



September 27, 2022

Casa Inc.

Capital and business alliance with the company "GoldKey" which offers app for tenants

For resolution of social issues utilizing a big data of property move-in/out information of tenants

Casa Inc. (Headquarters: Shinjuku-ku, Tokyo, President: Seigo Miyaji, hereinafter "Casa") has entered into a capital and business alliance with a real estate tech company that develops the concierge app "app-me! Cloud" for tenants, GoldKey Co., Ltd. (Headquarters : Nagoya City, Aichi Prefecture, Representative Director: Masaji Kimata, hereinafter "GoldKey") .

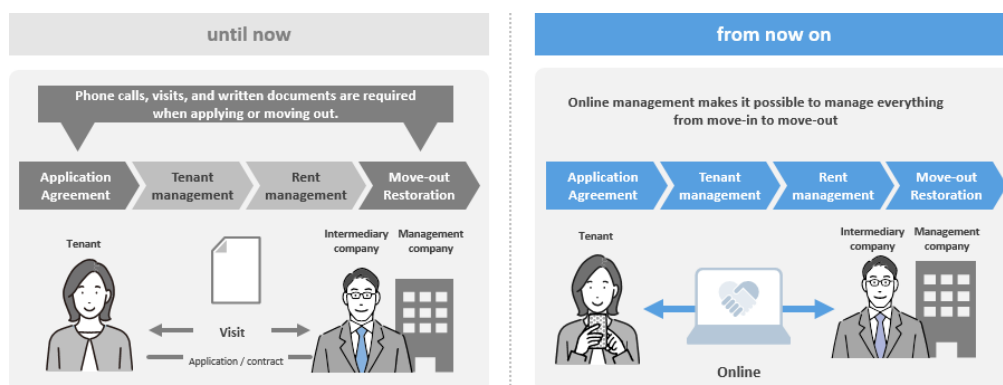
Through this partnership, by sharing know-how and linking data from both parties, Casa will develop new services in rental management and expand the business areas using its own data.

1. Synergy effect from capital and business alliance

In the real estate industry, most of the work depends on human resources, starting with moving-in procedures by fax and mail, etc., up to responding to tenants and moving out procedures. By providing rent management/guarantee services and contract management systems, Casa has improved the efficiency of real estate owner and real estate company operations.

By collaborating with GoldKey, it will be possible to provide real estate owners and real estate companies with various services ranging from moving-in to rent management and moving-out.

As a result, personnel costs and postage costs will be reduced, and resident satisfaction will be improved by improving convenience at the time of moving in and during their stay.



2. Business expansion

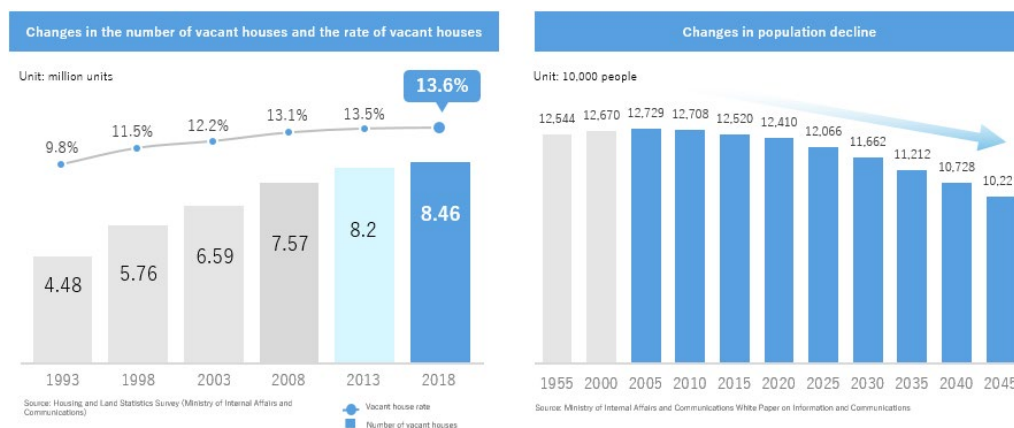
In addition to tenant information, owner information, property information, and repair information, Casa can collect big data such as inquiry history, rent payment history, update, and move-out information.

By utilizing this data, Casa will create a "new standard of living" that is useful for customers and society, such as improving the property value of owners and providing highly transparent real estate information.



3. Solving social issues

In a society with a declining population, increasing vacancies and aging properties are becoming issues. In addition, the profitability of real estate owners and real estate companies managing properties will deteriorate, and the deterioration of property conditions is expected to progress further. In order to solve these problems, the Casa Group will promote the use of IT, mainly in guarantee services, streamline the real estate industry, and develop services that reorganize the sustainable real estate industry. By developing business activities that are directly linked to sustainability, Casa aim to further promote ESG and improve corporate value.



4. Company Profile

[GoldKey Co., Ltd.]

Head office location: 2-15-26 Higashisakura, Higashi-ku, Nagoya-shi, Aichi

Representative: Masaji Kimata, Representative Director

Business content: Planning and development of condominium management applications, IoT platform development and operation,

URL: <https://goldkey.co.jp/>

[Casa Inc.]

Head office location: 2-6-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo

Representative: Seigo Miyaji, Representative Director

Business content: Rent Guarantee business, child support guarantee business, platform business

URL: <https://casa-inc.co.jp/>

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