PROPERTY DATA BANK

Business Policy for achieving the medium-term business plan

Origin inheritance × System innovation

【TICKER】4389

2024.3.19

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01

Review Up to Q3 FY2023

Revision of business forecast for FY2023

- Consolidated sales were 900 million yen and operating income was approximately 460 million yen less than the original plan.
- This was due to delays in order timing as projects getting larger and launching new services at subsidiaries.

(Million Yen)			FY2023 Full year plan Previously announced forecast	FY2023 Full year plan Revised forecast	Achieving rate against the forecast %
Net sales (consolidated)			3,420	2,520	△26.3%
Property Data Bank	Cloud services		1,680	1,641	△2.3%
	Solution services		1,240	644	△48.1%
Property Data Technos			300	215	△28.1%
Property Data Science			200	18	△90.5%
Operating profit			822	360	△56.2%
Ordinary profit			822	361	△56.1%
Profit attributable to the owner of the parent company			559	246	△56.0%

02

Management Policy for FY2024

Origin inheritance × System innovation

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Since our establishment in 2000, we have focused on expanding @property to meet the expectations of customers. After more than 20 years in business, we recognized current situation as "second establishment period" last year. Therefore, we have refreshed our plans and set up a management policy for next fiscal year.

FY2024

Origin Inheritance × System innovation

Reaffirming the MISSION and VISION of our establishment period, then evolving by introducing new systems

MISSION

"Creating a new knowledge society"

**We create the best services in knowledge society beyond the business field with simple data processing and management.
We also believe it is the mission for us to be the leader in the knowledge society by many customers using our service.**

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VISION

"Revolutionizing customer operations and Increasing the value of customer's assets through the aggregation of knowledge"

The value we provide is to transform our customer's operations to be more sophisticated and efficient. Our goal is to contribute to increase the value of the customer assets by our unique value. We provide to our customers superior knowledge aggregation and management methods.

What is "inheritance of origins x structural innovation"?

As Property Data Bank has supported corporate management with real estate management cloud services, we want to use the knowledge that we have cultivated over many years of experience not only to benefit our own company, but also to give back to Japanese society. In addition to proposing services, we develop services that support decision-making and provide new added value to our customers.

Origin inheritance

- Spirituality as a public cloud
- One-source, multi-use structure
- Contribute to society through knowledge aggregation services
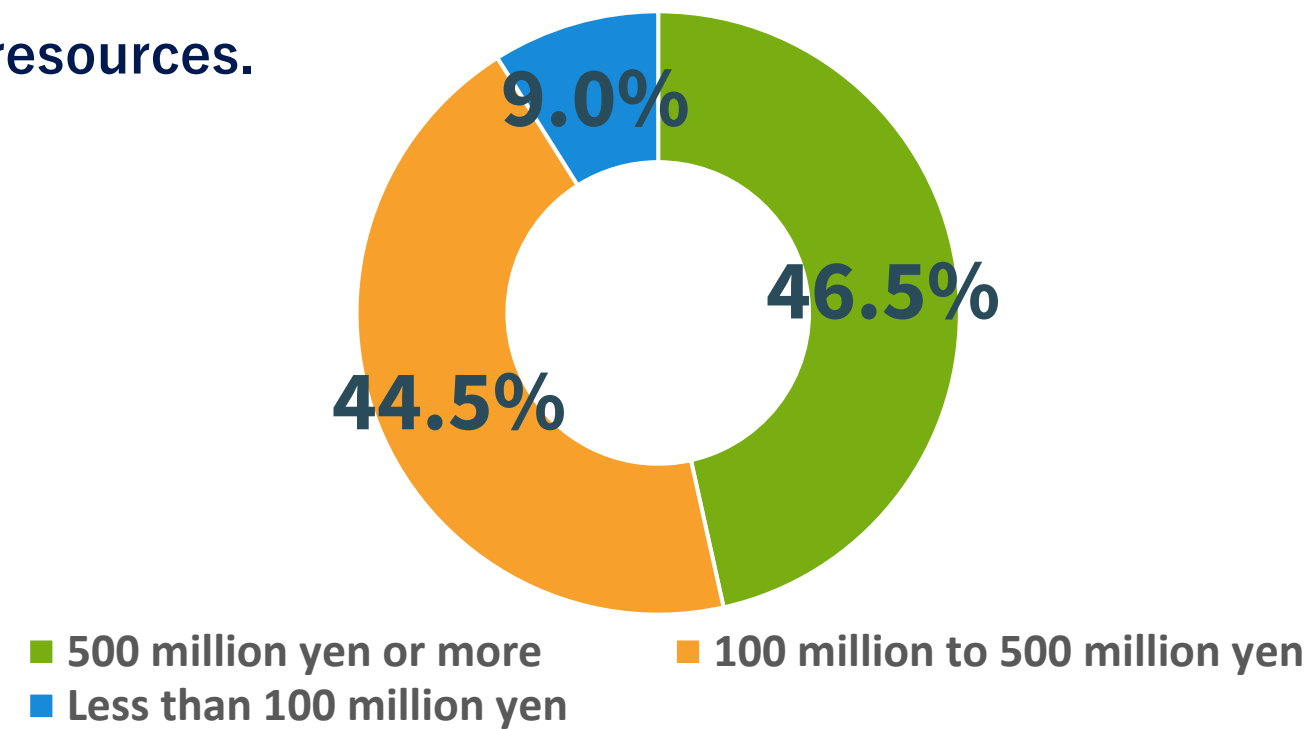
×

System innovation

- Service innovation that meets the needs of the times
- Improve solution capabilities to streamline customer operations and improve assets
- Improving product usability
- Innovation of various mechanisms of PDB itself

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Sales policy

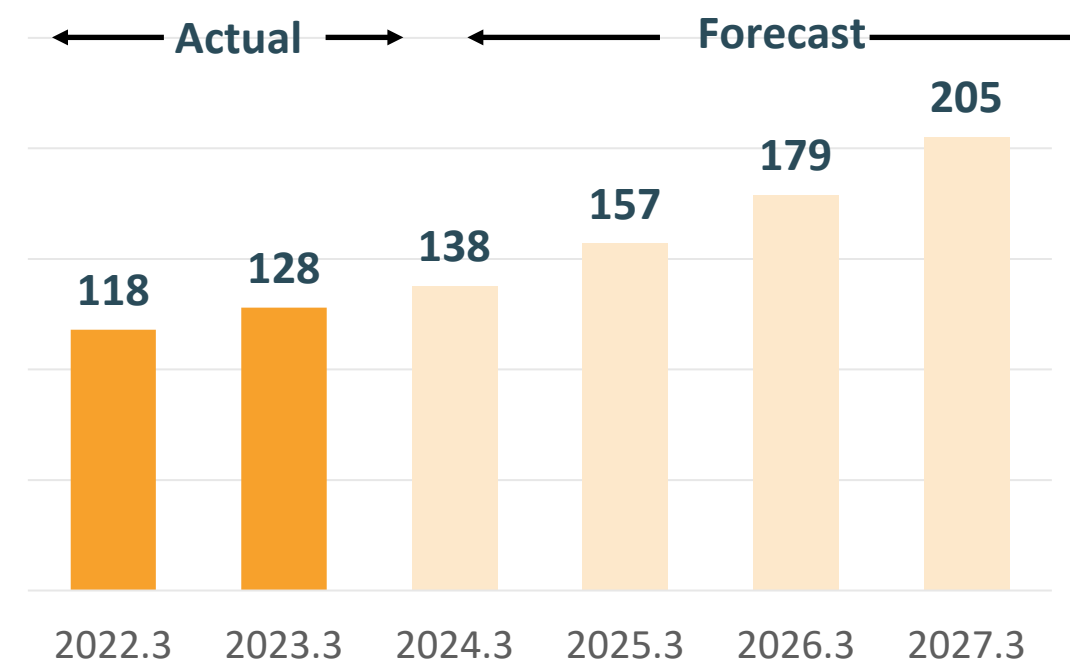Based on the downward revision, we will strengthen the following three points.

| 01. Continuing to receive orders for large projects | 02. Expansion of cloud revenue | 03. Evolution of service structure |

As inquiries for large-scale projects continue to be strong, we aim to increase orders while managing resources.

9.0%

46.5%

44.5%

- 500 million yen or more
- 100 million to 500 million yen
- Less than 100 million yen

Aiming the expansion of cloud revenue from @property.

Actual ← → ← Forecast →

| 118 | 128 | 138 | 157 | 179 | 205 |
| 2022.3 | 2023.3 | 2024.3 | 2025.3 | 2026.3 | 2027.3 |

We will evolve the service structure and strengthen the infrastructure and functionality as PDB-Connect and the service as PDB-SaaS.

- @ property
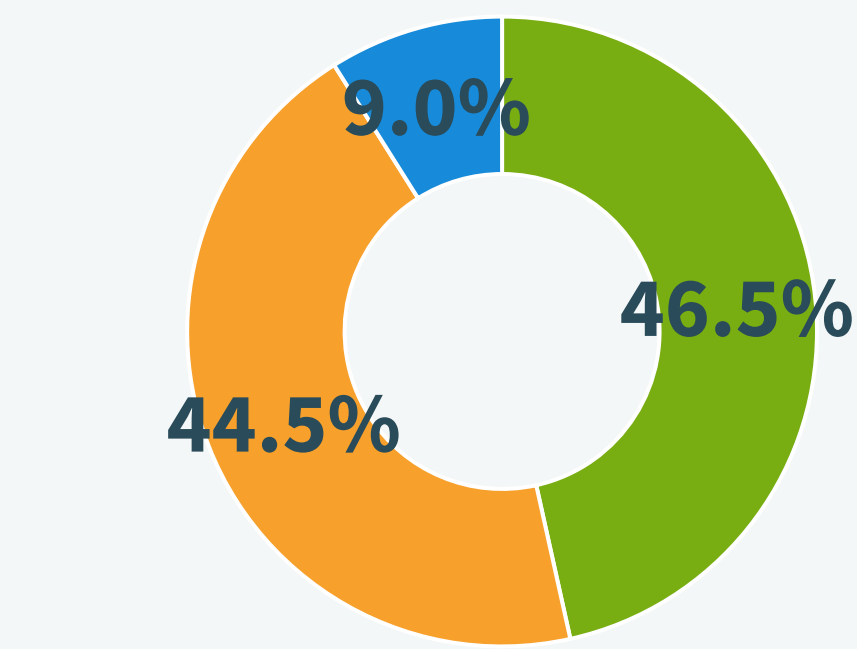- @ knowledge
- @ commerce
- @ iwms
- @ cmms
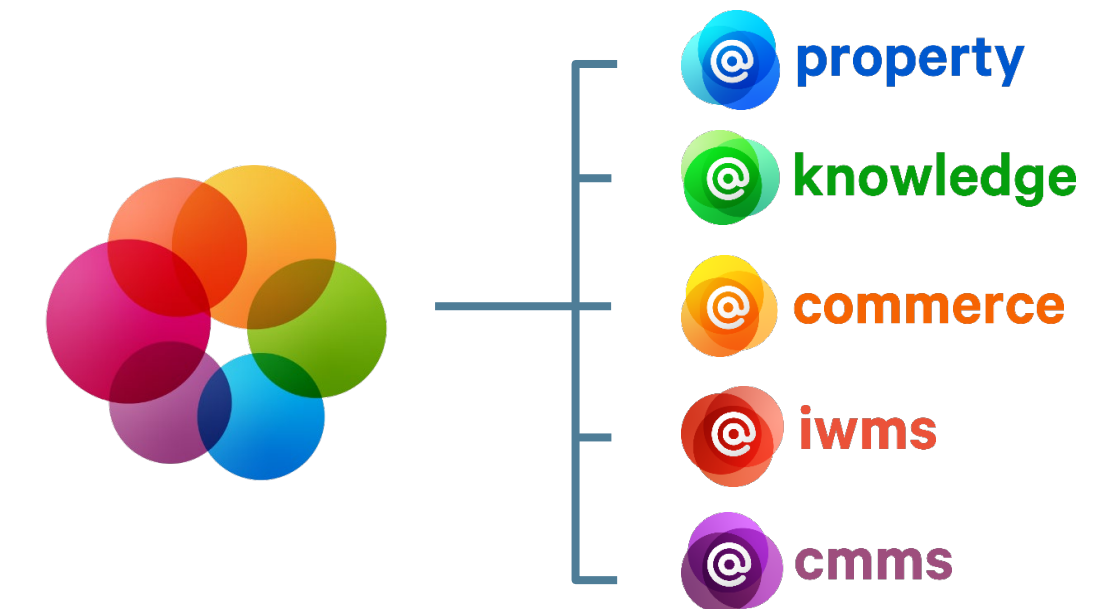
Expansion of target customers/areas, and strengthening of acquisition of new customers

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01. Continuing to receive orders for large projects

Inquiries regarding large projects continue to be strong. Increase cloud revenue by getting the order of large projects.

Order stock for large projects

9.0%

46.5%

44.5%

Order stock of 2 billion yen

- 500 million yen or more
- 100 million to 500 million yen

As of the end of Feb 2024

*Definition of orders: Total value of solution projects that have already been ordered. Regarding large-scale projects, we have secured early-stage orders, and this is the sum of future projects linked to these projects. Excludes items that have already been accounted for.

**Inquiries for large projects are strong, and demand continues to be strong**

- **With the trend of DX in Japanese companies, the number of requests to our company is increasing from projects for one department to projects that involve the entire company.**

- **While responding to customer requests as much as possible, we aim to obtain orders so that we can make maximum use of our resources.**

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02. Expansion of cloud revenue

We focus on the expansion of cloud revenue, not only solution revenue.

MRR Trend

Actual → ← Forecast →

|					
118	128	138	157	179	205
2022.3	2023.3	2024.3	2025.3	2026.3	2027.3
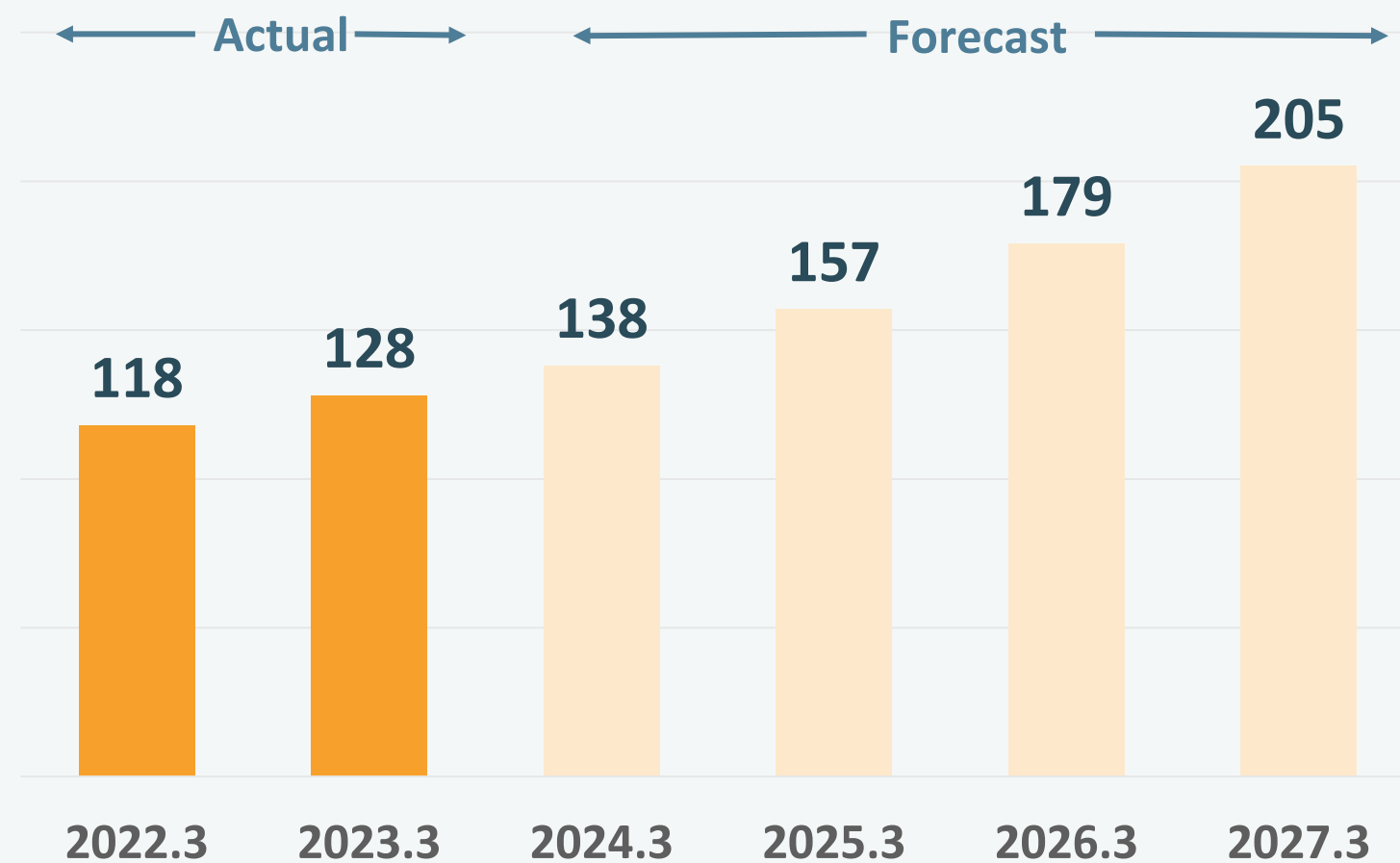
Forecast of cloud revenue from @property. We will focus not only larger solution projects and delivered in short term.

Promoting one-source, multi-use public cloud

・We set MRR as KPI.

・ We will continue to actively recruit to expand our sales and development systems.
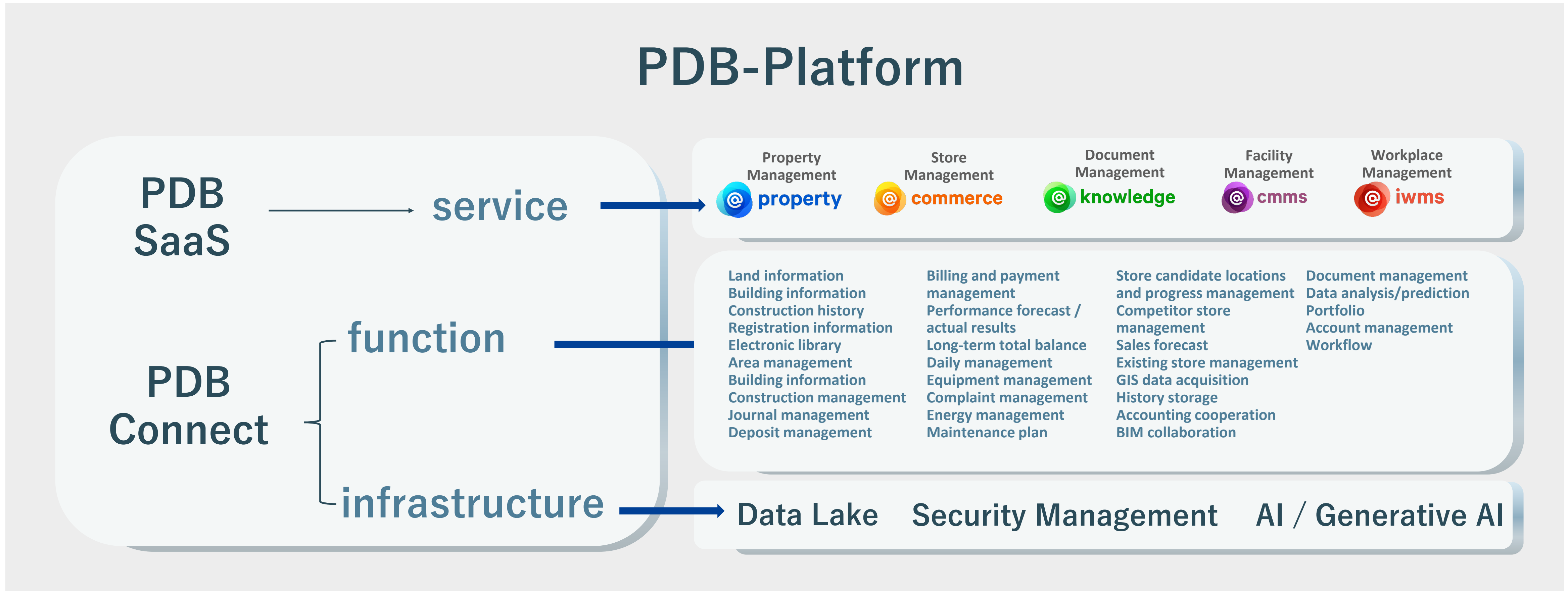
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03. Restructuring of service structure

Inheriting the concept of the @property, one-source and multi-use, that we have built since the establishment, we will create new cloud services that allow systems to be combined in accordance with customer needs.

PDB-Platform

SaaS → service → PDB SaaS

PaaS → function

IaaS → infrastructure

PDB Connect
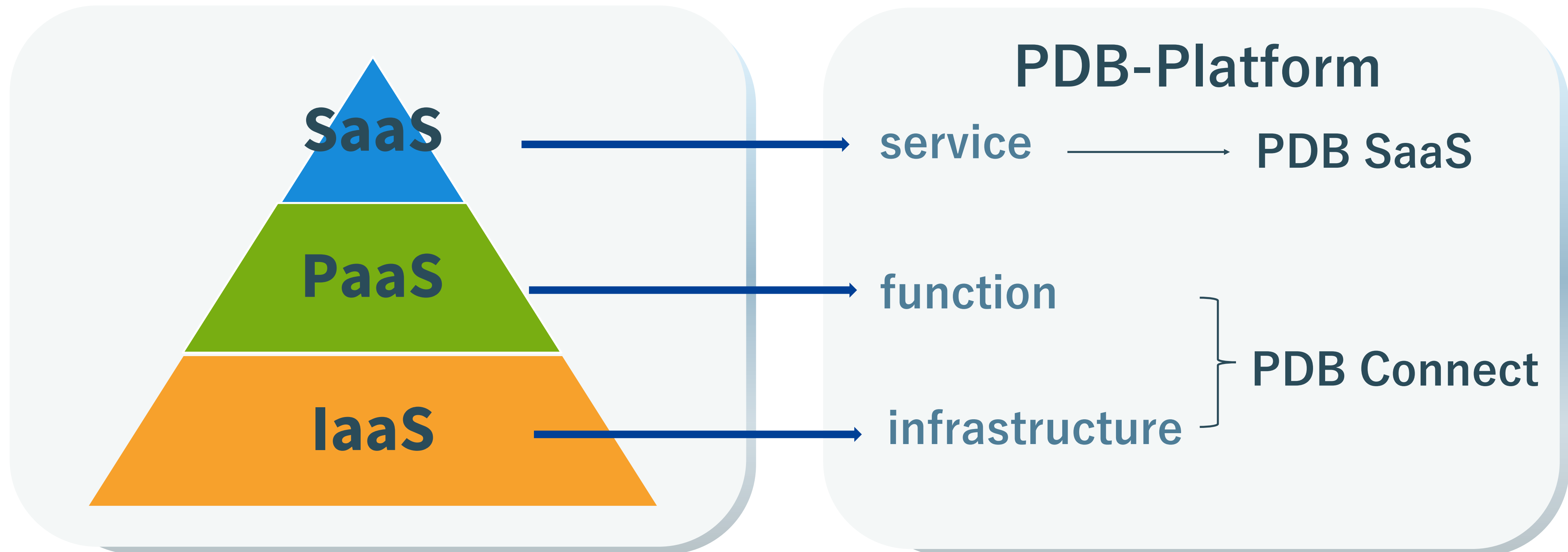
What is PDB-Platform?

We will continue to expand the services to meet customer needs by combination of multiple functions.

We will also renew the service logo and begin changes to the UI and UX of each service.

PDB-Platform

PDB SaaS → **service**

Property Management	Store Management	Document Management	Facility Management	Workplace Management
@ property	@ commerce	@ knowledge	@ cmms	@ iwms

PDB Connect

function

Land information	Billing and payment management	Store candidate locations and progress management	Document management
Building information	Performance forecast / actual results	Competitor store management	Data analysis/prediction
Construction history	Long-term total balance	Sales forecast	Portfolio
Registration information	Daily management	Existing store management	Account management
Electronic library	Equipment management	GIS data acquisition	Workflow
Area management	Complaint management	History storage	
Building information	Energy management	Accounting cooperation	
Construction management	Maintenance plan	BIM collaboration	
Journal management			
Deposit management			

infrastructure → Data Lake   Security Management   AI / Generative AI

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Expansion of target area and customer base
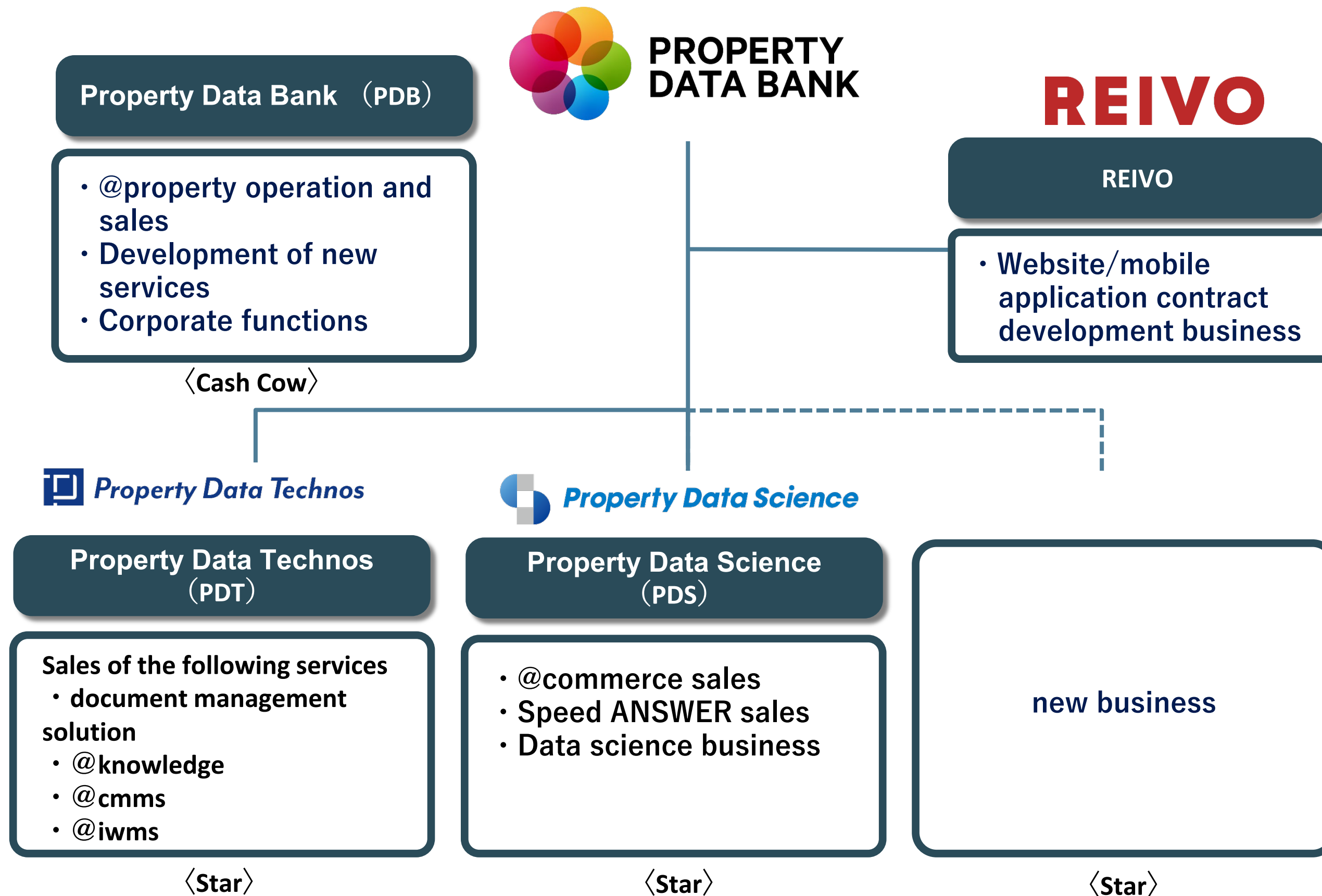
Promote expansion of target areas and customer base.
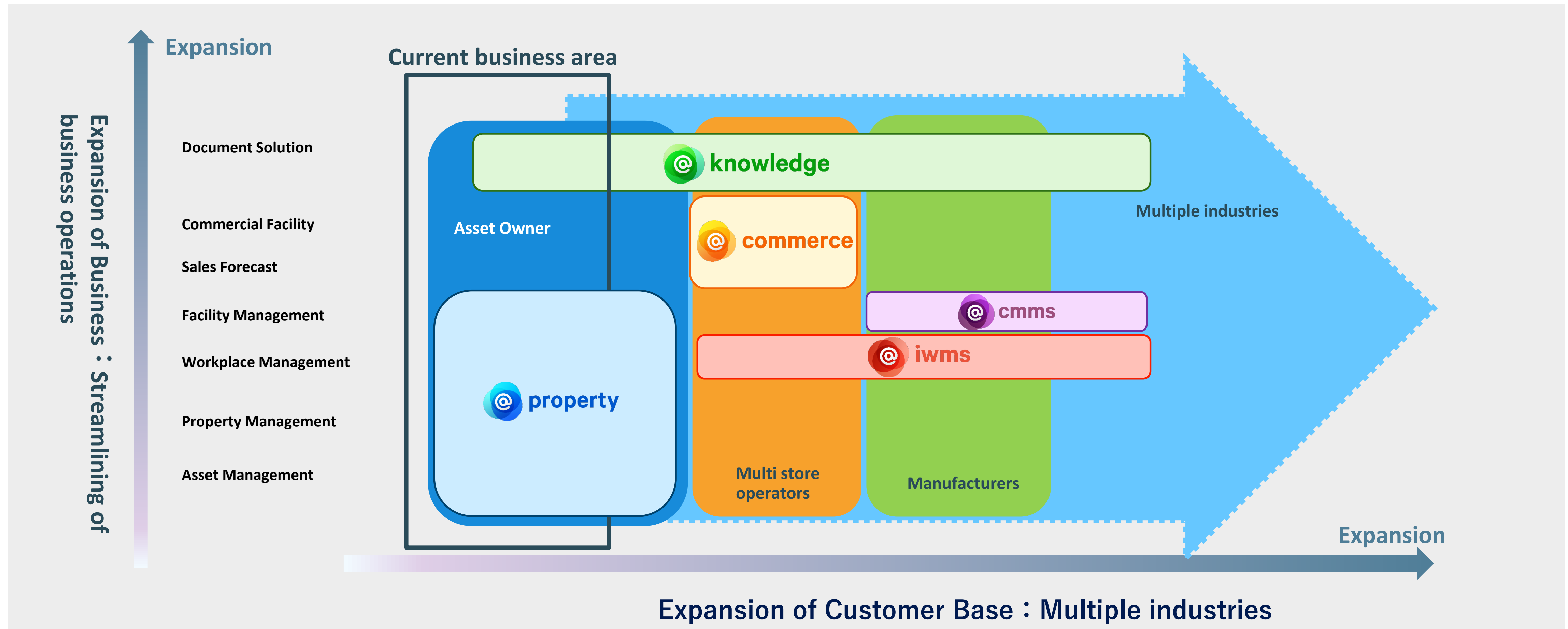
03

Group Strategy

group strategy

By transferring sales function of each service to PDS and PDT, change to a more agile management structure.

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REIVO

Property Data Bank （PDB）

- ・@property operation and sales
- ・Development of new services
- ・Corporate functions

〈Cash Cow〉

REIVO

- ・Website/mobile application contract development business

Property Data Technos

Property Data Science

Property Data Technos （PDT）

Sales of the following services
- ・document management solution
- ・@knowledge
- ・@cmms
- ・@iwms

〈Star〉

Property Data Science （PDS）

- ・@commerce sales
- ・Speed ANSWER sales
- ・Data science business

〈Star〉

new business

〈Star〉

1. Develop new services as a next-generation star candidate by transferring the business and funding to subsidiaries.

2. PDB manage @property business, PDB-Connect operation and maintenance. And PDB have corporate and new business incubation functions.

3. PDS and PDT receive funding from PDB and launch their respective businesses.

4. Each service will be transferred to a subsidiary in accordance with the characteristics of each service and the flow of data.

5. REIVO provides technical support for the deployment of our PDB-Platform.

04

VI renewal

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Company **logo mark** is completely changed in April 2024

The new logo give a neutral impression for a wide range of generations, that is conscious of the design.

KEYWORD

- **Aggregation (diversity/complexity)**
- **Asymmetry (flexibility/supple)**
- **Yen/Circle (universality, stability, strength)**
- **@mark since the establishment**

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design

Brand mark:
Represents an aggregation of various services, people, property, and assets. The circle motif gives it universality, stability, and strength in shape. By adding a little movement to the placement, it creates a "fluctuation" and gives the impression of "cloud", it expresses friendliness without being too hard.

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Roadmap

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Roadmap

Combinations can be made to meet customer needs.

March 2024	March 2025	March 2026	March 2027

PDB-SaaS

@commerce service in   @iwms service in

@cmms service in

Completion of PDB-Platform

Launch of new service

PDB-Connect

Financial accounting   AI OCR

@knowledge function added

UI changes

workflow   grapher launch

Sales

Establishment of new customer contact

Launch of new service

Microservices
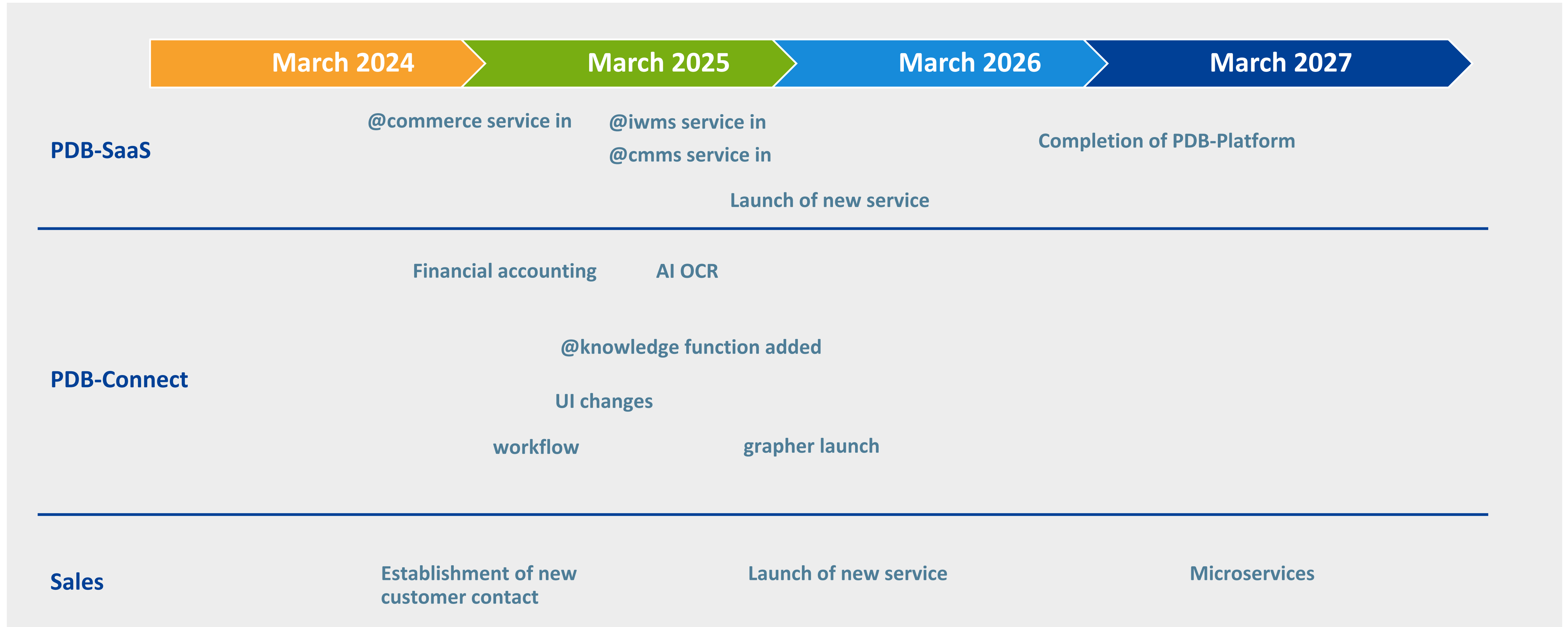
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