

August 8, 2024

# Financial Update 1Q FY2025

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.**

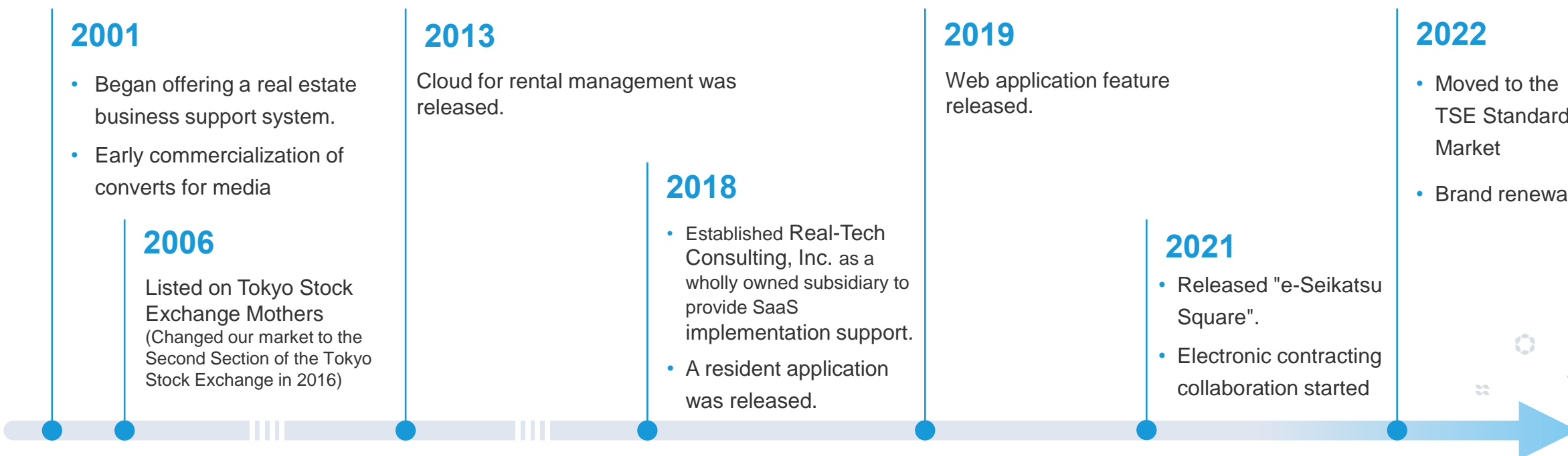
**Vision**

**Create society where  
comfortable life circulates.**



# Our History

## 20 years since the dawn of the Internet, with the growth of the market



- Windows XP launched (2001)
- Listed on Google (2004)
- YouTube established (2005)
- Amazon Web Services started (2006)
- Twitter started (2006)
- The term "cloud computing" emerged (2006)

- The first iPhone is released (2007)
- **Lehman Shock (2008)**
- Android smartphone launched (2008)
- Microsoft Azure launched (2010)
- **The Great East Japan Earthquake (2011)**

- Government Adopts Cloud-by-Default Principle (2018)

- **First report on COVID-19** (2019)
- 5G service launched in Japan(2020)

- Digital reform law passed (2021)
- Tokyo 2020 Olympics (2021)
- Windows 11 Published. (2021)
- Starlink Started (2022)

# Our Business Structure



In-house planning, development, and marketing of IT tools for accelerating clients' real estate businesses

## Function

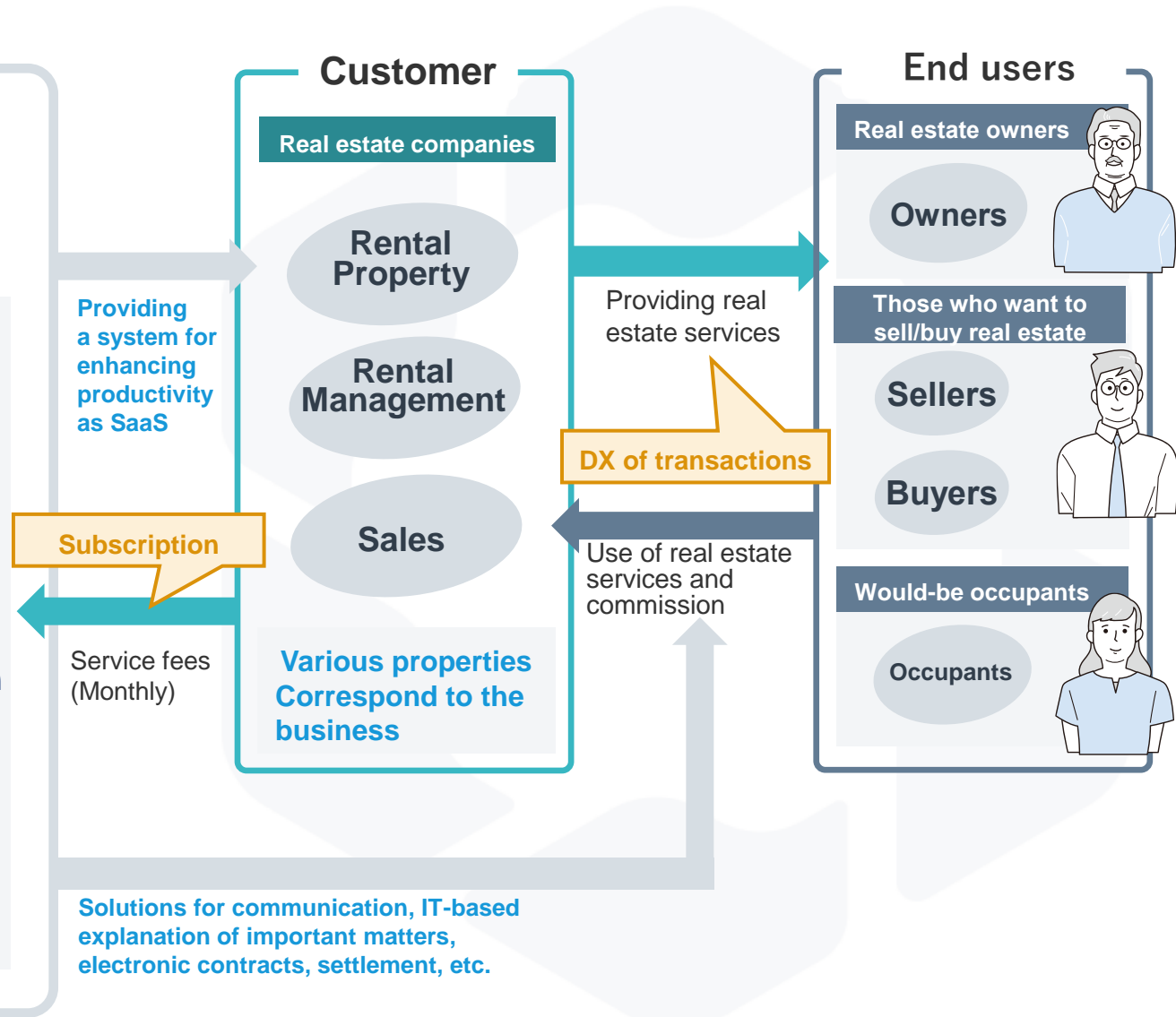
Planning and development of services

- Marketing
- Sales
- Consulting

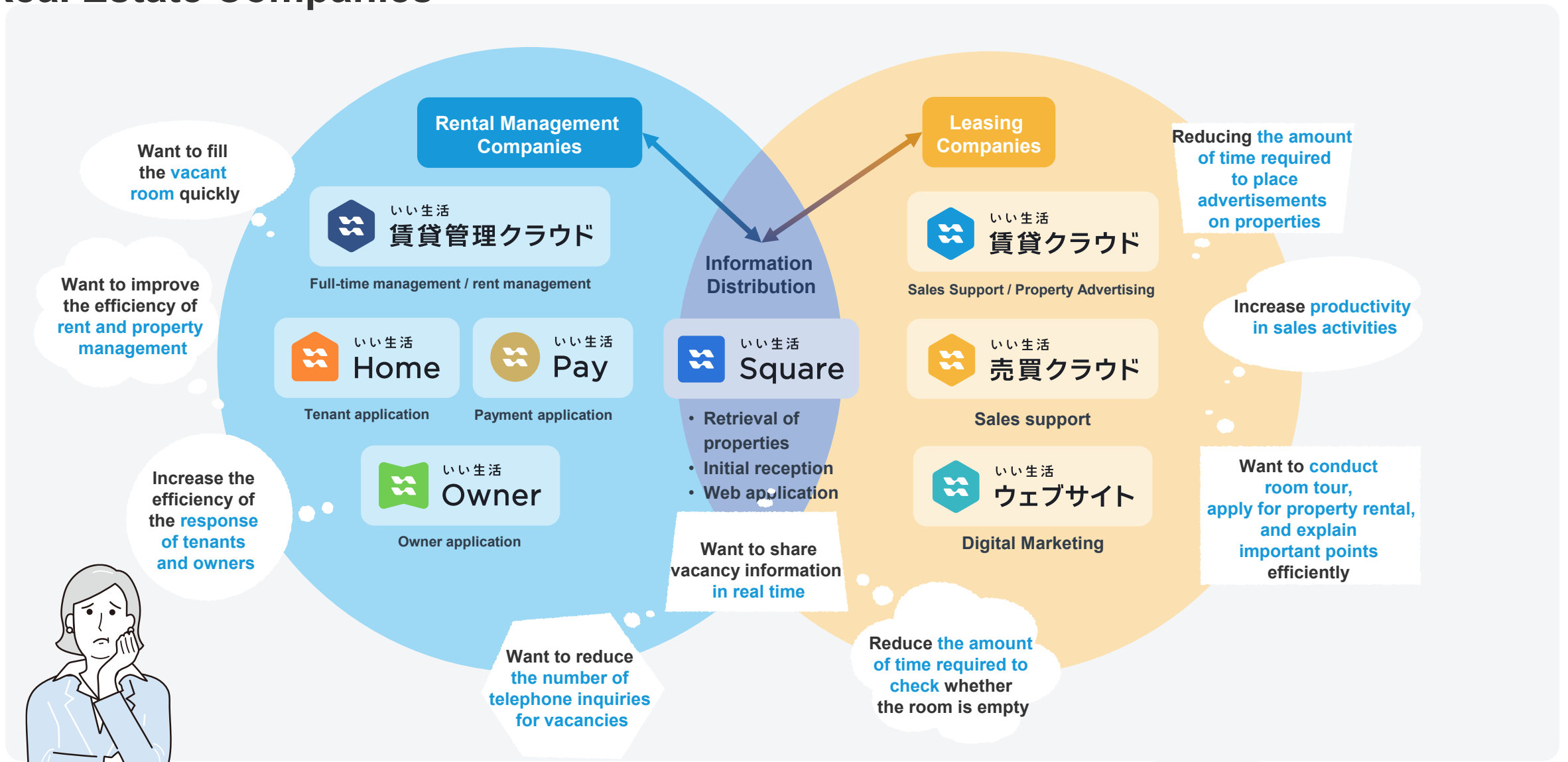
- Support in installation
- Customer Success
- Support in operation

## Products

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



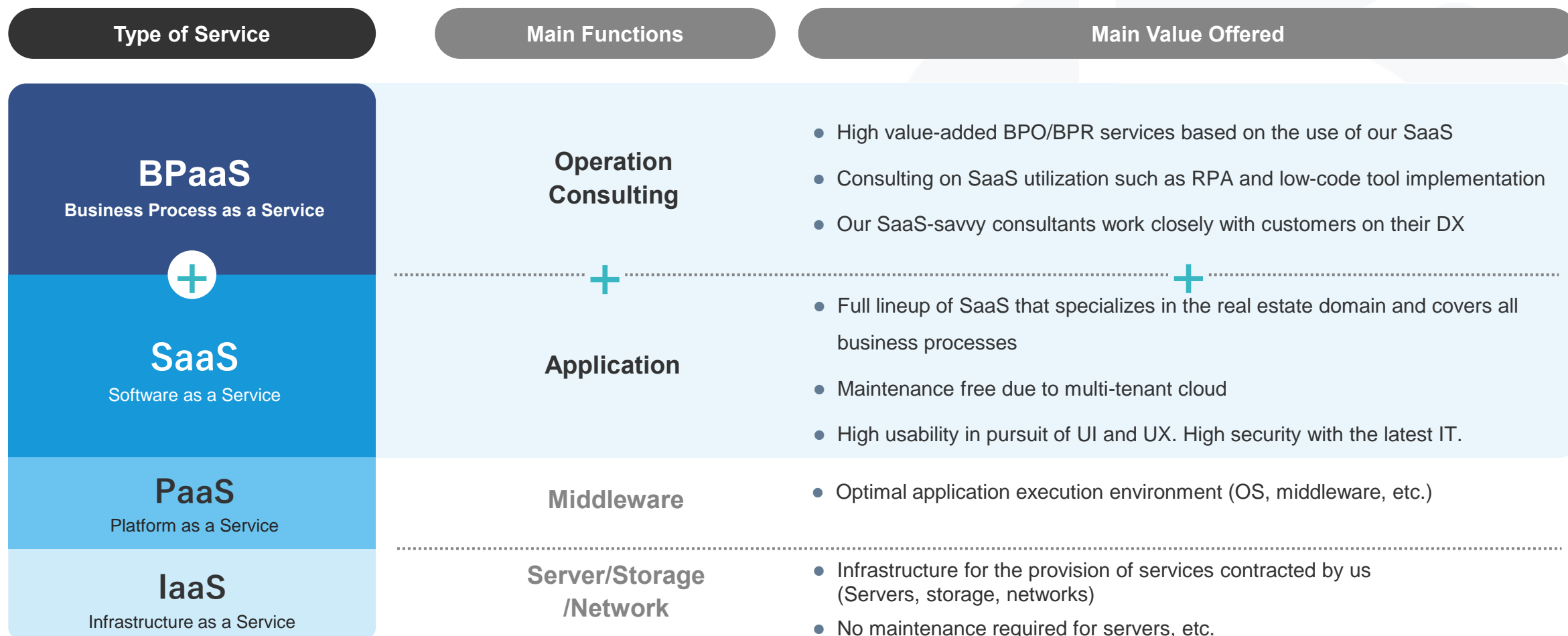
# Integrated Business Support System to Resolve Various Problems Faced by Real Estate Companies



# Business Benefits of Vertical SaaS + BPaaS

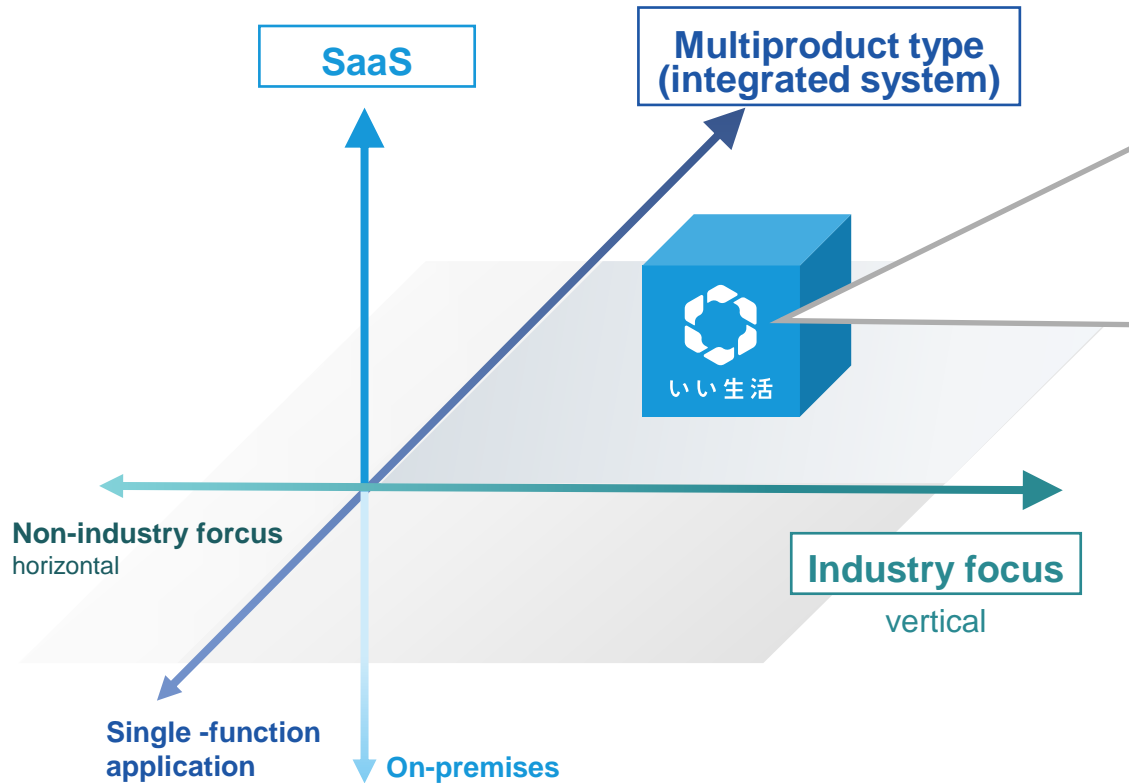
Providing high value-added services of BPaaS through our subsidiary Real Tech Consulting.

Sales growth through synergies between SaaS and BPaaS.





# 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 × Multiproduct type  
= Sustainable Competitive Advantage**

Position as the hub of information distribution

# Possibility of SaaS in the Real Estate Market

- 1 Community-based and fragment market**

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.
- 2 Old systems becoming obsolete due to successive legal amendments**

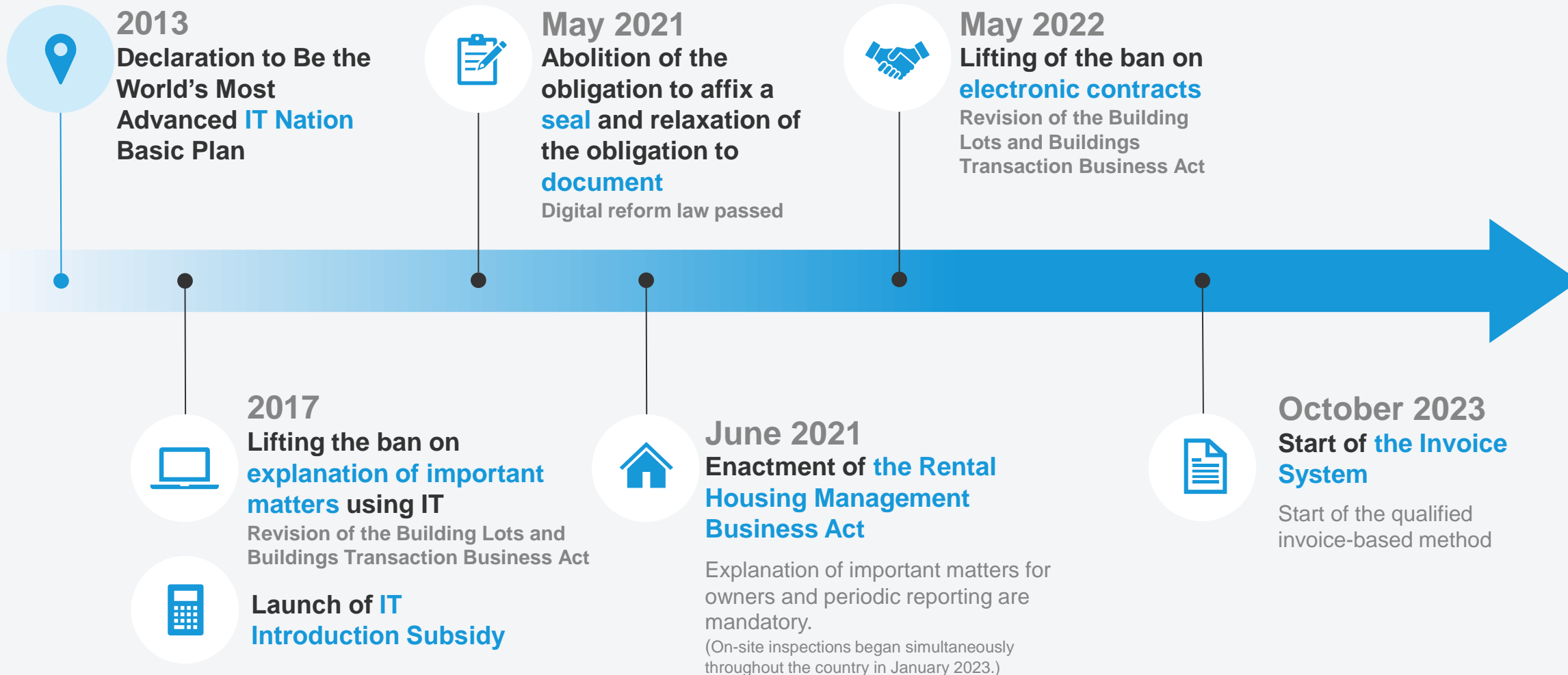
Lack of follow-up in On-premise and in-house-developed systems due to successive amendments to laws such as **the Rental Housing Management Business Act** , and **advantages of industry-specific SaaS become apparent**
- 3 Diverse players in the supply chain**

**Increased opportunities and benefits of linking data on cloud/SaaS** due to the large number of stakeholders appearing in the transaction process
- 4 (User side)Human resource constraints**

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.**
- 5 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



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

# 2. 1Q Results

# FY2025 1Q Highlights

Net sales

**711** million yen

YoY  
(+4.6%)

Number of Fee-paying Client Companies

**1,512** companies  
(+20 companies compared to June of the previous year)

**4,585** stores  
(-4 stores compared to June of the previous year)

ARPU

Approx. **139** thousand yen

(Approx. 133 thousand yen in June of the previous term)

Subscription sales ratio

**87.6** %

YoY  
(88.0%)

EBITDA

**92** million yen YoY  
(-31.1%)

Operating Loss

**-34** million yen YoY  
( - )

MRR churn rate

**-0.06** %

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

\*2 Subscription sales ratio is the ratio of "subscription sales", which is recurrent revenue such as monthly charges for SaaS, to total sales. Some sales based on move-in transactions will be presented as "subscription sales" instead of "solution sales" from the fiscal year ending March 2025. In accordance with this change, sales figures for the fiscal year ending March 2024 have been reclassified based on the same policy.

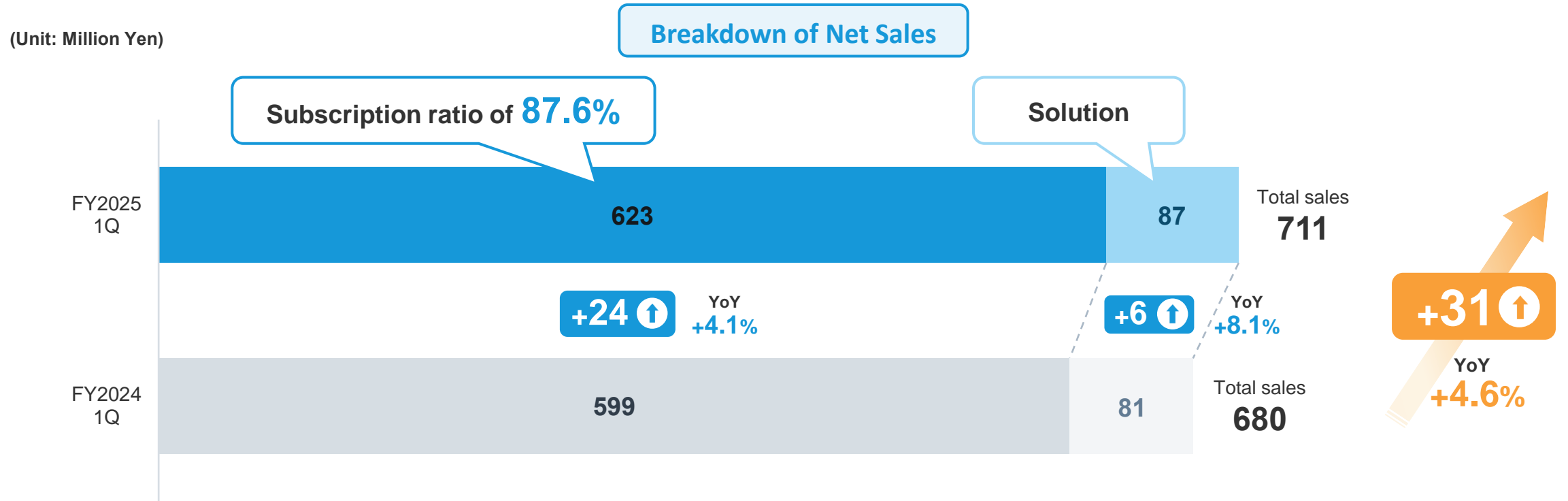
\*3 EBITDA = Operating profit + Depreciation

\*4 ARPU (average revenue per user) is calculated by dividing "subscription sales" in June 2024 by "the number of subscribed companies" in the same month and rounded down to the nearest thousand yen.

\*5 MRR churn rate is the number of MRRs (including existing changes) lost in June 2024 divided by the MMR of May 2024.

\*6 MRR churn rate is a negative value if the MRR increased by existing upsells is greater than the MRR lost due to churn in the month. (Negative Churn)

# Increased Sales from Both Subscriptions and Solutions



- **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.

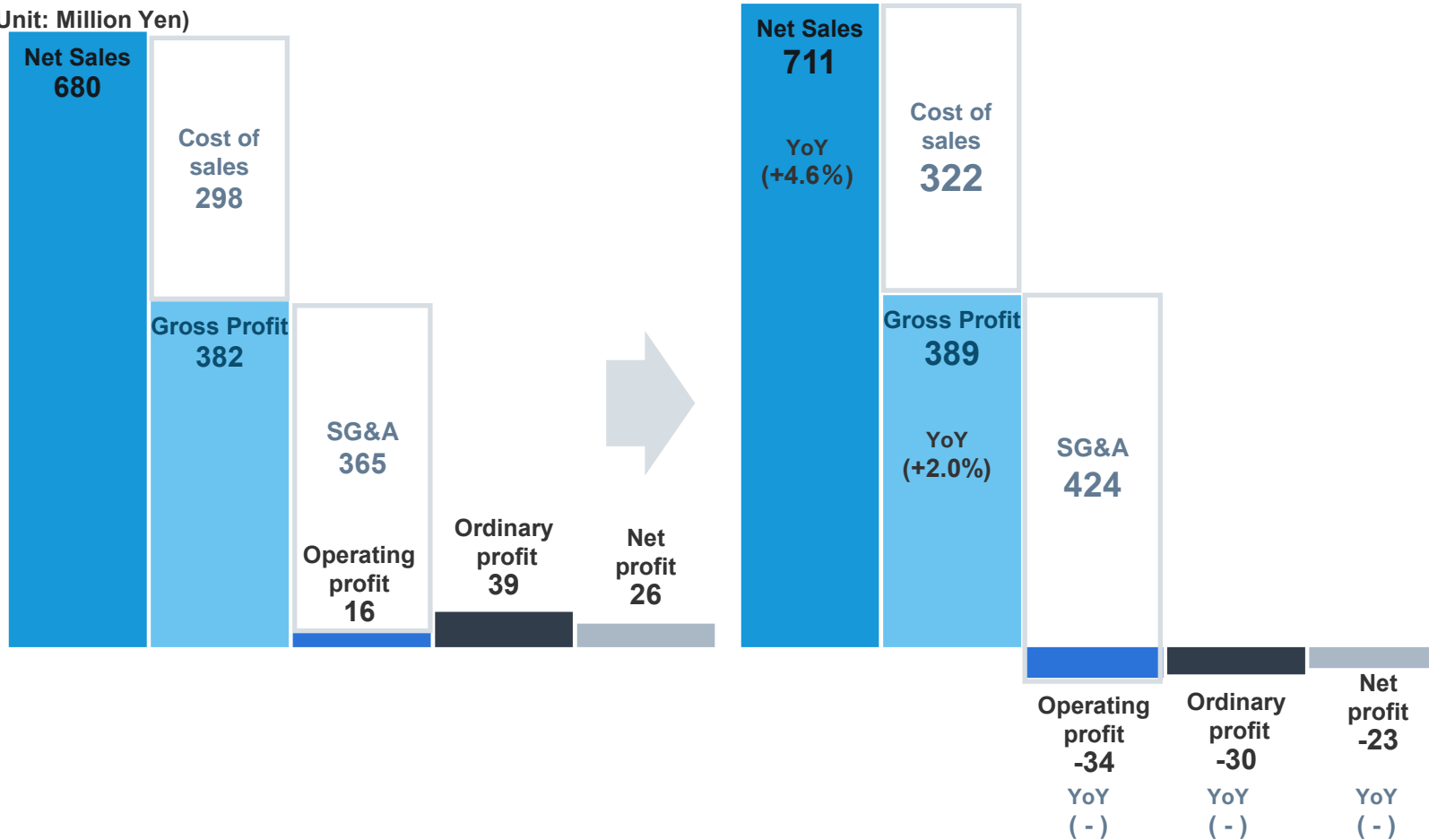
\* Some sales based on move-in transactions will be presented as "subscription sales" instead of "solution sales" from the fiscal year ending March 2025. In accordance with this change, sales figures for the fiscal year ending March 2024 have been reclassified based on the same policy.

\* Figures rounded down to the nearest million yen.

# Revenues Increased at YOY, but Profits Decreased Slightly due to Expenses

(Consolidated)

(Unit: Million Yen)



FY2024 1Q

FY2025 1Q

Net Sales	+4.6 %
Gross Profit	+2.0 %
Operating Profit	-
Ordinary Profit	-
Net Profit	-

(All YoY)

\* Figures rounded down to the nearest million yen.

# 1Q Results Key Points

- Sales are steady; both SaaS subs and solutions are performing as expected so far.
- **Large projects are scheduled for acceptance inspection during the 2Q**, and partial acceptance inspection is in progress.
- Total expenses were in line with expectations, mainly personnel expenses. Although the break-even point has risen due to higher fixed costs, **it is expected to be firmly evened out during the term due to monthly revenue growth**.
- Investment in human capital is inevitable due to competition for human resources. On the other hand, the number of employees for FY2025 will be maintained at the current level. Hiring will be carried out in balance with the pace of revenue growth.
- Investment in product development remains at a high level, with plans to launch **new products for building and repair management functions** and to **significantly upgrade the sales brokerage function**.  
(Estimated product investment for the FY2025 is approximately 690 million yen, compared to 637 million yen invested in the FY2024.)
- As a result of the above investment activities, current assets decreased and fixed assets (software and software in progress) increased.



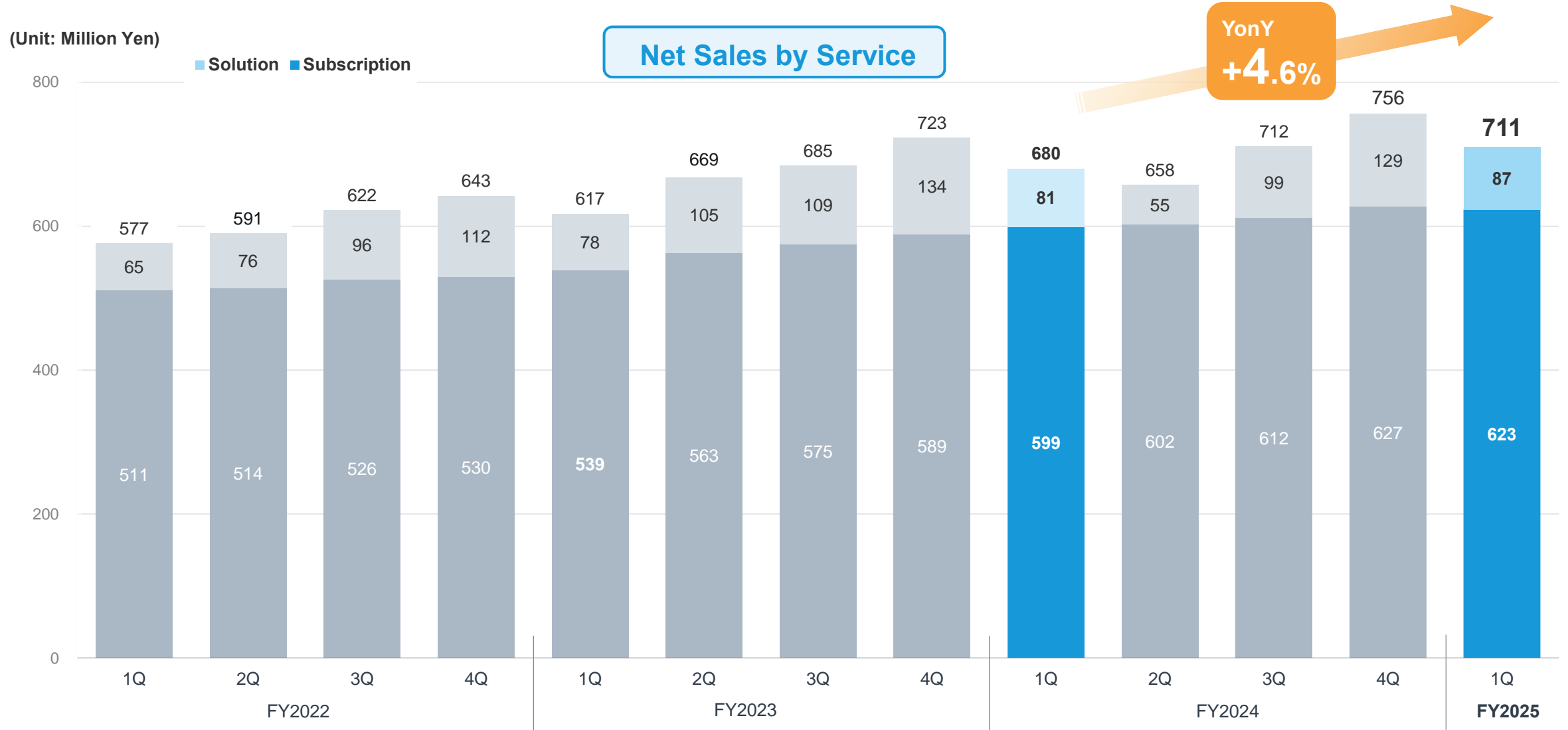
# Progress Towards Full-year Consolidated Results

(Unit: Million Yen)

	FY2025 Full-term Forecast	FY2025 1Q	Progress rate		Dividend per share
Net Sales	3,119	711	23%	FY2025 Forecast	5.00yen
Operating Profit	100	-34	—	FY2024 Result	5.00yen
Ordinary Profit	99	-30	—		
Net Profit	67	-23	—		

\* Figures rounded down to the nearest million yen.

# Quarterly Sales Also Up

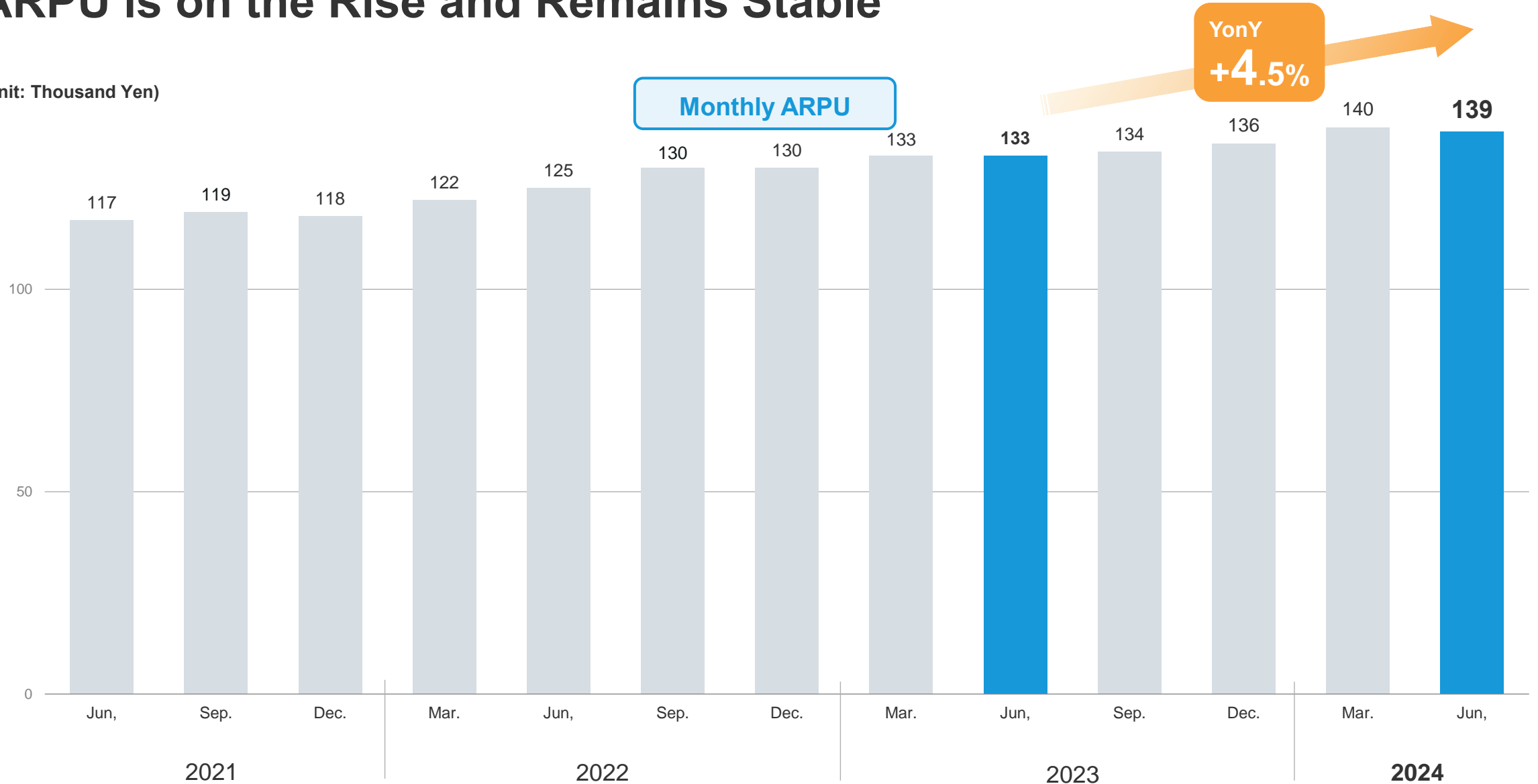


\* Some sales based on move-in transactions will be presented as "subscription sales" instead of "solution sales" from the fiscal year ending March 2025. In accordance with this change, sales figures for the fiscal year ending March 2024 and prior have been reclassified based on the same policy.

\* Figures rounded down to the nearest million yen.

# ARPU is on the Rise and Remains Stable

(Unit: Thousand Yen)



\* Some sales based on move-in transactions will be presented as "subscription sales" instead of "solution sales" from the fiscal year ending March 2025. In accordance with this change, sales figures for the fiscal year ending March 2024 and prior have been reclassified based on the same policy.

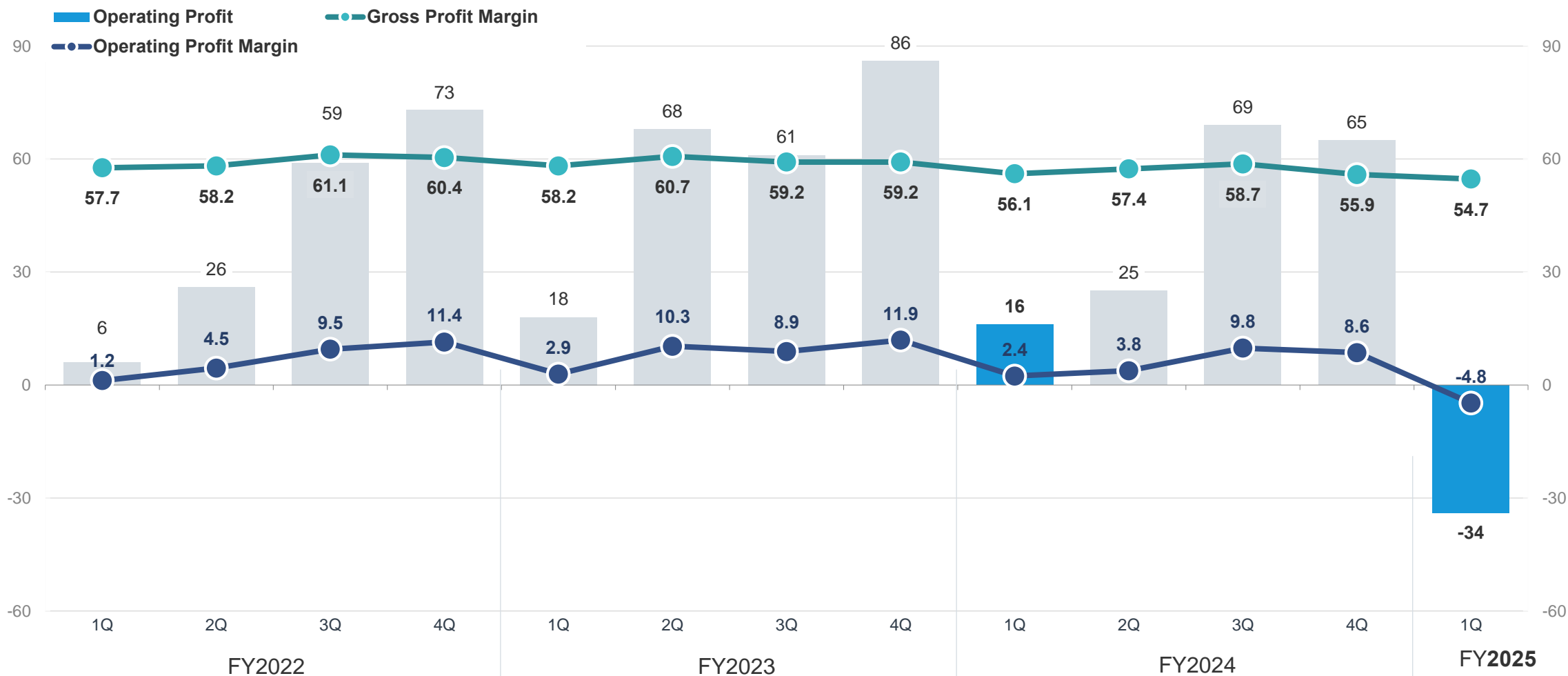
\* Figures rounded down to the nearest million yen.

# Still Could not Cover the Increase in Expenses at the Beginning of the Period, and 1Q Results Were Down YoY.

## Gross Profit Margin and Operating Profit (Consolidated)

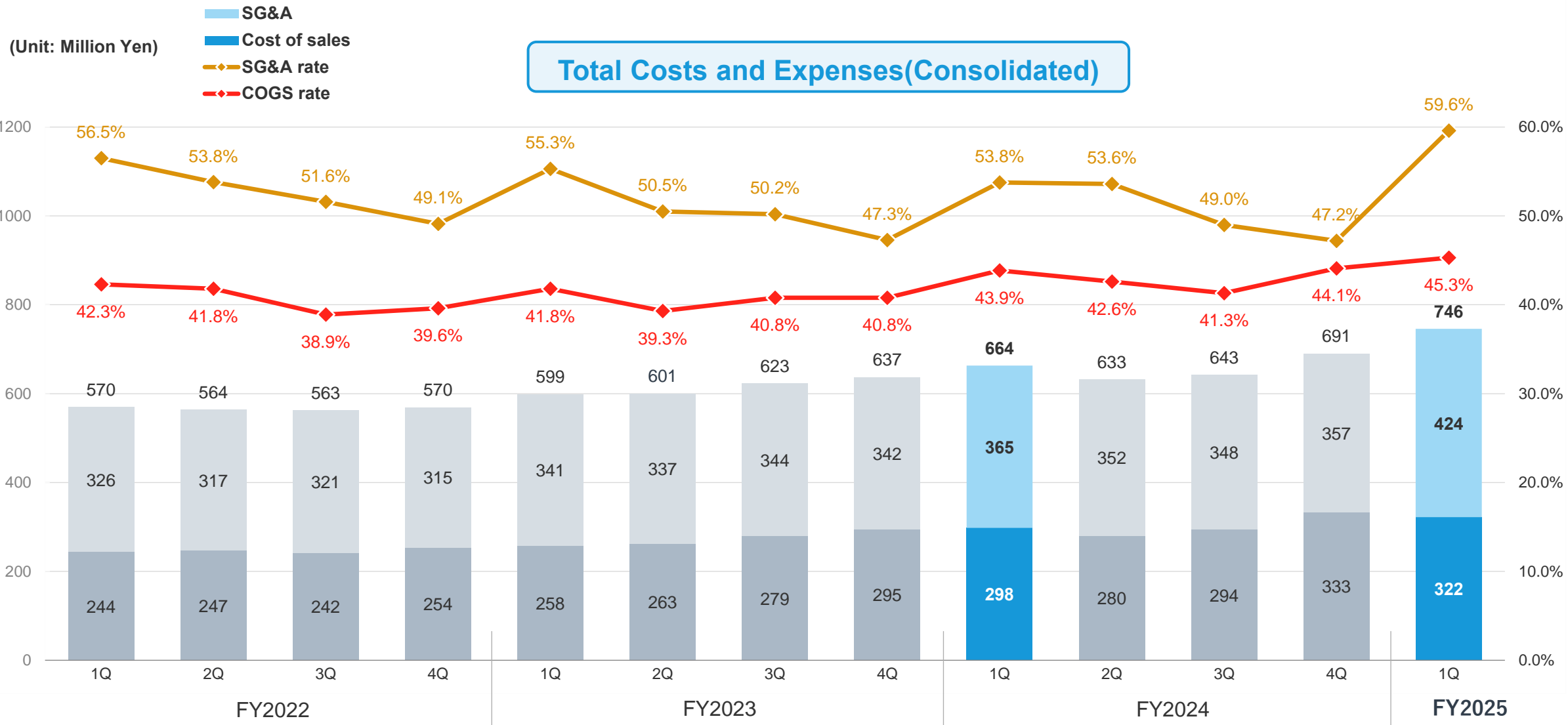
(Unit: Million Yen)

(Unit: %)



\* Figures rounded down to the nearest million yen.

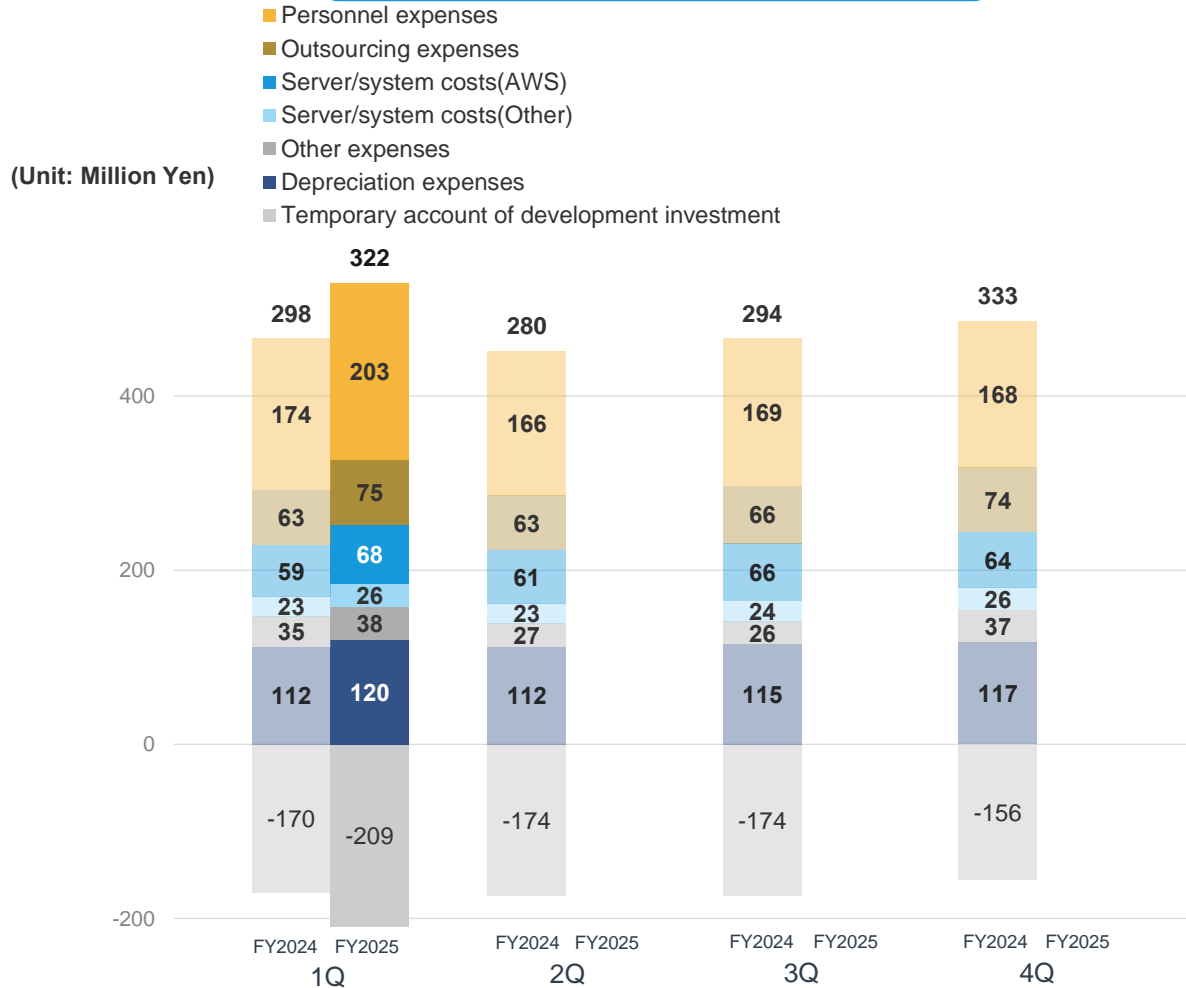
# Cost and SG&A Ratios Rose, But Increased Revenues During the Period Will Normalize Them



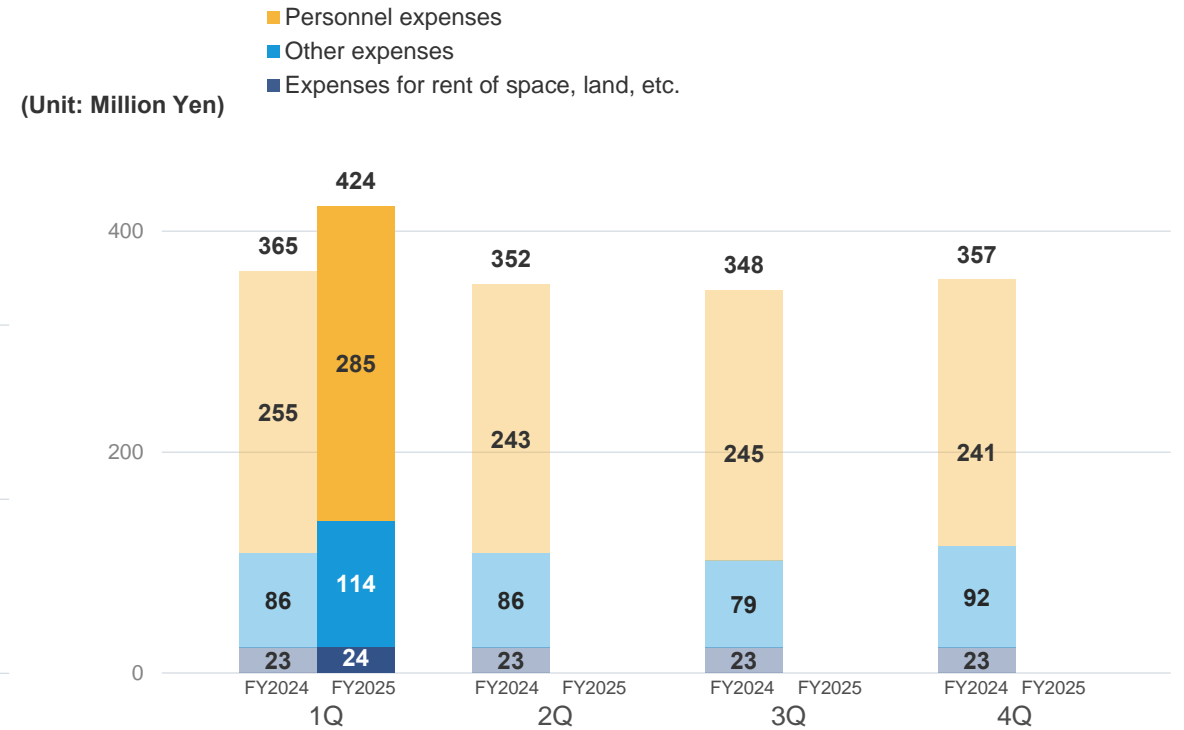
\* Figures rounded down to the nearest million yen.

# Human Capital Investment Progressed as Planned, Labor Costs Increased, and Marketing Expenses Rose

## 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.

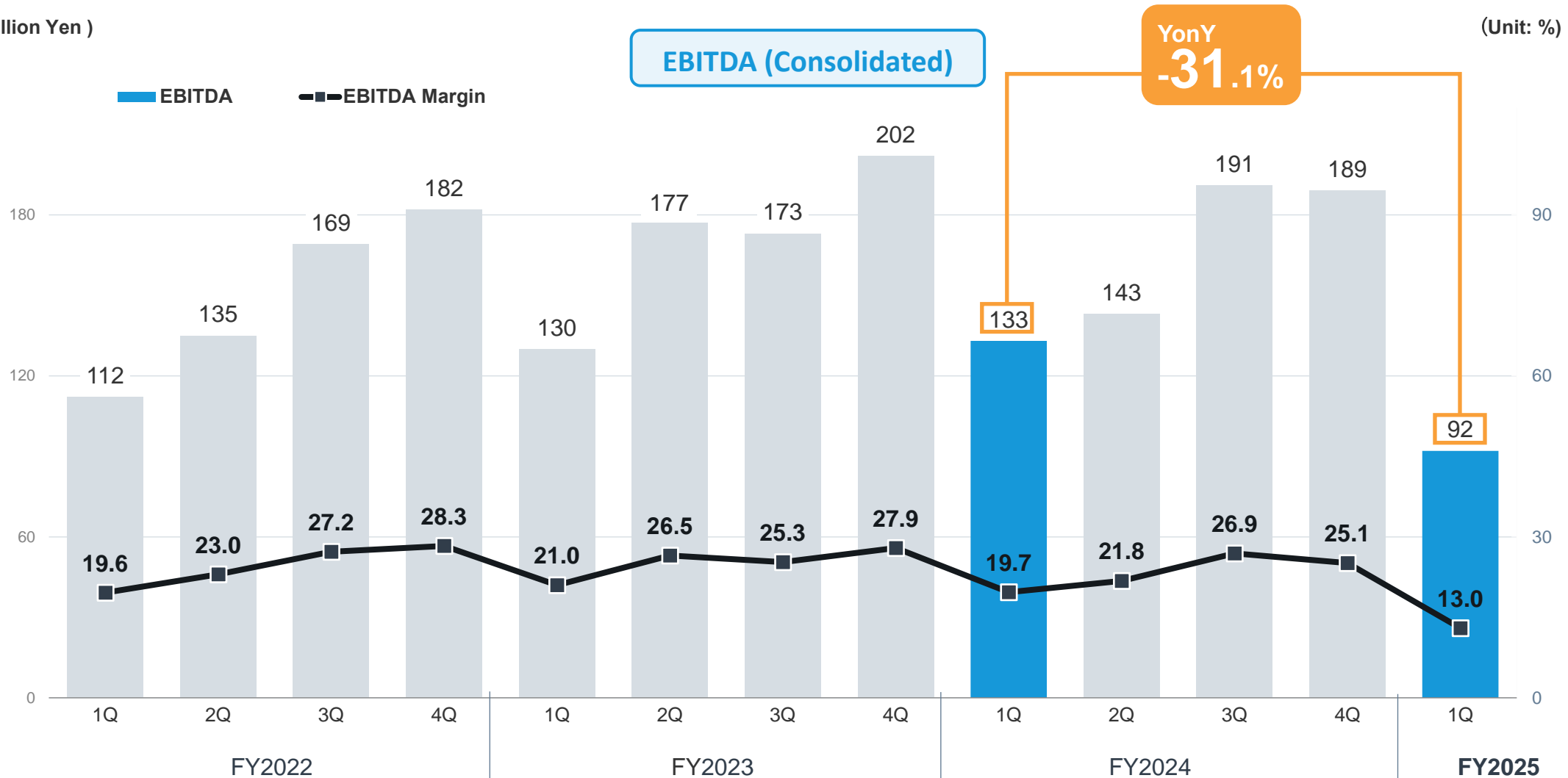
\* "Other expenses" in SG&A expenses include expenses related to marketing, sales support, etc.

\* Figures rounded down to the nearest million yen.

# Stable EBITDA Generation

(Unit: Million Yen )

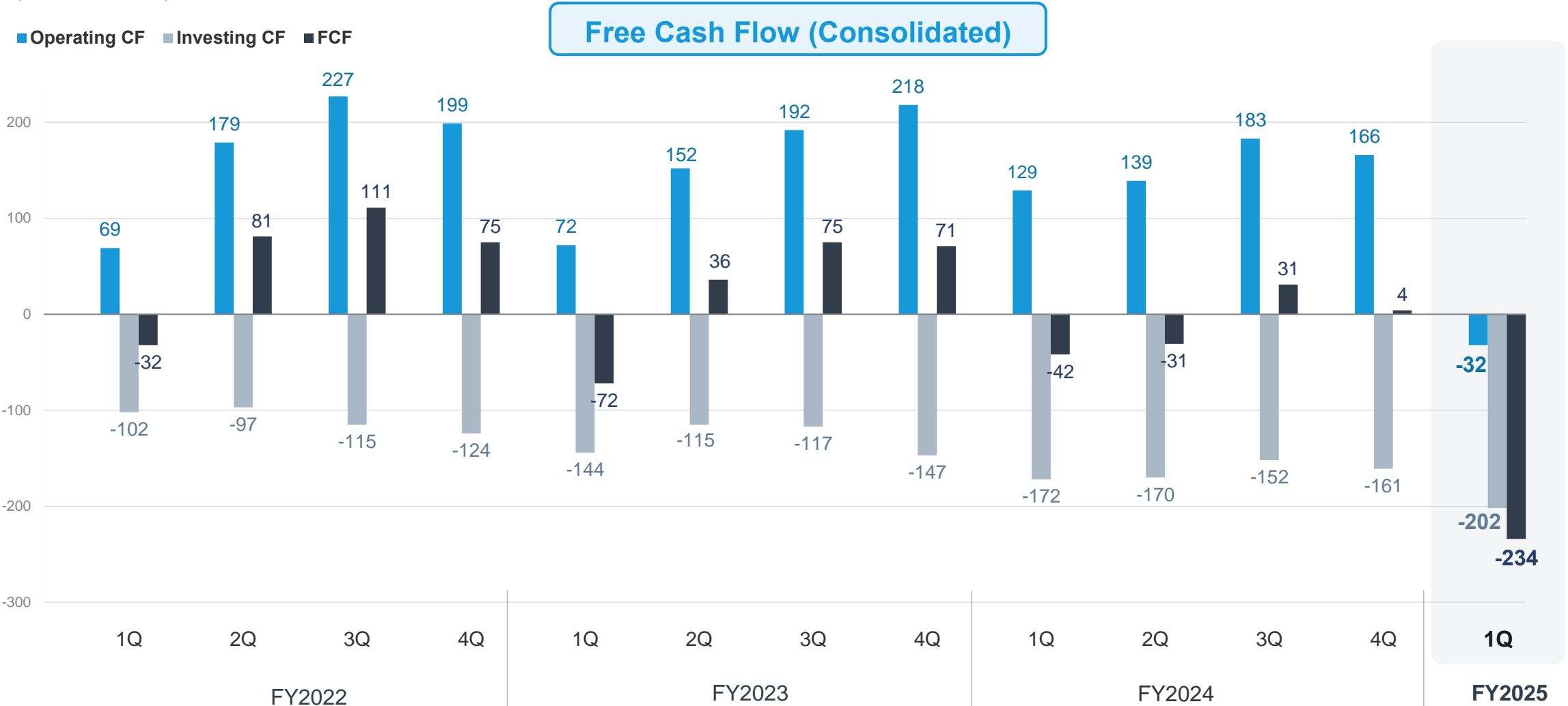
(Unit: %)



\* Figures rounded down to the nearest million yen.

# Operating CF was Negative in 1Q. Investment in Service Development Continued

((Unit: Million Yen))



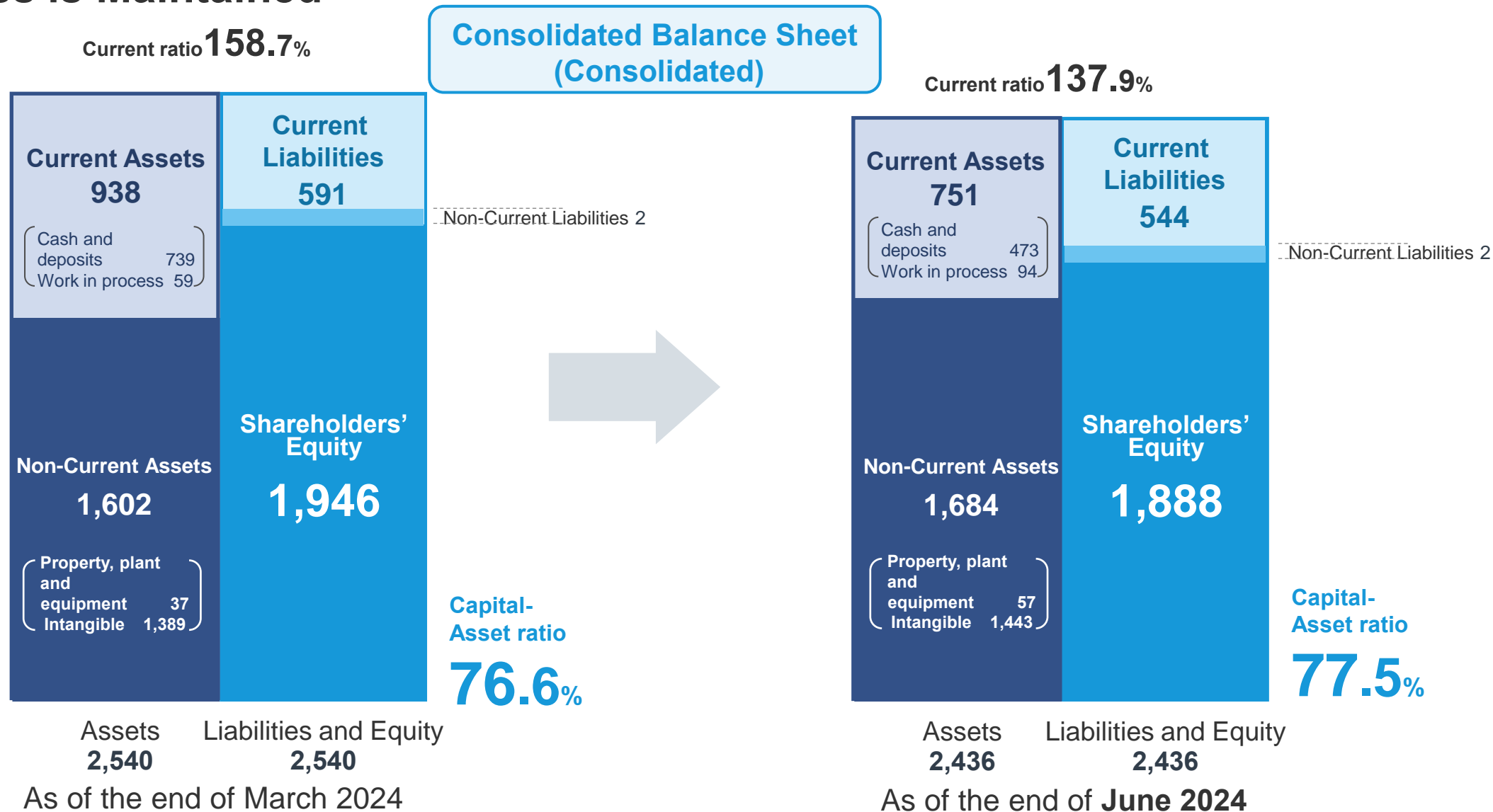
\* Free cash flow (FCF) = Operating cash flow (CF) + Investing cash flow (CF)

\* Figures rounded down to the nearest million yen.



# Intangible Assets (Software, etc.) Increased due to Service Development. Soundness is Maintained

(Unit: Million Yen)



\* Figures rounded down to the nearest million yen.

# Our SaaS implementation streamlines the communication and distribution of information between major companies and organizations and real estate company

## Daiwa House Real Estate Co.,Ltd.

The company is a general real estate company of “Daiwa House Group”.

They operates a wide range of businesses centered on residential rental apartments and condominiums, including subleasing and management agency services, real estate brokerage, purchase and sales, and residential land development.

Approximately 25,000 rental units are managed at four major locations in Kinki, Kanto, Tokai, and Northern Japan.

Our real estate business cloud SaaS is now available. The distribution of managed properties to “e-Seikatsu Square” has begun. Then, the smooth posting of available properties was realized.



## General Incorporated Association Student Support Collaborative and Dream Project

The organization is a consortium established jointly by several university co-ops and businesses to support university students in the Tokai region.

Our system was introduced to a website operated for the purpose of assisting students to live alone.

Real-time updating of information on rental properties is possible. Efficient management of fresh property information, smooth information sharing among multiple operators, and provision of various search methods to students have been realized.



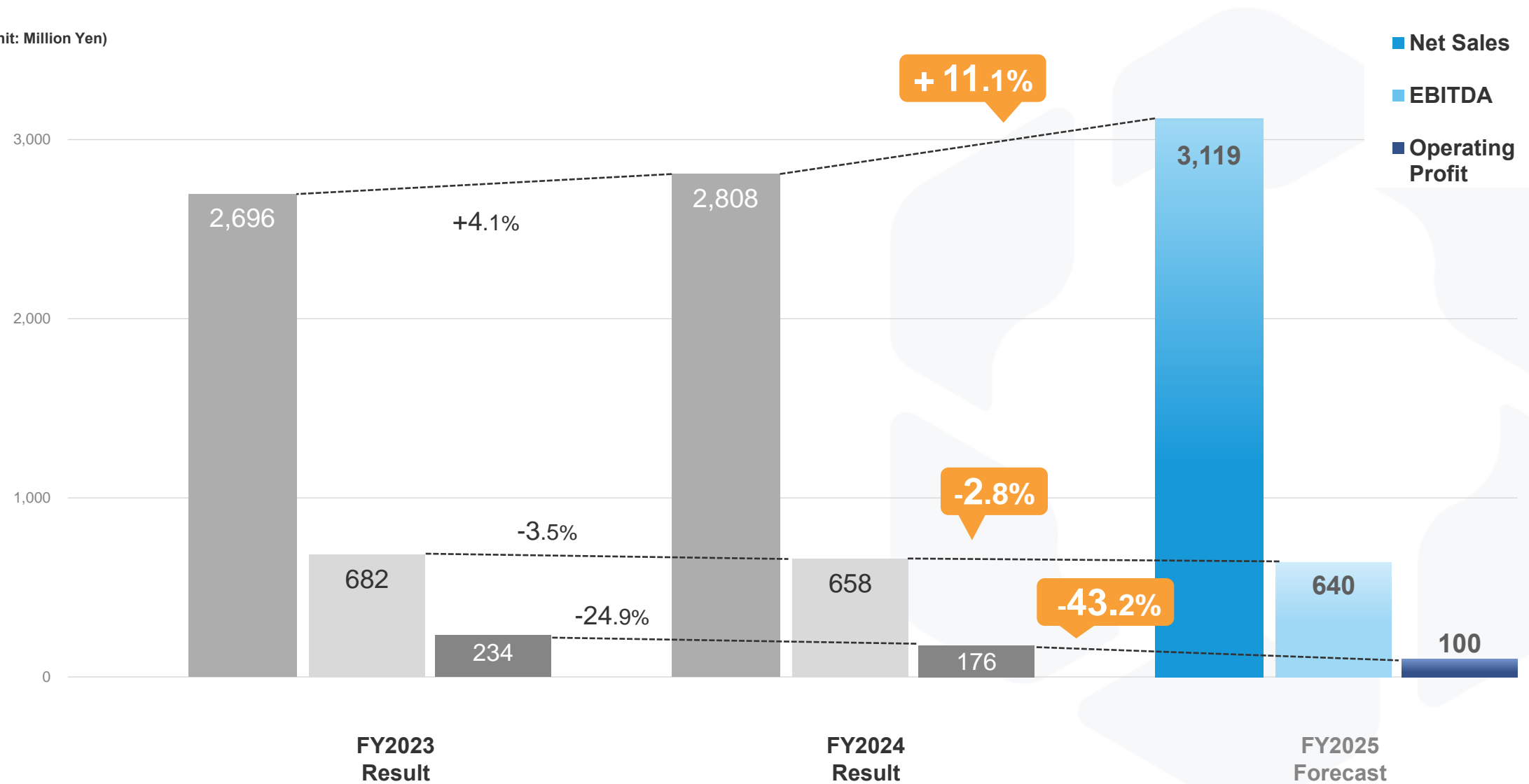
Smooth information and communication among companies!



# 3. Future Prospects

# Latest Results and Earnings Forecast for FY2025

((Unit: Million Yen))



# Explanation of Earnings Forecasts

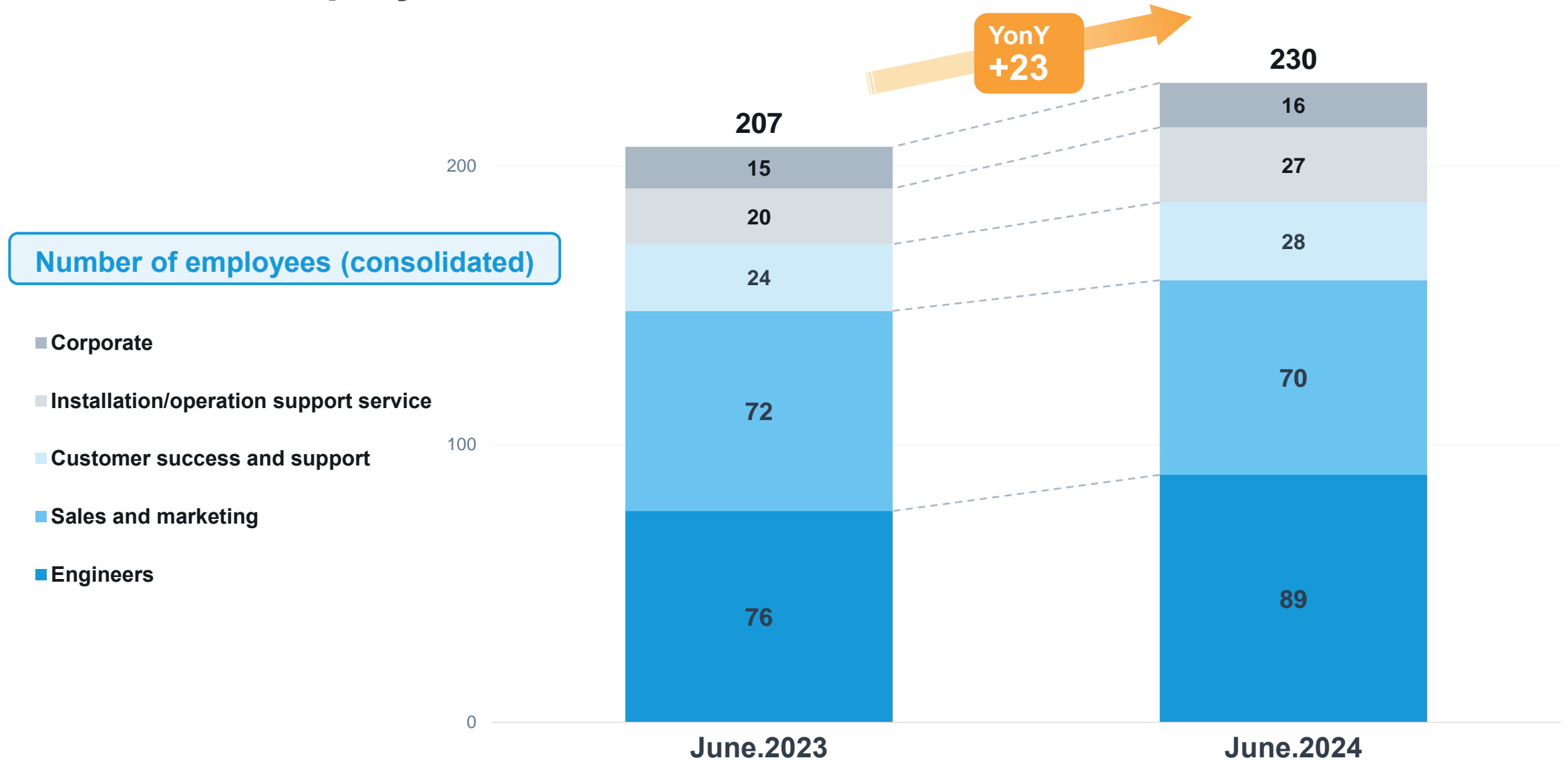
## Sales

- 1 Steady operation of large projects and recording of sales are expected**  
Large-scale projects in progress since FY2024 are being developed and introduced with the aim of acceptance inspection and operation during the first half of the year.
- 2 Sales growth of approximately 11% is expected due to the acquisition of new customers and increased sales through cross-selling/up-selling**  
Enterprise customers are accelerating their shift to SaaS. Leasing management SaaS projects are piling up, and the need for implementation support is also growing steadily.
- 3 Sales growth of more than 10% is expected for the following FY2026**  
Orders for the next fiscal year are also being received. There is also a good amount of order backlog for installation support services.

## Costs

- 1 Continued investment in human capital for sustainable growth**  
Average salary increase of more than 10% for the entire group to attract and retain the necessary human resources.
- 2 Increased development team to accelerate pace of product development and improvement and to expand product lineup**  
Strengthening SaaS for sales and accelerating preparations for launching new products such as building management and construction management functions for which enterprise customers have clear needs.
- 3 Increased sales and implementation support consulting department**  
Accelerate the shift to SaaS for enterprise customers. Focusing on the department that is responsible for the entire process from proposal to operation.
- 4 Recognition of FY2025 expenses for work-in-progress for projects scheduled for delivery and sales recognition in FY2024**  
Sales and expenses for the period that crosses over from one year to the next will be recorded in FY2025

# Number of Employees



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

# Basic Policy and Growth Strategy

## ① 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.

## ② 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.

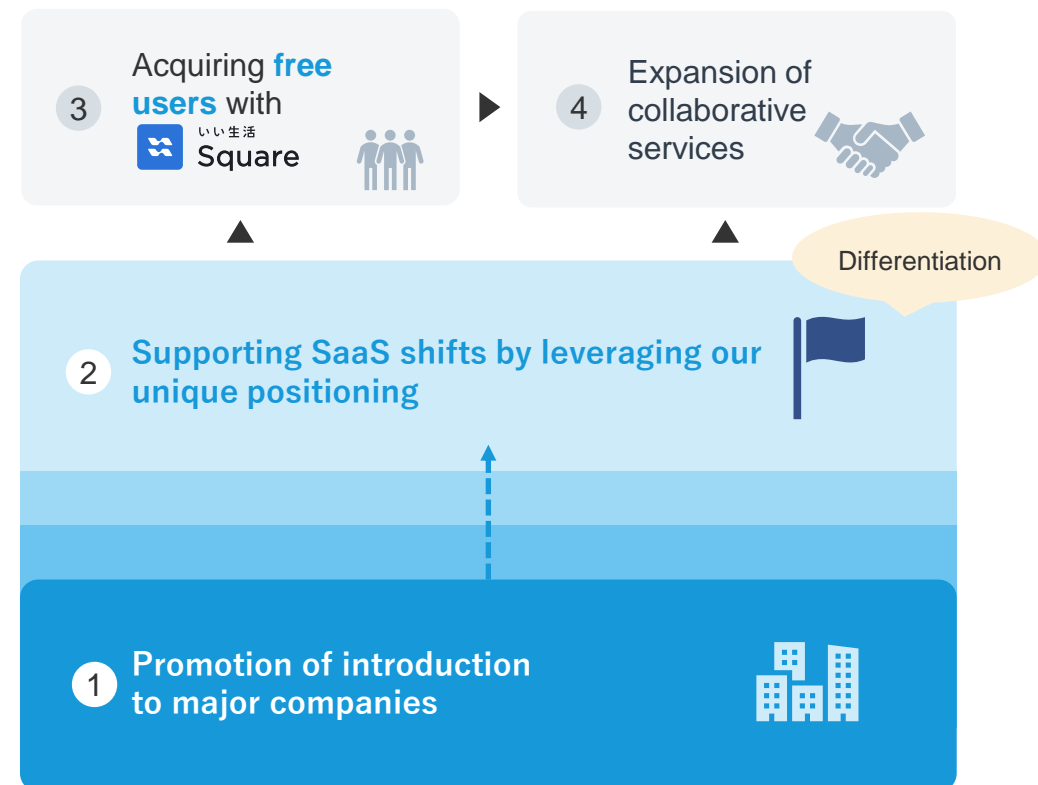
## ③ Acquiring free users (real estate companies) with "e-Seikatsu Square "

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

(As of March 2024, approximately 19,000 companies have already registered with "e-Seikatsu Square".)

## ④ 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. We have also added data storage tools to our lineup, accelerating our one-stop service.



# Number of Properties Listed on "e-Seikatsu Square" Exceeds 200,000



- Real-time information distribution and cloud-based communication improve the operational efficiency of property management companies and rental brokerage firms.
- The increasing use of cloud services also encourages the standardization and DXing of operations in the real estate market as a whole.

\*The number of properties listed on "e-Seikatsu Square" is the number of properties that are currently available on the system and can be searched by rental agencies. The number of registered properties refers to all properties registered by property management companies, including those that are not currently publicly available on the system.



# Renewal of the chat function of " e-Seikatsu Square"

The screenshot displays the 'New Feature Releases' section of the e-Seikatsu Square app. At the top right, a banner reads 'Reduce time spent answering phone calls and faxes by messaging!'. The main text states: 'With e-Seikatsu Square, you can now **message between real estate agencies!**'. Below this, three bullet points list the benefits: 'Answer questions about the property via message', 'Reduce the time and stress of answering phone calls and faxes', and 'Preventing "I said I didn't" disputes'. On the right, a 'Message' chat window is shown with a user asking 'When can I view this room?' and an agent replying 'Thank you for your question. Viewing available from the 20th!'.

New Feature Releases

いい生活 Square

Reduce time spent answering phone calls and faxes by messaging!

With e-Seikatsu Square, you can now **message between real estate agencies!**

- Answer questions about the property via message
- Reduce the time and stress of answering phone calls and faxes
- Preventing "I said I didn't" disputes

Message

When can I view this room?

Thank you for your question. Viewing available from the 20th!

- The convenient chat function was expanded to all transaction scenarios. Renewal was implemented.
- Smooth communication between brokerage and management real estate companies by replacing telephone communication with chat. Promotes active real estate transactions.

# The Transaction Amount of “e-Seikatsu Pay Account Transfer” Exceeds 300 Million Yen



- Developed a service that allows customers to complete online registration of account transfers for rent, etc. Promoted DX for payment collection by management companies.
- Reduces rework by eliminating the need to fill out and seal transfer request forms. Encourages cashless promotion and operational efficiency in the real estate market.

\*Transaction amount is the cumulative total since the service started in September 2021.

# e-Seikatsu Business Cloud Series Began to Support the “Building Energy-efficiency Labeling System”

いい生活

Support for the **Building Energy-efficiency Labeling System!**

Enacted in April 2024!



住宅(住戸) 再エネ設備あり

建築物省エネ法に基づく  
省エネ性能ラベル

エネルギー消費性能 ★★★★★

断熱性能 1 2 3 4 5 6 7

目安光熱費 約〇〇.〇万円/年

☑ ZEH水準  
エネルギー消費性能は考慮しない、かつ

☑ ネット・ゼロ・  
太陽光発電の発電分収支がゼロ以下を達成

第三者評価 BELS 〇〇〇〇〇〇マシ 〇〇号主

Be prepared with e-Seikatsu!

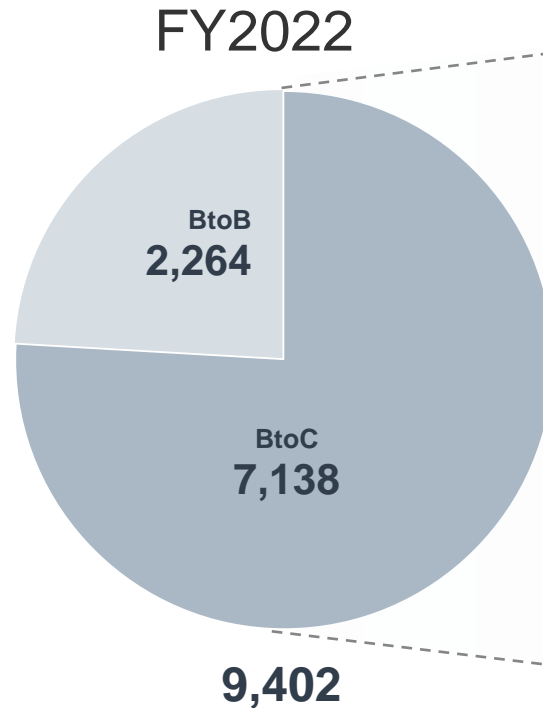
The “Energy-saving label” will begin to be displayed.

- Launch of the “Building Energy-efficiency Labeling System”, which requires businesses that sell or lease homes and buildings to indicate their energy conservation performance.
- If registered in our business cloud series, the “energy-saving label” is automatically reflected on “e-Seikatsu Square,” each real estate portal site, and the company's own website.

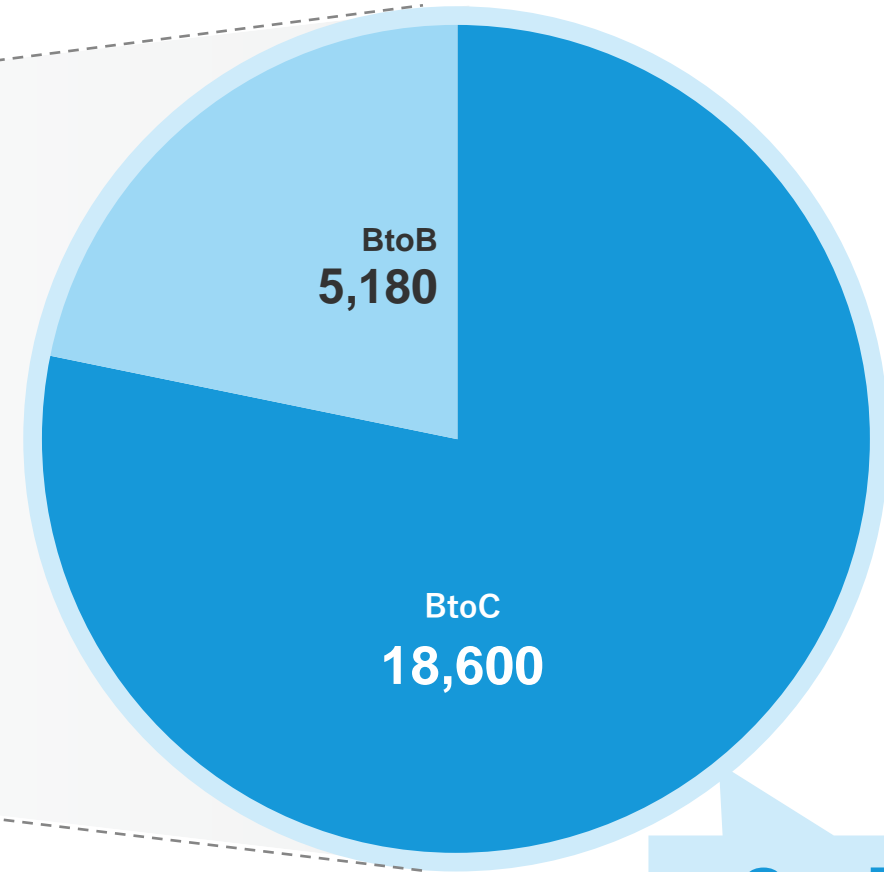
# Trends and Forecasts of the Real Estate Tech Market

FY2030(Forecast)

(Unit: JPY100 million)



252.9%



**Our TAM**  
Total Addressable Market

Source: 2024 Real Estate Tech Market Status and Outlook, Yano Research Institute, Inc., April 2024

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 (FY2021) :** 315,666
- **Average office unit price:** approximately 40,000 yen

## Market Size of Real Estate Tech as a whole (FY2030 Forecast)

Source: 2024 Real Estate Tech Market Status and Outlook, Yano Research Institute, Inc., April 2024

**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  
126.2 billion  
Yen/Fiscal Year

**Through entry into new fields**  
**Target market expansion**  
Financial and credit fields,  
Data business domain, etc.

**TAM (Note 3)**  
Approximately  
2.3 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.

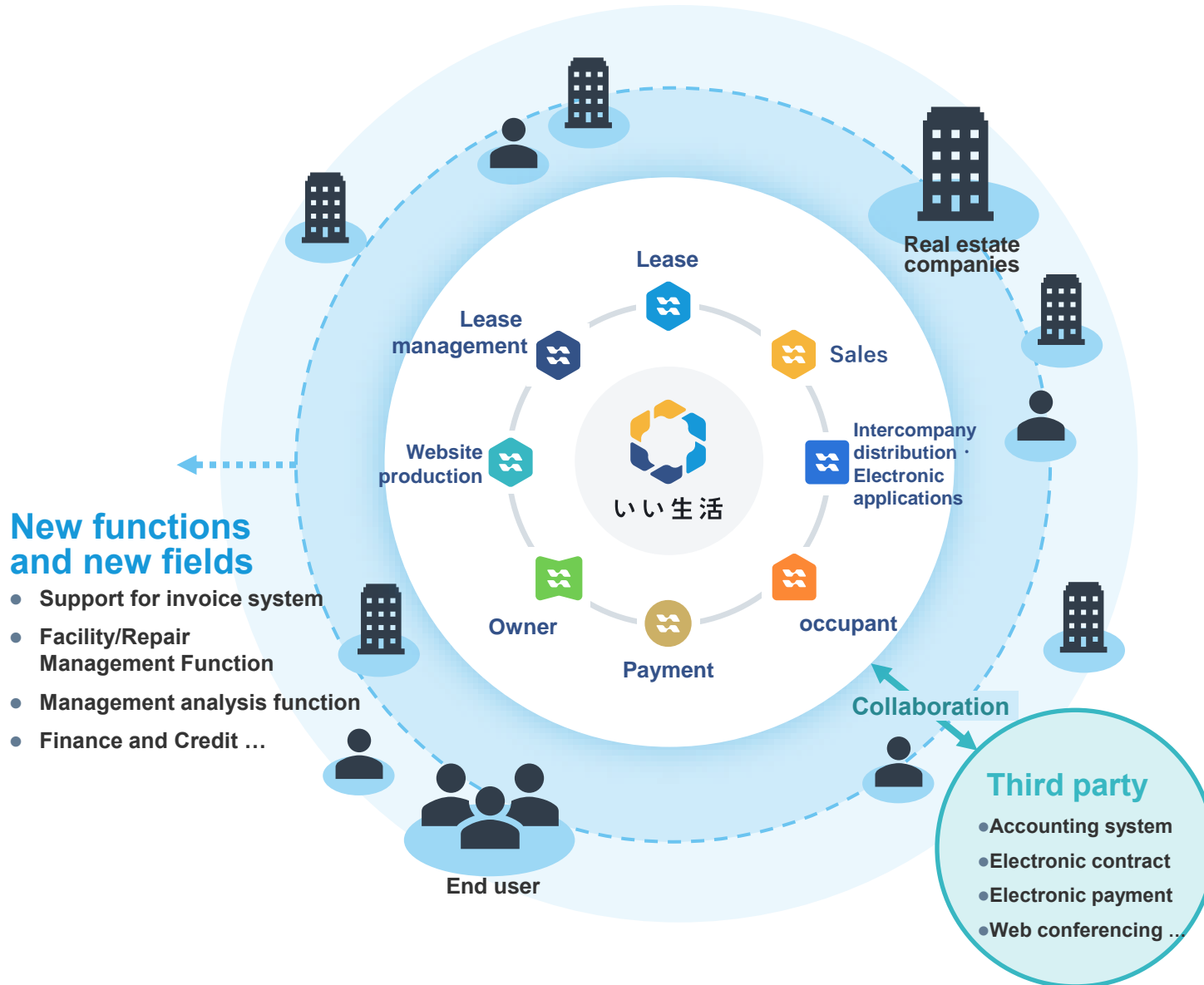
\*2 Serviceable Available Market (SAM) is the largest market theoretically able to capture in a market that is a direct target of a service.

\*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: "2021 Economic Census", Ministry of Internal Affairs and Communications, Ministry of Economy, Trade and Industry)

\*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



## New functions and new fields

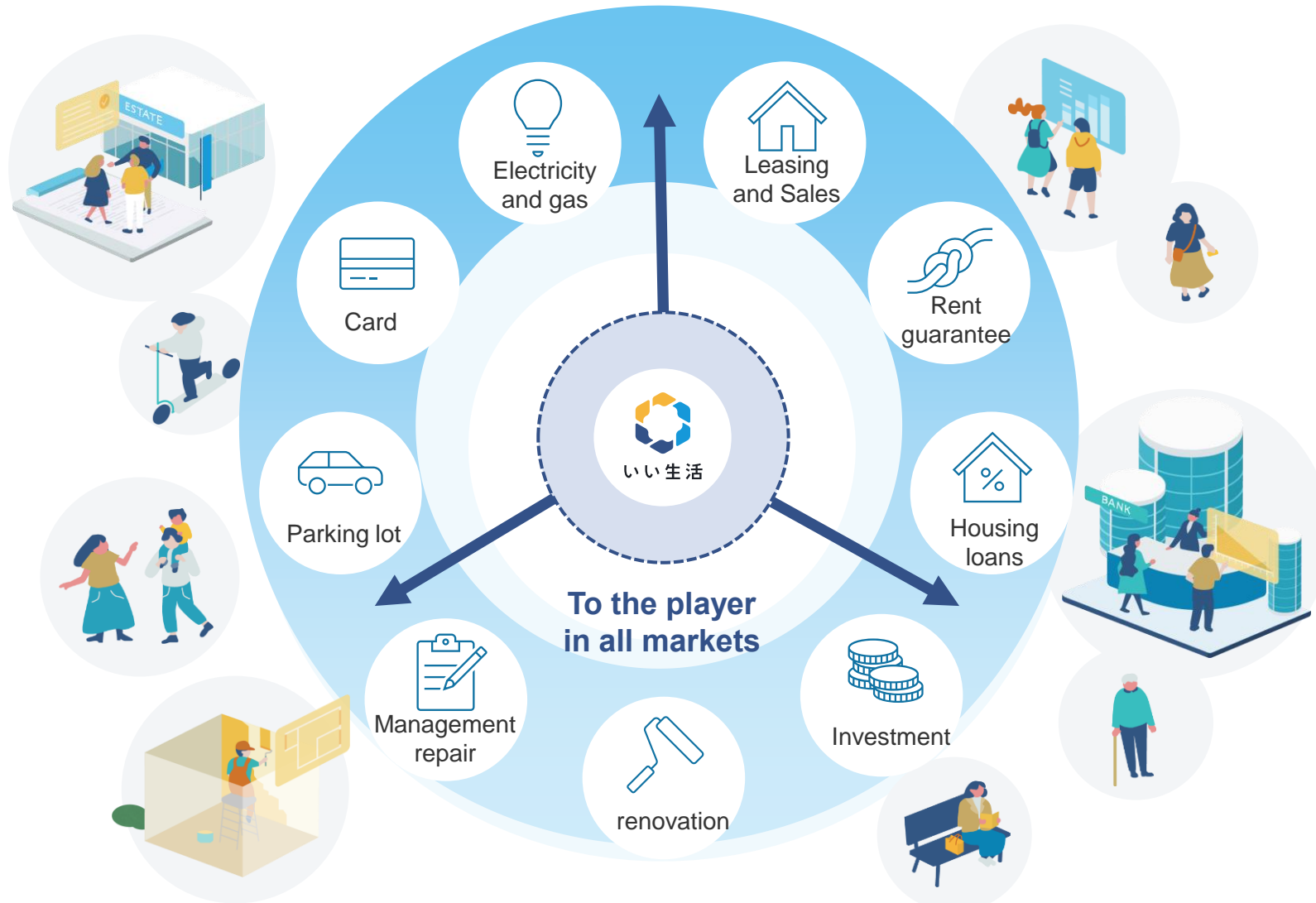
- Support for invoice system
- Facility/Repair Management Function
- Management analysis function
- Finance and Credit ...

Further expanding its dominant product lineup in the real estate tech field.

- 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





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,

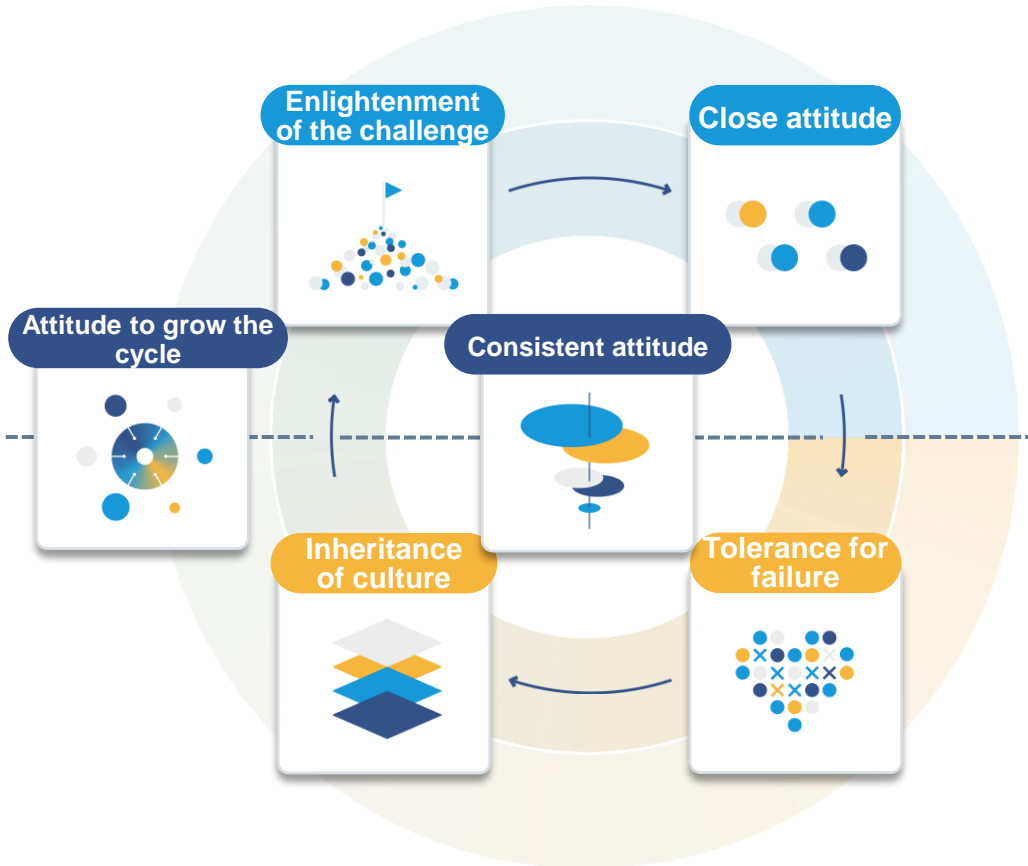
we want to provide rich and clear choices, and to connect people and their good lives by seamlessly linking data.

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.

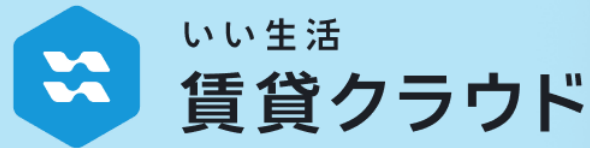
Each service is not interrupted by its domain or business, but it connects all real estate-related operations and circulates lifestyle and data.

Reference

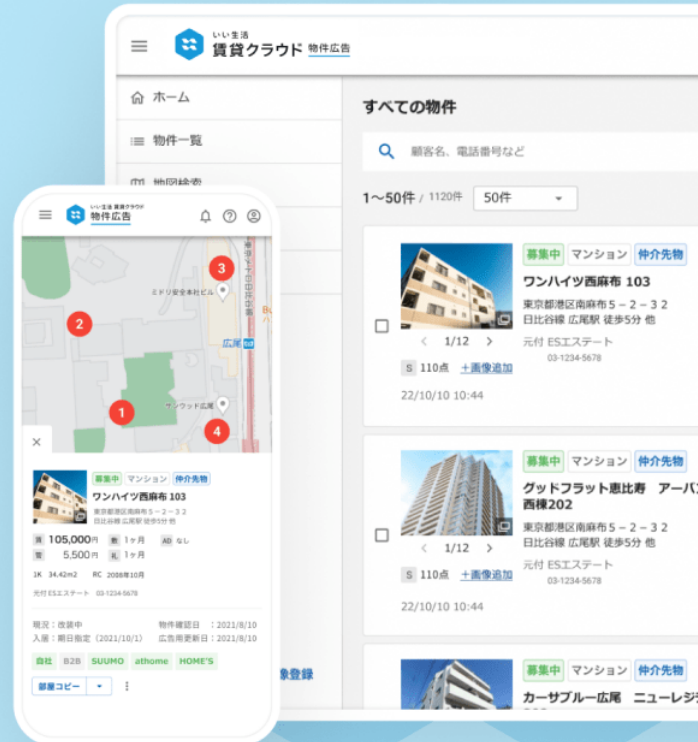
## ② Our Products

[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 customer management dashboard. The dashboard includes a search bar for customer names and phone numbers, a list of customer profiles (e.g., 鈴木 裕翔, 田中 由紀子, 住谷 良和), and a chat window showing a conversation with a customer. The chat window includes a text input field and a 'メッセージを入力' button.

- 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

Rent Management



- Centralized management of all information relating to real estate leasing management
- Can share information in multiple stores by taking advantage of SaaS's advantages
  - ✓ Explanation of important matters for owners
  - ✓ Management consignment contract and lease contract management
  - ✓ Rent management, income and expenditure reports, and preparation of periodic reports
- Achieving greater operational efficiency and DX by combining and collaborating with other services, such as Web tenant applications

SaaS for creating your own website and web media optimized exclusively for real estate companies.

It is also linked to our property database product, enabling a variety of search options and property introductions.



いい生活  
ウェブサイト

Digital marketing



- 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

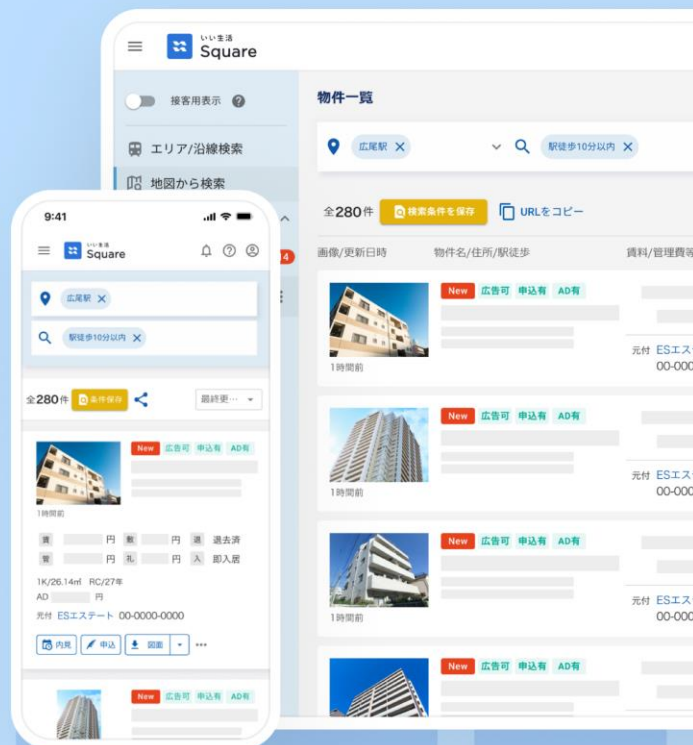


**[e-Seikatsu Square]**An inter-dealer property information distribution platform that connects rental management companies and rental brokerage firms with ready-to-introduce property information

**[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 20,000 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 **150,000**

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

July 2024  
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://web.fisco.jp/platform/report/0379600/6680070020240702002>

# Selected as “Best Site” for the Second Time in the Standard Market Category of All Listed Company Homepage Enrichment Rankings

2 Awarded consecutive years



**企業ホームページ  
最優秀サイト**

**2023  
日興アイ・アール  
スタンダード市場部門**

**企業ホームページ  
最優秀サイト**

**2022  
日興アイ・アール  
スタンダード市場部門**

Our corporate website ( <https://www.e-seikatsu.info/en/> )

✓ Three evaluation axes

**Easy to understand**

**Ease of use**

**Large amount of information**

- Nikko Investor Relations Co., Ltd. surveyed 3,970 listed companies to determine the level of information disclosure on their websites.



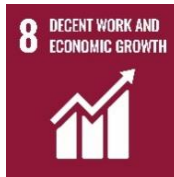






- 164 items were converted into deviation values for each of the three objective perspectives, and the average was evaluated as a total point, which was then announced as a ranking.

In FY2023, ESG-related information, items related to global sites, and other items were added.

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

# Sustainability : Our Action

We contribute to solving various social issues through our business. Our materiality is as follows.

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

\*“SDGs” stands for Sustainable Development Goals. International goals for realizing a sustainable, better world by 2030, adopted at the UN Summit in Sep. 2015. Composed of 17 goals and 169 targets.

# Sustainability : Acquired Certification

e-Seikatsu has obtained various certifications to ensure the sustainable provision of reliable and secure services.

## Health & Productivity Management Outstanding Organizations 2024

(Large Enterprise Category)

The company was certified as a "Health & Productivity Management Outstanding Organizations 2024 (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 fifth 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..



# Sustainability 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

## 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 2023 was issued

"Integrated Report 2023" 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/cXIT/PToC/yDEL.pdf>

\*TCFD is an abbreviation for the Task Force on Climate-Related Financial Disclosures, which was established in December 2015 by the Financial Stability Board (FSB) to discuss climate-related information disclosure and financial institutions' response to climate change at the request of the G20 Finance Ministers and Central Bank Governors' Meeting. The TCFD released its final report in June 2009, recommending companies to disclose information on climate change-related risks and opportunities. (TCFD website: <https://www.fsb-tcfd.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 2024)

**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 :** 230 (As of the end of June 2024)

**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.

## 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 prospects 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**