February 21, 2025

Announcement of the Launch of the Rental Brokerage Service for Foreign Residents: “**Japan House Connect**”

Company name: Yamaichi Uniheim Real Estate Co., Ltd

Listing: Tokyo Stock Exchange

Securities code: 2984

URL: https://www.yueg.co.jp/

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We are pleased to announce the launch of a new real estate brokerage service, as detailed below.

1. Background

With Japan’s declining birthrate and aging population, labor shortages have become a serious issue across various industries. In particular, the construction, manufacturing, caregiving, and food service sectors face severe workforce shortages, making it essential to strengthen the acceptance of foreign workers to ensure sustainable economic growth.

Against this backdrop, the number of foreign residents in Japan has been increasing in recent years, and the government has expanded the Specified Skills Program and eased work visa regulations to accommodate this trend. However, securing housing remains a major challenge for foreigners working in Japan. Many face difficulties in signing rental contracts due to language barriers, the need for guarantors, and differences in lifestyle.

2. Purpose of the Business Launch

To address these challenges, we are launching a new rental brokerage service, "Japan House Connect" (https://japan-house-connect.yueg.co.jp/), to support foreign residents in their search for housing in Japan.

Our mission is to connect the increasing number of foreign residents with Japanese society through housing services, contributing to regional socio-economic revitalization.

A key feature of our service is the detailed support provided by our foreign staff, ensuring smooth and reliable housing arrangements. Additionally, we aim to expand this business beyond real estate brokerage by offering comprehensive lifestyle support services for foreign residents.

3. Pilot Launch and Future Expansion

"Japan House Connect" will first be launched on a trial basis in the Kansai region, centered around Osaka City. This area has a strong inbound demand, an increasing acceptance of foreign workers, and a growing housing market.

In the initial phase, we will collaborate with language schools and companies to establish a stable foundation for the business. In the next phase, we plan to expand into the larger Kanto market (Tokyo, Kanagawa, Saitama, and Chiba) in partnership with our capital alliance company, ET Link Co., Ltd.

4. Impact on Business Performance

The impact of this project on our financial results for the fiscal year ending March 2025 is expected to be minimal.

End of Announcement