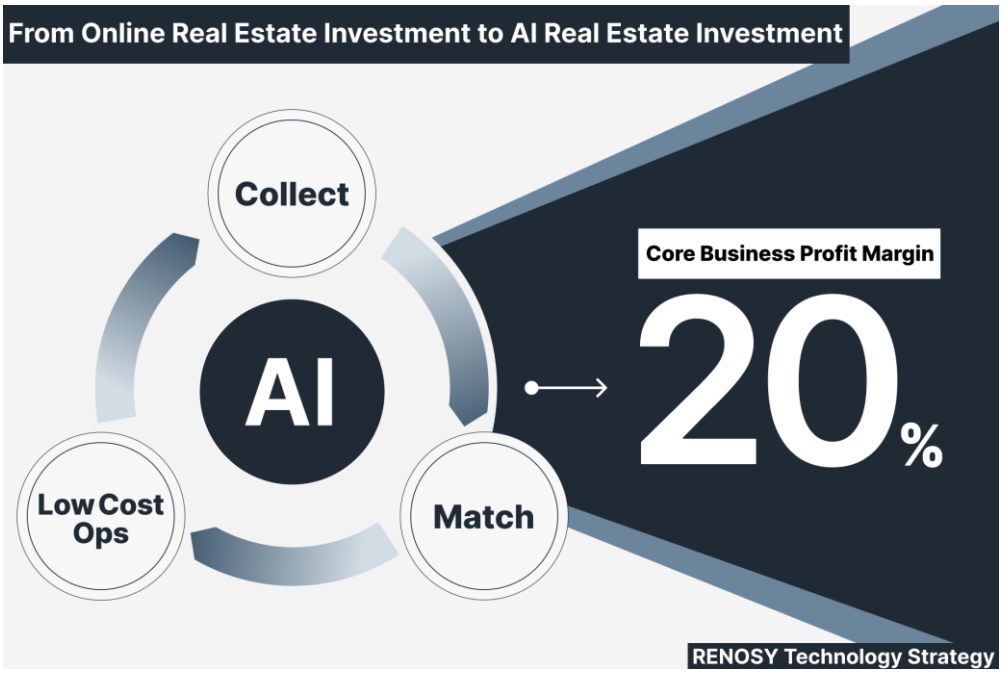
January 29th, 2025
GA technologies Co.,Ltd

RENOSY, from “Online Real Estate Investment” to “AI Real Estate Investment.” The Company Formulated a Technology Strategy to Realize Reliable, Seamless, and Optimal Real Estate-Based Asset Formation

～Aiming for a Core Business Profit Margin of 20% Through the Active Use of AI～

"RENOSY,” managed by GA technologies Co., Ltd. (Headquarters: Minato district, Tokyo; President, CEO: Ryo Higuchi, Stock Code: 3491; hereinafter referred to as the “Company”), has formulated a technology strategy to “achieve reliable, seamless, and optimized asset-building services through real estate.” Among these efforts, the Company aims to achieve a core business profit margin of 20% through the use of AI-driven technologies.



◆ The Journey of RENOSY So Far

RENOSY is an online real estate investment service that leverages technology to deliver one-stop support for property purchase, management, and sale. By streamlining these processes, RENOSY ensures reliability, seamlessness, and optimization in asset formation through real estate, maximizing the benefits of each investment. RENOSY has received much support from its numerous customers and has been No. 1 nationwide in terms of both investment condominium[1] sales and investment condominium[2] purchases according to research conducted by Tokyo Shoko Research in 2024.

Additionally, by defining RENOSY's brand vision and brand concept in 2024[3], we have accelerated progress toward realizing the 'Mid-Term Business Plan 2026'[4].

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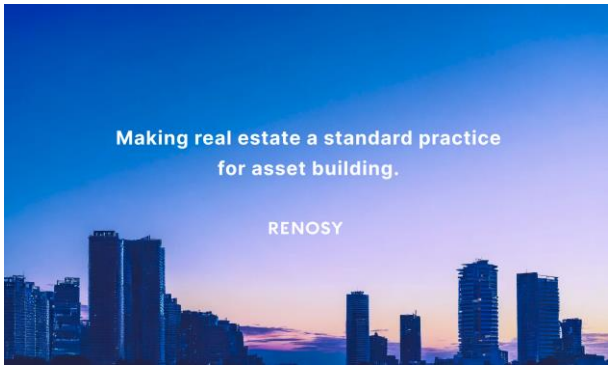
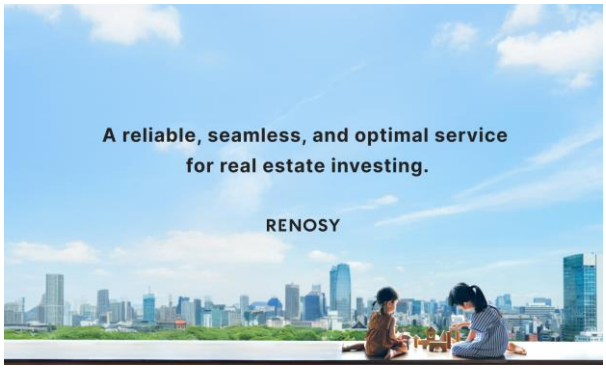
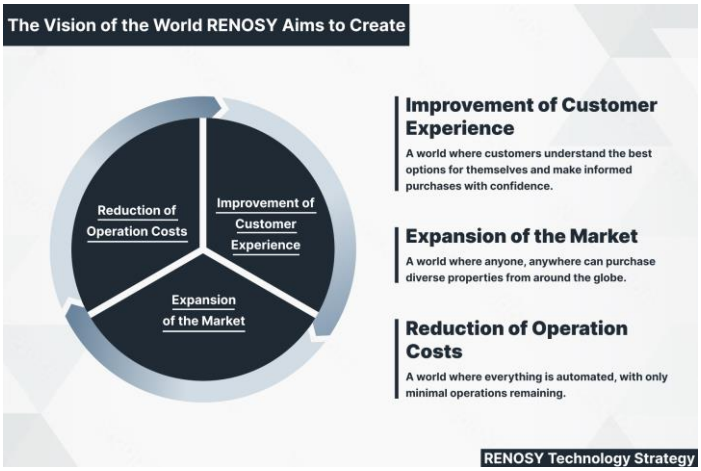
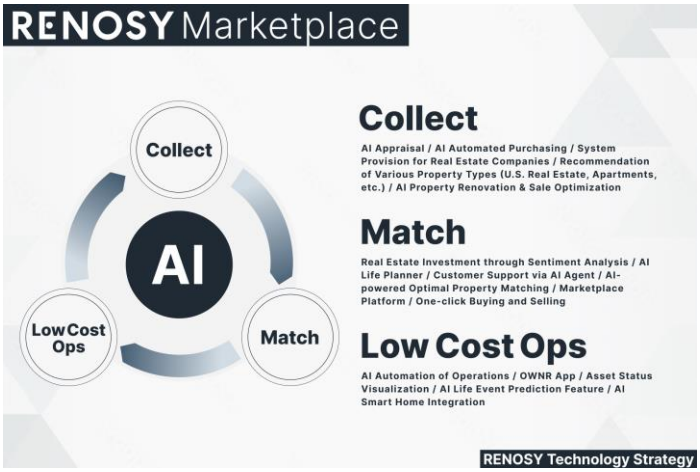






Based on this brand vision and brand concept, RENOSY has articulated and visualized the kind of world it aims to create.

◆What the AI Real Estate Investment Service “RENOSY” Aims to Achieve



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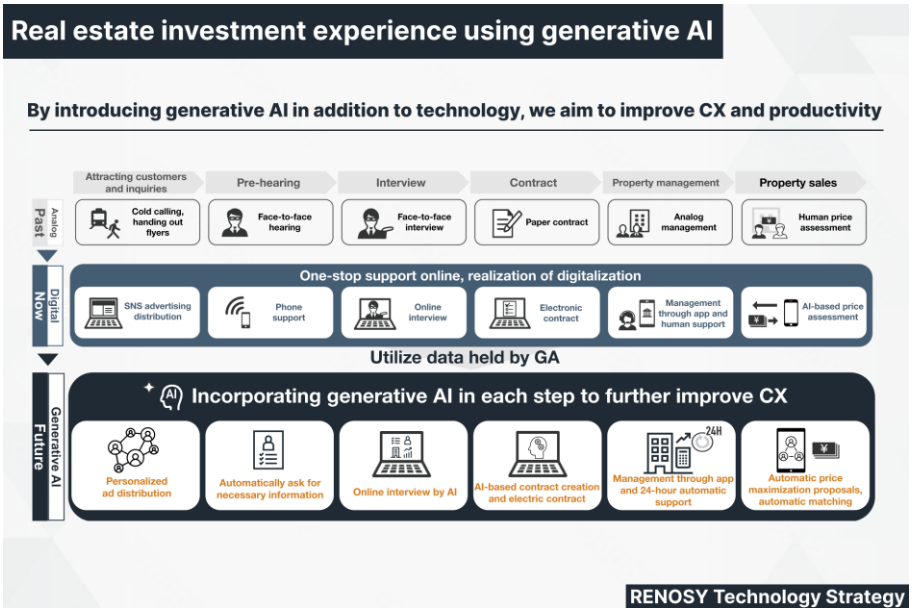
The Company has recently formulated a “Technology Strategy” under the leadership of the Executive Officer responsible for strengthening RENOSY's technology strategy. This strategy emphasizes that “by leveraging AI in all aspects, innovation will be accelerated, enabling further growth of RENOSY. At the same time, the Company aims to create new value in customer experience, promote cost reduction, and enhance productivity.” This approach paves the way to the achievement of “real estate investment experiences through the use of generative AI,” as stated in our “Full-Year Financial Results Presentation for the period ending October 2024.”



RENOSY will pursue the brand concept of “A reliable, seamless, and optimal service for real estate investing.” through the power of technology.

◆ AI Real Estate Investment Service "RENOSY": Current Initiatives and Future Plans (Segment)

(1) Automating Meeting Records with AI, Moving Toward an AI Agent

The Asset Planner[5] conducts approximately 100,000 customer meetings and phone calls annually, with the volume expected to increase as the product lineup expands. Previously, there was room for improvement in the accuracy and quality of meeting records, prompting efforts to deliver a better customer experience.

To address this challenge, the Company implemented an external service that centralizes phone and online meetings into a unified platform that automatically transcribes the necessary information from conversation content into text and generates summaries. This initiative not only reduced the cost of creating meeting records by tens of millions of yen annually but also simplified the understanding of the necessary information, enabling automated assignments of the most suitable sales representatives. Looking ahead, the company aims to enhance customer experience by implementing an AI Agent that will work alongside Asset Planners, offering even more effective support.

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(2) AI will automatically calculate the estimated value of investment properties when the owner is considering a sale or when RENOSY is making a purchase. In the future, efficiency will be enhanced with AI Agent, leading to improved productivity.

The sale of investment properties traditionally relied on AI-based calculations following the "Sales Comparison Approach." At RENOSY, starting in August 2022, we began offering "Investment Property AI Valuation" for property owners[6]. By adopting the "Income Capitalization Method," a valuation approach focused on the property's profitability, AI performs highly accurate price assessments. This method is also used when RENOSY purchases investment properties from companies and plays an essential role in building the "RENOSY Turnkey Cycle"[7].

In the future, we will further streamline the collection process for the numerous documents related to investment properties using AI. Additionally, by incorporating AI Agent into the property acquisition process itself, we will make strides in improving the complex tasks associated with real estate transactions.

(3) Building an Organization to Promote the Utilization of Generative AI Across Our Group, Leveraging the Expertise Developed at RENOSY

Initiatives such as (1) and (2), which focus on cost reduction and creating new customer experiences through AI, have already made significant progress in many services related to RENOSY, and the Company has seen tangible improvements in productivity. With the formulation of the current technology strategy as an opportunity, the Company plans to establish a cross-functional organization led by an executive responsible for strengthening the technology strategy. Going forward, the Company intends to expand the systems and experience developed at RENOSY to other parts of the Group.

◆ Newly Appointed Executives to Lead the Strengthening of Technology Strategy for RENOSY, the AI Real Estate Investment Service

Managing Executive Officer and CTO（Chief Technology Officer） Masanori Goto



After earning his graduate degree from the Tokyo Institute of Technology in 2001, Goto joined Fujitsu Laboratories Ltd., where he conducted research on storage systems and high-performance computing. He actively contributed to open-source software development, dedicating himself to the Linux kernel and the Debian project. Additionally, he founded the Yokohama Linux Users Group, one of the largest communities of its kind in Japan.

In 2006, Goto joined Google Japan G.K. as an engineer during the early development phase of Google Maps. Over the years, he contributed to the development of numerous new features and, as an engineering director, led a team overseeing efforts ranging from large-scale data processing and machine learning to user experience design. His work supported the creation of services used both globally and in Japan. In 2024, Goto began his association with GA technologies.

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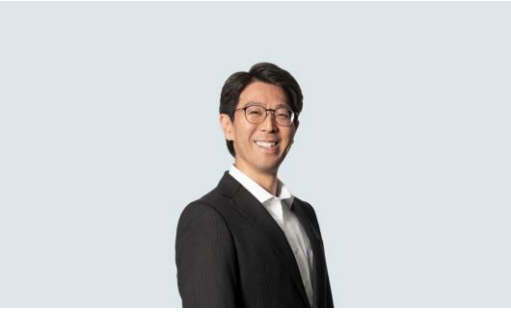
Executive Officer CPO（Chief Product Officer / Head of RENOSY） Kotaro Kumagai



After gaining experience in research and development, product management, business strategy, sales, and product marketing at an independent software company, Kumagai joined a major internet company within Rakuten Group, Inc. in April 2012. After being transferred to a development base in China, he was assigned to Rakuten Travel, an online travel agency, where he took on the role of a product manager, overseeing system development for partners and internal users. He also launched a website for inbound tourists in July 2022 as a global platform manager. Joined GA technologies in May 2024.

Executive Officer and CDO（Chief Data Officer） Jun Okumura



While studying at Kyoto University, he served as a Japan Society for the Promotion of Science (JSPS) Research Fellow (DC1), conducting research in astrophysics both domestically and internationally. Subsequently, he held positions as a data analyst and AI product manager at a major internet-related company. He has played a key role in leading KPI management and data projects across various internet services. He has also been an active contributor to the AI community through speaking engagements at domestic and international conferences, as well as through writing, translating, and community management. In 2019, he joined Eureka, Inc., where he was appointed Executive Officer and Data Director in 2020. In 2024, he brought his expertise to GA technologies.

Executive Officer and CAIO（Chief AI Officer） Hirohisa Inamoto



In 2002, he joined Ricoh as a new graduate, where he spent over 10 years engaged in the research and development of image processing and recognition technologies. He later transitioned to a role in new business planning. In 2017, he joined GA technologies, where he developed systems such as an automated real estate advertisement recognition system and an automatic floor plan transcription system. He also oversaw the integration of AI and RPA into procurement operations systems. Since 2019, he has served as the head of the Advanced Innovation Strategy Center.

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Executive Officer and Chief Architect　Ken Kakizaki



In 2003, he began his career as a QA engineer at Sony Computer Entertainment (now Sony Interactive Entertainment). After working at various entertainment companies, he joined Mixi in 2008, where he served as the head of the quality assurance division for its social media services. In 2016, he joined CYBIRD, taking charge of QA operations for mobile games. In 2018, he joined GA technologies, where he currently serves as the head of the QA department.

◆ The AI Real Estate Investment Service “RENOSY”

“RENOSY” is an AI real estate investment service that leverages technology to provide one-stop support for property purchase, management, and sale. By streamlining these processes, RENOSY ensures reliability, seamlessness, and optimization in asset formation through real estate, maximizing the benefits of each investment. According to research conducted by Tokyo Shoko Research in 2024, RENOSY was No. 1 nationwide in terms of both investment condominium[1] sales and investment condominium[2] purchases.

1. Press release released by GA technologies Co., Ltd. “Online Real Estate Investment RENOSY, Sales of Condominium Investment, and Number of Matches are Ranked No. 1 in Japan" (releasing date: May 14, 2024) https://www.ga-tech.co.jp/news/_oafzy860mn2a9ax/

2. Press release released by GA technologies Co., Ltd. "RENOSY is Ranked No. 1 in Japan in Investment Real Estate Purchases" (releasing date: December 25, 2024) https://www.ga-tech.co.jp/news/1u2thdi9g0vjf62z/

3. Press release released by GA technologies Co., Ltd. ”Online Real Estate Investment Service RENOSY Establishes Brand Vision and Brand Concept” (releasing date: December 11, 2024)
https://ssl4.eir-parts.net/doc/3491/ir_material4/242149/00.pdf

4. FY24.10 Full-year Financial Result by GA technologies Co., Ltd. (releasing date: December 11, 2024) https://ssl4.eir-parts.net/doc/3491/tdnet/2538917/00.pdf

5. An ”Asset Planner” is a partner who works alongside you to achieve successful asset formation.

6. GA technologies Co., Ltd. Announces New Feature “AI Appraisal for Investment Properties” on RENOSY My Page (Released on August 18, 2022) https://www.ga-tech.co.jp/news/12739/

7. The RENOSY Turnkey Cycle is a system that enables optimal decision-making when purchasing, managing, and selling real estate, providing a simple and secure asset formation process. https://www.renosy.com/about

＊The company names, product names, and service names mentioned in this press release are registered trademarks or trademarks of their respective companies.

The impact of this matter on the Company's business results is insignificant.

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◆ Profile of GA technologies Co., Ltd.

Company name: GA technologies Co., Ltd.
Representative: Ryo Higuchi, CEO
Website link: https://www.ga-tech.co.jp/
Headquarter: Sumitomo Fudosan Roppongi Grand Tower, 40F, 3-2-1 Roppongi, Minato City, Tokyo
Established: March 2013
Businesses:
・Development and operation of the AI real estate investment service “RENOSY”
・Development of SaaS based BtoB PropTech products
Major Group Companies: ITANDI Inc., Shenjumiausuan Inc., Spica Consulting Inc., RW OpCo, LLC, and total of 55 companies.

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