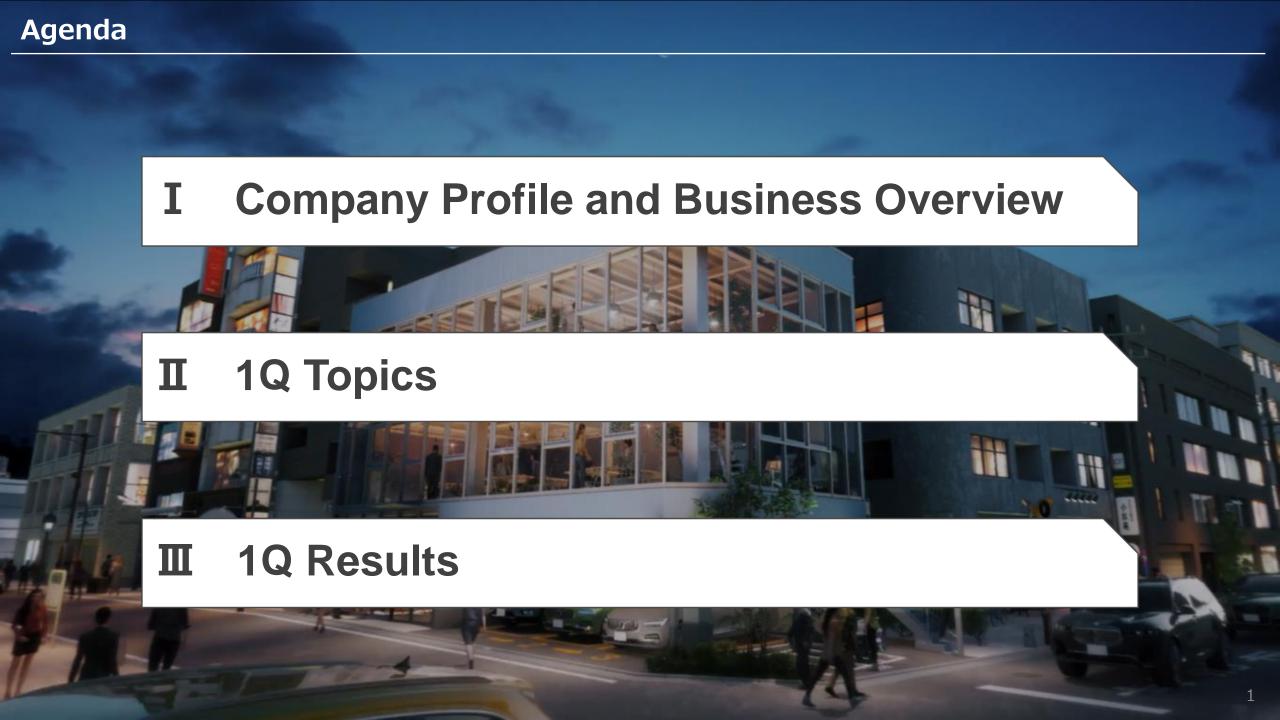
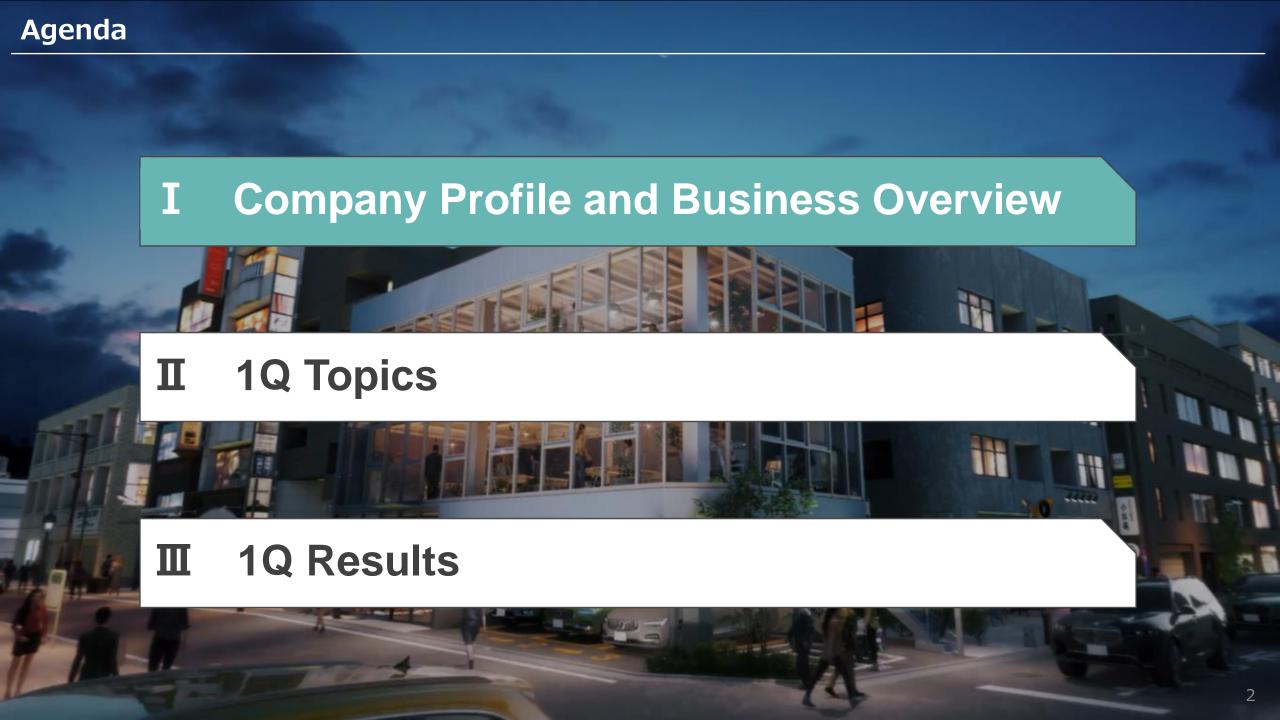
Phil Company, Inc.

Thursday, April 11, 2024
Financial results presentation material for the 1Q of the fiscal year ending November 30, 2024

Phil Company, Inc. TSE Standard Securities code: 3267







Company overview



Company Name Phil Company, Inc.

Established June 3, 2005

Share Capital 789,647,000 yen (as of November 30, 2023)

Headquarters 1-12, 3-chome, Tsukiji, Chuo-ku, Tokyo, Japan

address

Nature of business The Space Solutions business, which includes Phil Park aerial shop and other businesses

Qualifications
and
Real Estate Transaction Business License from the Governor of Tokyo(4) No.87090
First-class Architectural Office Registration from the Governor of Tokyo No.55919
Certifications
Construction Business License from Governor of Tokyo(General-5) No.131403

Listed market Tokyo Stock Exchange Standard Market (Security Code: 3267)

Executive Chairman of the Board

President and CEO
Outside Director

Outside Director (Audit Committee Member)
Outside Director (Audit Committee Member)
Outside Director (Audit Committee Member)

Executive Vice President

Executive Officer, Head of Management Administration Division Executive Officer, Head of Planning and Development Division

Executive Officer, Deputy Head of Planning and Development Division

Executive Officer, Head of Strategic Business Department Executive Officer, Head of Human Resources Department

Executive Officer of Phil Company and President of Phil Construction

Nobuaki Takahashi

Mari kaneko

Daisuke Yanasawa Naoto Matsumoto

Kohei Kawanaka

Hironori Yamoto Shingo Toyama

Tsuyoshi Takeuchi Masataka Koezuka

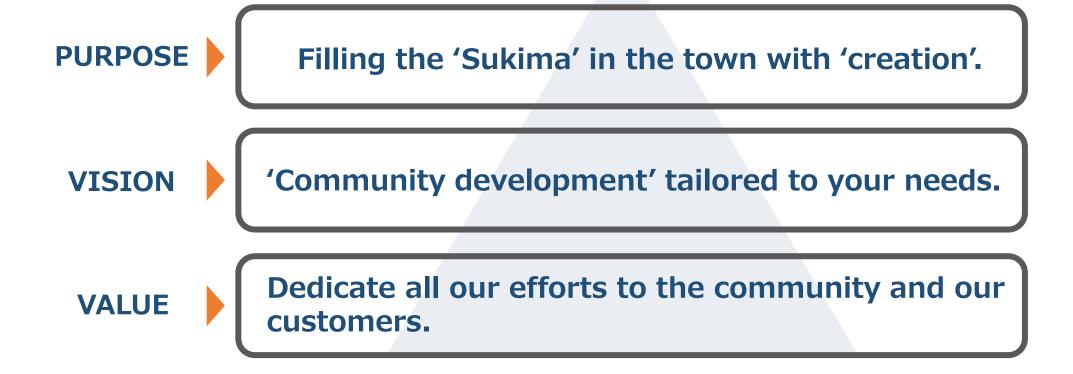
Hiroaki Fukushima Shinya Azusawa

Masahiro Yoshimizu

Takashi Takano

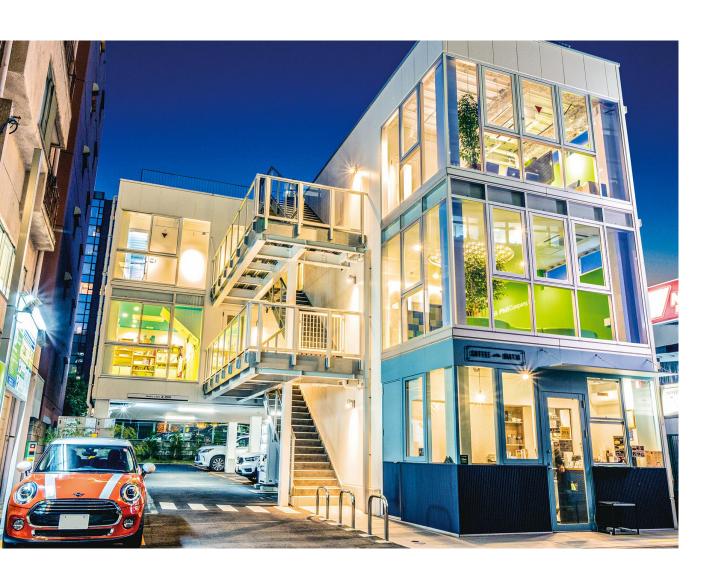


"Phil Company" PURPOSE · VISION · VALUE



The Phil Park aerial shop





Creating vibrancy and revenue in underutilized spaces above parking lots-that's our 'Space Solution Services'.

"What is the best land utilization plan for landowners?"

"What type of building space is needed in this location right

now?"

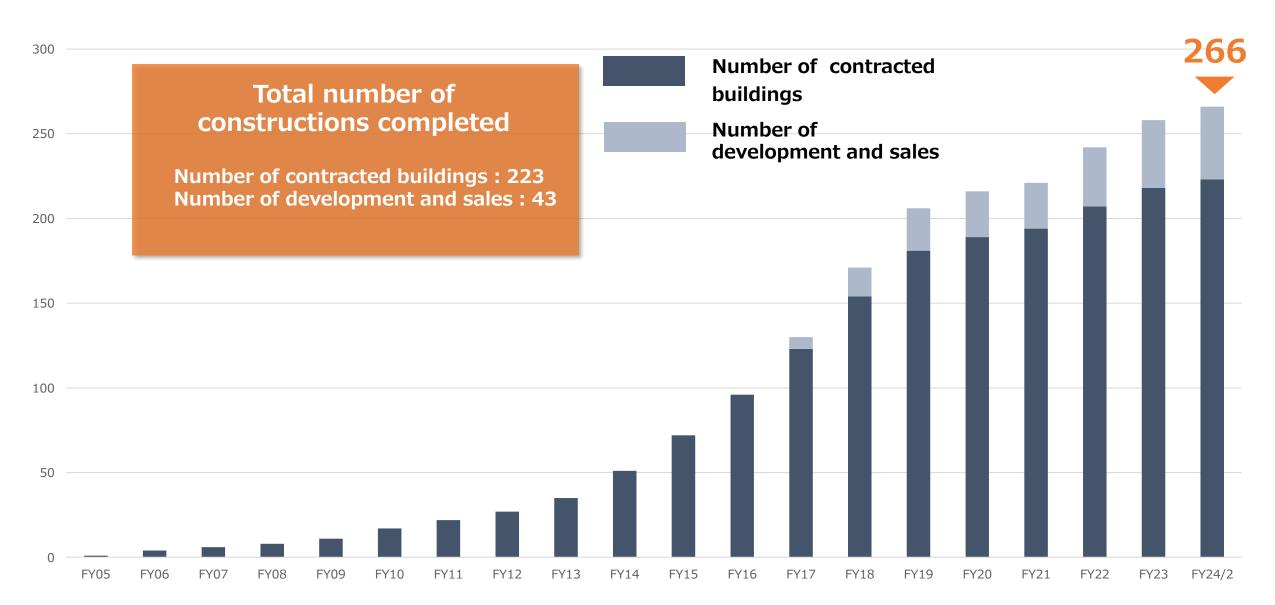
With our unique perspective and approach, we guide landowners, tenants, and local residents to optimal solutions, while also handling the entire process from planning, design, construction, tenant recruitment, to management, all under one roof."

*Key tenants: Food and beverage, beauty, clinics, offices, and

more."

The achievements of Phil Park aerial shop





The Premium Garage House





Creating a wide range of lifestyles for residents while generating stable income even in suburban areas through our rental housing with garages business.

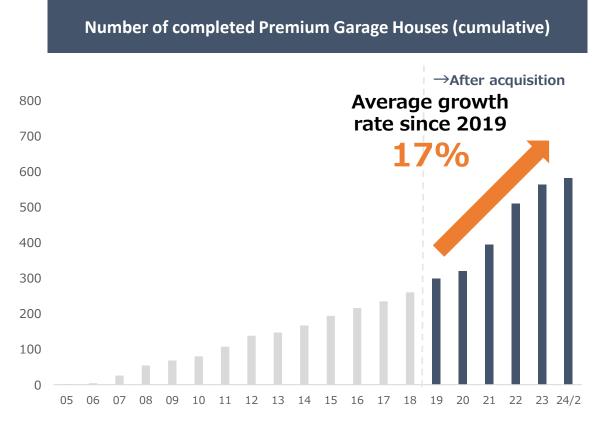
Our rental housing with garages business is ideal for utilizing land in suburban areas that are far from stations and difficult to utilize with typical apartments or condominiums. With an occupancy rate of over 95% and a waiting list of more than $7,000_1$ registrations, we offer high profitability based on strong tenant demand, low investment hurdles, tax benefits, and numerous advantages.

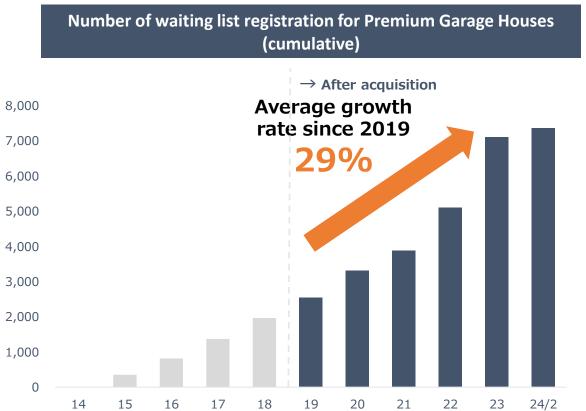
* Main purposes include residential use and second homes.

The achievements of Premium Garage House



- The Premium Garage House brand has accelerated its growth rate since its acquisition in 2019.
- Despite the challenges posed by the COVID-19 pandemic, we have been growing steadily and plan to further expand our business in the future.





Policy for Each Product and Style Going Forward





- Cumulative results: 223 buildings
- Main locations: Urban <u>business districts</u> of Tokyo, Kanagawa, Saitama, Aichi, Kyoto, Osaka, Fukuoka, etc.

Our Core Business

Land utilization products mainly in urban areas. Specializing in locations that are conventionally difficult to design for, such as spaces above parking lots, land along side streets, and narrow lots. We intend to continue to <u>assign</u> <u>human resources and allocate management resources</u> to this business.



Premium Garage House Rental housing with a garage

- Cumulative results: 90 buildings (excluding pre-acquisition results)
- Main locations: Suburbs of Tokyo, Kanagawa, Saitama, Chiba, Osaka, etc.

Innovative Land-Use Product in Suburbs

This is a land-use product that can provide high yields even on land in suburban areas far from train stations, and has a <u>unique system</u> called "waiting list registration" that <u>pools applicants</u> for PGH. Demand is expected to grow and we intend to <u>aggressively pursue</u> this product.

- Cumulative results: 43 buildings
- Main locations: same as above

Positioned to Complement Phil Park Contracted Orders

We purchase the land and do the planning. This model lists buildings as inventory on the balance sheet until sales are made. Planning and designing is relatively easy because we carefully select and acquire the most suitable land for Phil Park. Also, since we can make proposals to investors other than land owners, this contributes to expanding the base of who we sell to. We intend to expand selectively going forward.

- Cumulative results: 11 buildings
- Main locations: Areas within the above prefectures where financing is available

A Style that can be Offered Under Limited Conditions

In general land in suburban areas is more <u>difficult to finance</u> than land in urban areas because it is more <u>difficult for financial institutions to evaluate</u> the value of the land. This means there might be a limited number of buyers. When acquiring land for PGH we do so only in <u>limited cases</u> where there is sufficient potential for tenants and sales.

The potential market



■ The Phil Park aerial shop and Premium Garage House businesses each have significant potential markets.

Overall industry market size (TAM)*1

Target market size (SAM)*3

- ※1: TAM: Total Addressable Market
- ※2: Using the Construction Starts Statistics Survey (Ministry of Land, Infrastructure, Transport and Tourism), the potential overall market size is calculated based on the total planned construction cost of buildings that commenced construction in Japan in 2022.
- ※3: SAM: Serviceable Available Market
- ※4: Using Miyagi, Tokyo, Saitama, Chiba, Kanagawa, Aichi, Kyoto, Hyogo, Osaka, and Fukuoka as the target areas, the proportion of PP standard plots is multiplied to calculate the result.
 - (PP standard plots refer to the proportion of small-sized plots (15-120 tsubo) within a 10-minute walk from a train station (within a straight-line distance of up to 800m), using land data from G Space Information Center, and the estimation is expanded to other areas).
- **5: Using the 2022 Housing Starts Statistics Survey (Ministry of Land, Infrastructure, Transport and Tourism), the number of row houses and apartment units among newly constructed rental homes is calculated.
- ※6: Using land data from G Space Information Center, the proportion of plots in the Tokyo Metropolitan Area and the three prefectures (Saitama, Chiba, and Kanagawa) that have a quadrilateral or larger shape and range in size from 50 to 300 tsubo is estimated and expanded to the entire country.

PhilPark Aerial shop

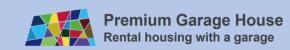
Approximately 2.9 trillion yen

<The method of calculation> Annual total construction cost of buildings in key areas \times Percentage of plots based on PP standards (from 15 to 120 tsubo, within a 10-minute walk from the station) .

*4

Approximately 26.7 trillion yen

The annual total construction cost of buildings nationwide*2

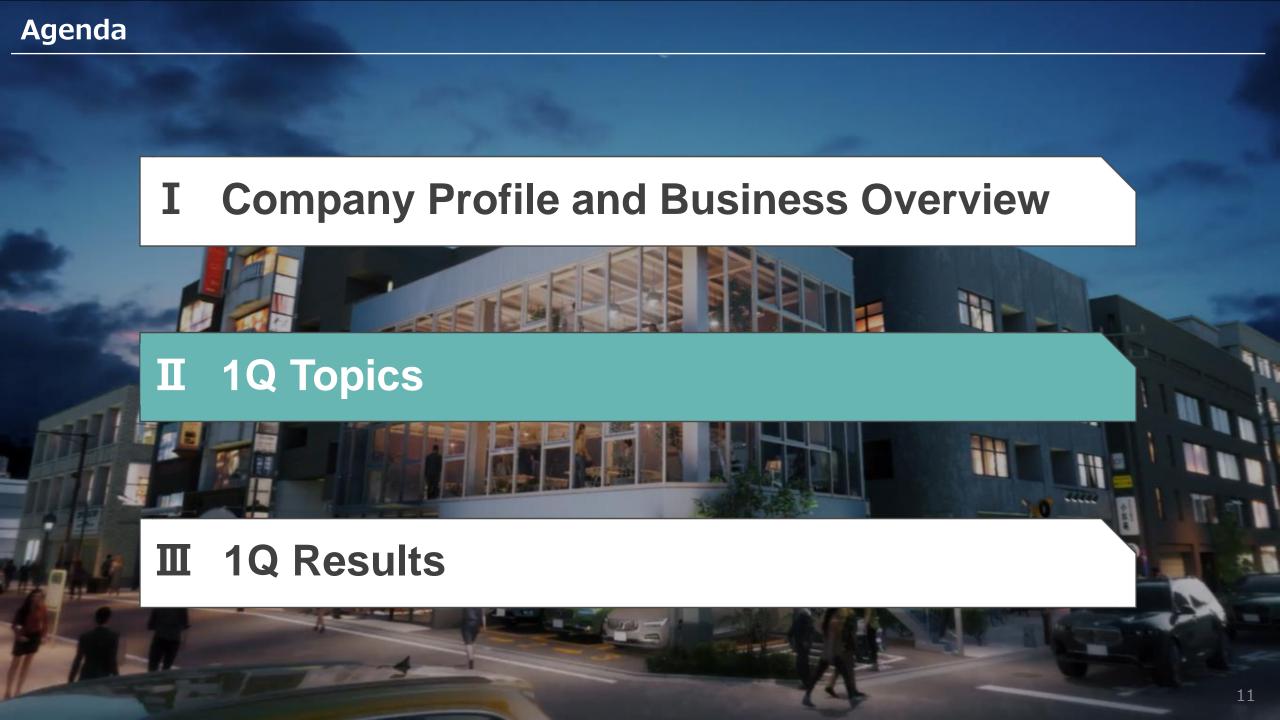


Approximately 2 trillion yen

<The method of calculation>

Number of new construction starts for rental homes (row houses and apartment buildings) nationwide *5

- Proportion of plots meeting PGH standards (quadrilateral or larger, 50-300 tsubo)
- × Unit price per PGH unit (22 million yen).



Summary of Mid-term Management Plan ~Leap to the next stage



- Goal of the Mid-term Management Plan: 'Establishing a foundation and framework for sustainable growth'
 - Scaling existing businesses through business process reform and organizational restructuring.
 - At the same time, laying the groundwork for the next stage of growth.

1st Reform Business Process Reform

 \sim Scaling the Business Model

- Sales Reform
- Creating a mechanism to generate responses
- Efficiency improvement in cost management and estimation process
- Strengthening Property Management

2nd Reform Organizational Restructuring

 \sim Improving Employee Engagement

- Organizational Development
- Talent Development

3rd Reform Business Portfolio Transformation

~Laying the Foundation for Further Growth

- Business Portfolio Transformation and Expansion
- Overview of New Business
- M&A and Alliance Strategy

November 2026 Fiscal Year

Revenue 15 billion yen
Operating profit 1.2 billion yen
ROE 20%

Number of inquiries 4,000 Number of proposals 450 Number of contracted orders 90

Number of employees 130

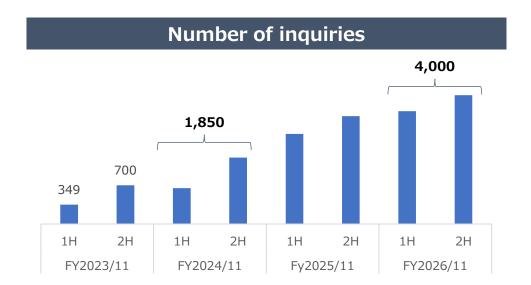
Improvement of Growth Potential (Enhancement of Valuation)

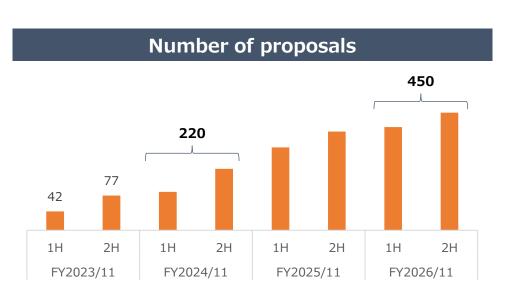
Improvement of Shareholder Value

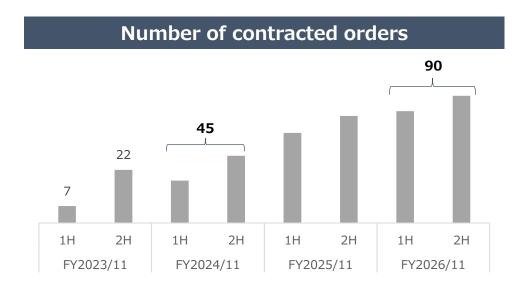
Copyright © Phil Company, Inc. All Rights Reserved **1 Property Management **12

KPI Planning







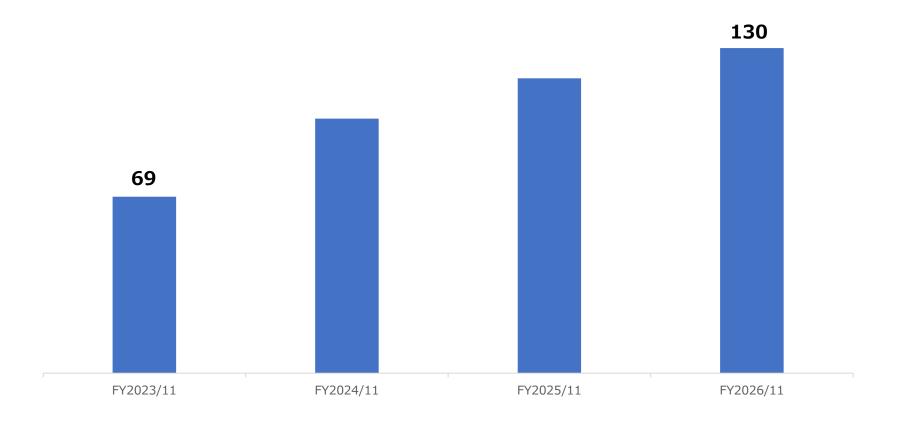




Personnel staffing plan



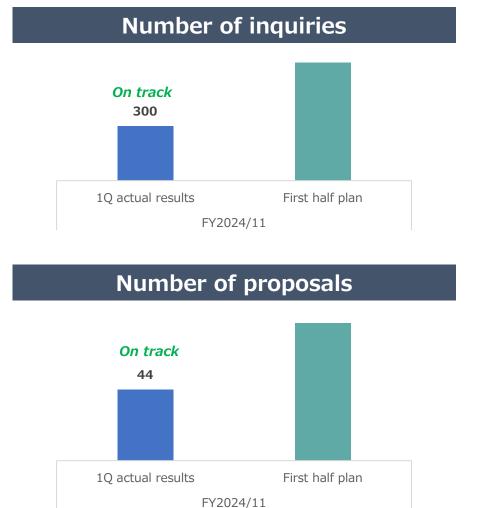
- Over the next 3 years, the number of personnel will expand to 130.
- To strengthen recruitment and enhance employee engagement, reducing turnover rate.



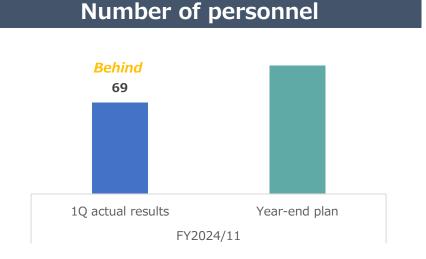
Progress of the mid-term management plan



- The progress of the number of inquiries, number of proposals, and number of orders received is as expected.
- The increase in personnel is progressing behind the initial plan.
 - > Delays in recruitment and an increase in retirements are the challenges.









Recruitment strengthening measures



- •Progress management through the recruitment management system
- •Clarification of talent requirements
- •Accelerating the recruitment process and decision-making speed

Measures to suppress resignations



- (improvement of employee engagement).
- •The penetration of PVV, revitalization of communication (awards, founder podcast, internal newsletter)
- •Exit interviews (feedback)
- •Enhancement of various personnel systems (performance evaluation, workstyle reform, employee benefits)
- •Review of the compensation system

Progress of the 2nd reform, 'Organizational Restructuring'



Organizational Development

The penetration of PVV

- ✓ Internal briefing
- ✓ PVV award
- ✓ Communication revitalization
- ✓ Owners Club

Foundation for sustainable growth

- Consideration of manager development training
- ✓ Establishment of Marketing Department & Public Relations Department
- ✓ Strengthening interdepartmental collaboration through systems
- ✓ Initiation of medium to long-term organizational design

Inprovement of Engagement

Talent Development

Promotion of autonomy and experiential learning

- ✓ Introduction of onboarding tools
- ✓ Improvement of the quality of 1-on-1 meetings

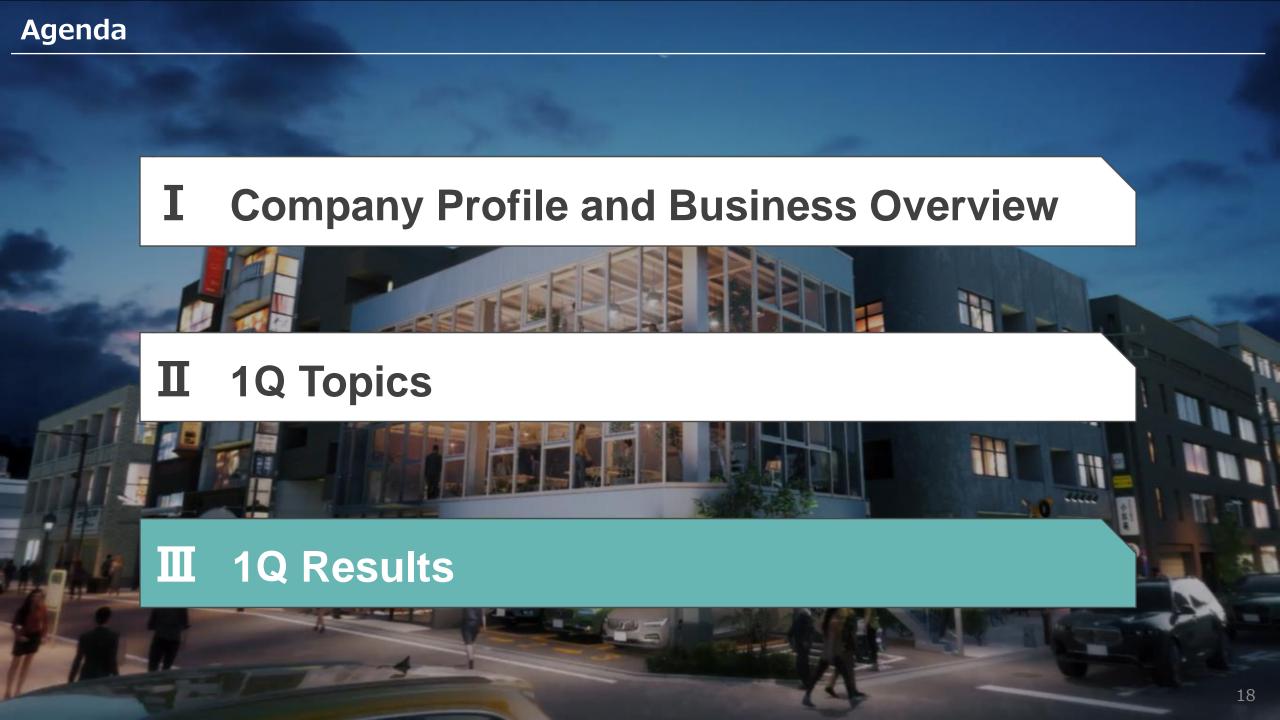
Career and self-fulfillment support

- ✓ Operation of goal management system
- ✓ Introduction of grade system
- ✓ Enhancement of qualification support system (such as architects)

Performance management

- ✓ Alignment between mid-term business plan and individual goals
- ✓ Visualization of tasks and KPI management through systems

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1Q Results, Summary



3Q Results

Sales : 606 million yen

Gross profit : 207 million yen

Operating profit: \triangle 88 million yen

1Q Highlights

- Despite a YoY decrease of 17% in sales, gross profit increased by 10%.
 - Amount of orders received exceeded 1 billion yen for the third consecutive quarter, reaching 1.09 billion yen.
 - > The number of orders received, 10, is the highest for the first quarter.
- Selling and administrative expenses increased by 7% YoY, while operating profit remained at the same level as the previous year.
 - With the strengthening of the organizational structure, personnel expenses and outsourcing costs have increased.

The Contracted Orders Scheme-PP

No. of orders received : 5
Amount of orders received : 721 million yen

The Contracted Orders Scheme-PP

No. of orders received : 5 Amount of orders received : 368 million yen The Development and Sales Scheme

Balance of development projects:

3,916 million yen

No. of Units Sold and Delivered: 0

^{1.} PP: Phil Park aerial shop

^{2.} PGH: Premium Garage House

1Q Consolidated performance



	1Q R	esult
(Thousands of yen)	Results	YoY
Sales	606,083	△17%
Cost of sales	398,395	△26%
Gross profit	207,688	+10%
Gross profit margin	34.3%	_
SG&A	296,342	+7%
—Personnel	151,677	+11%
—Outsourcing expenses	42,204	+17%
—Advertising exponses	6,605	△30% ●
—Others	95,854	+1% •
Operating profit	△88,654	△1%
Ordinary profit	△96,589	△6%
Profit	△71,409	△5%

Prior investment

By strengthening mid-career recruitment, personnel expenses have increased. **Personnel expenses include recruitment costs.

Digital investment will continue, while advertising and promotional expenses will decrease.

Other selling and administrative expenses remained at the same level as the same period of the previous year.

Financial performance



- The quarterly Gross profit margin has generally been in the range of 20% to 30%.
- Since the change in Sales recognition standards from November 2022, it has consistently remained in the range of 20% to 25%.
- In the 1Q, while there were many orders, the amount of completed project revenue was low, resulting in a gross profit margin of 34%, which is a high level.

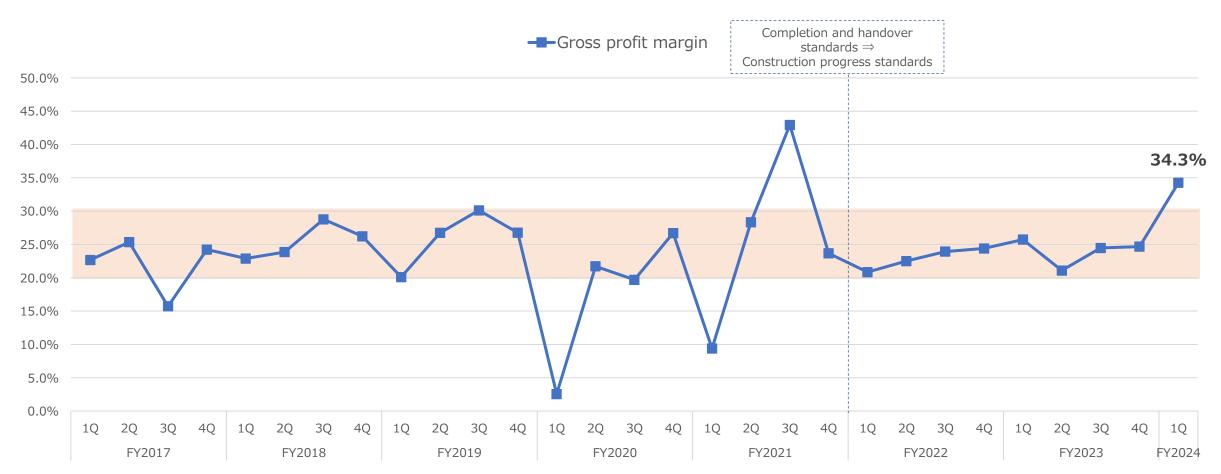


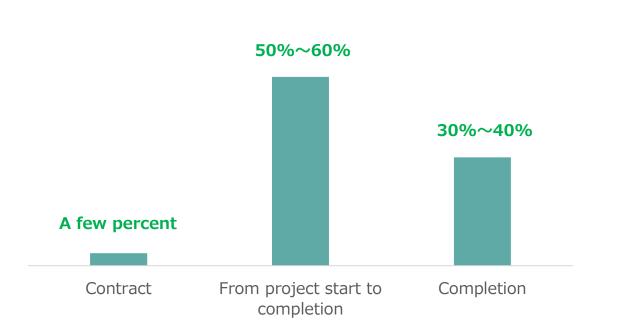
Image of revenue recognition for Contracted Orders

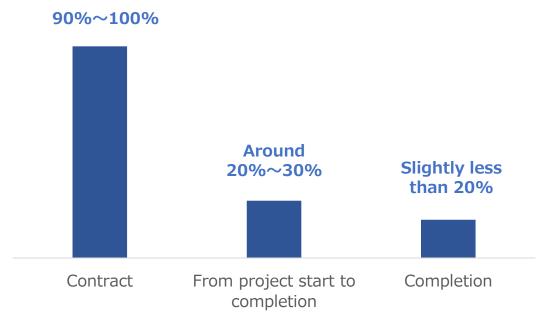


- Recognize revenue based on the progress of the project in accordance with the construction progress criteria.
- The cost varies depending on each process and service, resulting in differences in profit margins.
 - > At the time of contract: Planning and design (low sales, low cost)
 - > From project start to completion: Design and supervision (low sales, low cost), construction subcontracting (high sales, high cost), and others
 - > At completion: Construction subcontracting (high sales, high cost) and others

Example of revenue recognition ratio for each process

Example of gross profit margin for each process



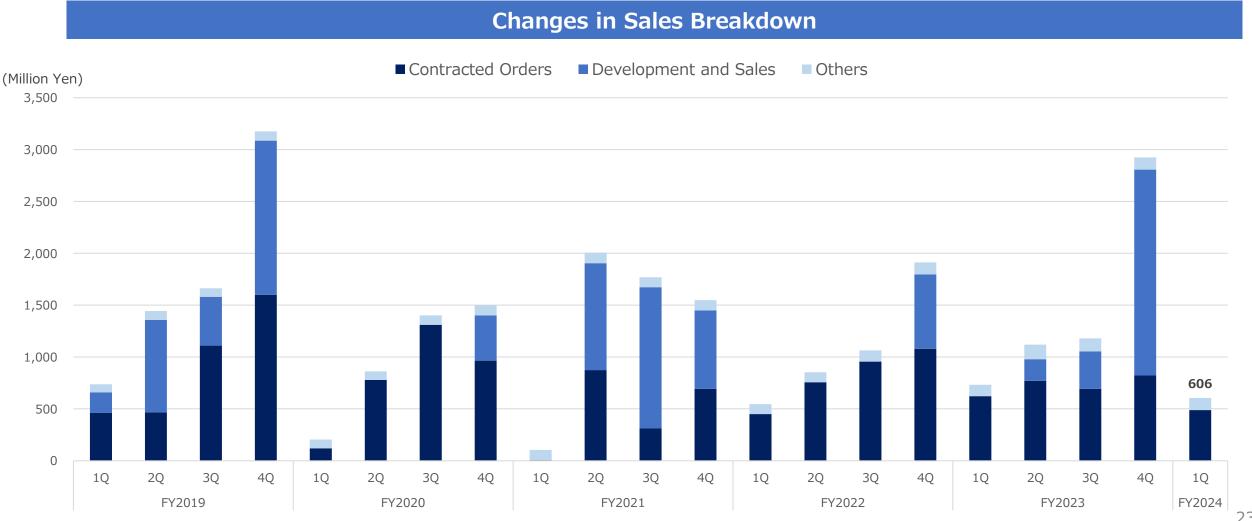


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Sales breakdown



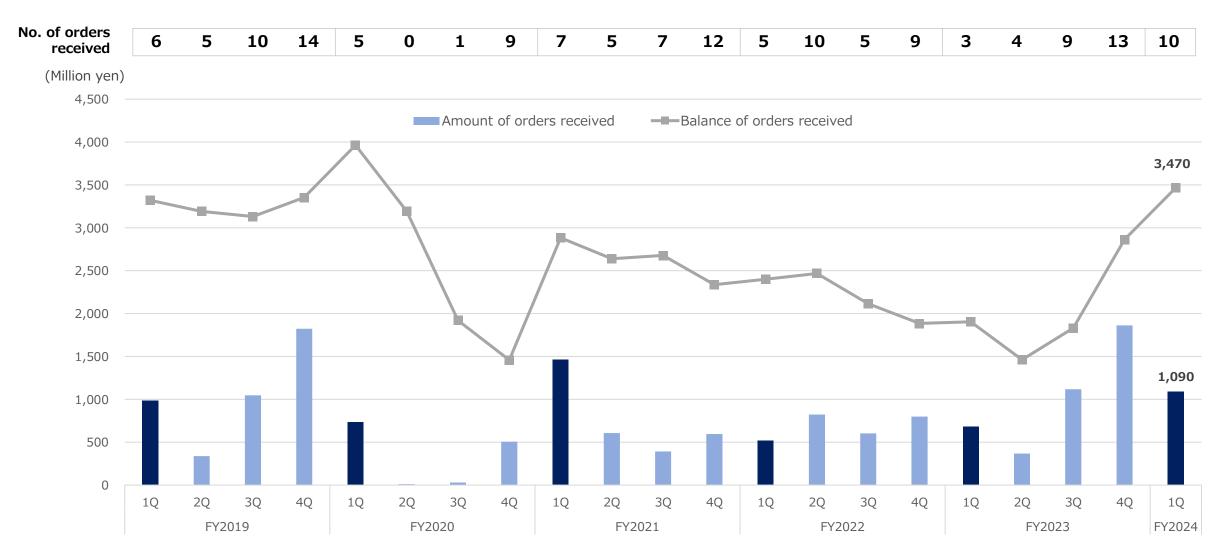
- Sales from Contracted Orders declined YoY.
- We will continue to accumulate sales revenue through Development and Sales from the 2Q onwards, even though there were no sales deliveries in the 1Q.



Status of Contracted Orders received



- The number of orders received, 10, is the highest for the 1Q.
- We have achieved 1 billion yen in amount of orders received for 3 consecutive quarters compared to the previous period, and for the first time in 4 years, our balance of orders received has exceeded 3 billion yen.



The trend in Sales from The Development and Sales Scheme

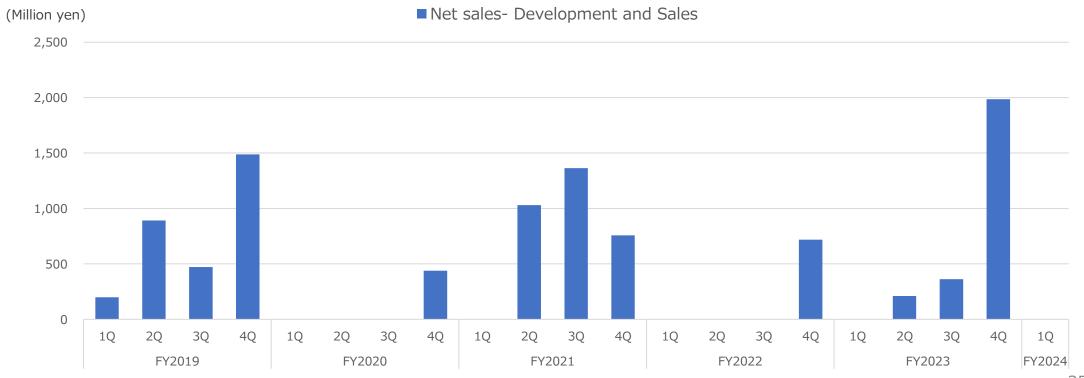


- There were no sales deliveries in the 1Q, but we conducted a total of 3 land acquisitions.
- Volatility in Development and Sales is an issue :
 - > Aiming for a certain degree of leveling off mainly by increasing the number of numbers in the future.

Balance of development projects(Billion yen) Remaining no. of development projects

No. of units Sold and Delivered

1.7	1.8	1.5	1.7	2.0	2.4	2.5	2.2	2.2	1.4	0.9	0.4	2.1	1.9	2.2	1.7	2.0	3.1	4.5	2.9	3.9
8	8	7	5	6	6	6	5	5	4	4	3	8	9	10	7	8	8	8	4	7
1	3	1	6	0	0	0	1	0	1	1	1	0	0	0	4	0	1	1	5	0



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Status of Development and Sales Scheme



- We conducted a total of 3 land acquisitions in the 1Q, and the balance of development projects increased to 3.9 billion yen.
- Continuous acquisition of land to expand the sales pipeline for the next fiscal year and beyond.

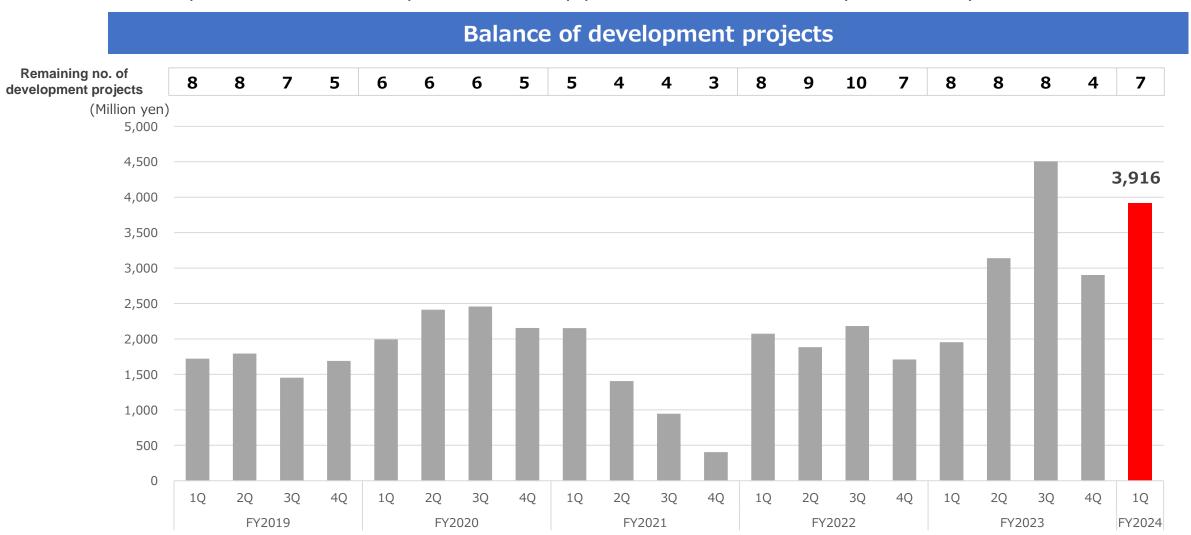
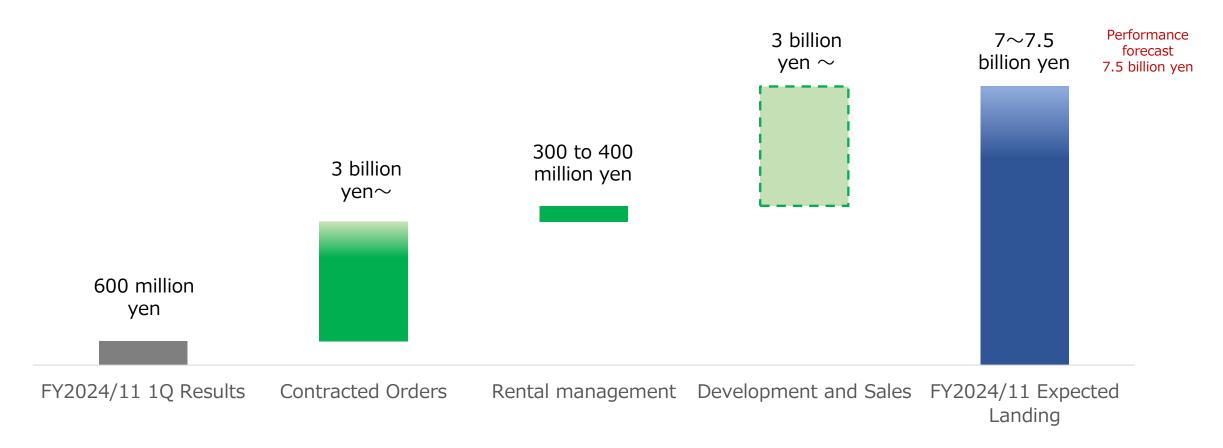


Image of achieving the full year forecast



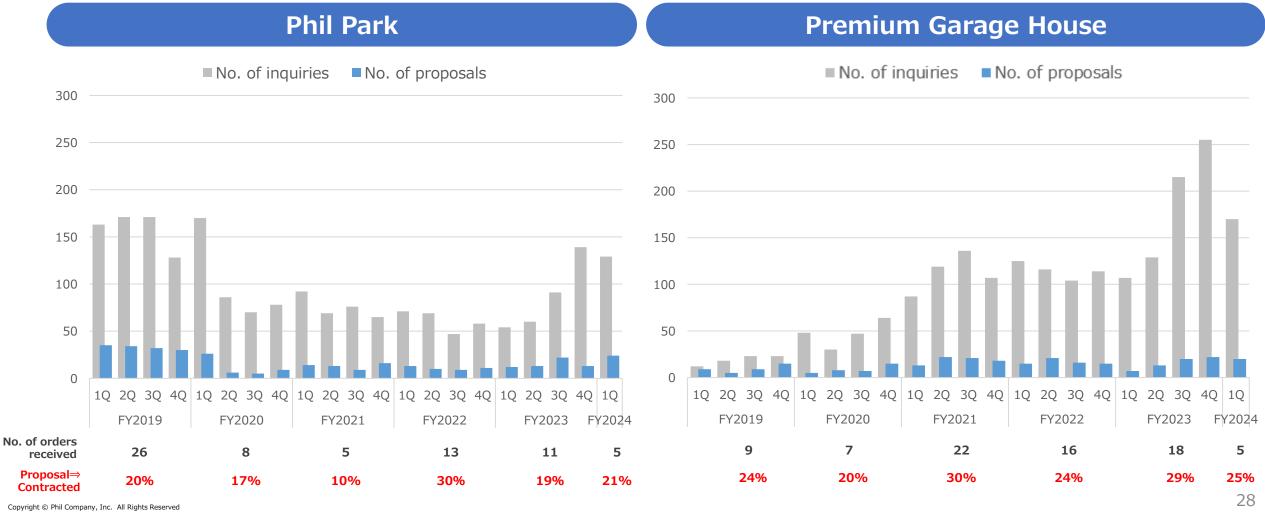
- Contracted Orders: Recording sales primarily based on the progress of existing projects.
- Rental management, etc.: Rental income, etc. of over 100 million yen per quarter.
- Development and Sales: We anticipate delivering and selling at least 6 units within this fiscal year.



Sales KPI related to Contracted Orders



- The number of inquiries decreased for both Phil Park and Premium Garage House.
- The number of proposals for Premium Garage House decreased, but the number of proposals for Phil Park increased.
- The conversion rate from proposals to contracts is over 20% for both.



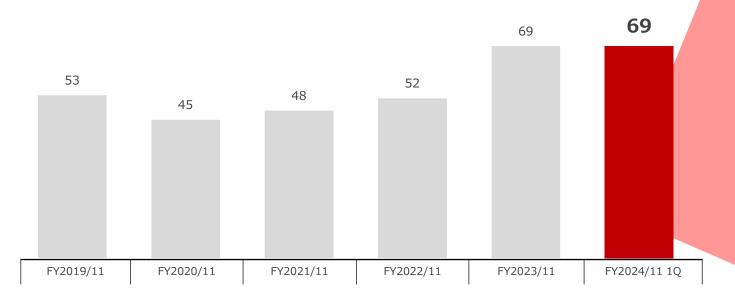
Status of Employees

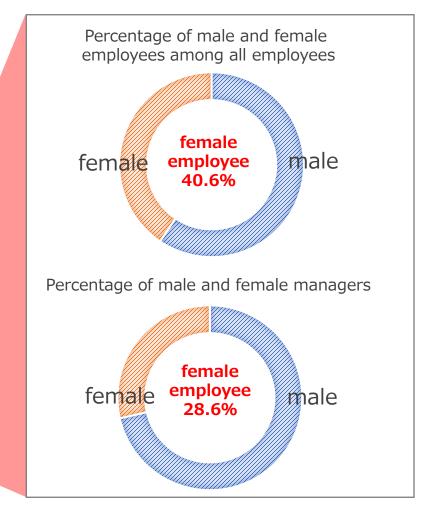


- We will continue to focus on mid-career recruitment, mainly in the sales.
- More than half of the employees are assigned to sales and construction, creating a stable Contracted Orders structure.

Employees	November 30, 2023	February 29, 2024
Sales*1	32 people	34 people↑
Construction	16 people	14 people↓

Consolidated Number of Employees

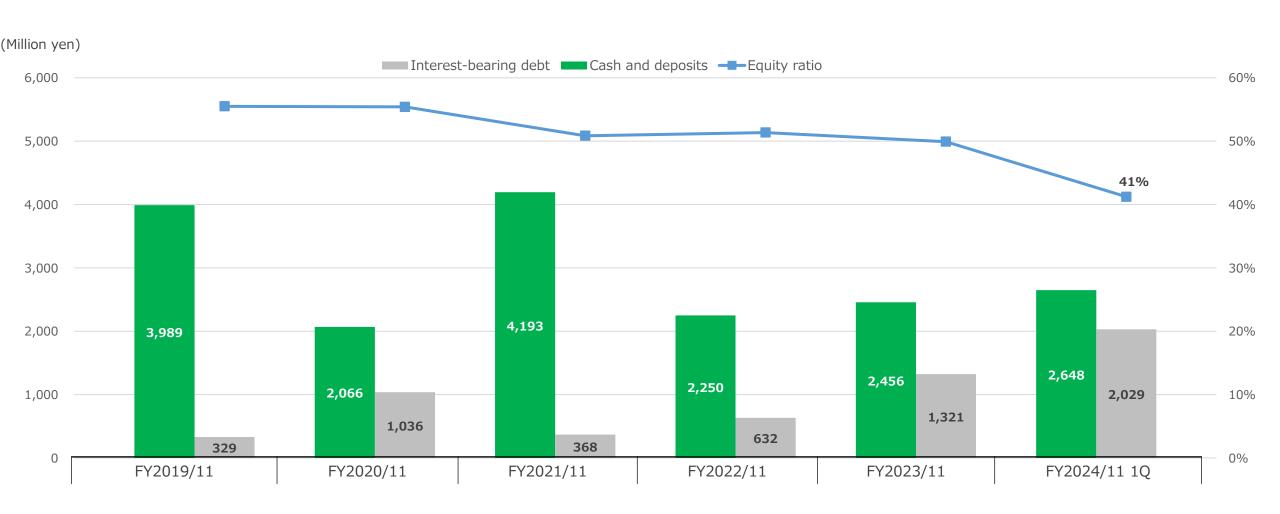




Financial Condition (1)



- The equity ratio is 41%, maintaining a healthy financial condition.
- The increase in interest-bearing debt is due to the increase in borrowing for land acquisition for development projects.



Financial Condition 2



November 30, 2023 Total assets : 5,450 million yen

February 29, 2024 Total assets: 6,365 million yen

Cash and deposits 2,456

Inventory assets

1,783

Other current assets 194

Non-current assets 1,017

Non-current liabilities 1,099 **Net assets** 2,730

(Million yen)

Cash and deposits 2,648 **Inventory** 2,502 Other current assets 174 **Non-current assets** 1,041

Advance received
1,041

Other current liabilities
1,119

Non-current liabilities 1,386

Net assets 2,630

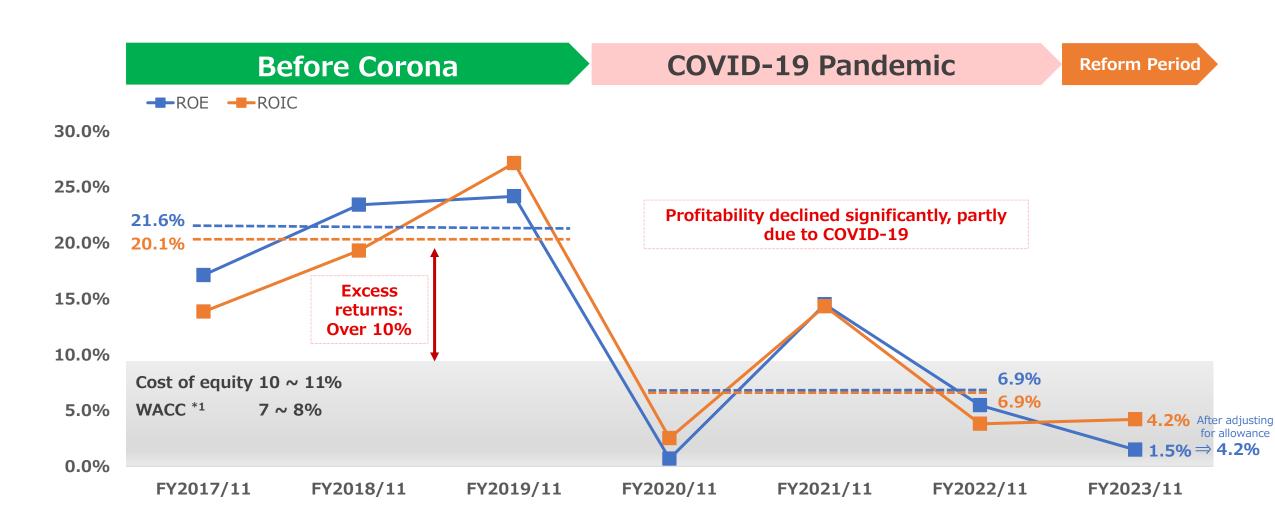
(Million yen)

- ✓ The increase in development projects has led to an increase in inventory assets.
- ✓ The increase in interest-bearing debt resulting from the above has led to an increase in Noncurrent liabilities and current liabilities.
- ✓ With the increase in the number of orders received, advance received have increased.

Return on capital



Prior to COVID-19, the company generated returns well in excess of its cost of capital. Going forward, capital efficiency will be improved by improving profitability.



Stock prices



By improving performance (ROE), we aim to increase stock price (PBR) and enhance shareholder value (stock price) improvement.

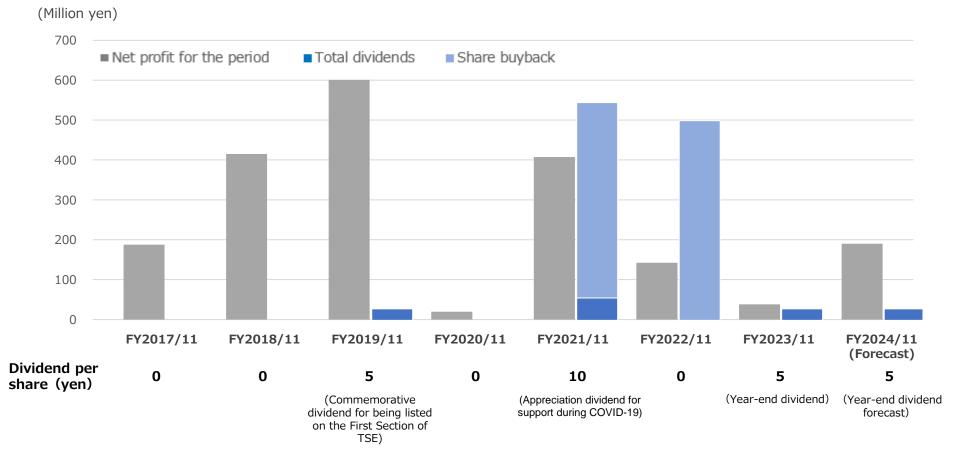


Shareholder Returns



Shareholder Return Policy

- Regarding dividends, we will strive to pay stable dividends while securing the capital necessary for financial soundness and growth.
- Share buybacks are determined on a case-by-case basis based on comprehensive consideration of business performance, business environment, and growth investment opportunities.
- Provide returns that contribute to sustainable enhancement of corporate value and maximization of shareholder returns over the medium to long term.



Seven-Year Period

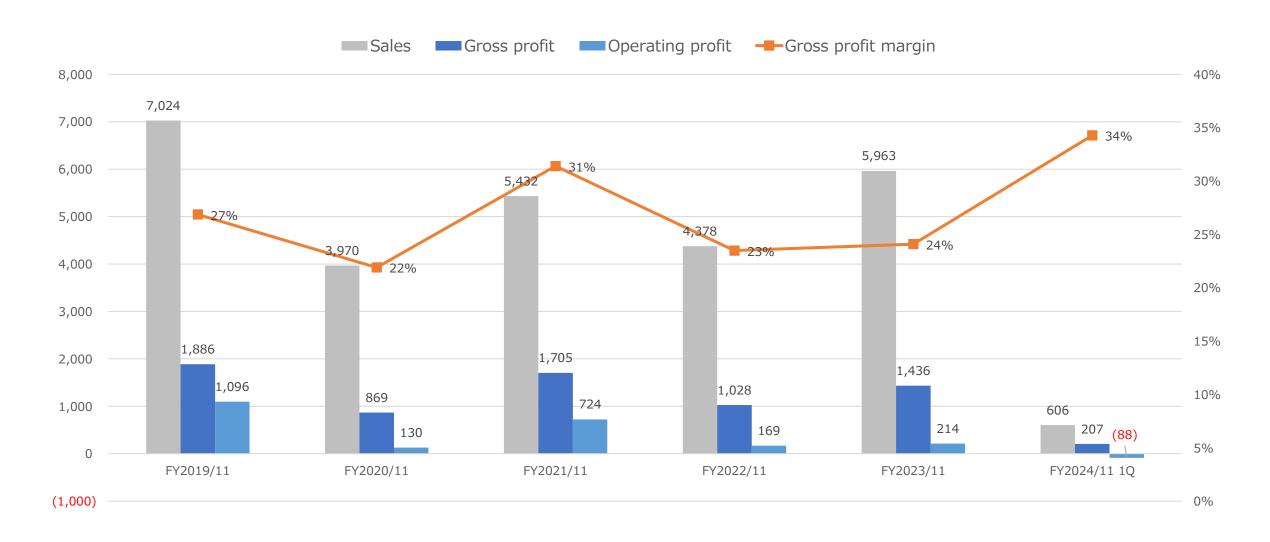
Total cumulative amount of redemption Approx.
1.1 billion yen

Accumulated profit Approx. 1.8 billion yen

Total return: 60%

Business Performance





Quarterly data



			FY2019/11				FY2020	0/11		FY2021/11				FY2022/11				FY2023/11				FY2024 /11	
		unit	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q
	Contracted orders	Million yen	461	466	1,110	1,599	120	778	1,310	965	6	874	311	693	450	757	956	1,079	623	770	693	822	488
	Development and Sales	Million yen	198	891	471	1,488	0.0	0.0	0.0	437	0.0	1,030	1,362	756	0.0	0.0	0.0	717	0.0	209	361	1,985	0.0
	Others	Million yen	77	87	82	89	84	84	91	97	98	102	96	99	95	96	108	116	109	141	125	118	117
	Sales	Million yen	736	1,445	1,665	3,176	205	863	1,401	1,500	105	2,006	1,771	1,549	545	853	1,065	1,913	733	1,122	1,181	2,927	606
	Cost of sales	Million yen	588	1,059	1,163	2,326	200	675	1,125	1,099	95	1,437	1,010	1,183	431	661	810	1,446	544	885	892	2,204	398
	Gross profit	Million yen	148	386	501	850	5	187	276	400	9	568	760	366	113	192	255	467	188	236	289	722	207
	Gross profit margin	Percent	20.1%	26.7%	30.1%	26.8%	2.6%	21.7%	19.7%	26.7%	9.4%	28.3%	42.9%	23.7%	20.9%	22.5%	23.9%	24.4%	25.7%	21.1%	24.5%	24.7%	34.3%
Financial performance	Personnel	Million yen	80	108	109	179	106	107	106	99	94	104	104	312	112	133	129	170	135	156	176	199	151
	Outsourcing expenses	Million yen	19	14	15	17	49	15	12	11	19	12	11	23	20	16	28	17	35	27	27	31	42
	Advertising expenses	Million yen	8	16	7	10	6	2	2	3	0.9	0.5	0.7	20	1	1	1	1	9	10	3	8	6
	Others	Million yen	35	53	53	61	63	45	49	55	48	62	63	99	51	45	53	73	95	94	92	116	95
	SG&A	Million yen	143	192	185	269	226	170	171	170	164	179	180	456	185	197	213	262	276	289	300	355	296
	Operating	Million yen	4	193	316	581	-221	17	104	229	-154	389	579	-89	-72	-5	41	205	-88	-52	-11	366	-88
	Ordinary	Million yen	1	180	313	580	-223	13	100	207	-157	385	576	-91	-75	-2	41	235	-90	-57	-76	360	-96
	Profit	Million yen	-0.4	119	200	281	-154	5	48	119	-109	256	388	-128	-46	-3	24	167	-67	-41	-75	222	-71
	Phil Park	Million yen	960	274	939	1,769	730	11	16	222	1,227	370	78	17	320	346	443	522	613	249	758	1,250	721
	Premium Garage House	Million yen	20	61	106	52	0	-1	12	282	236	234	311	577	193	474	158	274	64	116	358	611	368
KPI of	Amount of orders received	Million yen	980	335	1,045	1,821	731	9	28	505	1,463	605	390	595	513	821	602	797	677	366	1,117	1,861	1,090
Contracted Orders	Phil Park	No. of	5	2	7	12	5	0	0	3	2	2	1	0	3	2	3	5	2	2	3	4	5
Orders	Premium Garage House	No. of	1	3	3	2	0	0	1	6	5	3	6	12	2	8	2	4	1	2	6	9	5
	No. of orders received	No. of	6	5	10	14	5	0	1	9	7	5	7	12	5	10	5	9	3	4	9	13	10
	Balance of orders received	Million yen	3,319	3,191	3,130	3,352	3,963	3,192		1,458	2,915	2,598	2,681	2,587	2,400	2,467	2,113	1,884	1,902	1,460	1,830	2,863	3,470
LOT 6	No. of units sold and delivered		1	3	1	6	0	0	0	1	0	1	1	1	0	0	0	4	0	1	1	5	0
KPI of Development	No. of contracts to acquire land for development	No. of	1	3	0	4	1	1	0	0	0	0	1	0	5	1	1	1	1	1	2	1	3
and Sales	Balance of development projects Remaining no. of development	Million yen	1,722	1,794	1,454	1,690	1,991	2,412	•	2,155	2,155	1,405	945	403	2,073	1,883	,	1,711	1,953	-,	4,504	2,903	3,916
	projects	No. of	8	8	7	5	6	6	6	5	5	4	4	3	8	9	10	7	8	8	8	4	7

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Annual data



		unit	FY2019/11	FY2020/11	FY2021/11	FY2022/11	FY2023/11	FY2024/11 1Q
	Contracted orders	Million yen	3,637	3,175	1,885	3,244	2,910	488
	Development and Sales	Million yen	3,049	437	3,149	717	2,557	0
	Others	Million yen	336	357	397	416	495	117
	Sales	Million yen	7,024	3,970	3,970 5,432 4,378			
	Cost of sales	Million yen	5,137	3,101	3,726	3,350	4,526	398
	Gross profit	Million yen	1,886	869	1,705	1,028	1,436	207
Financial	Gross profit margin	Percent	26.9%	21.9%	31.4%	23.5%	24.1%	34.3%
performance	Personnel	Million yen	478	420	616	545	667	151
	Outsourcing expenses	Million yen	67	89	67	83	122	42
	Advertising expenses	Million yen	41	15	23.0	4	32	6
	Others	Million yen	203	213	273	224	399	95
	SG&A	Million yen	790	739	980	858	1,221	296
	Operating	Million yen	1,096	130	724	169	214	-88
	Ordinary	Million yen	1,076	98	713	200	135	-96
	Profit	Million yen	600	19	407	142	37	-71
	Phil Park	Million yen	3,944	981	1,693	1,632	2,872	721
	Premium Garage House	Million yen	239	294	1,360	1,101	1,151	368
KPI of	Amount of orders received	Million yen	4,184	1,275	3,054	2,734	4,023	1,090
Contracted Orders	Phil Park	No. of	26	8	5	13	11	5
Oracis	Premium Garage House	No. of	9	7	26	16	18	5
	No. of orders received	No. of	35	15	31	29	29	10
	Balance of orders received	Million yen	3,352	1,458	2,587	1,884	2,863	3,470
	No. of units sold and delivered	No. of	11	1	3	4	7	0
KPI of Development	No. of contracts to acquire land for development	No. of	8	2	1	8	5	3
and Sales	Balance of development projects	Million yen	1,690	2,155	403	1,711	2,903	3,916
	Remaining no. of development projects	No. of	5	5	3	7	4	7

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Important Points Concerning Future Forecasts



These materials contain statements regarding the future prospects of industry trends and our company's business that are based on predictions, estimates, expectations, and forecasts which were created by our company at the current time.

Statements related to future prospects include a variety of risks and uncertainties. Actual outcomes may differ from future prospects listed in this documents as a result of known and unknown risks due to a variety of uncertainty and reasons in the future.

Our business and result may be different from what is written here.

All statements concerning future prospects in these materials were created by our company based on the available information.

The contents of any statements herein regarding future prospectswill not be updated or revised based on future events and circumstances.

This is an English translation of the original Japanese report document that was prepared for your reference.