

Casa Inc.

April 22, 2021

Business briefing materials

Listed Code : 7196



Corporate philosophy

Casa will maintain a healthy living environment
for the people and
contribute to the development of lifestyle,
to realize a prosperous society.



Our aspiration

In the current real estate rental market, the proportion of old properties is increasing. In particular, the landlord manages properties that are over 20 years old.

On the other hand, these landlords have no experience or know-how in rental management. Furthermore, they are worried and anxious due to the asymmetry of information.

Utilizing IT based on the know-how cultivated in rent guarantee business, we build new fields that lenders and borrowers can use with confidence, and solve the problems of the real estate industry.

DX不動産推進協会 DX PROPERTY PROMOTION ASSOCIATION



Mr. Yasutoshi Nishimura, a member of the House of Representatives in charge of economic regeneration and new corona countermeasures

DX Property Promotion Association Director / Auditor

- Robot Home Inc.
- Property Agent Inc.
- GA technologies Co., Ltd.
- AMBITION Corporation
- ZUU Co., Ltd.
- Residence kit Inc.
- SYLA HOLDINGS Co., Ltd. (Auditor)
- Casa Inc.

Industry environment



Many paper documents



Focus on fax / telephone

Problems in the
real estate industry

Digitization is not
progressing

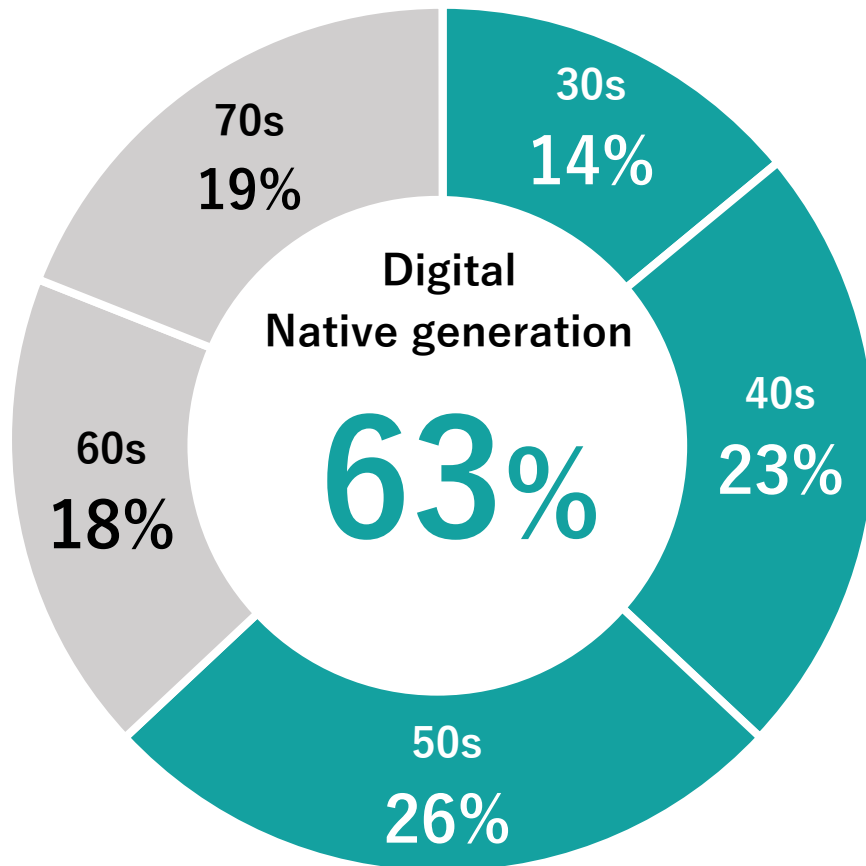


Customer management with ledger



Depends on manual work

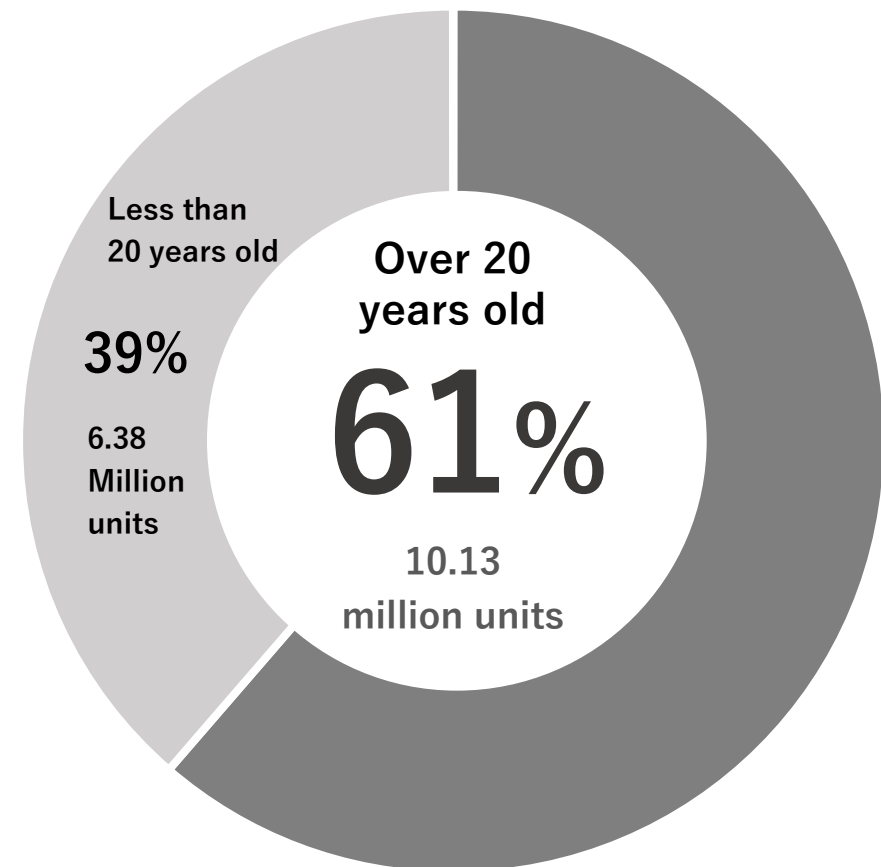
Age of owner



Casa user owner

Generational change of owner

Age of property



Source: "2018 Housing and Land Statistics Survey Results"
(Statistics Bureau, Ministry of Internal Affairs and Communications)

Vacancy problem due to reduced property competitiveness

Sales Strategy

Self-managed market



Number of managed units
6.5 million

Less Competitive

Annual contract:
Approximately 1.9 million

Problem

- Rent income is declining due to rent reductions because the leased property is old and less competitive
- Lack of rental management know-how due to information asymmetry

Task

- Improvement of cash flow
- Knowledge sharing of rental management

* Our research

Solving landlord problems by leveraging technology

Cash Flow improvement

Online mediation



Mediation network Broadcast

- Recruitment
- Contract procedure
- Automatic delivery

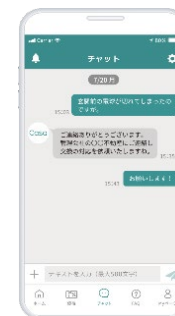
Landlord app



Landlord Streamline operations

- Property registration
- Electronic contract
- Contract management

Resident app



Easy to deal with resident's life troubles

- Trouble shooting
- Rush service
- Special service

Knowledge sharing

Seminar

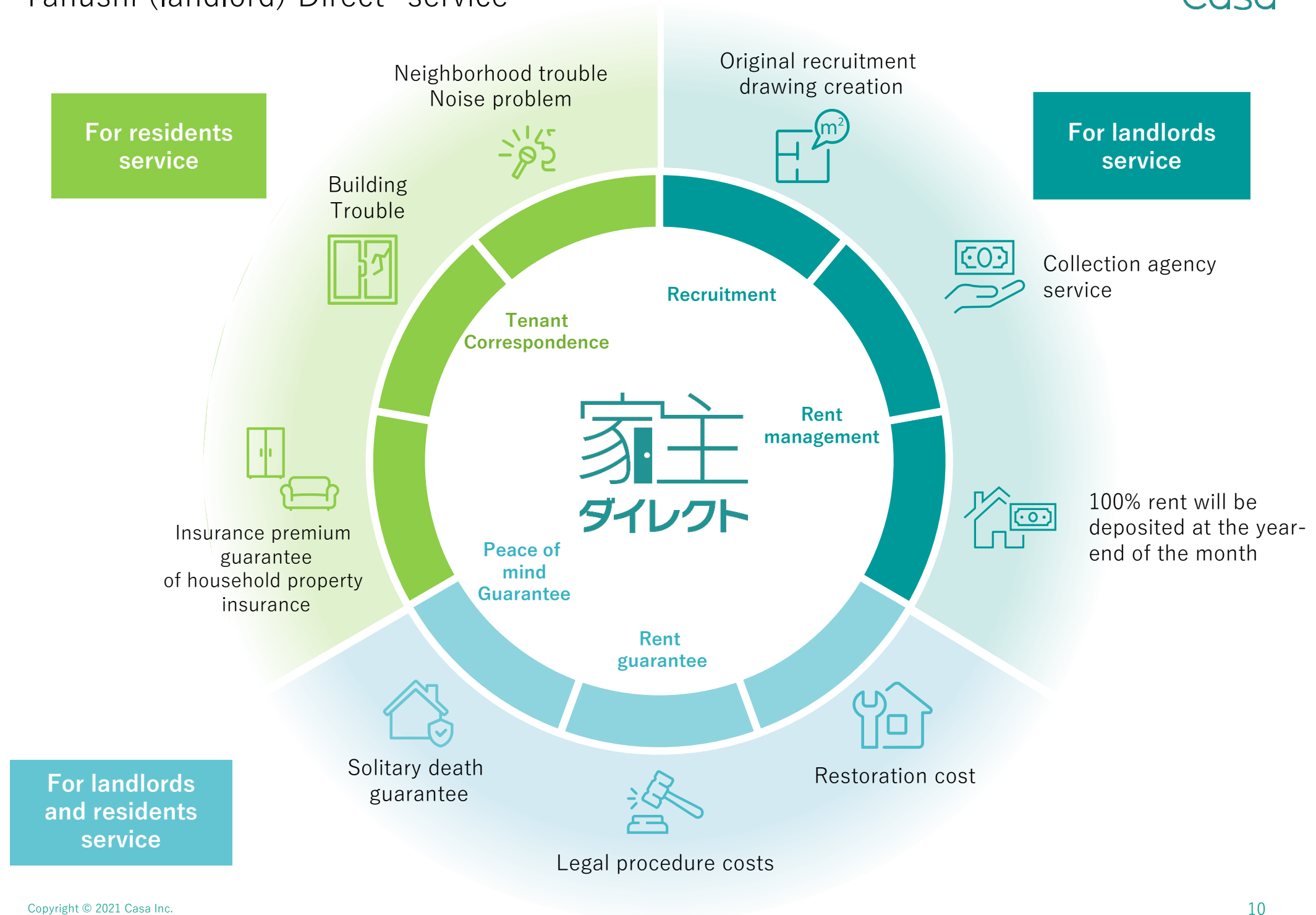


Management Knowledge/ information sharing regarding rental

- Recruitment
- Building management
- Resident management

“Yanushi (landlord) Direct” service

Casa



Current situation



Drawing guide



FAX application
Written contract



Ledger management



Telephone
correspondence

Recruitment

Application /
Contract

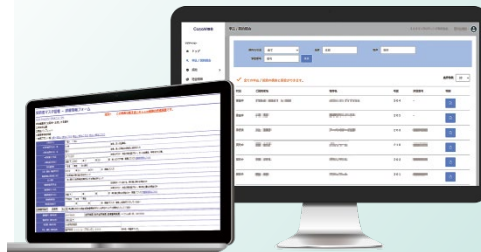
Move-in

Online mediation



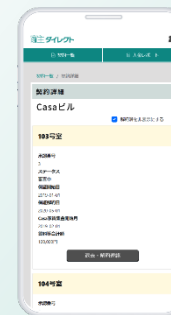
Landlord vacancy
information
Introduced to an
intermediary company

CasaWEB



Web application
Electronic contract

Landlord app



Rent collection
Rent guarantee

Resident app



Trouble shooting
Rush service

Support service for landlords

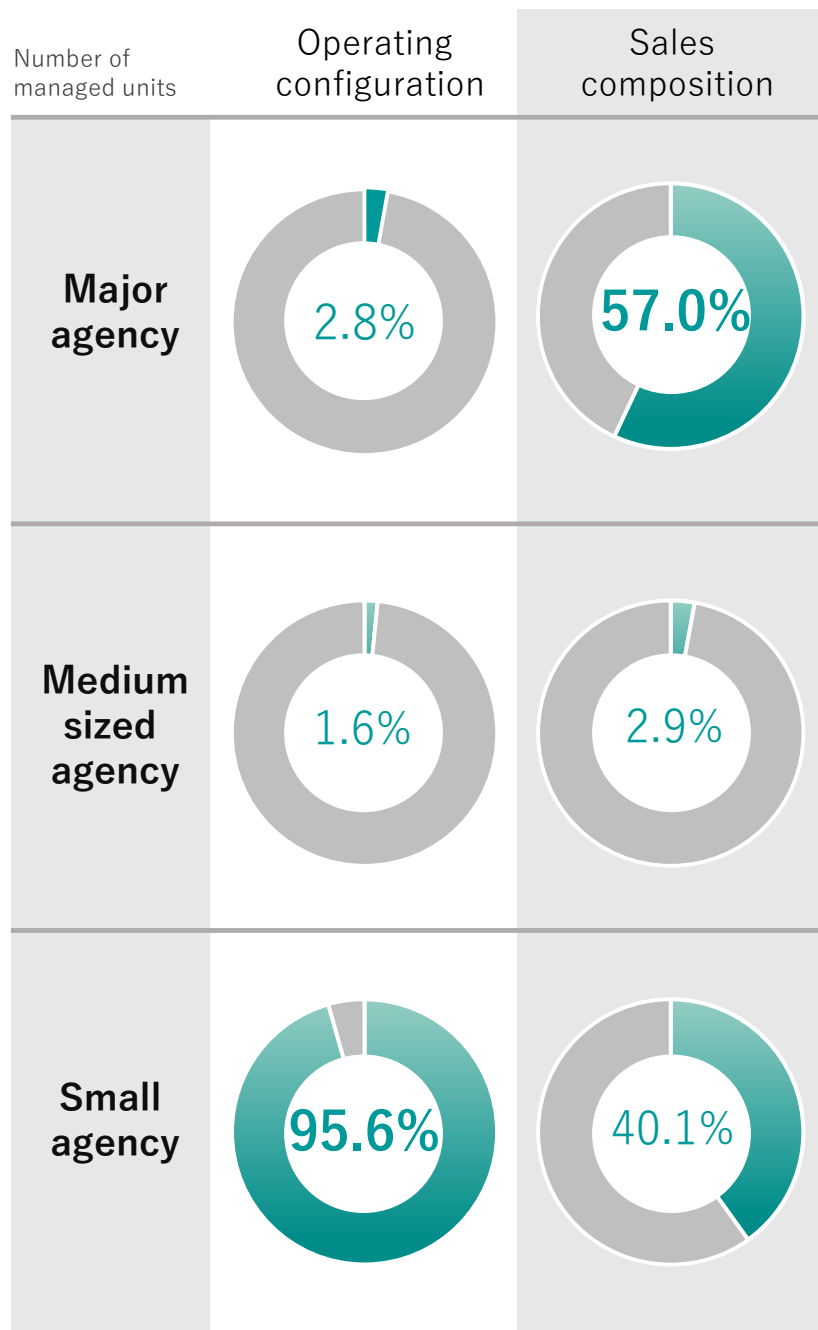


Successful landlord

Influencer



Digital native generation landlord



Major agency

Problem

- Profitability deteriorates due to soaring referral fee
- Referral fee competition with competitors

Task

- Review of unprofitable agencies
- Improvement of profitability by suppressing the occurrence of delinquency

Small agency

Problem

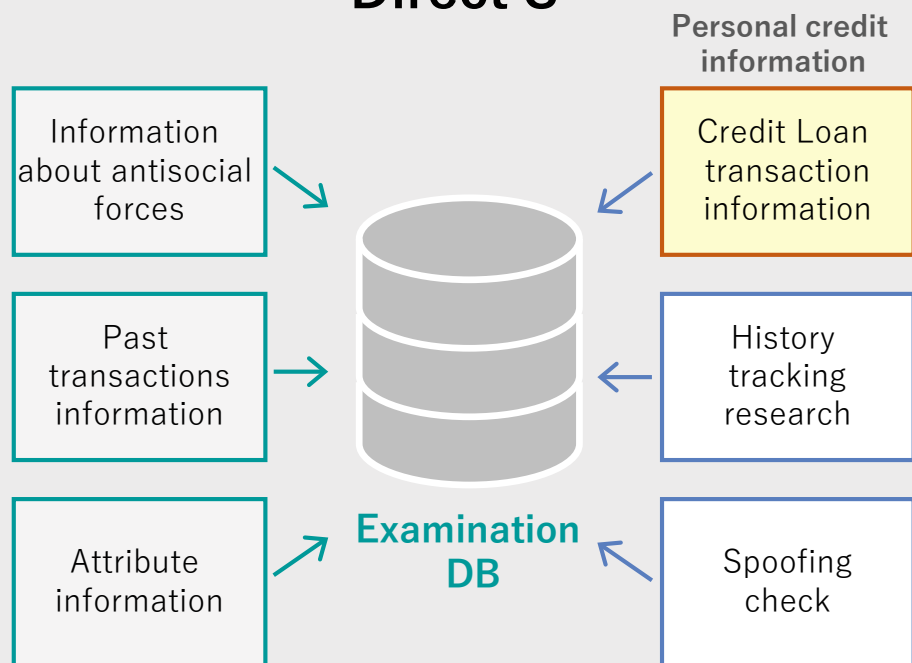
- Low utilization rate
- There are many distributors, Insufficient resources for sales personnel

Task

- Improvement of agency utilization rate
- Acquisition of new agencies

Major agency

“Direct S”



Effect

- 1 Improvement of examination accuracy
- 2 Reduction of office work
- 3 Suppression of delinquency

Small agency

Increased utilization rate of existing agencies

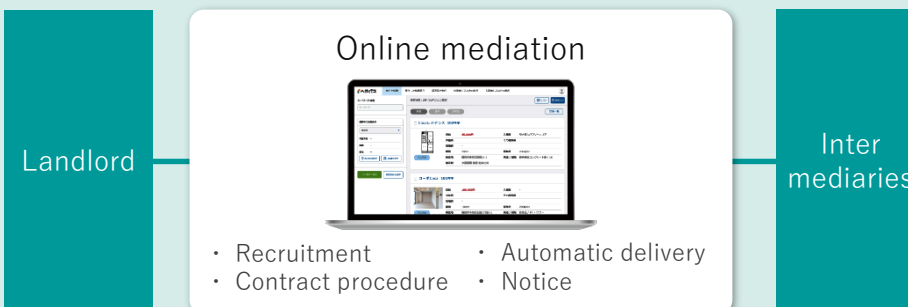
Efficient sales through online business negotiations



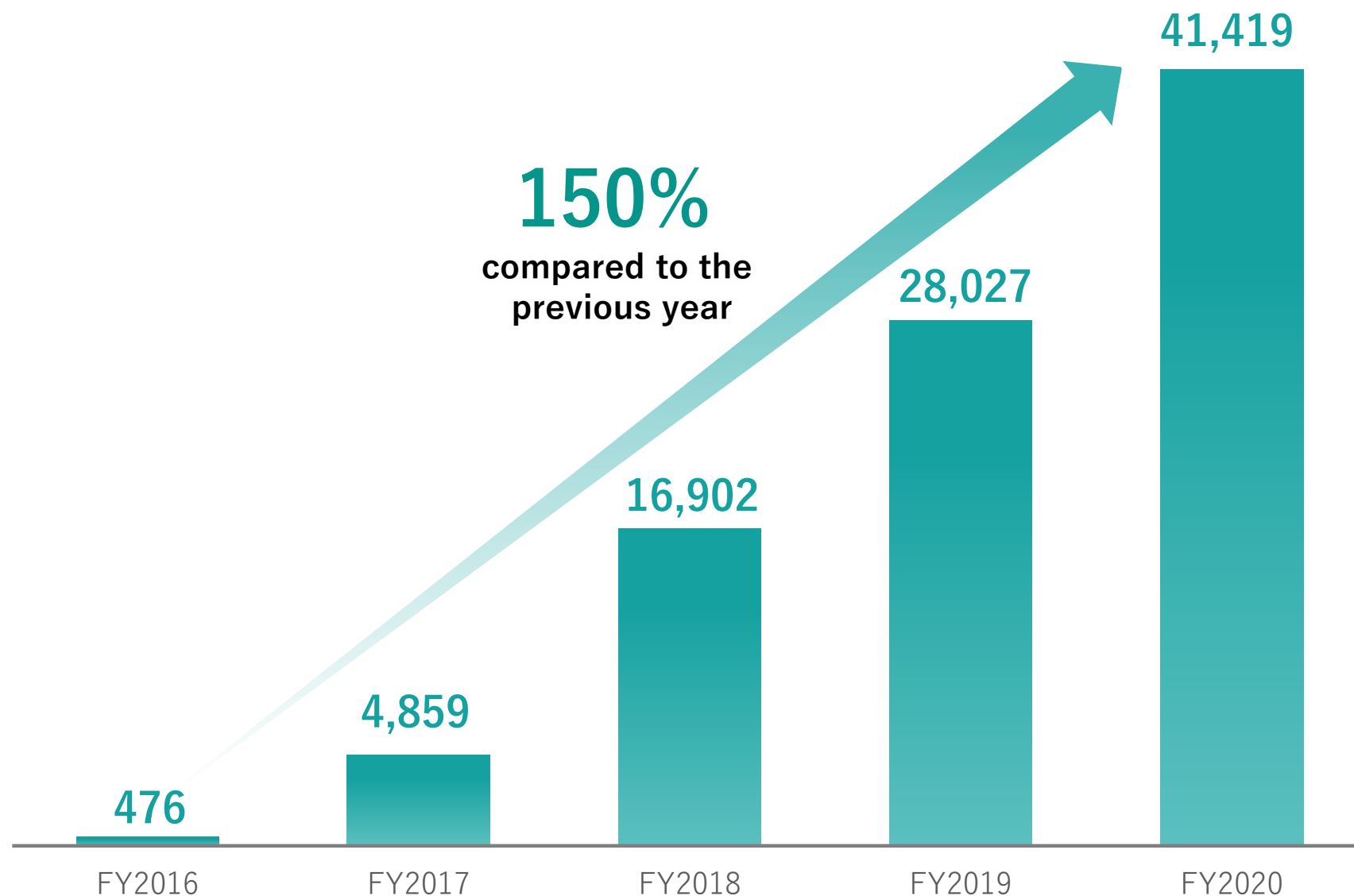
- Expansion of business area
- Cost reduction
- Sales skill leveling

Acquire new agencies

Matching of landlord and intermediaries



“Yanushi (landlord) Direct” is increasing year by year



Before

Creating Lease Agreement and Guarantee application



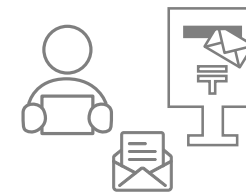
Guarantee application by fax



Face-to-face conclusion of Lease Agreement



Guarantee Agreement/ Account transfer by mail



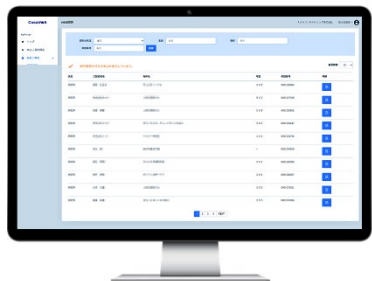
Manual entry of Guarantee contract / Account transfer



After

Convenience

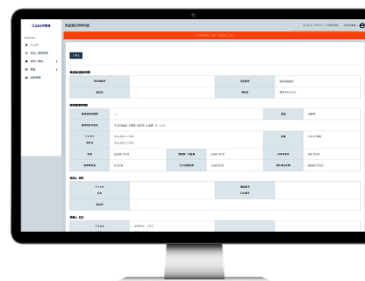
Automatic system linkage between move-in application and guarantee application



No stress and easy WEB service with a simple screen and operability

Cost reduction

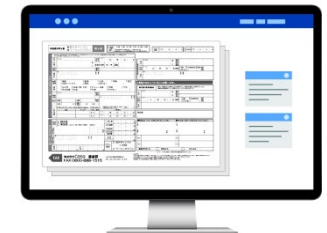
Lease Agreement / Guarantee Agreement Electronic contract



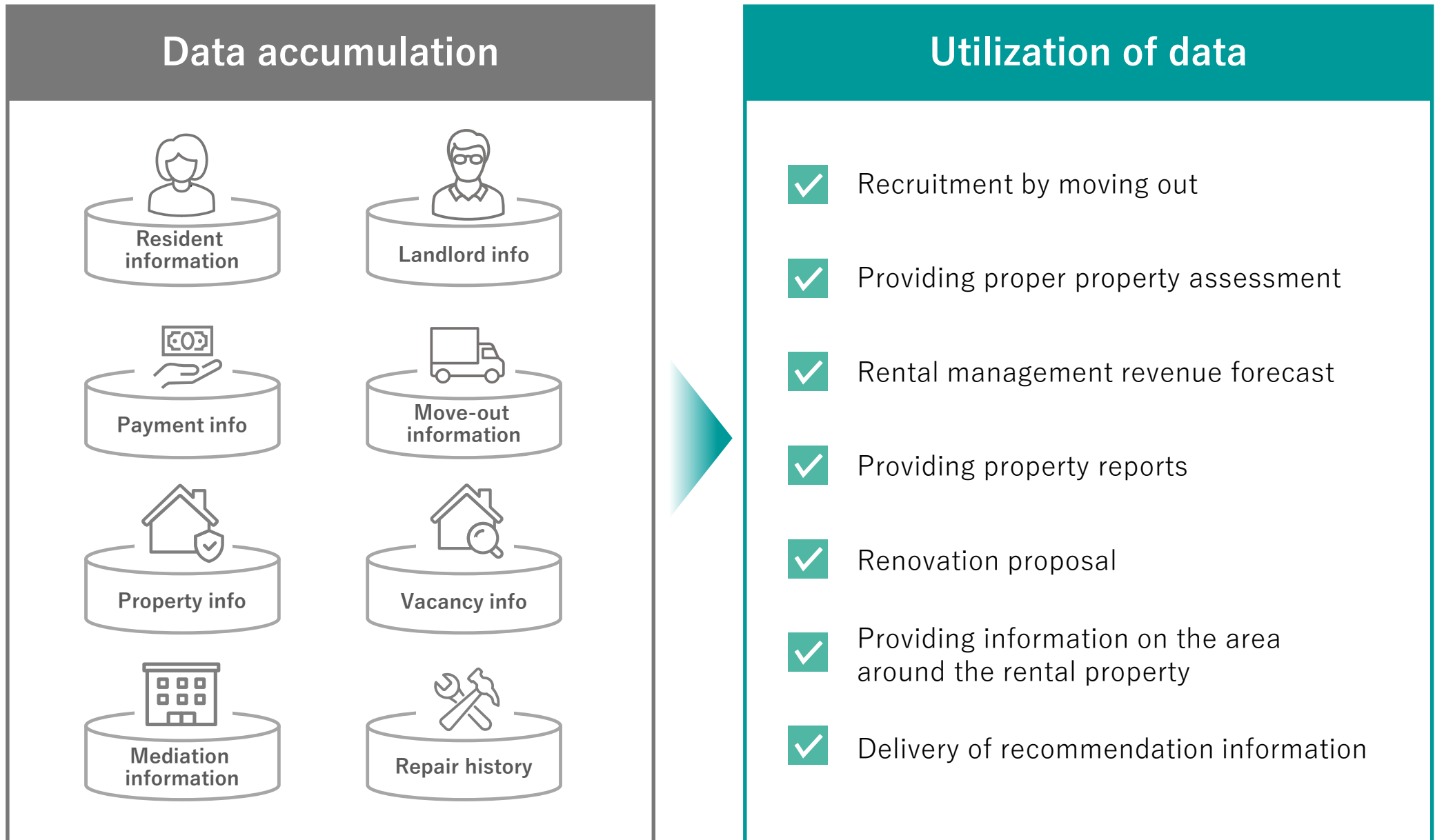
From application to move-out contact All one stop
No need for fax or paper Improving work efficiency

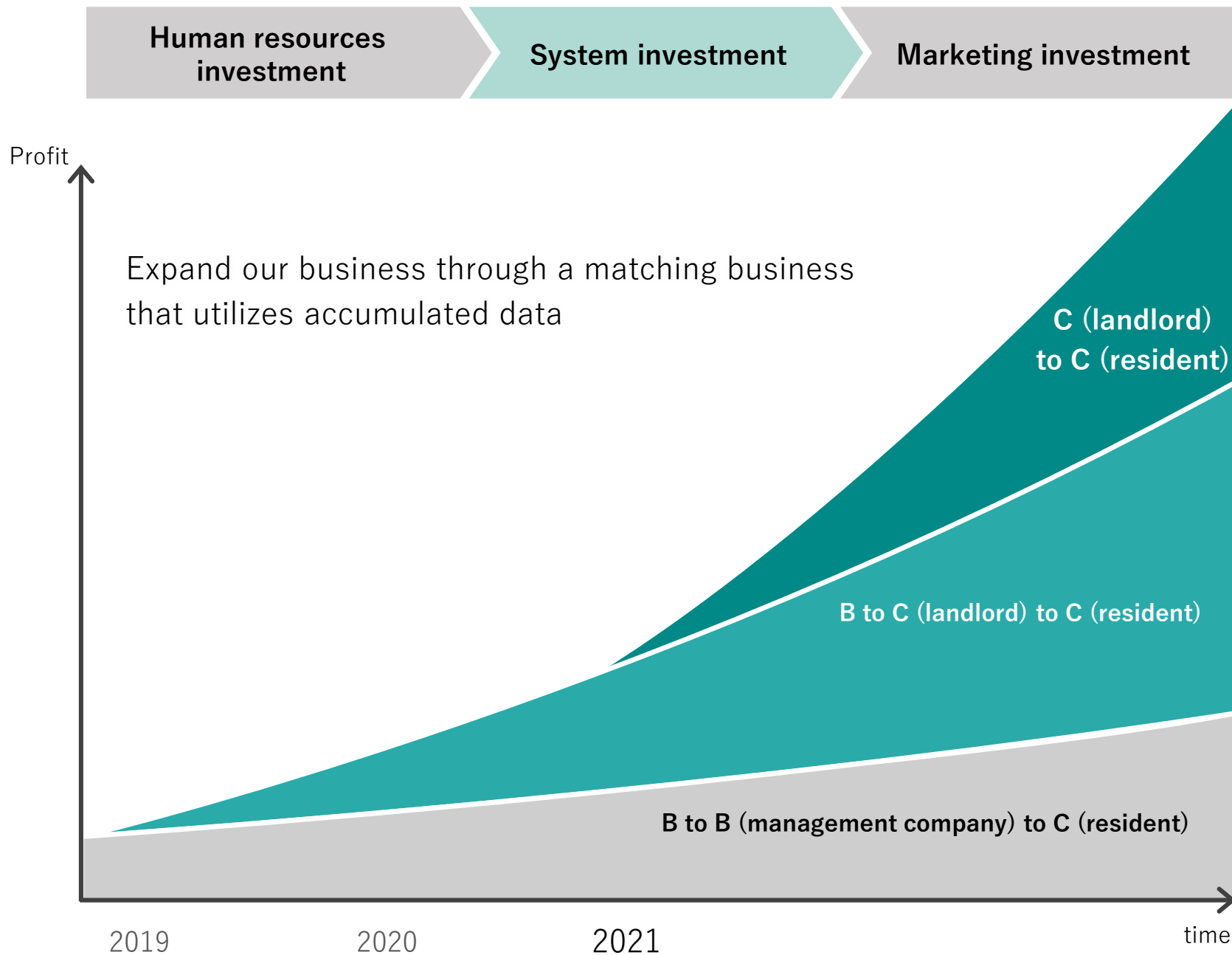
Cost reduction

RPA Autofill in contract



Data stock-type business





Matching business

Landlord app Resident app



Real estate tech

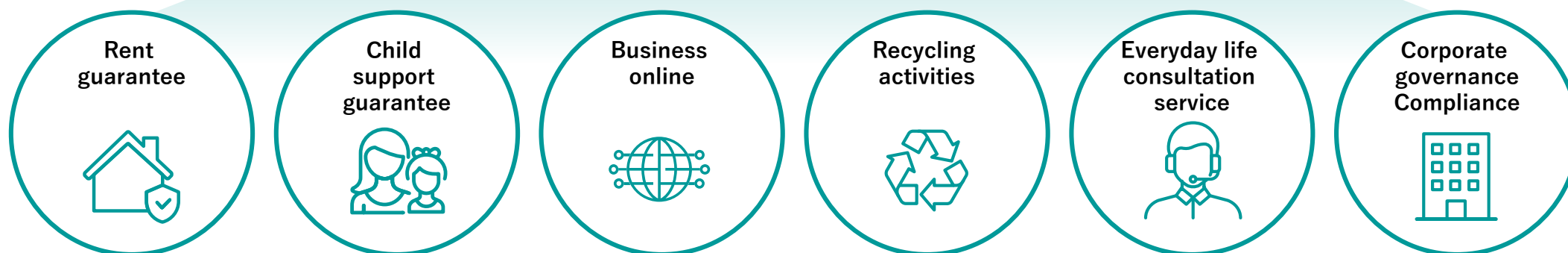


Guarantee Tech





We contribute to achieving the goals of SDGs by providing our services



Based on the spirit of “Sanpo Yoshi (benefit for all three sides)” We deliver valuable service and trust to all.

Customer

Based on the spirit of “Sanpo Yoshi”
Deliver valuable service for all who are
involved with us

Investor

Timely and appropriate disclosure
Strengthening corporate governance
Activities for ESG / SDGs

Society

Infrastructure that contributes to life
Build a happy relationship with
society
Social contribution through "living"

Employee

An environment where honest human
resources grow
Innovation and Challenge
A rewarding, rewarding environment

A conceptual image featuring a compass rose. A red arrow points from the bottom left towards the top right, where the word "CHANGE" is written in large, red, bold, sans-serif capital letters. The compass rose has a silver-colored base and needle. The background is a light gray with a subtle grid pattern. The text "Transform the real estate industry with technology" is overlaid in the center in a bold, black, sans-serif font.

**Transform the real estate industry
with technology**

- In addition to our business and industry trends, this document also refers to our future prospects based on our current plans, estimates, forecasts or forecasts.
- These forward-looking statements carry various risks and uncertainties.
- Already known or unknown risks, uncertainties and other factors may or may not lead to different consequences than those contained in the statement of future prospects.
- We can not promise that our forward-looking statements are correct, and our results may differ materially from our forward-looking statements.
- The statements regarding future outlook in this material are made by us based on the information available as of April 22, 2021, and we have not updated or changed the content of the statement regarding future outlook by reflecting any future events or circumstances.