

Results of Operations for the Fiscal Year Ending June 30, 2024 and New medium-term management plan (FY6/25-FY6/27)



Japan PropTech Co.,Ltd

Aug 6, 2024

Executive Summary



(Millions of yen)

FY6/24

Record sales and profits, with profits more than doubling year-on-year.

FY6/24 results

- · Stock sales increased steadily.
- Cancellation rates are also low and stable.
- · Effective marketing measures.
- Price revisions due to rising purchase costs.

30 consecutive years of revenue growth since inception

Net sales (record high)

4,436
plan Progress
100.8%

YoY + **17.7**%

ue Profit growth more than doubled year-on-year

Operating profit Profit

(record high)

709

plan Progress 101.2%

 $Y_0Y + 115.2\%$

(YoY 2.1 times)

Profit (record high)

428

plan Progress 112.6%

 $Y_0Y + 131.5\%$

(YoY 2.3 times)

Steady growth in stock sales

Steady growth in stock sales through monthly charges, which account for a large proportion of sales. YoY + 17.3%.

FY6/24 Stock sales ¥ 3,257 million

(FY6/23: ¥2,775 million)

Cancellation rate stable at low levels

Stable cancellation rates continue through customer support and customer success by utilising 30 nationwide locations.

FY6/24 cancellation rate

0.5%

(FY6/23: 0.6%)

PDCA of marketing measures

Record sales despite fewer sales staff than in the previous year. Productivity of the Sales Division as a whole has improved through the strengthening of inside sales and PDCA targeting measures for each area.

X Cancellation rate refers to the average monthly cancellation rate, while the monthly cancellation rate refers to the percentage of the monthly amount billed under existing contracts that decreased as a result of ancellation.



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4Q FY6/24 Financial Highlight

■ 4Q FY6/24 Financial Highlights



4Q Financial Highlights

Record high sales for the fourth quarter. Cost and SG&A control progresses as planned. Operating profit recovered significantly, increasing by 2.1x in YoY.

(Millions of yen)	FY6/23	FY6/24	YoY change	initial plan	Explanation
Net sales	3,770	4,436	+17.7%	4,400	Record sales for the full year.
Brokerage solutions	1,505	1,650	+9.6%	-	Increase due to cross-selling of fee-based brokerage services to non-exempt customers and increased sales of the B-to-B property listing service ReaPro.
Property management solutions	2,224	2,740	+23.2%	-	Upselling to new and existing customers of Chintai Kakumei. Price increases also implemented. Stock sales also increased due to the build-up.
Gross profit	2,486	2,907	+16.9%	2,900	Increase in gross profit amount due to increased sales + cost control. Trends in line with plans.
Gross profit margin	66.0%	65.5%	▲ 0.5pt	65.9%	
Operating profit	329	709	+115.2%	700	In line with plan due to SG&A cost controls. Significantly higher than the previous year.
Operating margin	8.7%	15.9%	+7.2pt	15.9%	
EBITDA	661	1,133	+71.4%	1,040	
EBITDA margin	17.5%	25.5%	+8.0pt	-	
Ordinary profit	376	740	+96.9%	700	
profit	185	428	+131.5%	380	

Brokerage solutions is sales of brokerage support services provided to real estate brokers.

Property management solutions is sales of administration support services provided to rental management companies.



performance_ Quarterly Trends

4Q sales and operating profit reached record highs for the quarter.

Sales increased due to the postponement of the start of the third quarter and seasonal factors. Profit also increased due to cost and expense control.

■ 4Q FY6/24 Financial Highlights | Quarterly

	FY6/23				FY6/24			
	1Q	2Q	3Q	4Q	1Q	2 Q	3 Q	4 Q
Net sales (Millions of yen)	853	922	956	1,037	968	1,061	1,040	1,367
Brokerage solutions	359	379	388	379	385	404	410	451
Property management solutions	485	533	559	646	572	646	619	903
Operating profit	44	82	50	151	74	186	133	316
Operating margin	5.2%	8.9%	5.3%	14.6%	7.7%	17.5%	12.9%	23.1%
Ordinary profit	95	80	49	150	73	189	133	345
Profit attributable to owners of parent	57	50	26	51	42	123	77	186

Brokerage solutions is sales of brokerage support services provided to real estate brokers.

Property management solutions is sales of administration support services provided to rental management companies.

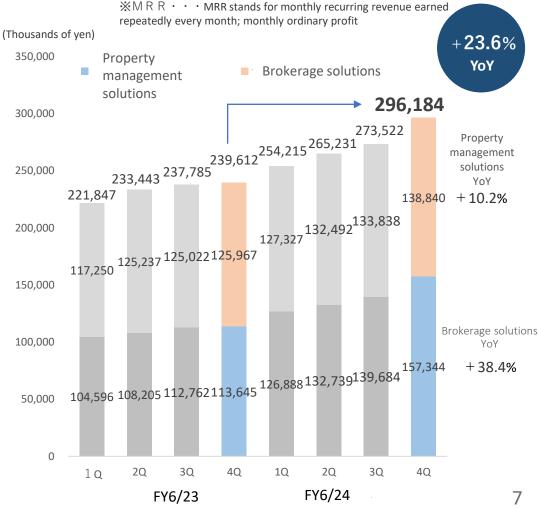
Changes in each KPI

Changes in stock and initial sales



■ Growth of Monthly Recurring Revenue

Increase in both brokerage and property management solutions YoY + 23.6%.



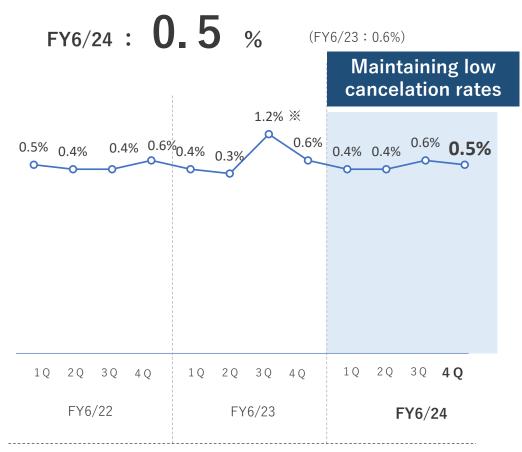
Changes in each KPI

Cancelation Rate

(average monthly cancelation rate)

*Monthly cancelation rate: Percentage of the monthly amount decreased due to cancelation in the monthly billings of existing contracts.

Average annual monthly cancelation rate



Temporary increase in cancelation rate in FY6/23.3Q Increase due to <u>termination of dedicated service to one specific user</u>; returned to normal level in 4Q_o

■Number of Full-time Employees

XNumber of employees indicates the number of full-time employees



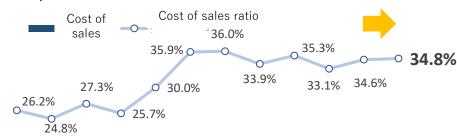


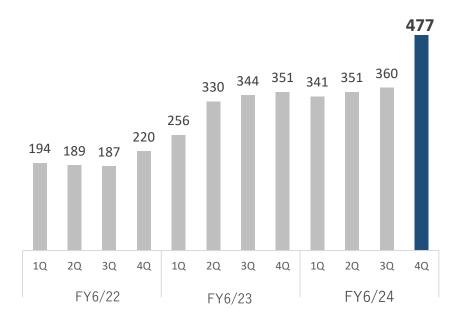
Changes in cost of sales and SG&A expenses

Cost of sales

In 4Q, <u>approximately 60 million</u> was a one-time cost increase due to software amortisation in connection with the closing of accounts.

(Millions of yen)

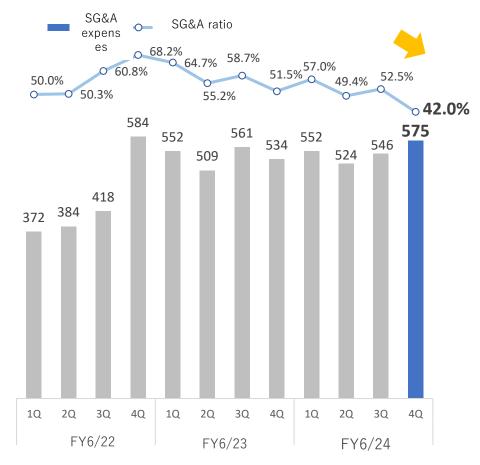




SG&A expenses

SG&A expenses remain flat as planned, with the SG&A ratio declining towards 4Q due to higher sales.

(Millions of yen)





Components of Change in Operating Profit

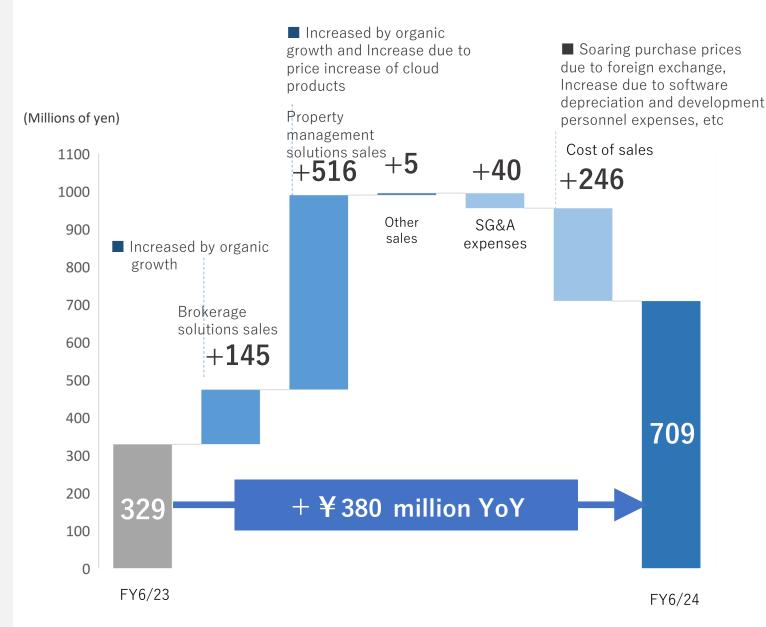
Operating profit ¥ 709 million

YoY +115.2 %

(**2.1times**)

Profits have increased due to increased sales and investment completion, aim to return to high profit margins going forward.



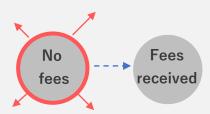




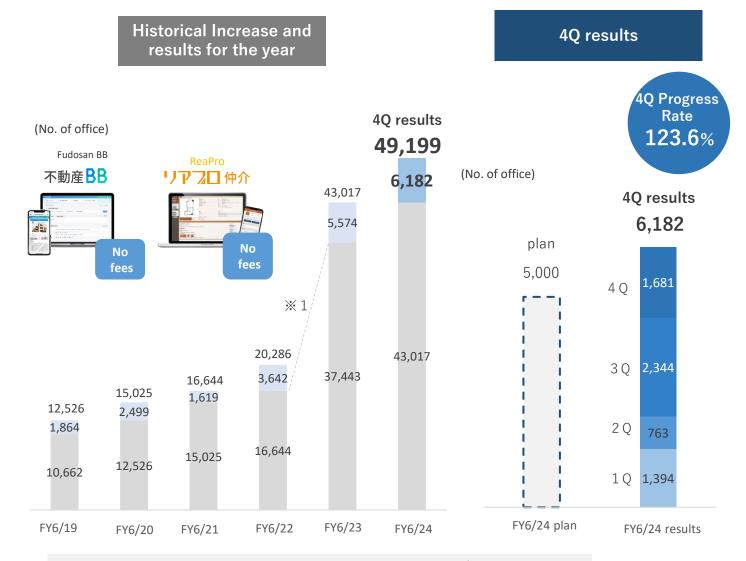
Free service use Customer Transition (Customer Base)

123.6% progress against annual plan

Steady growth in customer base for free services, the cornerstone of the freemium strategy*



XThe freemium strategy is a business model in which basic services and products are provided free of charge, and more advanced functions and services are made available for a fee. ■ Number of clients of the B-to-B property listing service (No fees)

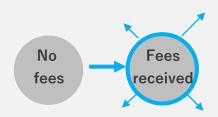


※ 1 : Increase in the number of existing establishments at the beginning of FY6/23Add-on of 17,157 establishments (excluding overlap with Fudosan BB), which are existing clients of ReaPro Brokerage (free of charge), which was integrated into the management of 20,286 establishments at the end of FY6/22.



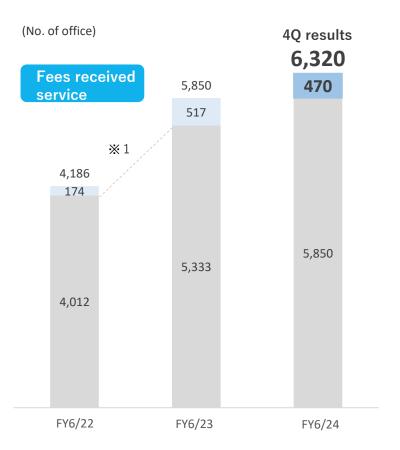
Increase of Customers for Services with Monthly Fees

72.3% progress against plan; Up-selling and cross-selling to existing customers is progressing well and MRR is increasing.



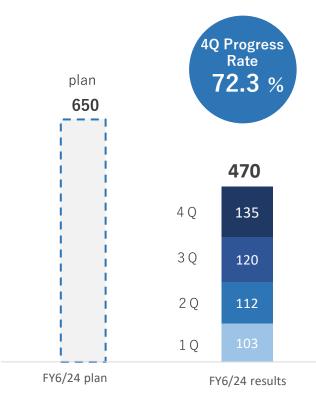
■ Number of customers using monthly fee-based services





4Q results (Increase in new customers)

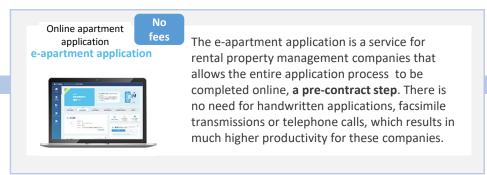
MRR increased due to steady upselling and cross-selling to existing customers, although new sales were not achieved.



 \times 1: Increase in the number of existing establishments at the beginning of FY6/23Add-on of 1,147 business offices (excluding overlap with our paid customers), which are existing customers of ReaPro Management (paid), integrated into the 4,186 business offices at the end of FY6/22.

Number of Companies Using the e-Apartment Application and E-contract Services

Strong growth backed by the DX of real estate transactions and educational activities for increasing the use of e-contracts and e-apartment applications.

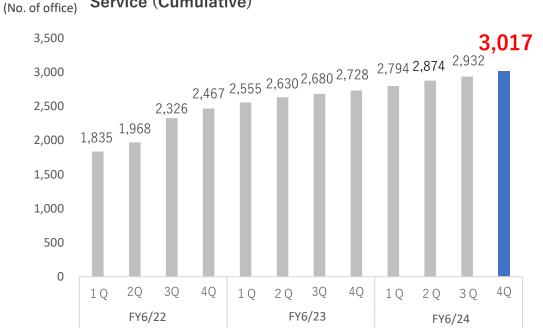


System for online contracts e-contract Fees received Since May 20 contracts are the Home Bu service elimi meetings and contracts. Al

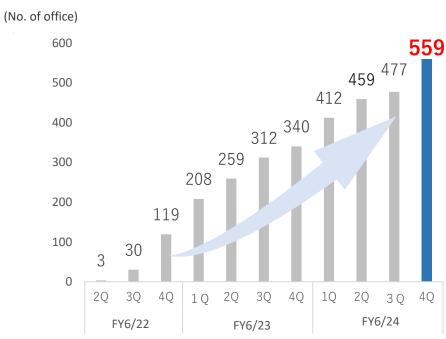
Amended Law Enacted May 2022

Since May 2022, fully online real estate contracts are possible due to amendments to the Home Building Business Law. The e-contract service eliminates the need for face-to-face meetings and the use of postal mail to send contracts. All steps can be performed online.

■Businesses Using the e-Apartment Application Service (Cumulative)



■ Businesses Using the The e-contract service (Cumulative)



Release record of AI and Big Data utilization services

■ No vacancy strategy reporting Service for Owners "Vacancy Countermeasure Robot" goes on sale.

Vacancy Countermeasure robot



"Vacancy Countermeasure Robo" is a sales support DX service for rental management companies that can create sophisticated "No vacancy strategy reports" for each rental unit on the web by making full use of real estate big data and Al.

data aggregation

Rental-related data



■ 「CRIX」 Became the second Japanese operator to begin offering paid content through AWS Data Exchange.





CRIX is an index of rents and vacancy rates for rental housing based on big data collected through our cloud service.



Released in December 2023

■ Plans to enhance services using ChatGPT and automatic generation of property PR text goes on sale.

Normally, the person in charge of execting PR text.

Chintai Kakumei 10 Business Analysis Option



Normally, the person in charge of creating PR text needs to understand the characteristics of the property and create several lines of text by himself/herself. By using Leasing Revolution's "Automatic Comment Insertion" service, which utilizes "ChatGPT," appropriate PR text can be generated in just a few seconds, leading to increased work efficiency for the staff member in charge.

Released in July 2024

■ Utilizing ChatGPT "Support AI chat"

Developing a ChatGPT version of the chatbot function related to Rental Revolution operations.

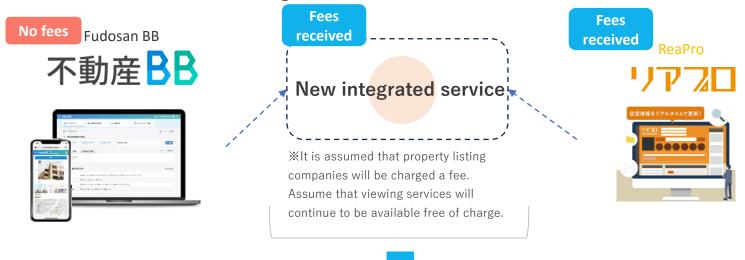
Utilizing the information accumulated at our call center, aim to improve the value of customer support and improve operational efficiency.

Scheduled for release this fall

Inter-agent property distribution service Service integration

Fudosan BB + ReaPro

Continue to integrate (unify) our subsidiary services to become one of Japan's largest B-to-B services. Currently under development, planned to be rolled out as a paid service for real estate BB customers after integration.



Service scale after integration *Ximage

Number of establishments using

X As of June 2024.

49,199 establishments

Number of properties in circulation (number of units)

※ As of May 2024.

Approximately 380,000 items

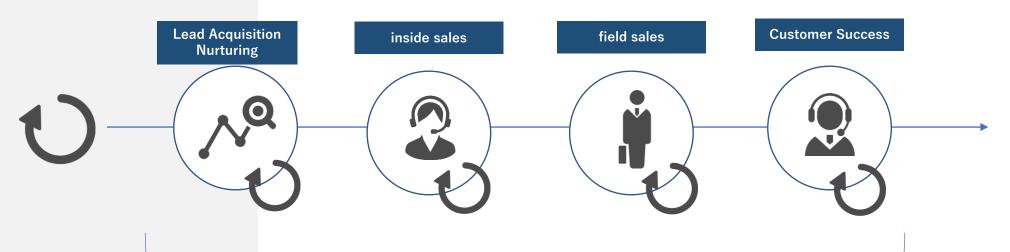




Sales Force Automation to Improve Sales Personnel Productivity Enhancement and Fast PDCA

- Market visualization and skeletonization
- PDCA of marketing measures
- Productivity improvement in each process
- Expand product sales in the intermediary area and build a customer base

Fast PDCA cycle by quantifying all information and identifying bottlenecks.



Improved productivity and closing rate of the sales system

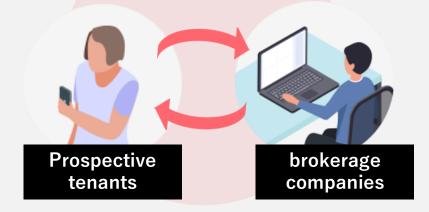


New medium-term management plan (FY6/25-FY6/27)

Expanding market share in the two solution businesses of brokerage and management.

Brokerage solutions business ReaPro business

Real Estate DX



Directly contribute to the real estate brokerage company's Contribute to sales and profits



Reducing costs for property management companies Helping owners maximise asset value

New medium-term management plan (FY6/25-FY6/27)

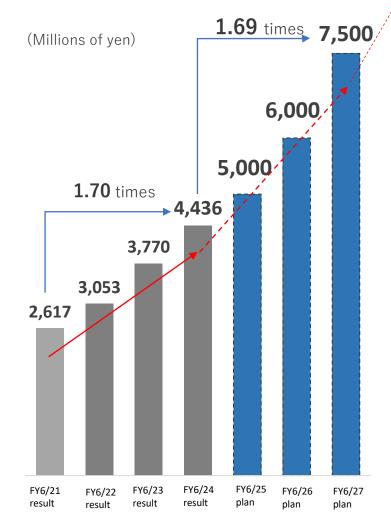
growth investment period	growth spurring period	growth and expansion period
FY6/22-FY6/24	FY6/25-FY6/27	FY6/28-FY6/30
(28th-30th period)	(31th-33th period)	(34th-36th period)
 Strengthening of sales personnel structure Investment in product development Business integration with Real Net Pro, Inc 	 Release of the ReaPro BB. Release of the successor to Chintai Kakumei10 Enhancing enhancement. Business seepage 	 Seeping out existing businesses data application measures to prevent vacancies maximising owner asset value
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Performance plan (FY6/25 – FY6/27)

Focus on increasing sales and market share with an emphasis on improving sales

and operating profit margins.

(Millions of yen)	FY6/25		FY6	5/26	FY6/27		
	plan	YoY	plan	YoY	plan	YoY	
Net sales	5,000	+12.7%	6,000	+20.0%	7,500	+25.0%	
Operating profit	1,000	+41.0%	1,300	+30.0%	2,000	+53.8%	
Operating margin	20.0%	-	21.6%	-	26.6%	-	



FY6/25 - FY6/27

Organising the external and internal environment

external environment



Real estate working environment:

Continuing ageing and chronic workforce shortages

Real estate DX market:

Increased demand for digitisation due to changes in legislation



Number of real estate businesses:

Increased demand for IT investment due to the entry of approximately 6,000 new businesses each year

internal environm<u>ent</u>



Products and services:

The core of the intermediary, ReaPro BB, is released this autumn

sales productivity:



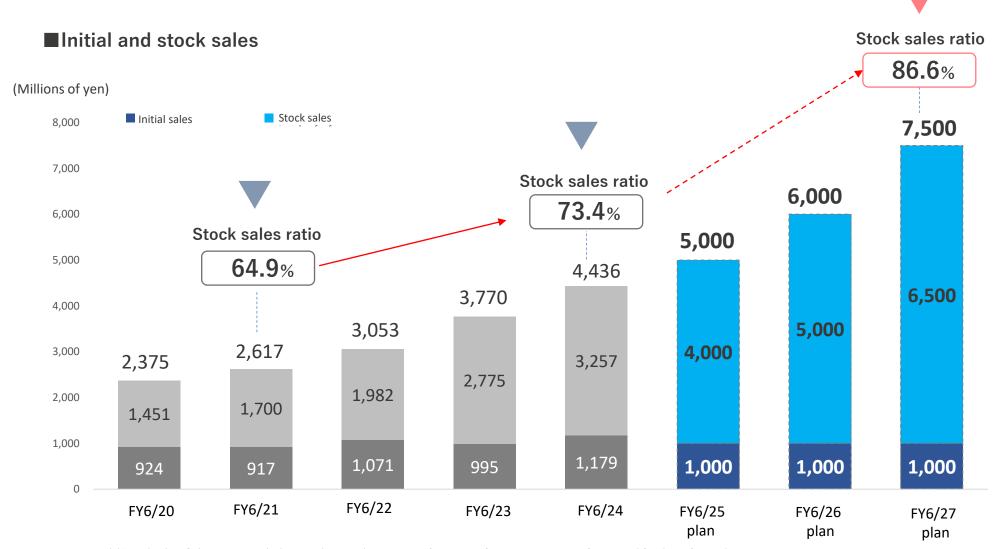
Increased sales productivity due to customer segmentation and a strengthened structure



Low cancellation rate:

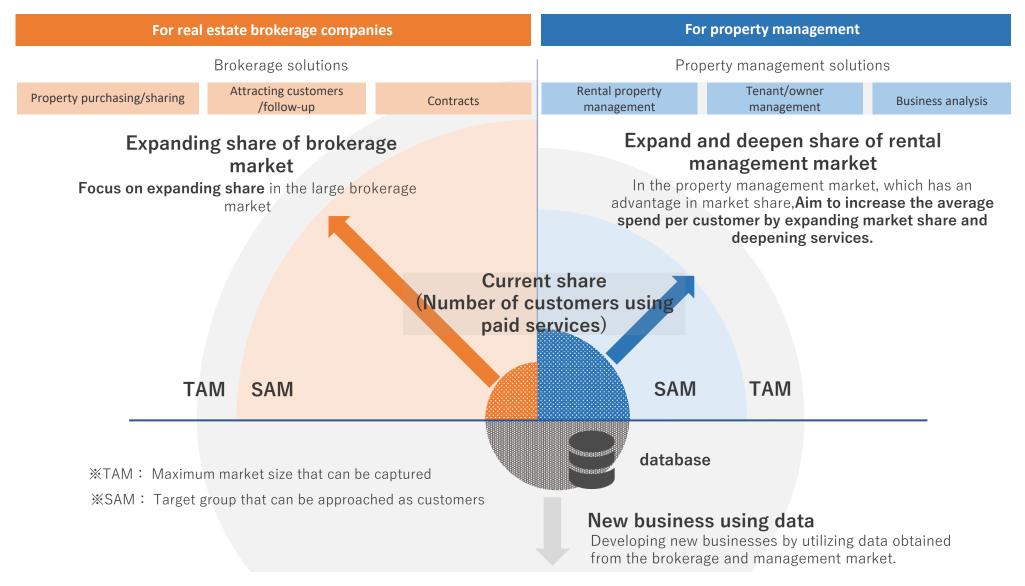
Maintain low churn rate of 0.5% despite continuous revenue growth

Continuous sales growth through an increase in the stock sales ratio



* Initial sales: Sales recognized when a sale is made; consists of expenses for starting to use software and for the software license*Steady revenue: License fees and service use fees recognized as sales during the utilization/maintenance period

Growth themes by market





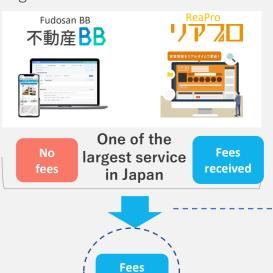
Accelerate through service integration

FudosanBB + ReaPro

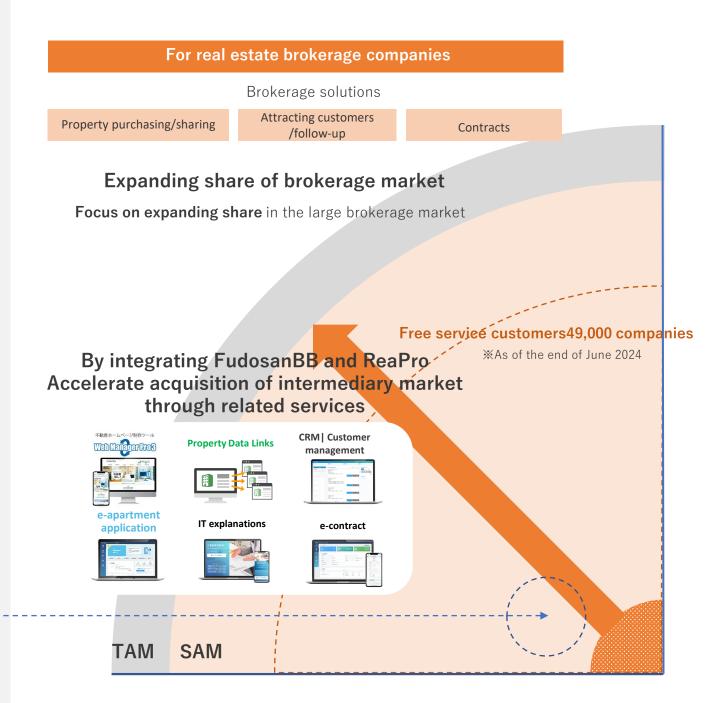
Inter-company property distribution service

Scheduled for release this autumn.

Continue to integrate products to become one of the largest intercompany property distribution services in Japan. Currently under development, the current Fudosan BB is scheduled to be rolled out as a paid service after integration.



received



Deepening existing businesses

In the management market where have a strong advantage, aim to increase the average spend per customer by providing new value.

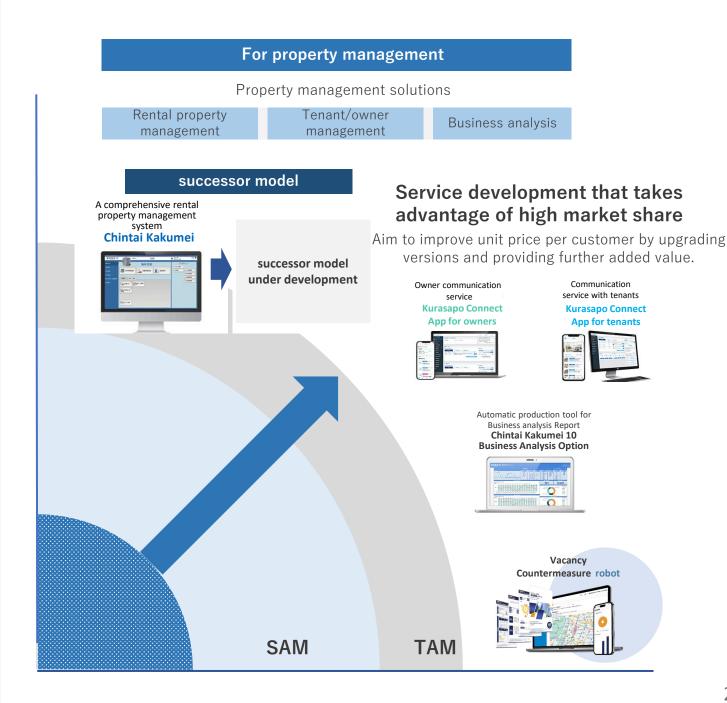
■ Advantage in the rental management market

Since its founding, its main service, Chintail Kakumei, has enjoyed a high market share, and resales through version upgrades and option sales are also large. Aim to increase the unit price per customer through the main unit and related services.

■ Vacancy Countermeasure robot equipped with AI assessment

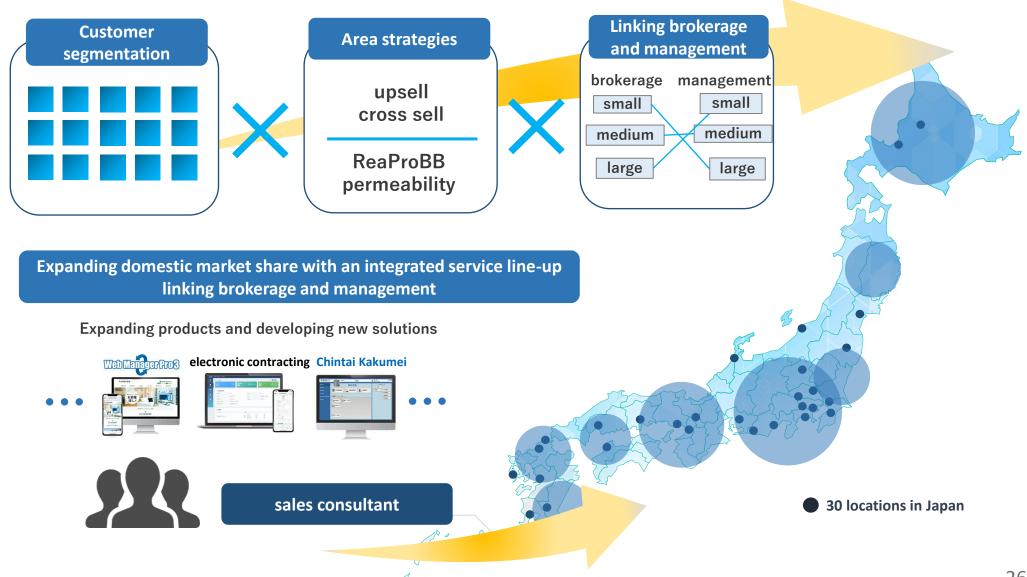
Will start selling Vacancy
Countermeasure robots for management
companies in August 2023 by utilizing Al
that takes advantage of our data volume
advantage. Increase the added value of
services by utilizing new technology.





Basic strategy

Customer segmentation and area strategies and connecting customers with one-stop services.



Key indicators for achievement

■Initial and stock sales plan

Flat growth in Initial sales, increase Stock sales and expand growth.

■ Plan for MRR at the end of the year

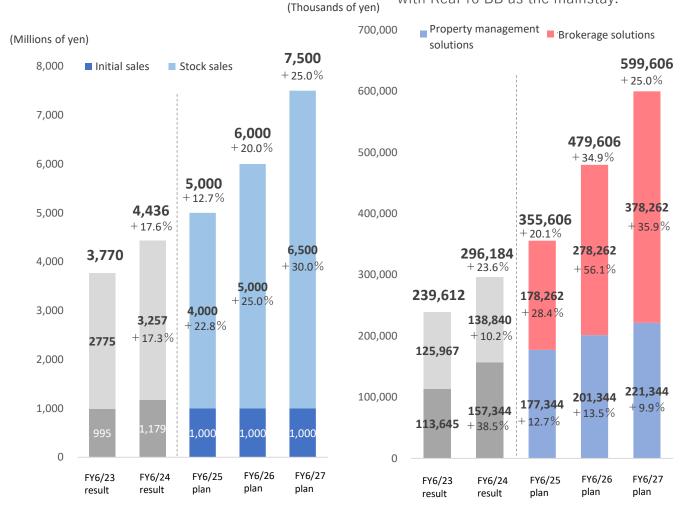
Accumulation of charges is important.

Aggressive promotion of Brokerage solutions, with ReaPro BB as the mainstay.

■Cancelation Rate

Maintain low cancelation rates while increasing performance.

Focus on supporting customer occupancy.







New business using data

Continue to invest in new businesses that utilize highly unique real estate-related data

■ With medium- to long-term growth in mind

While expanding our share in the management and brokerage markets, continue to invest in new businesses that utilize data as our third arrow.

■ Highly unique real estate related data

Rather than general recruitment data on the web, we maintain real management data owned by rental management companies. Aim to grow new businesses by utilizing highly unique data obtained from integrated products.

Property purchasing/sharing

Attracting customers /follow-up

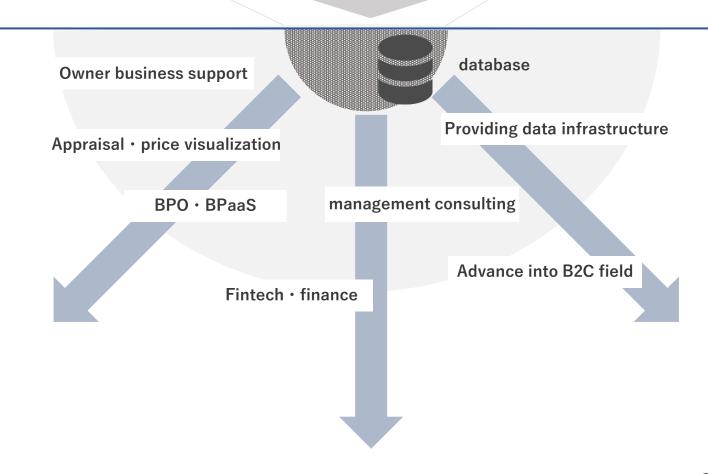
Contracts

Rental property management

Tenant/owner management

Business analysis

Highly unique real estate data obtained through a comprehensive product lineup





Appendix

- Dedicated to using real estate transactions as a source of happiness for society -

Mission

Dedicated to the happiness of everyone we serve

Vision

Use technology to create innovative platforms for the real estate sector

Become a platformer in the real estate domain

Our goal is to build platforms that transform dreams into reality and make many people happy.

Real estate transactions produce happiness and appreciation by fulfilling customers' dreams in the form of a property that precisely matches their requirements. This is our belief. Real estate companies are dedicated to achieving the simple goal of transforming customers' dreams into reality and making them happy. We play a role in this happiness by using the latest technologies to create extremely convenient platforms for real estate companies.

Yonetsu Kenichi, Representative Director, Chairman CEO



Division of labor for strategy and execution to promote growth

Management Philosophy

Management Policy

medium- to long-term vision

Capital Management & M&A

management strategy

Execution Strategy

Execution Action

Two Representative Directors effective September 26, 2023

The purpose of the change (increase in the number of representative directors) is to more strongly promote the Company's sustainable growth and further enhancement of corporate value. Cooperation, sharing, and checks and balances in management to respond quickly to changes in business conditions and the business environment.

Representative Director Chairman CEO (Former: Representative Director, President)

Yonetsu Kenichi



brief personal record

Apr 1981 Joined Toyota Industries Corporation

Jan 1983 Joined Holp Co.

Jan 1985 Joined PM (sole proprietorship)

(now Produce Media Co., Ltd.)

Aug 1994 Established our firm and became President and

Representative Director

Jun 2022 Director of RealNetPro Co. (to present)

Sep 2023 Chairman and Representative Director of the Company (to present)

Representative Director, President COO (Former: Sales Headquarters General Manager)

Tsujimura Kunio



brief personal record

Apr 1991 Joined Recruit Co.

Apr 2008 Sales Executive Officer, Sales Management Department, Marriage Information Magazine Zexy Business Division

Apr 2015 Marriage & Family Business Executive Officer, General Manager of Business Division

Oct 2018 President and Representative Director of B.MARKETING Co. (currently Basketball Corporation K.K.)

Apr 2022 President and Representative Director of Meitec Fielders Inc.

July 2023 Joined our firm, General Manager of Sales Division

Oct 2024 President and Representative Director of our firm (current)

Company Profile

Company name	Japan PropTech Co., Ltd.
Establishment	August 1994
Location	13-18 Kanmachi, Miyakonojo-shi, Miyazaki prefecture
Number of employ	ees 313 including 289 full-time employees (As of June 30, 2024)
Business activities	Development and sales of application systems and services for real estate industry
経営陣	Yonetsu Kenichi, Representative Director Chairman CEO Tsujimura Kunio, Representative Director, President COO Maruta Hideaki, Director, Head of DX Promotion Dept Setouchi Naohiro, Director, Head of Administration Dept Watanabe Ryo, Director, Sales Headquarters General Manager Watanabe Aya, External Director Miyazaki Tomoaki, Director, Audit & Supervisory Committee member Miura Hiroshi, External Director, Audit & Supervisory Committee member Yamamoto Osamu, External Director, Audit & Supervisory Committee member
Listed market	Tokyo Stock Exchange (Growth) code: 4054

Offices Sapporo/Asahikawa/Sendai/Koriyama/Takasaki/Niigata

Shinjuku/Tachikawa/Saitama/Funabashi/Chiba/Utsunomiya/Yokohama/Machida

Osaka/Kyoto/Kobe/Kanazawa/Nagoya/Hamamatsu/Shizuoka

Hiroshima/Okayama/Matsuyama/

Fukuoka/Kitakyushu/Nagasaki/Kumamoto/Miyazaki (Headquarters)



Our Characteristics | SaaS company specializing in real estate, aiming to be a platformer

Sales Transition

Sales increased for 30 consecutive terms

Promoting Real Estate DX Aiming to be a platformer

Providing business solutions related to real estate leasing and sales through the use of technology

Rental Management
SystemIntroduction Results

No.1 *1

Number of offices (cumulative): 5,337 **As of June 30, 2024

Number of domestic offices

30 locations

X As of June 30, 2024

Low cancelation rate

0.5% Average monthly cancelation rate

%Results of FY6/24

MRR

296 million

Approximately 73% of sales are stock sales

X As of June 30, 2024

※ 1 : 2020 National Rental Management Business Association Web Survey (January 17, 2020 - January 31, 2020 and February 14, 2020 - February 20, 2020)

Expanding an Integrated Product Lineup in the SaaS x real estate tech area.

For real estate brokerage companies

For property management

Tenant/owner

management

Brokerage solutions

Property management solutions

All-inclusive workflow solutions for the real estate industry

Property purchasing/sharing

Data sharing for real estate companies

Digitalization of the sharing of property info among real estate companies and of real estate purchasing procedures





Attracting customers /follow-up

Sales/follow-up support

Support for using websites to attract customers and for placing listings on major portal sites

Website production tool



Contracts

Contract support services

Support for online real estate transactions, allowing use of smartphones for every step from applications to explanations and signing contracts

Online apartment



IT explanations



System for online contracts



Rental property management

Rental management support

IT system for efficient activities for new tenants, lease renewals, invoices, payments from tenants and to property owners, renovations and many other rental property tasks

A comprehensive rental property management system

Chintai Kakumei



Rental management system ranking (number of users) **No.1***1

*1: Based on 2020 internet survey by the Japan Rental Property Management Business Association (survey was January 17 to 31, 2020 and February 14 to 20, 2020)

Vacancy Countermeasure robot



Robot to automatically generate full occupancy strategy reports for owners

Support for communications

A dedicated smartphone app for sound and efficient communications between property owners and tenants; also helps prevent problems

Owner communication service

Kurasapo Connect App for owners



Communication service with tenants

Kurasapo Connect App for tenants



Business analysis

Support for business analysis

Data accumulated by Chintai Kakumei is automatically analyzed for the visualization of the current status of rental property operations. This service also improves the efficiency of analytic tasks.

Automatic production tool for Business analysis Report Chintai Kakumei 10 Business Analysis Option



Create Rental Housing Index

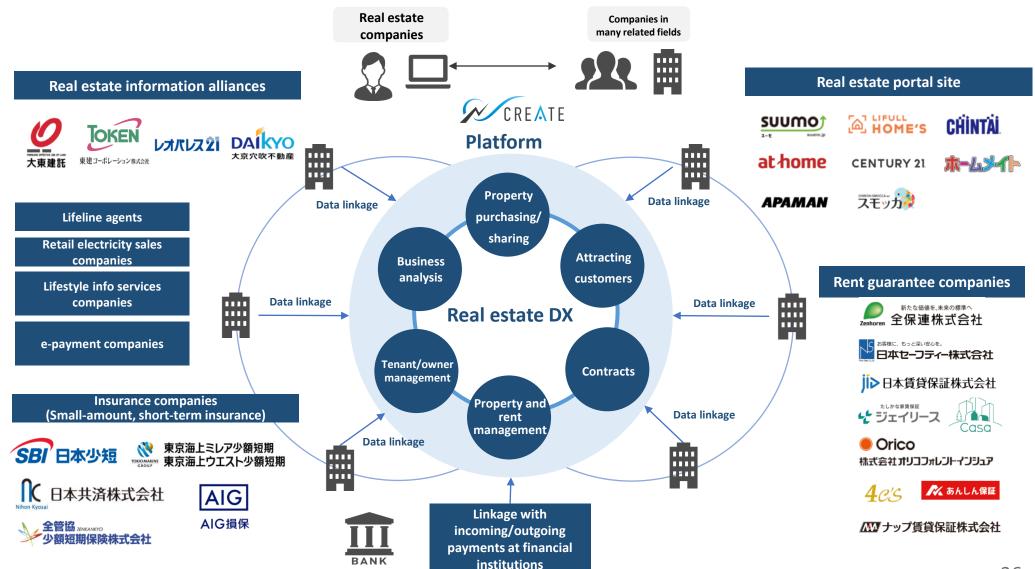
Data provision service

using an index for residential rental property rent and vacancies



A broad range of services for real estate brokers and rental property managers using a platform

Application programming interface (API) linkage (data linkage) improves the efficiency of business processes of real estate companies.



CREATE

Fiscal 2030

forecast

Growing market environment

Japan's Growing Real Estate Technology Industry

Fiscal 2030 forecast

Market size: ¥2,378 billion

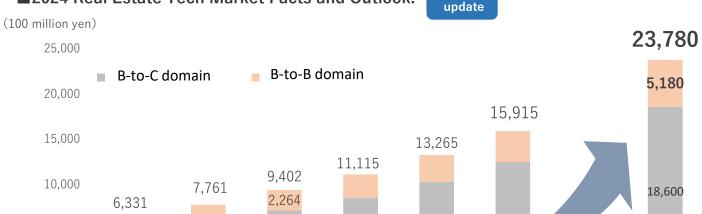
Rapid growth of Japan's real estate technology industry is expected, which will increase the need for the products of Japan PropTech.

Homebuilders in Japan

The number of homebuilders has increased slightly, remaining generally **steady at about 120,000**

Corporate firms increased slightly, while individual firms decreased. Overall, the market environment remains stable, with turnover due to the opening and closing of real estate businesses, which has remained flat.

■2024 Real Estate Tech Market Facts and Outlook.



Fiscal 2023

estimate

Fiscal 2024

forecast

Fiscal 2025

forecast

7,138

Fiscal 2022

information

■ Homebuilders in Japan (End of fiscal 2022)

Fiscal 2021

5,000

Fiscal 2020



Source: Statistics for Homebuilders and Residential Land and Building Transaction Brokers, Homebuilders in Japan, end of fiscal 2021, Real Estate Transaction Improvement Organization

Growing market environment

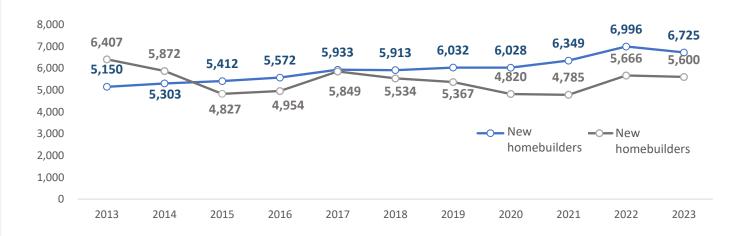
Due to new business openings IT capital investment demand

More than 6,000~7,000 businesses open every year, and the entry of the digital native generation is a tailwind for DX improvement.

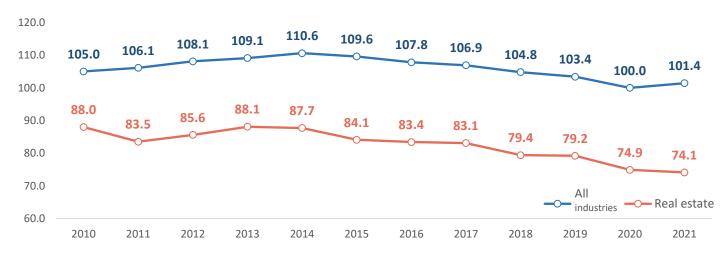
Real estate DX for the industry improving labor productivity

Labor productivity in the real estate industry is low and the demand for DX to improve it will continue to grow. We will support the improvement of labor productivity in the industry with our one-stop product lineup that covers a wide range of operations.

■Change in number of homebuilders in Japan



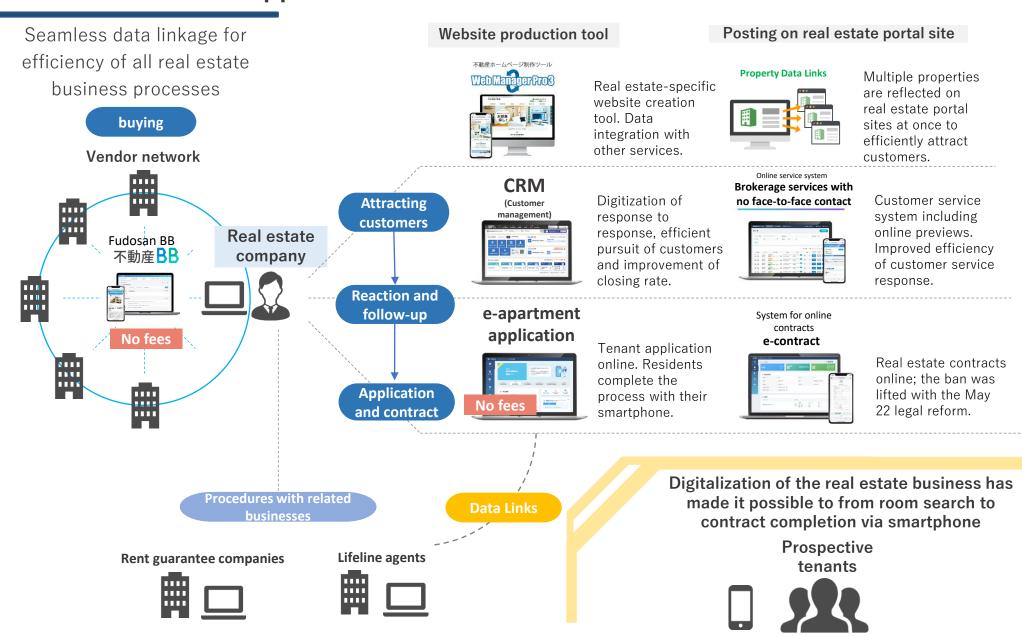
■Labor productivity index



Source: Index (Year 2000=100) based on real GDP/Number of employees for real labor productivity, Survey for Economic Analysis of ICT in fiscal 2020 (2021), Ministry of Internal Affairs and Communications

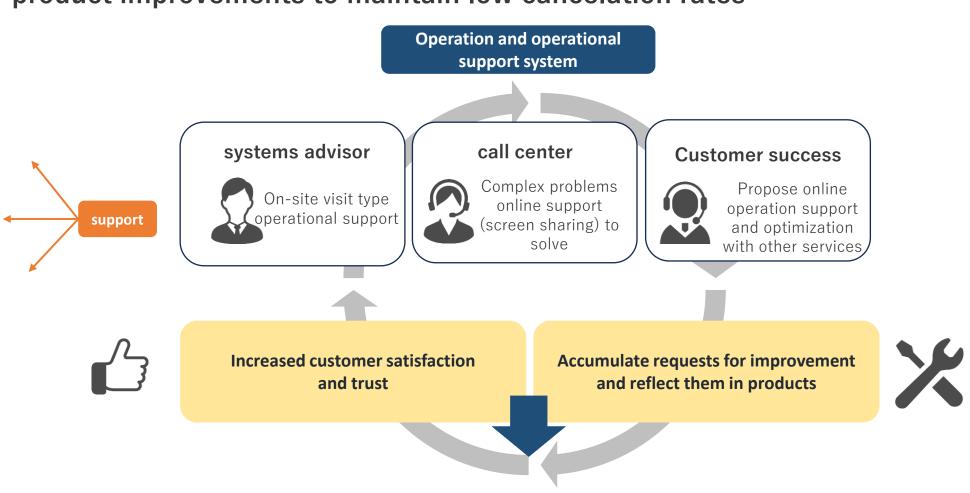
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Our real estate DX support



Our real estate DX support Vacancy Owner communication service Countermeasure robot **Kurasapo Connect** Seamless data linkage for App for owners efficiency of all real estate Contact the owner Al analysis to propose complete on your optimal vacancy business processes smartphone. countermeasures. Rental management For owners Tenant communication service Move-in and move-**Kurasapo Connect Application** out management **App for tenants** Complete communication and contract with tenants on your A comprehensive rental property management system System for online Owner smartphone. Renewal **Contracts** contracts Chintai Kakumei information is also available management e-contract on your smartphone. For residents **Business analysis tool** Maintenance and repair Check the profitability of managed properties. Digital Rent control Managemen support for business t support analysis. **Data linkage** Alternative data **Procedures with related** businesses Rental housing index indexing rent trends and vacancy rates Insurance Financial companies institutions Calculated from our huge database of data held and managed by us. Trends ППП in rents and vacancy rates for rental housing in each region of Japan can be grasped and compared in chronological order.

Long-term customer support through operational assistance support and product improvements to maintain low cancelation rates



Maintain long-term customer support and low cancelation rates



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