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February 13, 2025

# Financial Updates 3Q 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.

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# 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

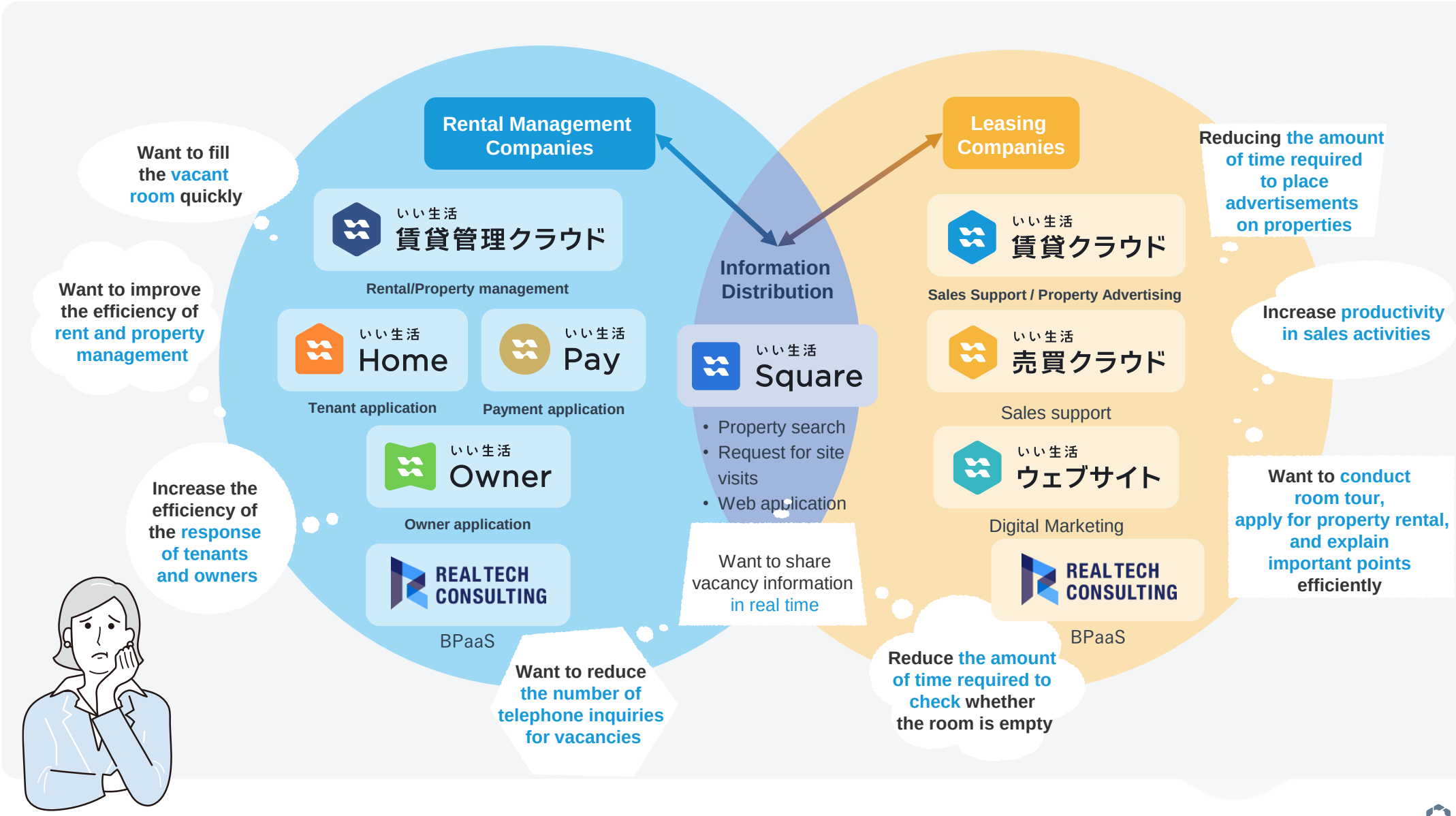
Solutions for communication, IT-based explanation of important matters, electronic contracts, settlement, etc.

## End users

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



# Developing Multi-Products to Meet the Diverse Needs of the Real Estate Market



# Sales Synergies from Vertical SaaS + BPaaS

Providing BPaaS that addresses deeper customer issues through our subsidiary (Real Tech Consulting Co.,Ltd.).

Sales growth through synergies between SaaS and BPaaS.

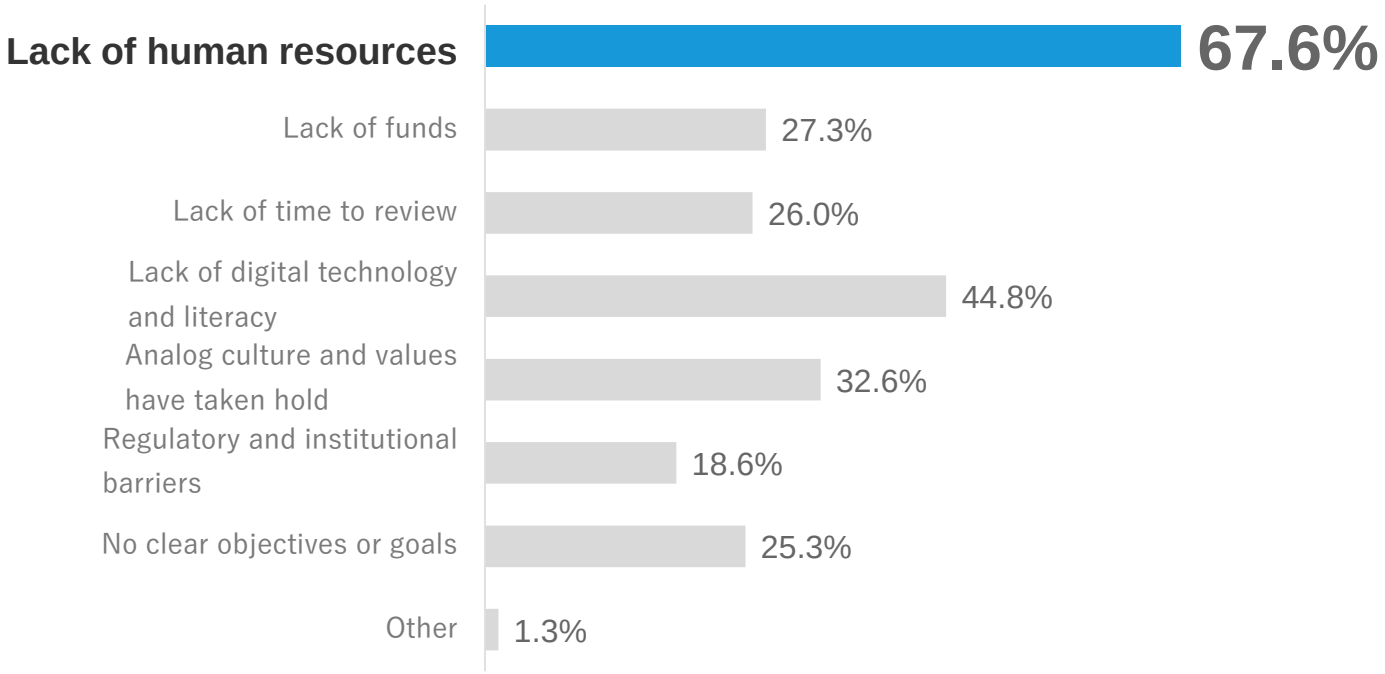
| Type of Service | Main Functions | Main Value Offered |
|---|---|---|
| **BPaaS**<br>Business Process as a Service | **Operation Consulting** | ● High value-added BPO/BPR services based on the use of our SaaS<br>● Consulting on SaaS utilization such as RPA and low-code tool implementation<br>● Our SaaS-savvy consultants work closely with customers on their DX |
| **SaaS**<br>Software as a Service | **Application** | ● Full lineup of SaaS that specializes in the real estate domain and covers all business processes<br>● Maintenance free due to multi-tenant cloud<br>● High usability in pursuit of UI and UX. High security with the latest IT. |
| **PaaS**<br>Platform as a Service | **Middleware** | ● Optimal application execution environment (OS, middleware, etc.) |
| **IaaS**<br>Infrastructure as a Service | **Server/Storage /Network** | ● Infrastructure for the provision of services contracted by us (Servers, storage, networks)<br>● 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.

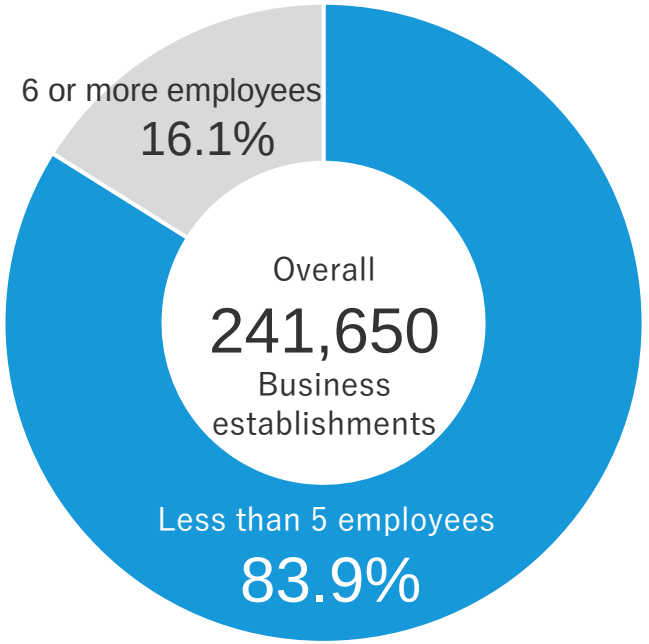
No IT equipment is required and costs are relatively low, making it easy to implement even for small-scale offices.

Challenges and barriers to digitization（n=1296）




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

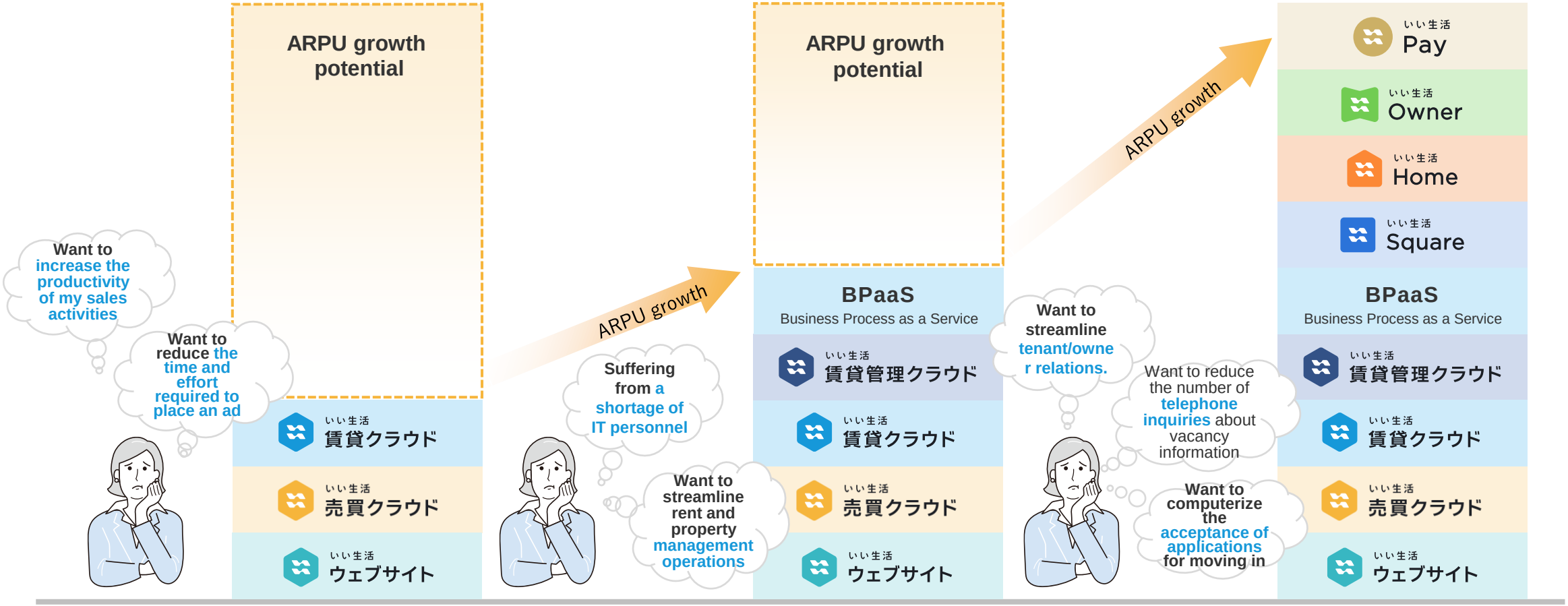
Number of real estate establishments




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

# Potential for ARPU Increase from Multi-Products

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

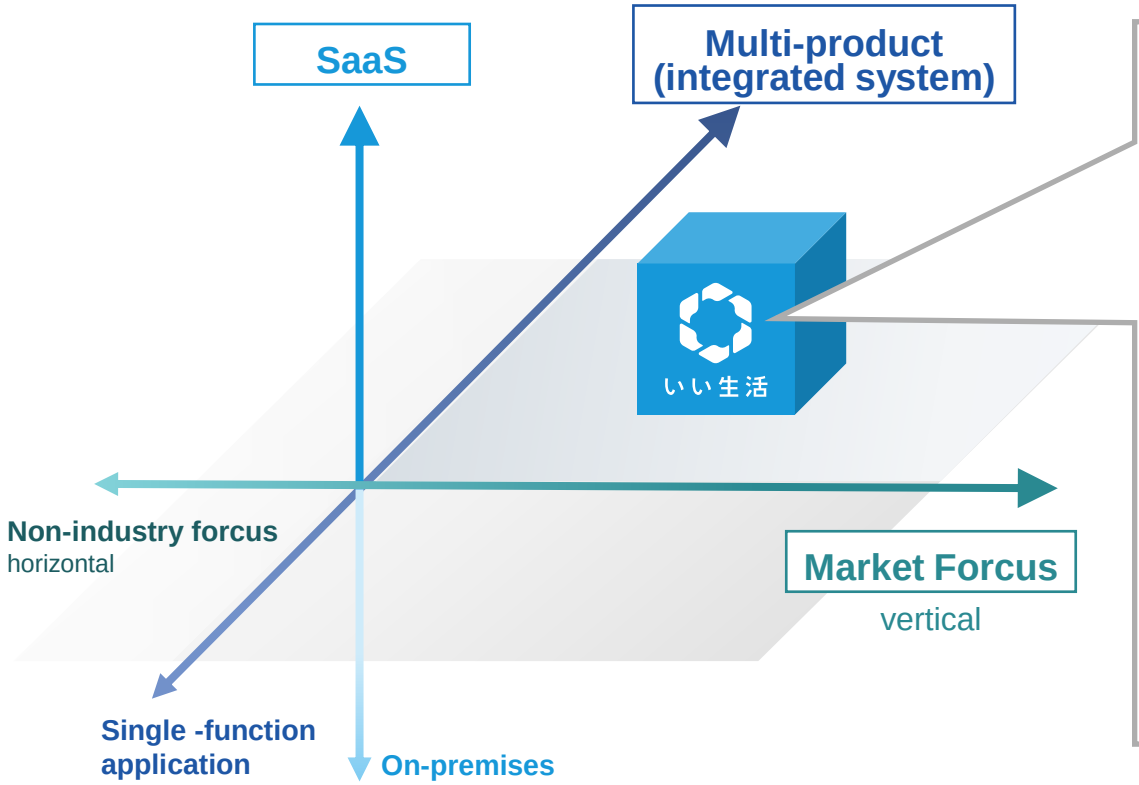



Increased number of units under management due to better reputation among owners

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. Multi-product cover 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 × Multi-product × SaaS**
**= Sustainable Competitive Advantage**

**Center position of information distribution in the real estate market**

# Advantages 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**

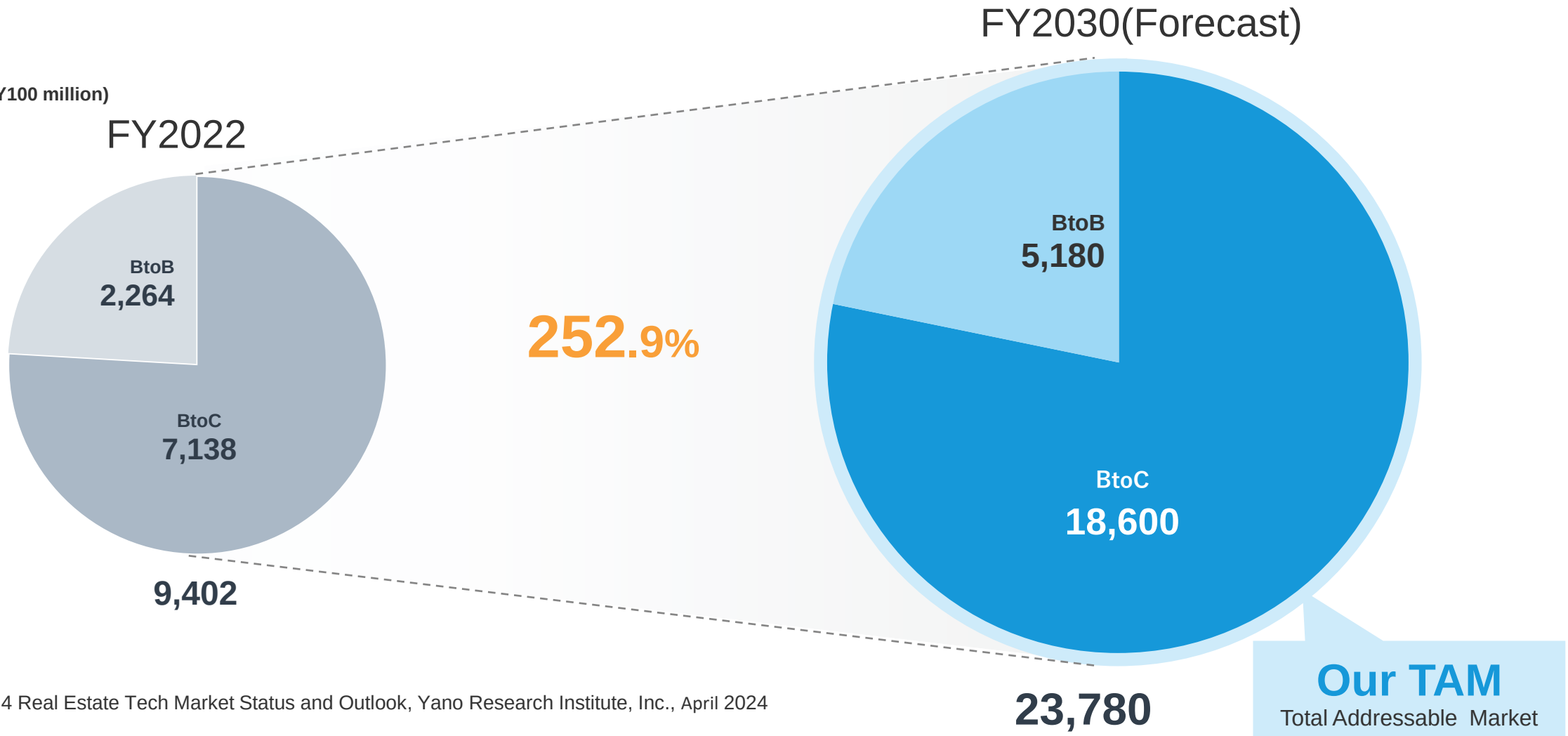
## Scheduled April 2027
**Start of application of new lease accounting standards**

On-balancing of specific lease agreements (master lease agreements)

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

# Real Estate Tech Market Continues to Grow

(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).

# Achieve Growth through Market Expansion as a Major Player in the Real Estate Tech Market

**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**

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

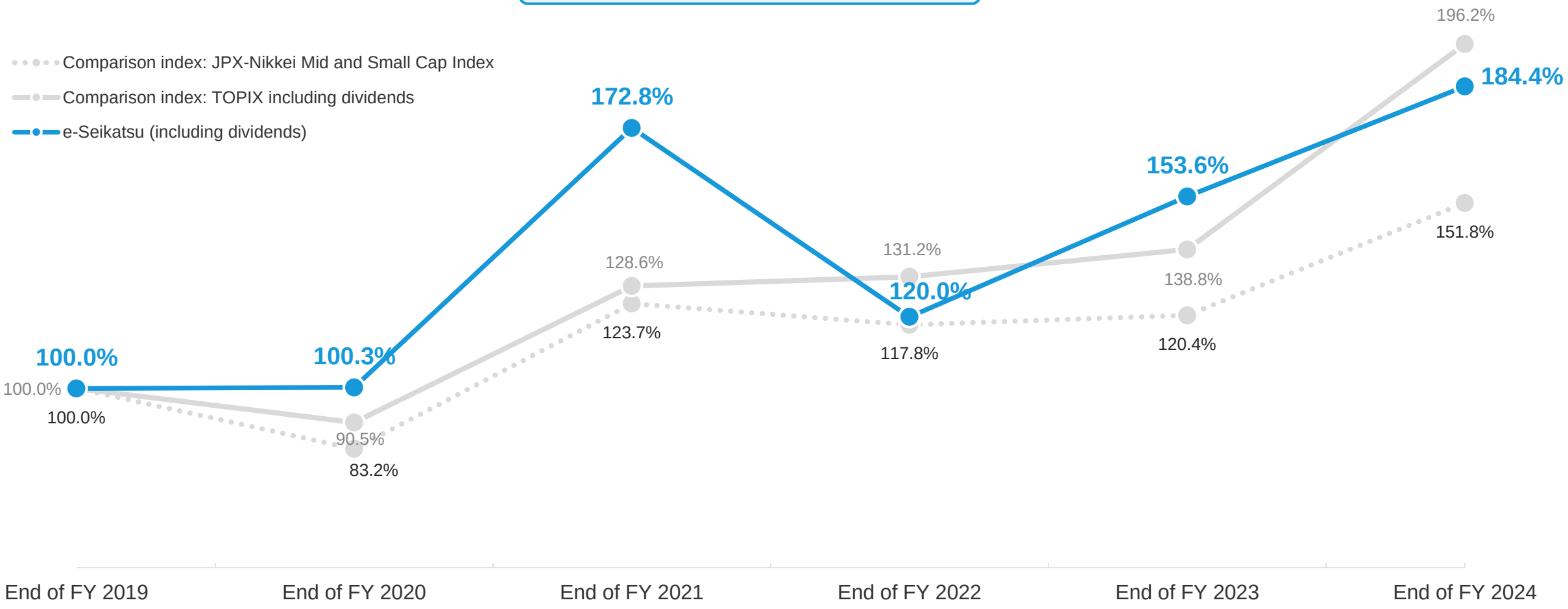
**To increase market share**
**On-premises scratch, etc.**
**Replacement of the system**

Through entry into new fields
**Target market expansion**
**Financial and credit fields, Data business domain, etc.**

*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. 3Q Results

# FY2025 3Q Highlights

**Net sales**

**2,223** million yen YoY (+8.4%)

**ARR**

**2,570** million yen YoY (+4.2%)

**Number of Fee-paying Client Companies**

**1,563** companies
(+56 companies compared to December of the previous year)

**4,754** stores
(+231 stores compared to December of the previous year)

**ARPU**

Approx. **137** thousand yen

(Approx. 136 thousand yen in December of the previous term)

**Subscription sales ratio**

**85.2** %

YoY
（88.4％）

**EBITDA**

**343** million yen YoY (-26.8％)

**Operating Loss**

**-54** million yen YoY (－)

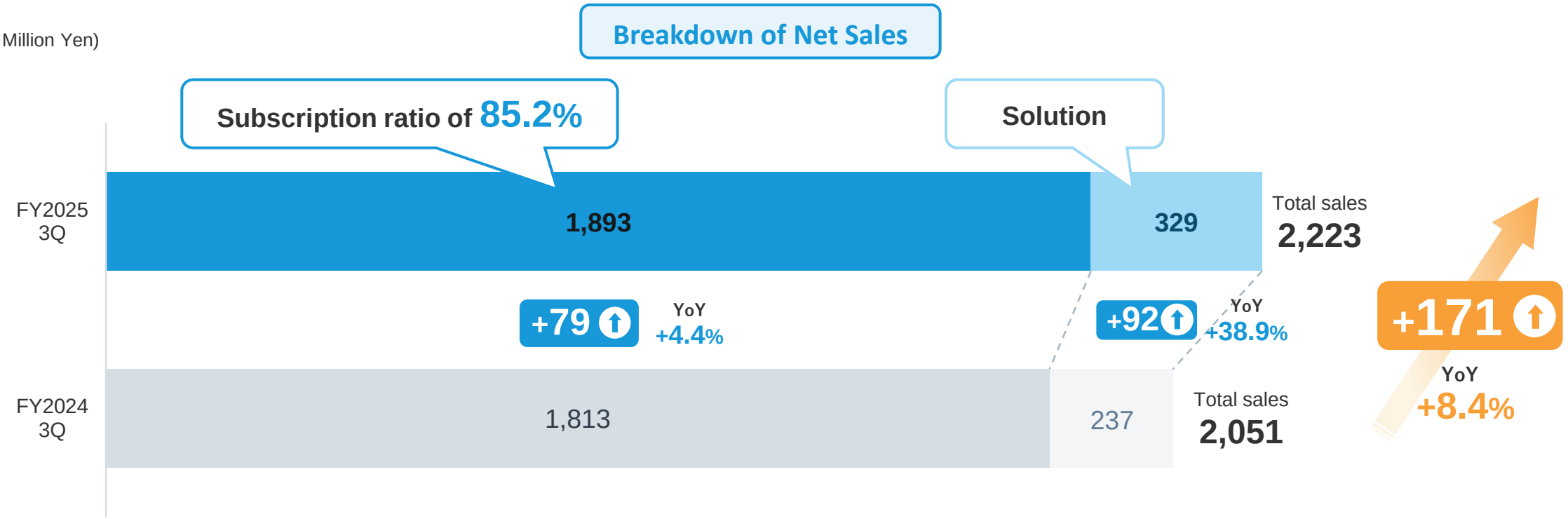
**MRR churn rate**

**0.48** %

*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 December 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 December 2024 divided by the MMR of November 2024.

# Increased Sales from Both Subscriptions and Solutions

(Unit: Million Yen)



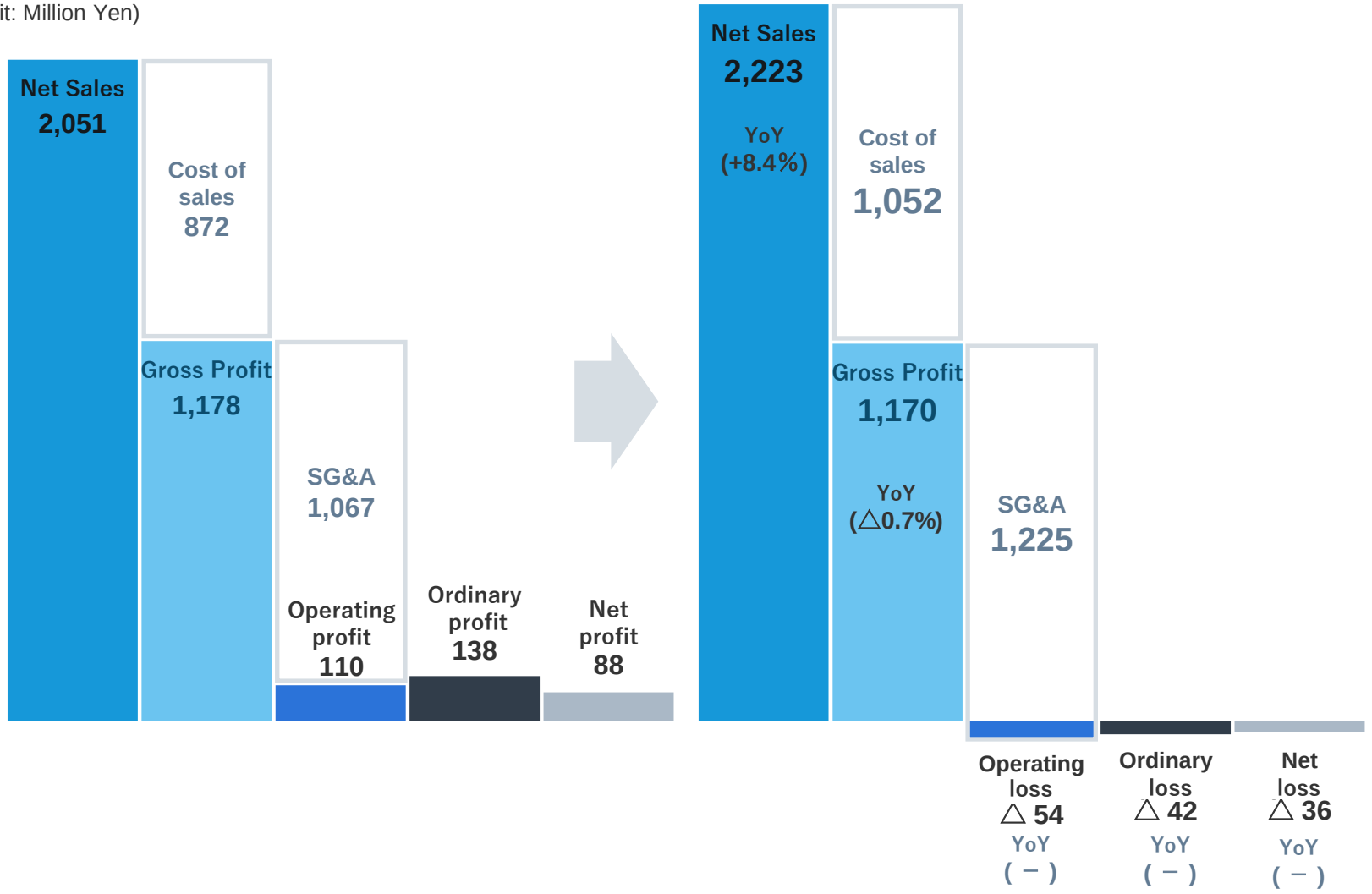

- **Subscription:** Revenue that accrues on an ongoing monthly basis unless cancellation is requested, such as monthly SaaS subscription fee revenue and recurring revenue based on an operational support (BPaaS) contract after SaaS implementation.
- **Solution:** Revenue related to other services such 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 YOY, but Profits Decreased Slightly due to Expenses

(Consolidated)

(Unit: Million Yen)




FY2024 3Q

**FY2025 3Q**

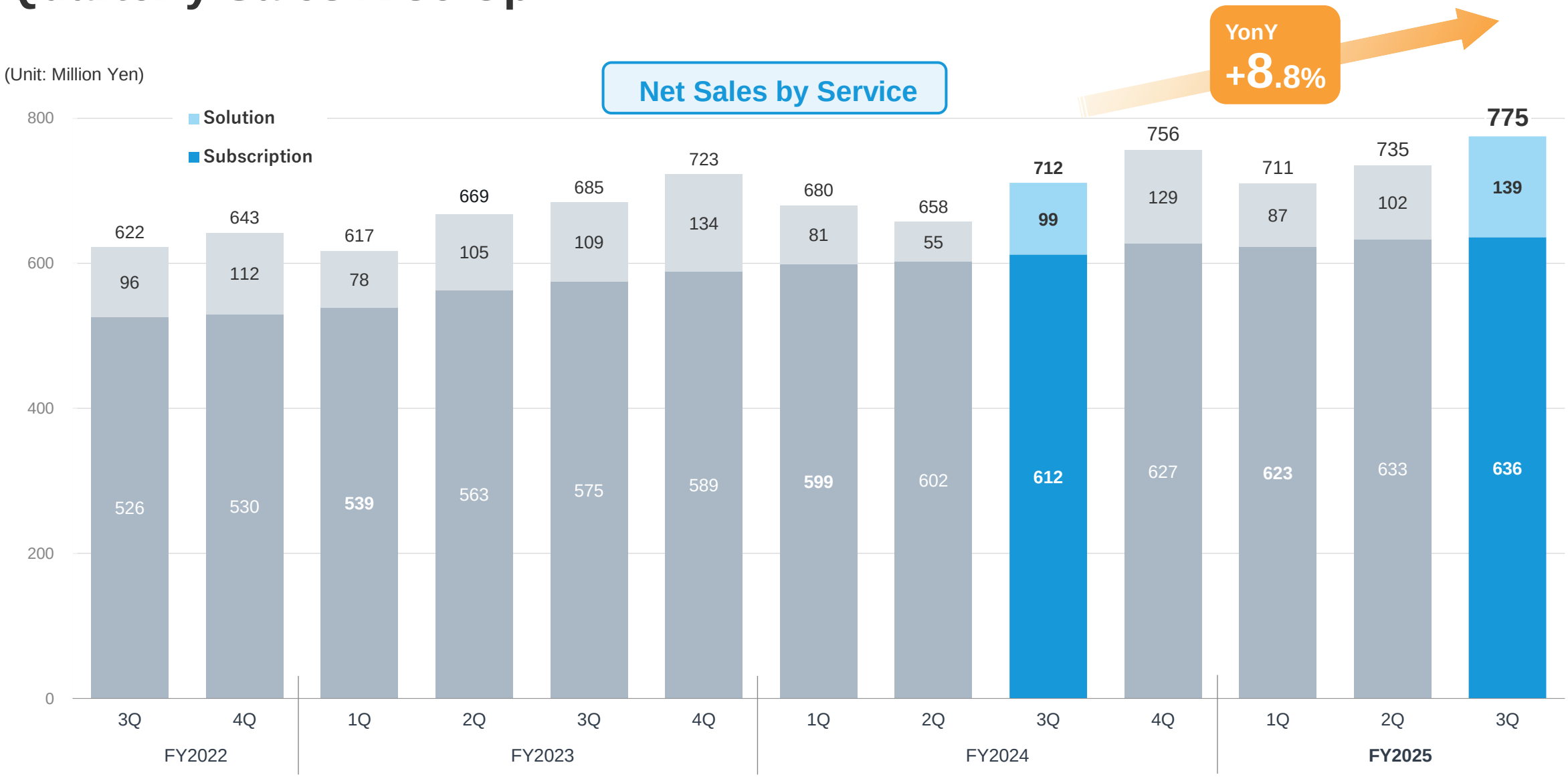
| | |
|---|---|
| Net Sales | +8.4 % |
| Gross Profit | -0.7 % |
| Operating Profit | — |
| Ordinary Profit | — |
| Net Profit | — |

（All YoY）

*Figures rounded down to the nearest million yen.

# Quarterly Sales Also Up

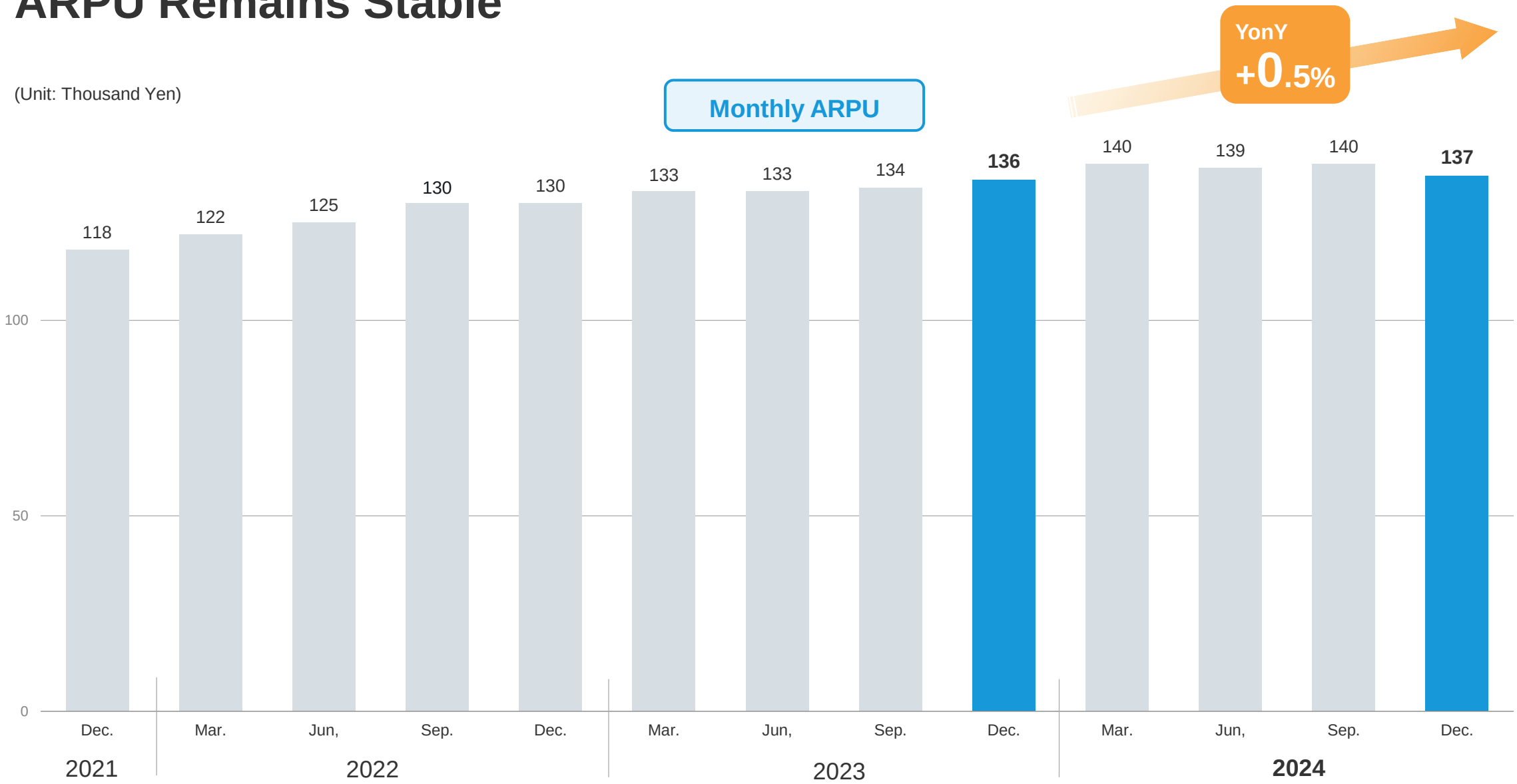
(Unit: Million Yen)




* 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.

# ARPU Remains Stable

(Unit: Thousand Yen)



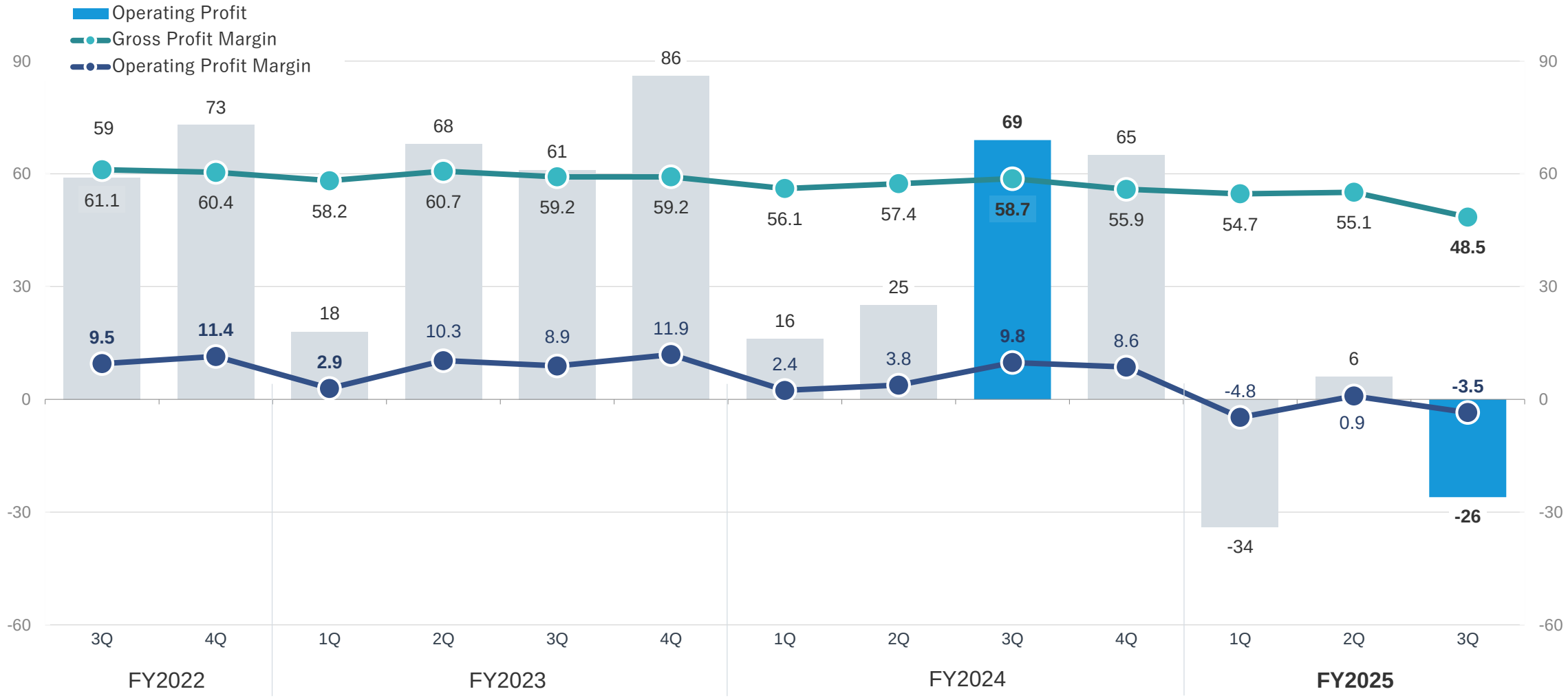

* Some sales based on move-in transactions will be presented as "subscription sales" instead of "solution sales "from the fiscal year ending March 2025. In accordance with this change, sales figures for the fiscal year ending March 2024 and prior have been reclassified based on the same policy.
* Figures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

# 3Q Profit Decreased YoY

(Unit: Million Yen)

## Gross Profit Margin and Operating Profit (Consolidated)

(Unit: %)

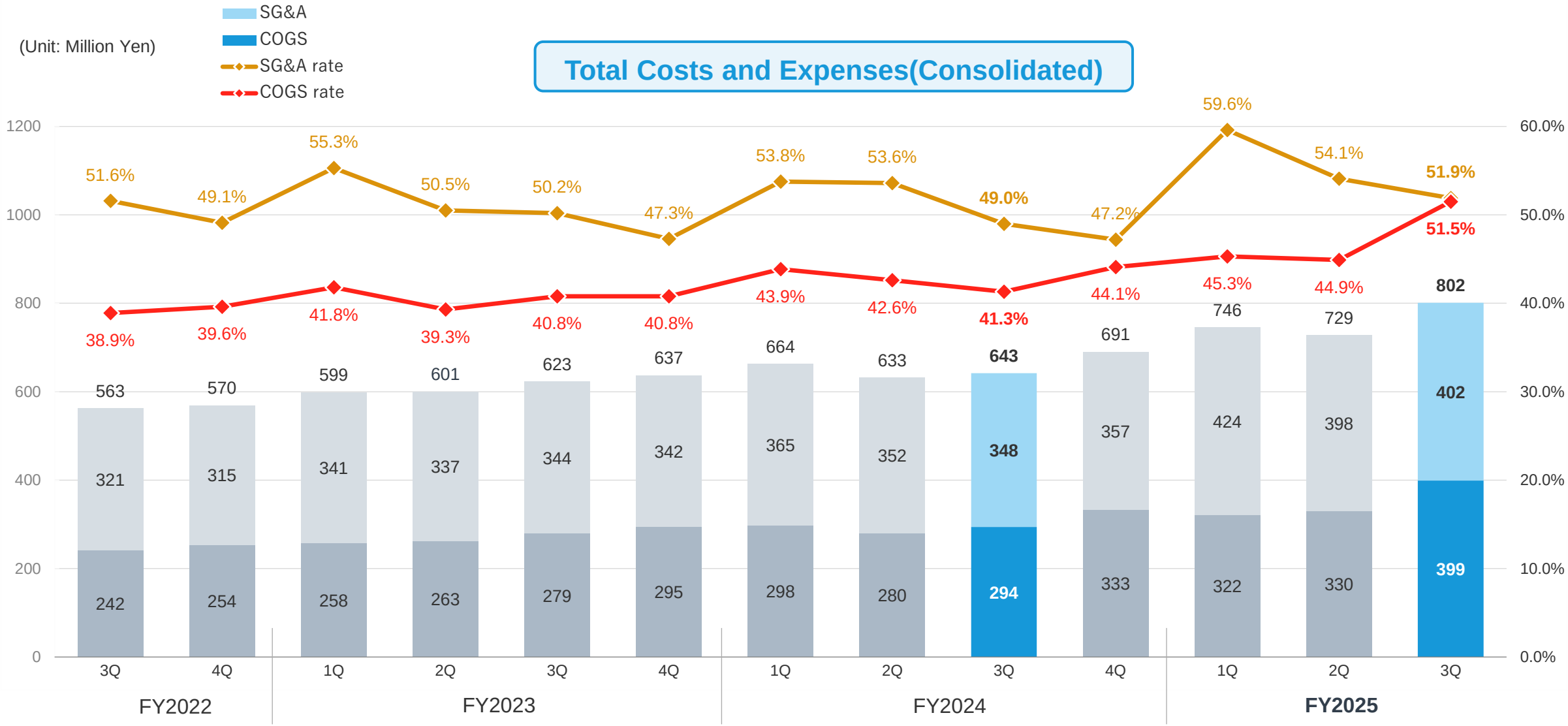



*Figures rounded down to the nearest million yen.

# COGS and SG&A Ratios Increased YoY

(Unit: Million Yen)

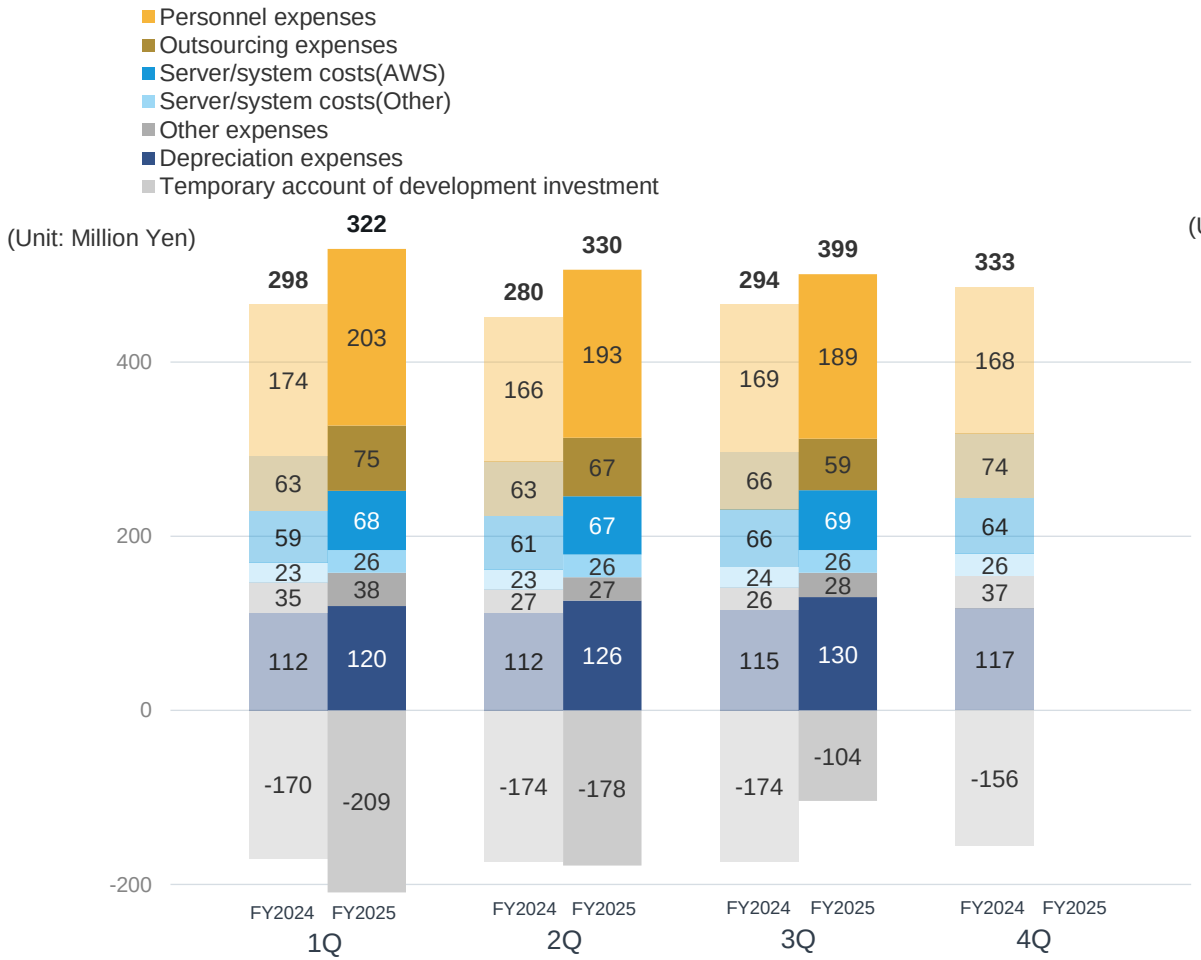
## Total Costs and Expenses(Consolidated)



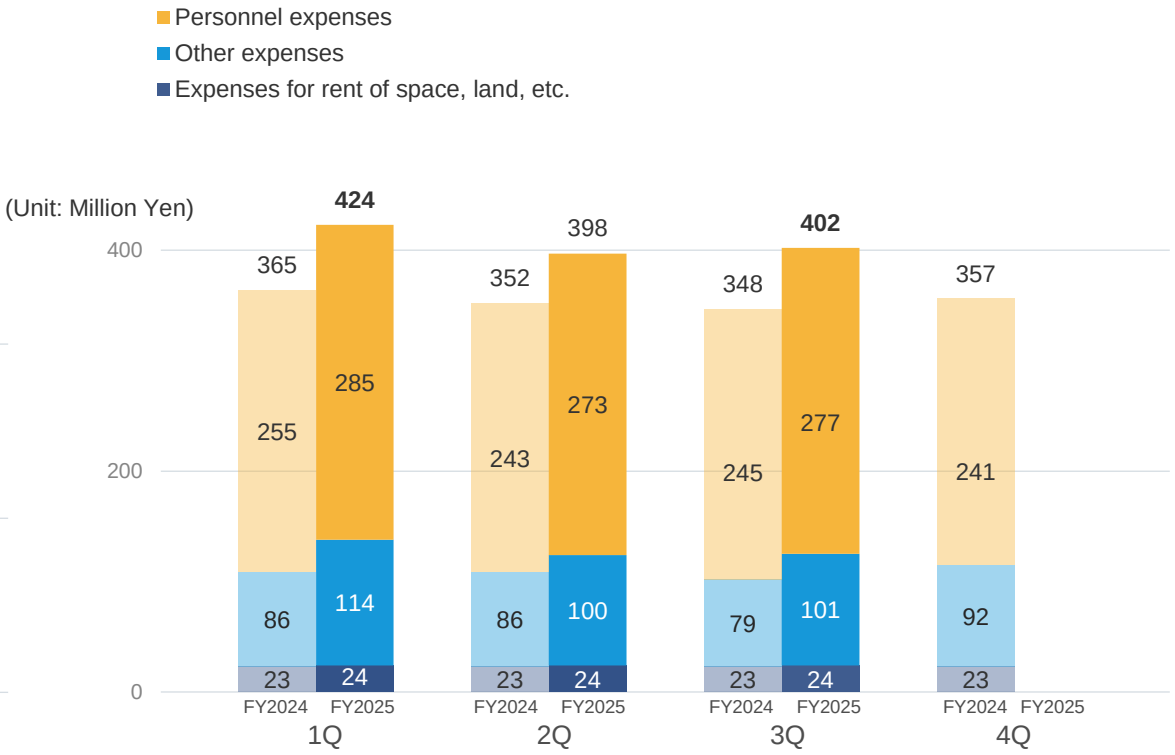

*Figures rounded down to the nearest million yen.

# Large Projects Completed in 3Q, Investment in Human Capital and Marketing Continued

## Cost of Sales (Consolidated)



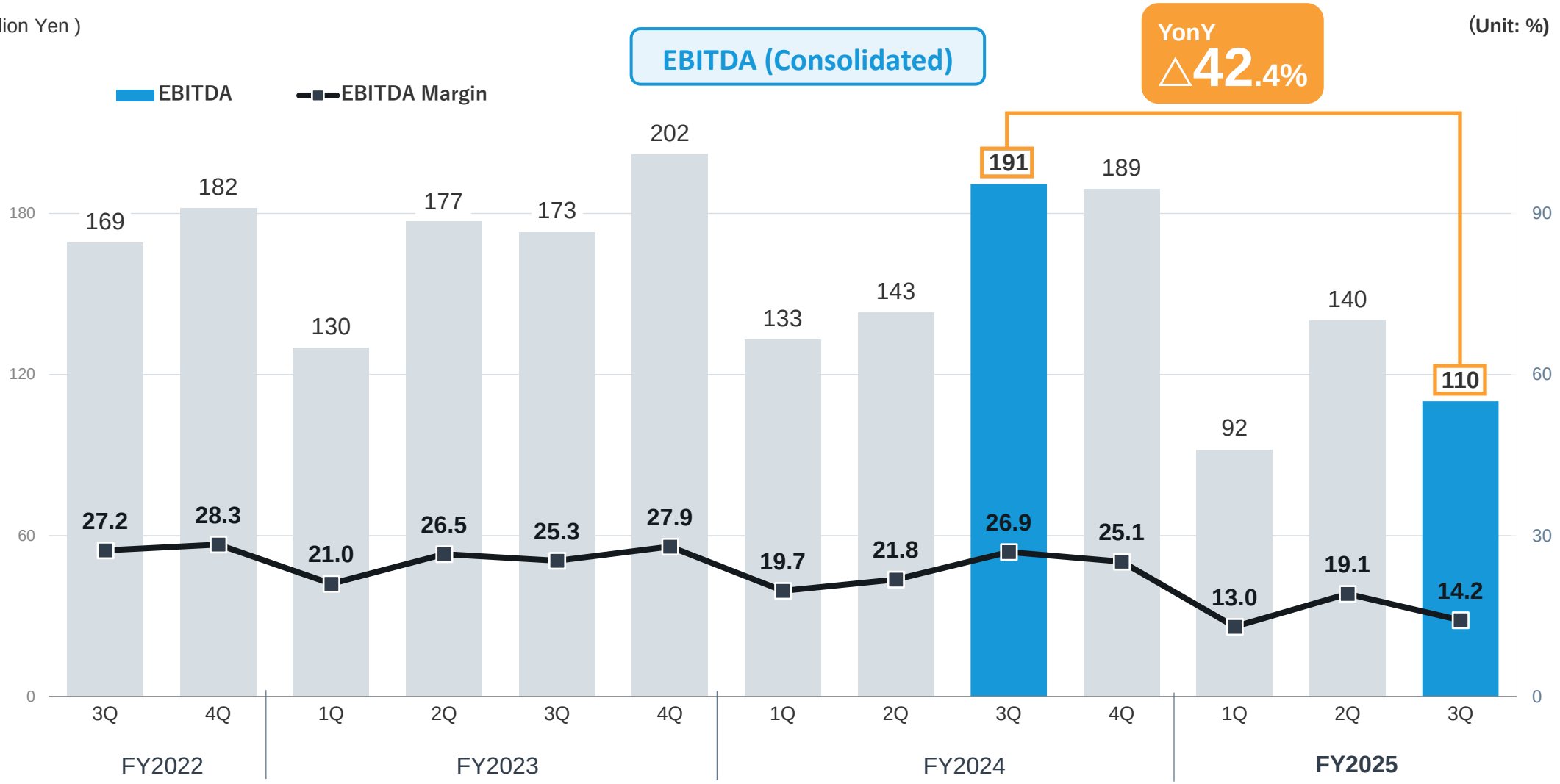

## SG&A (Consolidated)




*"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.

# EBITDA Declined as a Result of Investments

(Unit: Million Yen )

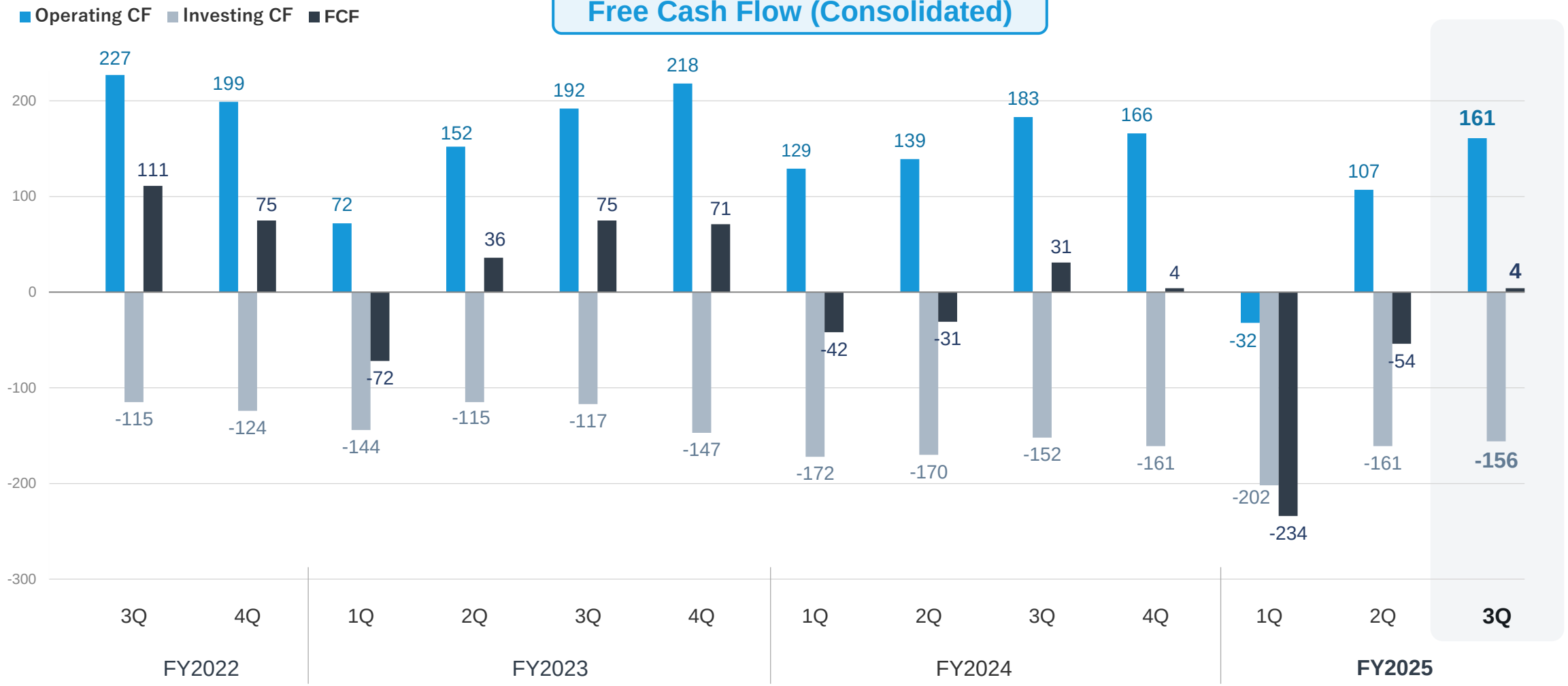



*Figures rounded down to the nearest million yen.

# Investment in Service Development Continued

(Unit: Million Yen)

## Free Cash Flow (Consolidated)

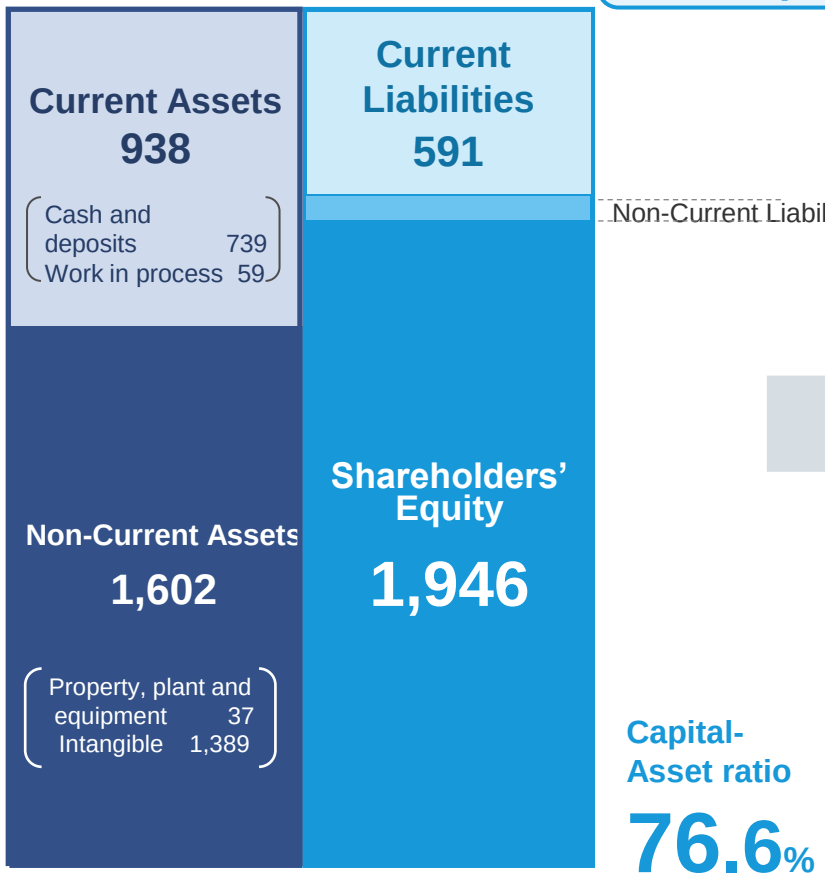



* Free cash flow (FCF) = Operating cash flow (CF) + Investing cash flow (CF)
* Figures rounded down to the nearest million yen.

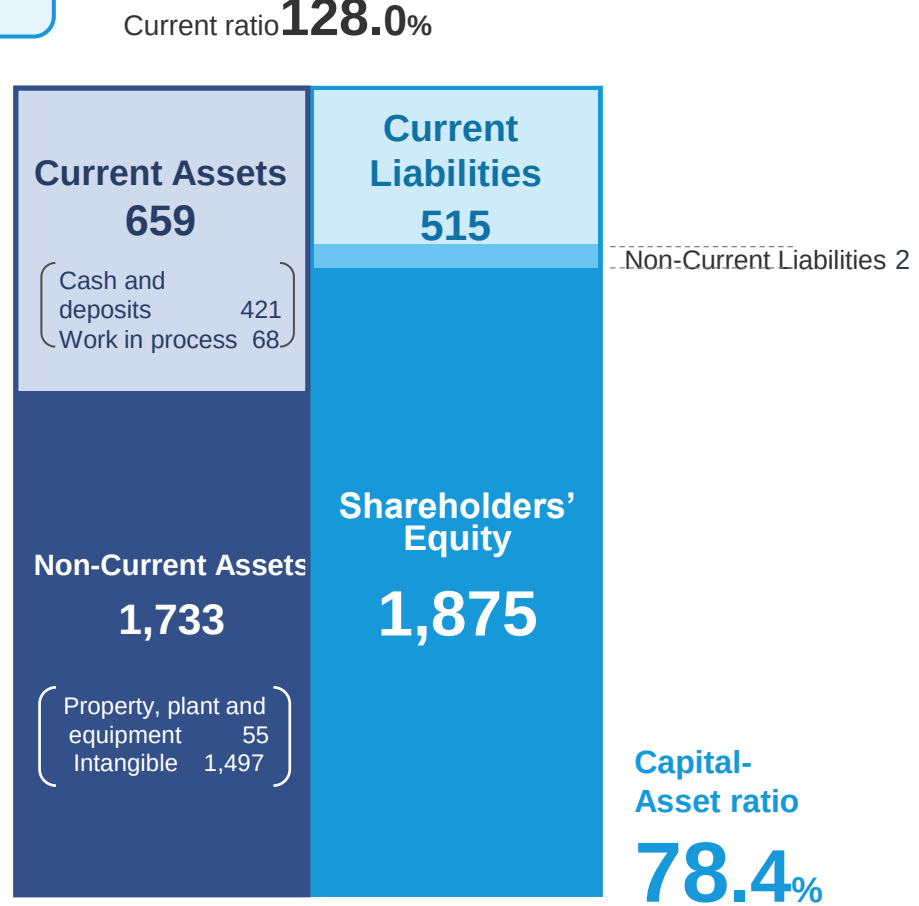
# Balancing Growth Investment (Service Department) with a Sound Financial Base

(Unit: Million Yen)

**Consolidated Balance Sheet (Consolidated)**




As of the end of March 2024




As of the end of **December** 2024

*Figures rounded down to the nearest million yen.

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

Whole country

## Makes Plus Co., Ltd.

The company provides rental management services for over 5,000 units at four major locations in the Kanto, Tokai, Kinki, and Chugoku regions. The company switched to our system in recognition of its ability to solve problems with whole-product solutions and its ability to automatically visualize data.

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 Owner　いい生活 Square　…etc.

Tokyo Metropolis

## Pacific Development & Management Co., Ltd.

A general real estate company that develops and PMs high-end rental and investment properties. RTC's BPaaS “Business Process Management Agency (PMA)” was used to take over the system administrator's duties, operate actual business operations during the period of human resource vacancy, and provide support for standardization and typification of business operations to DX.

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 Square　REAL TECH CONSULTING　…etc.

Okayama

## Four Season Co., Ltd.

Provides information on more than 1,500 properties for sale and purchase based in central Kurashiki City. Improved the production flexibility of its portal site “Sumai Terrace,” automated property listings, and streamlined response management and customer pursuit activities.

いい生活 売買クラウド　いい生活 ウェブサイト

Our services are expanding to real estate companies nationwide!



# 3. Future Prospects

# Revision of Consolidated Financial Results for the Full Year

(Unit: Million Yen)

| | FY2025 Full-term Forecast (Initial) | FY2025 Full-term Forecast (Revised) | Percentage change |
|---|---|---|---|
| Net Sales | 3,119 | 3,011 | -3.5% |
| Operating Profit | 100 | △36 | – |
| Ordinary Profit | 99 | △42 | – |
| Net Profit | 67 | △28 | – |

| | Dividend per share |
|---|---|
| FY2025 Forecast | 5.00yen |
| FY2024 Result | 5.00yen |

*Figures rounded down to the nearest million yen.

# Background to the Revision of the Earnings Forecast

## SALES

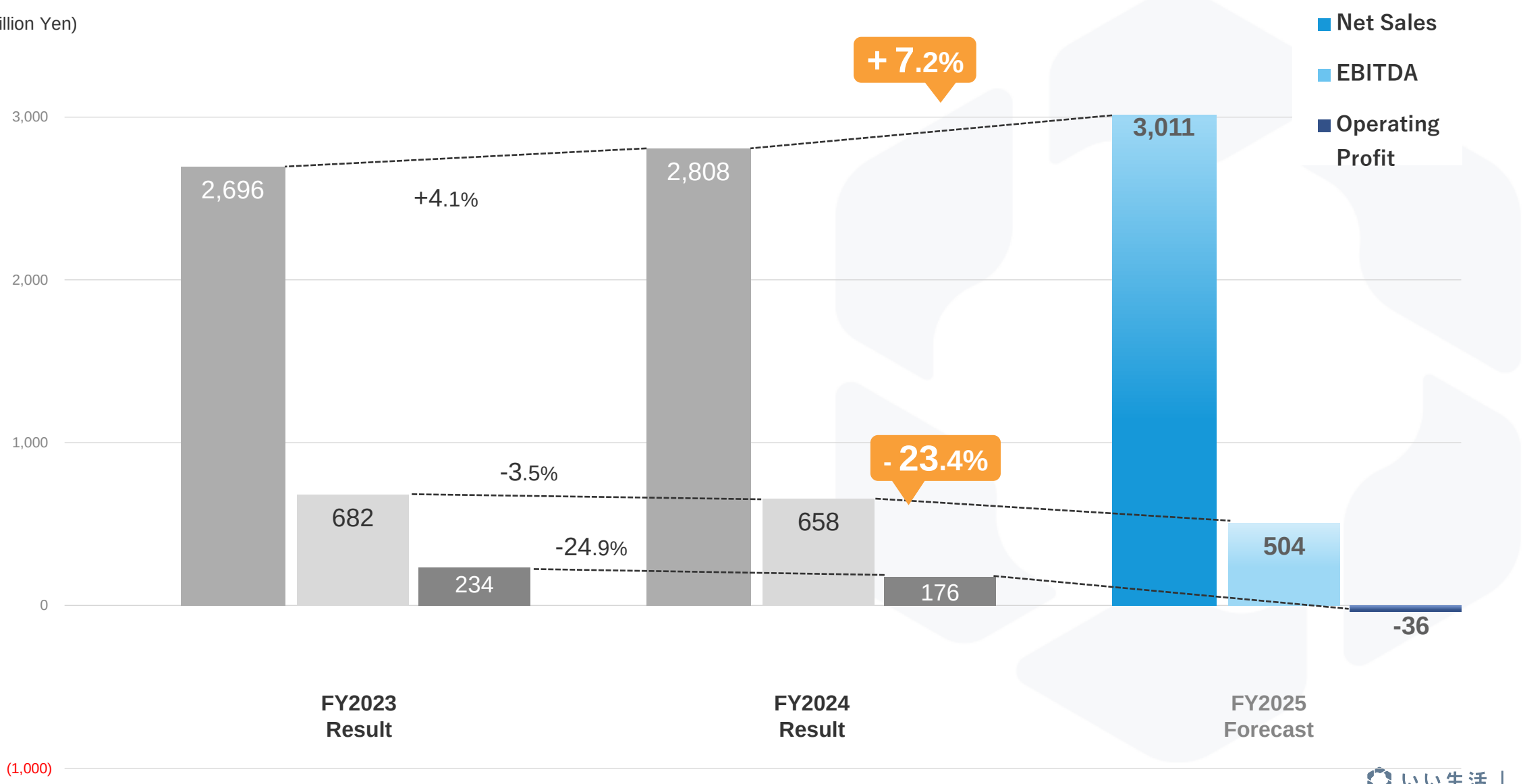
1. **Sales of large projects are almost completed by the end of this fiscal year, although man-hours and time increased.**
   Large projects in progress since FY2024 have largely been completed, but man-hours and time have increased compared to initial estimates.
2. **Subscriptions and solutions are expected to fall short of initial expectations, with sales growth is expected to be about 7.2%**
   Growth in other projects was lower than expected due to the allocation of sales and consulting staff to support the implementation of projects at major customer locations nationwide.
3. **Focus on activities to win orders for projects in the next fiscal year and beyond and expect continuous sales growth.**
   Since the momentum for SaaS shift remains strong, there are many inquiries for operation in the next fiscal year and beyond. No change in basic policy and growth strategy.

## COST

1. **Project that had been delayed from the previous fiscal year was completed in the current fiscal year, and work-in-progress was recorded as an expense.**
   One-time costs that exceeded expectations accumulate as the number of man-hours expands and lengthens.
2. **Onboarding of the development team, which was increased this fiscal year, is progressing well.**
   Cost of sales is expected to be lower than initially expected due to steady progress in hiring and training engineers and the start of reducing outsourcing from 4
3. **Sales and implementation support consulting divisions are becoming more competitive due to an increase in the number of employees this fiscal year.**
   Investment in human capital has progressed, and the company has steadily increased its strength. SG&A expenses were slightly higher than expected, but within the expected range.
4. **Overall, expenses were generally in line with initial expectations, while full-year profits are expected to decrease due to sales shortfall.**
   No change in basic policy and growth strategy of focusing on enterprise customers. Aim for steady growth by leveraging human capital.

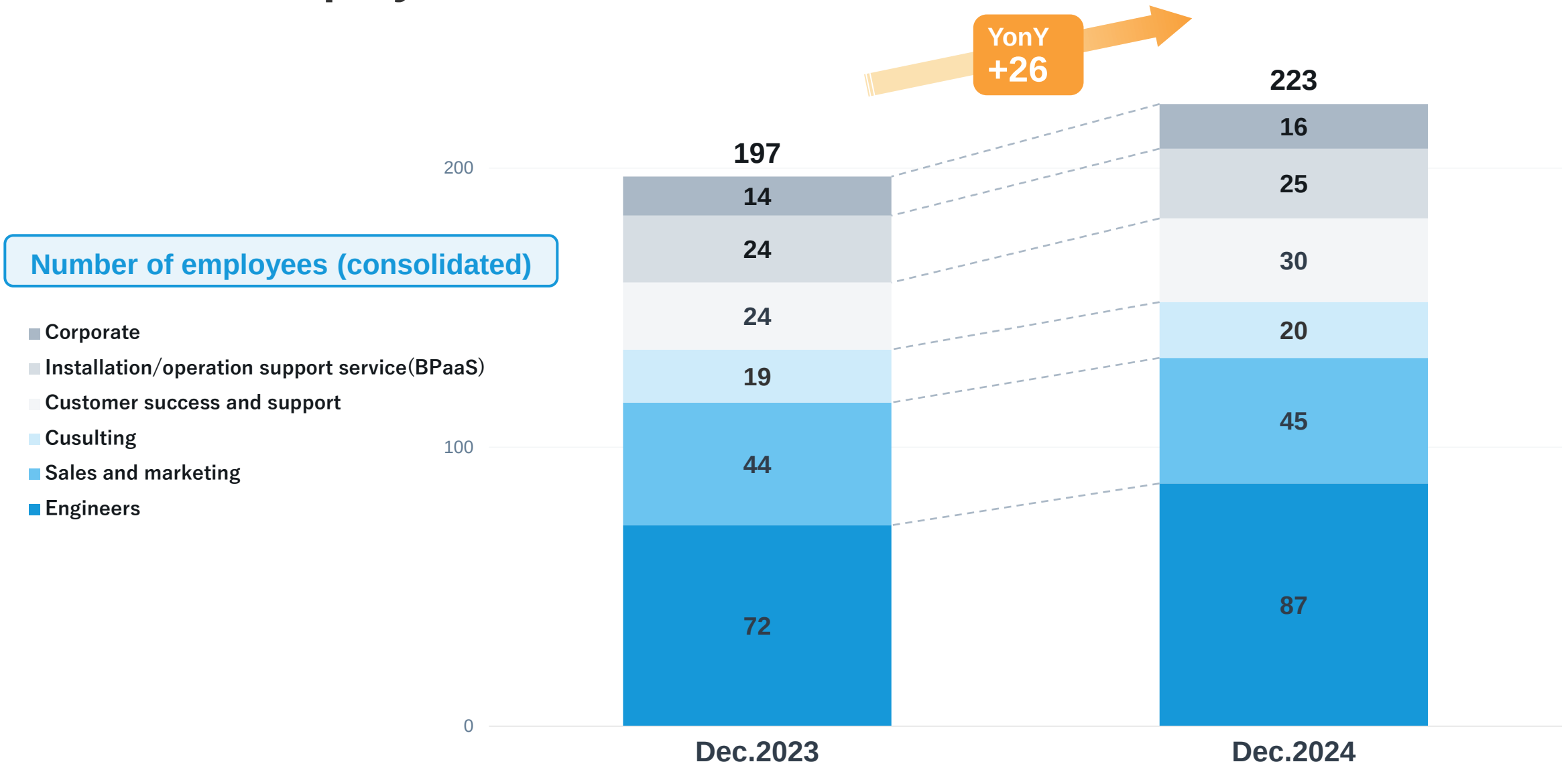
# Latest Results and Earnings Forecast for FY2025

(Unit: Million Yen)



# 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

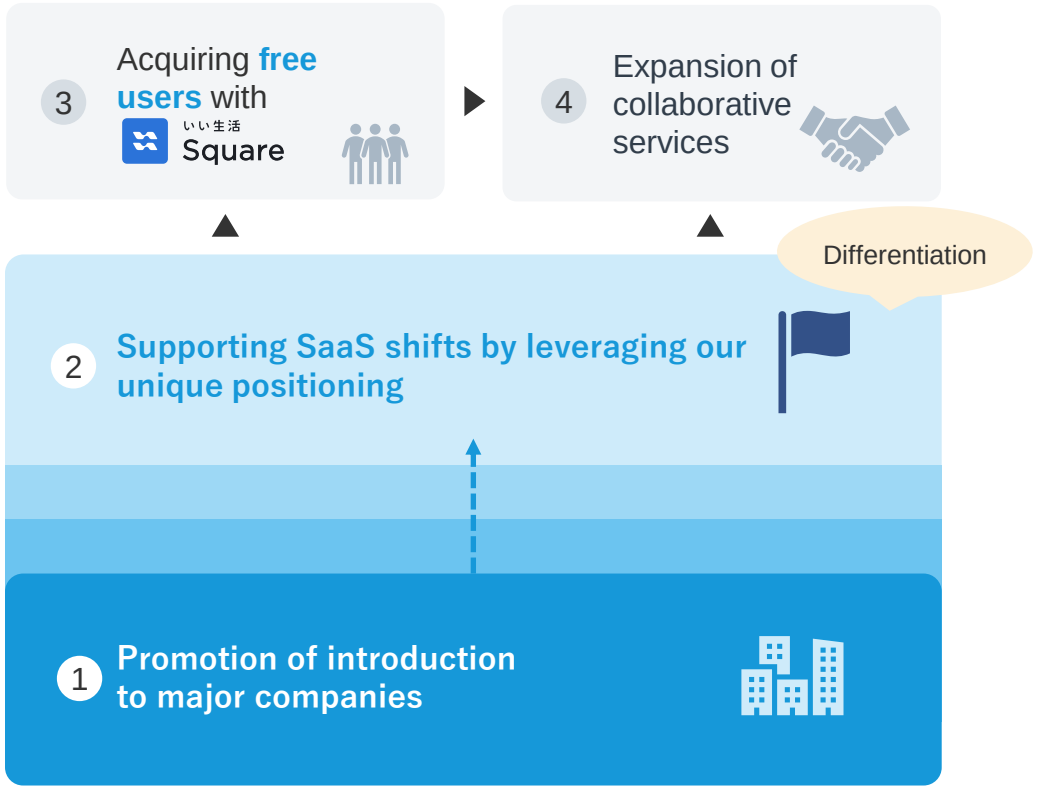
**We are the only listed company that provides a SaaS-only system** that enables centralized management of real estate rental management and rental solicitation operations, including related operations.

## ❸ Acquiring free users (real estate companies) with "e-Seikatsu Square "

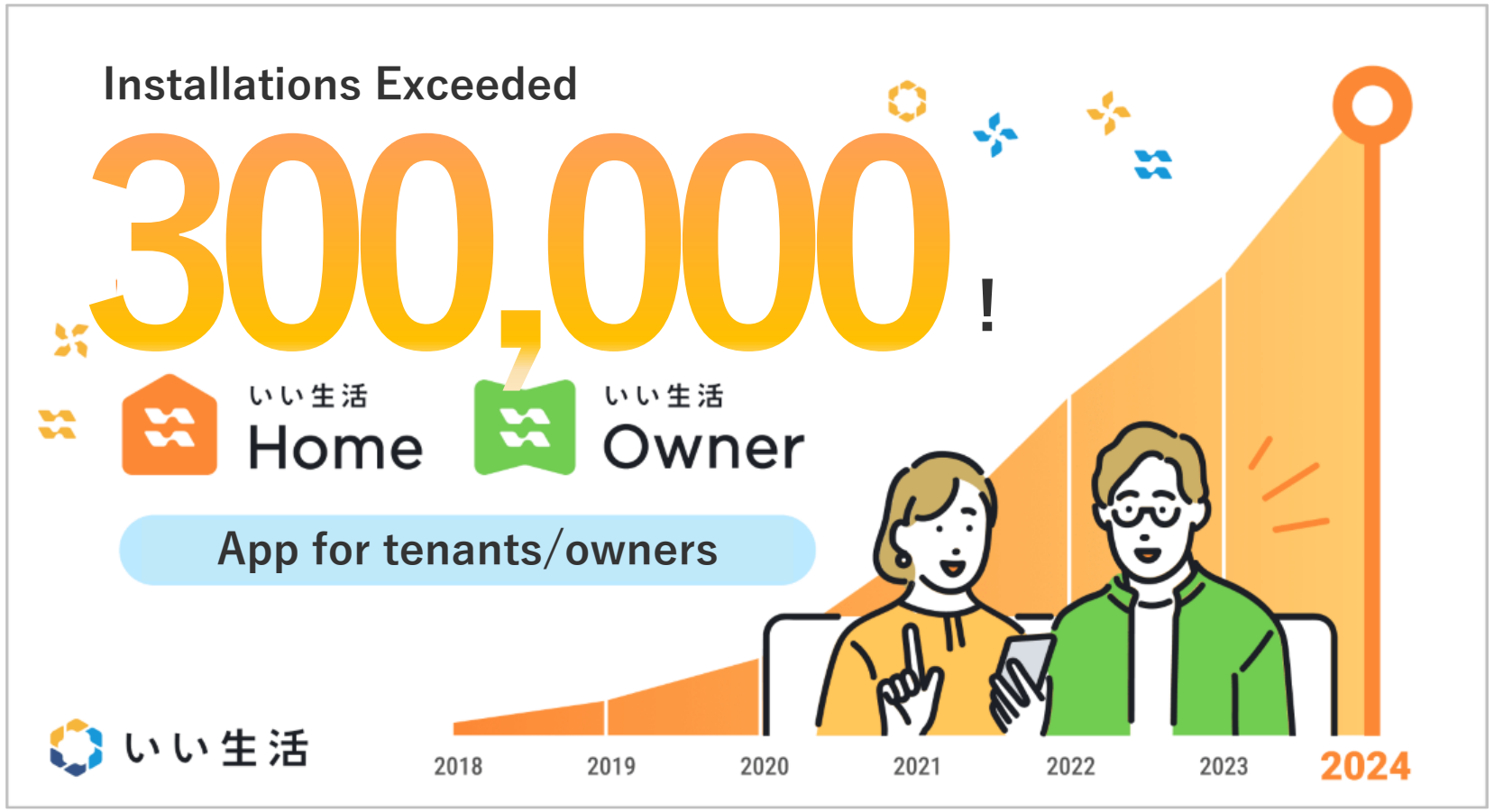
**Active Proposal of "e-Seikatsu Rental" and "e-Seikatsu Sales Support"** that are easy to introduce entries.
(As of December 2024, approximately 22,000 companies have already registered with" e-Seikatsu Square".)

## 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.

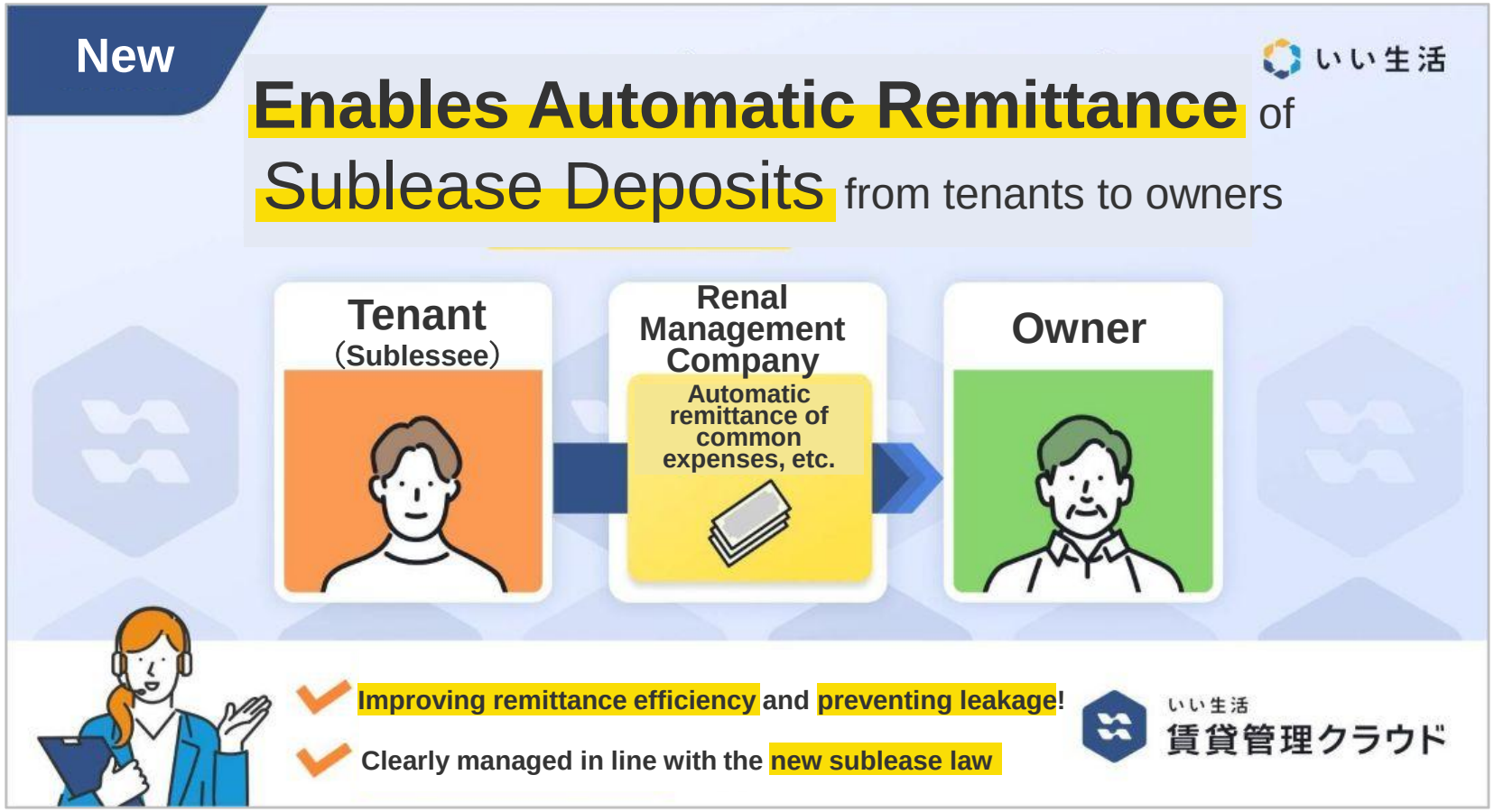


# [e-Seikatsu Home / Owner] Total Installations Exceeds 300,000



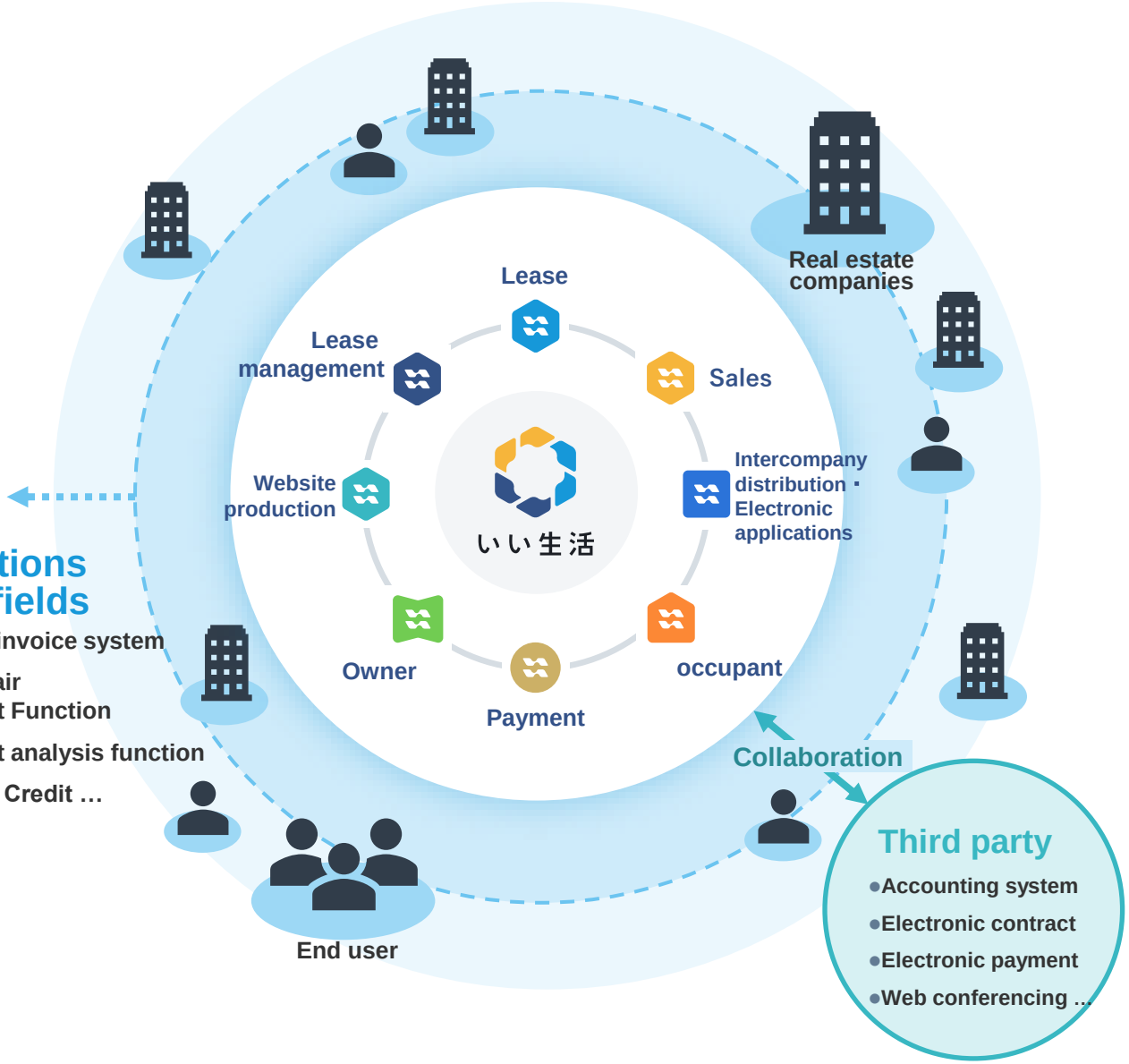

- Solving communication issues that real estate operators face with tenants and property owners by moving away from phone calls, mail.
- Contributing to higher labor productivity per employee, thereby improving business continuity in the real estate industry, which is experiencing labor shortages.

# [e-Seikatsu Renal Management Cloud] Sublease Deposit Remittance Function Released




- Responded to clarification of sublease management in accordance with the enforcement of the “Act on Advancement of Proper Condominium Management”.
- A function that enables automatic remittance of monthly payments such as common expenses and variable fees collected from sublessees to the property owner has been implemented to streamline operations.

# Our Product Vision for DX in the Real Estate Market




**New functions and new fields**

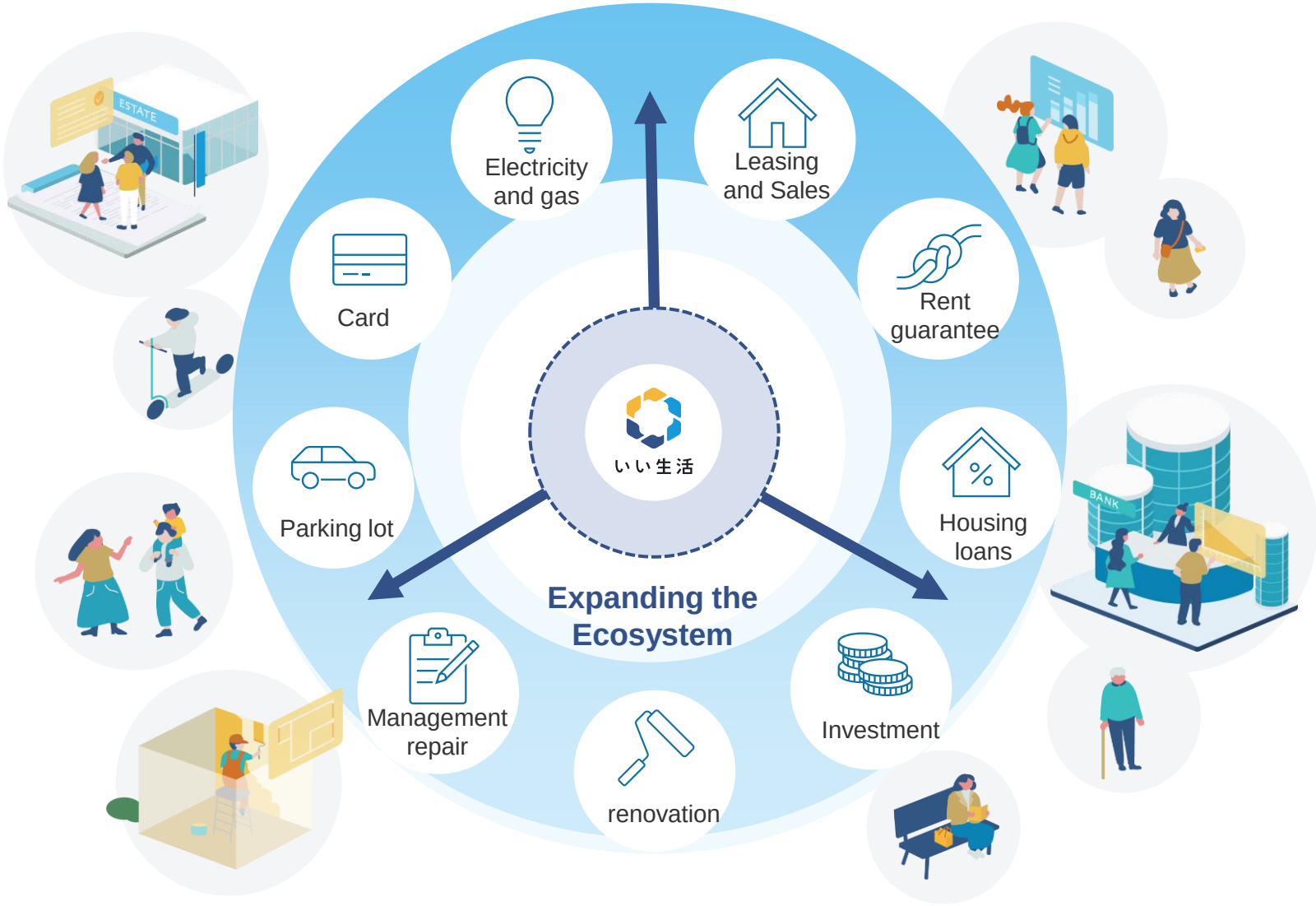
- Support for invoice system
- Facility/Repair Management Function
- Management analysis function
- Finance and Credit …

**Further promotion of multi-products in the real estate tech area**

- 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 Real Estate Related Data

## DXing the market to create platforms and marketplaces to expand the ecosystem




- A platform that gathers all kinds of data related to real estate using SaaS as a mediator
- **A marketplace** where a variety of transactions are actively developed based on a wealth of data
- Expanding **the ecosystem** in the proximity area through value creation brought about by the DX-ization of the real estate market

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.

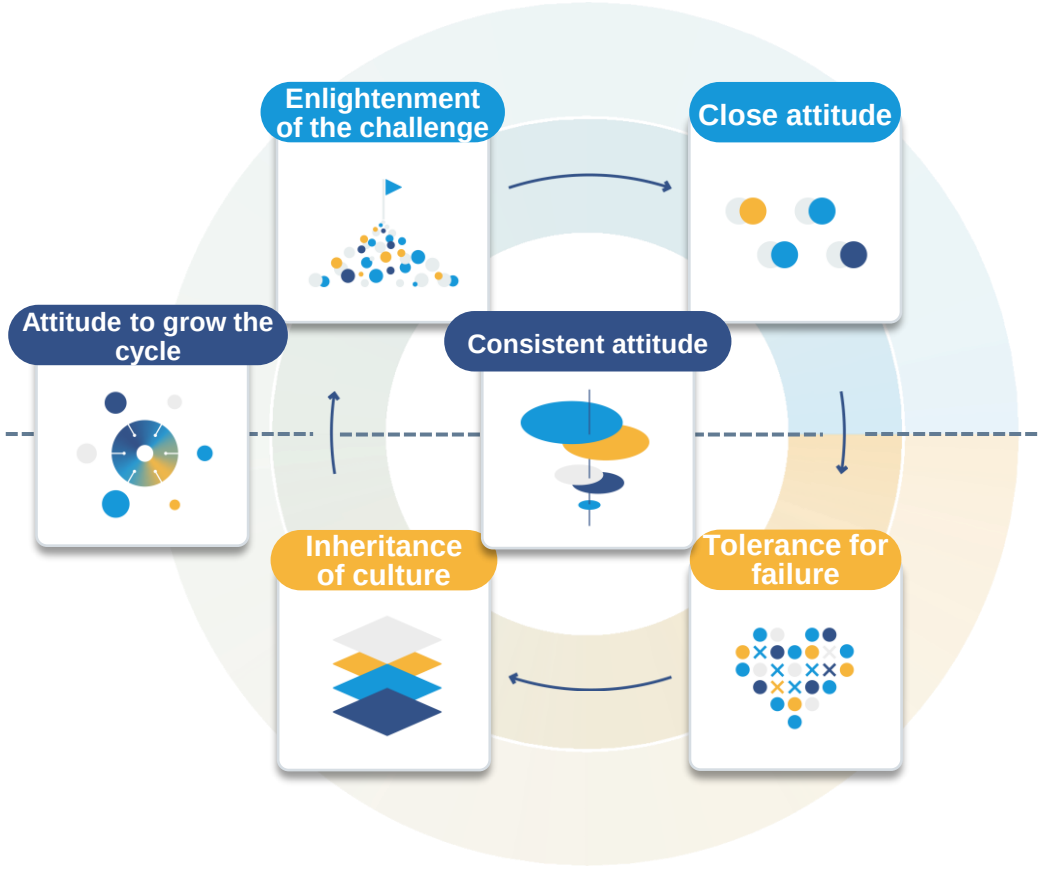
What only technology can do, what only people can do.
We want to build more and more "tools" to help people's lives,
"places" where people can exchange data with peace of mind,
and "experiences" where friendly communication can spread.

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 Rental 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

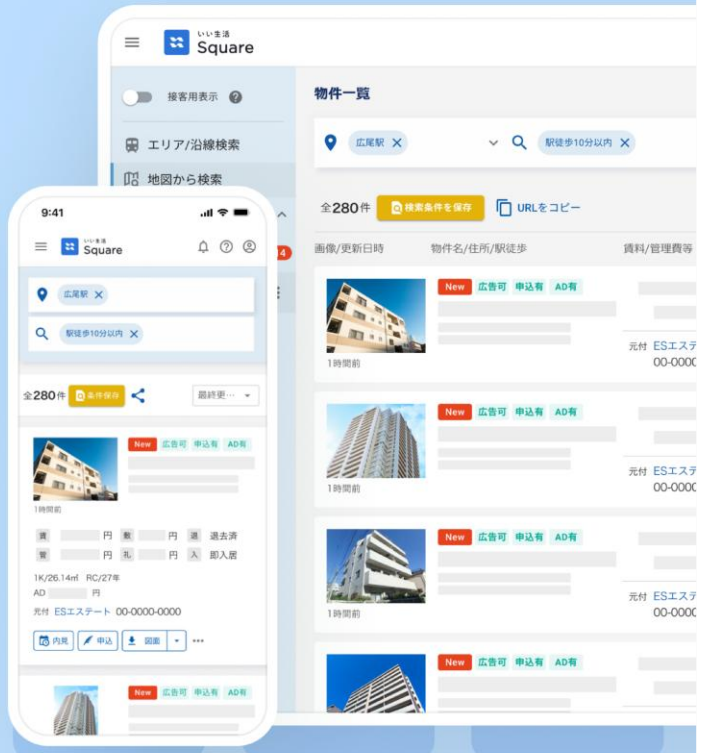
# e-Seikatsu Square

**[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**

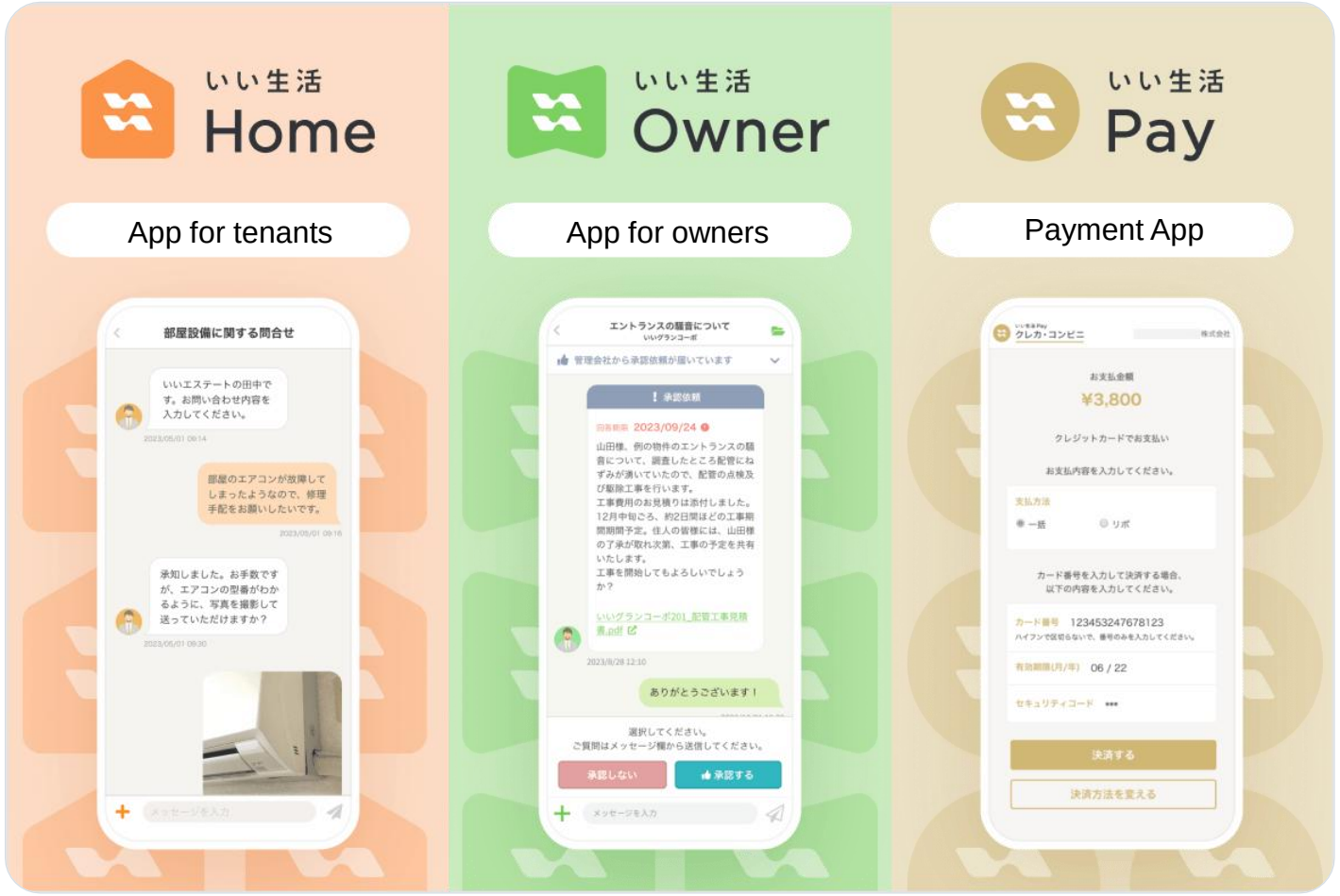
**over22,000companies**

* The number of corporations registered as of December 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 170,000**

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

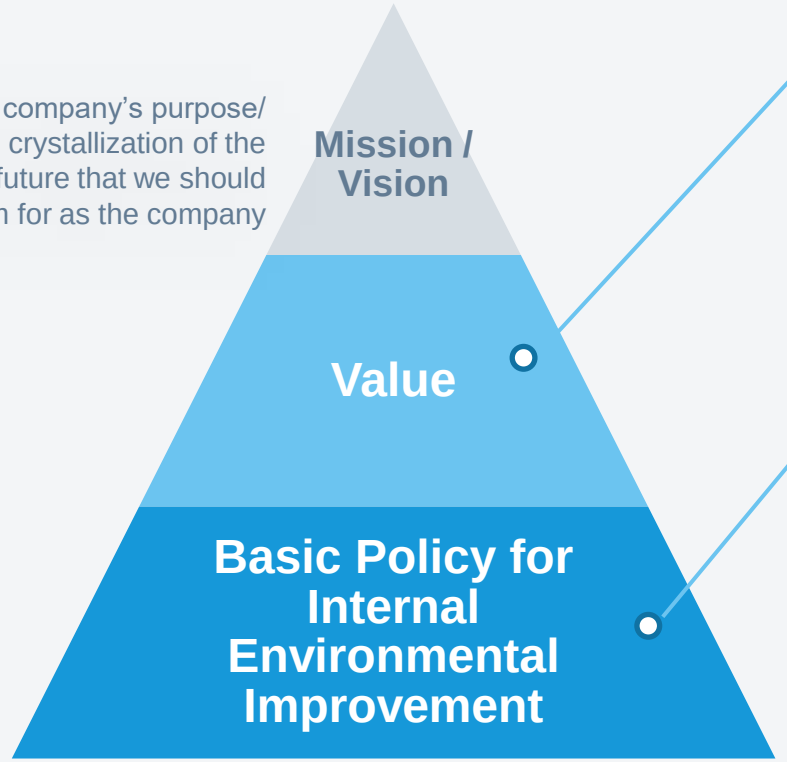
- Moved to the TSE Standard Market
- Brand renewal

- 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

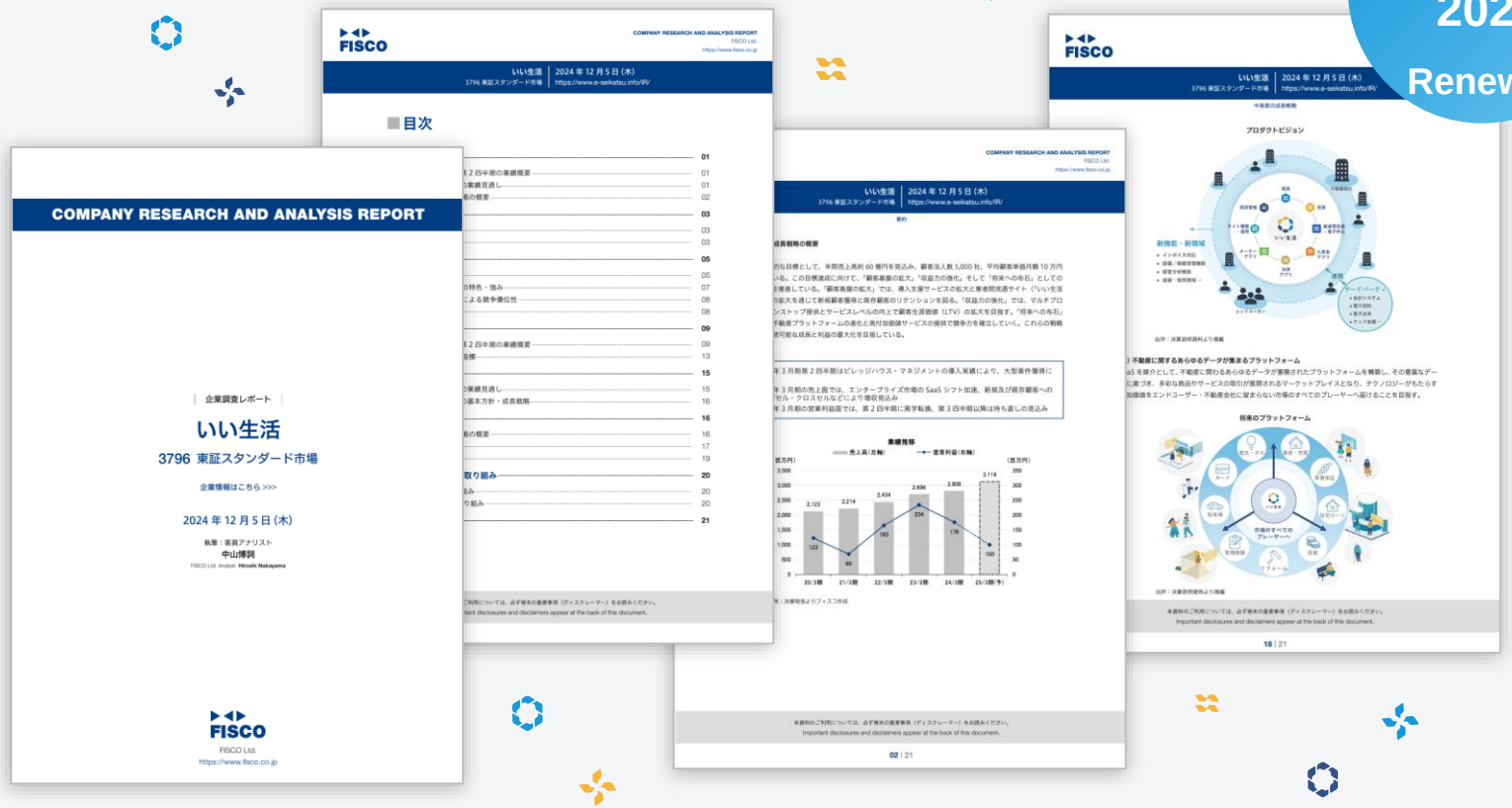
- **Pursuit of spontaneous value creation**
- A series of active dialogues in the process of setting goals and helping people achieve them
- Pursuing wellbeing while manifesting the value of each individual
- **Respect for Humanity**
- **Talent Acquisition**

# Introduction to the Corporate Research Analyst Report

December 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://www.fisco.co.jp/wordpress/wp-content/uploads/FISCO/e-seikatsu20241205.pdf

# 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**<br>・Creation of advanced IT personnel<br>・Promotion of new workstyles<br>・To provide a wide range of personnel with opportunities to flourish |  |
| **Offering innovative, high-quality services that would bring added value to society**<br>・Creation of services with high added social value<br>・Continuous improvement in quality<br>・Emphasis on information security |  |
| **Improving the residential environment through business**<br>・Formation of the appropriate real estate market by adopting IT<br>・To secure the appropriate accessibility to the market for all people by rationalizing the market<br>・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**<br>・To execute business operations with low environmental burdens<br>・To contribute to the online market and the environmentally-friendly real estate industry in cooperation wit stakeholders<br>・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 December 2024) |
| **Listing :** | Tokyo Stock Exchange Standard Market (Code: 3796) |
| **Banks :** | MUFG Bank, Ltd., Mizuho Bank, Ltd., Resona Bank, Ltd.,<br>Sumitomo Mitsui Banking Corporation, Sumitomo Mitsui Trust Bank, Limited,<br>Mitsubishi UFJ Trust and Banking Corporation |
| **# of Employees :** | 223 (As of the end of December 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