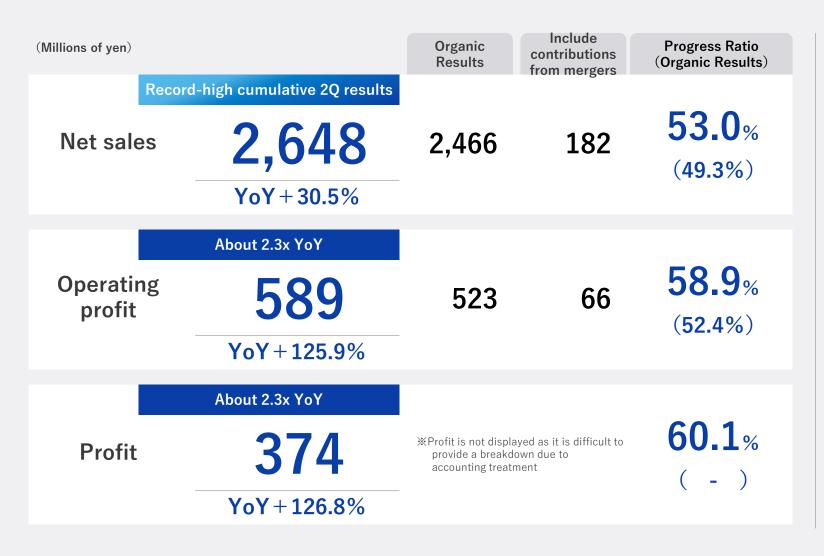


# Sales remained strong from Q1, achieving a record-high first-half revenue. Significant profit growth due to increased revenue, with operating profit doubling



### Steady growth in stock sales

Steady growth in stock sales through monthly charges, which account for a large proportion of sales.

<u>YoY + 33.3%</u>

 $FY_{2Q}^{FY_{6/25}}$  ¥ 2,072 million

( 2Q FY6/24 : **¥ 1,555 million**)

### Cancellation rate stable at low levels

Stable cancellation rates continue through customer support and customer success by utilizing 30 nationwide locations.

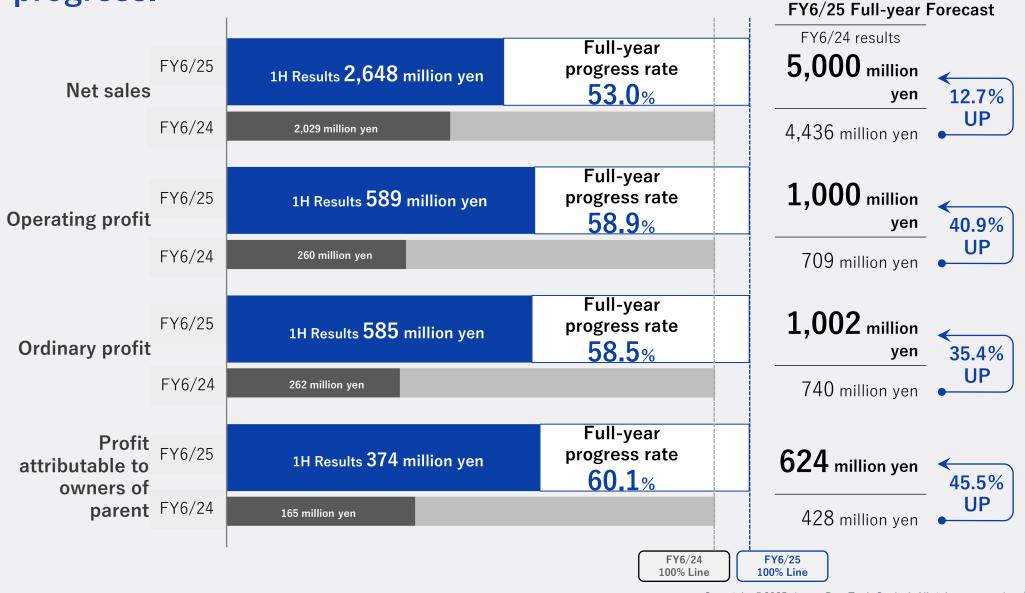
FY6/25 20

0.4 %

(2Q FY6/24: 0.5%)

\*\*Cancellation rate refers to the average monthly cancellation rate, while the monthly cancellation rate refers to the percentage of the monthly amount billed under existing contracts that decreased as a result of cancellation.

At the end of the first half, both net sales and profit exceeded 50% progress.



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### 2Q FY6/25 Financial Highlights | PL Summary

Brokerage solutions saw a 40% revenue increase, while property management solutions grew by approximately 24%, leading to significant net sales growth.

Net sales growth and cost control in COGS and SG&A resulted in a substantial increase in operating profit, up 125.9% YoY. Operating profit margin rose to 22.3%.

(Millions of yen)	2Q FY6/24	2Q FY6/25	YoY change	Full year plan	Explanation
Net sales	2,029	2,648	+30.5%	5,000	2Q Net sales hit a new all-time high.
Brokerage solutions	789	1,105	+40.0%	-	All business performance for the past three months was attributed to Brokerage solutions. Increases in cross-selling and the expansion of the interagency property distribution service "ReaPro" contributed to growth.
Property management solutions	1,218	1,518	+24.6%	-	Upselling of Chintai Kakumei to new and existing customers. Stock Net sales also increased steadily.
Gross profit	1,336	1,866	+39.6%	-	Net sales growth and cost control in COGS led to an increase in gross profit, maintaining a steady upward trend.
Gross profit margin	65.9%	70.5%	+4.6pt	-	
Operating profit	260	589	+125.9%	1,000	Net sales growth and SG&A cost control also contributed to a continuous upward trend, significantly exceeding the previous year.
Operating profit margin	12.9%	22.3%	+9.4pt	20.0%	Operating profit margin rose to 22.3%.
EBITDA	439	785	+78.8%	-	
EBITDA margin	21.6%	38.7%	+17.1pt	-	
Ordinary profit	262	585	+123.0%	1,002	
Profit attributable to owners of parent	165	374	+126.8%	624	

# Net sales and operating profit exceeded the same period last year and continued to perform steadily.

### Operating profit margin remained in the 20% range.

The stabilization of project volume led to steady net sales growth in 2Q.

Profit also increased due to cost and expense control.

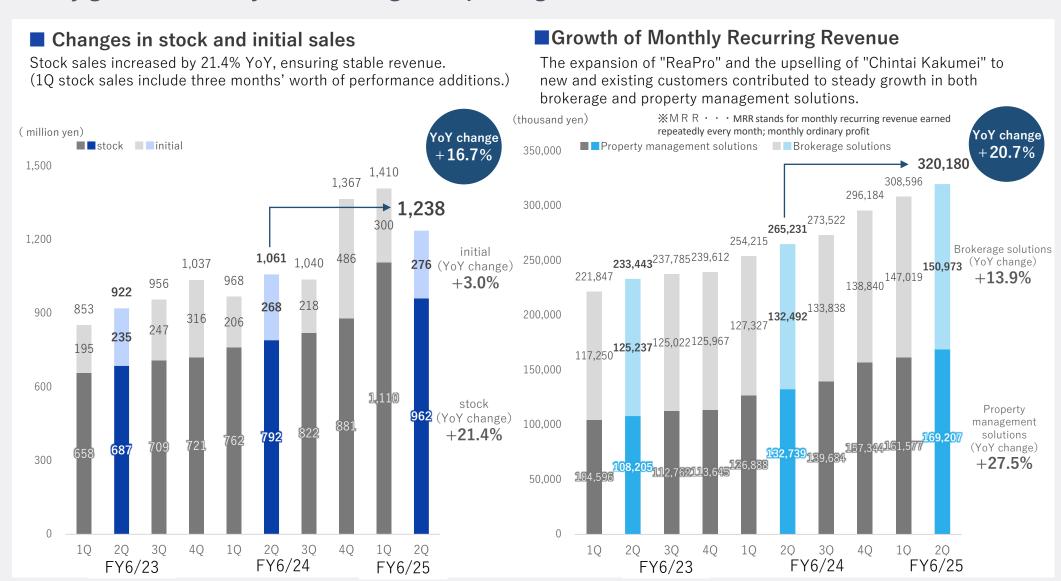
(Millions of yen)		FY	FY6/25			
	1Q	2Q	3Q	4Q	1Q	2Q
Net sales	968	1,061	1,040	1,367	1,410	1,238
Brokerage solutions	385	404	410	451	647	457
Property management solutions	572	646	619	903	749	768
Operating profit	74	186	133	316	319	270
Operating profit margin	7.7%	17.5%	12.9%	23.1%	22.6%	21.8%
Ordinary profit	73	189	133	345	306	279
Profit attributable to owners of parent	42	123	77	186	173	201

Brokerage solutions is sales of brokerage support services provided to real estate brokers.

Property management solutions is sales of administration support services provided to rental management companies.

### Both stock sales and MRR trends remained steady.

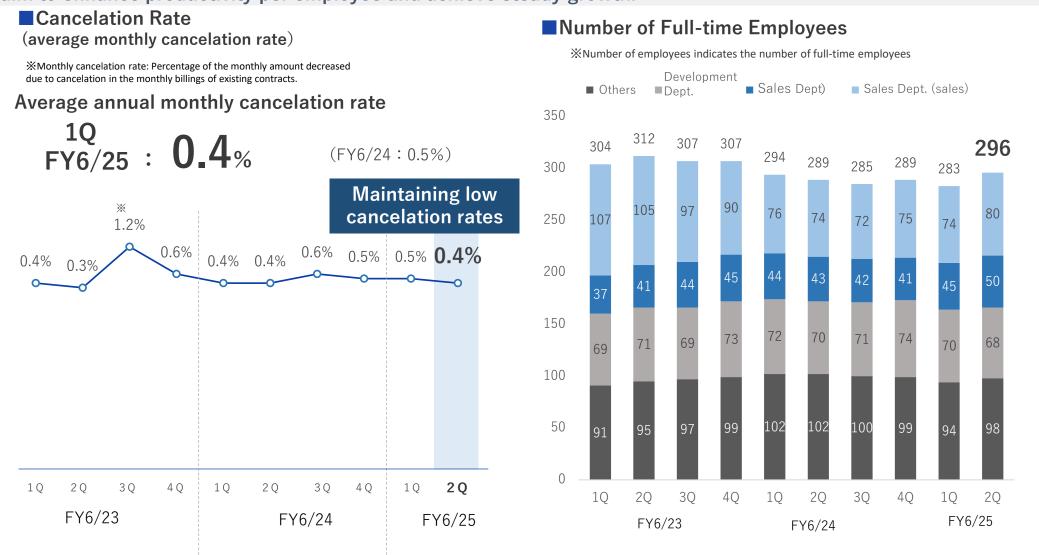
Steady growth driven by cross-selling and upselling.



### 2Q FY6/25 Financial Highlights | Changes in each KPI

# The churn rate remained low at 0.4%. Employee numbers increased, particularly in the sales department.

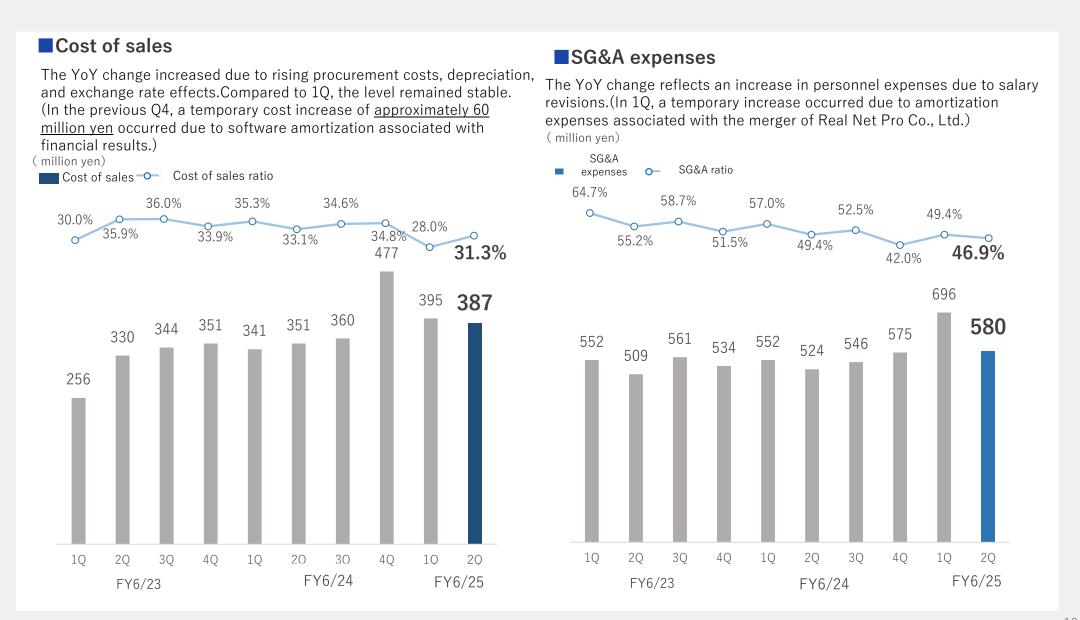
aim to enhance productivity per employee and achieve steady growth.



<sup>\*\*</sup>The increase in the cancellation rate in FY6/243Q is due to a <u>temporary increase in the monthly cancellation rate</u> due to the end of the provision of dedicated services to one specific user company in January 2023. After that, it returns to normal level.

### 2Q FY6/25 Financial Highlights | Changes in cost of sales and SG&A expenses

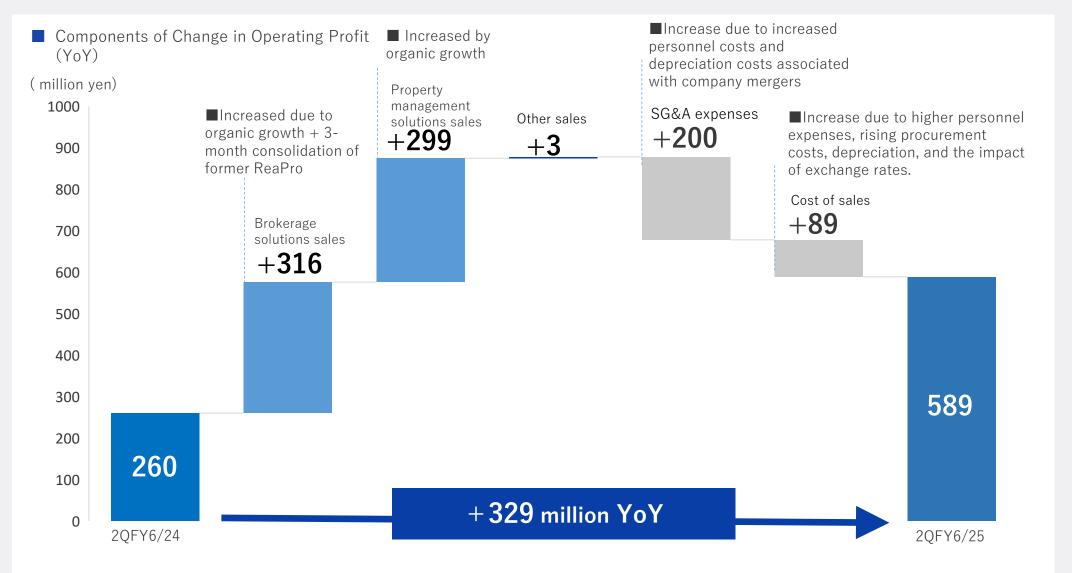
### Net sales, cost of sales, and SG&A expenses remained at a stable level.



### 2Q FY6/25 Financial Highlights | Components of Change in Operating Profit

Revenue growth absorbed increases in SG&A and other expenses

### leading to a significant YoY increase of +125.9% in operating profit.



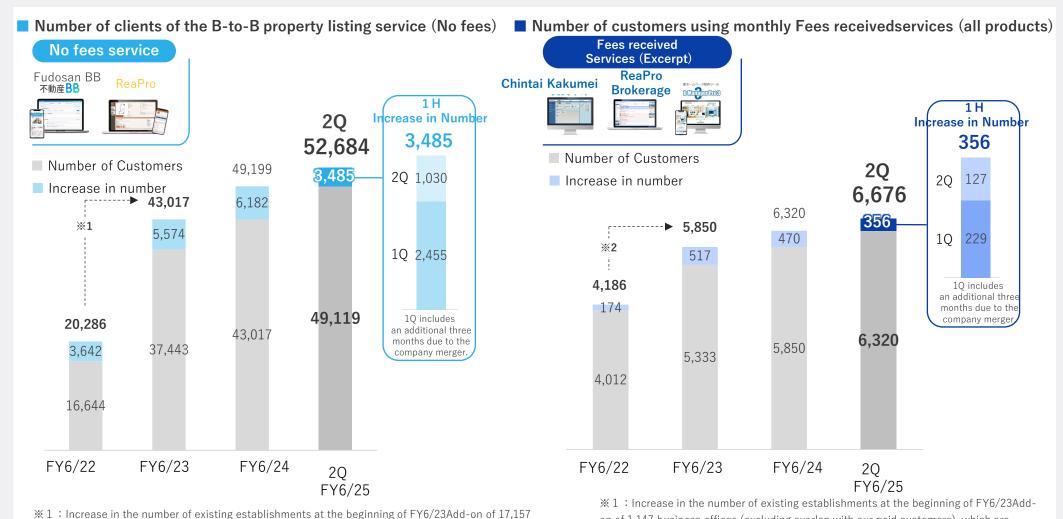
### 2Q FY6/25 Financial Highlights | Customer Growth Trend

# Cross-selling from No Fees services contributed to a steady increase in customers for Fees Received services.

Building a stable revenue base through the acquisition of stock sales.

establishments (excluding overlap with Fudosan BB), which are existing clients of ReaPro Brokerage (free

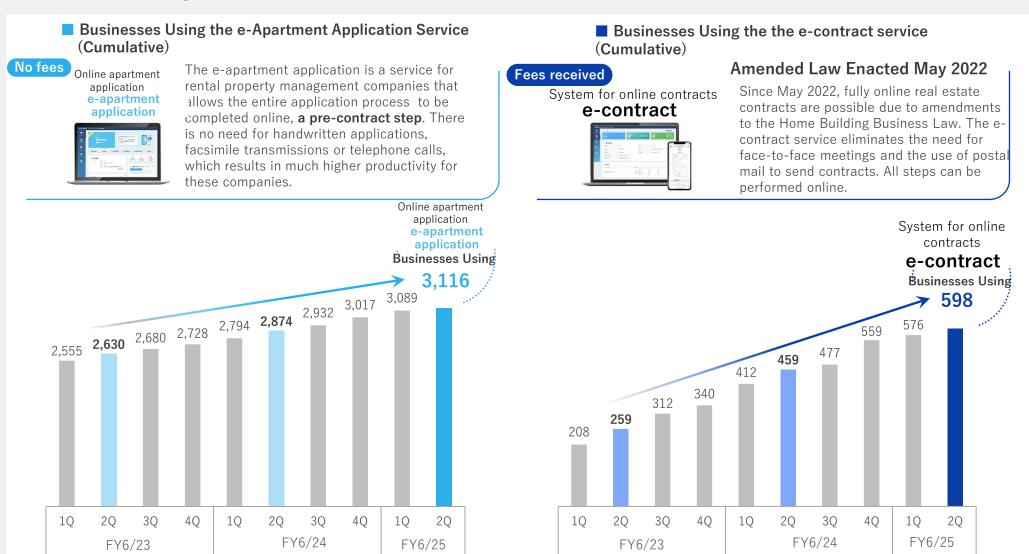
of charge), which was integrated into the management of 20,286 establishments at the end of FY6/22.



### 2Q FY6/25 Financial Highlights | Customer Growth Trend

## The number of customers using e-Apartment Application and e-contract service also remained stable.

Aim to further expand market share.



### The integrated version of "ReaProBB" is scheduled for release on May 28.

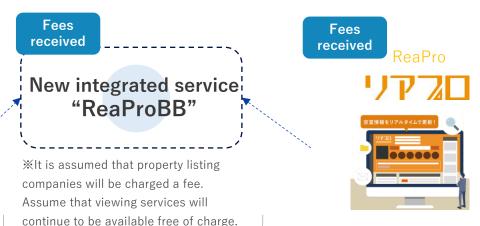
Integrating services for one of Japan's largest inter-business logistics services.

# Inter-agent property distribution service Service integration

### Fudosan BB + ReaPro

Continue to integrate (unify) our subsidiary services to become one of Japan's largest B-to-B services. Currently under development, planned to be rolled out as a paid service for real estate BB customers after integration





### Service scale after integration \*\*image\*

%The current total number of customers and the case where all customers have migrated to the new service are listed. (excluding duplicates)

### Number of establishments using

**X**As of Dec 2024.

52,684<sub>establishments</sub>

Number of properties in circulation (number of units)

Approximately 380,000 items



Integrating services for one of Japan's largest interbusiness logistics services.

#### Shareholder Returns

### Introduction of a Shareholder Benefits Program from the Interim Period of FY **Ending June 2025 (Record Date: End of December)**

The dividend will be maintained at 5 yen per share.

Shareholder Benefits Interim (Record Date: End of December Each Year)

#### **Details**

Shareholders holding at least one trading unit (100 shares) for over one year will receive a QUO card worth 500 yen as a gift.

Shareholders who have continuously held shares for over one year are eligible.

For the initial application (record date: December 2024), continuous holding requirements will not be applied.

Scheduled **Dispatch Date** 

Expected to be sent annually in March.



#### **Dividends**

**Year-End** (Record Date: End of June Each Year)

To strengthen the company's foundation and support future business expansion, we will secure internal reserves while maintaining stable and continuous dividends. Our basic policy is to distribute earnings in line with business growth.

Year-End Dividend

5 yen per share

Interim: -Year-End: 5 yen

### M&A and Capital & Business Alliances to Accelerate Growth

Strengthening and expanding core system domains + expanding business domains

## Acquisition of Youfit Co., Ltd. Shares



Providing web systems as a one-stop service

### Objective

# Strengthening the Development System

By leveraging Youfit's advanced technology and human resources, we will enhance the efficiency of our group's management resources and network, accelerating joint development. This will contribute to business expansion in both existing and new domains, leading to long-term corporate value growth.

# Capital & Business Alliance with Bcan Co., Ltd.



Providing corporate welfare services, housing services, and consulting

### **Objective**

## **Enhancing Product Value-Added**

By utilizing corporate welfare services and housing services, we aim to expand revenue and strengthen corporate value through mutual collaboration, ultimately enhancing the value-added of products for residents.

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### FY6/25 Earnings Forecast

# Maintaining the strong first-half performance into the second half, achieving the full-year plan and further improving performance.

	FY 2024	FY 2025 2Q	FY6/25 plan	YoY change	Progress Rate
Net sales	4,436	2,648	5,000	+12.7%	53.0%
Operating profit	709	589	1,000	+40.9%	58.9%
Ordinary profit	740	585	1,002	+35.4%	58.5%
Net Profit Attributable to Parent Company Shareholders	428	374	624	+45.5%	60.1%
Profit per Share (Yen)	30.43	26.90	44.27	-	-

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# **Expanding market share in the two solution businesses of brokerage and management.**

Real Estate DX

Prospective tenants

Prokerage solutions business

Real Estate DX

brokerage companies

Directly contribute to the real estate brokerage company's contribute to sales and profits



### New medium-term management plan (FY6/25-FY2027)

growth investment period	growth spurring period	growth and expansion period
FY6/22-FY6/24	FY6/25-FY6/27	FY6/28-FY6/30
(28th-30th period)	( 31th-33th period )	( 34th-36th period )
<ul> <li>Strengthening of sales personnel structure</li> <li>Expansion of locations</li> <li>Investment in product development</li> <li>Business integration with Real Net Pro, Inc</li> </ul>	<ul> <li>Release of the ReaPro BB.</li> <li>Release of the successor to</li> <li>Chintai Kakumei10</li> <li>Enhancing enhancement.</li> <li>Business seepage (upfront investment)</li> </ul>	<ul> <li>Seeping out existing businesses</li> <li>data application</li> <li>measures to prevent vacancies</li> <li>maximizing owner asset value</li> </ul>

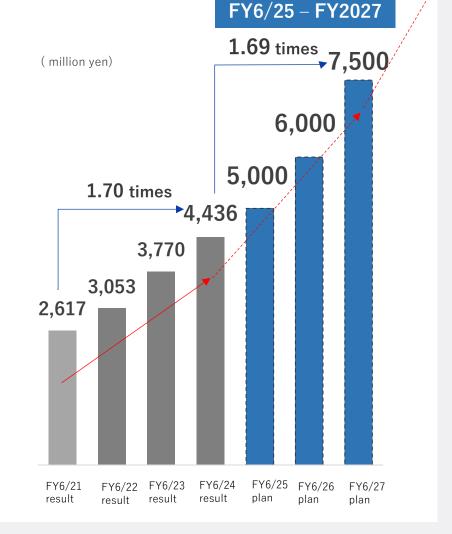
### **Appendix**

### Performance plan (FY6/25 – FY2027)

Focus on increasing sales and market share with an emphasis on improving sales and

operating profit margins.

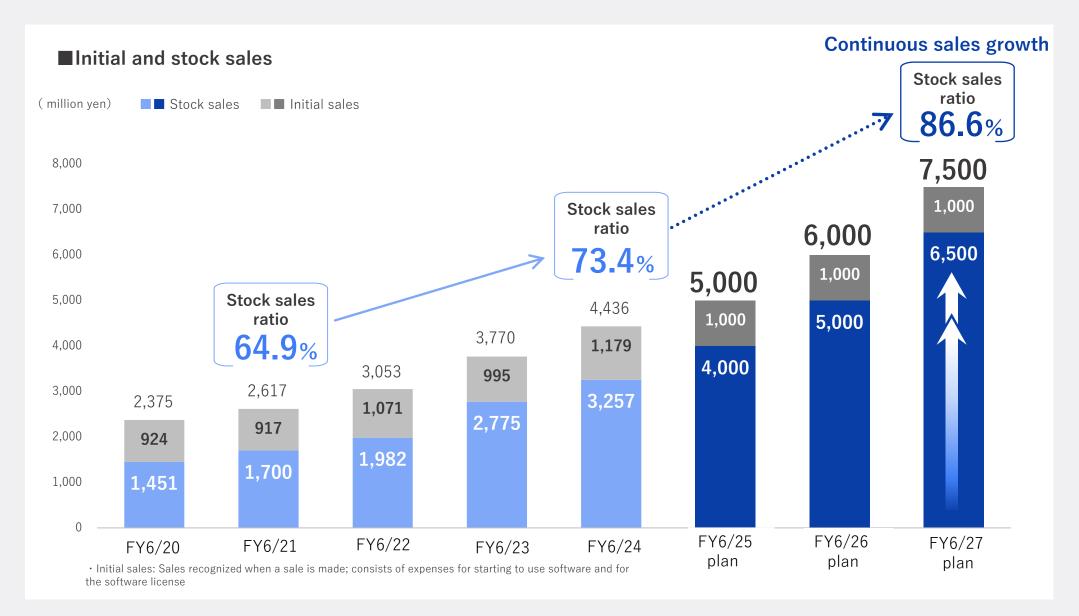
( million yen)	FY6/25		FY2	2026	FY2027	
	plan	YoY	plan	YoY	plan	YoY
Net sales	5,000	+12.7%	6,000	+20.0%	7,500	+25.0%
Operating profit	1,000	+40.9%	1,300	+30.0%	2,000	+53.8%
Operating margin	20.0%	-	21.6%	-	26.6%	-



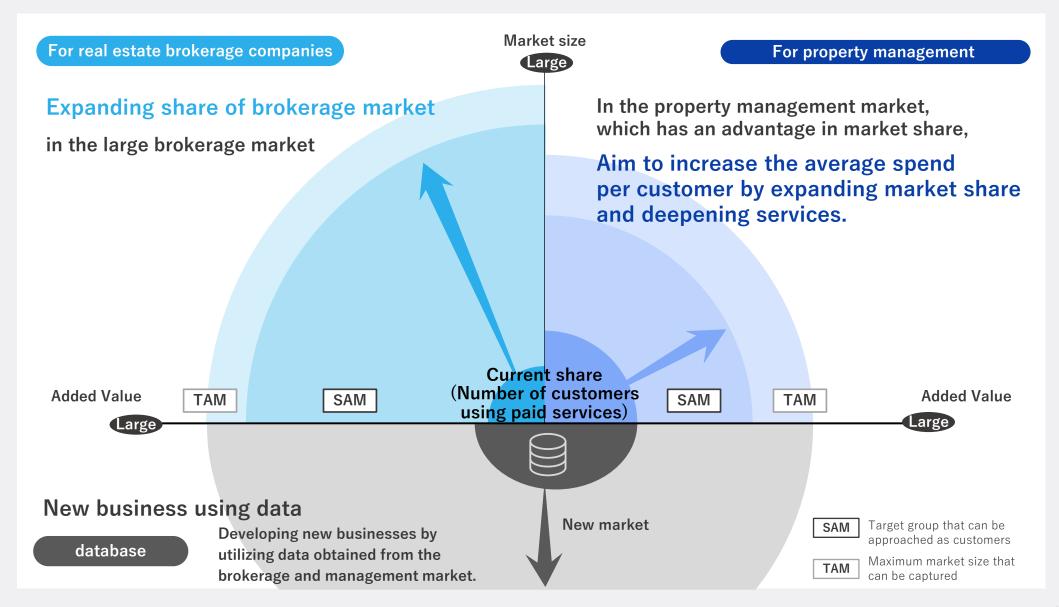
### Organising the external and internal environment

Real estate working environment: Continuing ageing and chronic workforce shortages external Real estate DX market: environment Increased demand for digitisation due to changes in legislation Number of real estate businesses: Increased demand for IT investment due to the entry of approximately 6,000 new businesses each year Products and services: The core of the intermediary, ReaPro BB, is released May 2025 sales productivity: internal Increased sales productivity due to customer segmentation and a environment strengthened structure Low cancellation rate: Maintain low churn rate of 0.5% despite continuous revenue growth

### Continuous sales growth through an increase in the stock sales ratio



### **Growth themes by market**



### **Appendix**

### Accelerate through service integration

### Fudosan BB + ReaPro

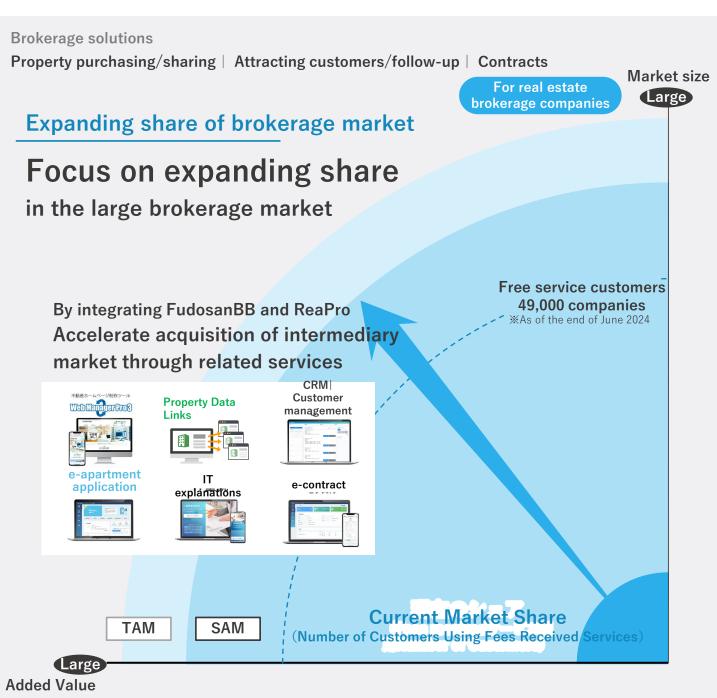
Inter-company property distribution service

Scheduled for Release in May 2025

Continue to integrate products to become one of the largest inter-company property distribution services in Japan. Currently under development, the current Fudosan BB is scheduled to be rolled out as a paid service after integration.



One of the largest service in Japan



### **Appendix**

### **Deepening existing businesses**

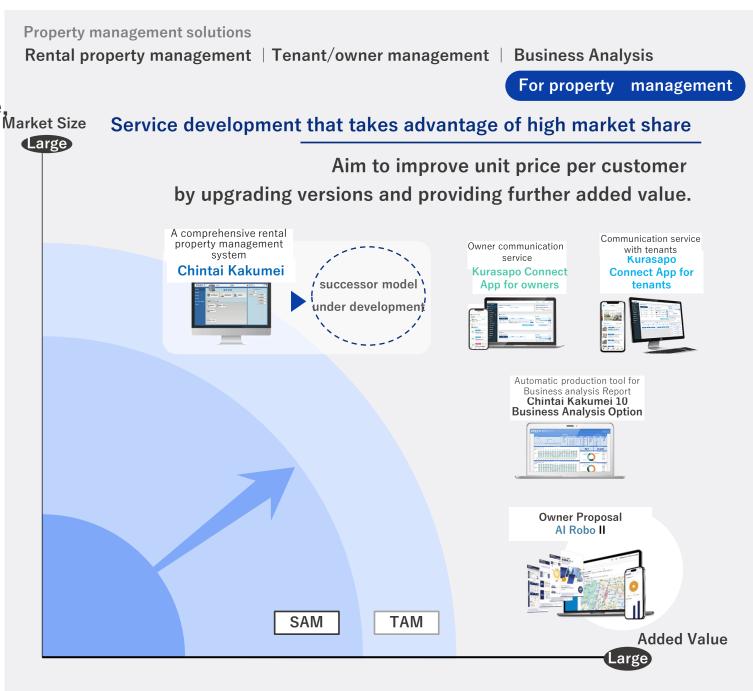
In the management market
where have a strong advantage,
aim to increase the average
spend per customer by
providing new value.

### Advantage in the rental management market

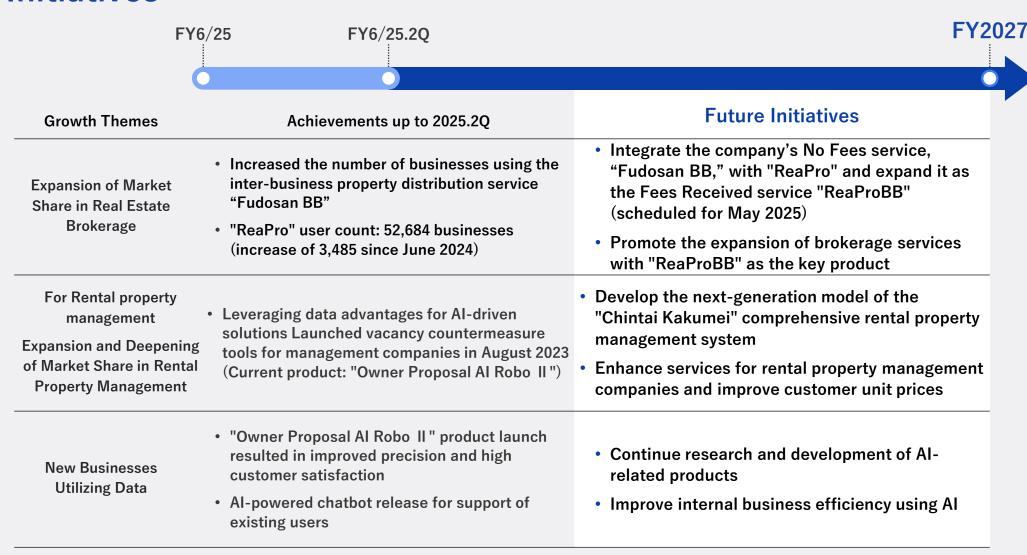
Since its founding, its main service, Chintai Kakumei, has enjoyed a high market share, and resales through version upgrades and option sales are also large. Aim to increase the unit price per customer through the main unit and related services.

### Al Robo II: An Al-powered valuation system for property owners

Leveraging the superiority of large data volumes, Al was utilized to develop a vacancy countermeasure tool for property management companies, which was launched in August 2023. Increase the added value of services by utilizing new technology.



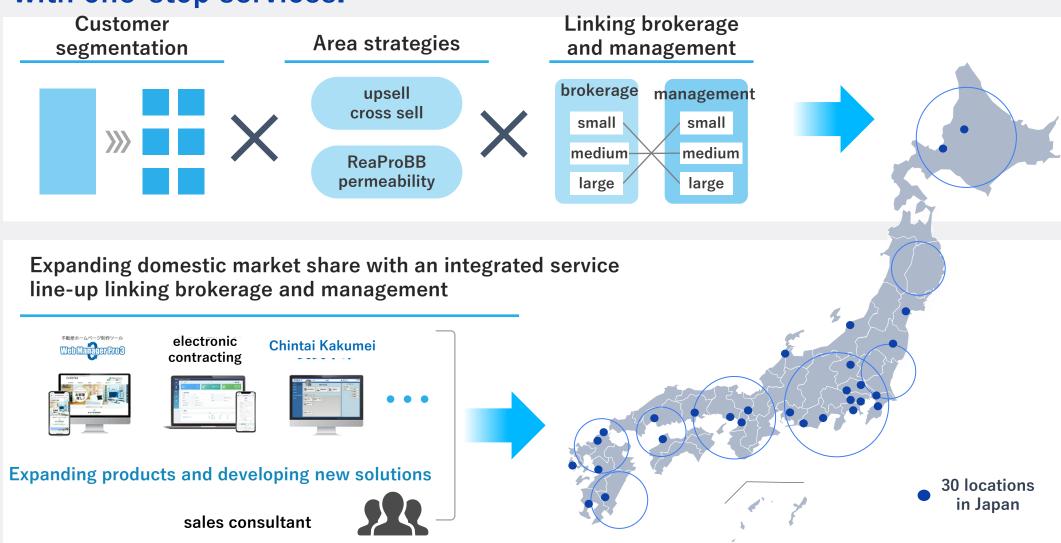
# Market-specific Growth Themes: Key Achievements and Future Initiatives



### **Appendix**

### **Basic strategy**

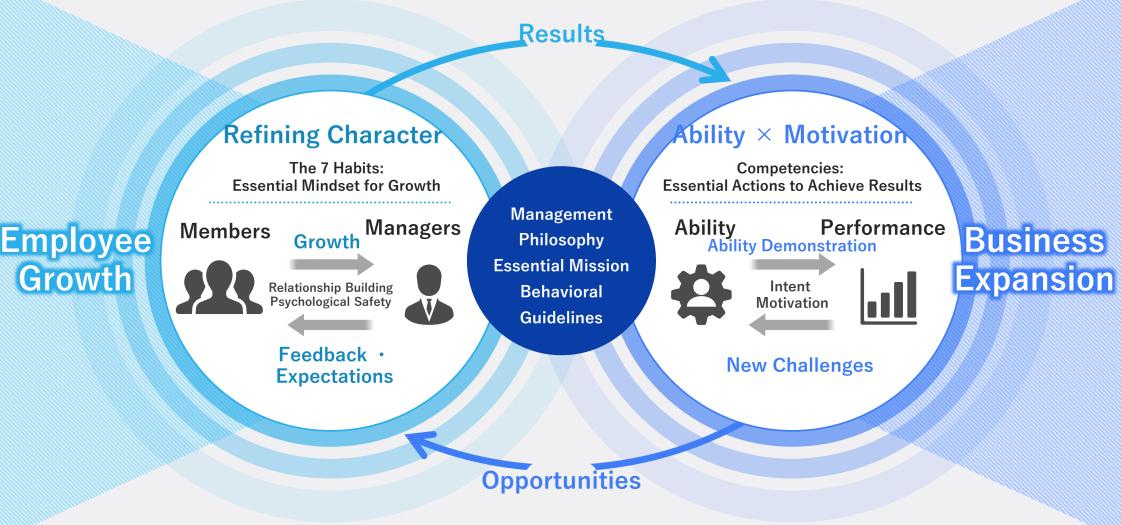
# Customer segmentation and area strategies and connecting customers with one-stop services.



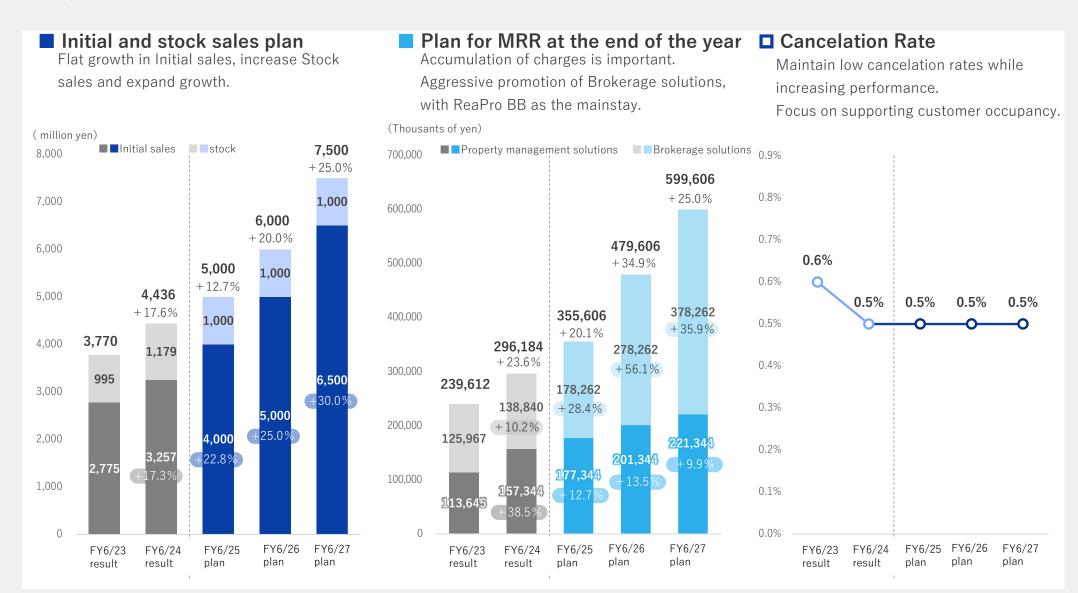
### **Appendix**

**Human Resource Strategy** 

# Strengthening the Training System to Foster Employee Growth and Expand Business Performance



### Key indicators for achievement



<sup>\*</sup>MRR stands for monthly recurring revenue earned repeatedly every month; monthly ordinary profit.

### Towards a new business using data

### New business using data

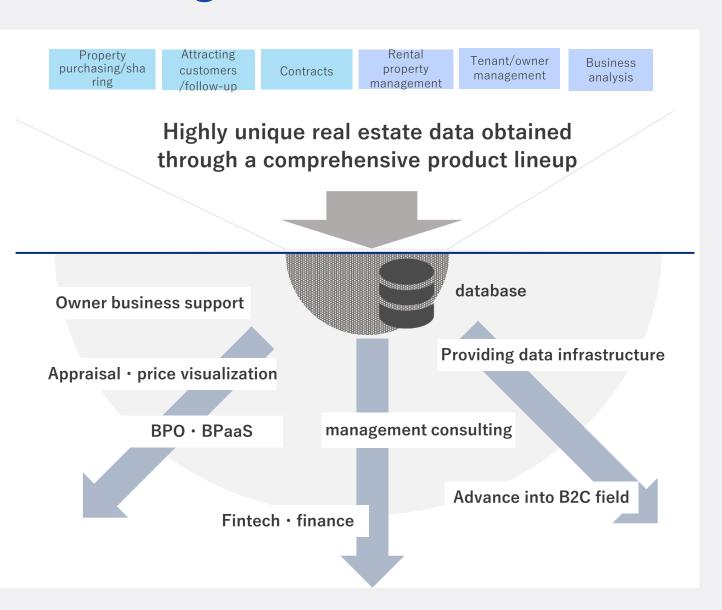
# Continue to invest in new businesses that utilize highly unique real estate-related data

■ With medium- to long-term growth in mind

While expanding our share in the management and brokerage markets, continue to invest in new businesses that utilize data as our third arrow.

### ■ Highly unique real estate related data

Rather than general recruitment data on the web, we maintain real management data owned by rental management companies. Aim to grow new businesses by utilizing highly unique data obtained from integrated products.



- Dedicated to using real estate transactions as a source of happiness for society -

Mission

Dedicated to the happiness of everyone we serve

Vision

Use technology to create innovative platforms for the real estate sector

### Become a platformer in the real estate domain

Our goal is to build platforms that transform dreams into reality and make many people happy.

Real estate transactions produce happiness and appreciation by fulfilling customers' dreams in the form of a property that precisely matches their requirements. This is our belief. Real estate companies are dedicated to achieving the simple goal of transforming customers' dreams into reality and making them happy. We play a role in this happiness by using the latest technologies to create extremely convenient platforms for real estate companies.

Yonetsu Kenichi, Representative Director, Chairman CEO



### Division of labor for strategy and execution to promote growth

Management Philosophy

**Management Policy** 

medium- to long-term vision

Capital Management & M&A

management strategy

**Execution Strategy** 

**Execution Action** 

#### Two Representative Directors effective September 26, 2023

The purpose of the change (increase in the number of representative directors) is to more strongly promote the Company's sustainable growth and further enhancement of corporate value. Cooperation, sharing, and checks and balances in management to respond quickly to changes in business conditions and the business environment.

#### Representative Director Chairman CEO (Former: Representative Director, President)

#### Yonetsu Kenichi



brief personal record

Apr 1981 Joined Toyota Industries Corporation

Jan 1983 Joined Holp Co.

Jan 1985 Joined PM (sole proprietorship)

(now Produce Media Co., Ltd.)

Aug 1994 Established our firm and became President and

Representative Director

Jun 2022 Director of RealNetPro Co. (to present)

Sep 2023 Chairman and Representative Director of the Company (to present)

#### Representative Director, President COO (Former: Sales Headquarters General Manager)

#### Tsujimura Kunio



brief personal record

Apr 1991 Joined Recruit Co.

Apr 2008 Sales Executive Officer, Sales Management Department, Marriage Information Magazine Zexy Business Division

Apr 2015 Marriage & Family Business Executive Officer, General Manager of Business Division

Oct 2018 President and Representative Director of B.MARKETING Co. (currently Basketball Corporation K.K.)

Apr 2022 President and Representative Director of Meitec Fielders Inc.

July 2023 Joined our firm, General Manager of Sales Division

Sep 2023 President and Representative Director of our firm (current)

### **Appendix**: Company Overview

### **Company Profile**

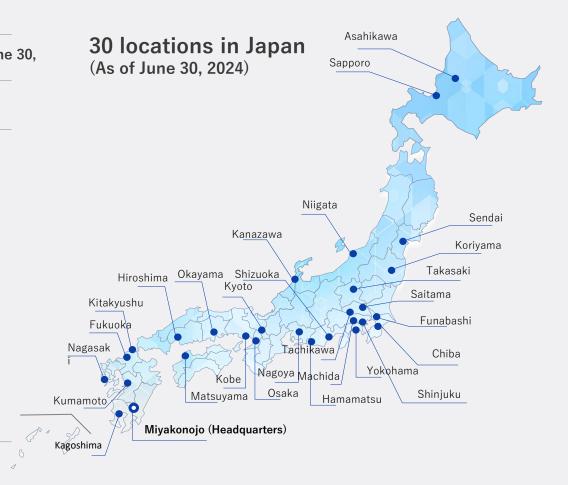
Company name	Japan PropTech Co., Ltd.		
Establishment	August 1994		
Location prefecture	13-18 Kanmachi, Miyakonojo-shi, Miyazaki		
Number of employee 2024)	es313 including 289 full-time employees (As of June		
Business activities and	Development and sales of application systems services for real estate industry		
経営陣 CEC Tsu COC Mar Hun Sen of A Wat Mar Yam Miy Con Miu Sup	jimura Kunio, Representative Director, President		
Listed market			

Sapporo/Asahikawa/Sendai/Koriyama/Takasaki/Niigata

Offices Shinjuku/Tachikawa/Saitama/Funabashi/Chiba/Utsunomiya/Yokoha ma/Machida

Osaka/Kyoto/Kobe/Kanazawa/Nagoya/Hamamatsu/Shizuoka Hiroshima/Okayama/Matsuyama/

Fukuoka/Kitakyushu/Nagasaki/Kumamoto/Miyazaki (Headquarters)



### **Appendix**: Company Overview

# Our Characteristics | SaaS company specializing in real estate, aiming to be a platformer

Sales Transition

Sales increased

for 30

consecutive

terms

# Business Overview Promoting Real Estate DX Aiming to be a platformer

Providing business solutions related to real estate leasing and sales through the use of technology

Rental Management SystemIntroduction Results

No.1 \*1

Number of offices (cumulative): 5,393 \*\*As of June 30, 2024

Number of domestic offices

30 locations

**X** As of June 30, 2024

Low cancelation rate

0.5%
Average monthly cancelation

MRR

296 million

Approximately 73% of sales are stock sales

**X** As of June 30, 2024

\* 1 : 2020 National Rental Management Business Association Web Survey (January 17, 2020 - January 31, 2020 and February 14, 2020 - February 20, 2020)

### Expanding an Integrated Product Lineup in the SaaS x real estate tech area

Brokerage solutions

Property management solutions

### All-inclusive workflow solutions for the real estate industry

#### Property purchasing/sharing

#### Data sharing for real estate companies

Digitalization of the sharing of property info among real estate companies and of real estate purchasing procedures

> Fudosan BB 不動産BB





#### Attracting customers /follow-up

#### Sales/follow-up support

Support for using websites to attract customers and for placing listings on major portal sites

Website production tool



Real estate portal site registrations

#### **Property Data Links**



CRM Customer management



#### Contracts

#### **Contract support** services

Support for online real estate transactions, allowing use of smartphones for every step from applications to explanations and signing contracts

Online apartment application

#### e-apartment application



#### IT explanations



System for online contracts

#### e-contract



Robot to automatically generate full occupancy strategy reports for

#### Rental property management

#### Rental management support

IT system for efficient activities for new tenants, lease renewals, invoices, payments from tenants and to property owners, renovations and many other rental property tasks

> A comprehensive rental property management system

#### Chintai Kakumei



Rental management system ranking (number of users) No.1 \*1

\*1: Based on 2020 internet survey by the Japan Rental Property Management Business Association (survey was January 17 to 31, 2020 and February 14 to 20, 2020)

#### Owner Proposal Al Robo II



### Tenant/owner management

### **Support for communications**

A dedicated smartphone app for sound and efficient communications between property owners and tenants; also helps prevent problems

Owner communication service

Communication service with tenants

Business analysis

#### Kurasapo Connect App for owners



#### **Kurasapo Connect** App for tenants



#### Support for business analysis

Data accumulated by Chintai Kakumei is automatically analyzed for the visualization of the current status of rental property operations. This service also improves the efficiency of analytic tasks.

Automatic production tool for Business analysis Report

#### Chintai Kakumei 10 **Business Analysis Option**



#### **Create Rental Housing Index**

#### Data provision

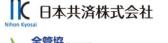
service using an index for residential rental property rent and vacancies



### A broad range of services for real estate brokers and rental property managers using a platform

Application programming interface (API) linkage (data linkage) improves the efficiency of business processes of real estate companies Companies in many related Real estate companies fields Real estate portal site Real estate information alliances CREATE HOME'S suumoj **Platform** at home **CENTURY 21 Property** スモッカ Data linkage **APAMAN** Data linkage Lifeline agents purchasing/ sharing Retail electricity **Attracting Business** sales companies Rent guarantee analysis customers Lifestyle info companies Data linkage services companies Data linkage Real estate 新たな価値を、未来の標準へ 全保連株式会社 ш \_\_\_\_ e-payment DX

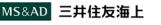




companies



SBI 日本少短









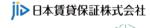
Tenant/owne

Linkage with incoming/outgoing payments at financial institutions

**Contracts** 













MY ナップ賃貸保証株式会社

### **Appendix**: market environment

### **Growing market environment**

### Japan's Growing Real Estate Technology Industry

Fiscal 2030 forecast

Market size: ¥2,378 billion

Rapid growth of Japan's real estate technology industry is expected, which will increase the need for the products of Japan PropTech.

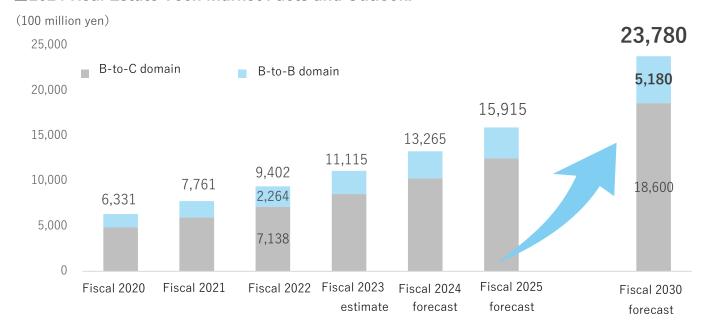
### Homebuilders in Japan

The number of homebuilders has increased slightly, remaining generally **steady at about**130,000

Corporate firms increased slightly, while individual firms decreased.

Overall, the market environment remains stable, with turnover due to the opening and closing of real estate businesses, which has remained flat.

#### ■2024 Real Estate Tech Market Facts and Outlook.



Source: Yano Research Institute Ltd., "2024 Edition: Current State and Outlook of the Real Estate Tech Market" (April 2024)

#### ■Homebuilders in Japan (End of fiscal 2023)



Source: Statistics for Homebuilders and Residential Land and Building Transaction Brokers, Homebuilders in Japan, end of fiscal 2023, Real Estate Transaction Improvement Organization

### **Appendix**: market environment

### **Growing market environment**

# Due to new business openings IT capital investment demand

More than 6,000~7,000 businesses open every year, and the entry of the digital native generation is a tailwind for DX improvement.

# Real estate DX for the industry improving labor productivity

Labor productivity in the real estate industry is low and the demand for DX to improve it will continue to grow. We will support the improvement of labor productivity in the industry with our one-stop product lineup that covers a wide range of operations.

#### **■**Change in number of homebuilders in Japan 8,000 6.716 6,407 6,349 5,913 6,032 6.028 7.000 5.872 5,412 5,572 6.000 5.000 5.849 4,954 5,150 4.000 3.000 2,000 1.000 2013 2015 2017 2021 2023 2014 2016 2018 2019 2020 2022 2024

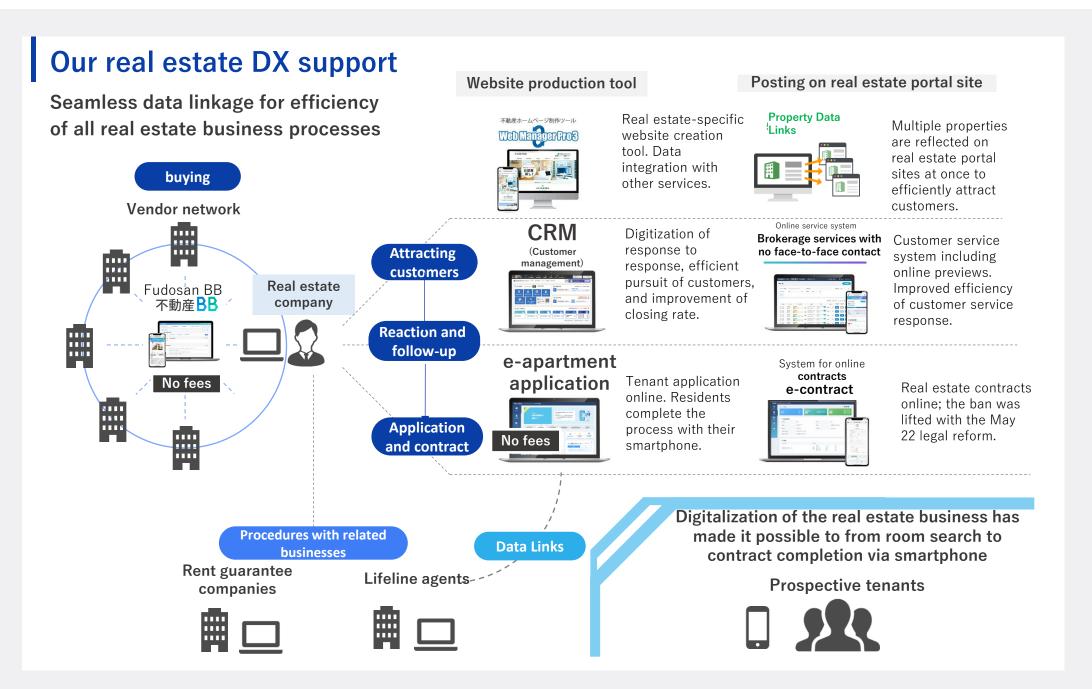
Source: Real Estate Transaction Improvement Organization, Report on Brokerage Activities, fiscal year 2023. Regarding the survey on the actual conditions of the real estate brokerage business, titled 'Actual Conditions of Real Estate Brokerage Business.

#### **■**Labor productivity index

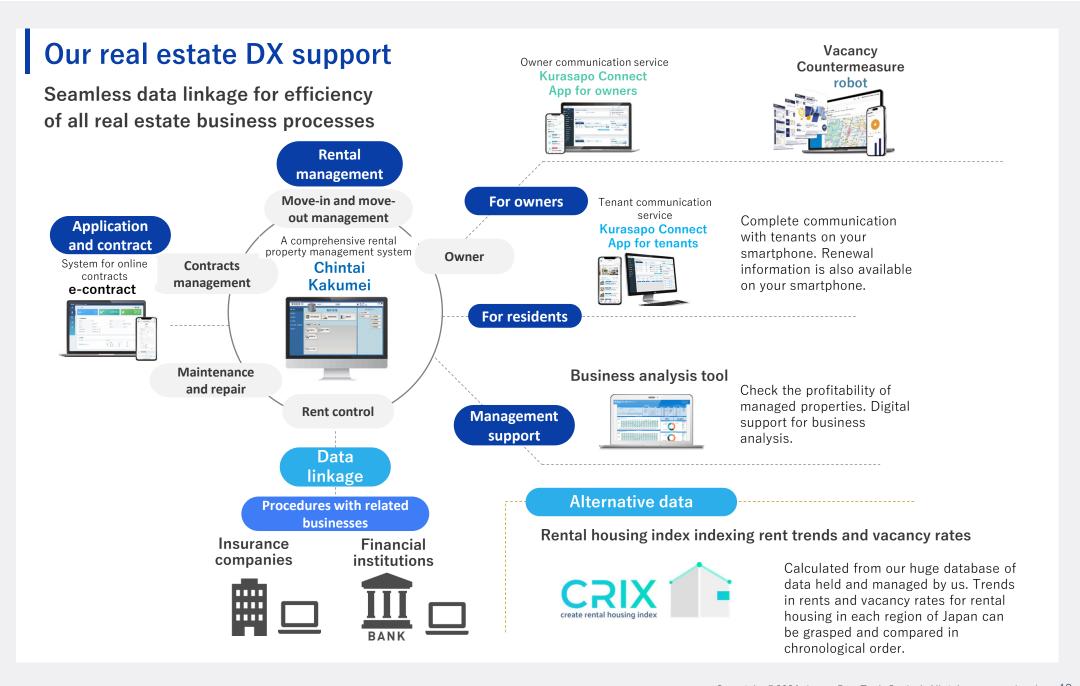


Source: Index (Year 2000=100) based on real GDP/Number of employees for real labor productivity, Survey for Economic Analysis of ICT in fiscal 2020 (2021), Ministry of Internal Affairs and Communications

### **Appendix: Service Overview**

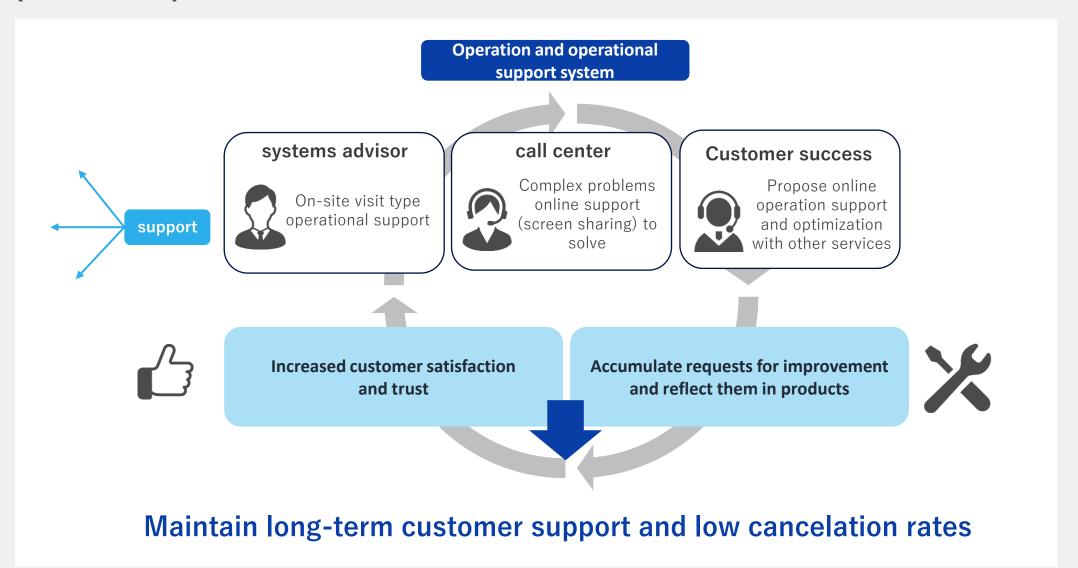


### **Appendix**: Service Overview



### **Appendix**: Our Strengths

Long-term customer support through operational assistance support and product improvements to maintain low cancelation rates



### **Precautions Regarding This Presentation**

### **Precautions Concerning Forward-looking Statements**

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