

July 21, 2020

Listed Company: LIFULL Co., Ltd.

Representative: Takashi Inoue (President and CEO)

(Code: 2120 TSE 1st)

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Acquisition of Kenbiya Co., Ltd. to Strengthen the Investment Property Division

LIFULL Co., Ltd. (LIFULL) is announcing that it has resolved at the board of directors meeting held on July 20 to enter into a share transfer agreement to acquire Kenbiya Co., Ltd. (Kenbiya), the operator of the large-scale Japanese real estate investment and property information website "Kenbiya" (<https://www.kenbiya.com/>), as a subsidiary.

Although this release is not a required disclosure, LIFULL has decided to voluntarily disclose this information, as it may be useful for investors. For this reason, some of the information required for timely disclosures has been omitted.

Notes

1. Background and Targets

With the corporate message "Make every LIFE FULL," the LIFULL Group is expanding its various services centered around real estate information to improve the lives of people in Japan and around the world.

The long-term strategy of LIFULL is to reform and energize the Japanese real estate market and construct a global real estate platform. To achieve this goal, LIFULL is providing new value to users by helping them find the lifestyle they want by combining data gained through the Japanese real estate information platform, LIFULL HOME'S, and the network of real estate-related services provided in over 60 countries around the world through LIFULL CONNECT with advanced technology, such as AI.

Apart from assistance in looking for a home, LIFULL is also supporting the growth of the real estate market by offering ideas for repurposing vacant real estate (i.e. vacation rentals); information listing services and events for real estate investors; and funds for investment platforms utilizing blockchain technology.

Kenbiya Co., Ltd. began operation of the real estate investment and property listing platform "Kenbiya" in 2004. Through a combination of providing investment information through property listings and seminars, the company has earned support from real estate companies and users alike while cultivating a large community of investors.

With the acquisition of Kenbiya, both companies expect to build upon their investment property listings and client base, attract more users to both websites, increase revenue in the real estate investment sector, and ultimately accelerate their growth strategies by energizing the secondary real estate market.

2. Overview of the Company to be Acquired (Kenbiya Co., Ltd.)

Company:	Kenbiya Co., Ltd.
Location:	Minato-ku, Tokyo
Representative:	Keiichi Kurauchi (Representative Director and President) Tomoaki Hagiwara (Representative Director and Chairperson)
Primary Field of Business:	Operation of the real estate investment and property information platform Kenbiya
Founded:	April 2004

3. Status of Acquired Shares

Number of Shares After Acquisition:	Issued Shares: 200 (100% Ownership)
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4. Acquisition Funds

Plan to acquire with on-hand funds.

5. Acquisition Schedule

July 20, 2020 Share Transfer Agreement

End of July 2020 Transfer of Shares (TBD)

Dates listed as (TBD) may be subject to change.

6. Outlook and Effects

The impact of the Share Acquisition on the Company's consolidated business results is expected to be minor. If it becomes clear that this matter will have a significant impact on the business performance of the Company in the future, the Company will make notifications at the earliest possible time.