

August 10, 2023

Financial Update 1Q FY2024

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

Some of the material is machine translated.



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

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1. Business Summary

Mission

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

Vision

**Create society where
comfortable life circulates.**

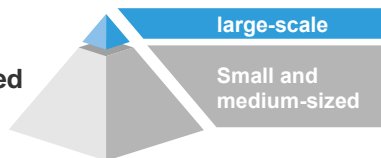


Our Business Overview

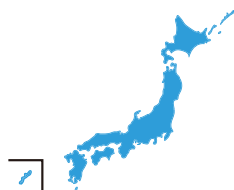
Offering **vertical SaaS** specialized in the real estate business

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 SaaS, provide a variety of solution services

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

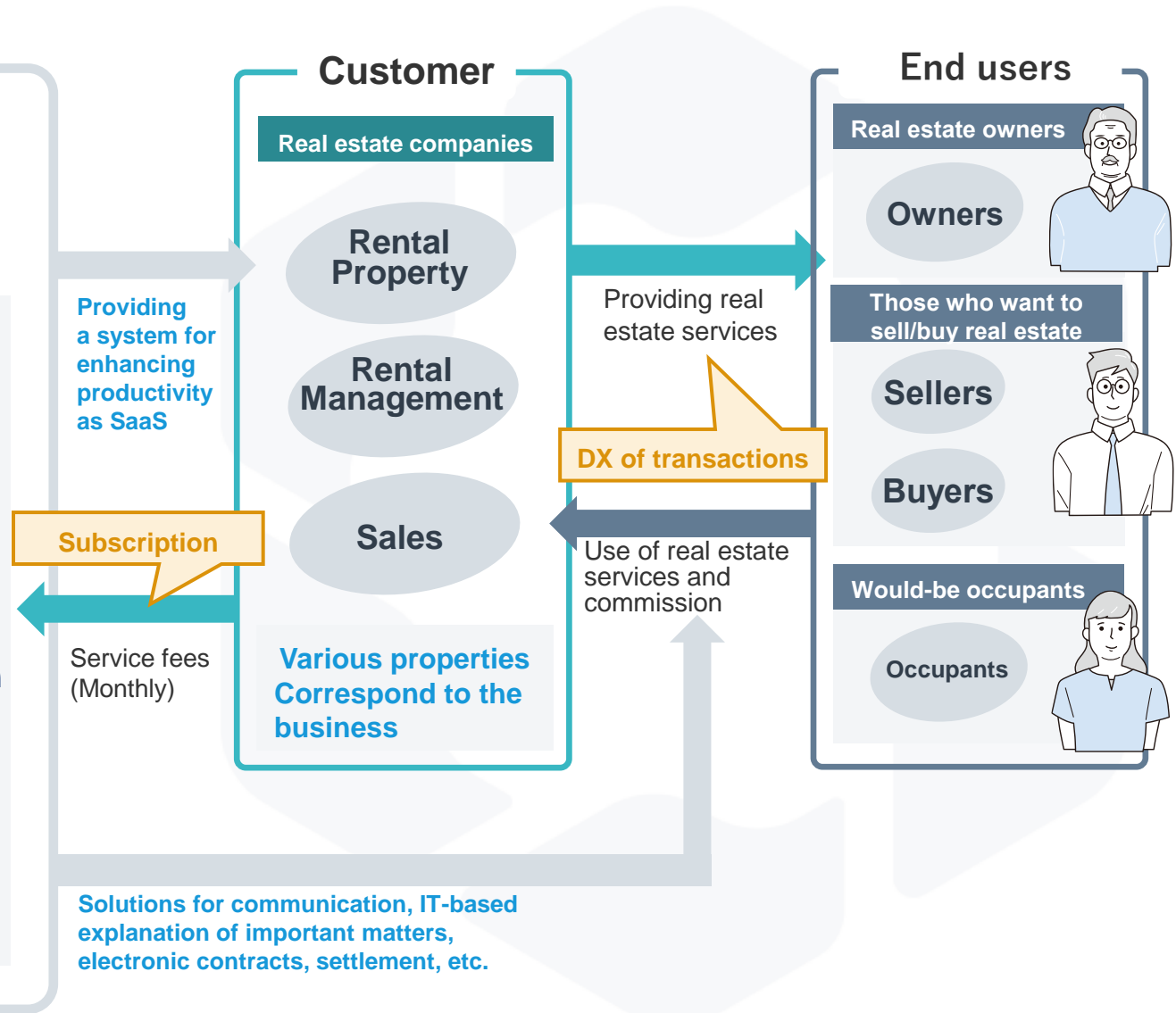
Planning and development of services

- Marketing
- Sales
- Consulting

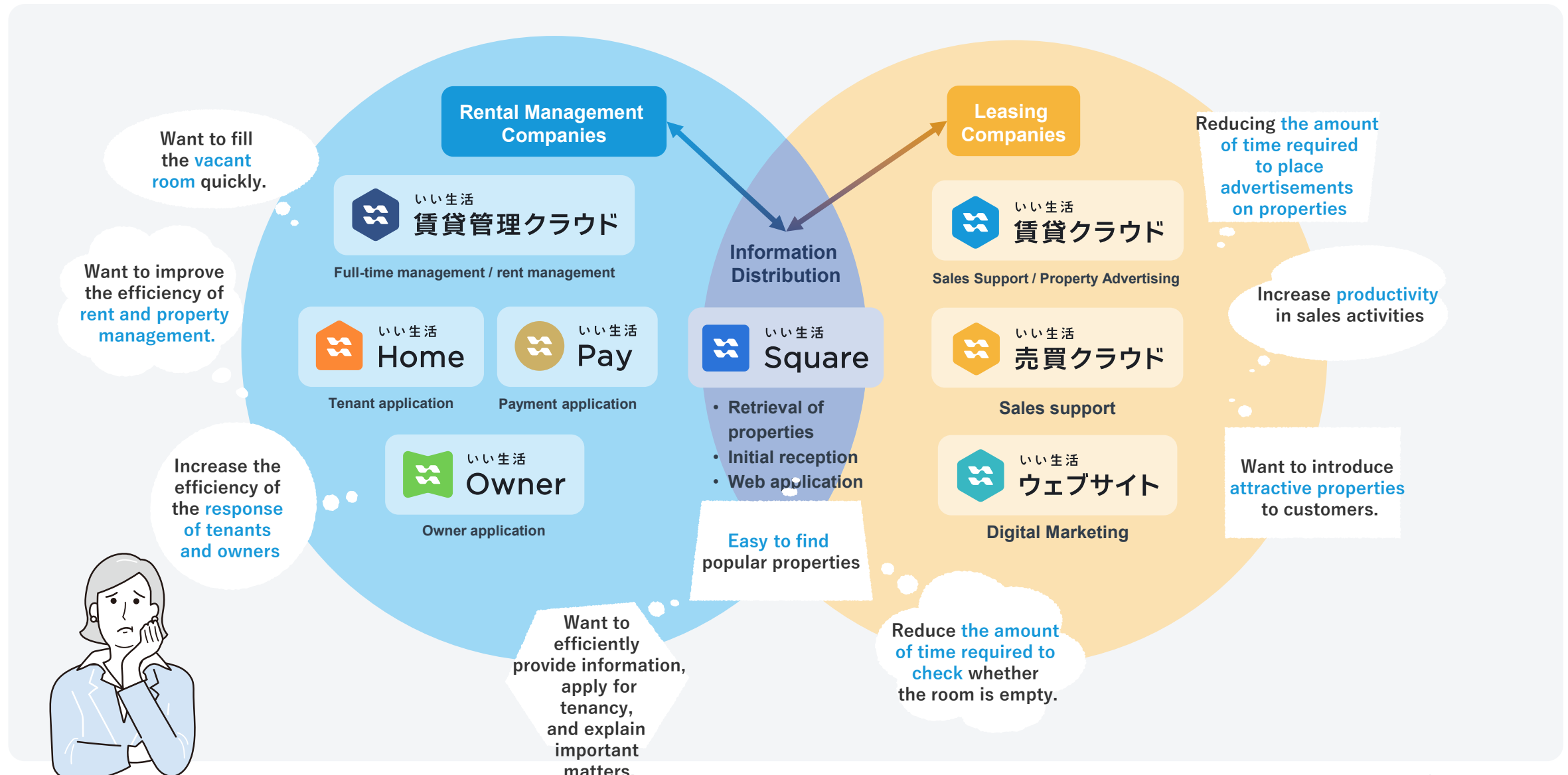
- Support in installation
- Customer Success
- Support in operation

Products

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



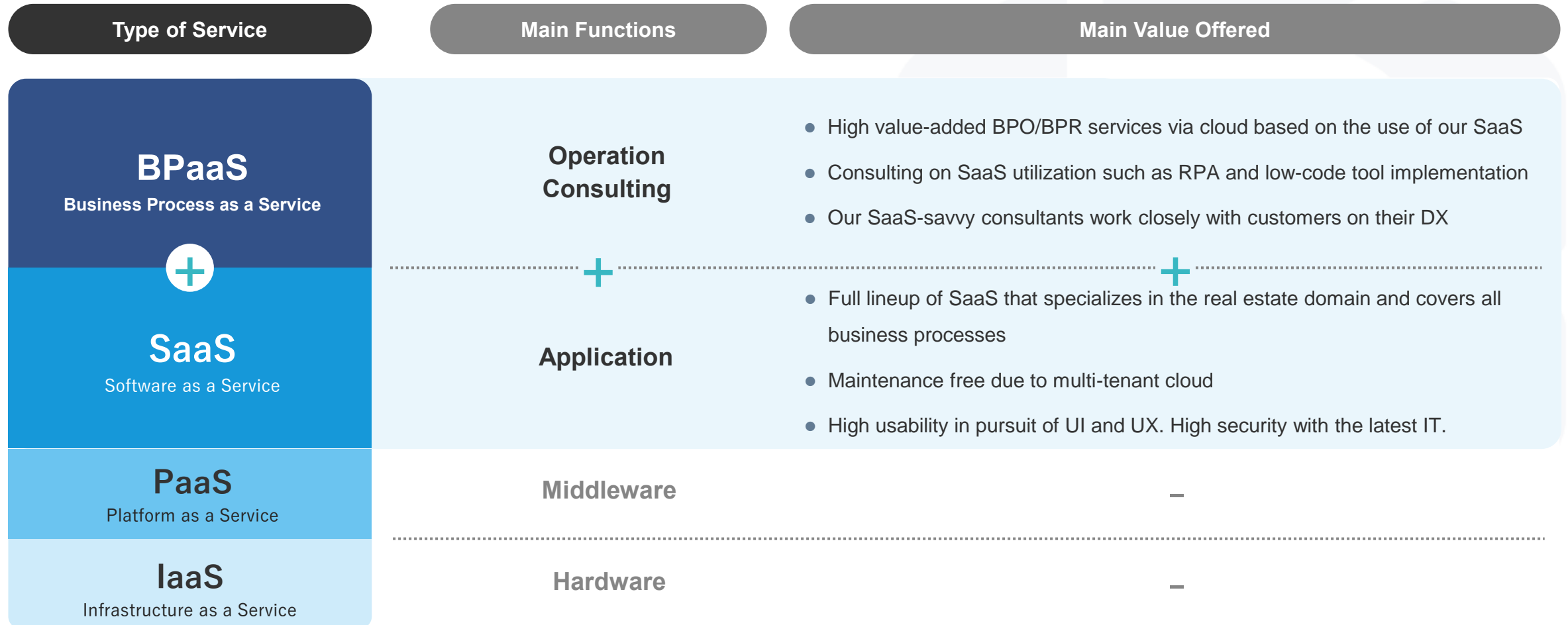
Integrated Business Support System to Resolve Various Problems Faced by Real Estate Companies



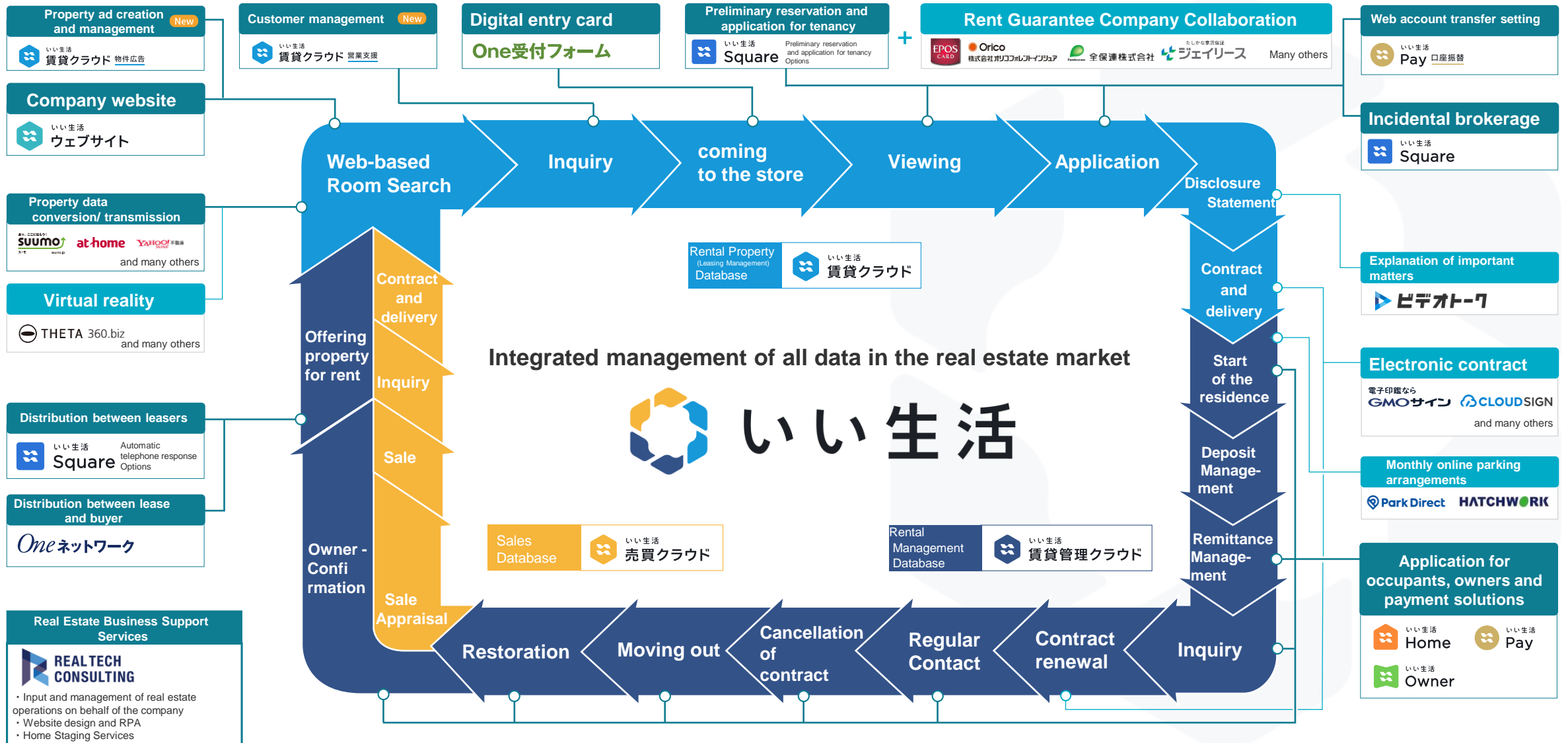
Business Benefits of Vertical SaaS + BPaaS

Providing high value-added services of BPaaS through our subsidiary Real Tech Consulting.

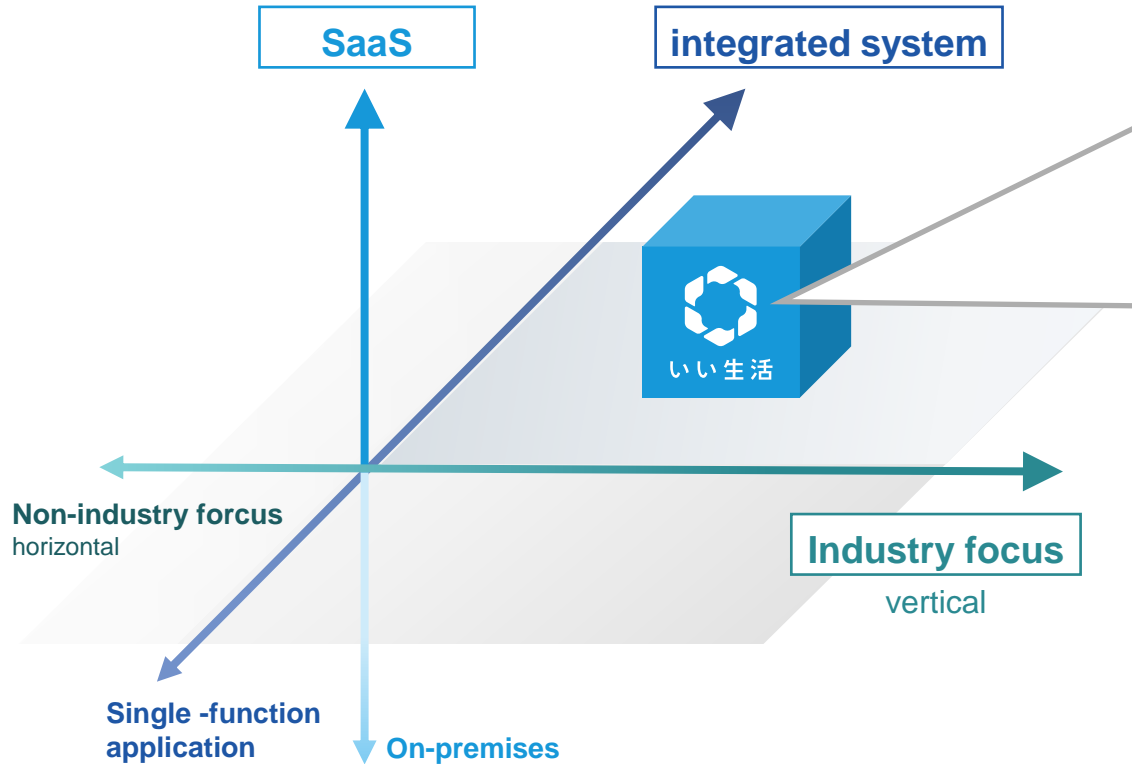
Sales growth through synergies between SaaS and BPaaS.



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

Since the majority of businesses are small and medium-sized businesses rooted in local needs (**approximately 125,000 businesses** in the building lots and buildings transaction industry alone), IT investment is constrained.

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 **advantages of industry-specific SaaS become apparent**

5 Diverse players in the supply chain

Increased opportunities and benefits of linking data on cloud/SaaS due to the large number of stakeholders appearing in the transaction process

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 data of real estate business

Required master data is also automatically updated with SaaS, 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



2013
Declaration to Be the
World's Most
Advanced **IT Nation**
Basic Plan



May 2021
Abolition of the
obligation to affix a
seal and relaxation of
the obligation to
document
Digital reform law passed



May 2022
Lifting of the ban on
electronic contracts
Revision of the Building
Lots and Buildings
Transaction Business Act



2017
Lifting the ban on
**explanation of important
matters using IT**
Revision of the Building Lots and
Buildings Transaction Business Act



June 2021
Enactment of the **Rental
Housing Management
Business Act**

Explanation of important matters for
owners and periodic reporting are
mandatory.
(On-site inspections began simultaneously
throughout the country in January 2023.)



September 2022
**Advertising
regulation for
housing and real
estate change**
Revision of fair
competition code
concerning a description
of real property



**Launch of IT
Introduction Subsidy**

(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)

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

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

Is the system being used available?

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

External Environment Surrounding the Real Estate Market

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

In general, **even after the COVID-19, the momentum to strongly promote DX** remains the same.

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

There is a trend toward more appropriate rental housing management operations in light of stricter regulations regarding sublease contracts and owner protection.

Recent legal reforms provide
a tailwind for SaaS

The merits of SaaS, which can automatically upgrade and speedily respond to a succession of legal revisions and regulations, are widely spreading.

Industry activated to **promote electronic contracts**

In anticipation of generational changes in owners, etc., companies are beginning to take action.

Electronic contracting is progressing, starting with transactions involving only a few parties.

Irreversible Change
in end-user attitudes

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

2. 1Q Results

FY2024 1Q Highlights

Net sales

680 million yen

YoY
(+10.1%)

Number of Fee-paying Client Companies

1,492 companies
(+37 companies compared to June of the previous year)

4,589 stores
(+183 stores compared to June of the previous year)

ARPU

Approx. **133** thousand yen

(Approx. 124 thousand yen in June of the previous term)

Subscription sales ratio

87.9 %

Previous term
(87.0%)

EBITDA

133 million yen ^{YoY} (+3.0%)

Operating profit

16 million yen ^{YoY} (-11.2%)

MRR churn rate

0.65 %

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

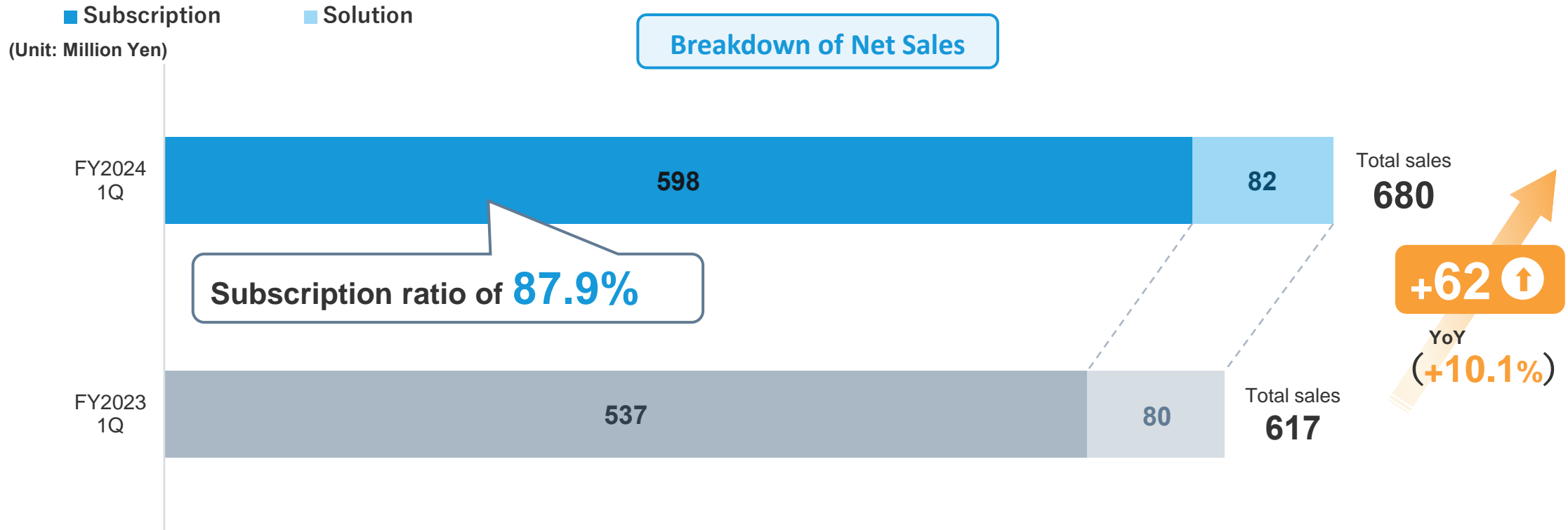
*2 ARPU (average revenue per user) is calculated by dividing "subscription sales" in June 2023 by "the number of subscribed companies" in the same month and rounded down to the nearest thousand yen. Recurring sales based on operational support contracts after SaaS implementation have been reclassified from "Solutions" to "Subscription" from FY2024. The ARPU for FY2023 is also calculated based on the recombined sales using the same definition.

*3 Subscription sales ratio is the ratio of "subscription sales", which is recurrent revenue such as monthly charges for SaaS, to total sales. Recurring sales based on operational support contracts after SaaS implementation have been reclassified from "Solutions" to "Subscription" from FY2024, and sales for FY2023 have been reclassified using the same definition.

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

*5 EBITDA = Operating profit + Depreciation

Net Sales Grew 10.1%



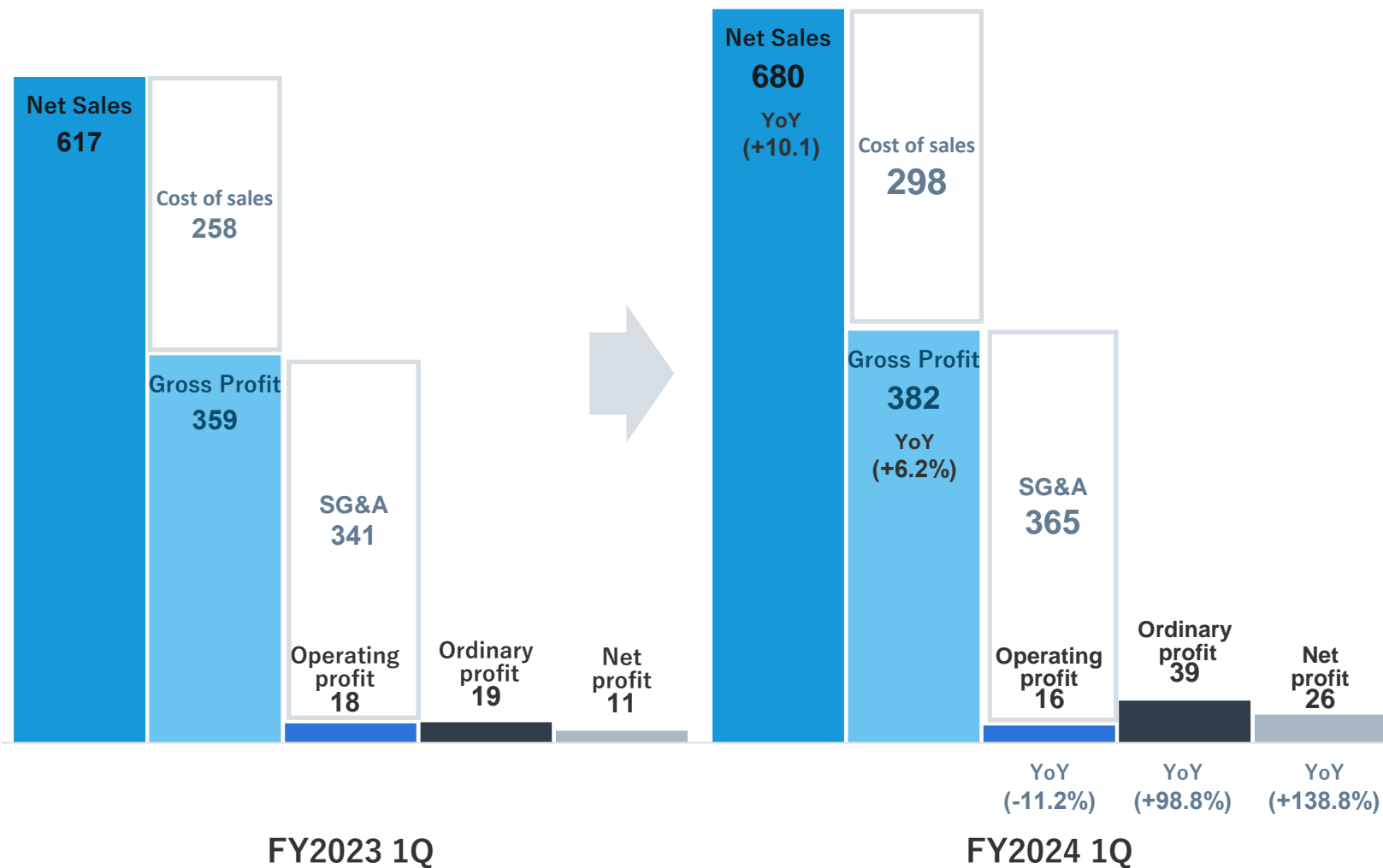
- **Subscription:** Revenue that accrues on an ongoing monthly basis unless cancellation is requested, such as monthly SaaS subscription fee revenue and recurring revenue based on an operational support contract after SaaS implementation.
- **Solution:** Revenue related to other services such as initial setup of SaaS, spot system installation and operation support, contracted system development, and agency sales and referral fees for other companies' services.

* Recurring sales based on operational support contracts after SaaS implementation have been reclassified from "Solution" to "Subscription" from FY2024, and sales for FY2023 have been reclassified using the same definition.
* Figures rounded down to the nearest million yen.

Sales Increased year-on-year.

(Consolidated)

(Unit: Million Yen)



Net Sales	+10.1 %
Gross Profit	+6.2 %
Operating Profit	-11.2 %
Ordinary Profit	+98.8 %
Net Profit (All YoY)	+138.8 %

* Figures rounded down to the nearest million yen.

Earnings Forecast for FYE March 31, 2024

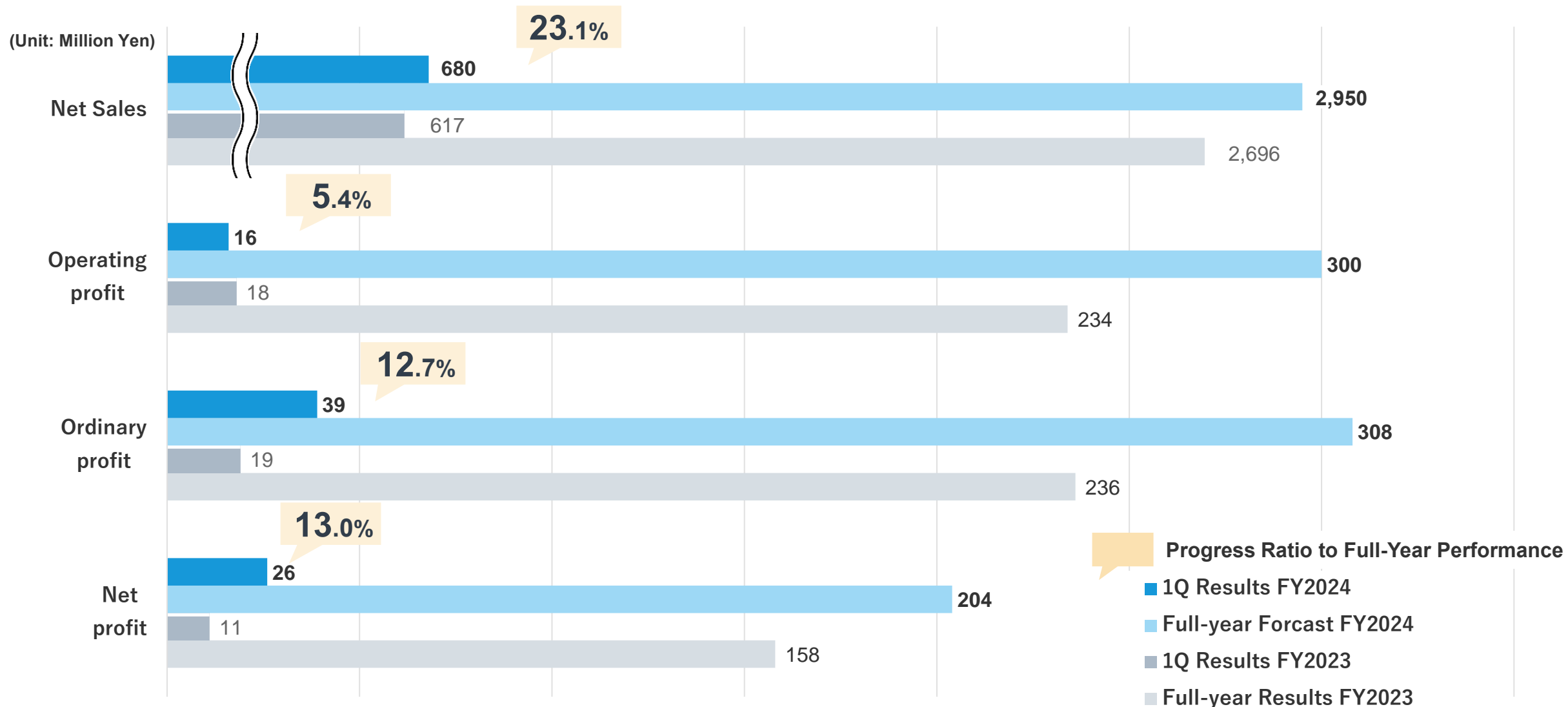
(Unit: Million Yen)

	FY2024 Full-term Forecast	FY2024 1Q	Progress rate
Net Sales	2,950	680	23.1%
Operating Profit	300	16	5.4%
Ordinary Profit	308	39	12.7%
Net Profit	204	26	13.0%

	Dividend per share
FY2024 Forecast	5.00yen
FY2023 Result	5.00yen

* Figures rounded down to the nearest million yen.

Progress Rate Toward the Full-year Earnings Forecast



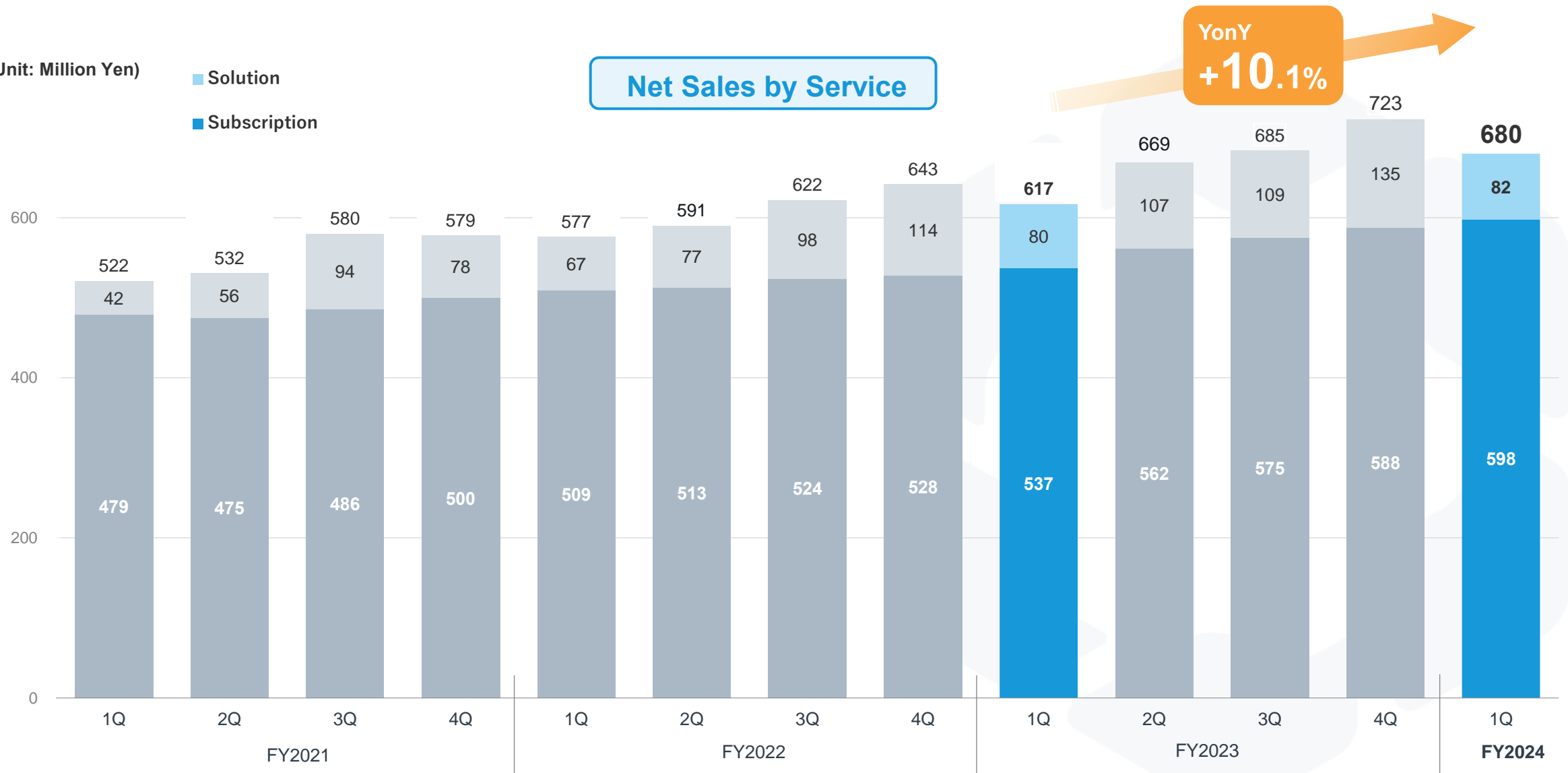
* Figures rounded down to the nearest million yen.

Net Sales Grew 10%

(Unit: Million Yen)

- Solution
- Subscription

Net Sales by Service



YoY
+10.1%

* Recurring sales based on operational support contracts after SaaS implementation have been reclassified from "Solutions" to "Subscription" from FY2024, and sales prior to FY2023 have been reclassified using the same definition.

* Figures rounded down to the nearest million yen.

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

Marubeni Real Estate Management

A wholly owned subsidiary of Marubeni Corporation that leases, manages, and administers real estate. Our system manages PM business operations such as posting property vacancy information, accepting tenant applications, and managing contracts and customer information in real time on a single database.



Kanazawa University CO-OP, Co-op Sogo Living Ishikawa

Our system achieves the following.

Efficient property information management, real-time information updates on your own website and a variety of search methods, and more efficient communication with tenants.



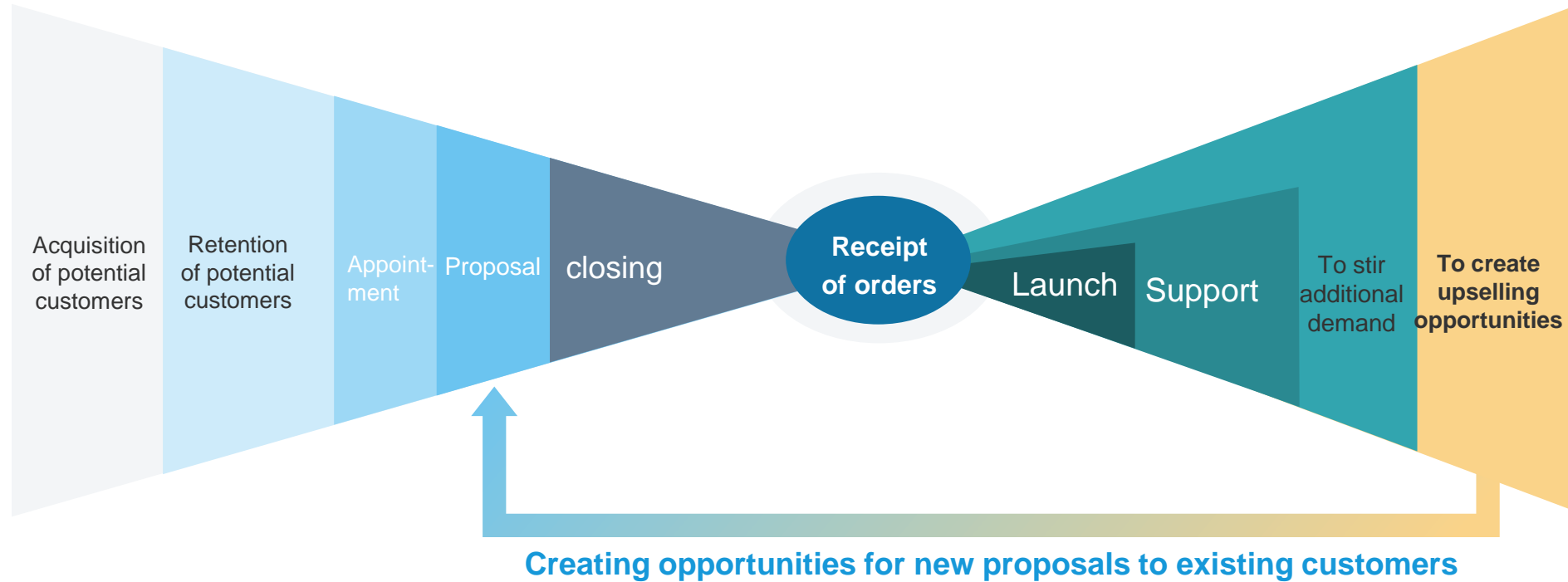
Waseda University CO-OP

Our system achieves the following.

Efficient management of information on available student rental properties, improvement of information freshness, real-time updating of information on our own website, and provision of a variety of search methods.



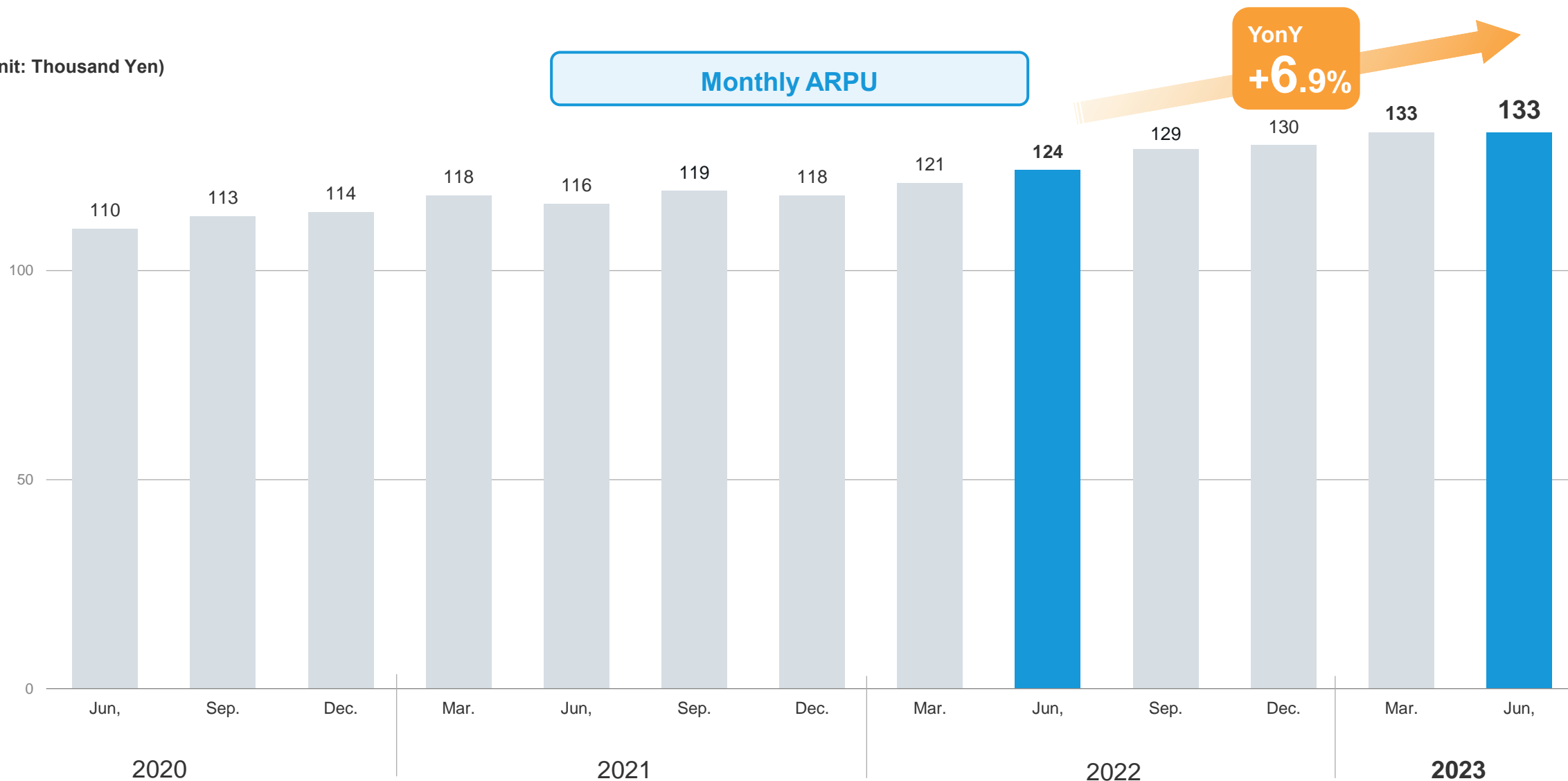
Our Customer Success Cycle



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

ARPU is on the Rise and Stable

(Unit: Thousand Yen)



* Recurring sales based on operational support contracts after SaaS implementation have been reclassified from "Solutions" to "Subscription" from FY2024. The ARPU prior to FY2023 is also calculated based on the recombined sales using the same definition.

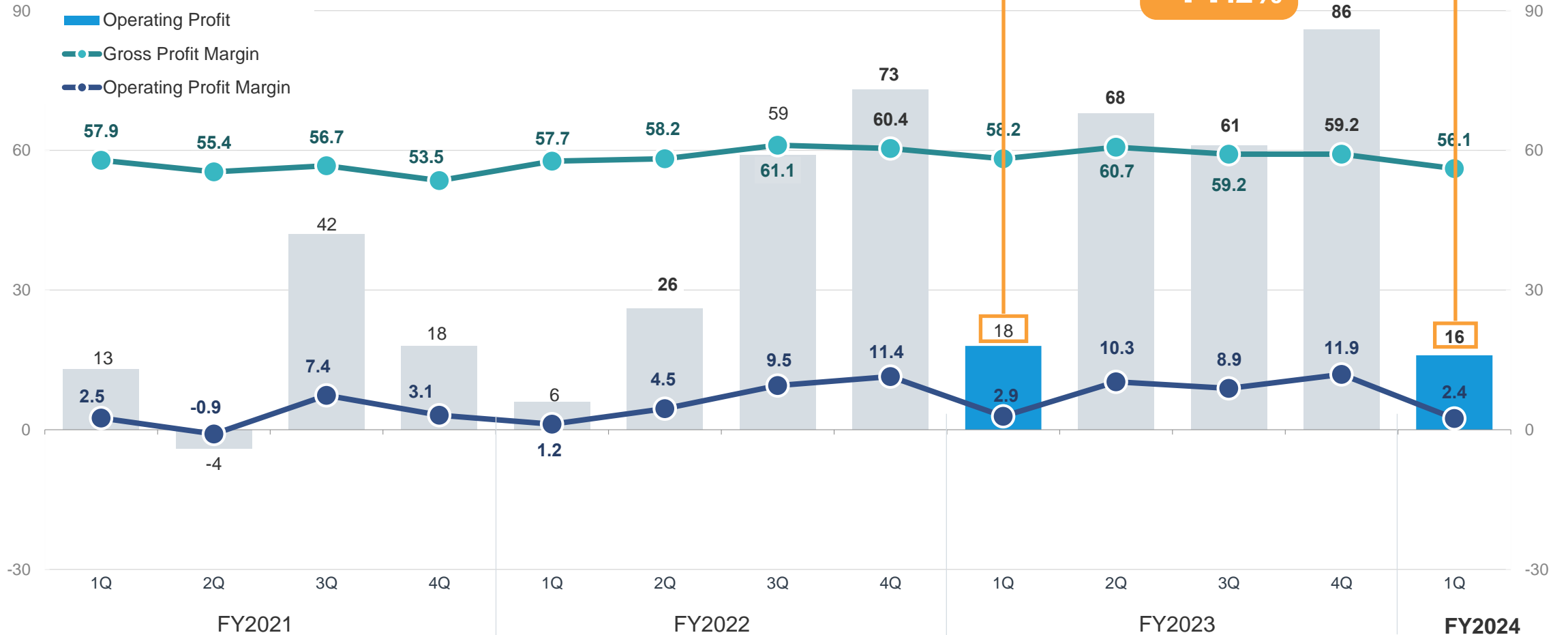
* Figures rounded down to the nearest million yen.

Both Gross Profit Margin and Operating Margin Remained in Line with the Trend

Gross Profit Margin and Operating Profit (Consolidated)

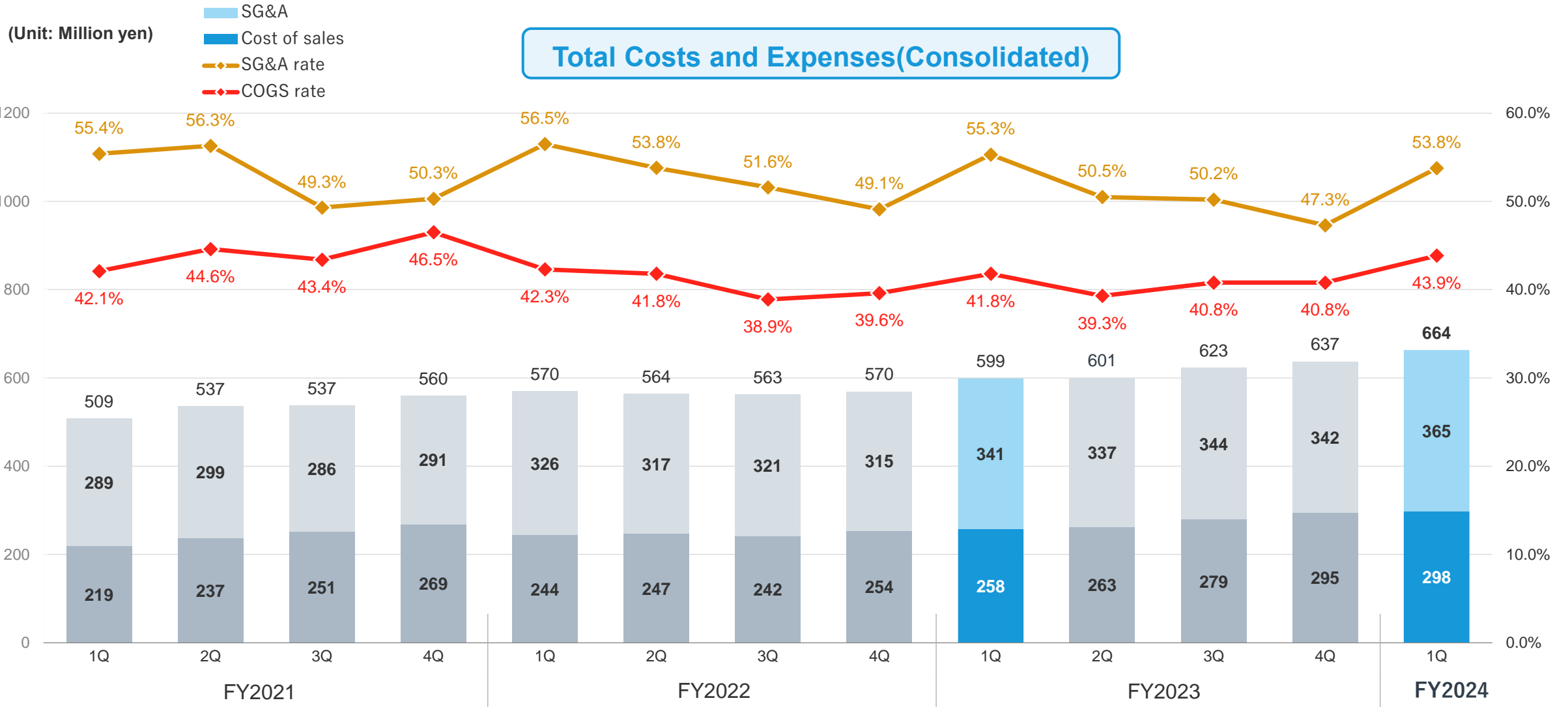
(Unit: Million Yen)

(Unit: %)



* Figures rounded down to the nearest million yen.

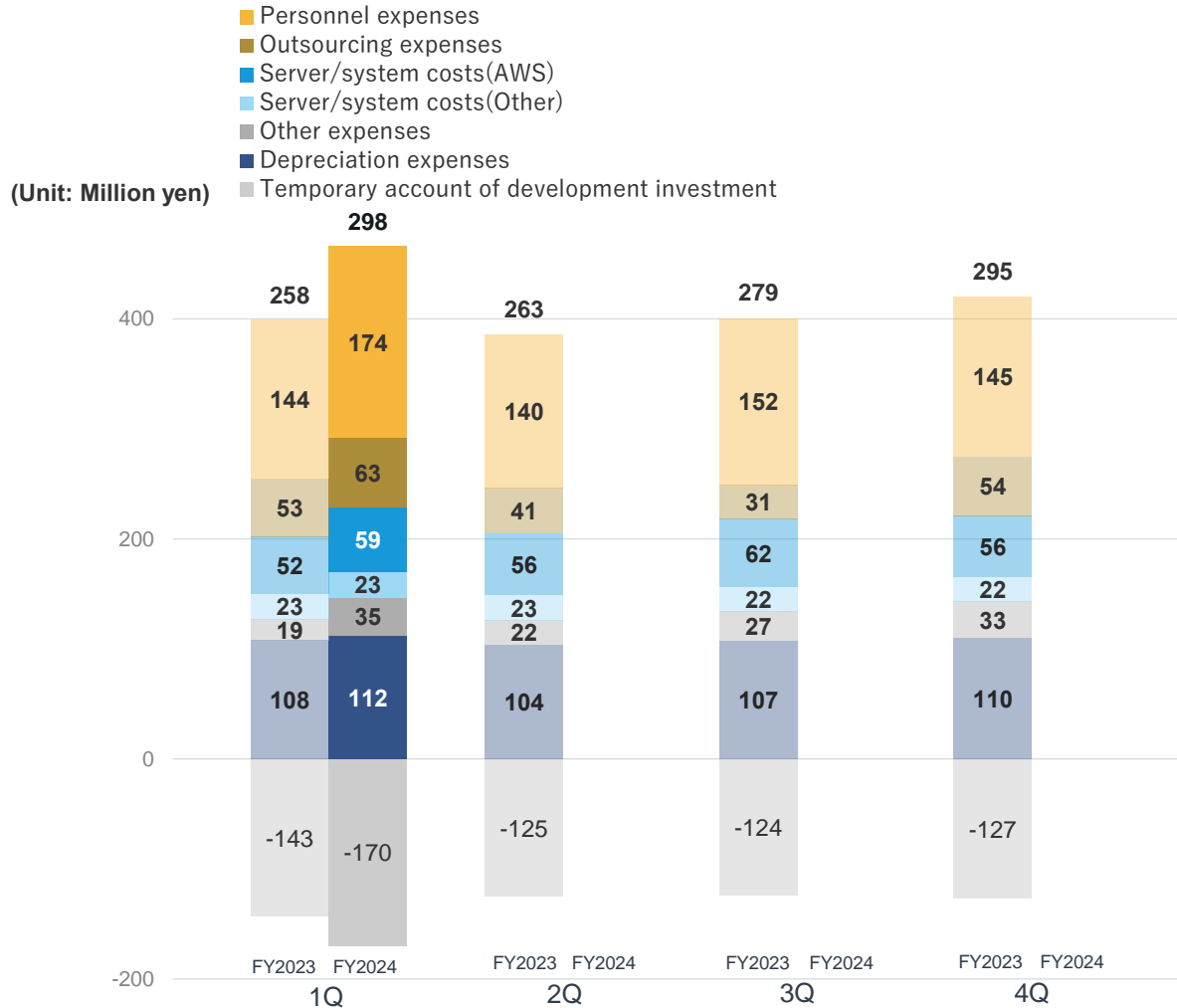
Development and Marketing Investments Continue



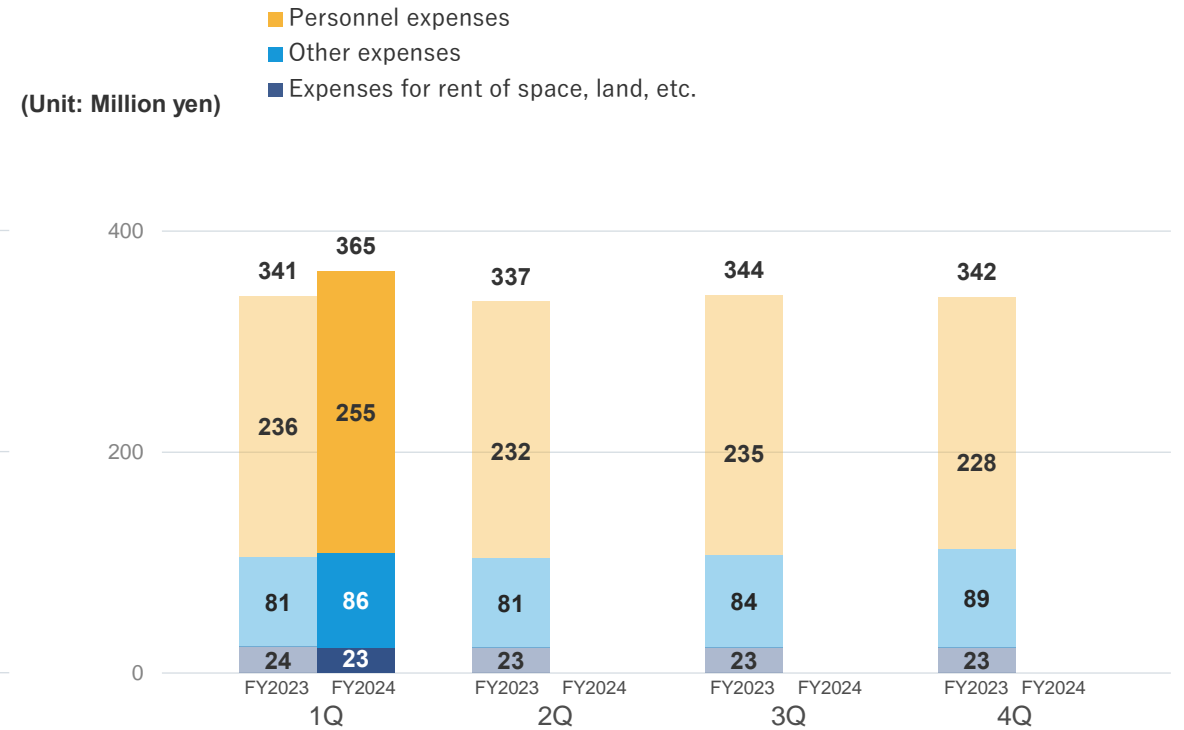
* Figures rounded down to the nearest million yen.

Cost Structure

Cost of Sales (Consolidated)



SG&A (Consolidated)



**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.

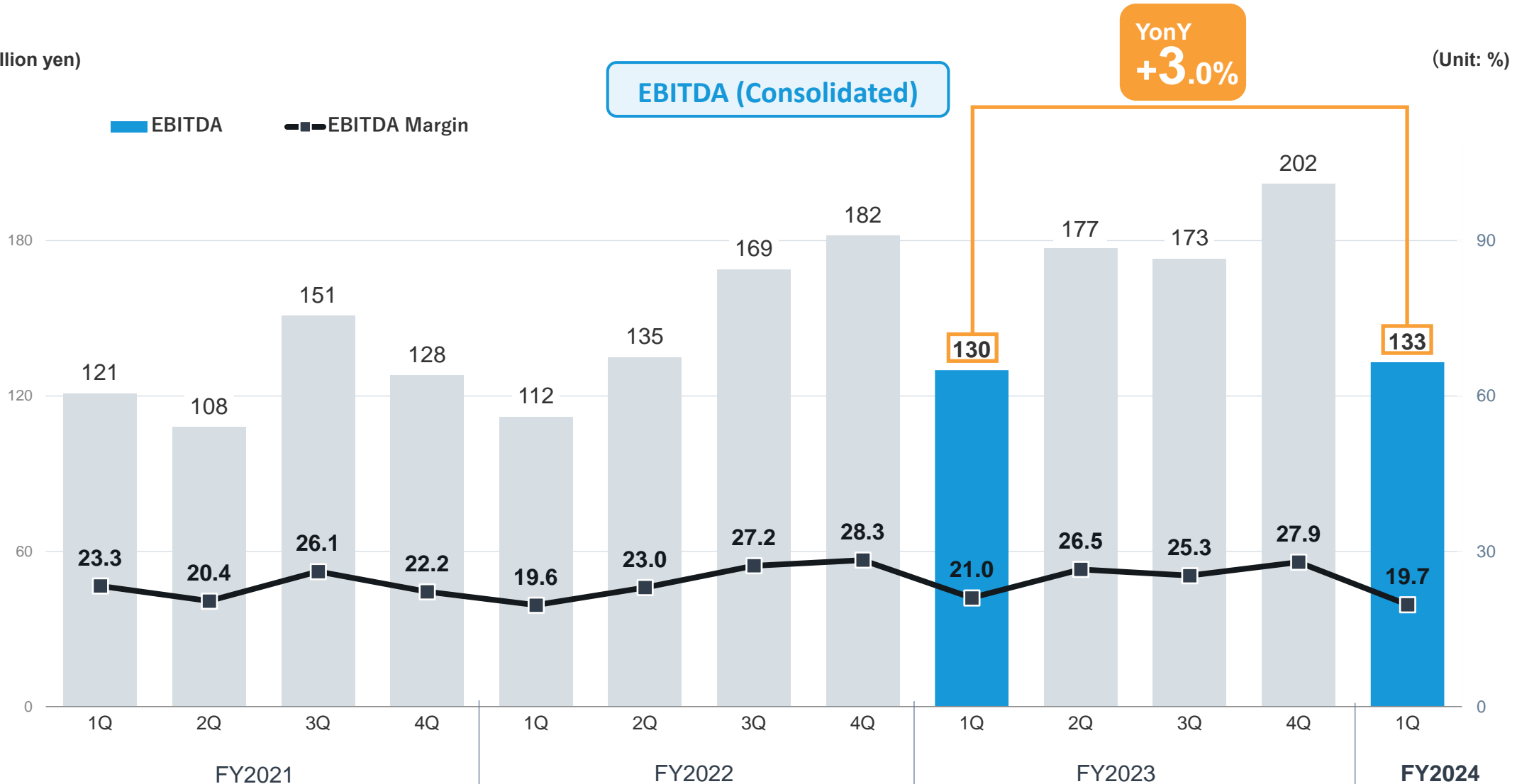
* Other expenses" in SG&A expenses include expenses related to marketing, sales support, etc.

* Figures rounded down to the nearest million yen.

EBITDA Have Been Stable

(Unit: Million yen)

(Unit: %)



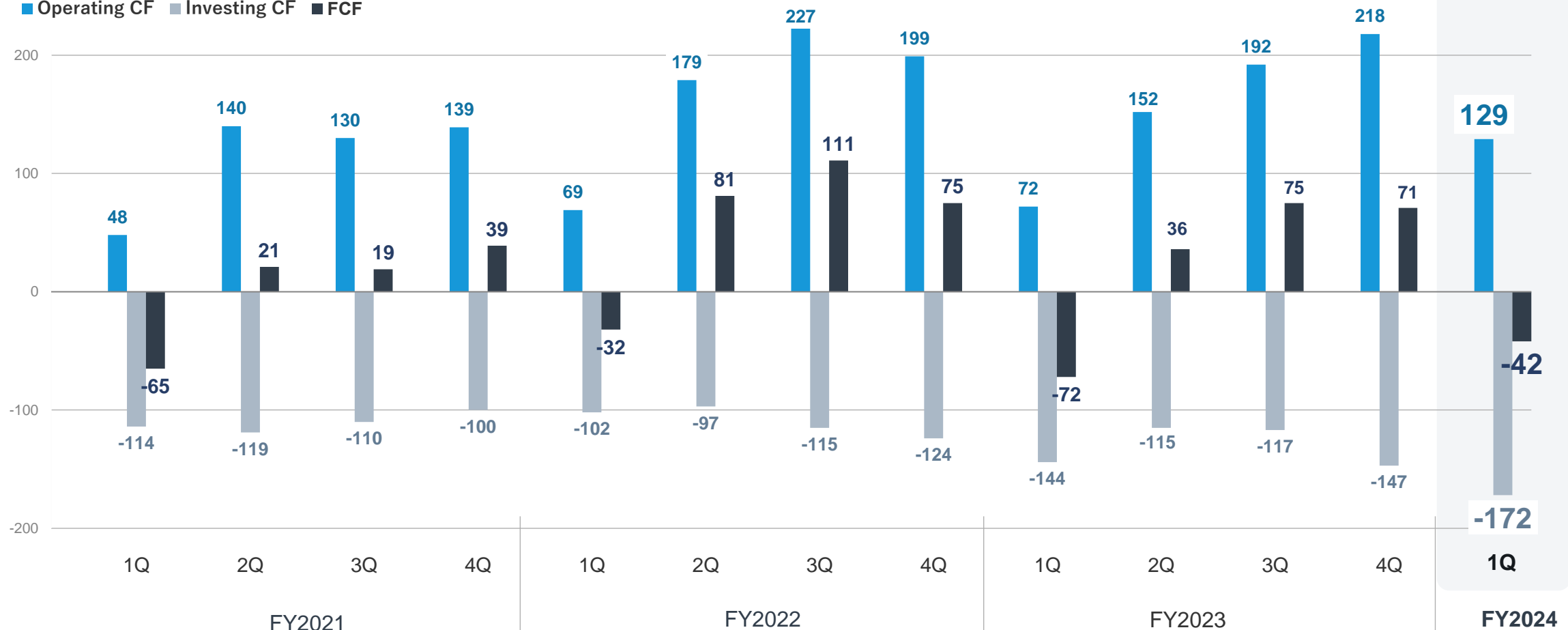
* Figures rounded down to the nearest million yen.

Continue to Invest in Service Development by Using Operating CF

(Unit: Million yen)

Free Cash Flow (Consolidated)

■ Operating CF ■ Investing CF ■ FCF



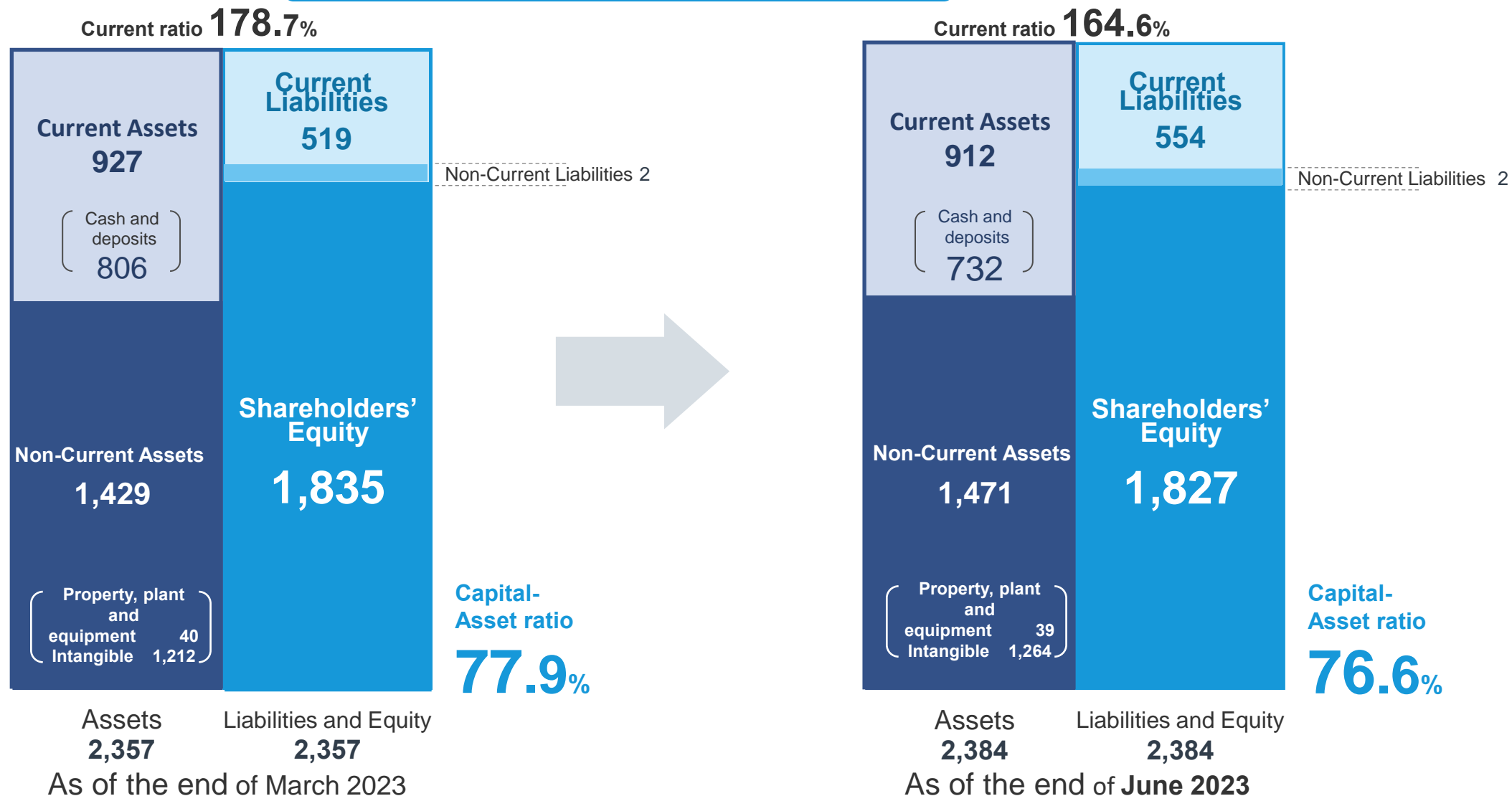
* Free cash flow (FCF) = Operating cash flow (CF) + Investing cash flow (CF)

* Figures rounded down to the nearest million yen.

Sound Financial Ground to Prepare for Growth Opportunities

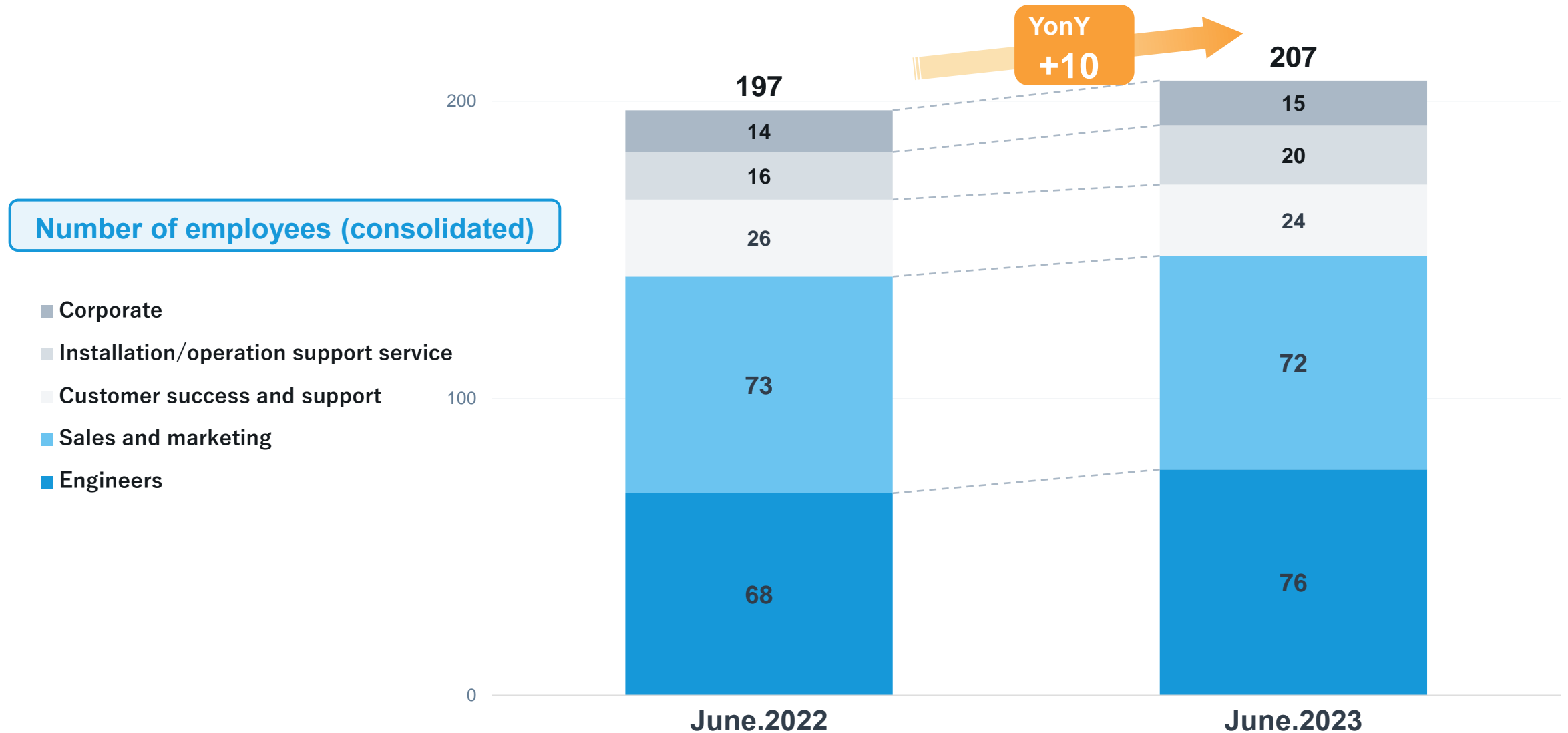
Consolidated Balance Sheet (Consolidated)

(Unit: Million yen)



* Figures rounded down to the nearest million yen.

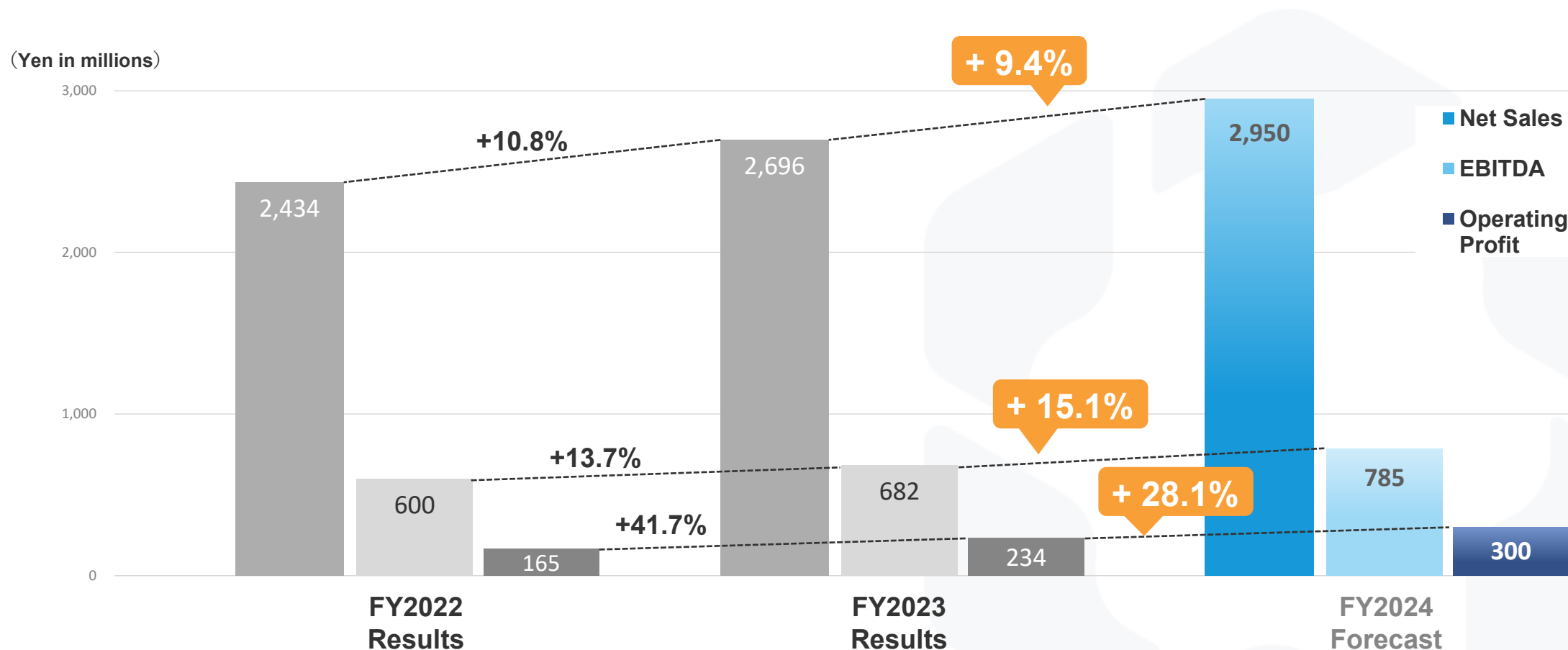
Number of Employees



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

3. Future Prospects

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

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 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.

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.

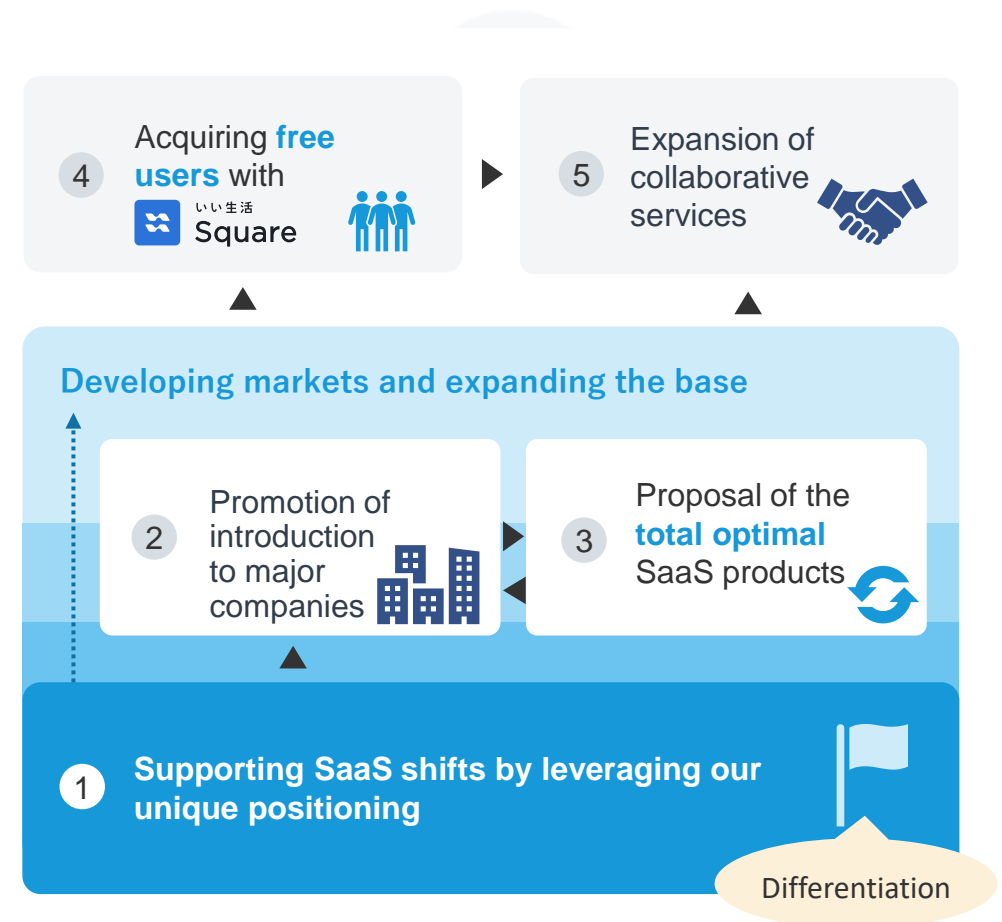
Targeting customers who are doubtful about devoting effort to this area.

④ Acquiring free users (real estate companies) with "e-Seikatsu Square "

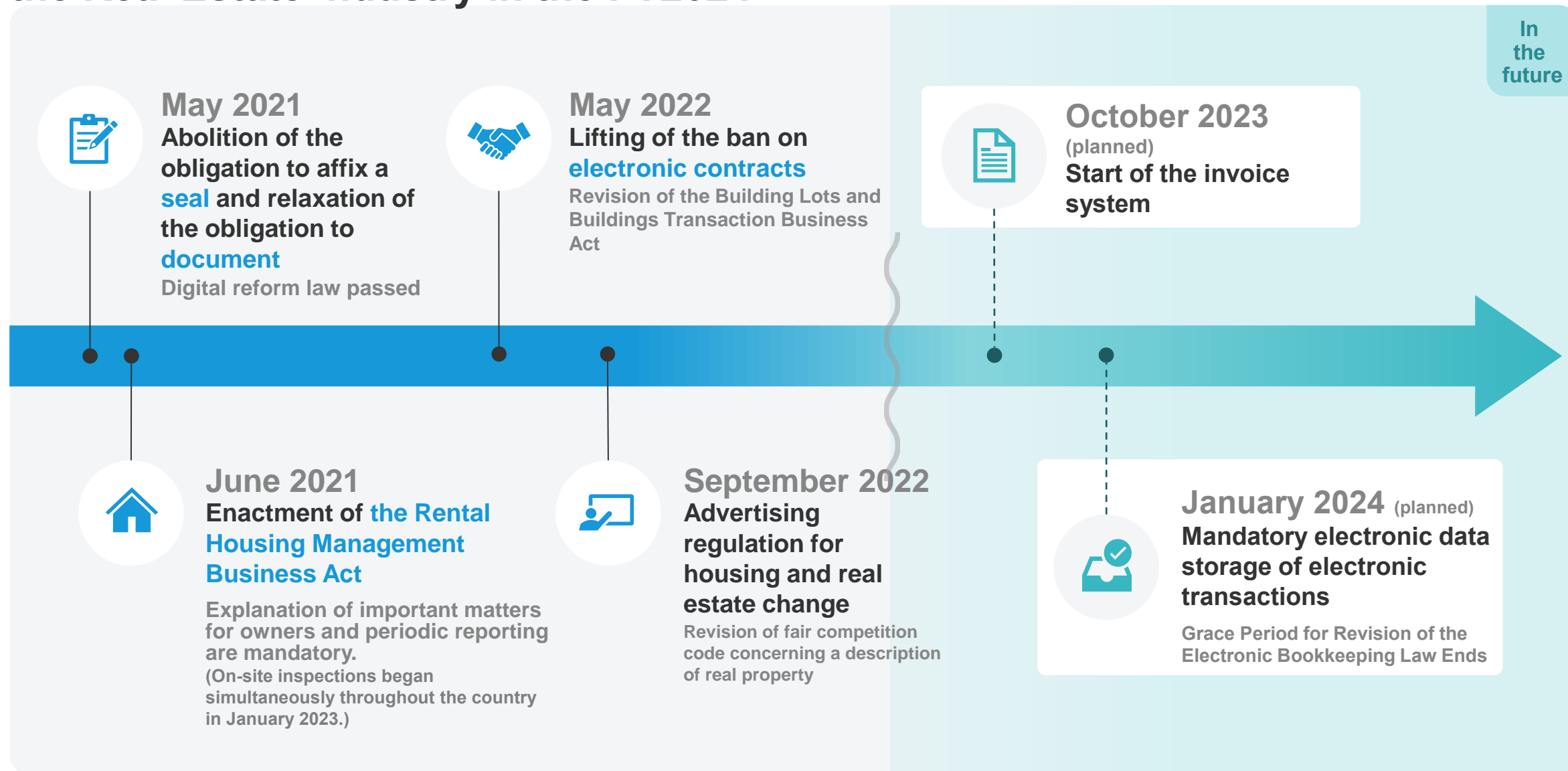
Active Proposal of "e-Seikatsu Rental" and "e-Seikatsu Sales Support" that are easy to introduce entries.

⑤ Expansion of collaborative services

Increase **introduction of web conferencing and electronic contract tools as a sales agent** and take in pay-as-you-go billing.



Plans for Major Revisions to Laws and New Systems Relating to the IT and DX in the Real Estate Industry in the FY2024



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

Began Responding to the Invoice System

Invoice system support Part 2

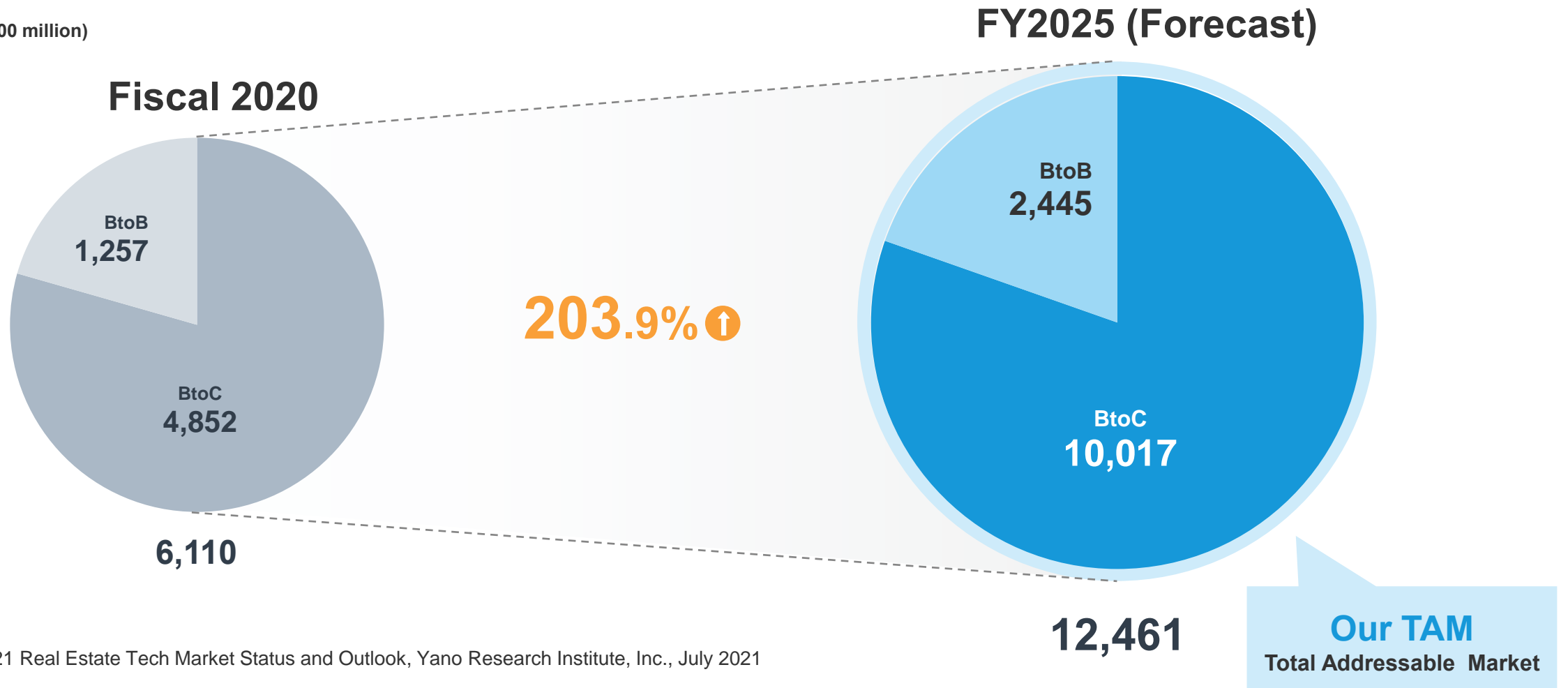
Launched a lease agreement corresponding to the invoice system.



- Started **providing a lease agreement template** corresponding to the invoice system with a view to starting the invoice system in October 2023.
- 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.)

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.

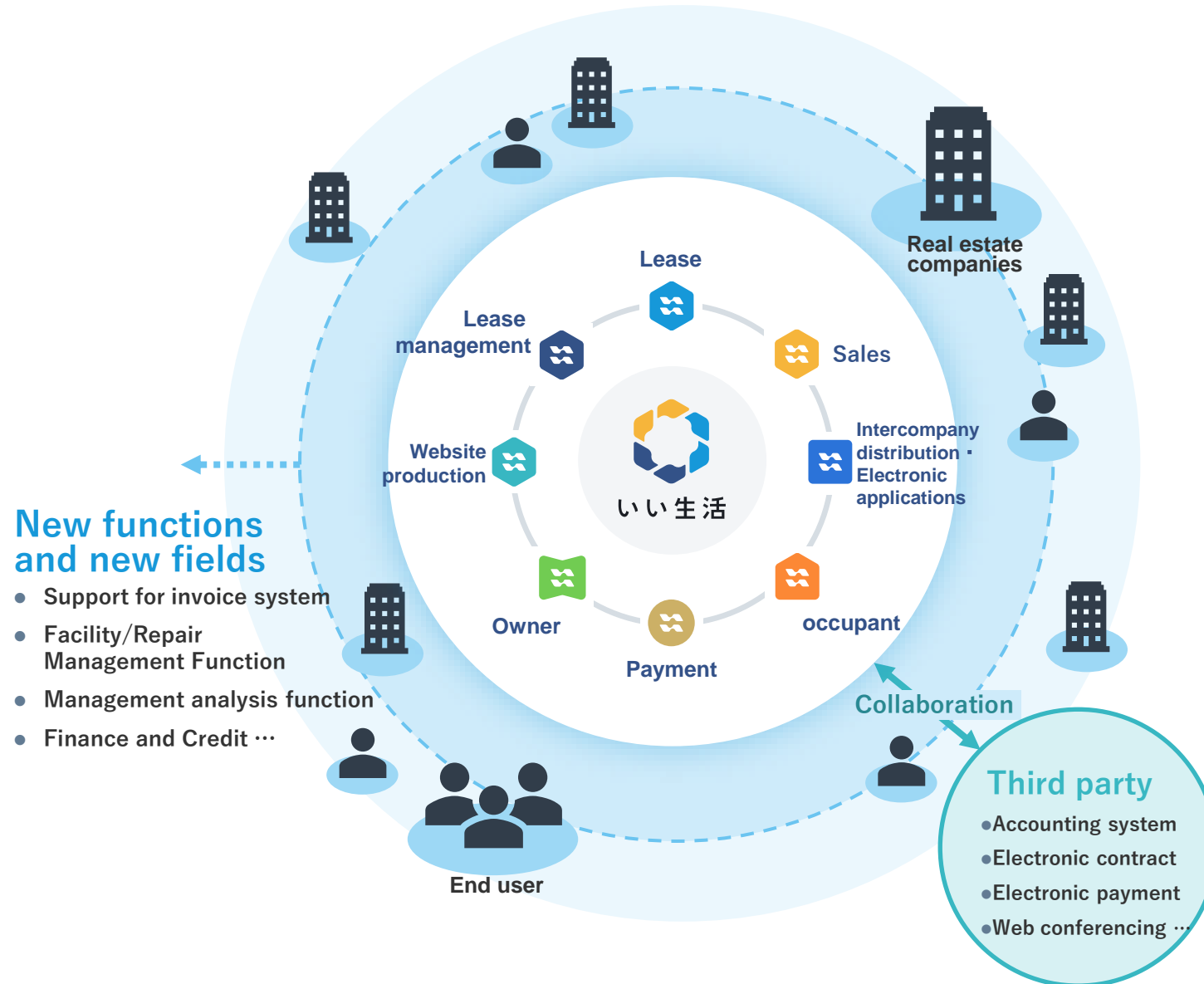
*2 Serviceable Available Market (SAM) is the largest market theoretically able to capture in a market that is a direct target of a service.

*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.

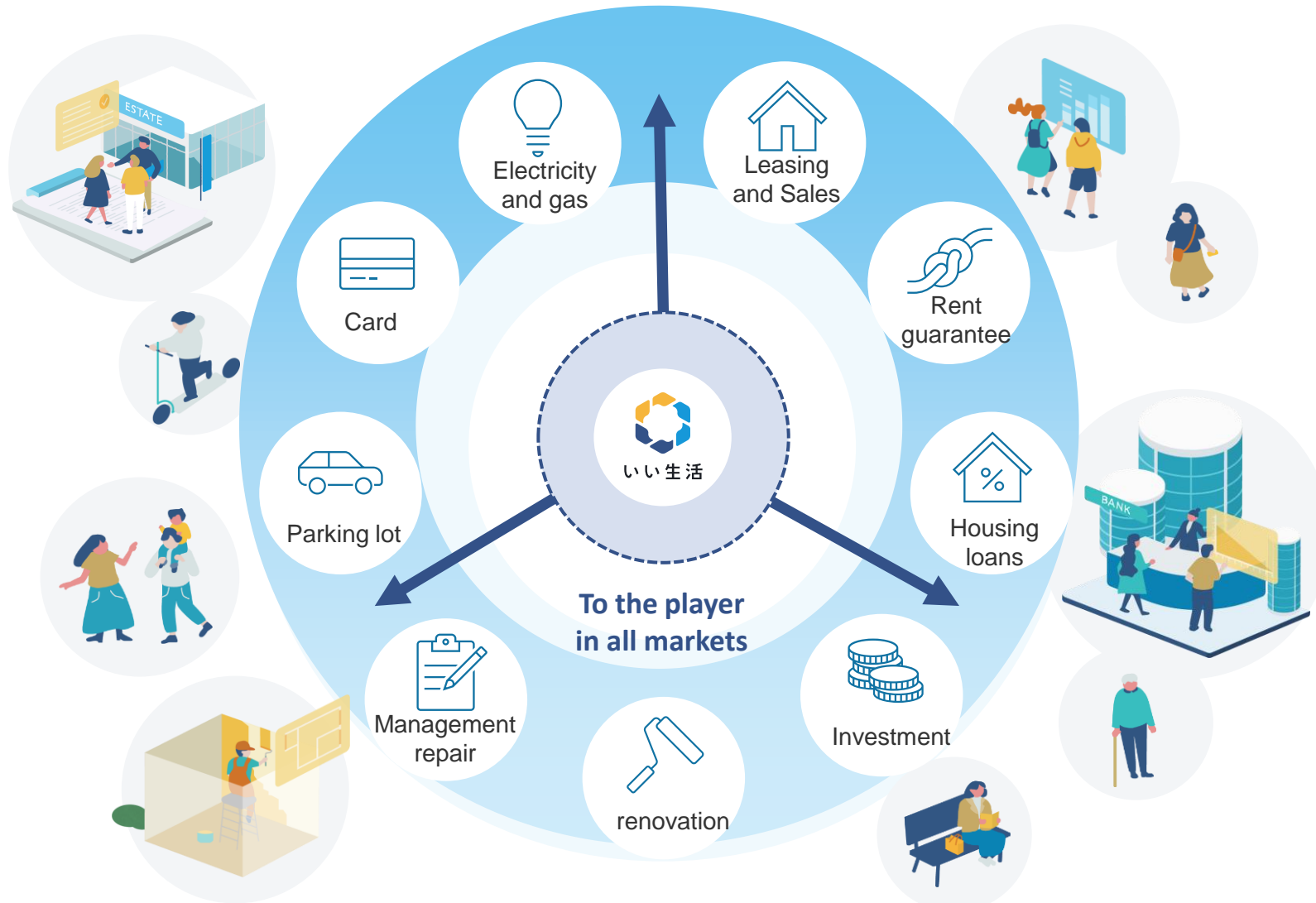
Our Product Vision for DX in the Real Estate Market



- 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 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,

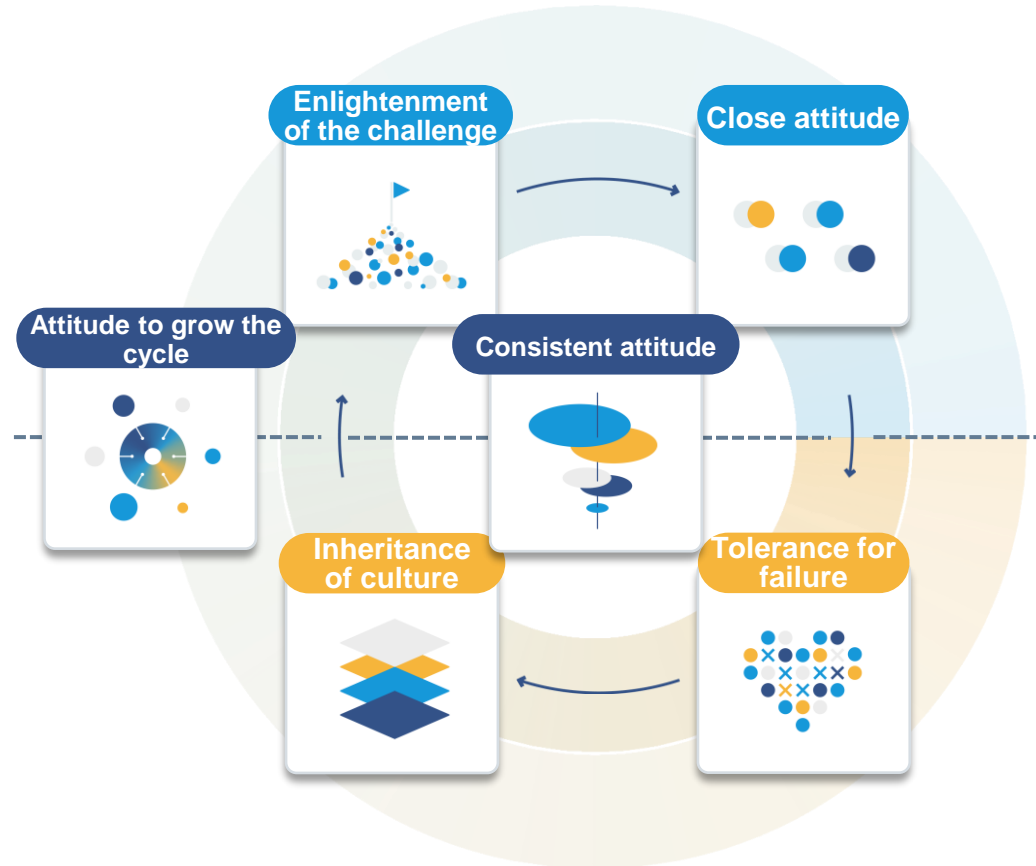
we want to provide rich and clear choices, and to connect people and their good lives by seamlessly linking data.

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 the Brand Renewal, the Service Category and the Product Names have been Changed.

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

Sequentially Reflected



Business Cloud Series

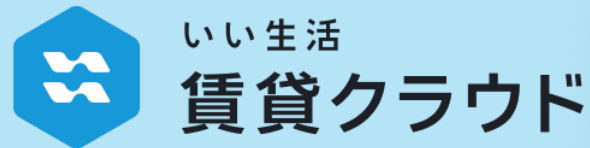
Real Estate Platform

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 Kaikou Cloud) with the text 'Sales support' below it. The main part of the image shows a smartphone screen displaying a chat window with a customer. The chat messages are in Japanese, discussing property listings and inquiries. The background shows a desktop view of the application with various navigation options and a list of customer interactions.

- 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

e-Seikatsu Website

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.



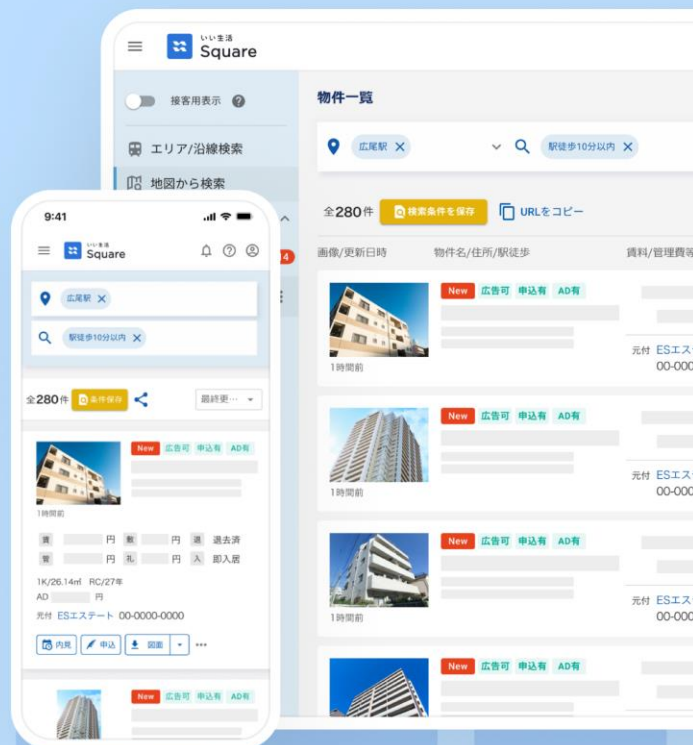
- It is possible to produce a company's website optimized for introducing real estate in a fully responsive manner, to support the digital marketing of real estate firms
- It is possible to produce a practical company's website with plentiful templates and simple operation, change its designs, and update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

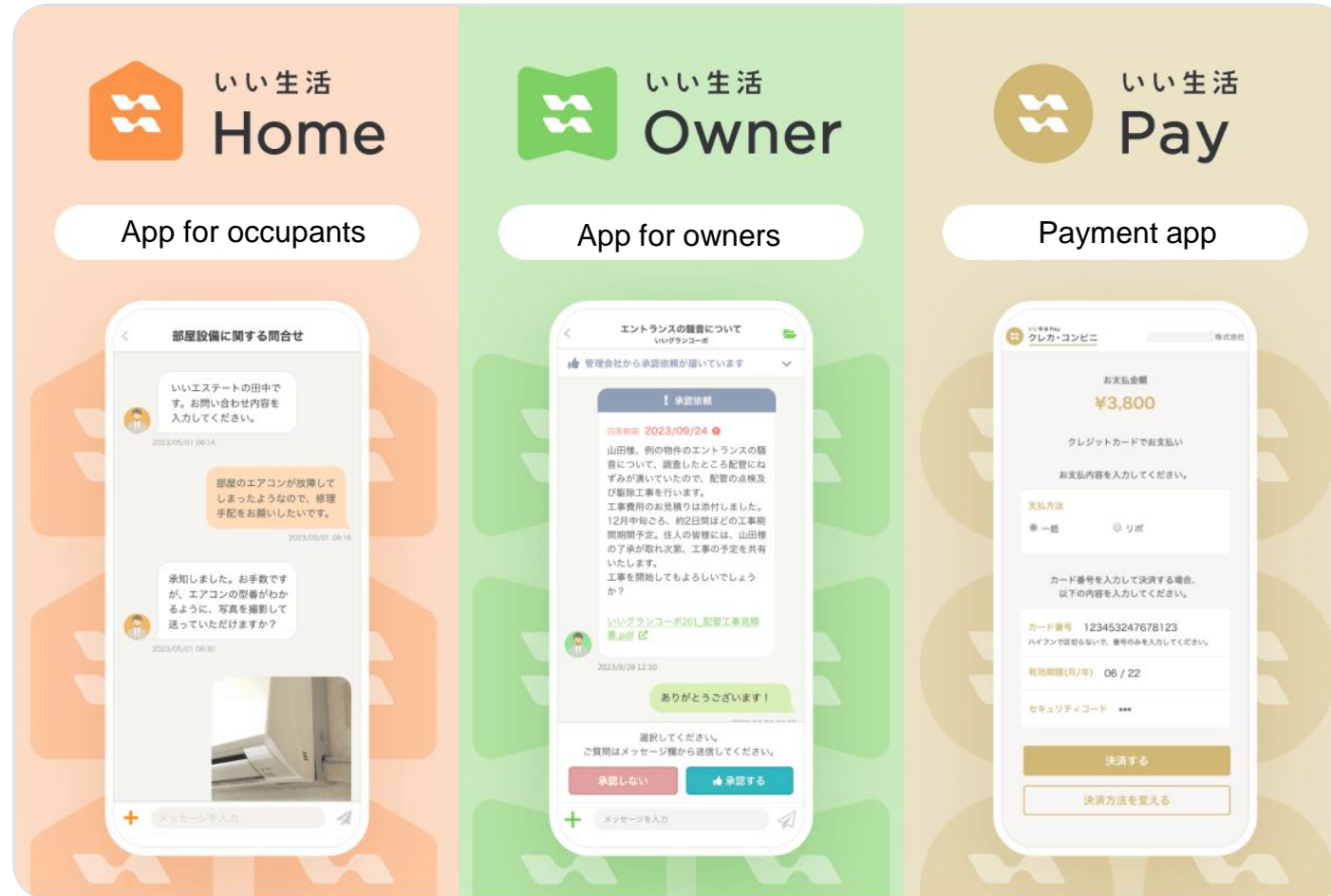
[Reserving a viewing/Web application]

- 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 **14,000** 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**

Reference

③ Company Profile

Established "Basic Policy on Expansion of Human Capital"

We aim for a win-win relationship between society and the company, and a win-win relationship between the company and its employees.

Basic Policy on Expansion of Human Capital

The values that we cherish and the way we should be as individuals are summarized in six values (guidelines for action).



Measures to realize the policy

Pursuit of spontaneous value creation

A series of active dialogues

in the process of setting goals and helping people achieve them

Pursuing wellbeing

while manifesting the value of each individual

Respect for Humanity

Talent Acquisition

The company's purpose/
the crystallization of the
future that we should
aim for as the company

**Mission /
Vision**

Value

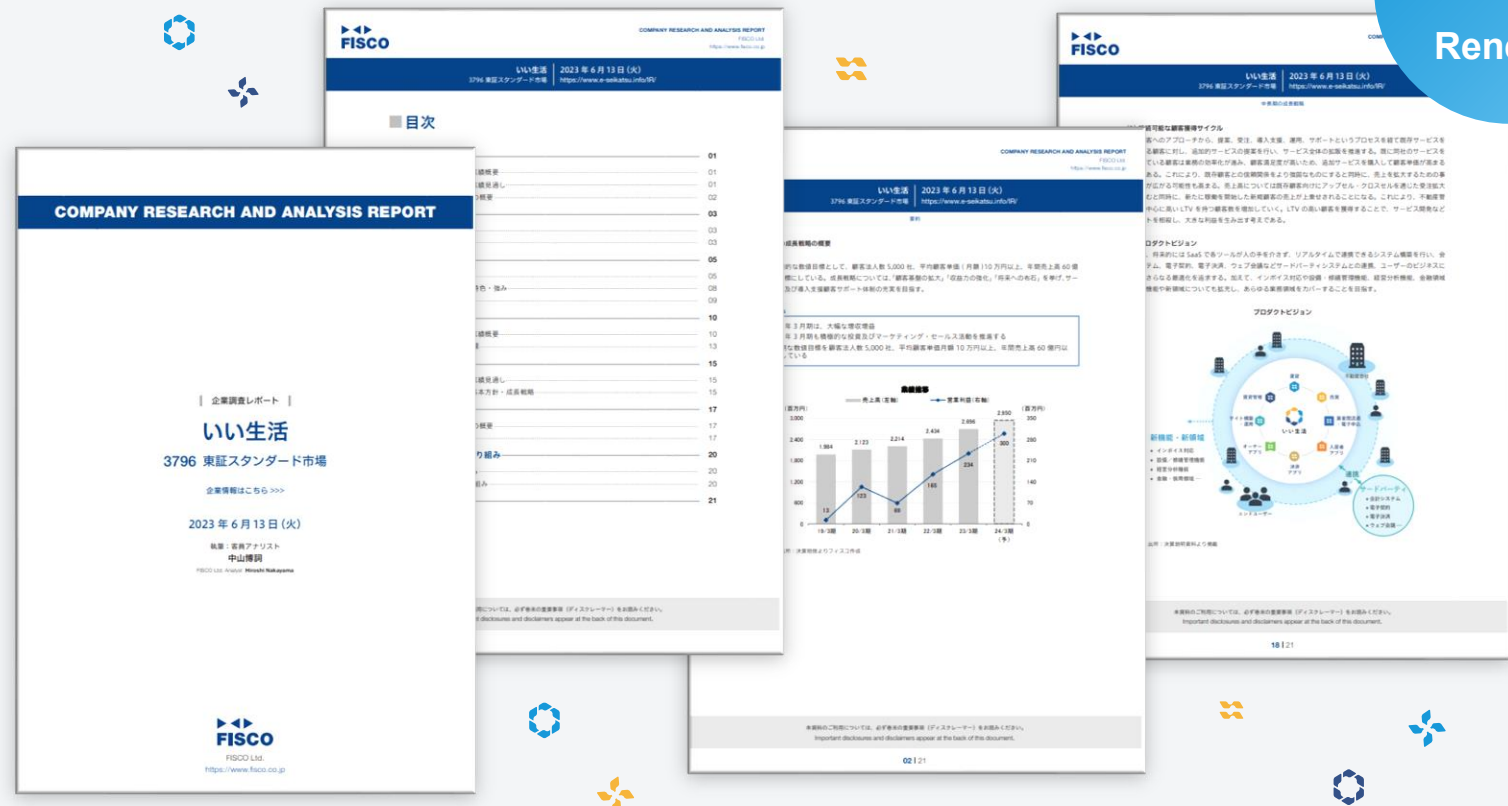
**Basic Policy for
Internal
Environmental
Improvement**

Introduction to the Corporate Research Analyst Report

June 2023
Renewal

For the first time
As you know

You can comprehensively
understand the business.



The full corporate research report (Japanese only) by FISCO Ltd. can be downloaded at the following URL;
<https://cf.pfdata.fisco.jp/data/report/20230613/6680070020230613001.pdf>

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



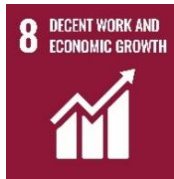






Large amount of information

- 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>)

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 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.

The logo for the Task Force on Climate-Related Financial Disclosures (TCFD), featuring the letters "TCFD" in a bold, blue, sans-serif font.

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 2005, 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://tcfd-consortium.jp/>)

Company Profile

Established : January 21, 2000

Paid-in Capital : 628,411,540 yen (As of the end of June 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 : 207 (As of the end of June 2023)

Governance System : Company with Audit Committee

Officers :

Chairman	Kiyotaka Nakamura	Outside Director (Independent Director), Audit and Supervisory Committee Member	Haruo Narimoto
President, Representative Director & CEO	Zenichi Maeno	Outside Director (Independent Director), Audit and Supervisory Committee Member	Koichiro Ito
Representative Director & CFO	Hiroyuki Shiokawa	Outside Director (Independent Director), Audit and Supervisory Committee Member	Daisuke Kamimura
Representative Director & COO	Hiroyoshi Kitazawa	Outside Director (Independent Director), Audit and Supervisory Committee Member	Takamasa Totsuka
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