

KH Living Launches Middle East Expansion with New Office in Dubai

—KLab engages with UAE royalty, government officials, and industry leaders, including H.H. Sheikh Salem of Ras Al Khaimah, to drive AI-powered luxury smart home growth—

KLab Inc.
(TSE Prime: 3656)

TOKYO, Japan & DUBAI, UAE — September 9, 2026 — KLab Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: Tetsuya Sanada; hereinafter "KLab") has officially opened its KH Living office in Dubai, United Arab Emirates (UAE), in conjunction with the launch of "KLab HOMMA Middle East," a joint venture formed with KLab Inc. for its Middle East business.

In conjunction with the office opening, KLab's executive leadership visited the UAE, holding a series of meetings with His Highness Sheikh Salem bin Sultan bin Saqr Al Qasimi, a member of the ruling family of Ras Al Khaimah (hereinafter "Sheikh Salem"), as well as government officials, real estate agents, and private bankers, marking the full-scale start of its Middle East expansion activities.



Strategic Background: Launch of Joint Venture "KH Living"

In July 2026, KLab announced the establishment of a joint venture with HOMMA Group Inc., "KLab HOMMA Middle East" (brand name: KH Living), which was officially incorporated in August 2026. Targeting the UAE's rapidly expanding ultra-luxury residential and resort development market, KH Living embeds a HOME OS — integrating control of sensors, lighting, shades, air conditioning, and more from the architectural design stage — to deliver living spaces that offer a new residential experience through HOME AI.

Opening of the KH Living Office in Dubai

KLab opened the office that will serve as KH Living's base in Dubai, United Arab Emirates (UAE), in August 2026. This marks the first local base established since the launch of KH Living, and will serve as a foothold for accelerating business activities in the UAE and broader Middle East market.



UAE visit in August

In addition to the office opening, this visit was aimed at deepening KLab's understanding of the local market through dialogue with local companies and stakeholders. KLab held meetings with a wide range of key figures, including members of the royal family, government and administrative officials, real estate agents who handle property sales and brokerage for investors and buyers with a focus on luxury residences, and private bankers with extensive networks spanning the UAE's high-net-worth individuals and financial institutions. Through these meetings, KLab deepened its understanding of needs around real estate development and home technology, as well as the regulatory environment, in the UAE and broader Middle East market.



Comment from His Highness Sheikh Salem

"In the nearly 50-year history of ST Group, this is the first time we have discussed the concrete possibility of collaboration with a Japanese company. I am truly excited to see what new possibilities can emerge by combining the technology and expertise held by Japanese companies with the growth potential of the Middle East market."



Profile :

Name: His Highness Sheikh Salem bin Sultan bin Saqr Al Qasimi

A member of the ruling family of Ras Al Khaimah, one of the seven emirates that make up the UAE. He serves as Chairman of the Ras Al Khaimah Department of Civil Aviation and as a member of the Executive Council of the Ras Al Khaimah government, contributing to the emirate's economic development through aviation administration, infrastructure policy, and related initiatives. He also serves as Chairman of ST Group, founded in Ras Al Khaimah in 1975, which operates a broad range of businesses across the UAE spanning real estate, construction, IT, and manufacturing.

*Note: Although the short-form name is identical, His Highness Sheikh Salem bin Sultan bin Saqr Al Qasimi is a different individual from His Highness Sheikh Salem Khalid Humaid Mohamed Al Qasimi, who serves as an outside director of KLab Inc.

Future Outlook

Using KH Living as its base for business development in the Middle East, KLab will advance the expansion of its HOME OS "BII" into the Middle East region, starting with the UAE. While building networks with a wide range of local partners — including royal families, government officials, developers, and private bankers — KLab aims to provide "HOME AI," which automatically controls residential equipment to match residents' behavior and environment, tailored to the housing markets and lifestyles of the Middle East, and will build its business foundation on a global scale.

KLab Inc.

Company Name: KLab Inc.

Representative: Tetsuya Sanada, President and CEO

Established: August 1, 2000

Capital: 9,345.26 million yen (As of the end of May 2026)

Public Listing: Tokyo Stock Exchange, Prime Market (3656)

Headquarters Location: Roppongi Hills Mori Tower, 6-10-1 Roppongi, Minato-ku, Tokyo 106-6128

Business Description: Planning, development, and operation of mobile online games; procurement, sales, operation, and maintenance of GPU servers; comprehensive AI entertainment business; AI creative production business

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