Our Sharing economy Business

Sharing economy Business Explanatory Material

APAMAN Co.,Ltd.

JASDAQ : 8889

2018.2.28.wed

Company Profile

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Company profile

Company name	Apaman Co., Ltd.
Established	October 20, 1999
President and CEO	Koji Omura
Capital	7,980 million yen (as of December 31, 2017)
Employees (Consolidated)	1,107 (as of December 31, 2017)
Head office	Asahi Seimei Otemachi Building,2-6-1, Otemachi, Chiyoda-ku, Tokyo
Group companies	Apaman Network Co., Ltd. Apaman Property Co., Ltd. Apamanshop Leasing Co., Ltd. Total of 24companies (Japan:20;Overseas:4)
Securities Code	8889（JASDAQ Standard）

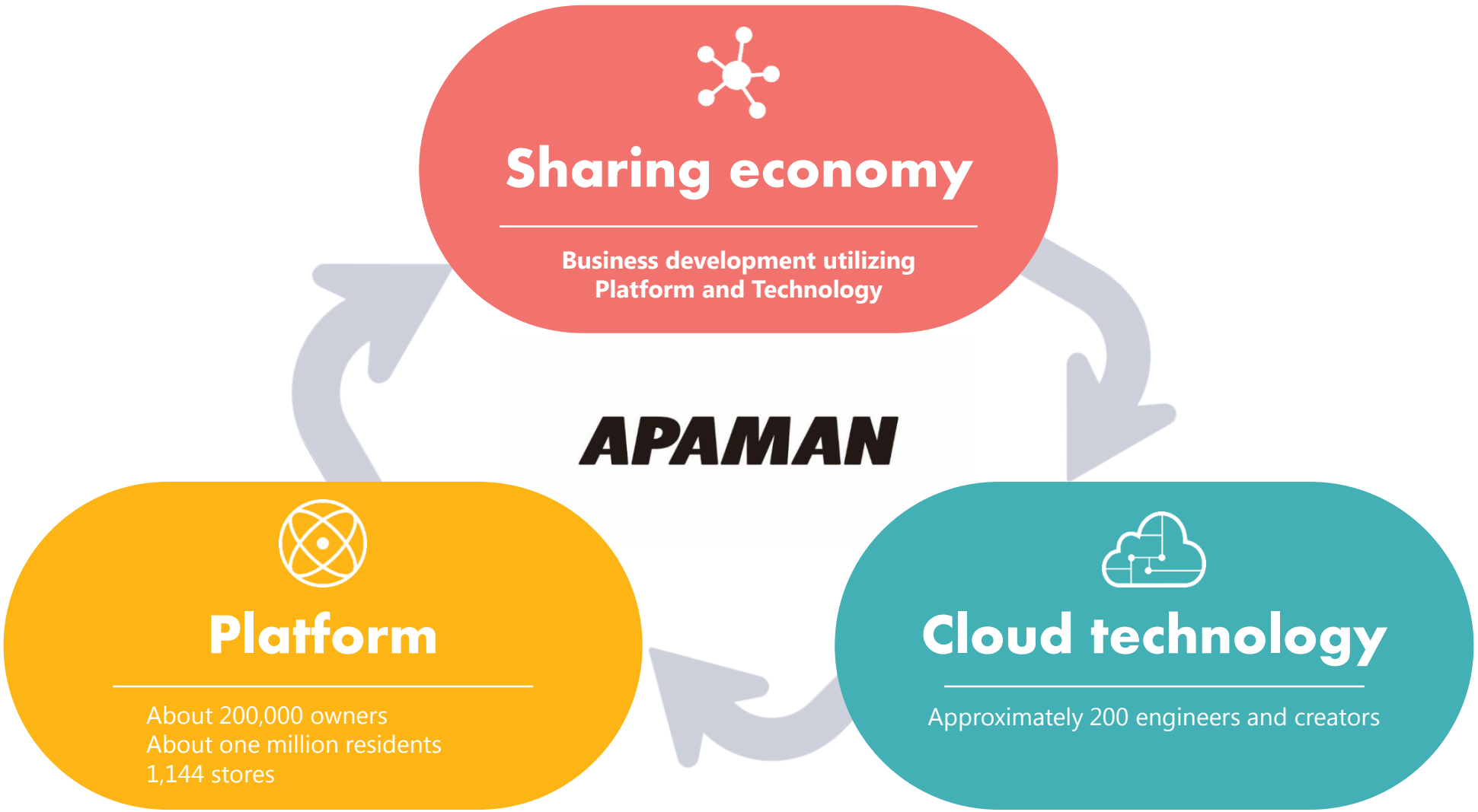




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Company profile

（1）Our Strength



* Platform figures above include FC member companies

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（2）Sharing economy business of APAMAN Group for rapid expansion from 2018

Sharing economy

Private lodging



June Start

Target : 5,000 rooms

Coworking



Direct Operation 19stores,Partner 18stores

Target : 100stores in domestic and overseas

Parking



Coin parking for 2,337 cars

Target : 30,000 cars

Share bike



May Start

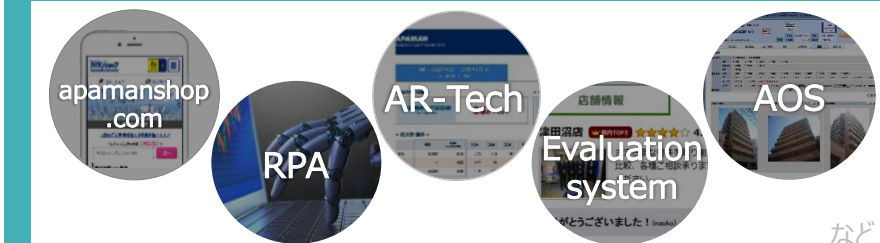
Target :100,000 bicycles

Aim 40 billion yen sales in the Sharing economy business (Private lodging・Coworking・Parking・Share bike)

Platform



Cloud technology



＊The above figures are target figures and are not numerical values that can be confirmed.
＊Coworking stores target number of 100 stores : 50 directly operated stores, and 50 managed stores.

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Company profile

（3）Image of Net sales

Sharing economy

Private lodging	Coworking	Parking	Share bike
1 room average ¥2 million @year × 5,000 rooms	1 store average ¥200 million @year × 50 stores (directly managed)	1 car average ¥0.33 million @year × 30,000 cars	1 bike average ¥0.1 million @year × 100,000 bicycles
Aim 10 billion yen	Aim 10 billion yen	Aim 10 billion yen	Aim 10 billion yen

Aim 40 billion yen sales in the Sharing economy business（Private lodging・Coworking・Parking・Share bike）

Platform

Cloud technology

＊上記数値はあくまでも目標数値であり、確約できる数値ではありません。

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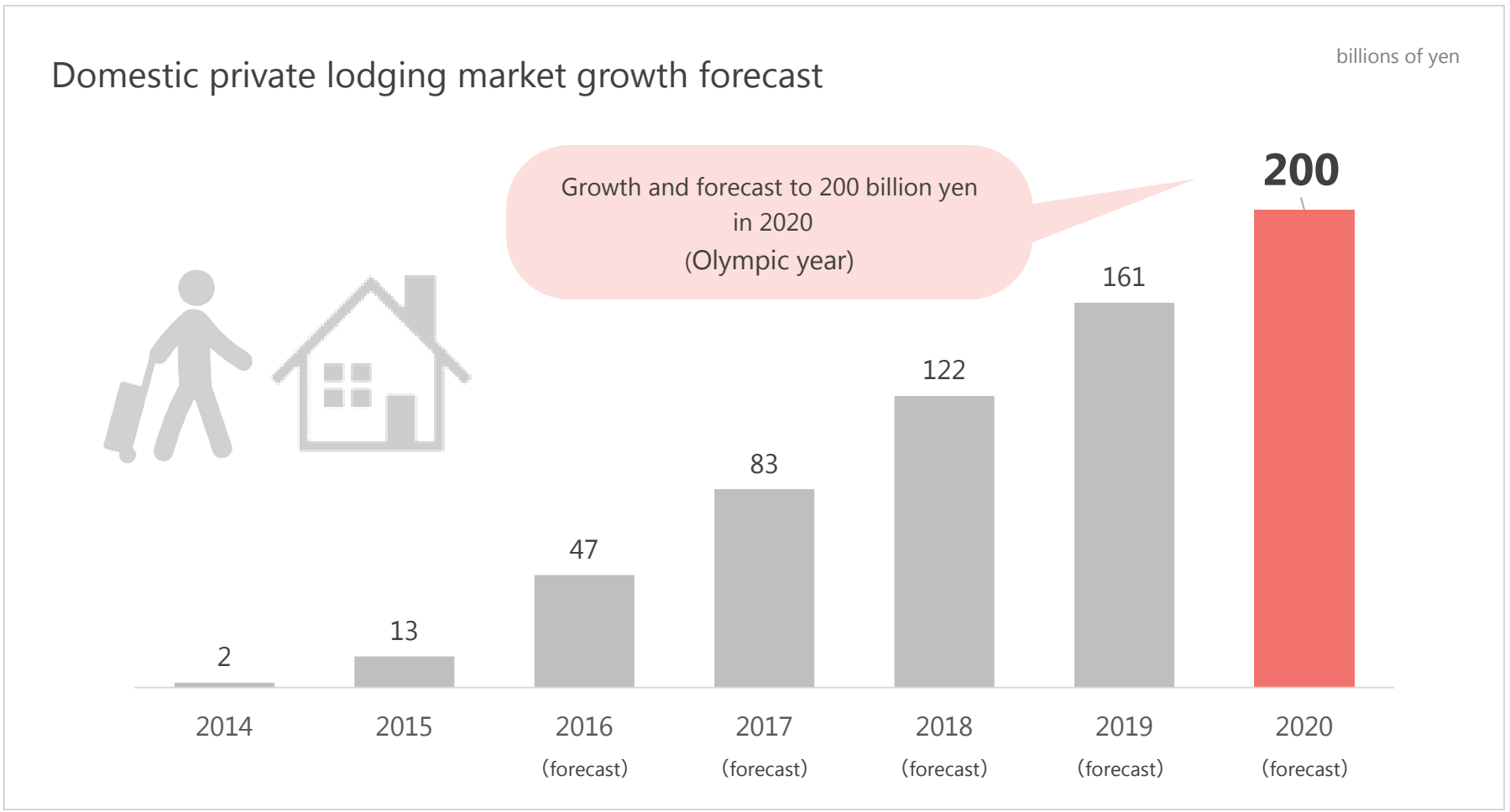
Private lodging

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Private lodging

（1）Domestic Market of Private lodging

Insufficient supply of accommodation due to the rapid increase of foreigners visiting Japan is factor of the private lodging increase

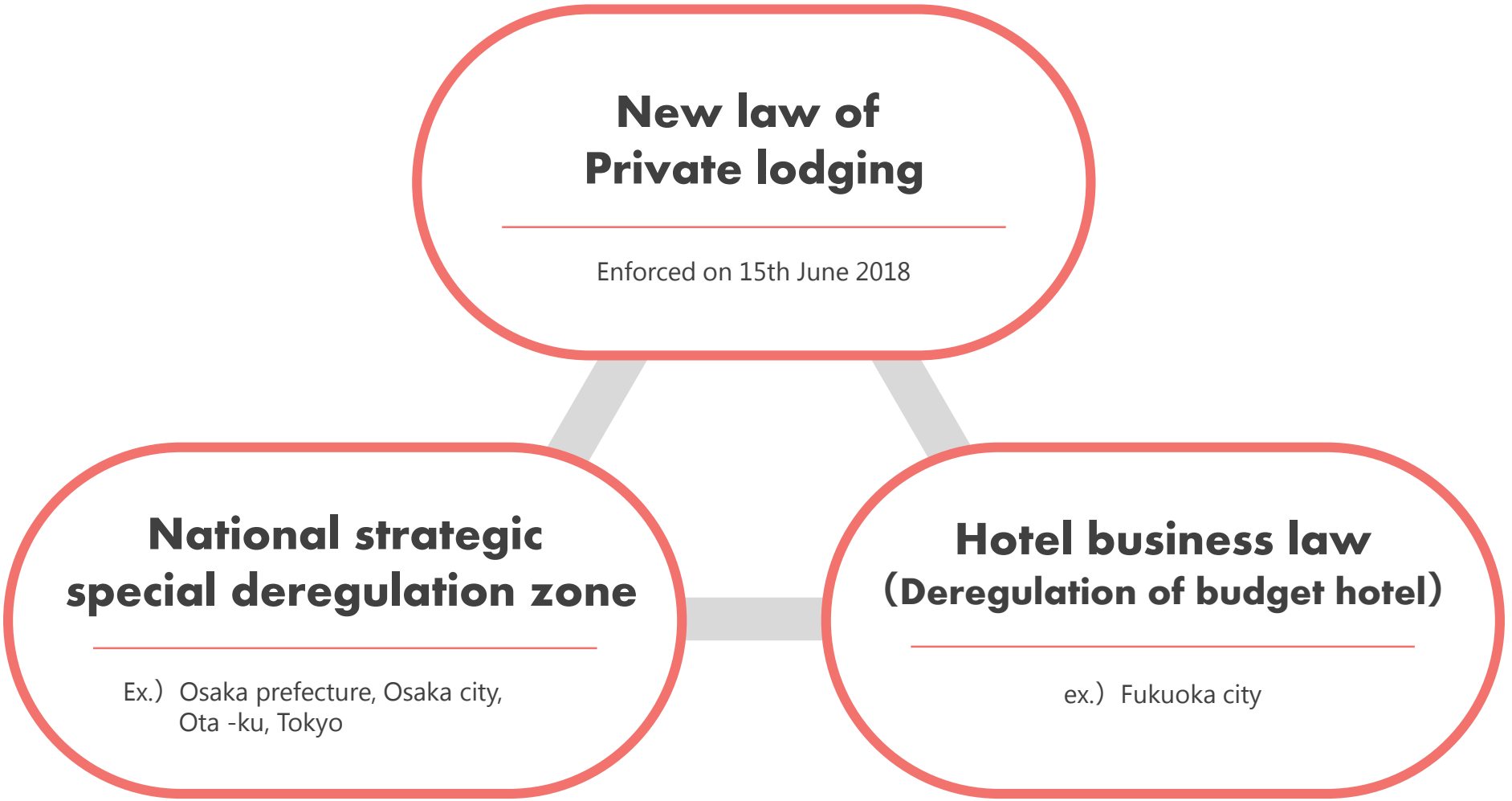


＊SPIKE data "Domestic private housing market growth forecast"

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Private lodging

（2）Types of Private lodging in Japan



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Private lodging

（2）The role of players and APAMAN group in private lodging

Host

Provide
rooms or houses



APAMAN Group Business with About 200,000 owners

Operator

APAMAN
（Provisional）

GRANDOUCE
Vacation Rental
Group Company

Media

A-bnb NETWORK
（Provisional）

airbnb

Booking.com

agoda

tripadvisor®

Guest

Stay at a room or
a house
Provided by host



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Private lodging

（3）Our investment for Private lodging Business

Invested in “GRANDOUCE” which legally carries out private lodging and “INBOUNDTECH” which manages call centers for foreigners

GRANDOUCE
Vacation Rental



INBOUNDTECH



- Field survey
- Design
- Facility operation
- multilingual support
- Attracting customer
- Check-in
- High quality cleaning
- Emergency call

English　Thai
Chinese　Vietnam
Korean　Russian
Portuguese　French
Spanish　etc.

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（4）Our Private lodging

It is possible to have management properties in the downtown area

Private lodging for business people

airbnb







It can be done since there are sales bases in 47 prefectures

Private lodging with Japanese cultural experiences

okeiko Japan

※Investment Company



It can be done because it possesses many quality properties

High Quality Private lodging



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Private lodging

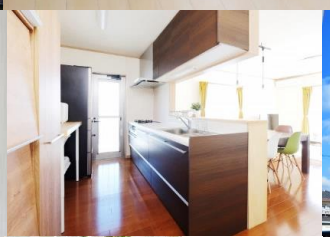
（4）Our Private lodging　①Private lodging for business people

Private lodging operation in urban center studios









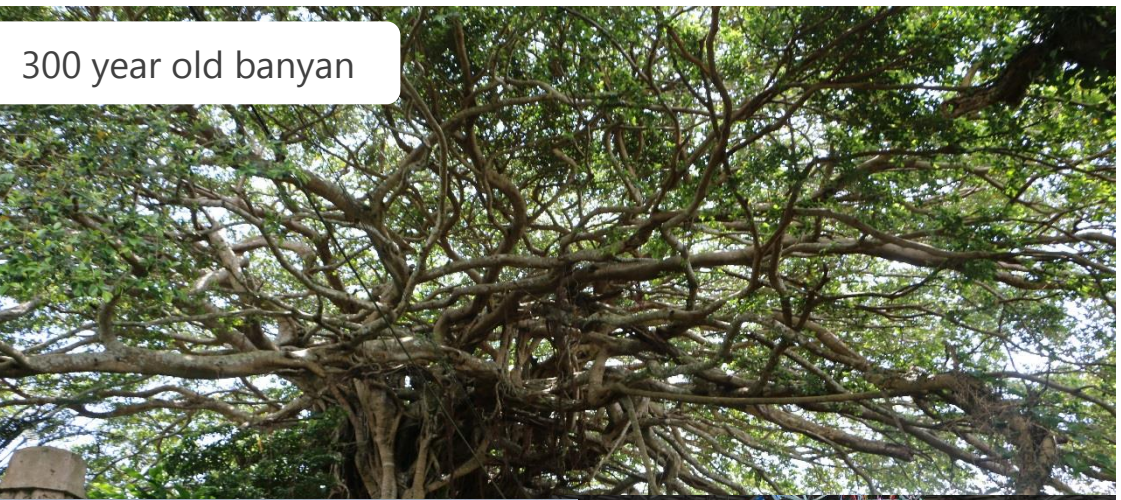

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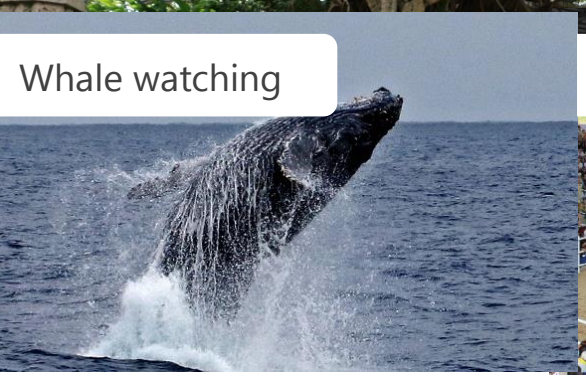
Private lodging

(4) Our Private lodging ②Private lodging with Japanese Cultural experiences

Challenge to develop private lodging in 47 prefectures including social contribution

ex. Kagoshima Prefecture Amami Archipelago Schedule of cooperation with Isen-town (Kodakara Mountain / Birthrate Japan / Bullfighting / World Heritage / Whale Watching / 300 year old banyan/ Sea Turtle)
ex. Hiroshima Prefecture Miyajima Okeiko Japan cooperation schedule (kimono dress-up, tea ceremony, cooking) * Investment company
ex. Established Pokekaru Kyusyu with Pokekaru Inc.















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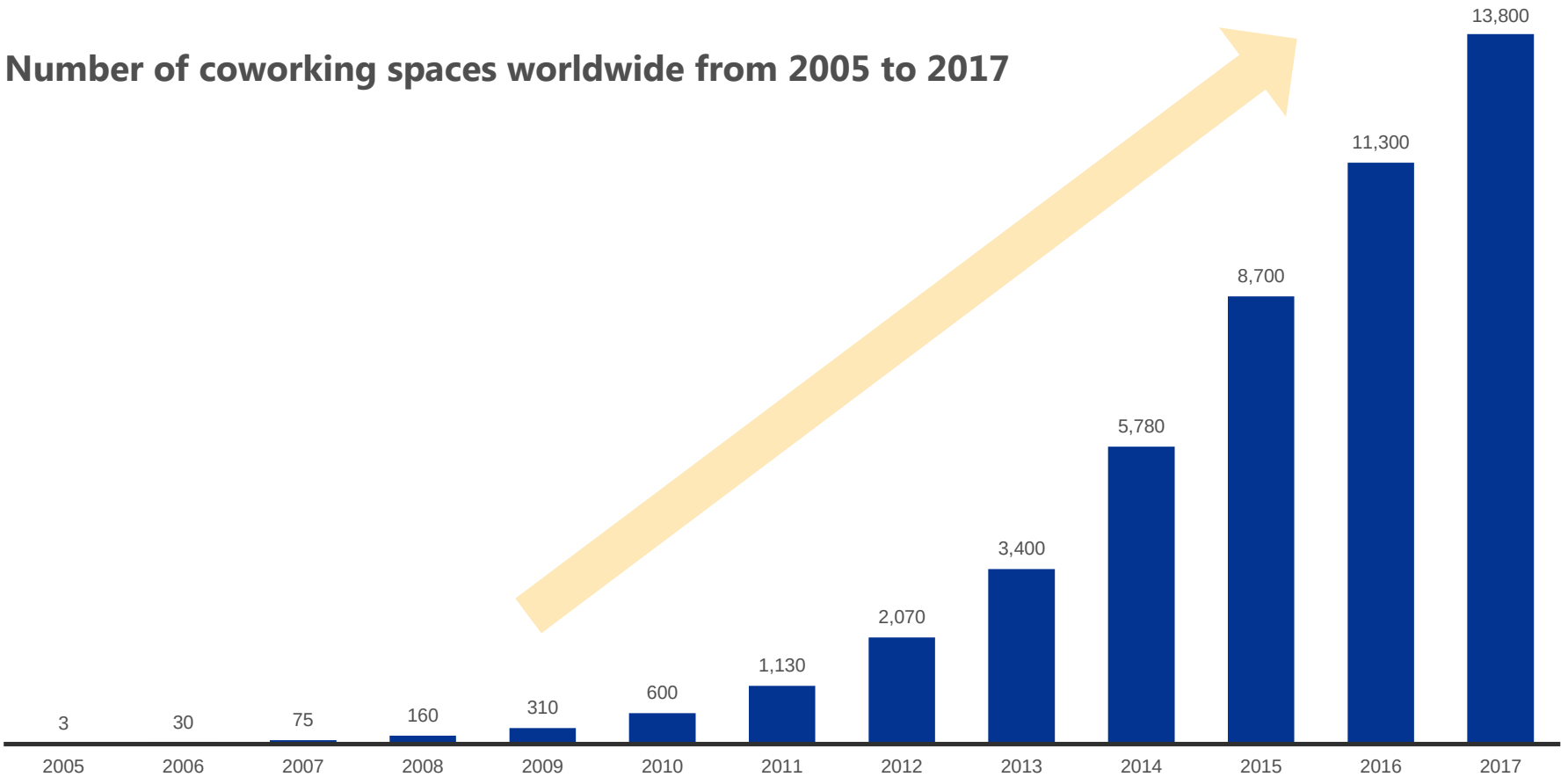
Coworking

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（1）Coworking Market

13,800 Coworking spaces already in operation around the world

Number of coworking spaces worldwide from 2005 to 2017



Note: Worldwide; 2005 to 2017; 1,876; as of October 31 of each year.
Further information regarding this statistic can be found on page 31.
Source: Deskmag; Nexudus; essensys; GCUC ID 554273

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Coworking

（2）Japan's leading players in coworking space



Fabbit

・18 domestic stores & Approximately 2,500 members (company)
・Fulfilling start-up support program
・Powerful advisory board
・Unlimited information supply during events

Regus



wework



NewWork



＊The number of stores include designing / construction under construction

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（3）fabbit's biggest feature：The Startup Ecosystem

Support Programs

（1）Establishment of support forum
（2）Hosting monthly informational conferences
（3）Stepwise MTG by "Mentors" "Community Accelerators“ "Incubation Managers“
（4）Entrepreneur exchange meetings・Networking parties
（5）Producing pitch contests
（6）Information dissemination about financial institutions
（7）Introducing VC・Cloud Funding
（8）Design Lab・Creative Lab・Engineer Lab
（9）Annual Conference

Annual Conference



Accelerators and mentors with great track records

fabbit Advisory Board



Keith Krach
DocuSign, Inc.
Chairman of Board of Directors

Mr. Krach's accomplishments are numerous, from obtaining an MBA from Harvard University to being named the youngest VP in the history of GM, he was also the former CEO of Ariba. Mr. Krach has been named the National Entrepreneur of the year by Ernst & Young, and has won the Technology Pioneer Award at the World Economic Forum, etc.



Daniel Fujii
Trust Capital Co., Ltd.
President & CEO

After acquiring both a bachelor's and master's degree from Harvard University, Mr. Fujii served as Blackstone's Managing Director and President. He serves as a board director of the Harvard Club of Japan, an officer of the Philips Andover Asia Council, and is on the Board of Councilors for the US-Japan Council.



Michimasa Naka
Boardwalk Capital Inc.
President & CEO

After graduating from Keio University with a Science and Engineering degree, he also obtained a Master's in Engineering degree in 1989. He served as the Deputy President and Head of the Global Investor Sales for Citigroup Japan. He is a guest lecturer in Hitotsubashi and Keio Universities.

President, fabbit Co., Ltd.



Yasunari Tanaka

After acquiring an MBA from Harvard Business School, Mr. Tanaka was in charge of trading and investment at Boston Consulting Group amongst other companies before becoming the Managing Director and President of fabbit.

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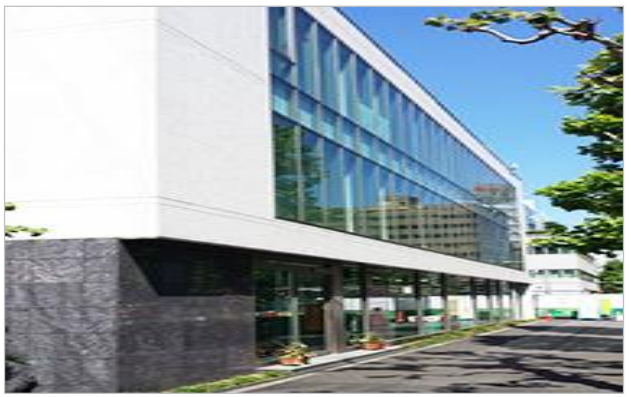
Coworking

（4） fabbit's Target

100 domestic and overseas stores


Otemachi（Tokyo）


Kyobashi（Tokyo）


Nihonbashi（Tokyo）


Akihabara（Tokyo）


Ginza（Tokyo）


Jingumae（Tokyo）

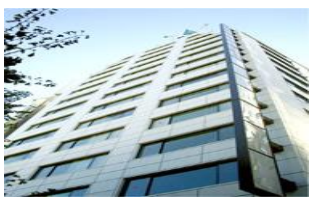

Aoyama（Tokyo）


Hachioji（Tokyo）


Sakae（Nagoya）


Osaka Honmachi
（Osaka）


Shin Osaka
（Osaka）


Osaka Fukushima
（Osaka）


Hiroshima
（Hiroshima）


Kitakyushu
（Fukuoka）


Hakata
（Fukuoka）

＊The above figures are target figures and are not numerical values that can be confirmed.

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（5）Open innovation with fabbit related to sharing business (Investment, Alliance etc.)

GRANDOUCE Vacation Rental

Operation and management of Private lodging

Grandouce Inc.

Investment

INBOUNDTECH

Call center for foreigners

Inbound Tech Inc.

Investment

okeiko Japan

Japanese Cultural experience service

Okeiko Japan

Investment

「新発見」を探しに行こう ポケカル

Japanese Cultural experience service

Pokekaru Kyushu

Alliance

tsumug

Smart lock

Tsumug Inc.

Investment

軒先 .COM

Share parking lot/ Share Space

Nokisaki Inc.

Investment

Global

·WORKBAR·

Coworking

Workbar Inc.

Investment

marimo serviced office

Coworking

Philippine marimo

Investment

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Parking

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Parking

（1）Domestic market of Coin parking lot



Unbalance of supply and demand

The number of cars
About 81 million cars

Number of coin parking lot spaces
about 1.2 million spaces

Needs of times

Park & Ride

Car sharing

Benefits of land owners

Initial investment	Property management	Fixed income
No need	No need	Gain

＊The number of coin parking lot passenger spaces is from the Parking Association of Japan (as of April 2015)
The number of vehicles owned is from the automobile inspection Registration Information Association (as of the end of May 2016)

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（2） Direction of parking lot business

Promote parking lot sharing business

Increase parking lot

Coin parking lot
（Time lent）



2,337 cars
（As of 31 Dec.， 2017）

Invested in Nokisaki Inc. Share IT system

Share parking lot
（Time & Day lent）



6,032 cars
（As of 27 Feb.， 2018）

＊Images are sample images.
＊The number of coin parking lot car spaces operated by APAMAN Group. The number of car spaces registered.

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Share Bike

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Share Bike

（1）Significance of APAMAN group doing Share Bike business

We will contribute to "CO2 reduction" etc. according to the "Bicycle Utilization Promotion Act"



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Share Bike

（2）Our Business Model

We will set up in various places throughout the country such as “stores" "private lodging property" “Managed property“ etc.

Installation in stores nationwide



Business demand, capture demand within region

Installation on Private lodging property



Capture tourism demand

Installation on Managed Property



Improvement of rental property value and improvement of tenant convenience

Possible to expand with coin parking lot

＊Includes FC merchant stores

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Share Bike

（3）Our Share Bike Brand

May Start (Plans)

ecobike
Powered by HELLO CYCLING





FEATURE



Make a reservation at any time with a smartphone



FEATURE

borrow anywhere and return anywhere





FEATURE

Make multiple reservations with 1 account





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Lastly

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APAMAN

Sharing economy | Platform | Cloud technology

From this term we have changed our business segments to Sharing economy, Platform and Cloud technology.
And we have started expanding our sharing economy business in earnest.

Sharing economy, which continues to rapidly expand on a global scale, shifts from the "ownership" economy to the "using" economy.
It is also proof that the global state of affairs is changing.

We will not only look at the global situation but also further demonstrate the strengths of APAMAN Group by expanding the sharing economy business.

Please look forward our future growth.

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