© e-Seikatsu Co.,Ltd.

November 7, 2024

Financial Update 2Q FY2025

e-Seikatsu Co., Ltd. (Securities code: 3796)

Some of the material is machine translated.



いい生活

Create many "good life" for others with technology and heart.

Table of Contents

1. Business Summary

2. 2Q Results

3. Future Prospects

Reference | ❶ Our Brand ❷ Our Products ❸ Profile

1. Business Summary

Mission

Create many "good life" for others with technology and heart.

Vision

Create society where comfortable life circulates.



Our Business Structure

いい生活

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

- Rental management
- Rental brokerage
- Buy& sell
- Website production
- Inter-vendor Distribution /Electronic Applications
- Tenants
- Owner
- Payment
- BPaaS

Providing a system for enhancing productivity as SaaS

Subscription

Service fees (Monthly)

Customer

Real estate companies

- Rental Brokerage
- Rental/Property Management
- Brokerage (buying&selling)

Supporting various real estate business

Providing real estate services

DX of transactions

Use of real estate services and commission

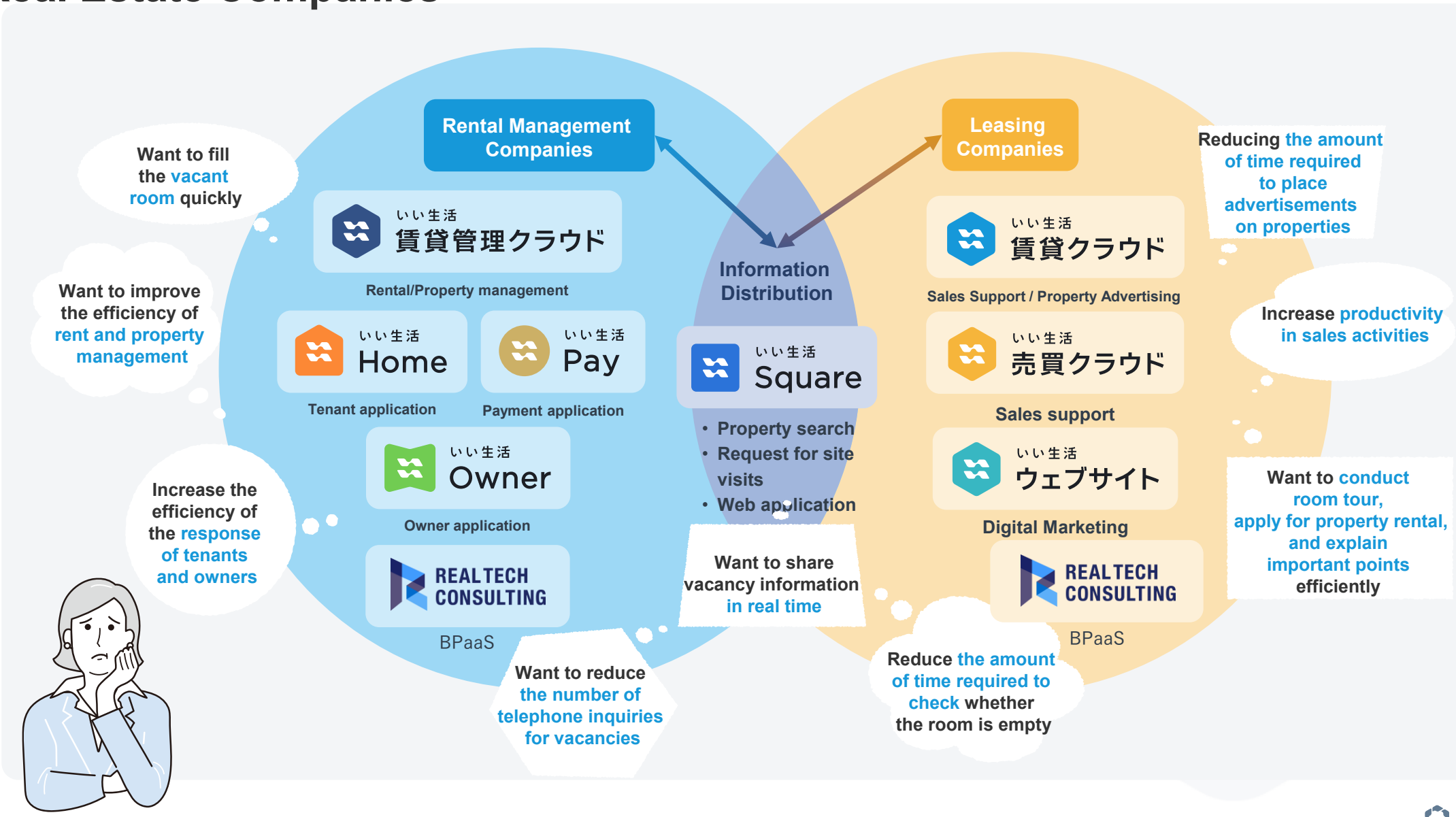
Solutions for communication, IT-based explanation of important matters, electronic contracts, settlement, etc.

End users

- Real estate owners
  - Owners
- Those who want to sell/buy real estate
  - Sellers
  - Buyers
- Potential tenants
  - Tenants



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



Sales Synergies from Vertical SaaS + BPaaS

Providing high value-added BPaaS through our subsidiary (Real Tech Consulting Co.,Ltd.).

Sales growth through synergies between SaaS and BPaaS.

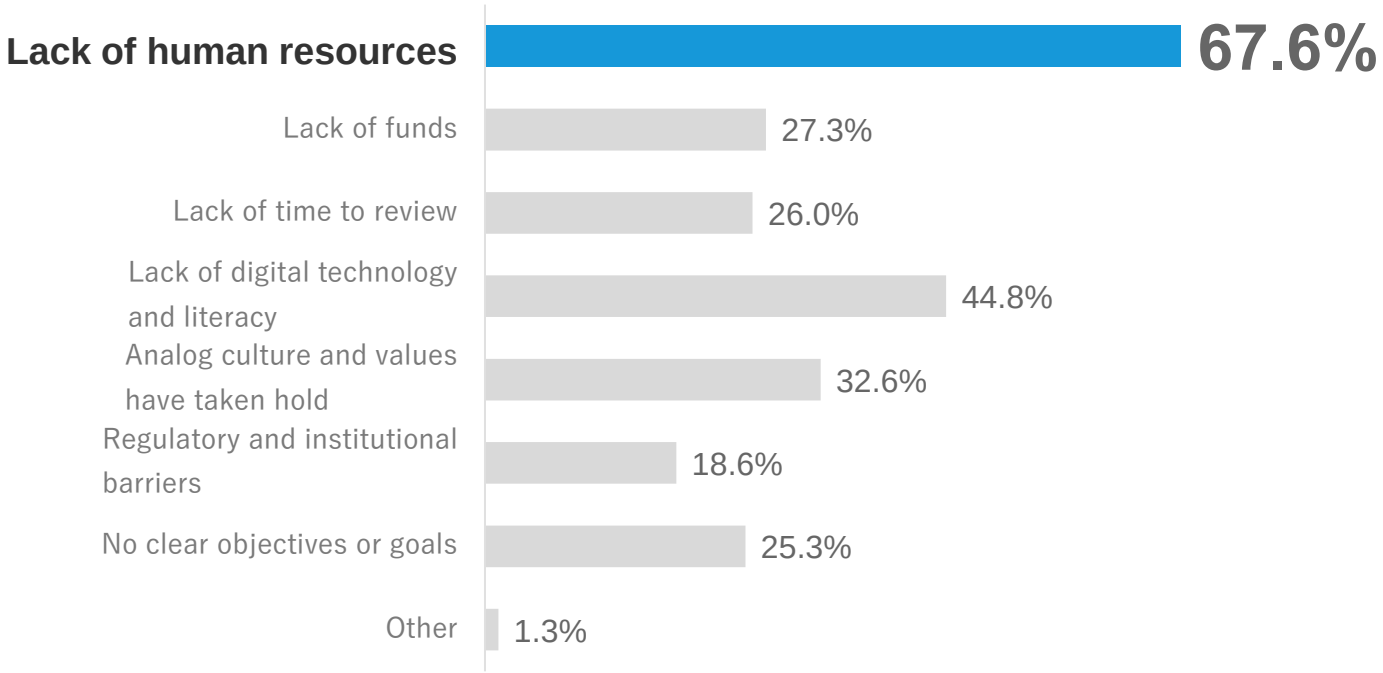
Type of Service	Main Functions	Main Value Offered
BPaaS Business Process as a Service ＋ **SaaS** Software as a Service	**Operation Consulting**	● High value-added BPO/BPR services based on the use of our SaaS ● Consulting on SaaS utilization such as RPA and low-code tool implementation ● Our SaaS-savvy consultants work closely with customers on their DX
	Application	● Full lineup of SaaS that specializes in the real estate domain and covers all business processes ● Maintenance free due to multi-tenant cloud ● High usability in pursuit of UI and UX. High security with the latest IT.
PaaS Platform as a Service	**Middleware**	● Optimal application execution environment (OS, middleware, etc.)
IaaS Infrastructure as a Service	**Server/Storage /Network**	● Infrastructure for the provision of services contracted by us (Servers, storage, networks) ● No maintenance required for servers, etc.

Added Value Created by “SaaS + BPO = BPaaS”

Flexible use of IT through outsourcing, even without in-house IT personnel.

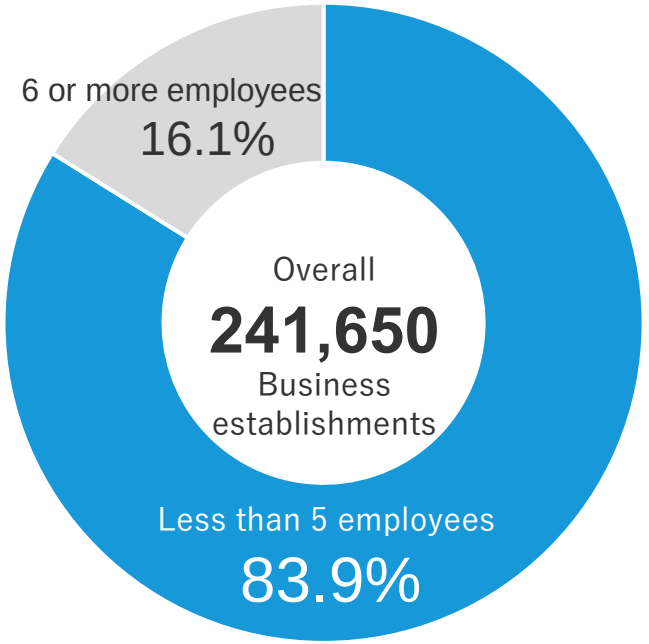
No IT equipment is required and costs are relatively low, making it easy to implement even for small-scale offices.

Challenges and barriers to digitization（n=1296）



Source:”2022 White Paper Information and Communication in Japan”, Ministry of Internal Affairs and Communications

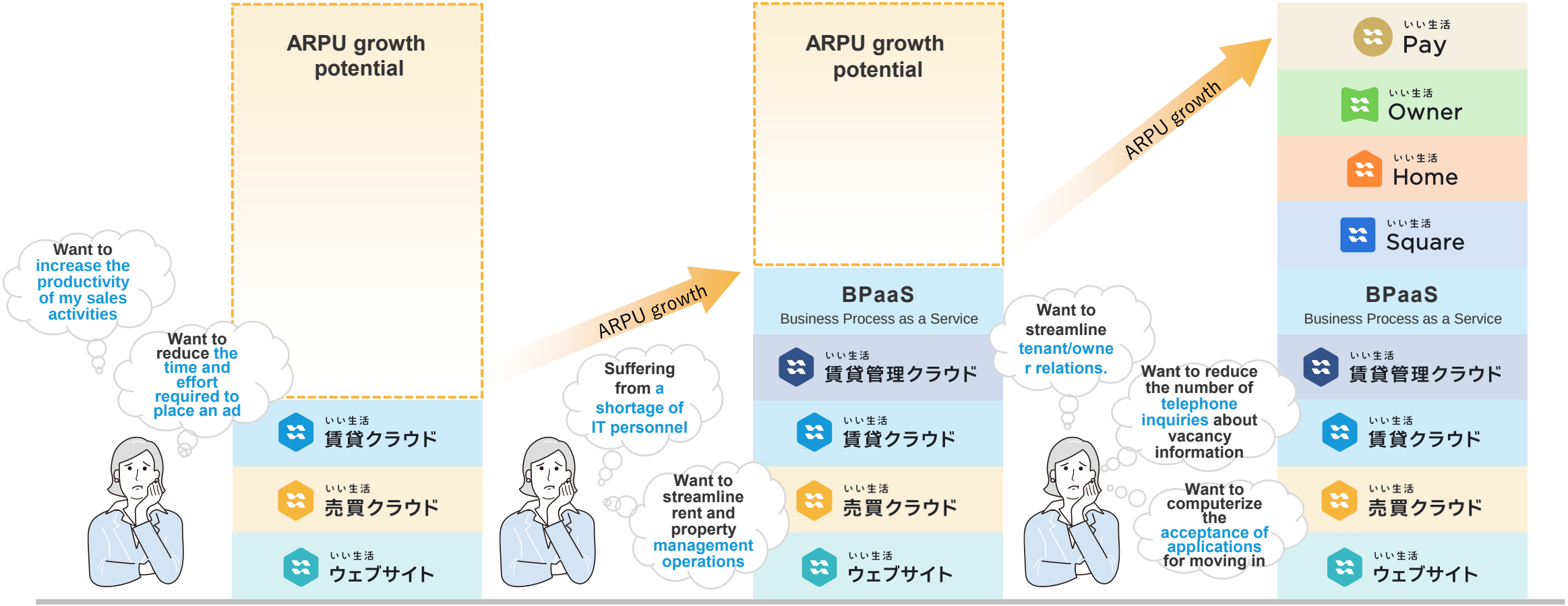
Number of real estate establishments



Source: "2023 Economic Census”, Ministry of Internal Affairs and Communications, Ministry of Economy, Trade and Industry

Potential for ARPU Increase Due to Enhanced Product Lineup

Sustained increase in ARPU (average monthly price per unit) through deepening of customer issues and step-by-step cross-selling

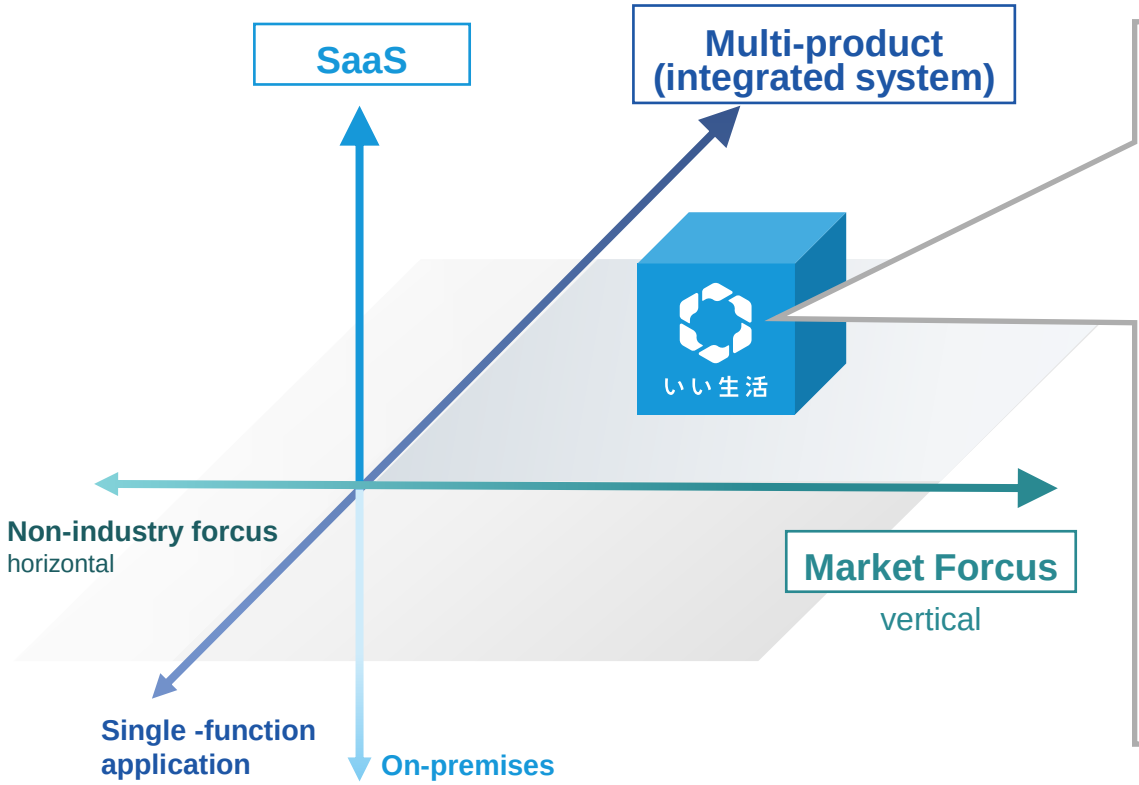


Increased number of units under management due to better reputation among owners

Increased inquiries for vacancy checks, applications, and tenant correspondence

* This is a partially modified image based on an actual customer case study.

Competitive Advantage of e-Seikatsu



1. Focused on the real estate market, 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 leasing management segment
5. Dedicated sales and engineering teams with industry knowledge and expertise

Focused on the real estate market × SaaS × Multi-product
= Sustainable Competitive Advantage

Position as the hub of information distribution in the real estate market

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 communities (**approximately 130,000 businesses** in the building lots and buildings transaction industry alone), IT investment is constrained.

2 Old systems becoming obsolete due to successive legal amendments

On-premise systems fall behind in responding to changes in the law, and **the advantage of SaaS, which is quicker to update, becomes more pronounced**

3 Diverse players in the supply chain

Increased benefits of linking data on Cloud due to the large number of stakeholders appearing in the transactions

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 (no separate support required)

Major Revisions to Laws and New Systems Relating to the IT and DX in the Real Estate Industry

2019
Real Estate Vision 2030released

Ministry of Land, Infrastructure, Transport and Tourism (MLIT) established the first public-private guidelines in a quarter of a century to ensure the sustainable development of the real estate industry for all players involved in the industry.

May 2021
Abolition of the obligation to affix a seal and relaxation of the obligation to document

Digital reform law passed

June 2021
Enactment of the Rental Housing Management Business Act

Explanation of important matters for owners and periodic reporting are mandatory.

(On-site inspections began simultaneously throughout the country in January 2023.)

May 2022
Lifting of the ban on electronic contracts

Revision of the Building Lots and Buildings Transaction Business Act

October 2023
Start of the Invoice System

Start of the qualified invoice-based method

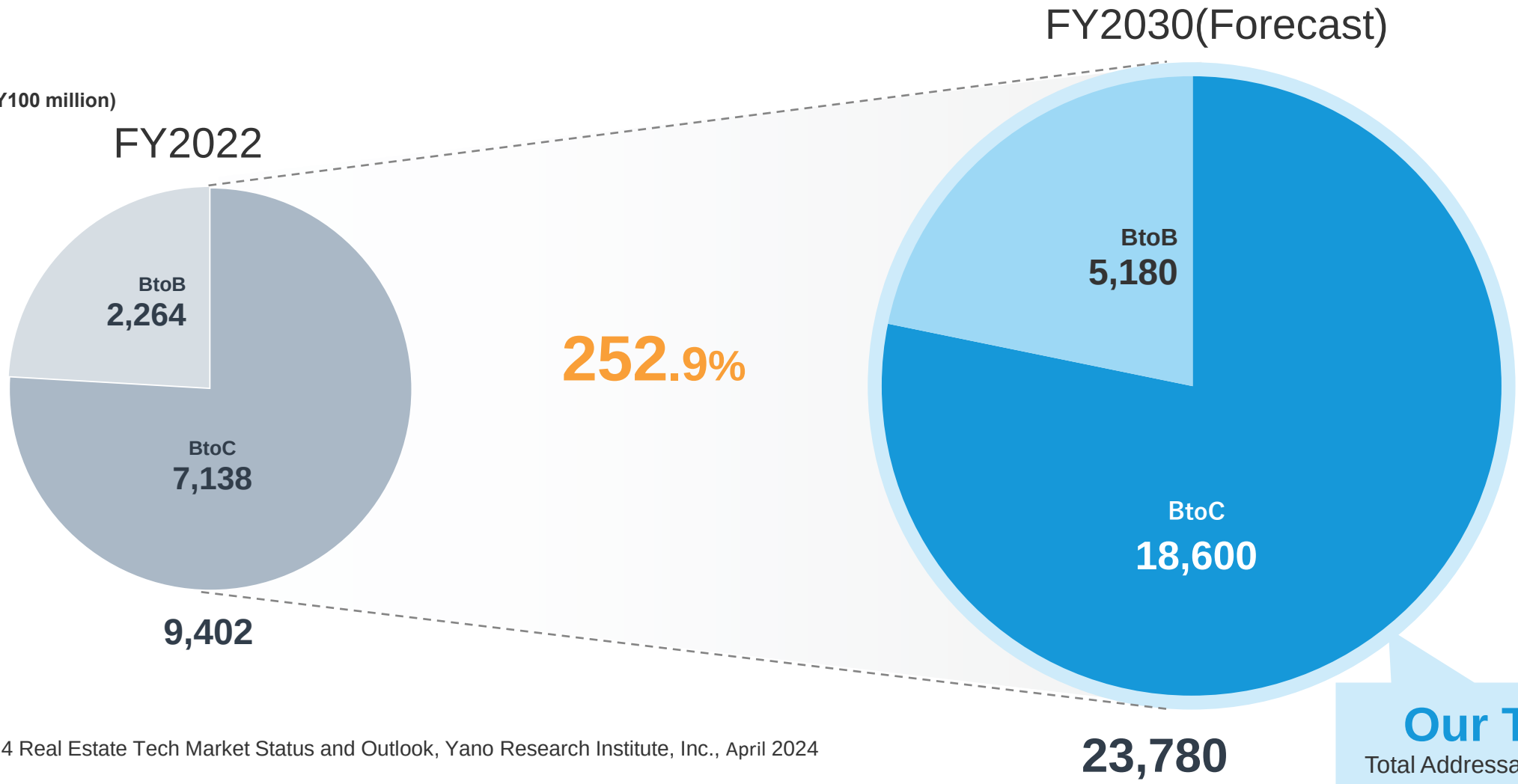
April 2024
Start of the energy-saving performance labeling system

Mandatory registration of inherited real estate

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

Trends and Forecasts of the Real Estate Tech Market

(Unit: JPY100 million)



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

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

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

TAM (Note 3)

Approximately 2.3 trillion
Yen/Fiscal Year

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.

SOM (Note 1)
Approximately 6 billion Yen/Fiscal Year

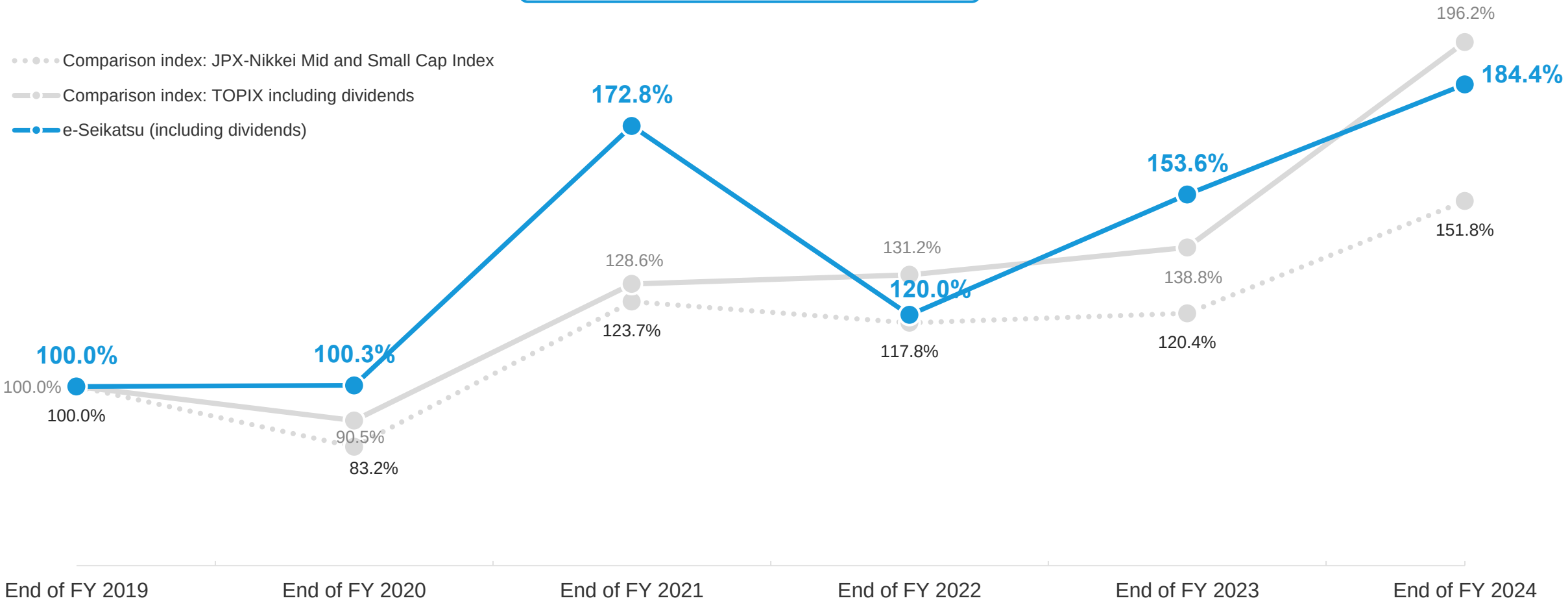
To increase market share

On-premises scratch, etc. Replacement of the system

*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.

Maintain TSR while balancing investment in growth and shareholder returns

TSR : Total Shareholders Return



* It represents the total investment yield for shareholders, including capital gains and dividends.
*The closing price at the end of the FY2019 is 100, which is the value at the end of each fiscal year if the company continues to hold the shares.

2. 2Q Results

FY2025 2Q Highlights

Net sales

1,447 million yen YoY (+8.2%)

ARR

2,564 million yen YoY (+6.2%)

Number of Fee-paying Client Companies

1,517 companies
(+24 companies compared to September of the previous year)

4,718 stores
(+218 stores compared to September of the previous year)

ARPU

Approx. **140** thousand yen

(Approx. 134 thousand yen in September of the previous term)

Subscription sales ratio

86.9 %

YoY
(89.7%)

EBITDA

232 million yen YoY (-16.1%)

Operating Loss

-27 million yen YoY (-)

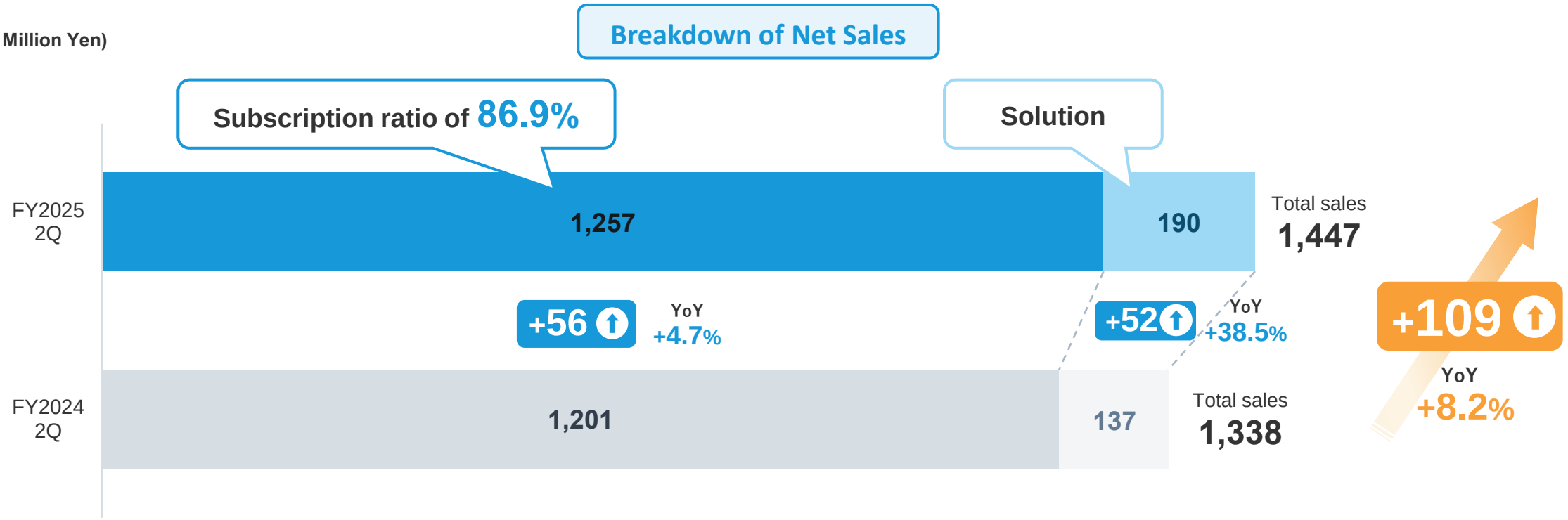
MRR churn rate

△0.43 %

*1 Figures rounded down to the nearest million yen. Ratios rounded to the nearest decimal place.
*2 ARR = MRR (monthly recurring revenue) x 12 months. It represents the annual recurring revenue in that month.
*3 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.
*4 EBITDA = Operating profit + Depreciation
*5 ARPU (average revenue per user) is calculated by dividing “subscription sales” in September 2024 by “the number of subscribed companies” in the same month and rounded down to the nearest thousand yen.
*6 MRR churn rate is the number of MRRs (including existing changes) lost in September 2024 divided by the MMR of August 2024.
*7 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

(Unit: Million Yen)



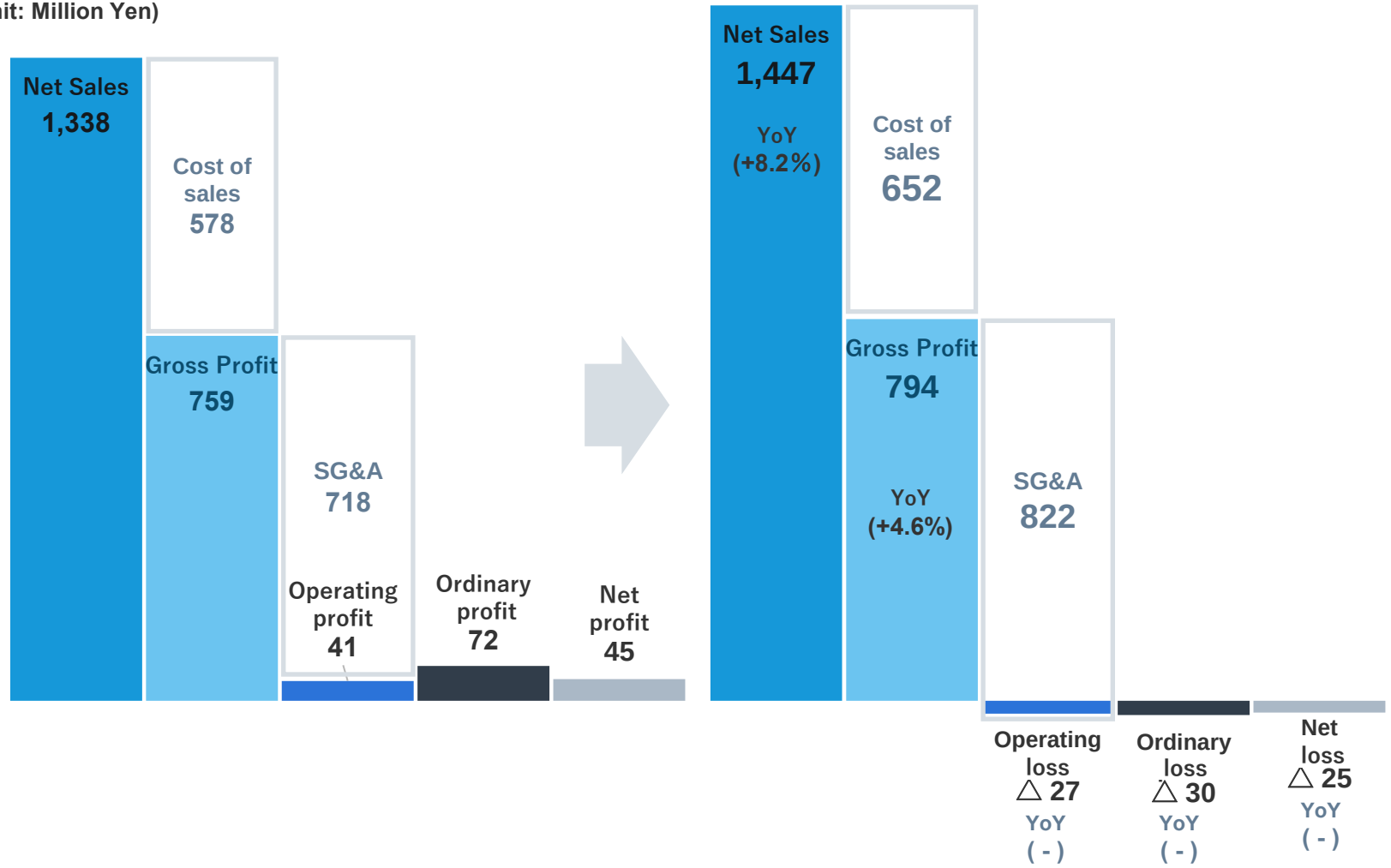
- **Subscription:** Revenue that accrues on an ongoing monthly basis unless cancellation is requested, such as monthly SaaS subscription fee revenue and recurring revenue based on an operational support (BPaaS) contract after SaaS implementation.
- **Solution:** Revenue related to other services such as initial setup of SaaS, spot system installation and operation support (BPaaS), 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 2Q

FY2025 2Q

Net Sales	+8.2 %
Gross Profit	+4.6 %
Operating Profit	—
Ordinary Profit	—
Net Profit	—

（All YoY）

*Figures rounded down to the nearest million yen.

Progress Towards Full-year Consolidated Results

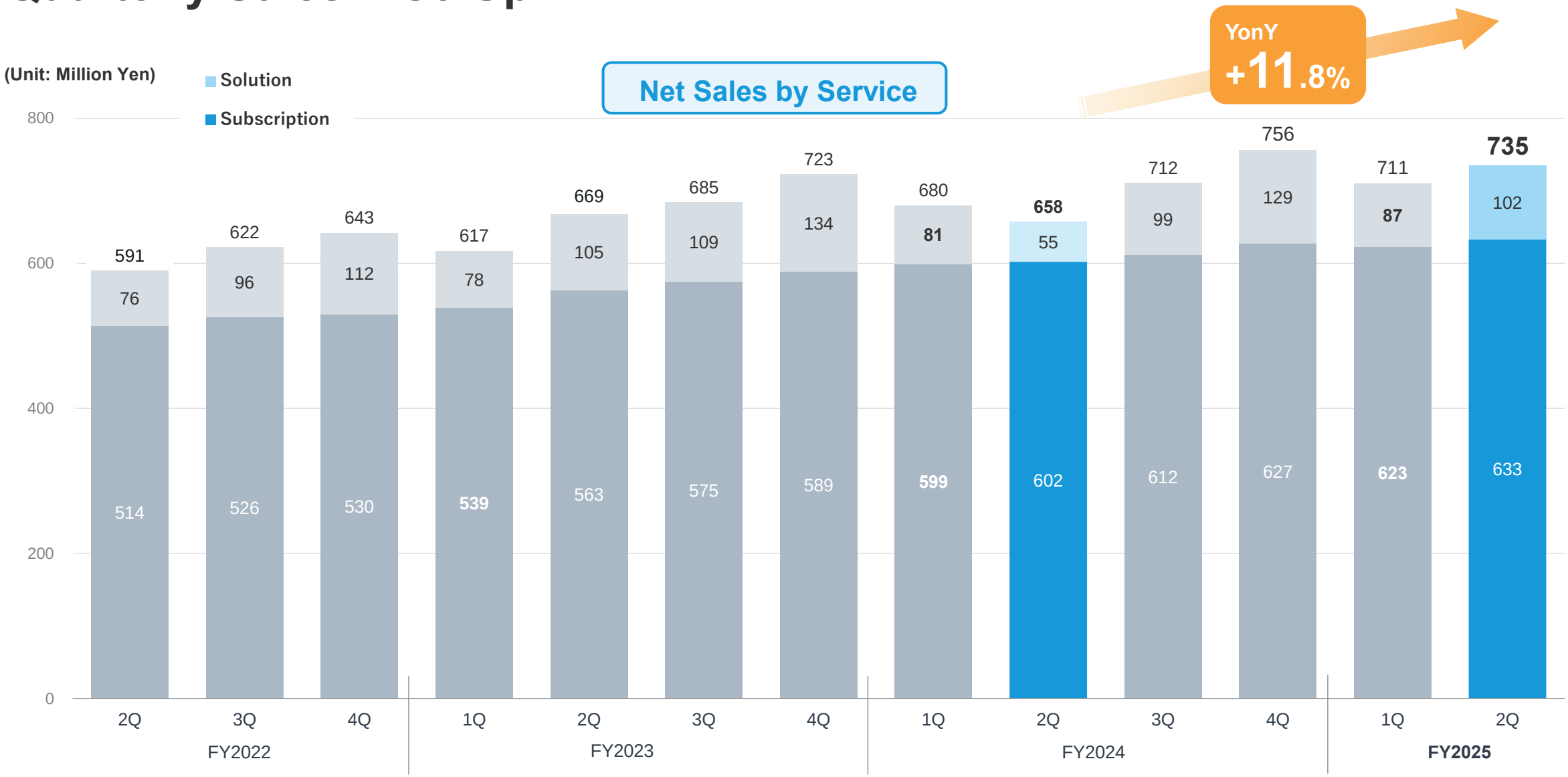
(Unit: Million Yen)

	FY2025 Full-term Forecast	FY2025 2Q	Progress rate
Net Sales	3,119	1,447	46%
Operating Profit	100	-27	–
Ordinary Profit	99	-30	–
Net Profit	67	-25	–

	Dividend per share
FY2025 Forecast	5.00yen
FY2024 Result	5.00yen

*Figures rounded down to the nearest million yen.

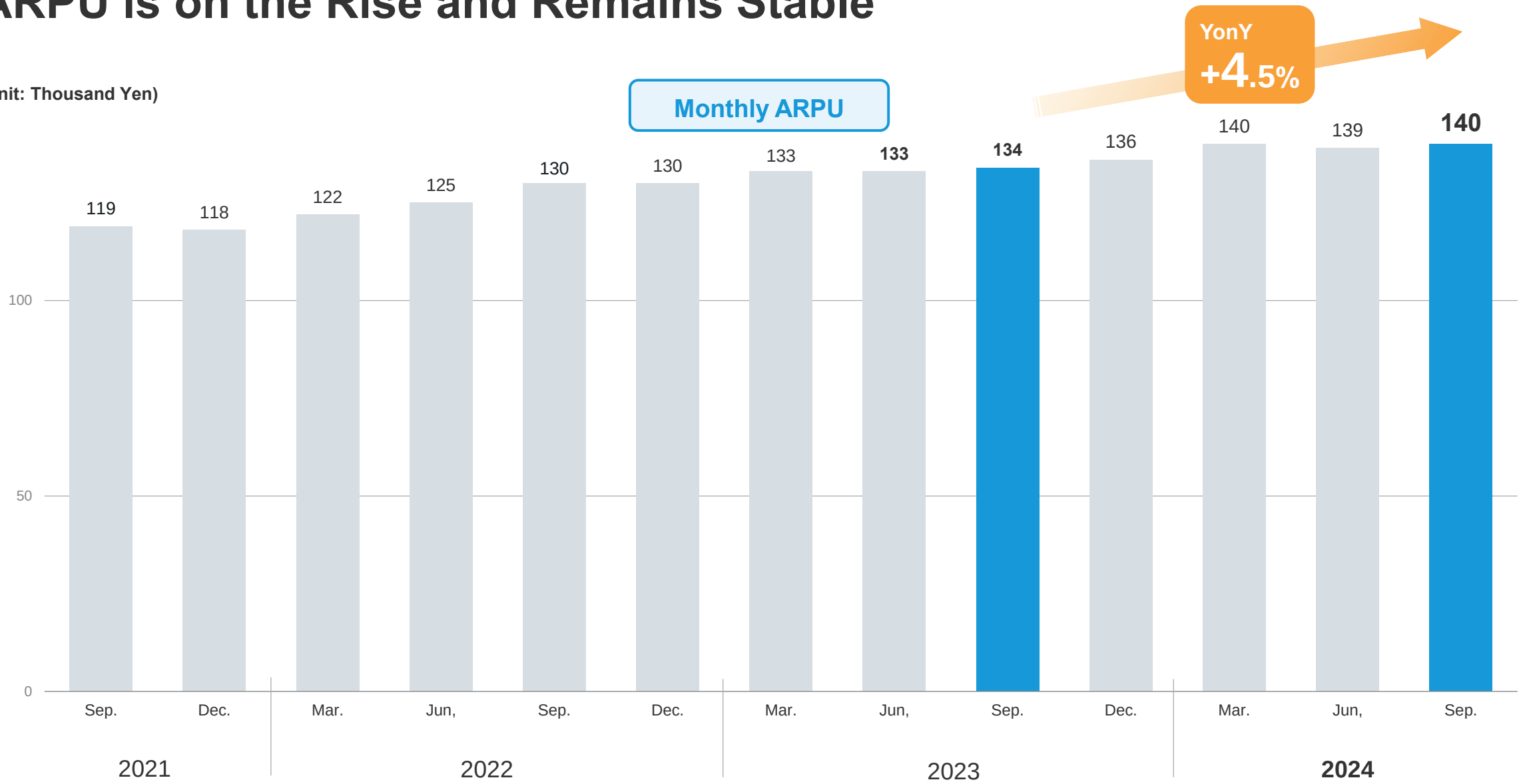
Quarterly Sales Also Up



* 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)



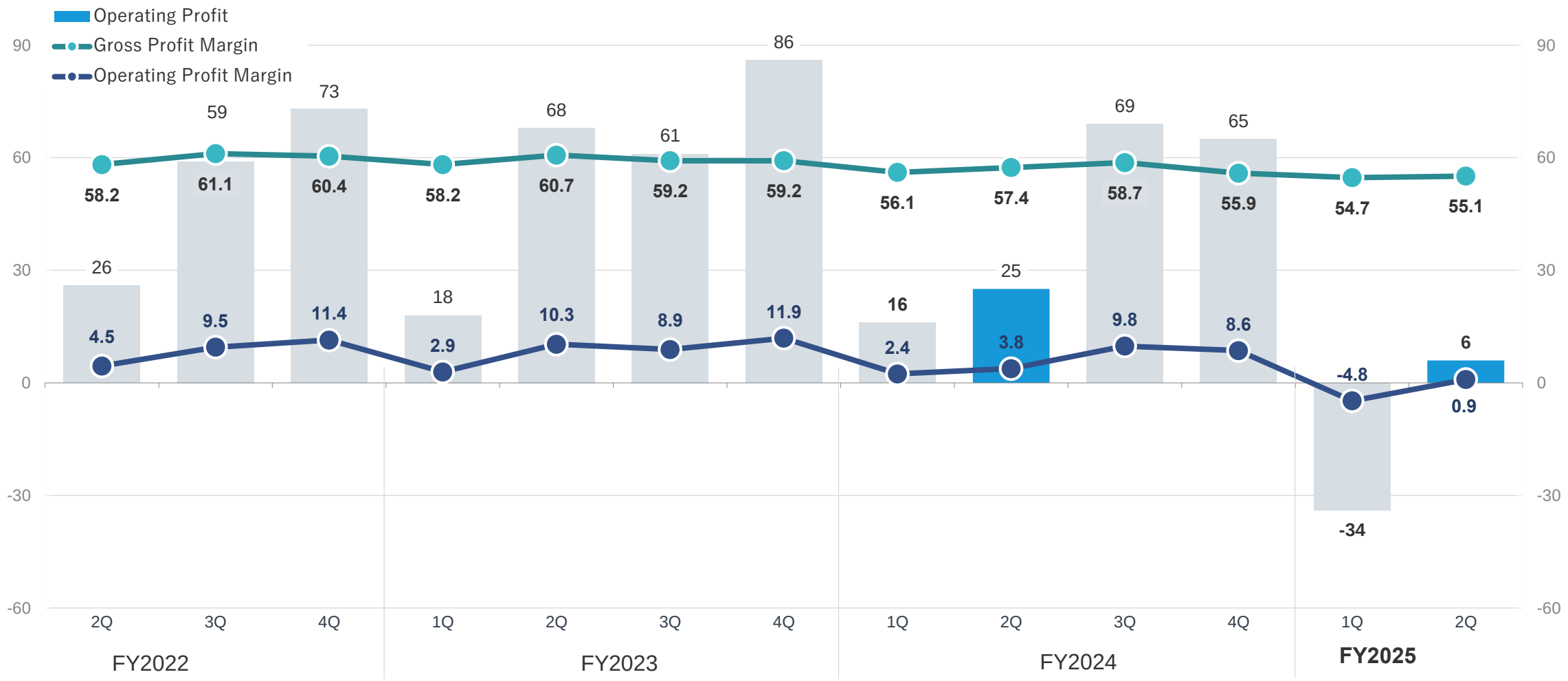
* Some sales based on move-in transactions will be presented as "subscription sales" instead of "solution sales "from the fiscal year ending March 2025. In accordance with this change, sales figures for the fiscal year ending March 2024 and prior have been reclassified based on the same policy.
* Figures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

2Q Operating Profit Decreased YoY, but Turned to Profit

((Unit: Million Yen)

Gross Profit Margin and Operating Profit (Consolidated)

(Unit: %)

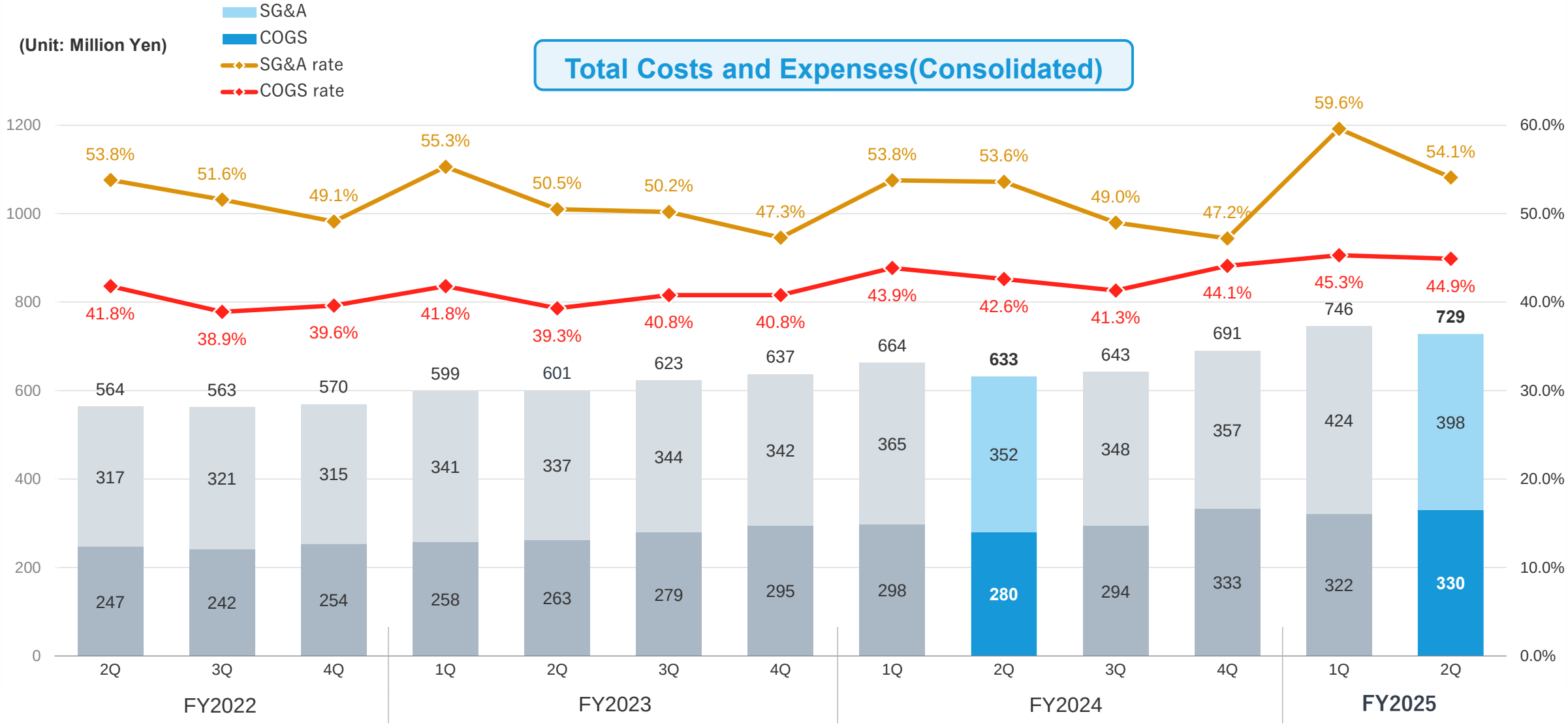


*Figures rounded down to the nearest million yen.

COGS and SG&A Ratios Rose from the Previous Year, but Increased Revenues Will Normalize Them

(Unit: Million Yen)

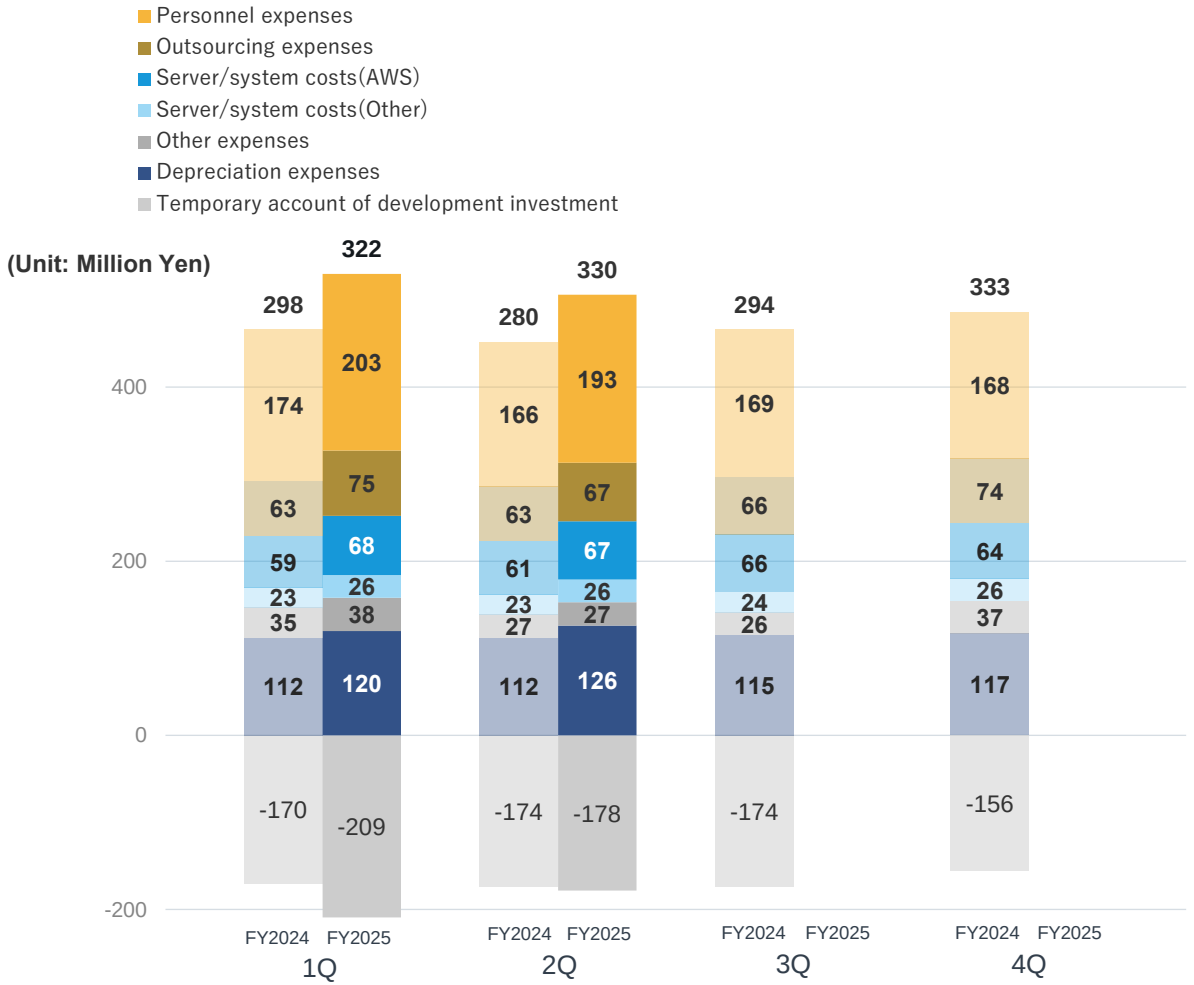
Total Costs and Expenses(Consolidated)



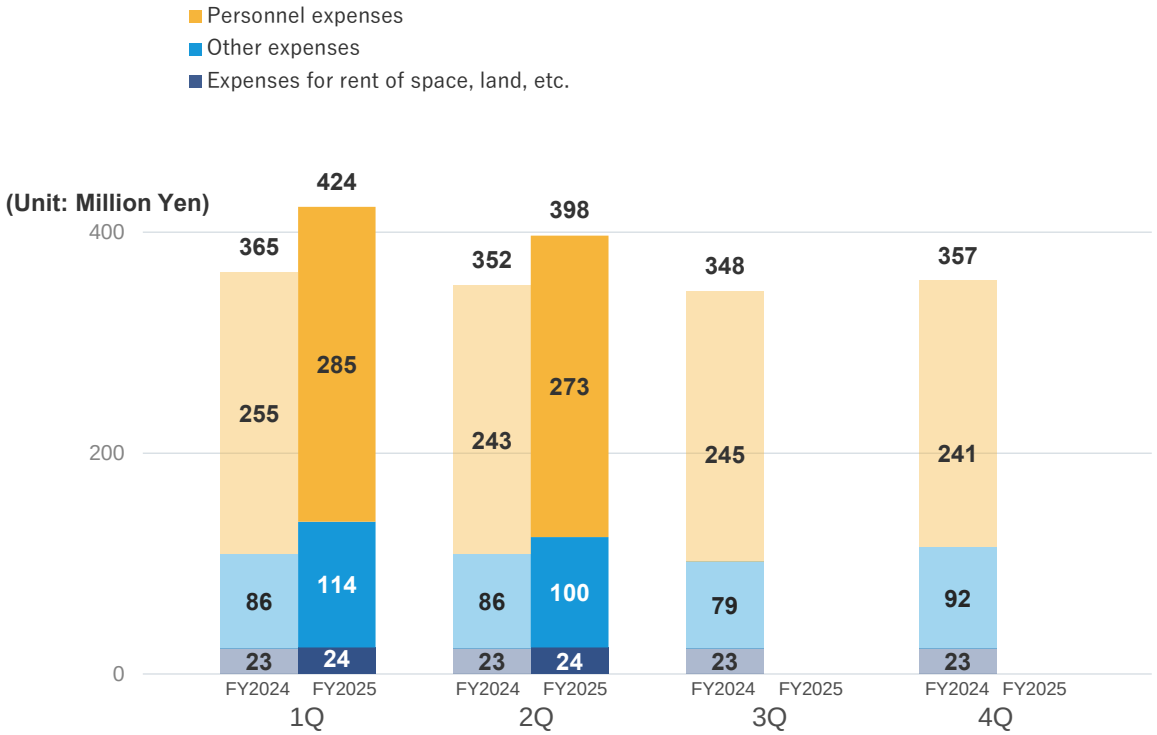
*Figures rounded down to the nearest million yen.

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

Cost of Sales (Consolidated)



SG&A (Consolidated)

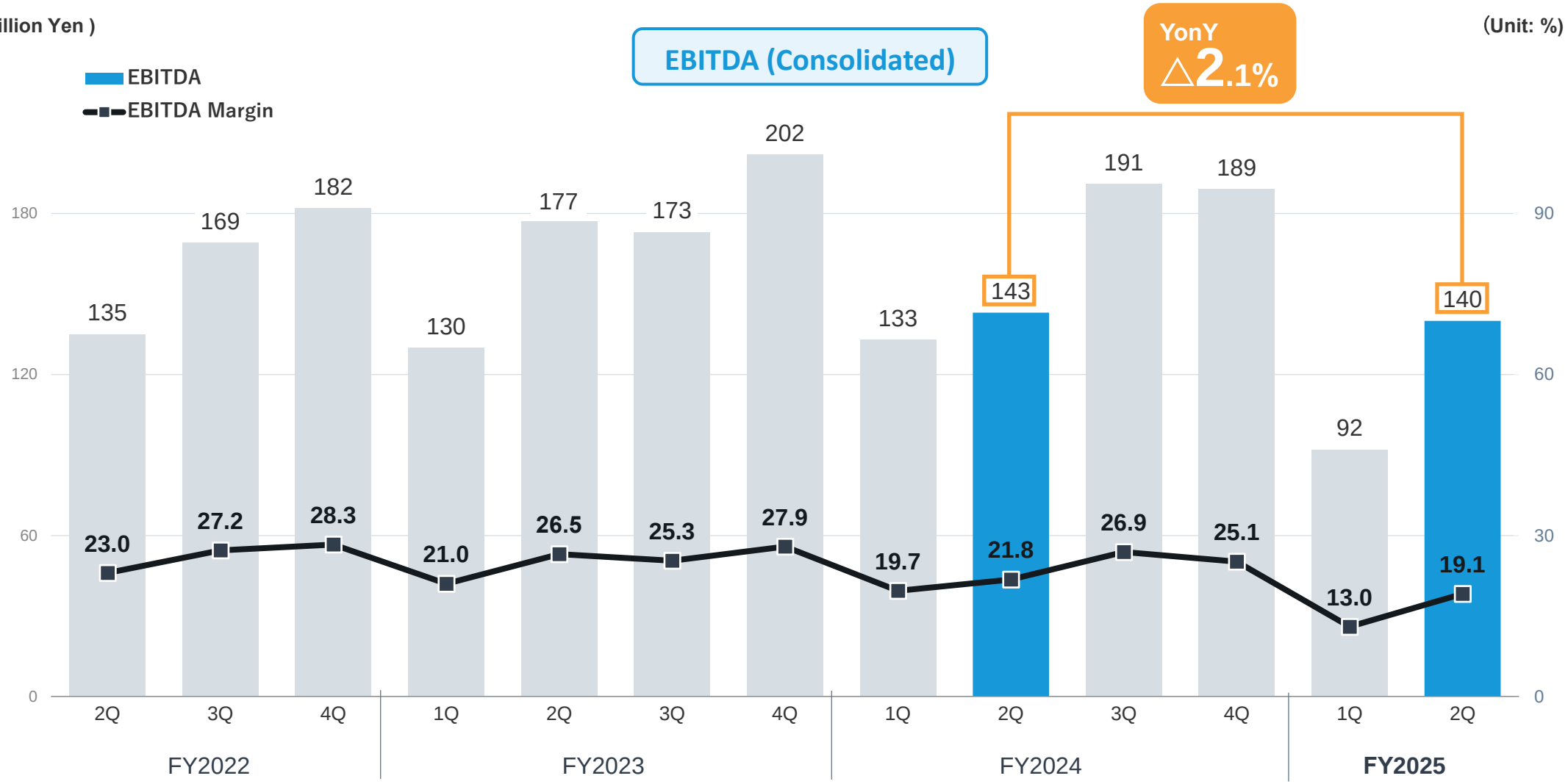


*"Other expenses" in cost of sales include office rent, utilities, etc.. " Temporary account of development investment" consists of work in process under development, software in progress, etc.
* Total Cost of sales is calculated by subtracting the temporary account of development investment from the 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: %)

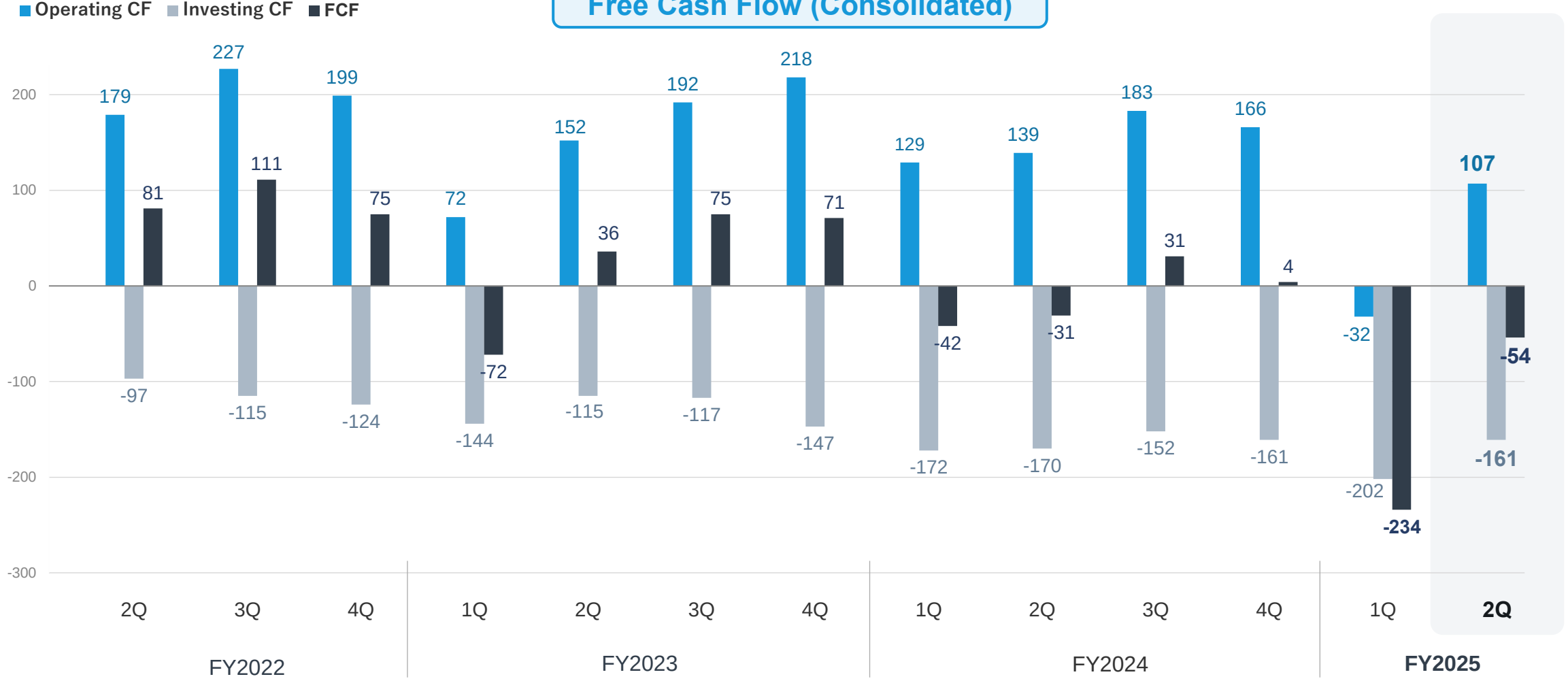


*Figures rounded down to the nearest million yen.

Investment in Service Development Continued

(Unit: Million Yen)

Free Cash Flow (Consolidated)

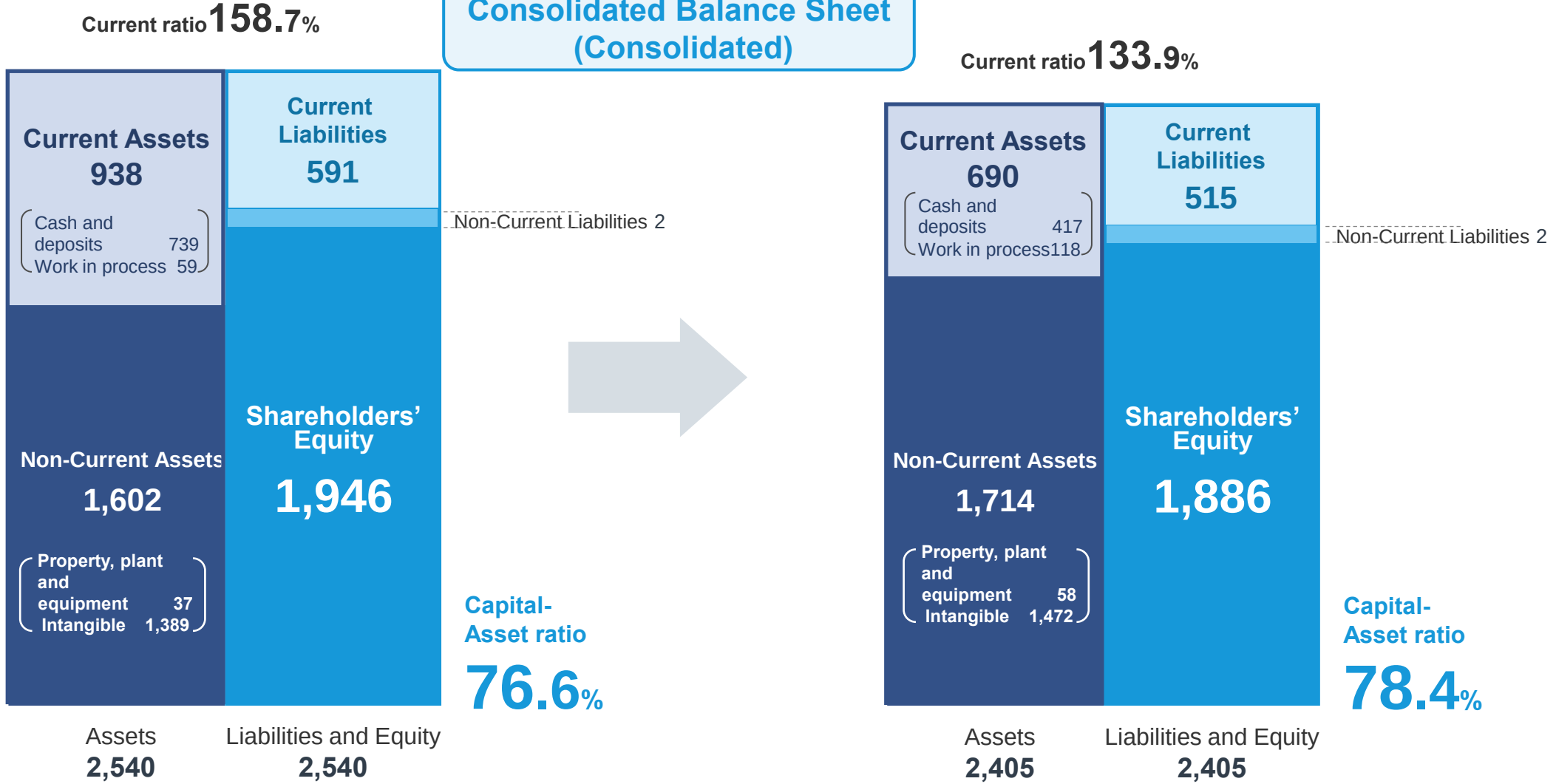


* Free cash flow (FCF) = Operating cash flow (CF) + Investing cash flow (CF)
* Figures rounded down to the nearest million yen.

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

(Unit: Million Yen)

Consolidated Balance Sheet (Consolidated)



*Figures rounded down to the nearest million yen.

Started Full-Scale Operation of Rental Management Cloud at Industry Leader “Village House Management Co., Ltd.”

With more than 100,000 units under management, the company is one of the largest industry-specific vertical SaaS users in Japan.

Village House Management Co., Ltd.”

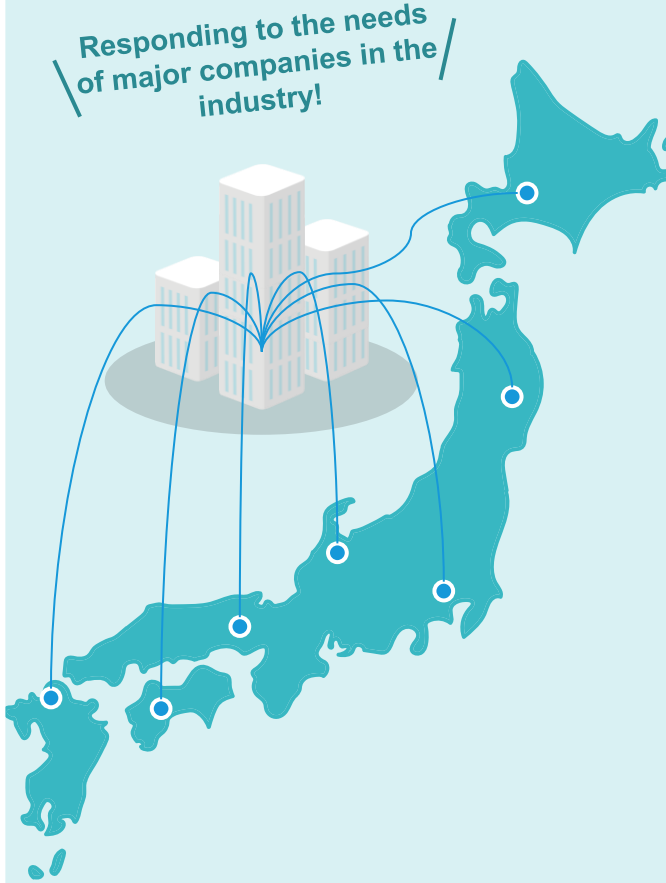
- Real estate company affiliated with Fortress Investment Group, a U.S. investment management company
- In-house management of 1,063 properties, 2,942 buildings, and 107,948 units in 47 prefectures nationwide, **one of the largest in Japan** (as of September 2024)
- Operate and manage rental housing by rebranding the former employment promotion housing after acquiring the entire assets in 2017.
  Attracted attention for its unique business model of renovating existing buildings and offering them at low rents, and was the only private company to offer affordable housing on a large scale.

Key Points for Introducing e-Seikatsu SaaS

Strengthening linkage with existing customer information infrastructure and improving operational efficiency

- **Always up-to-date** as SaaS
- **Good performance** of e-Seikatsu SaaS in terms of **business coverage and ability to withstand high volume of access and data**
- **Non-customized operation** and **support for data migration from the old system and review of business flow** until the start of operation (**BPaaS**)

いい生活
賃貸管理クラウド



* Affordable housing is low-cost, high-quality housing that can be occupied by low- and moderate-income residents at a reasonable rent burden based on their income.

Introduction of Our SaaS is Progressing from Major Companies to Regional Leading Companies

Major, domestic and international

ANABUKI KOSAN INC.

A real estate company in business for 60 years with about 50 group companies nationwide and around the world.
The company is actively promoting real estate DX and introduced SaaS in recognition of its time-saving and cost-effective system construction, convenience of customer and property management, and smartphone compatibility.

- いい生活 売買クラウド
- いい生活 ウェブサイト

Chiba

TAKEDA FUDOSAN Co.,Ltd.

A company that provides a wide range of real estate services in close contact with Funabashi City, the most populous city in the prefecture by municipality. With the number of properties under management expanding to approximately 3,000 units, the company introduced our system to improve operational efficiency and eliminate the need for human resources.

- いい生活 賃貸クラウド
- いい生活 賃貸管理クラウド
- いい生活 ウェブサイト
- いい生活 Square

Nagasaki

Daihyaku Real Estate Co., Ltd.

Provided membership service “KURASUS” for tenants of managed properties. Through “e-Seikatsu Home,” the company provides membership cards, PR and coupons from local sponsors, and other information to add value and contribute to local revitalization.

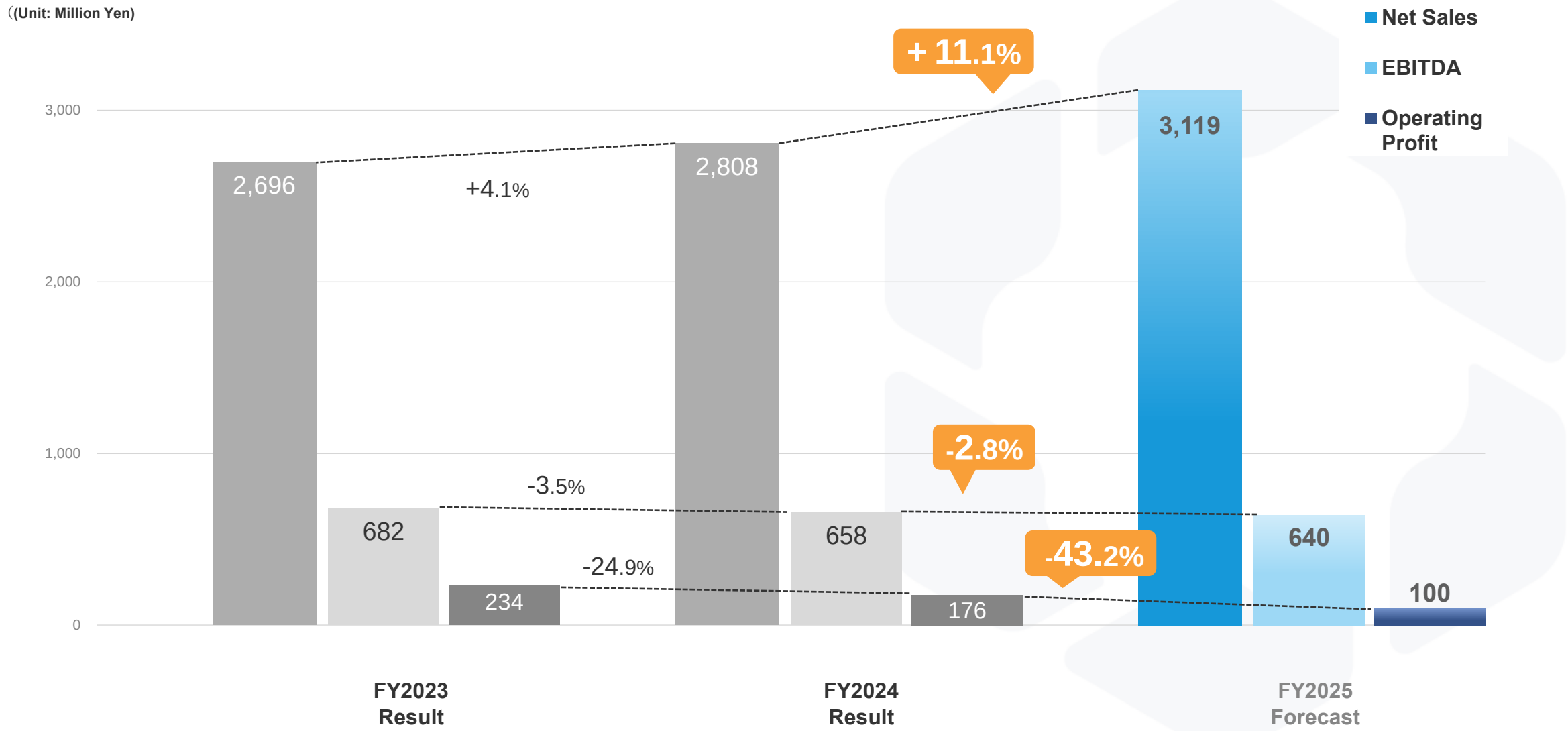
- いい生活 Home



* Chiba Prefecture Population by Municipality: “Chiba Prefecture Population and Households by Municipality (Latest) (Updated: September 30, 2024)”
(https://www.pref.chiba.lg.jp/toukei/toukeidata/joujuu/geppou/saishin/setai.html)

3. Future Prospects

Latest Results and Earnings Forecast for FY2025



Explanation of Earnings Forecasts

Sales

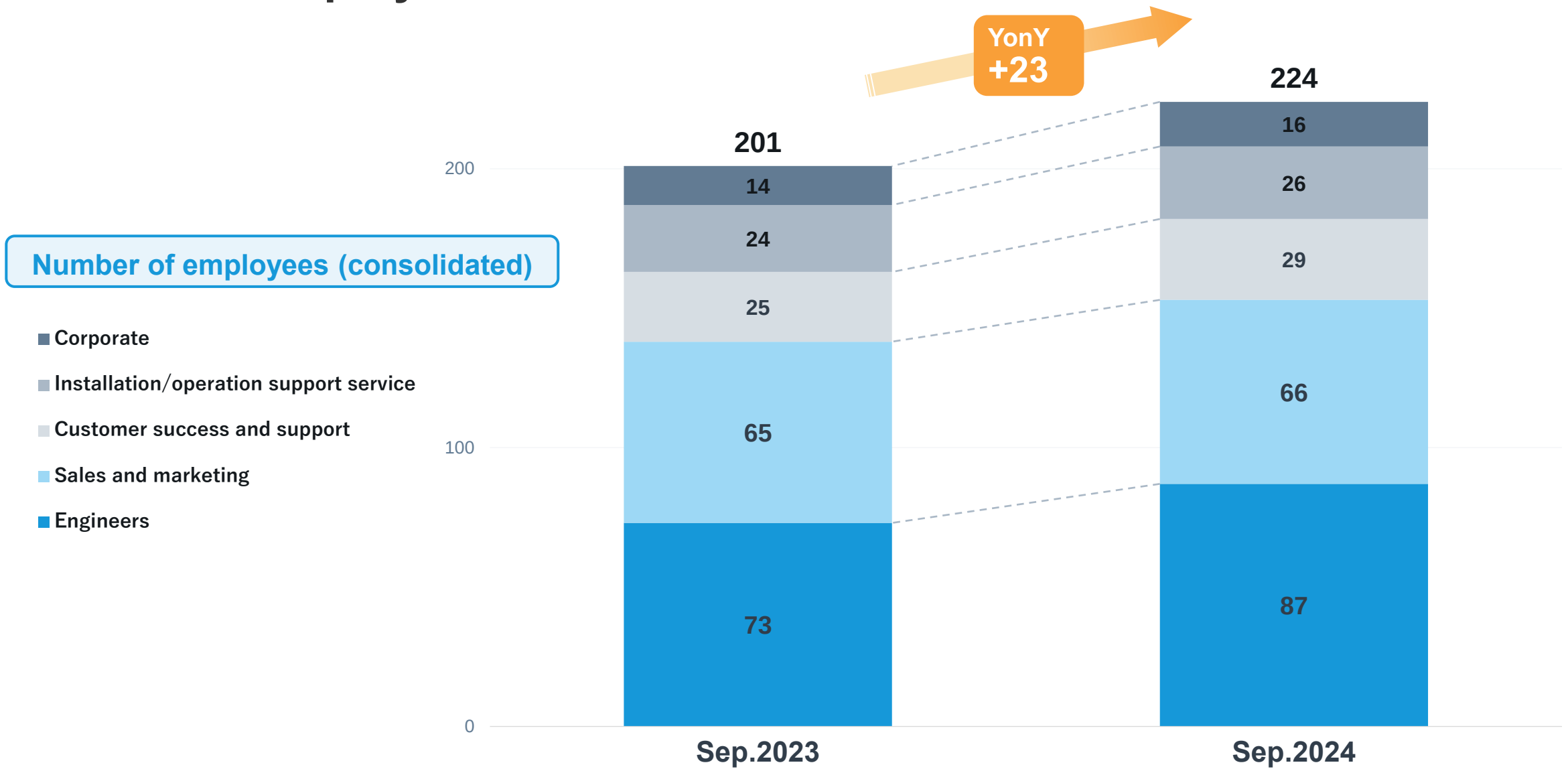
1. **Steady operation of large projects and recording of sales are expected**
   Large-scale projects in progress since FY2024 will be closed after acceptance inspection and operation during the first half of the year. Other projects continue to be developed and implemented.
2. **Sales growth of approximately 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

Number of employees (consolidated)



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

Basic Policy and Growth Strategy

❶ 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.

❷ Supporting SaaS shifts by leveraging our unique positioning

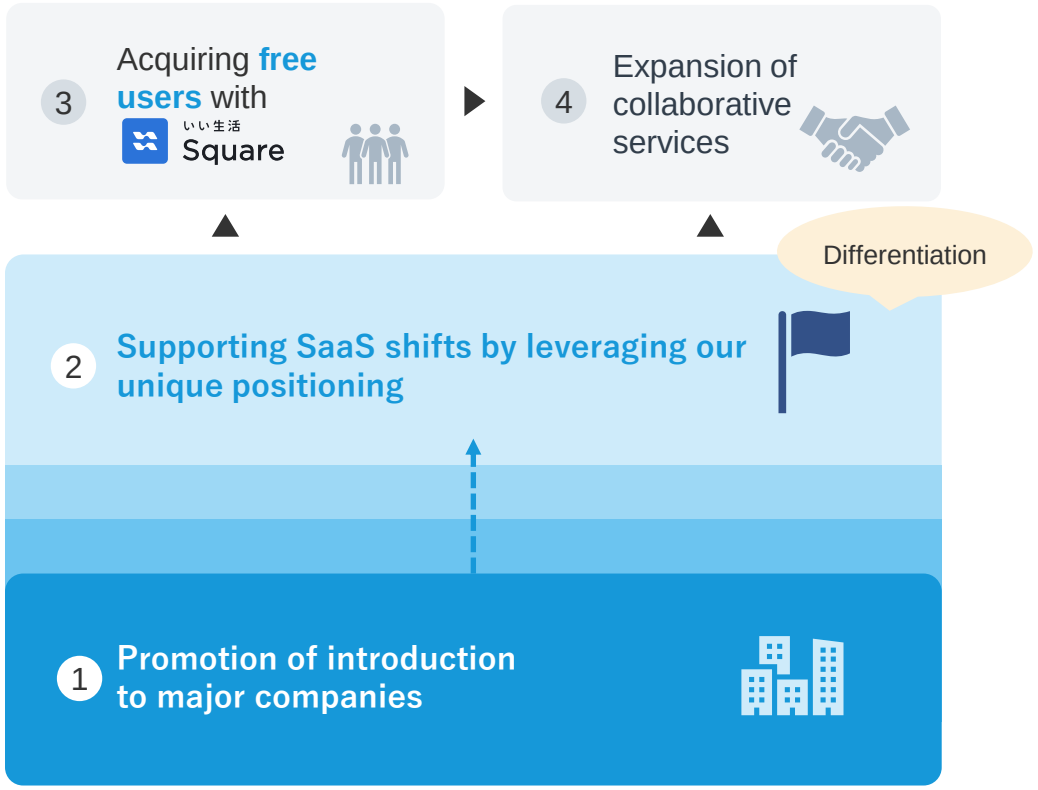
We are the only listed company that provides a SaaS-only system that enables centralized management of real estate rental management and rental solicitation operations, including related operations.

❸ 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".)

❹ Expansion of collaborative services

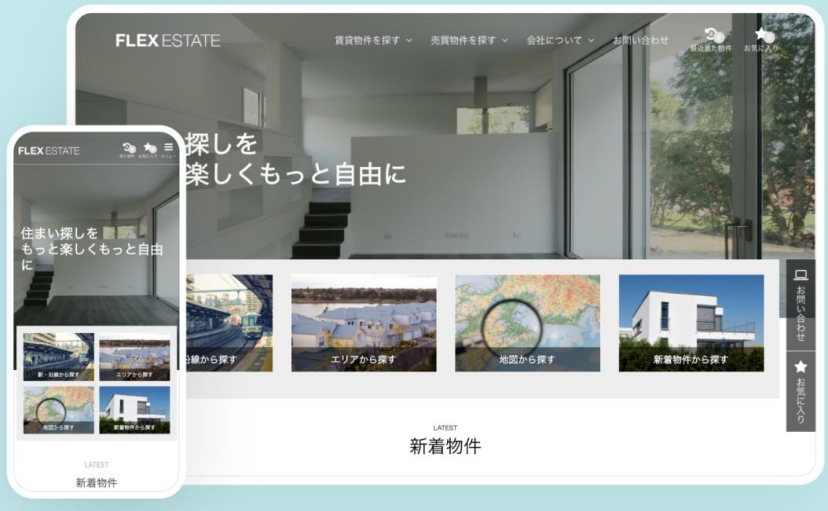
Increase **introduction of web conferencing and electronic contract tools as a sales agent** and take in pay-as-you-go billing. We have also added data storage tools to our lineup, accelerating our one-stop service.



Launched “e-Seikatsu Website Lite Plan”

いい生活
ウェブサイト

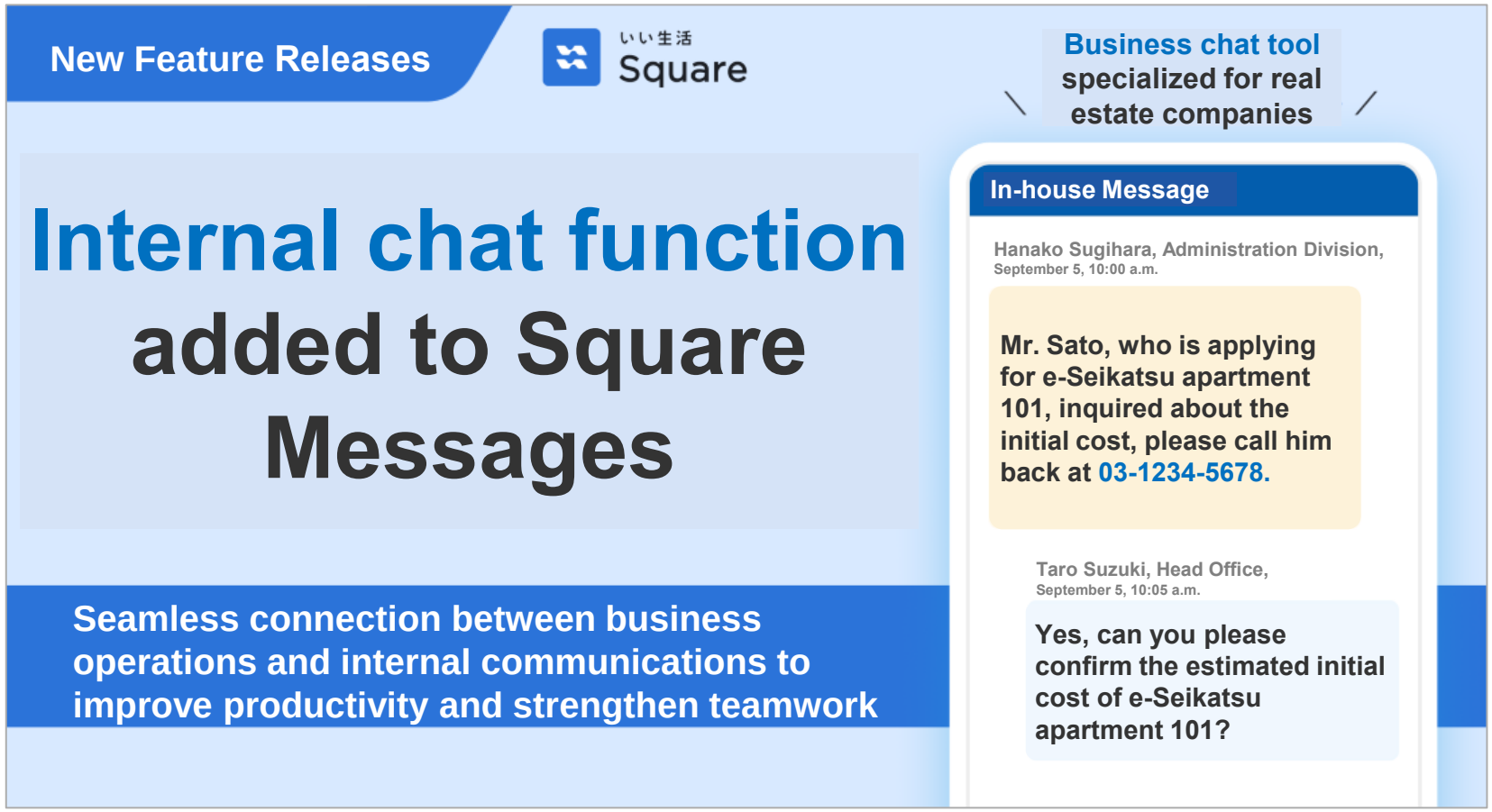
Lite plan is launched



“e-Seikatsu Website” is a cloud-based real estate website creation tool that integrates know-how and functions that directly lead to a positive response.

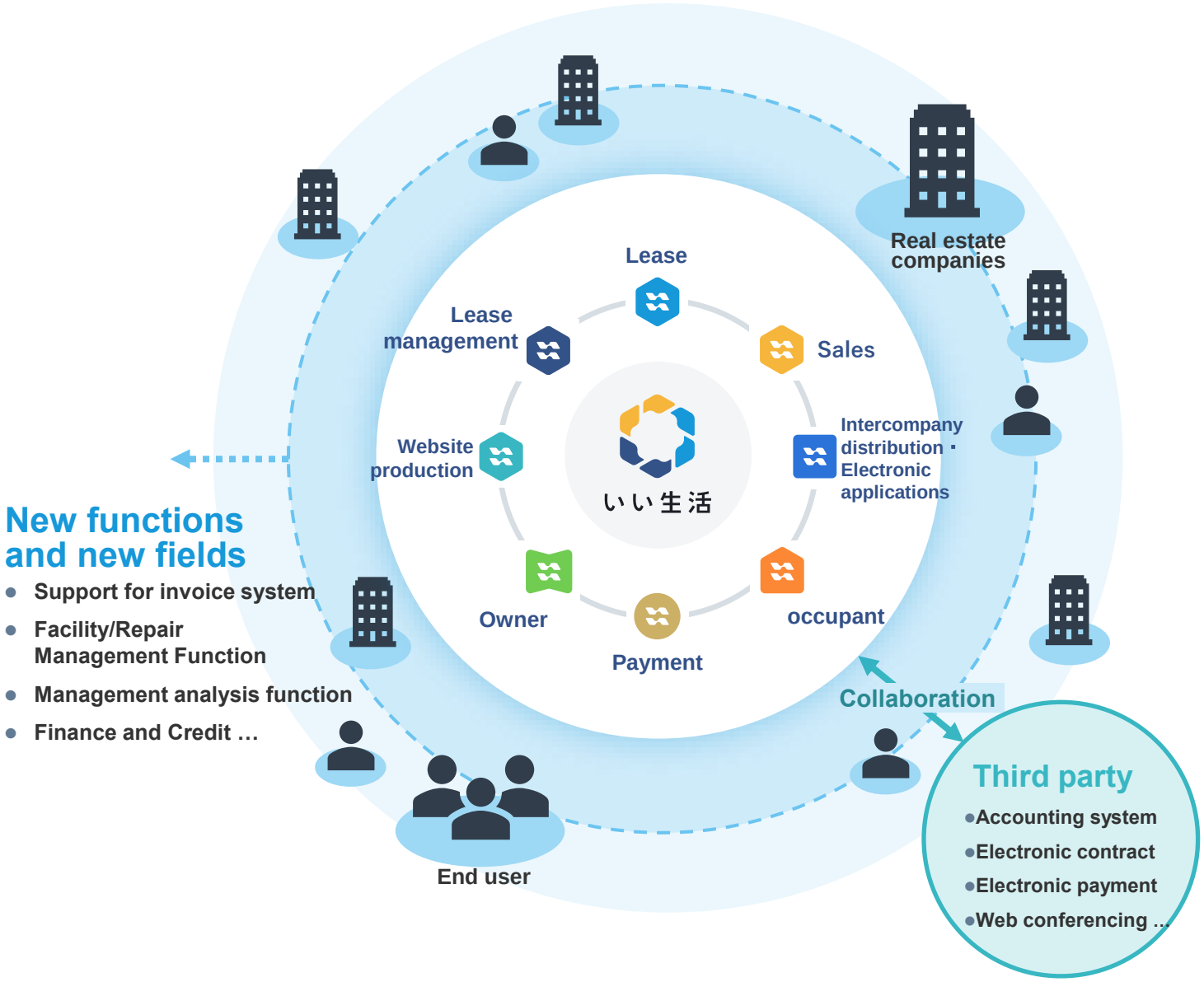
- Expansion of minimum plans targeting businesses with limited IT investment and new customers for our services.
- Create the website without connecting to the “e-Seikatsu Rental Cloud” or “e-Seikatsu Sales Cloud” databases.

[e-Seikatsu Square] Launched “Internal Chat Function”



- Following the “business chat with business partners” function in the first phase, the “internal chat” function was implemented in the second phase.
- Communicate with internal employees on the “e-Seikatsu Square” screen and visualize complex real estate operations through chat-based documentation. Contributes to productivity improvement through work standardization and automation.

Our Product Vision for DX in the Real Estate Market



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.

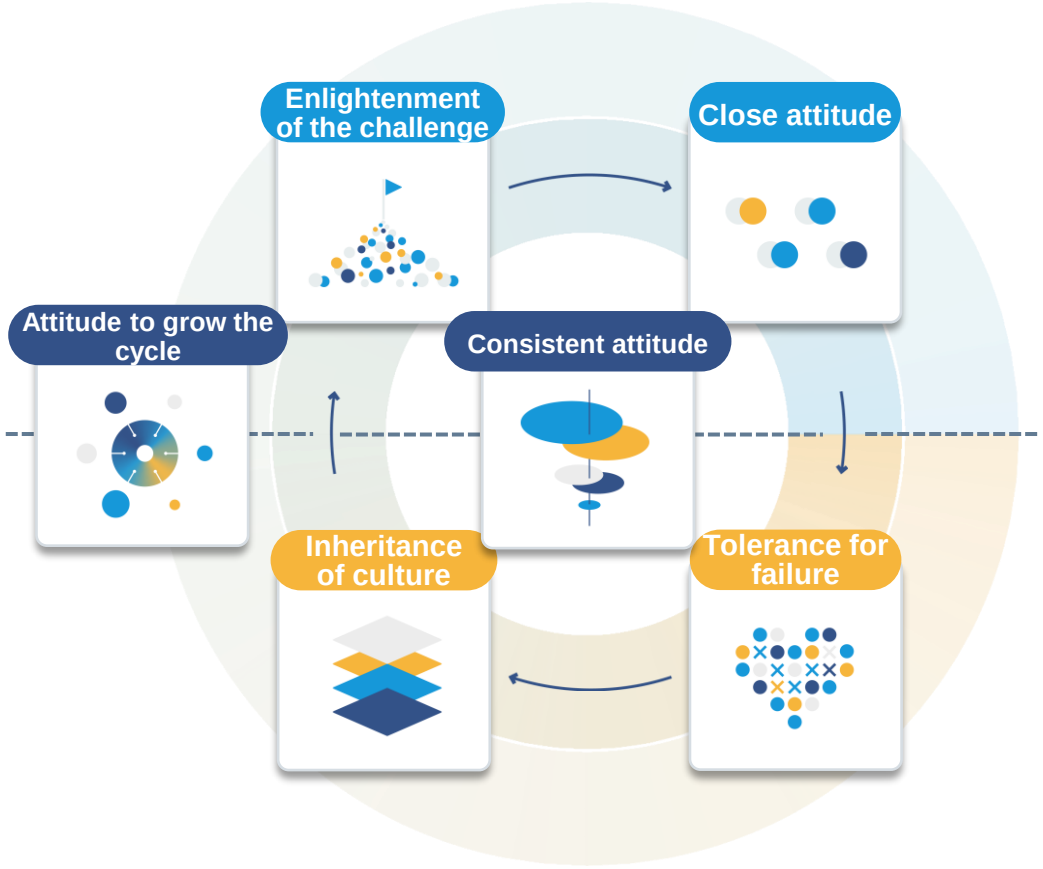
What only technology can do, what only people can do.
We want to build more and more "tools" to help people's lives,
"places" where people can exchange data with peace of mind,
and "experiences" where friendly communication can spread.

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

Business Cloud Series

e-Seikatsu Rental Brokerage Cloud

[Sales Support] Customer management SaaS optimized for real estate rental brokerage. Support for the digitization of the real estate business
[Properties Advertising] Digital and efficient rental and intermediary real estate companies

いい生活
賃貸クラウド

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.

*With respect to the client-installed “ES e-Bukken One Rental Brokerage," which is the former brand, we will continue to provide this service after the brand logo has been changed even after the renovation.

Business Cloud Series

e-Seikatsu Buy and Sell Cloud

SaaS customer management optimized for real estate trading. Support for digitization of real estate sales

いい生活
売買クラウド

Buy and Sell support



- 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

*With respect to the client-installed type "ES e-Bukken One Sales" that is the old brand, we will continue to provide it after renovating the brand logo.

Business Cloud Series

e-Seikatsu Renal Management Cloud

SaaS for rental 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

Rental 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

Business Cloud Series

e-Seikatsu Website

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

Real Estate Platform

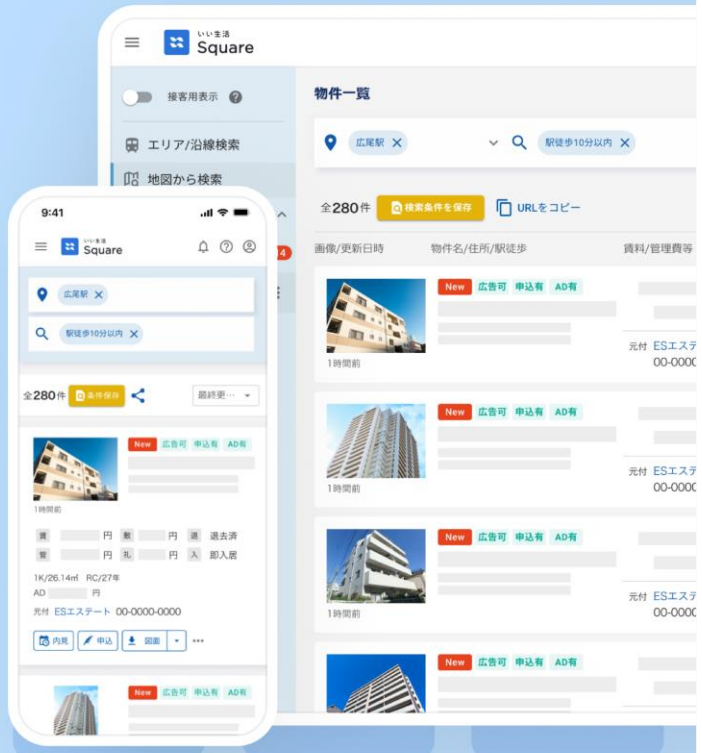
e-Seikatsu Square

[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

いい生活 Square

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

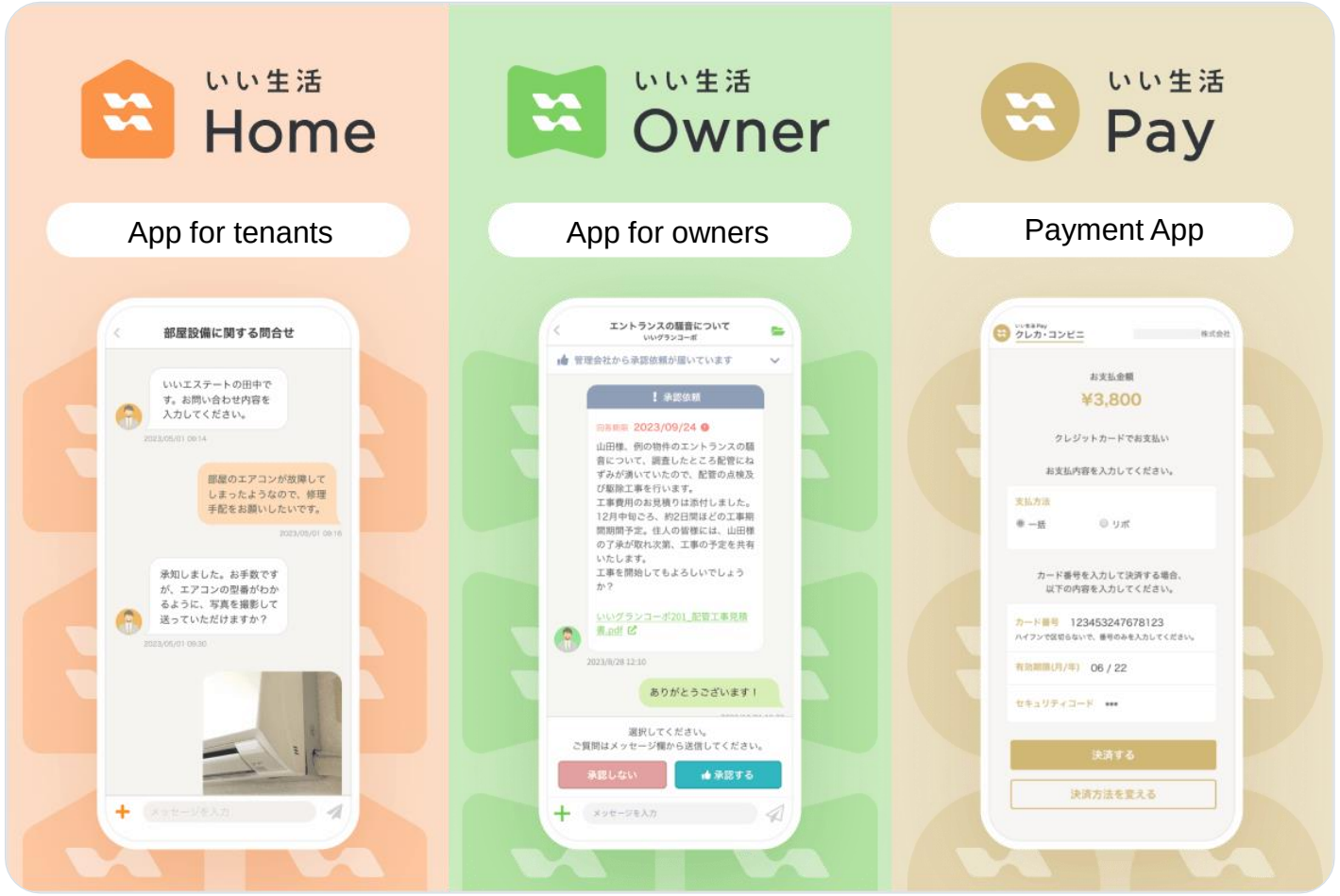
over21,000companies

* The number of corporations registered as of September 2024 as "e-Seikatsu accounts" that are free of charge between e-Seikatsu services.

Real Estate Platform

e-Seikatsu Home /e-Seikatsu Owner /e-Seikatsu Pay

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 tenants, equipment status can be communicated using photographs and videos, and payments and applications for withdrawal can also be made
- The Payment App provides a payment function that can be completed on a smartphone.

Valid occupant ID:

More than 160,000

Reference

3 Company Profile

Our History

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

2001

- Began offering a real estate business support system.
- Early commercialization of converts for media

2006

Listed on Tokyo Stock Exchange Mothers
(Changed our market to the Second Section of the Tokyo Stock Exchange in 2016)

2013

Cloud for rental management was released.

2018

- Established Real-Tech Consulting, Inc. as a wholly owned subsidiary to provide SaaS implementation support.
- A resident application was released.

2019

Web application feature released.

2021

- Released "e-Seikatsu Square".
- Electronic contracting collaboration started

2022

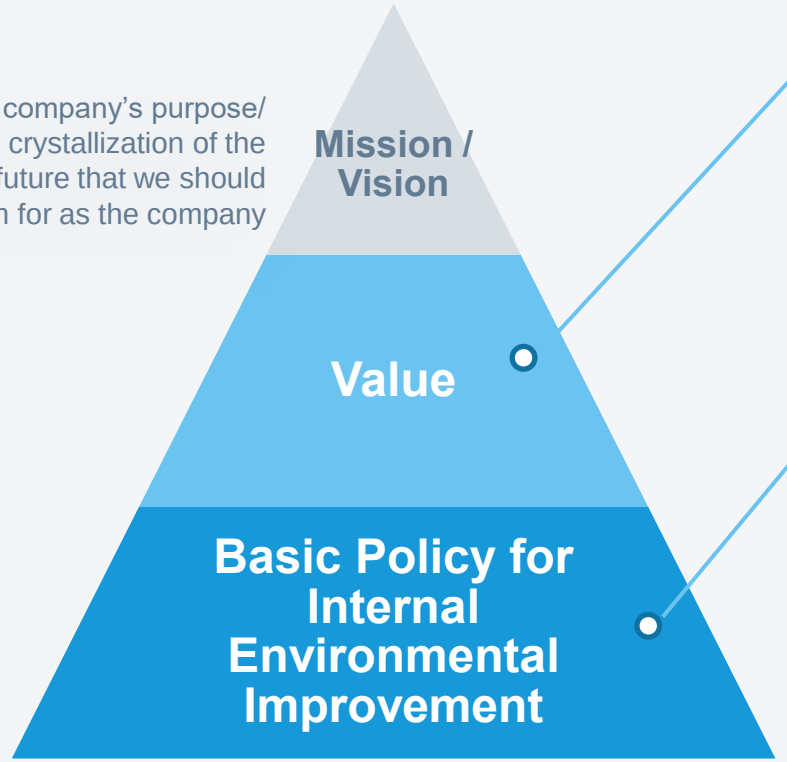
- Moved to the TSE Standard Market
- Brand renewal

- 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）

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.

The company's purpose/ the crystallization of the future that we should aim for as the company



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**

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/0379600/66800700202407020002

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
Creating of personnel who would trigger changes ・Creation of advanced IT personnel ・Promotion of new workstyles ・To provide a wide range of personnel with opportunities to flourish	
Offering innovative, high-quality services that would bring added value to society ・Creation of services with high added social value ・Continuous improvement in quality ・Emphasis on information security	
Improving the residential environment through business ・Formation of the appropriate real estate market by adopting IT ・To secure the appropriate accessibility to the market for all people by rationalizing the market ・To contribute to the development of the real estate market as a base for supporting people and society in cooperation with stakeholders	
Building an environmentally-friendly, affluent, sustainable society with IT and DX ・To execute business operations with low environmental burdens ・To contribute to the online market and the environmentally-friendly real estate industry in cooperation wit stakeholders ・To contribute to the sound development of local communities in cooperation with stakeholders throughout Japan	

*“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

JQA-IT0109/IM1946/IC0087

- 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

0183-1412

"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.

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 2024 was issued

“Integrated Report 2024" 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://www.e-seikatsu.info/IR/infoData/integrated_report.html

*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 2005, 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 September 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 :	224 (As of the end of September 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