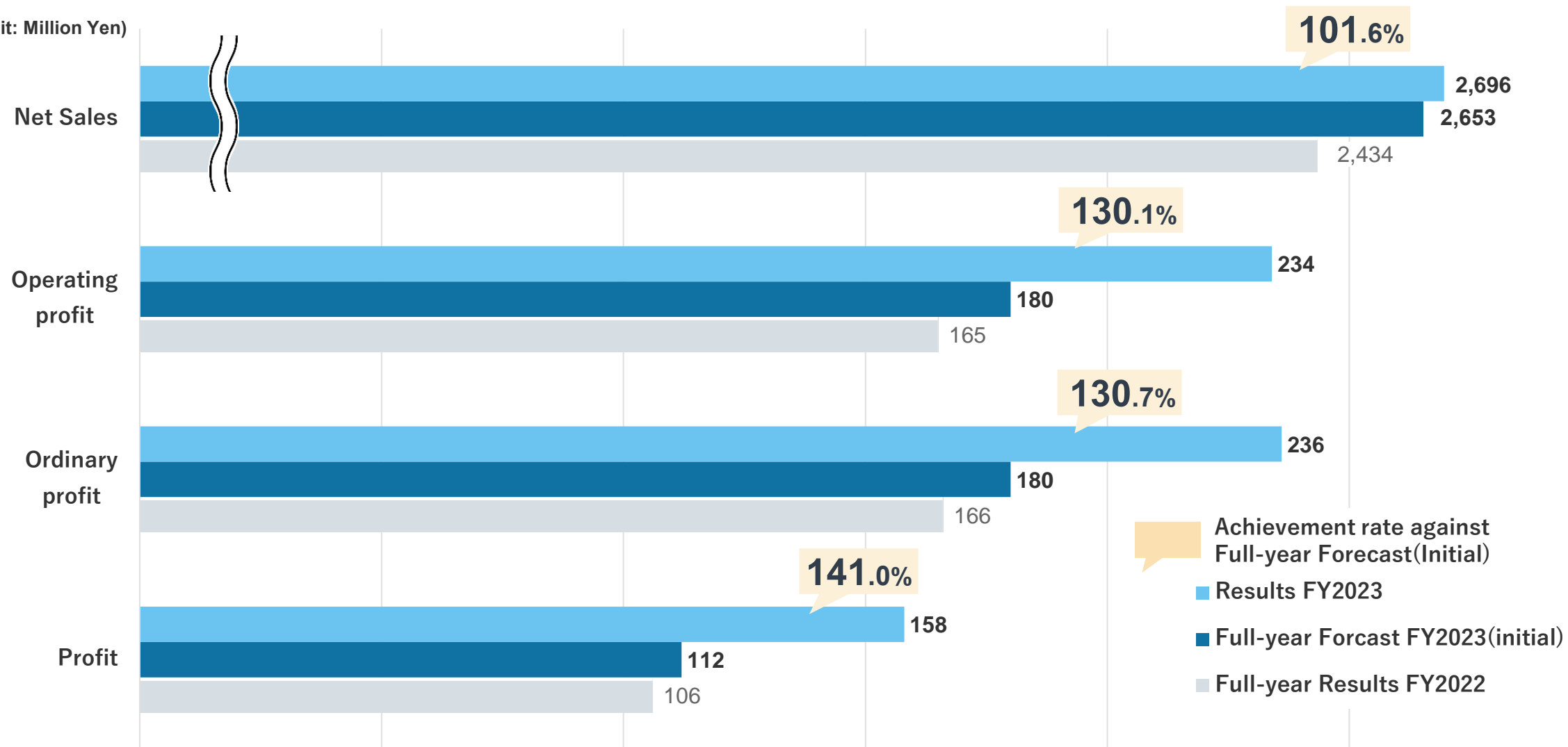
	Initial Forecast	Results	Achievement Rate
Net Sales	2,653	2,696	101.6%
Operating profit	180	234	130.1%
Ordinary profit	180	236	130.7%
Profit	112	158	141.0%

	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.

# Beyond the Initial Forecast

(Unit: Million Yen)



\* Figures rounded down to the nearest million yen.

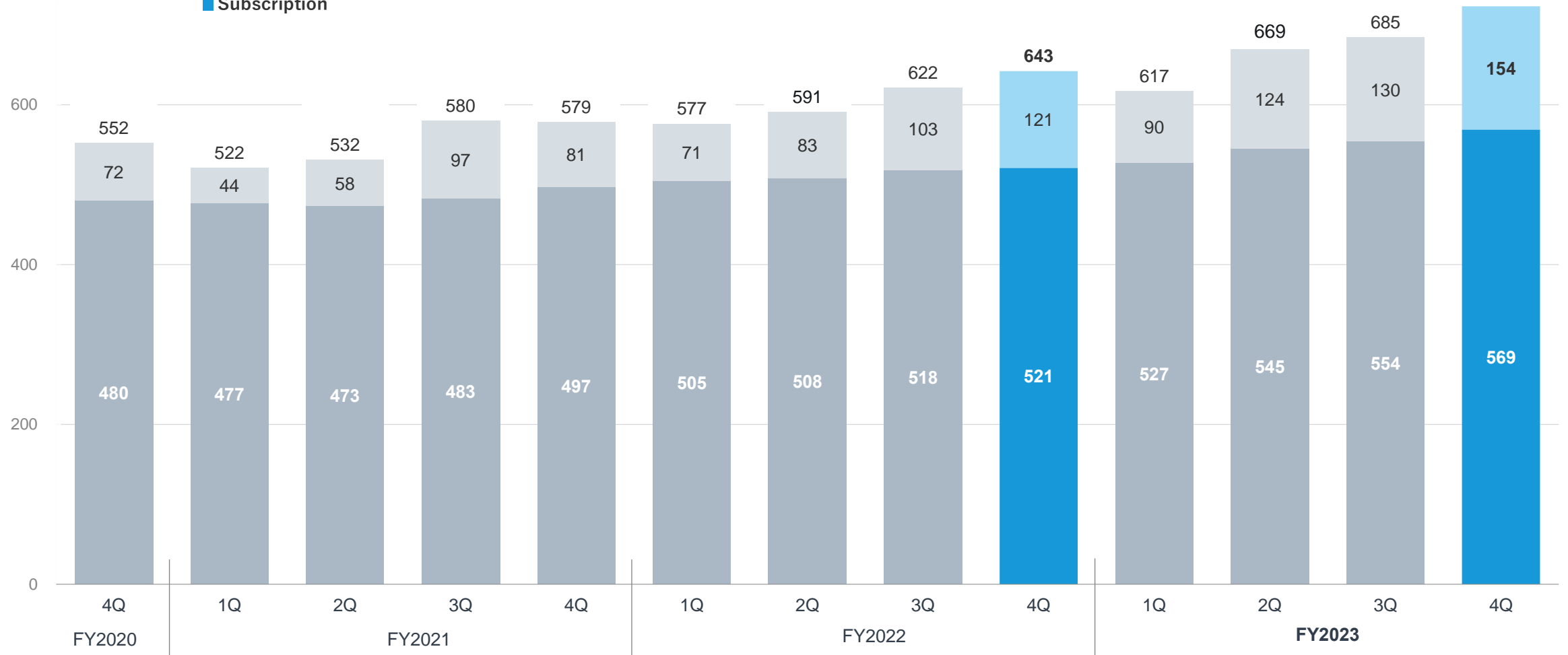
# Steady Growth of Net Sales Continues

(Unit: Million Yen)

- Solution
- Subscription

## Net Sales by Service

YoY  
**+12.6%**



\* Figures rounded down to the nearest million yen.

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

## House Mate Partners Co., Ltd.

Introduced a Web reservation and occupancy application SaaS and a sales support and customer tracking system for House Mate Shop Co., Ltd., which ranks third in the number of lease brokerage transactions nationwide. **promote DX in the leasing business** of the entire group.



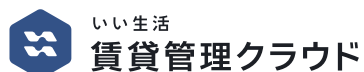
## Japan Property Management Co.,Ltd.

Provides immediate and accurate information on vacancies in **approximately 106,000 managed properties** nationwide to rental brokerage firms. This company centrally manages everything from recruitment and reservation of previews to tenant applications through a SaaS system. Leasing operations are now electronic and more efficient.



## Shimizu Comprehensive Development Corporation

The company manages **approximately 4,000 units** in its own properties. A wholly owned subsidiary of Shimizu Corporation. SaaS enables smooth system upgrades for internal information sharing, streamlining property application and contract operations, and responding to legal revisions.



## University Co-op

- University of Tokyo CO-OP
- Hokkaido University CO-OP

Freeing from analog operations and promoting DX with Generation Z and Alpha Generation in mind by enabling new and current university students to search and inquire **about properties updated in real time** with their smartphones, etc.

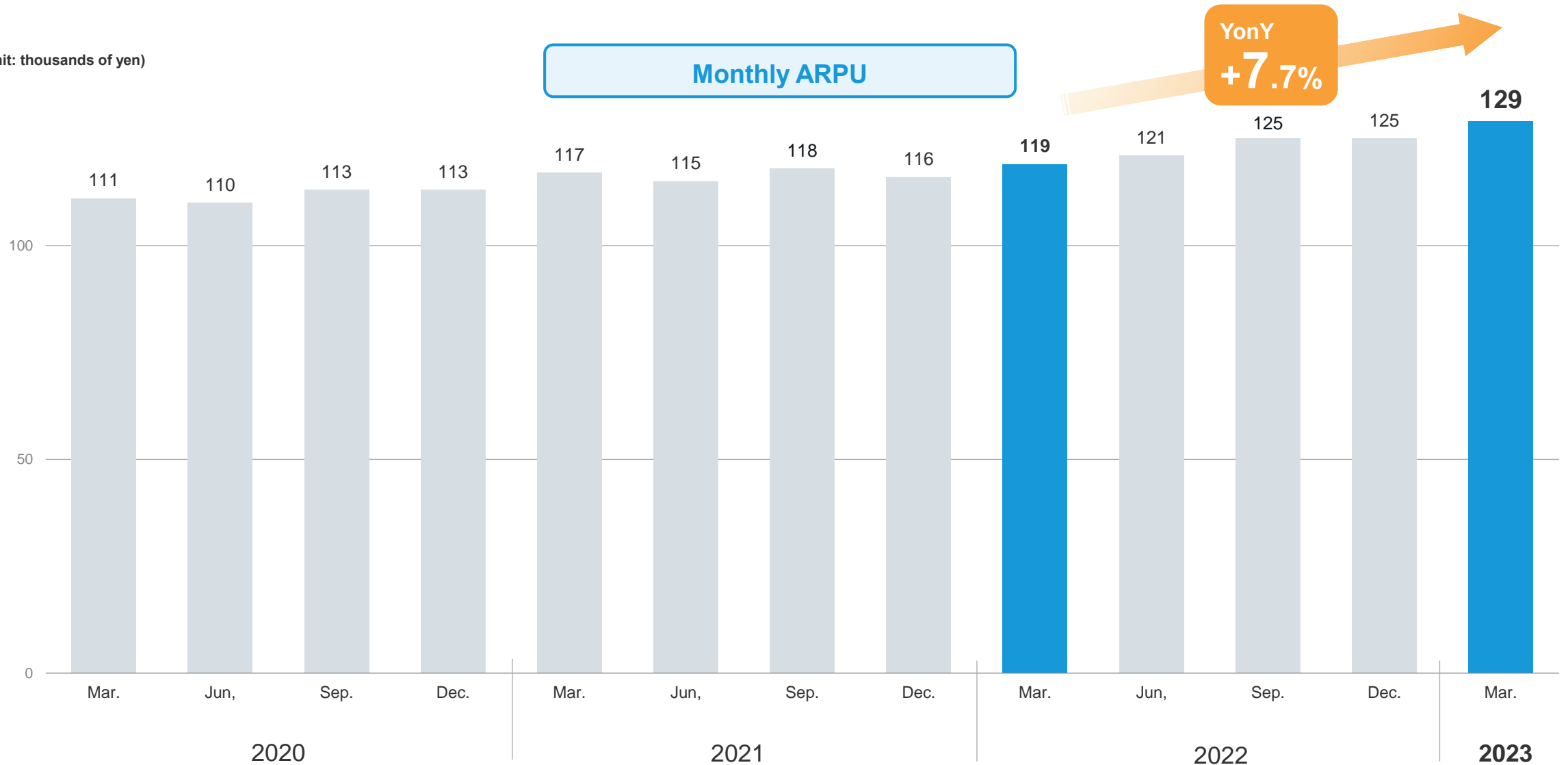


Our services are expanding to real estate companies nationwide!



# ARPU Increased Steadily

(Unit: thousands of yen)



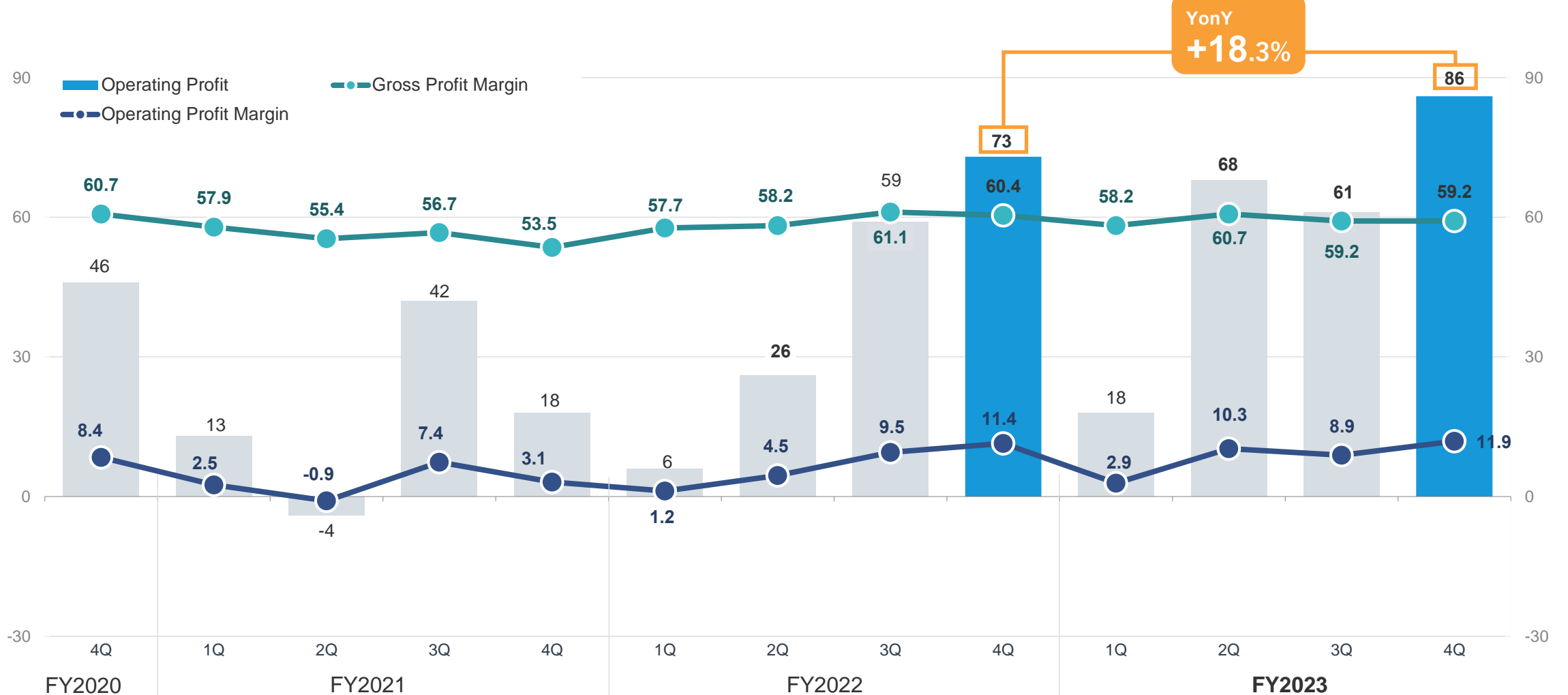
\* Figures rounded down to the nearest thousand yen.

# The Gross Profit Margin and the Operating Profit Have Been Stable

Gross Profit Margin and Operating Profit (Consolidated)

(Unit: Million yen)

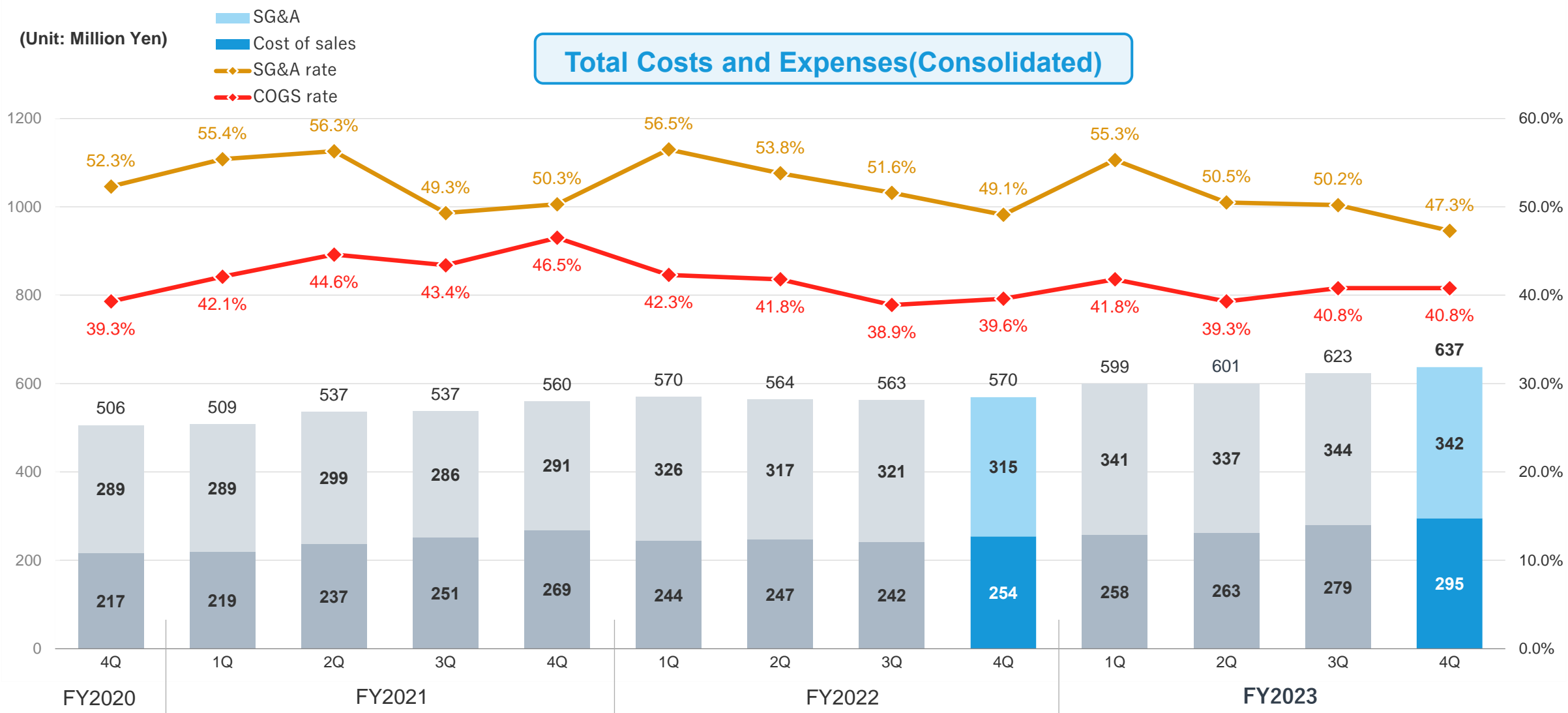
(Unit: %)



\* Figures rounded down to the nearest million yen.



# COGS Rate Remained Generally at the Same Level/ The SG&A Rate Declined



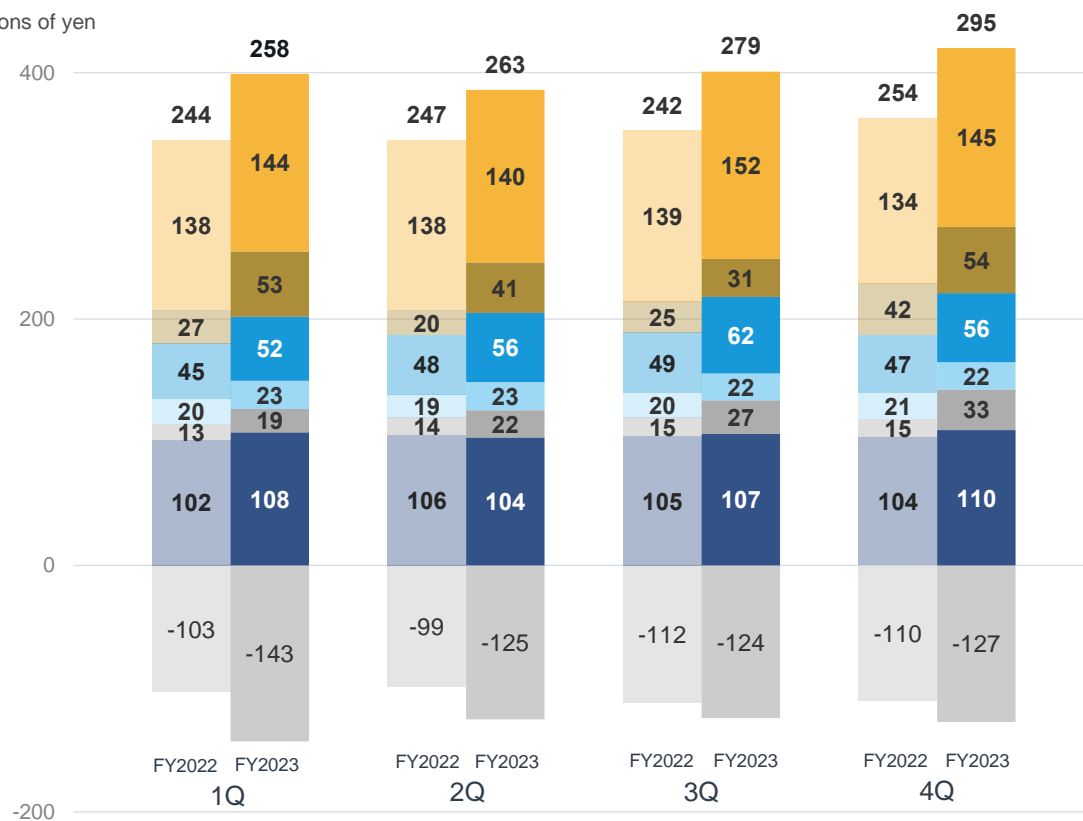
\* Figures rounded down to the nearest million yen.

# Cost Structure

## Cost of Sales (Consolidated)

- Personnel expenses
- Outsourcing expenses
- Server/system costs(AWS)
- Server/system costs(Other)
- Other expenses
- Depreciation expenses
- Temporary account of development investment

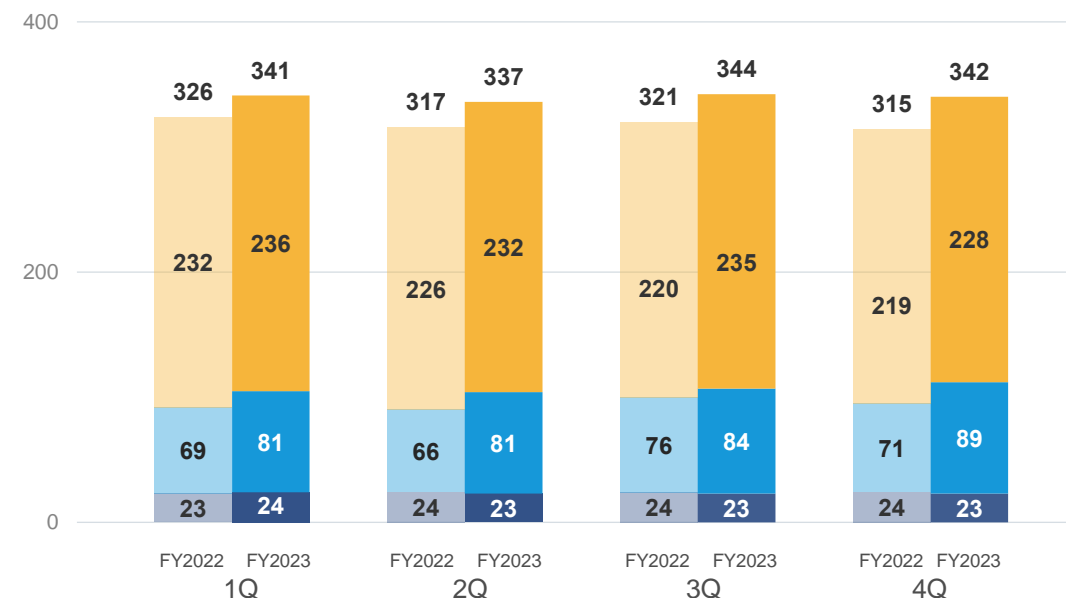
Unit: Millions of yen



## SG&A (Consolidated)

- Personnel expenses
- Other expenses
- Expenses for rent of space, land, etc.

Unit: Millions of yen



\*\*"Other expenses" in cost of sales include office rent, utilities, etc.. "Temporary account of development investment" consists of work in process under development, software in progress, etc.

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

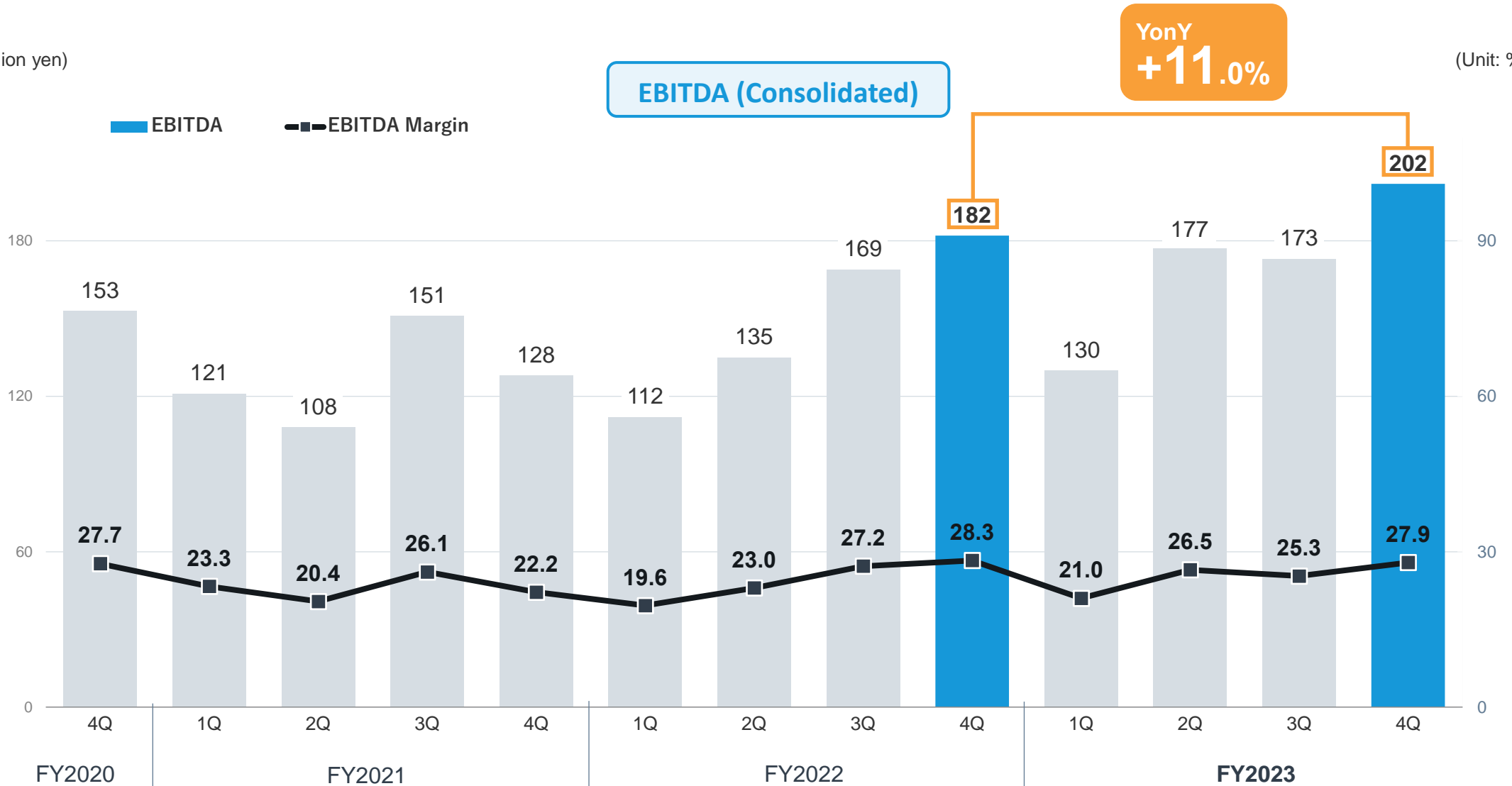
\* Other expenses" in SG&A expenses include expenses related to marketing, sales support, etc.

\* Figures rounded down to the nearest million yen.

# EBITDA Have Been Stable

(Unit: Million yen)

(Unit: %)

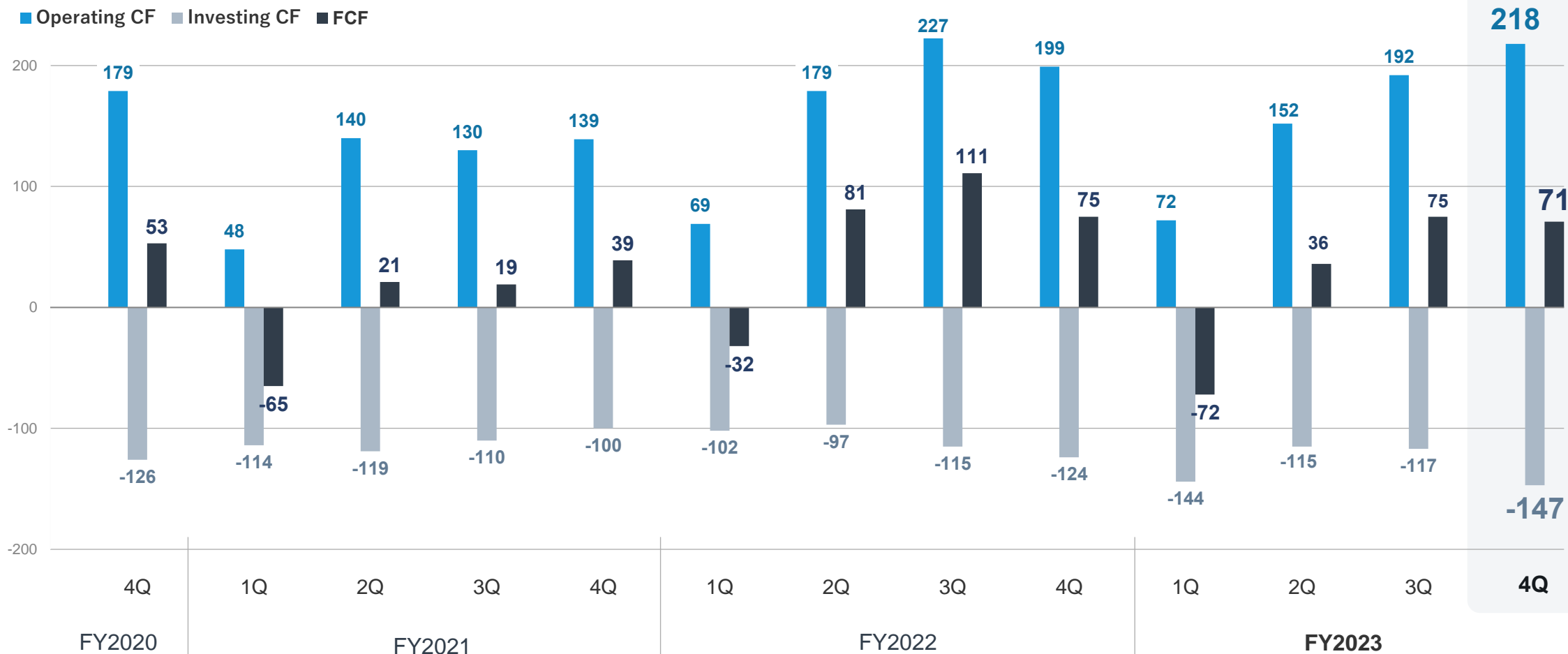


\* Figures rounded down to the nearest million yen.

# Continue to Invest in Service Development by Using Operating CF

(Unit: Million yen)

## Free Cash Flow (Consolidated)



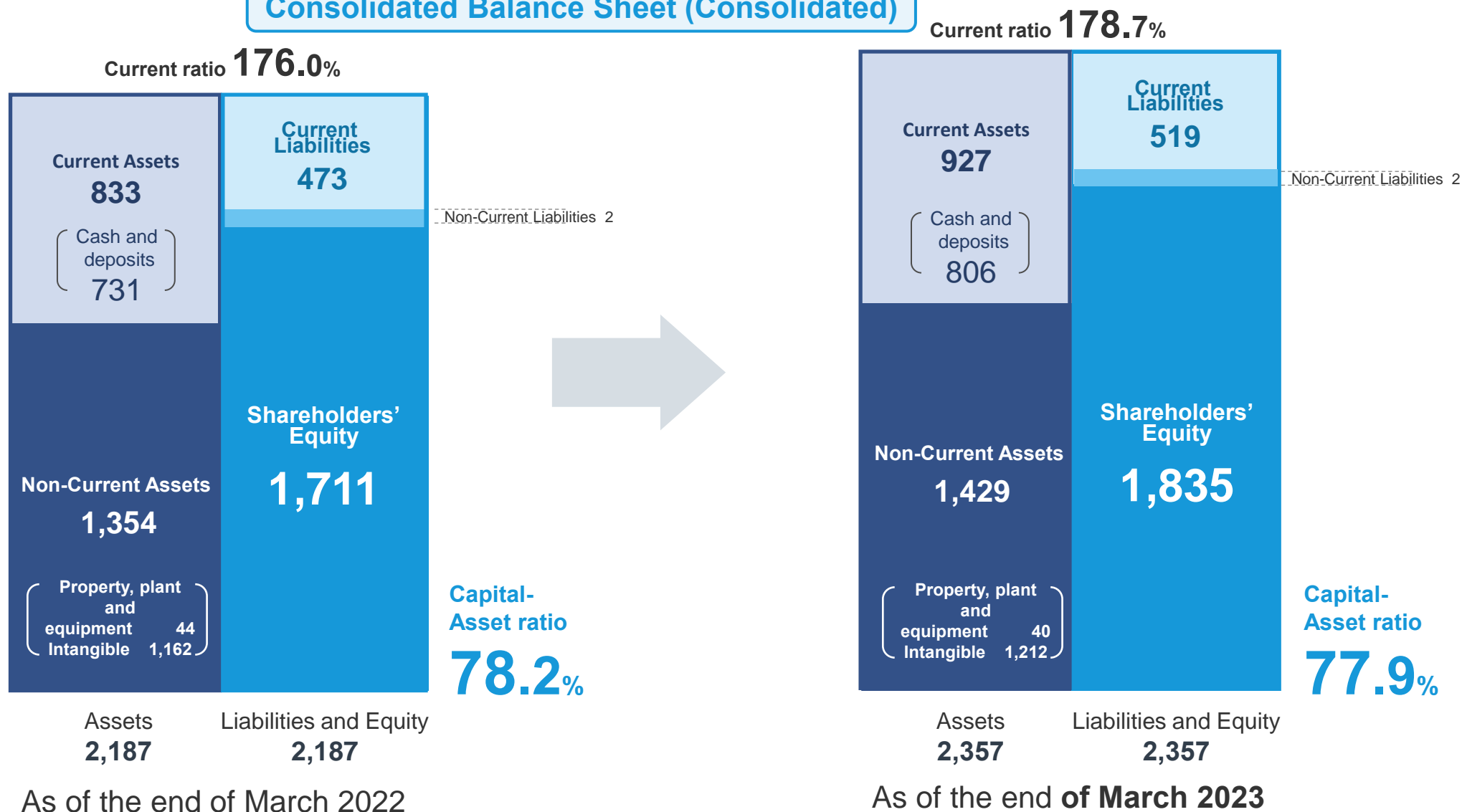
\* Free cash flow (FCF) = Operating cash flow (CF) + Investing cash flow (CF)

\* Figures rounded down to the nearest million yen.

# Sound Financial Ground to Prepare for Growth Opportunities

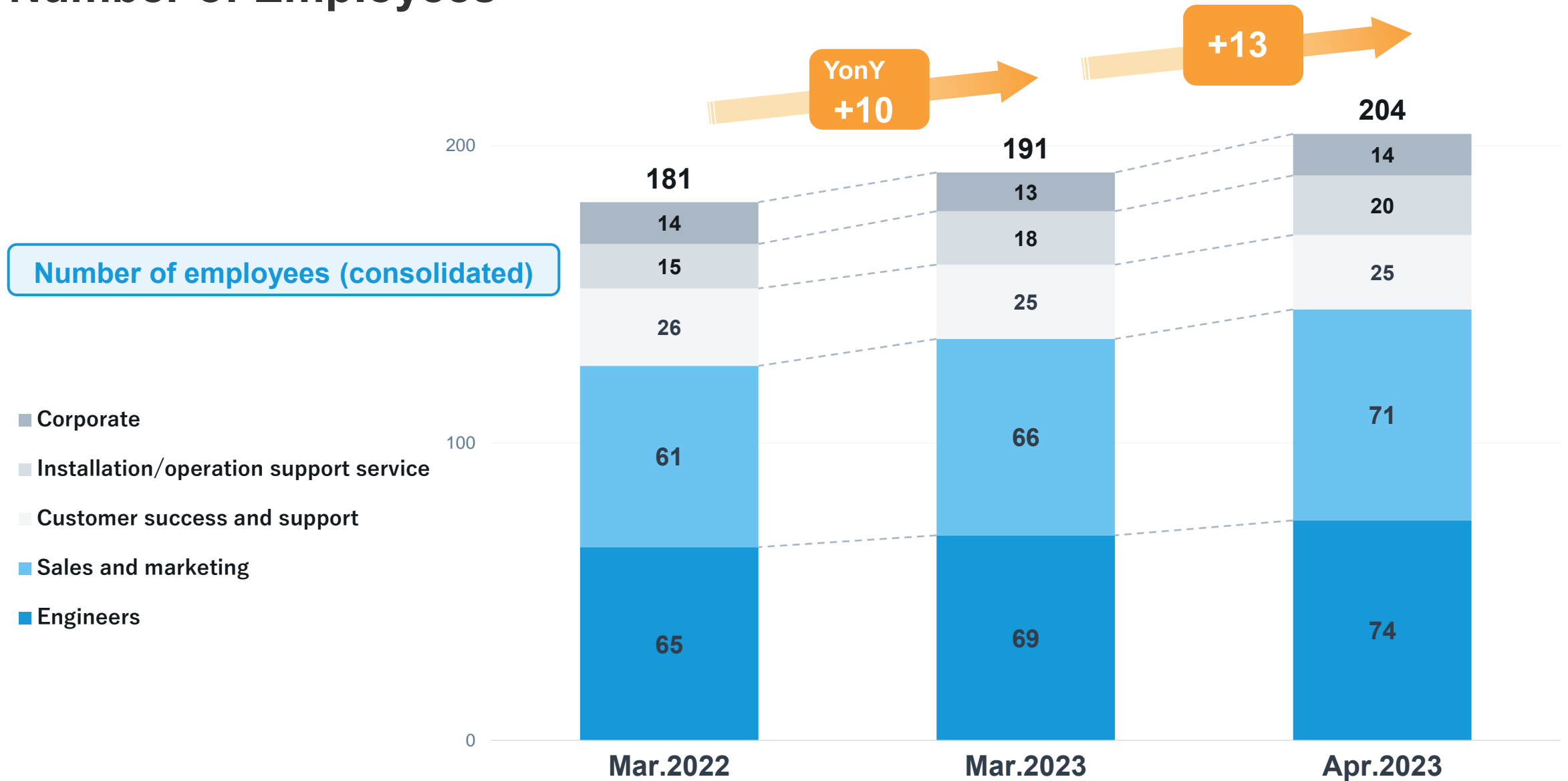
## Consolidated Balance Sheet (Consolidated)

(Unit: Million yen)



\* Figures rounded down to the nearest million yen.

# Number of Employees



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

# 3. Future Prospects

# Earnings Forecast for FYE March 31, 2024

(Yen in millions)

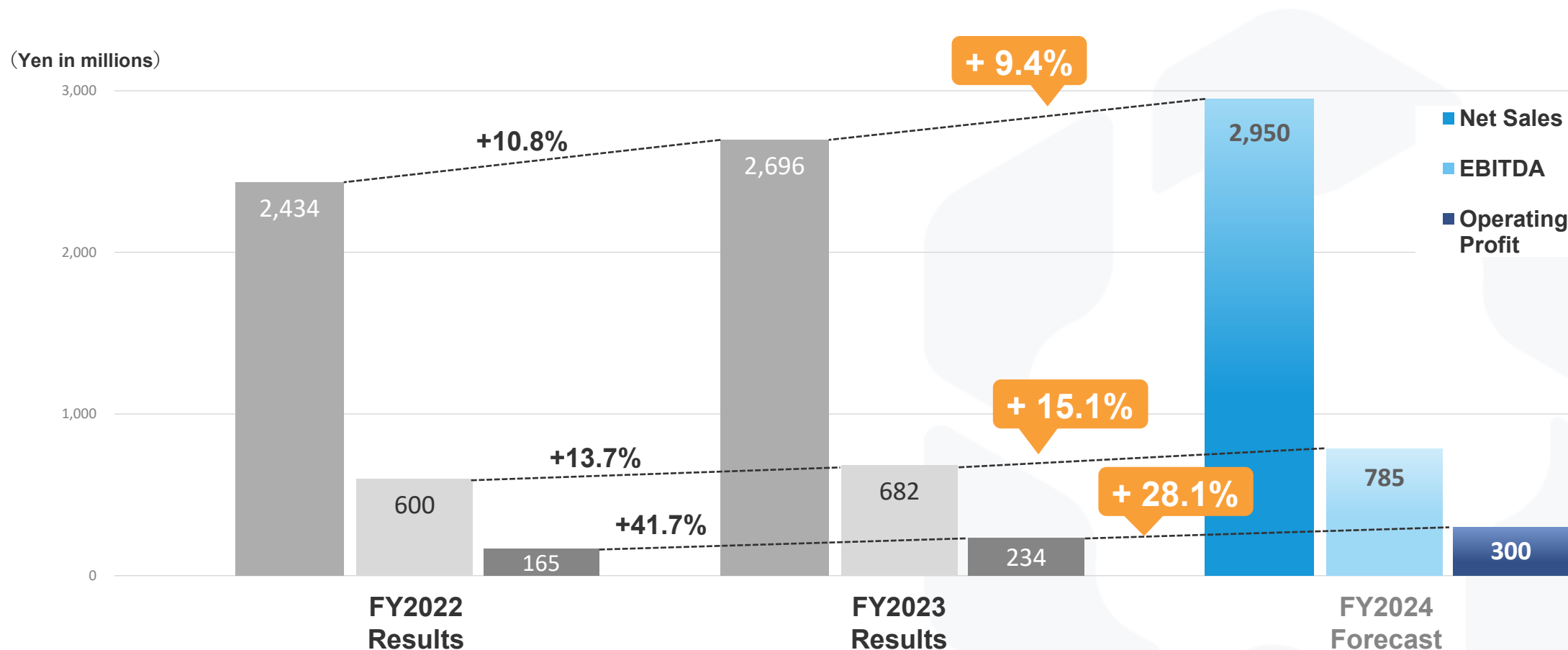
	FY2023 Results	FY2024 Full-term Forecast	YOY Change
Net Sales	2,696	2,950	+253
Operating Profit	234	300	+65
Ordinary Profit	236	308	+71
Profit	158	204	+46

	Dividend per share
FY2024 Forecast	5.00yen
FY2023 Schedule	5.00yen

\* Figures rounded down to the nearest million yen.

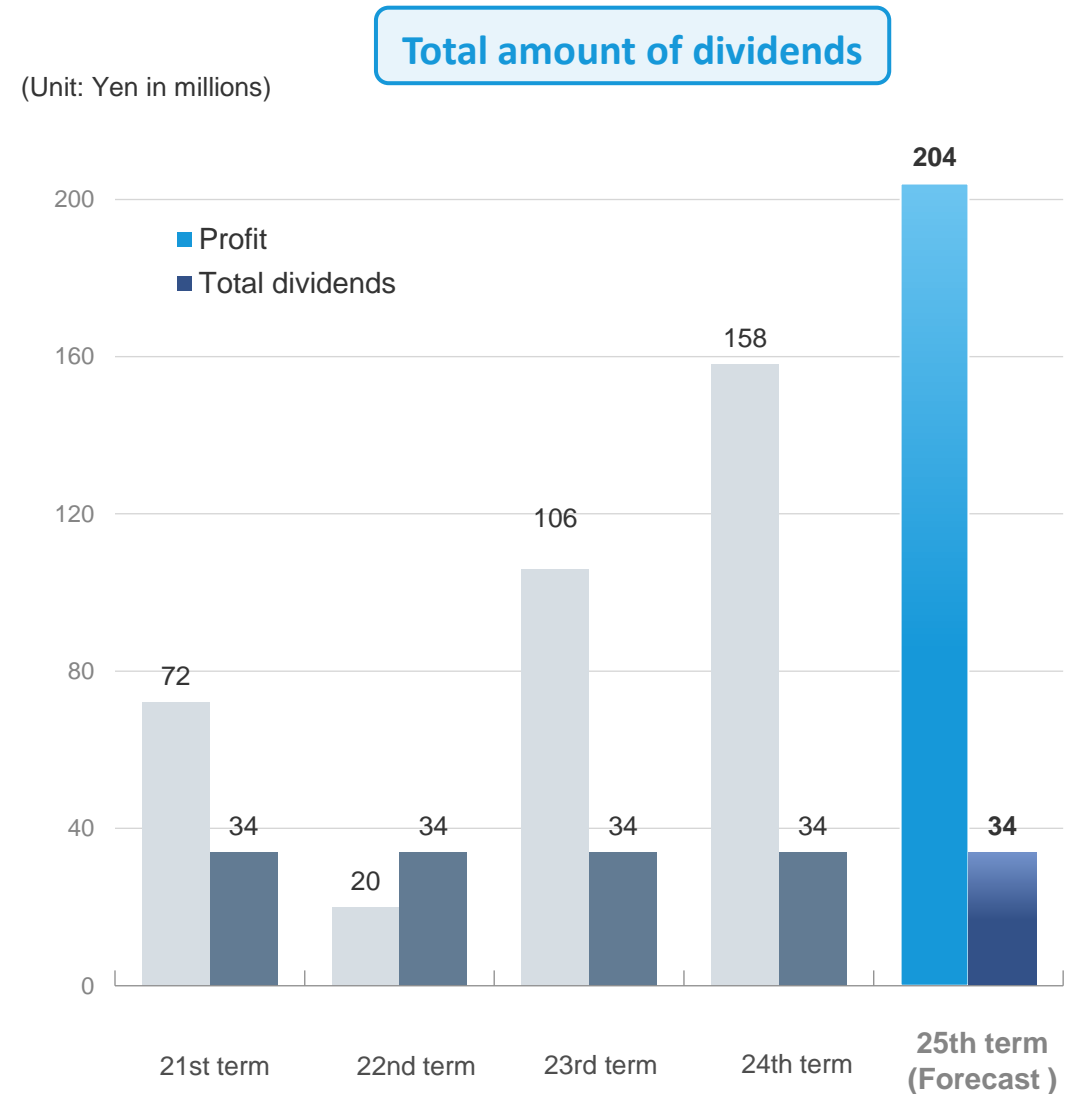
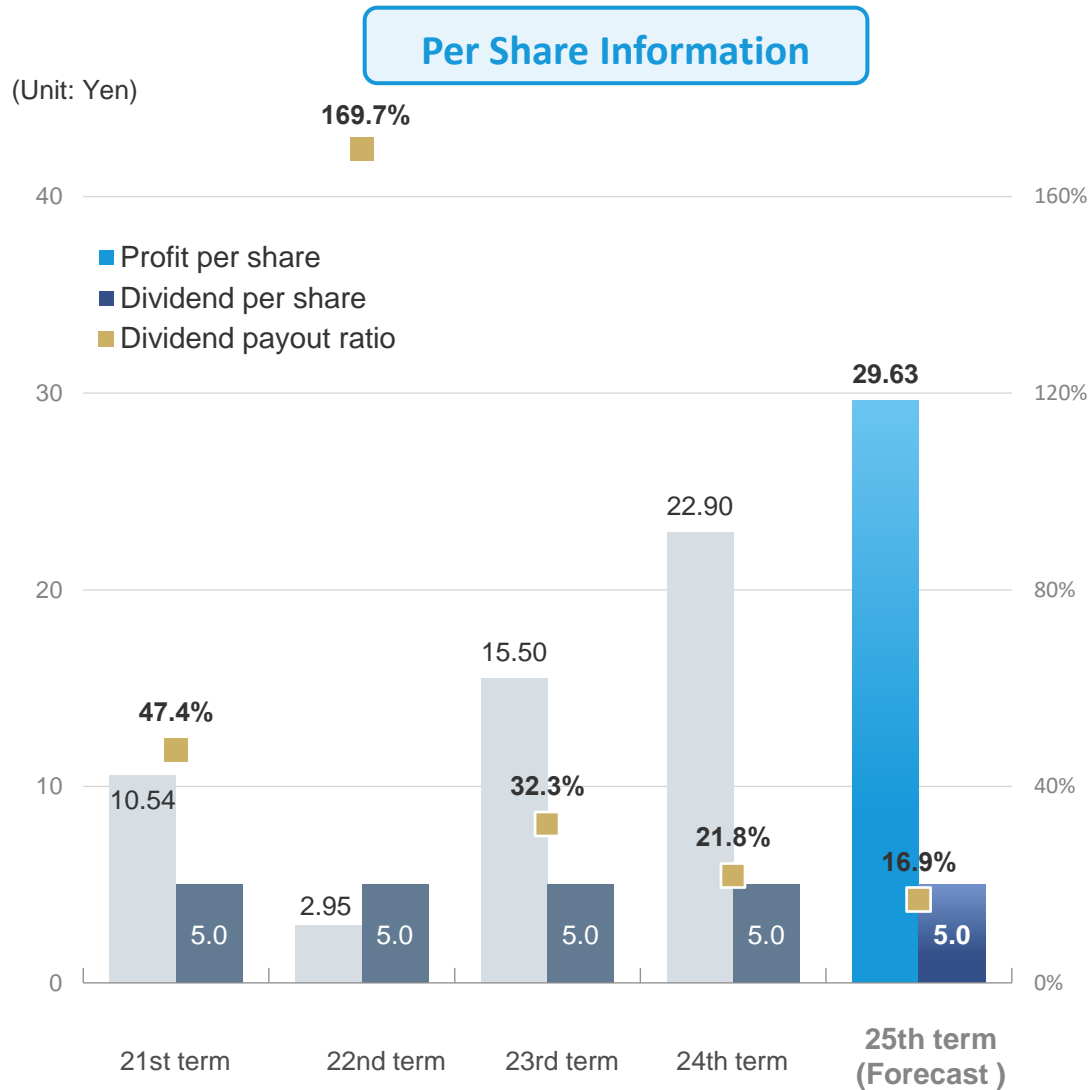


# Earnings Forecast for FYE March 31, 2024



- Net Sales: Expect to increase revenues by cultivating new large-scale customers and up-selling/cross-selling to existing customers, etc.
- Cost of Sales : Expect to increase due to reinforcement of the system infrastructure (IaaS) and service development in line with sales expansion
- SG&A : Continue to strengthen sales and Marketing systems to further expand Net Sales

# Dividend Information



\* Figures rounded down to the nearest million yen.

# Basic Policy and Growth Strategy for the FY2024

## 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.

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

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

## ③ Proposal of the total optimal SaaS group

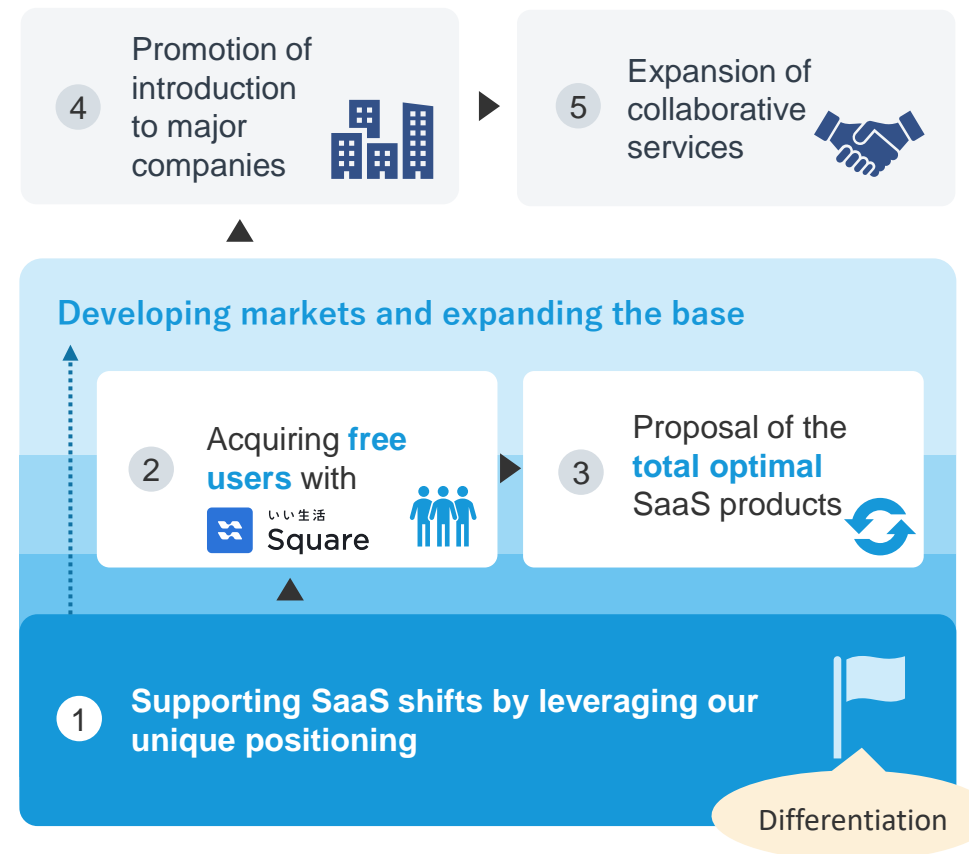
Individual tools have been introduced to optimize individual operations, but data needs to be coordinated on a case-by-case basis.  
Targeting customers who are doubtful about devoting effort to this area.

## ④ Promotion of introduction to major companies

As the trend of legal revisions continues, such as the invoice system and the Electronic Bookkeeping Act, it is necessary to **properly catch up with the legal changes with SaaS**.  
Promoted introduction to large companies that were thought to have a strong customization orientation.

## ⑤ Expansion of collaborative services

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




# Began Responding to the Invoice System

## Invoice system support Part 1

March 29, 2023 Release Information

The registration number of the  
Qualified Invoicing Business can  
now be entered!



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

- Adds "Qualified Invoicing Business Registration Number" input box to "e-Seikatsu Lease Management Cloud" in preparation for October 2023 launch of the invoice system.
- Automatic updates of standard functions, and version upgrades and additions of functions such as form templates and sales tax calculation functions will continue to be implemented. Scheduled to be completed by October 2023.

# Held The Seminar to Explain Key Points of the Rental Housing Management Business Act in the fastest time in the industry

JPM's MLIT representative provided an update on the implementation and results of on-site inspections regarding the Rental Housing Management Business Act, which went into effect last June.

Sponsored by:  ×  いい生活

## Special Program

### On-site inspections under the Rental Housing Management Business Act have revealed findings!

The well-known JPM's MLIT representative will speak along with operational revisions!



 公益財団法人  
日本賃貸住宅管理協会

JPM's MLIT representative

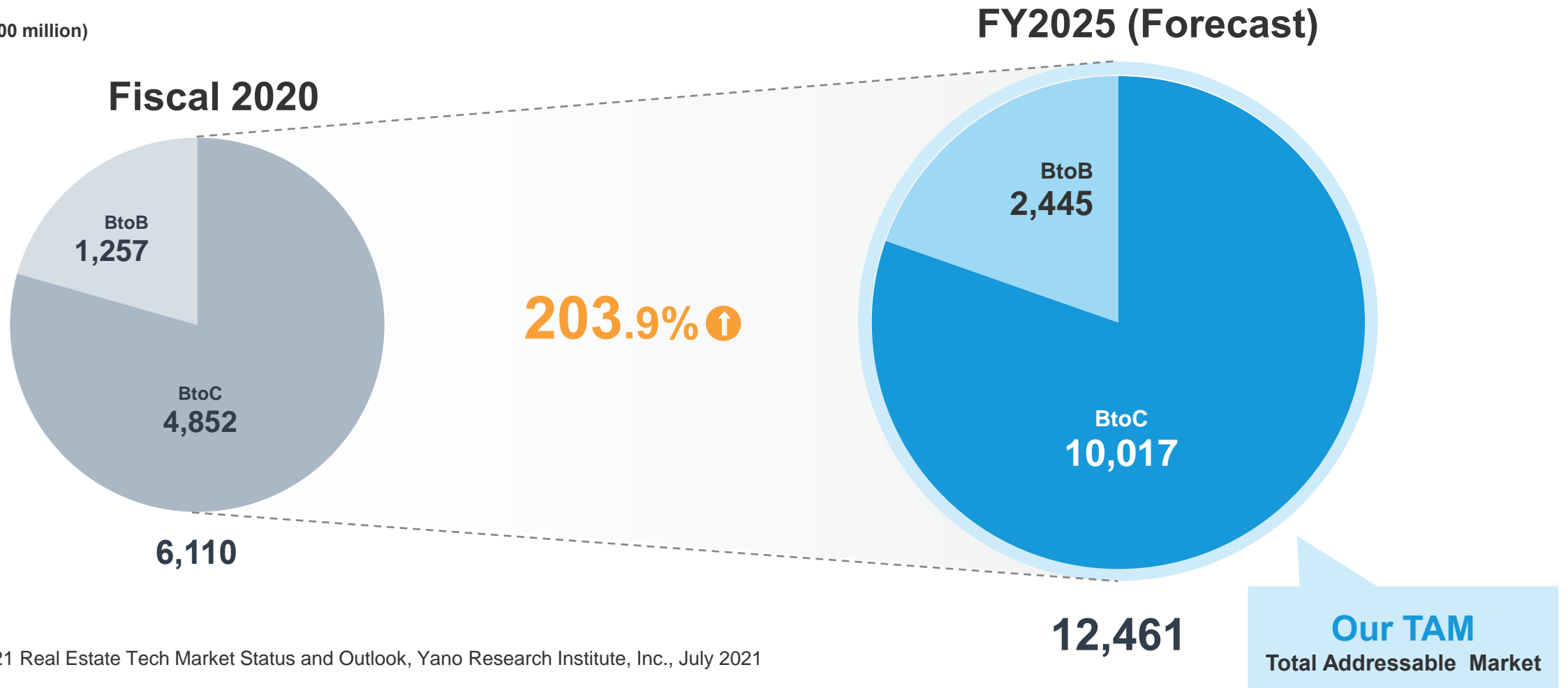
Mr. Shigeki Iijima

Contribute to the development of the industry as a leading company by disseminating information of high interest in the industry at the fastest speed.

We explained the program to over **500** applicants in the **fastest time in the industry!**

# 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.

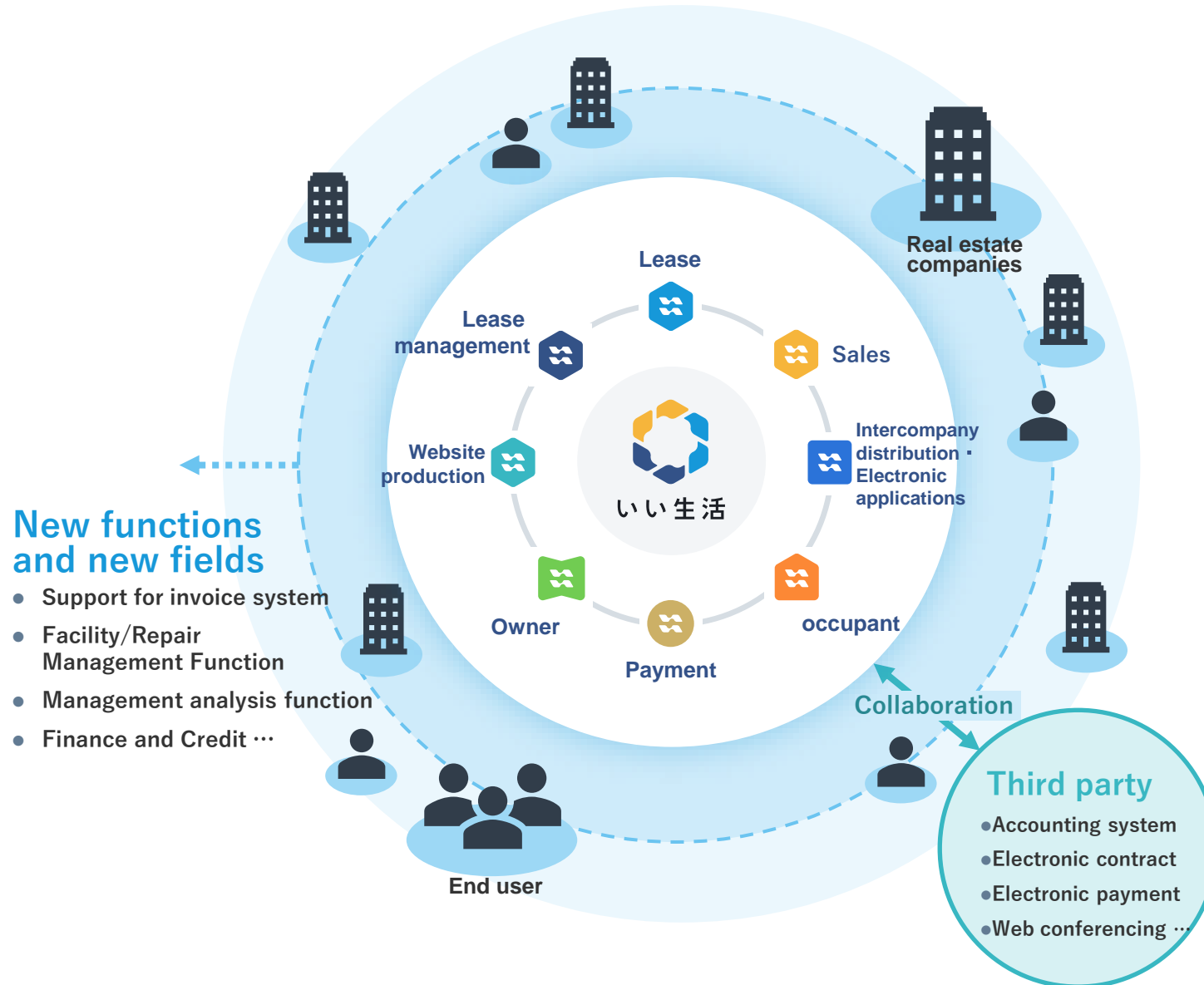
\*2 Serviceable Available Market (SAM) is the largest market theoretically able to capture in a market that is a direct target of a service.

\*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.

# Product Vision for DX in the Real Estate Market

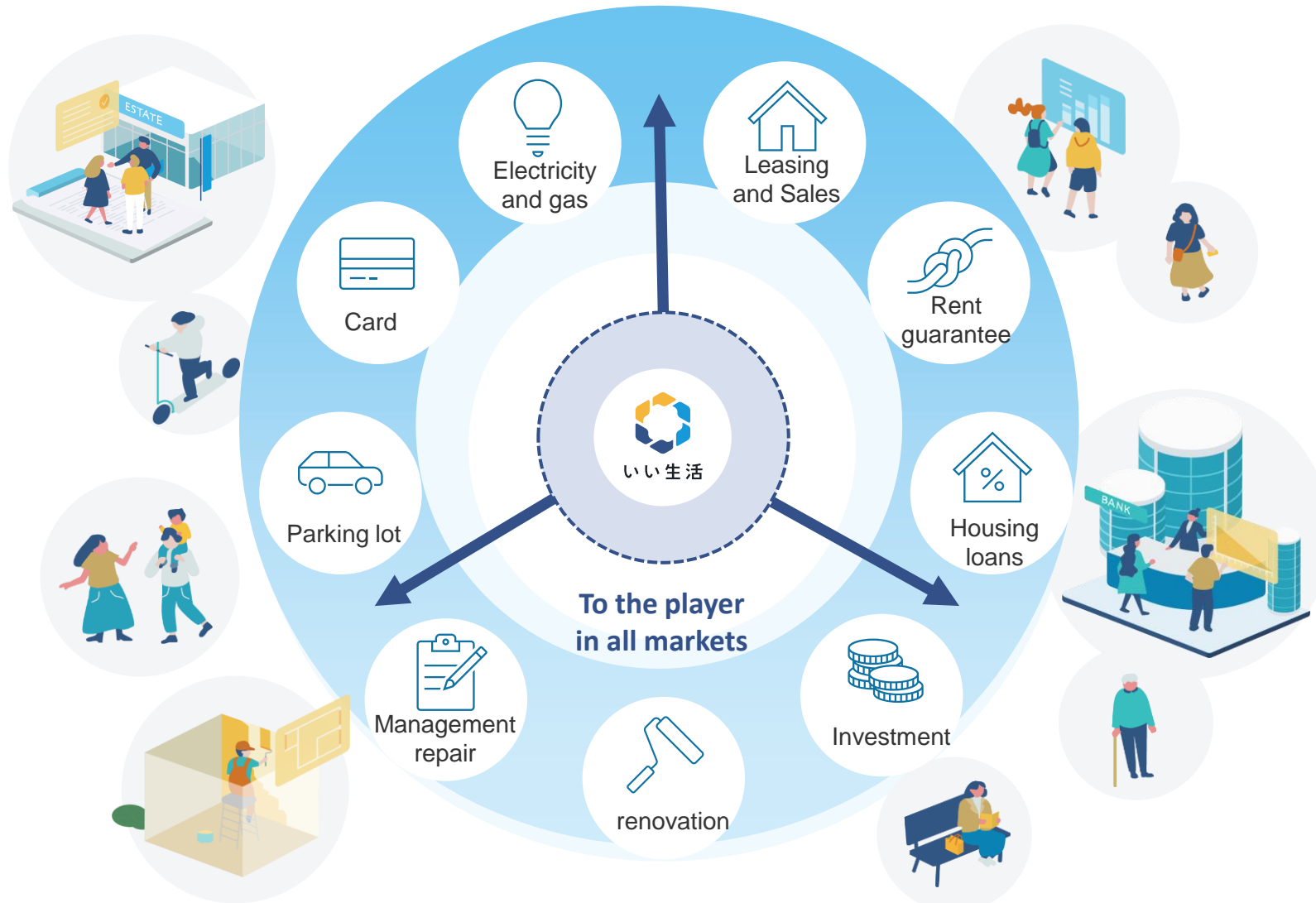


- Our SaaS covers all business areas, **real-time data collaboration** between tools without human intervention
- **Optimize the user's entire business** by integrating with a wide variety of third-party systems.
- Expanded new features for **wider DX of operations**



# Into a platform that gathers all kinds of real estate data

A **platform** where a variety of data is exchanged. A **marketplace** where a variety of transactions take place.



Delivering the added value of technology to all players in the market, beyond end users and real estate companies

- A platform that stores all kinds of real estate-related data through SaaS
- A marketplace where a wide range of transactions and transactions are actively conducted based on abundant data

Reference

# ① Renewal of Our Brand

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



不動産市場に、テクノロジーを

**いい生活**

### 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,

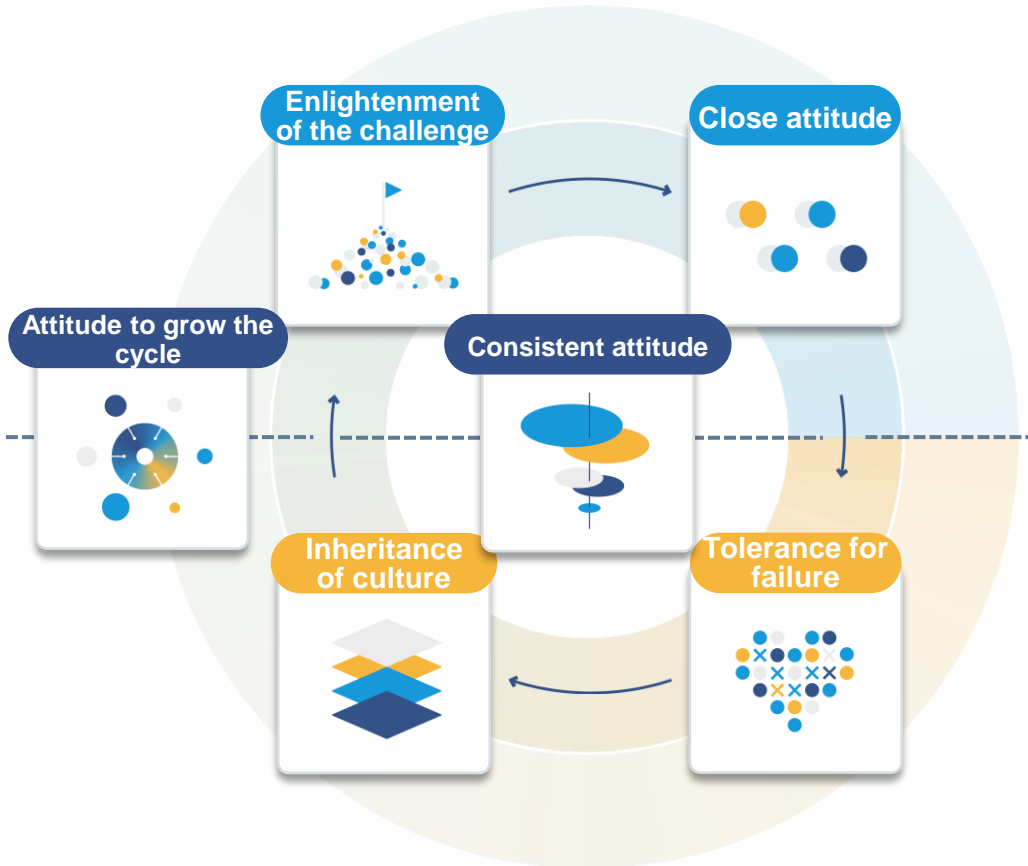
we want to provide rich and clear choices, and to connect people and their good lives by seamlessly linking data.

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.

## 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**



Business Cloud Series

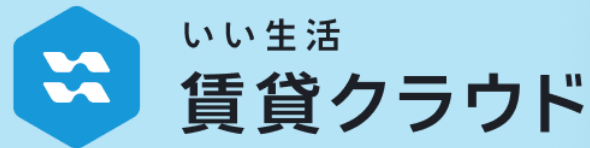
Real Estate Platform

Reference

## ② Our Products

[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]

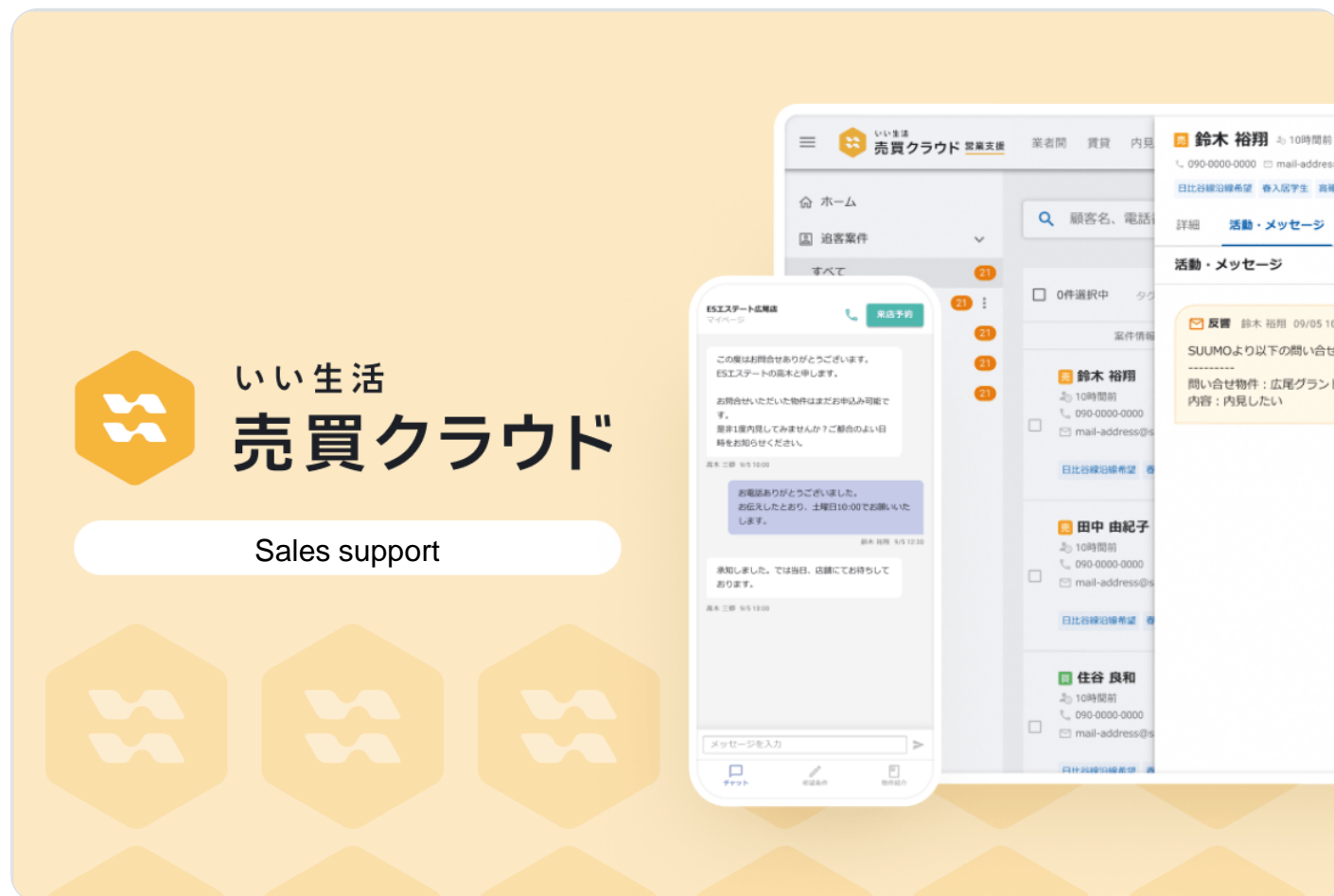
- Supports smartphones, tablets, and other devices, and manages a wide range of interactions such as LINE and web chat on a single screen
- Real-time linkage with e-Seikatsu database, and smooth transition to electronic applications and contracts

### [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 Baikai Cloud) with the text 'Sales support' below it. The main part of the image shows a smartphone screen displaying a customer management dashboard. The dashboard includes a search bar for customer names and phone numbers, a list of customer profiles (e.g., 鈴木 裕翔, 田中 由紀子, 住谷 良和), and a chat window. The chat window shows a conversation between a customer and a sales agent, with messages in Japanese. The interface is clean and modern, with a focus on user-friendly navigation and communication.

- 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

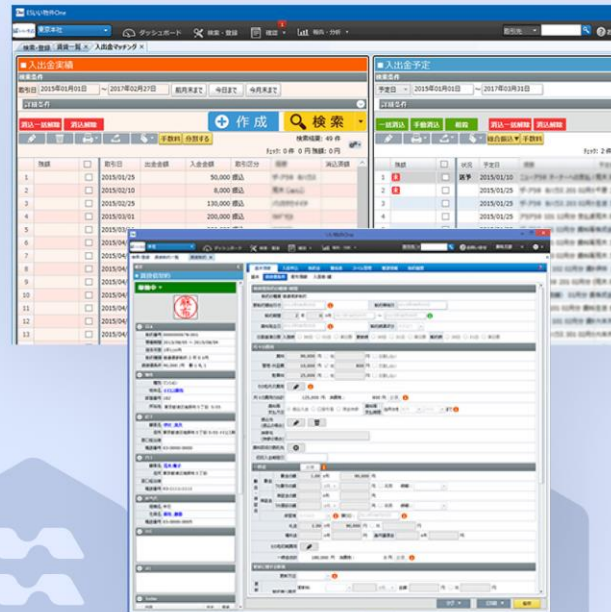
# e-Seikatsu Lease Management Cloud

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



いい生活  
賃貸管理クラウド

Appointment Management /  
Rent Management



- 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

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.



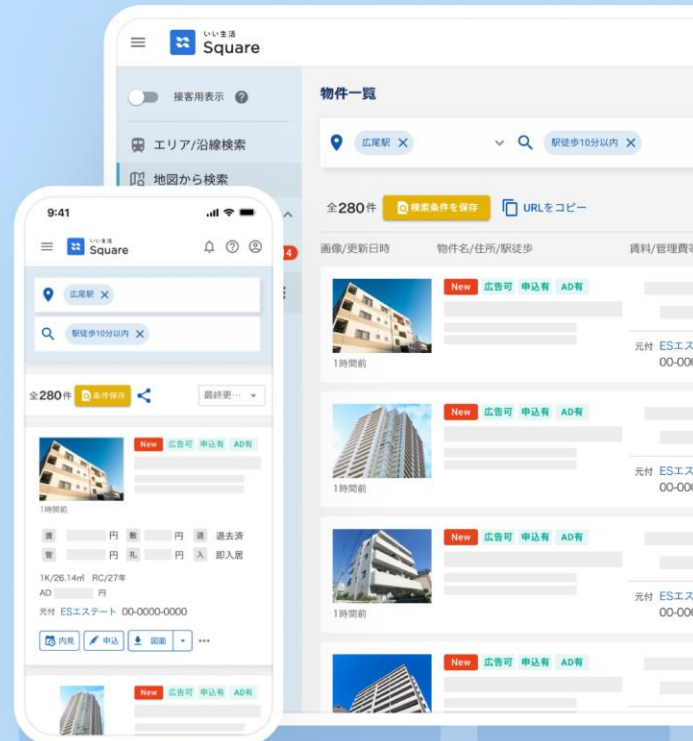
- It is possible to produce a company's website optimized for introducing real estate in a fully responsive manner, to support the digital marketing of real estate firms
- It is possible to produce a practical company's website with plentiful templates and simple operation, change its designs, and update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

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

**[Reserving a viewing/Web application]** 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



### [e-Seikatsu 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

### [Reserving a viewing/Web application]

- 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-Seikatsu Square]

Number of registered corporations  
over **13,000** companies

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).



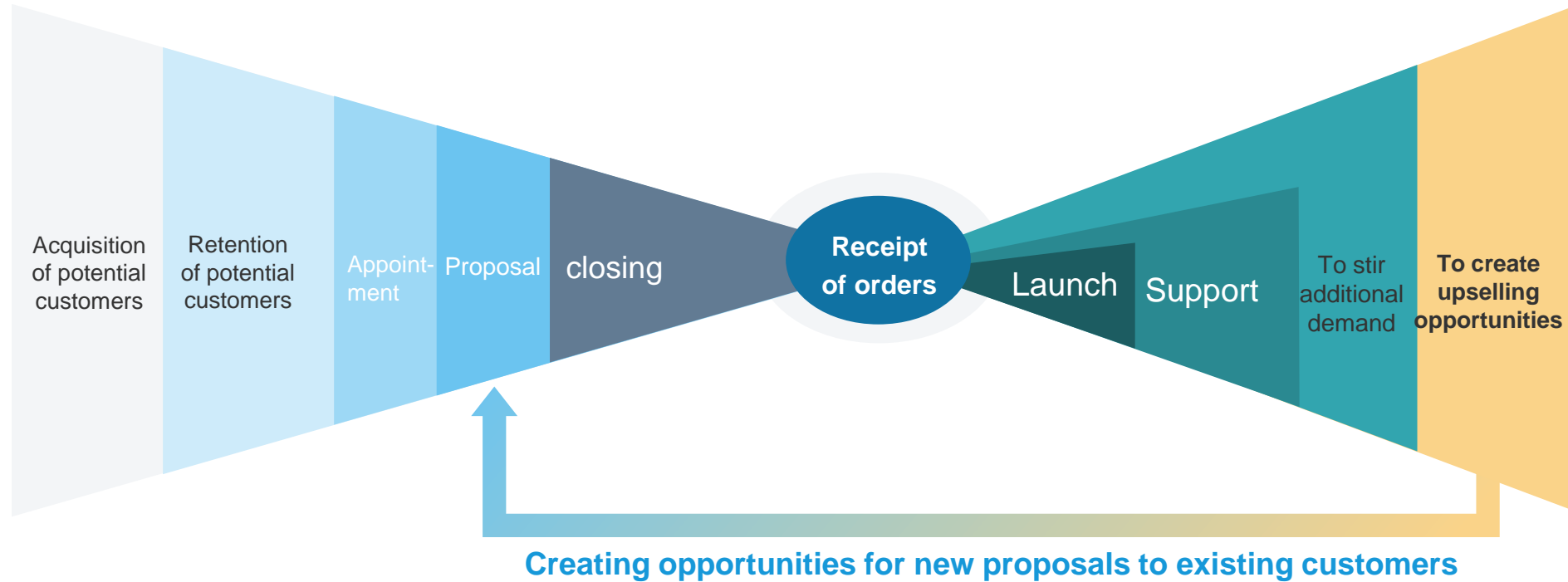
A communication application that replaces phone calls, mailings, and bulletin boards for property management companies, tenants, and owners

- 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 **120,000**

# Our Customer Success Cycle



Marketing	Inside Sales	Field Sales		Customer Success	Marketing	
				Support in Installation		
<ul style="list-style-type: none"> <li>• Seminar</li> <li>• Approach to industry associations</li> </ul>	<ul style="list-style-type: none"> <li>• targeting</li> <li>• Online proposal</li> </ul>	<ul style="list-style-type: none"> <li>• Online proposal</li> <li>• Direct proposal</li> </ul>	<ul style="list-style-type: none"> <li>• Survey on operations</li> <li>• Conclusion of contracts</li> </ul>	<ul style="list-style-type: none"> <li>• Determination on operation</li> <li>• Proposal for improvement in operations</li> <li>• Data transfer</li> </ul>	<ul style="list-style-type: none"> <li>• Operation support</li> <li>• Regular contact</li> </ul>	<ul style="list-style-type: none"> <li>• Seminar</li> <li>• New service information</li> </ul>

Reference

# ③ Company Profile

# Speaker at the NIKKEI PropTech Conference (February 17)

Large-scale summit meeting that looks ahead to the future of cities

**NIKKEI** Hosted by Nihon Keizai Shimbun, Inc.

# Real Estate Summit 2023

Achieving Social Issues through Real Estate Capabilities

**2023**

**Friday, February 17**

Tokyo International Forum  
Hall 7 (3-5-1 Marunouchi, Chiyoda-ku, Tokyo)

Venue listening and online auditing

Free lectures

Check here for details and applications  
<https://adweb.nikkei.co.jp/realestate2023/>  
Inquiries: Nikkei Real Estate Summit Secretariat [nre-summit@nex.nikkei.co.jp](mailto:nre-summit@nex.nikkei.co.jp)

**NIKKEI PropTech Conference** Real Estate Tech 14:30~15:40 Track II

協賛 いい生活

## Explore the Frontlines of Real Estate Innovation

Protec is increasingly being used to drive innovation in the real estate and construction sectors. In addition to lectures by experts, I will explain the current and future of Protec through lectures by industry-leading companies, such as the latest trends in SaaS and mapping DX tools.

**Keynote speech**

Mr. Yosuke Nagase,  
Associate Researcher, Center of Real Estate Innovation of the University of Tokyo

**Corporate lecture I**

Real Estate Tech, which brings about a fusion and conviction of the latest trends in SaaS for the real estate market, the real estate market, Fintech, and regional revitalization

Mr. Zenichi Maeno, President & CEO of e-Seikatsu Co., Ltd

**Corporate lecture II**

500 companies nationwide  
Map-type DX tool prepared by the real estate business

Mr. Akira Matsuoka, Representative Director of Net Data, Inc.

A video archive of the lecture (Japanese only) is available at the following URL; <https://channel.nikkei.co.jp/nre2023-prop/>



# All Japanese Listed Companies' Website Ranking (FY 2022) Selected as the "AAA Website" in the Standard Market Ranking



✓ Three evaluation axes

Easy to understand

Ease of use

Large amount of information

- Nikko Investor Relations Co.,Ltd. surveyed **3,926 listed companies** to determine **the level of information disclosure on their websites.**
- Whether or not each evaluation item is posted on the target company's website is assessed twice.
- 169 items were converted into deviation values for each of the three objective perspectives, and the average was evaluated as a total point, which was then announced as a ranking.

\* Nikko Investor Relations Co., Ltd., "All Japanese Listed Companies' Website Ranking " (<https://www.nikkoir.co.jp/english/rank/rank.html>)

# Introduction to the Corporate Research Analyst Report

For the first time  
As you know

You can comprehensively understand the business.



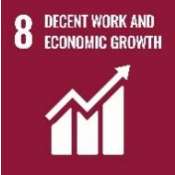








Published in December 2022

The full corporate research report (Japanese only) by FISCO Ltd. can be downloaded at the following URL;  
<https://cf.pfdata.fisco.jp/data/report/20221215/6680070020221215001.pdf>

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

\*"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 2023

(Large Enterprise Category)

The company was certified as a "Health & Productivity Management Outstanding Organizations 2023 (Large Enterprise Category)" by the Ministry of Economy, Trade and Industry, the Ministry of Health, Labour and Welfare, and the Nippon Kenko Kaigi. (We are certified for the fourth year in a row.)



## 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.



TASK FORCE ON  
CLIMATE-RELATED  
FINANCIAL  
DISCLOSURES



TCFD  
Consortium

## 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 was issued

"Integrated Report 2022" was 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.

<https://pdf.irpocket.com/C3796/fhjD/bXc3/ivZs.pdf>

\*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 March 2023)

**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 :** 191 (As of the end of March 2023)

**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**