

LIFULL Co., Ltd.

# Full-Year Results

IFRS

FY 2022/9 Q4  
(October 2021 – September 2022)

**Disclaimer**

The opinions and projections, etc. contained herein represent the judgment of LIFULL Co., Ltd. at the time this document was prepared. Please be aware that actual results may vary considerably due to various reasons. We provide no guarantees regarding the accuracy of the information. Please keep in mind that actual performance and results may vary significantly due to changes in various factors.

# Index

|  |      |
|--|------|
| 1. Main Points for FY 2022/9 Full-Year     | P 2  |
| 2. Review of FY 2022/9                     | P 3  |
| 3. Full-Year Financial Results             | P 5  |
| 4. Returns for Stakeholders                | P 11 |
| 5. Changes to Mid-Term Targets (FY 2025/9) | P 15 |
| 6. FY 2023/9 Results Forecast              | P 35 |
| 7. Appendices                              | P 39 |
| 8. IR Team Contact Information             | P 55 |



# Main Points for FY 2022/9 Full-Year

## FY 2022/9 Earnings

Revenue

¥35.7 Billion YoY -0.4%

Smooth progression along annual schedule with reduced revenue due to the **discontinuation of HOME'S alliance partnerships and lower third-party advertising overseas**

Operating Profit

¥0.16 Billion YoY —

In addition to **increased growth investments** both domestically and overseas, **profit generated through the sale of subsidiaries**

## TOPICS

Revisions to the Mid-Term Management Plan

2025



Revised mid-term plans to reflect recent organizational changes to focus management resources

(Details from Page 14)

Revenue Forecast and Growth Strategy for FY 2023/9



Maintaining a selective focus while increasing business scope

(Details from Page 34)

Shareholder Returns

To our Shareholders

Year-end dividends and share buyback program

(Details from Page 11)



# Review of FY 2022/9

# Review of FY 2022/9

## Highlights

## Selective Focus on Main Businesses

## Successes & Results

Domestic



- Development of new features for our transformation into a Super Hyper Assistant
- Proactive **promotion efforts**
- New departments formed to **re-approach previous clients**

- **Transfer of shares of**



Marketing Partners

Marketing support service and advertising agency for real estate professionals

- **Reorganization of Alliances**  
(Focus on high-quality leads)

YoY as of Sep. 30

**Clients** +2.5% ↑ **Listings** +20% ↑

- Reduced inquiries due to discontinuation of alliance partnerships
- Development of new features progressing on-schedule

Overseas



- M&A for **expansion of Latin American real estate portals**



Latin American RE Portal Network



CRM for RE Professionals

- **Transfer of shares of Kleding B.V.**



Fashion Aggregation

- **Highest CPC for Premium Ads ever**

**CPC** (Ann. Avg.) +20% ↑

- Lower revenue from third-party advertising products (AdSense, etc.)





FY 2022/9

# Full-Year Financial Results



(October 1, 2021 – September 30, 2022)



# Condensed Statements of Income and Loss IFRS

Despite recent up-turns, lower consolidated and segment revenue in both HOME'S Services and Overseas YoY. Operating income increased due to reduced costs, sales of subsidiaries and an impairment loss in the previous FY.

| Unit: JPY mil.                       | FY2021<br>(Oct.-Sep.) | FY2022<br>(Oct.-Sep.) | Change         | Change %     |    |
|--------------------------------------|-----------------------|-----------------------|----------------|--------------|----|
| <b>Revenue</b>                       | <b>35,857</b>         | <b>35,730</b>         | <b>-126</b>    | <b>-0.4%</b> | *1 |
| <b>Cost of revenue</b>               | <b>3,951</b>          | <b>4,055</b>          | <b>+104</b>    | <b>+2.6%</b> |    |
| <b>SG&amp;A</b>                      | <b>28,599</b>         | <b>31,362</b>         | <b>+2,763</b>  | <b>+9.7%</b> |    |
| <b>Personnel expenses</b>            | 8,905                 | <b>9,684</b>          | +779           | +8.8%        | *2 |
| <b>Advertising expenses</b>          | 11,851                | <b>12,824</b>         | +972           | +8.2%        | *3 |
| <b>Operating expenses</b>            | 400                   | <b>537</b>            | +136           | +34.1%       | *4 |
| <b>Depreciation and amortization</b> | 1,961                 | <b>1,893</b>          | -67            | -3.5%        |    |
| <b>Other</b>                         | 5,479                 | <b>6,422</b>          | +942           | +17.2%       | *5 |
| <b>Other income and expenses</b>     | <b>-9,950</b>         | <b>1,369</b>          | <b>+11,320</b> | -            | *6 |
| <b>Operating income</b>              | <b>-6,644</b>         | <b>1,681</b>          | <b>+8,326</b>  | -            |    |
| <b>Operating income margin</b>       | <b>-18.5%</b>         | <b>4.7%</b>           | <b>+23.2pt</b> | -            |    |
| <b>Net profit*</b>                   | <b>-5,901</b>         | <b>1,187</b>          | <b>+7,088</b>  | -            |    |

\*1 Refer to segment revenue (Page 7)

\*2 Transfer of assets in previous FY. Increased Group headcount by 84 (ann. avg.) due to Overseas acquisitions.

\*3 Primarily for active investments in domestic businesses

\*4 Increases for face-to-face sales initiatives as domestic market reopens and travel expenses for driving synergies in Overseas acquisitions

\*5 Primarily due to increased outsourcing and system usage fees

\*6 Primarily due to sale of Fashiola and LIFULL Marketing Partners and impairment loss in the previous FY

\* Net profit attributable to owners of the parent

## Revenue / Income and Loss by Segment IFRS

HOME'S Services has seen positive growth in recent months, but revenue remains negative YoY due to the discontinuation of some alliance partners. Profit in both HOME'S Services and Overseas lower YoY due to proactive growth investments.

| Unit: JPY mil.         | FY2021<br>(Oct.-Sep.) | FY2022<br>(Oct.-Sep.) | Change      | Change<br>%  | Main items  |
|------------------------|-----------------------|-----------------------|-------------|--------------|---|
| <b>Revenue</b>         | <b>35,857</b>         | <b>35,730</b>         | <b>-126</b> | <b>-0.4%</b> |   |
| <b>HOME'S Services</b> | 26,693                | <b>26,067</b>         | -625        | -2.3%        | Decrease in inquiries due to removal of partner sites and lower advertising prices for new-build properties due to rising real estate prices while overall inquiries increased and helped fill the gap in Q4. |
| <b>Overseas</b>        | 7,019                 | <b>6,938</b>          | -81         | -1.2%        | As revenue for premium ads on aggregation services increased, revenue from third-party advertisements remained low.   |
| <b>Other</b>           | 2,144                 | <b>2,725</b>          | +580        | +27.0%       | Primarily increases in from LIFULL senior and other subsidiaries as well as and Regional Revitalization.  |

| Unit: JPY mil.                    | FY2021<br>(Oct.-Sep.) | FY2022<br>(Oct.-Sep.) | Change        | Change<br>%   | Main items   |
|-----------------------------------|-----------------------|-----------------------|---------------|---------------|--|
| <b>Segment income and loss</b>    | <b>3,306</b>          | <b>312</b>            | <b>-2,994</b> | <b>-90.6%</b> |  |
| <b>HOME'S Services</b>            | 2,364                 | <b>349</b>            | -2,014        | -85.2%        | Due to decreased revenue, promotion efforts and proactive growth investments.          |
| <b>Overseas</b>                   | 1,577                 | <b>576</b>            | -1,000        | -63.4%        | Due to acquisitions, lower revenue and transfer of personnel costs in the previous FY. |
| <b>Other</b>                      | -679                  | <b>-661</b>           | +17           | -             |  |
| <b>Inter-segment transactions</b> | 43                    | <b>47</b>             | -             | +8.5%         |  |

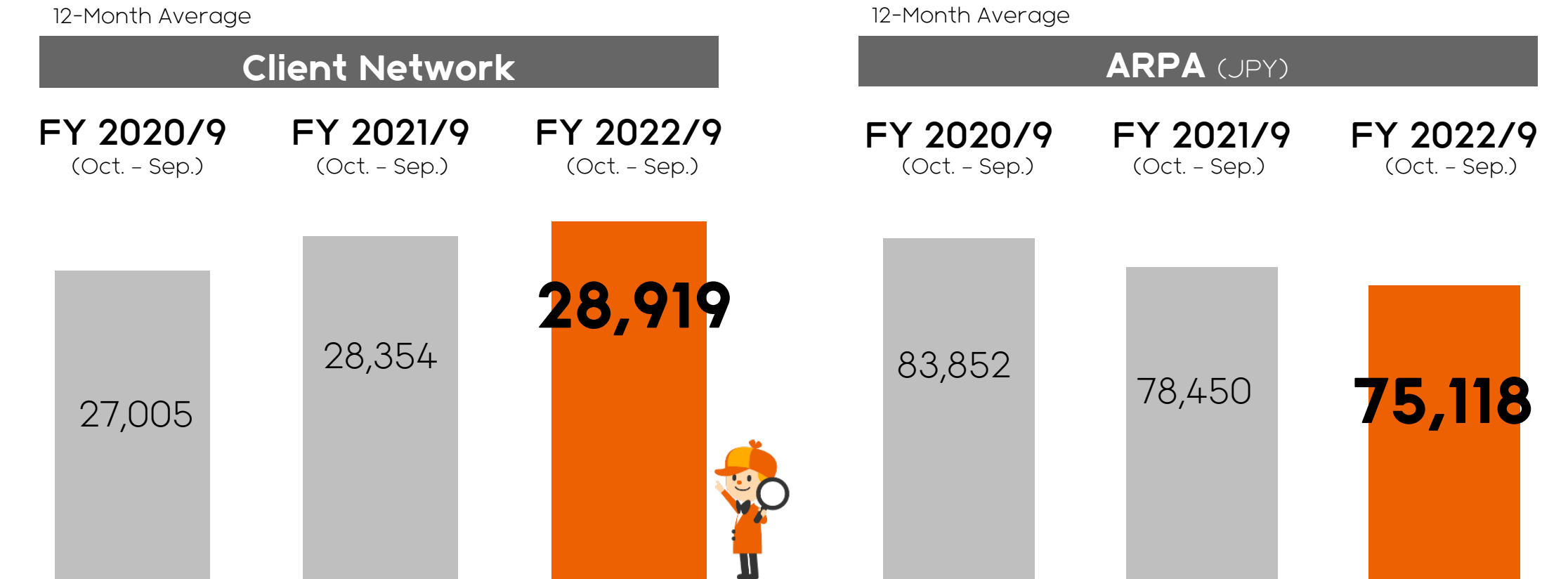
Primary businesses in each segment are listed on Page 42

The % Change values for negative results in the current previous periods have been left blank



# Key Performance Indicators Client Network and ARPA

Our client network continues to progress smoothly in the custom-built, re-sale and investment markets, but the increase in clients and decrease in revenue for HOME'S Services have had a negative impact on ARPA.



# Condensed Statement of Financial Position and Goodwill IFRS

Transfer of shares of LIFULL Marketing Partners and Fashiola. Goodwill increased ¥500 mil. from the acquisitions of Properati and Wasi and effects of the weak yen. Capital tie-up with Hash Dash Holdings in Feb. 2022

| Unit: JPY mil.   | As of<br>Sep 30, 2021 | As of<br>Sep 30, 2022 | Change        | Change<br>%  | Main items                               |   |
|--|-----------------------|-----------------------|---------------|--------------|--|---|
| <b>Current assets</b>  | 21,544                | 25,011                | +3,466        | +16.1%       | Cash                                     | +3,375 Refer to "Condensed Statement of Cash Flows"                 |
|  |                       |                       |               |              | Accounts receivable-trade                | -610 Primarily Regional Revitalization efforts                      |
|  |                       |                       |               |              | Products                                 | +883 Primarily Regional Revitalization efforts                      |
|  |                       |                       |               |              | Works-in-progress                        | -345 Primarily Regional Revitalization efforts                      |
|  |                       |                       |               |              | Prepaid Expenses                         | +120 Primarily annual system usage fees                             |
|  |                       |                       |               |              | Income taxes receivable                  | -605  |
|  |                       |                       |               |              | Consumption taxes receivable             | +134  |
| <b>Non-current assets</b>  | 24,342                | 23,695                | -647          | -2.7%        | Buildings, Tools, Furniture and Fixtures | -229 Primarily depreciation and amortization                        |
|  |                       |                       |               |              | Right-of-Use Assets                      | -773 Primarily depreciation and amortization                        |
|  |                       |                       |               |              | Goodwill                                 | +564 Primarily from Overseas acquisitions and currency fluctuations |
|  |                       |                       |               |              | Stocks - associated parts                | +773 Primarily for the acquisition of shares of Hash Dash           |
|  |                       |                       |               |              | Long-term loans receivable               | -308 Primarily Regional Revitalization efforts                      |
|  |                       |                       |               |              | Deferred taxes - non-current             | -133 Primarily for the sale of shares of LMP                        |
| <b>Assets</b>  | <b>45,887</b>         | <b>48,706</b>         | <b>+2,819</b> | <b>+6.1%</b> |  |   |
| <b>Current liabilities</b>   | 12,139                | 13,389                | +1,250        | +10.3%       | Accounts payable - trade                 | -481 Primarily for the sale of shares of LMP                        |
|  |                       |                       |               |              | Short-term loans - payable               | +1,039 Primarily transfer from long-term loans payable              |
|  |                       |                       |               |              | Provisions for Bonuses                   | +399  |
|  |                       |                       |               |              | Long-term loans payable within 1 year    | +340  |
|  |                       |                       |               |              | Accounts payable - other                 | -536  |
| <b>Non-current liabilities</b>                                     | 5,209                 | 4,186                 | -1,023        | -19.6%       | Long-term loans payable                  | -725 Transfer to long-term loans payable within 1 year              |
|  |                       |                       |               |              | Long-Term Lease Obligations              | +170  |
|  |                       |                       |               |              | Long-term accounts payable - other       |   |
| <b>Liabilities</b>   | <b>17,349</b>         | <b>17,575</b>         | <b>+226</b>   | <b>+1.3%</b> |  |   |
| <b>Total Equity</b>  | <b>28,538</b>         | <b>31,130</b>         | <b>+2,592</b> | <b>+9.1%</b> | Capital Surplus                          | -127  |
|  |                       |                       |               |              | Foreign Currency Translation Adjustm.    | +1,802 Due to fluctuations in foreign currency exchange rates       |
| <b>Equity per share attributable to owners of the parent (JPY)</b> | <b>215.61</b>         | <b>235.23</b>         | <b>+19.62</b> |              |  |   |

Primary Remaining Goodwill (in JPY): Littel 86 mil., LIFULL CONNECT 11,098 mil., Kenbiya 271 mil., LIFULL Tech Vietnam 116 mil. Mitula, LIFULL Marketing Partners and Kenbiya PPA 1,323 mil.

# Condensed Statement of Cash Flow IFRS

+¥1.4 bil. in the operating cash flow due to tax refunds for the reorganization of Mitula Group in the previous FY.  
 +¥1.4 bil. in the investing cash flow from the sale of shares of LIFULL Marketing Partners and Kleding B.V.

| Unit: JPY mil.                              | FY2021<br>(Oct.-Sep.) | FY2022<br>(Oct.-Sep.) | Change        | Main items   |        |        |
|---|-----------------------|-----------------------|---------------|--|--------|--------|
|   |                       |                       |               | Items  | FY2021 | FY2022 |
| <b>Operating cash flow</b>                  | 1,287                 | 2,697                 | +1,409        | Profit for the period before tax                                       | -6,857 | +1,396 |
|   |                       |                       |               | Depreciation and amortization  | +9,749 | -      |
|   |                       |                       |               | Decr. (incr.) in accounts receivable-trade & other current receivables | +2,645 | -1,738 |
|   |                       |                       |               | Incr. (decr.) in accounts payable-trade & other current payables       | -2,627 | +2,174 |
|   |                       |                       |               | Tax payments   | -1,921 | +205   |
|   |                       |                       |               | Other  | -1,653 | -1,168 |
| <b>Investing cash flow</b>                  | -1,068                | 388                   | +1,456        | Payments for the acquisition of equity instrument assets               | -100   | -      |
|   |                       |                       |               | Purchase of intangible assets  | -678   | -586   |
|   |                       |                       |               | Business acquisition expenditures                                      | -417   | -453   |
|   |                       |                       |               | Proceeds from the sale of shares of subsidiaries                       | -      | +2,440 |
|   |                       |                       |               | Payments for the acquisition of affiliates                             | -      | -800   |
|   |                       |                       |               | Payment of loans receivable  | -813   | -985   |
|   |                       |                       |               | Proceeds from collection of loans receivable                           | +762   | +1,141 |
| <b>Financing cash flow</b>                  | -3,291                | -54                   | +3,237        | Proceeds from loans payable  | +409   | +1,822 |
|   |                       |                       |               | Repayment of loans payable   | -2,155 | -654   |
|   |                       |                       |               | Dividends paid   | -697   | -477   |
|   |                       |                       |               | Repayment of lease obligations   | -828   | -739   |
| <b>Change in cash and cash equivalents</b>  | <b>-2,817</b>         | <b>3,375</b>          | <b>-</b>      |  |        |        |
| <b>Balance of cash and cash equivalents</b> | <b>13,145</b>         | <b>16,521</b>         | <b>+3,375</b> |  |        |        |

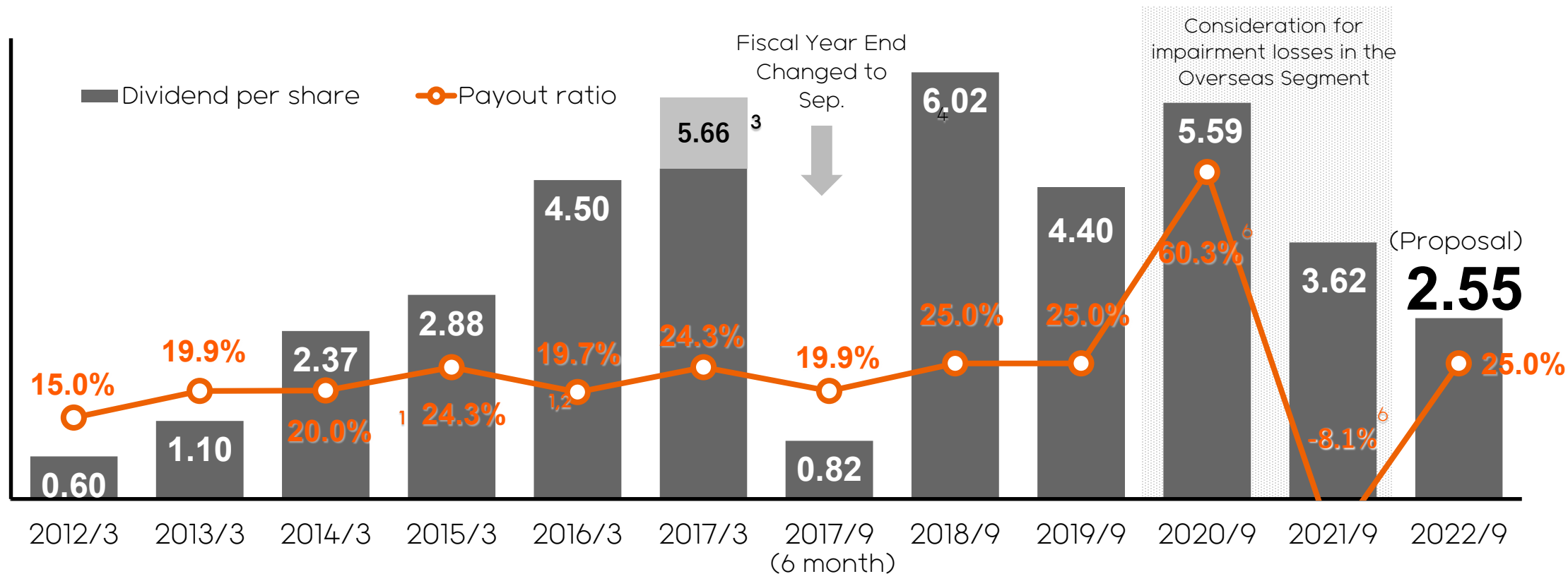
\* Primarily provisions for employee bonuses



# Returns for Stakeholders

# Shareholder Return

Continuation of our basic policy. The proposed dividend for FY 2022/9 will be ¥2.25 (submitted to the General Shareholders' Meeting to be held on December 22, 2022)



1. The Company implemented a stock split at a ratio of three shares per share of common stock as the effective on January 1, 2014 and a stock split at a ratio of two shares per share of common stock effective on June 1, 2015.
2. Due to the transition period to IFRS, the dividend payout ratio for the FY 2015/3 was computed on the basis of net profit that excluded the "effects of LIFULL's acquisition of Trovit." Thus, the resultant payout ratio was 24.3%.
3. To commemorate the twentieth year since the founding of the Company, 100 yen was added to the regular dividend of 4.66 resulting in a payout rate of 24.3%.
4. The Company changed the end of the fiscal year as of the fiscal year ended September 3, 2017. The fiscal year ended September 3, 2017 was an irregular six-month financial period which began on April 1, 2017 and ended on September 30, 2017.
5. Dividends for the FY 2019/9 have been calculated based on the number of issued shares as of the end of the period.
6. Dividends for FY 2020/9 and FY2021/9 have been calculated in consideration of the impact from the impairment loss for overseas subsidiaries.

# Enriching Stakeholder Returns Share Buyback Program

In addition to enhancing shareholder returns, we want to enable the flexible use of capital in response to changes in the business environment, comprehensively evaluate the current share price in light of business forecasts and ensure appropriate shareholder value.

## Goals

**Enhance shareholder returns**

**Flexible use of capital**

**Ensure appropriate shareholder value**

## Overview

### Share Type

Ordinary Shares

### Total Shares for Repurchase

**5,000,000** (Max.)

Ratio of treasury stock to be acquired to shares outstanding [excluding treasury stock]: **3.79%**

### Aggregate Repurchase Price

**¥1.0 bil.** (Max.)

### Repurchase Period

Nov. 10, 2022 – May 9, 2023

### Repurchase Method

Market purchase based on discretionary trading contract


### Ref. Treasury Shares as of September 30, 2022

Shares outstanding (excl. treasury shares): 134,239,870

Treasury Shares: 2,458,270

# Personal Purchase of Shares by President and CEO, INOUE Takashi

We have disclosed a release on the personal purchase of shares of LIFULL Co., Ltd. by our President and CEO, INOUE Takashi



November 9, 2022

Listed Company: LIFULL Co., Ltd.  
Representative: INOUE Takashi, President and CEO  
(Stock Code: 2120 TSE Prime)

Inquiries: FUKUZAWA Hidekazu, Managing Officer  
Head of Group Company Business  
Development Dept.  
(TEL: +81-3-6774-1603)  
(URL: <https://ir.lifull.com/en/>)

### Regarding the Purchase of Shares of LIFULL Co., Ltd. by President and CEO, INOUE Takashi

LIFULL Co., Ltd. (the "Company") reports the President and CEO of the Company, INOUE Takashi, has announced today that he will be purchasing shares of the Company from the market.

This purchase of shares (1) will be conducted as a personal transaction by INOUE subject to a trust contract with a trust bank. After this contract has been initiated, the trust bank will conduct purchases without further instruction by INOUE. (2) This purchase will continue for a pre-specified period beginning on November 10, 2022. (3) The total number of shares to be acquired will not exceed 5% of outstanding shares of the Company (134,239,870 outstanding shares as of September 30, 2022). Therefore, we have been informed that this purchase does not fall under "Purchase and Collection Acts Specified by Cabinet Order as Acts Similar to Tender Offers" as stipulated in Article 31 of the Enforcement Order of the Financial Instruments and Exchange Act.

The Company has also announced that we will be repurchasing shares. Therefore, we have implemented the following measures to ensure the prevention of insider trading and conflicts of interest:

- The status of the Company's share repurchases is not reported to or shared with INOUE, but is properly understood and managed by the other directors and the department in charge.
- With respect to the purchase of treasury stock by the Company, the Company has entrusted the execution of such purchase to a securities firm and does not have the discretion to give instructions concerning specific orders.
- INOUE did not participate in the deliberations and resolutions of the Board of Directors and the Management Committee concerning the Company's share repurchase.
- When considering the acquisition of treasury stock by the Company, information was kept separate within the Company, and detailed information was not shared with INOUE.

Please refer to the following release from Nov. 9, 2022 for more details

Regarding the Purchase of Shares of LIFULL Co., Ltd. by President and CEO, INOUE Takashi

<https://ir.lifull.com/news/>



# Revisions to Mid-Term Targets (FY 2025/9)



# Revisions to the Mid-Term Management Plan (FY 2025/9)

Revenue growth has remained largely flat after the adjustments to pricing (2019/10) and the COVID-19 pandemic. Therefore, we have adjusted our mid-term targets due to reflect our focused investments on primary services while scaling down or selling non-core businesses.

## Previous Mid-Term Targets

Released Nov. 2021

By FY 2025/9

**CAGR** Approx. 15%

**Operating Income** Approx. 20%

(Ref.)  
FY 2021/9  
Earnings Presentation  
P 39



## Consolidated Revenue Trend

Revenue from LIFULL Marketing Partners (sold September 2022) & Fashiola (sold July 2022)

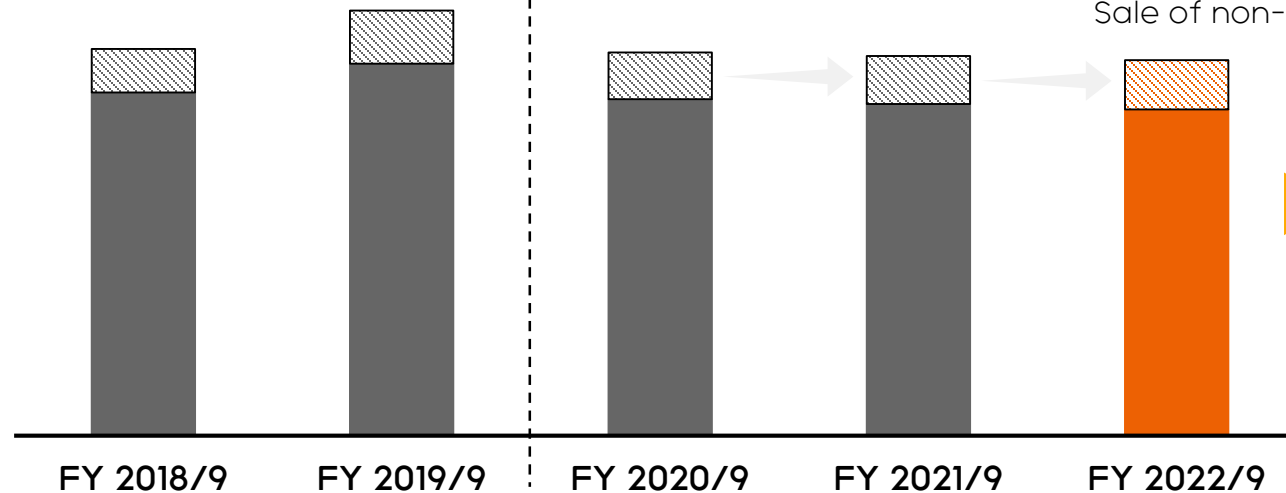
### Effects of COVID-19

Stay-home orders and lockdowns around the world resulting in less people moving and properties available on the market

Selective Focus

Growth investments in core businesses

Sale of non-core businesses



Lower revenue growth than initially planned

# New Mid-Term Management Plan for FY 2025/9

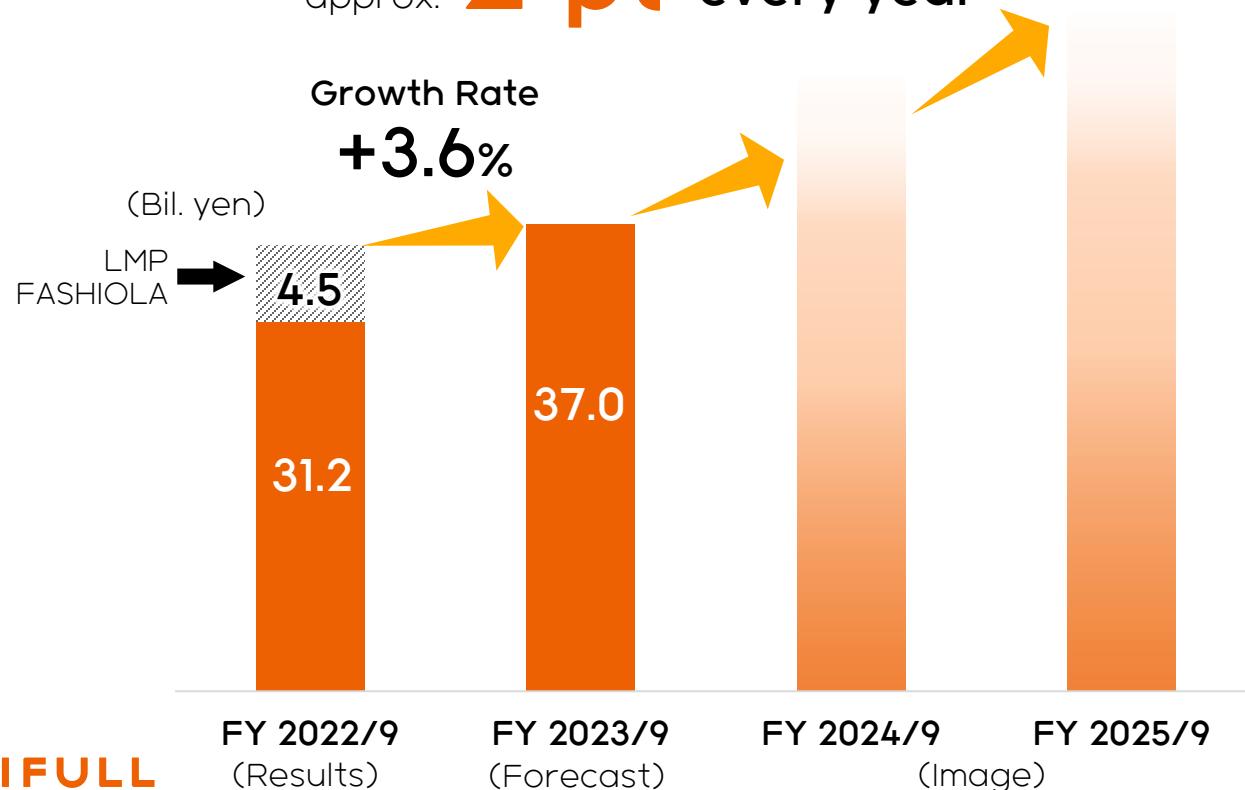
Continue our policy of focus on revenue expansion and strive for consistent revenue growth.  
Drive growth to reach our highest profit level ever: 5.0 billion yen

## Representation of Revenue Growth

## Operating Income

### Improve Growth Rate

by approx. **2 pt** every year



Drive growth for our  
**Most Profit Ever**

**(¥5.0 bil.)**

by the end of FY 2025/9

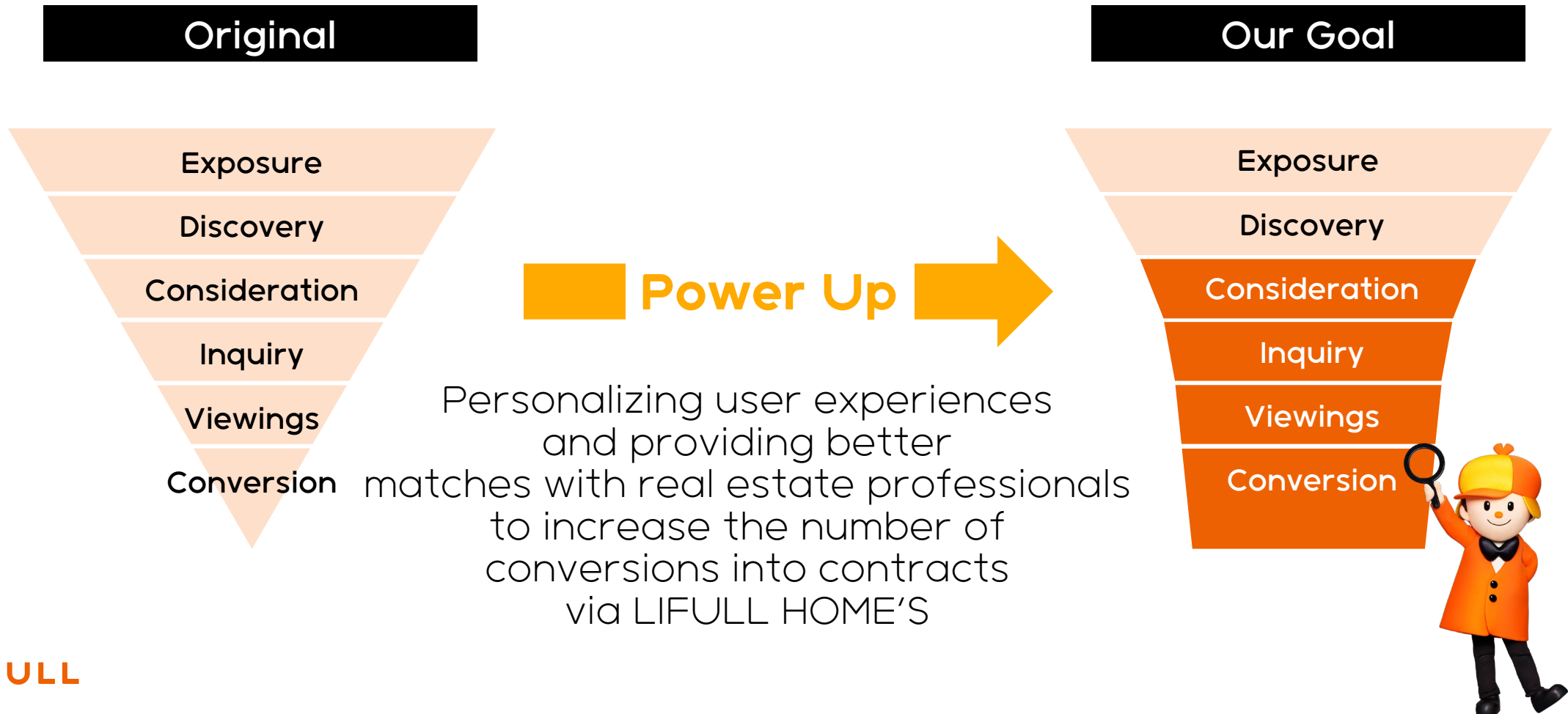
The

「」 LIFULL

HOME'S

Vision

# We are driving the value (transactions) we provide to clients to become a more efficient platform for finding a new home



# SUPER HYPER ASSISTANT Overview of our New Services

Focusing around the three pillars of Richer Listings, Search Assistance and Personal Support, we are working to improve user satisfaction and lead quality.

Creating new, more powerful services and features to help everyone find the right home

## SUPER HYPER ASSISTANT

(Sample Features)

### Richer Listings



Property Data

Detailed Area Information



Oct., 2021  
3D Floor Plans

### Search Assistance



Feb., 2021  
New Property Notifications via LINE



Jan., 2022  
Nice-to-Have Searches

Mar., 2021  
Search by "Would-Like" Criteria or based on your current home

Aug. 2021  
AI Search Result Order

### Personal Support



Online Viewing and Paperwork Tool  
**LIFULL HOME'S LIVE**



Feb., 2022  
AI Homes-kun Beta  
Strengthening *Sumai No Madoguchi* Consultation Services

### Foundation

Enhanced Log-In Page

Feb., 2022



Favorites



Saved Searches



Viewed Properties



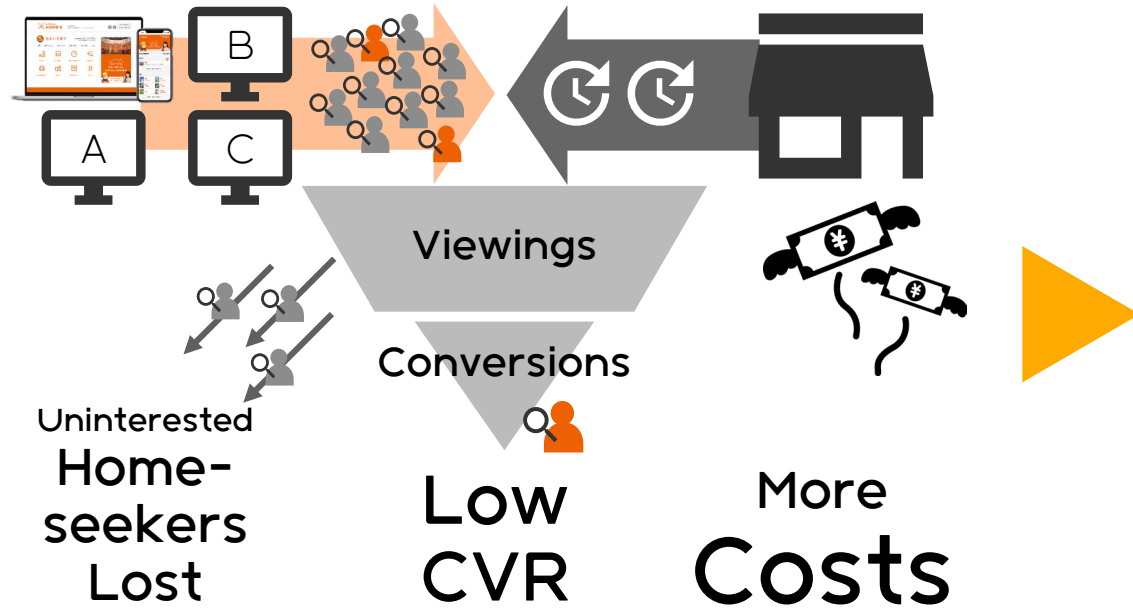
Inquiry History

# How SUPER HYPER ASSISTANT Helps Real Estate Professionals

Our individually-tailored services will boost conversion rates for our clients. Clients will be able to work more efficiently without having to spend too much time on understanding home-seeker needs which will save them money overall.

## Issues for Real Estate Professionals

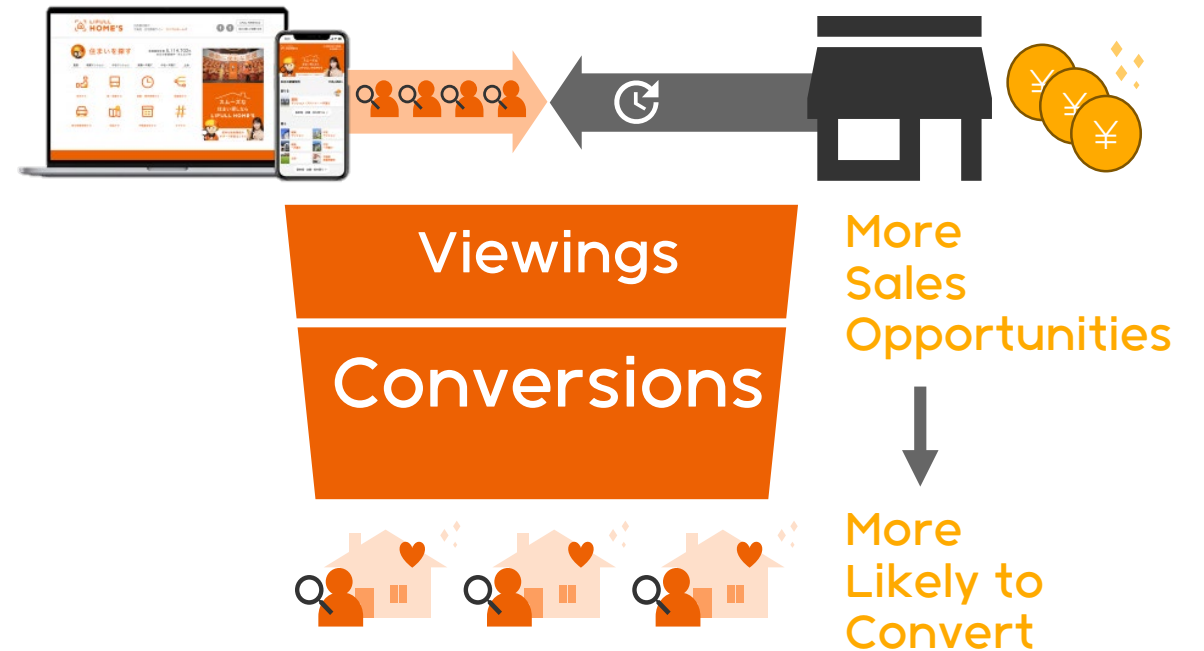
Massive Inquiries    Time Spent Answering



Need for More Efficiency

## Our Vision

High-Quality Inquiries



Lower Business Costs  
Efficient, Fast & Profitable

# Effects of SUPER HYPER ASSISTANT Results in FY 2022/9

We are already seeing improved quality in leads and have received positive feedback from real estate companies with better conversion rates from LIFULL HOME'S (in-house research)

## More inquiries from serious users

Inquiries with Phone Contact Details



YoY

**+10%**

Reservations for Property Viewings or Agent Consultations



YoY

**+23%**



## Higher conversion rates from inquiries via LIFULL HOME'S

YoY Conversion Rates

LIFULL HOME'S Members

Company A



**+16%**<sup>1</sup>

Company B



**+18%**<sup>1</sup>

<sup>1</sup> LIFULL in-house research

# Progress in Becoming a SUPER HYPER ASSISTANT

We are continuing to develop ourselves as a Super Hyper Assistant for home-seekers while also improving the quality of leads for real estate professionals to support users in finding the right place to live.

FY 2022/9

FY 2023/9



**SUPER  
HYPER  
ASSISTANT**

Development  
Investments

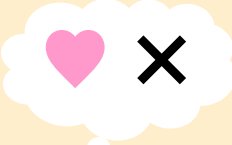


## Next Steps (Examples)

### Standard Inquiries



Limited  
Contact info and  
property details



Detailed Info



Organized  
preferences of  
home-seekers



**Higher Quality Leads**



### Real Estate Professionals

Reduce time spent collecting  
basic details from home-seekers



Easier to make  
convincing suggestions

Home-Seekers

**Find a new home  
faster**





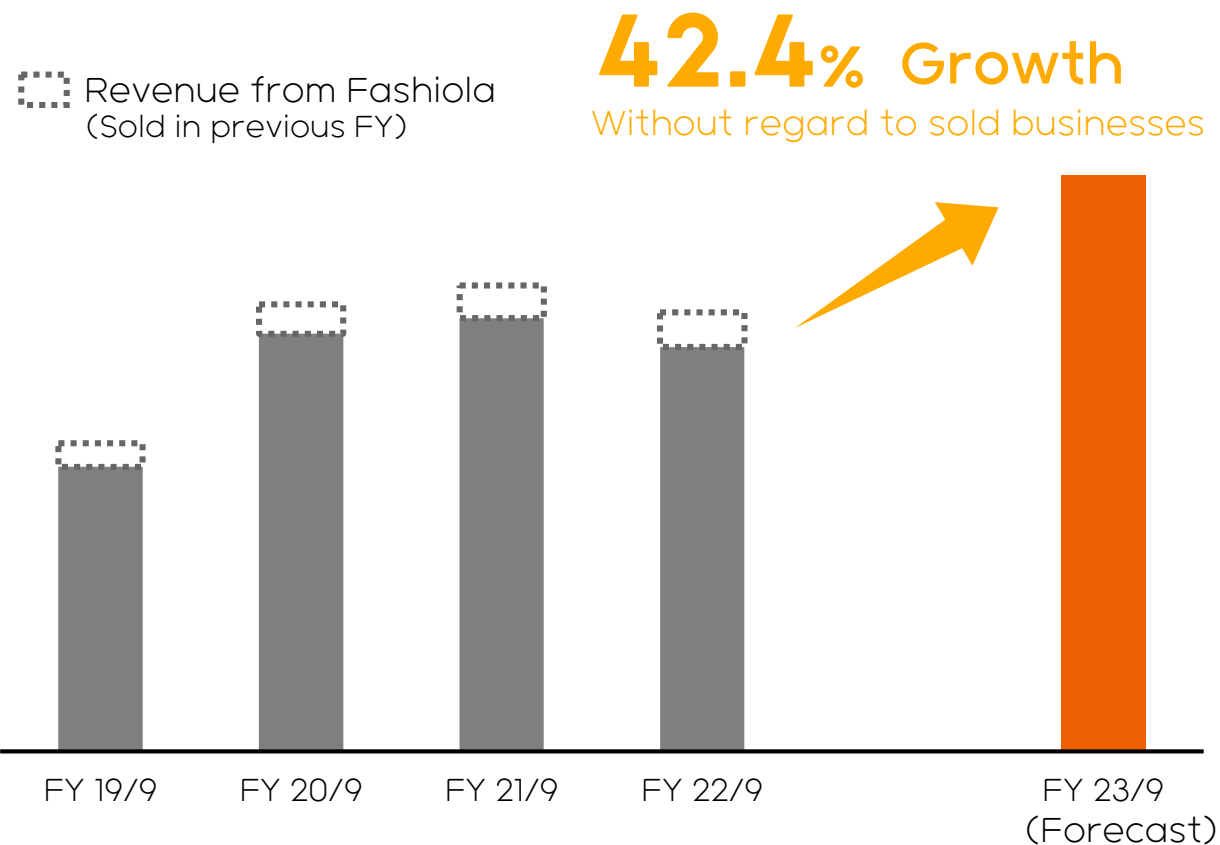


# Overseas Strategy

# Results Forecast and Overseas Growth Strategy

Expanding revenue through both our aggregation sites and real estate portals

## LIFULL CONNECT Revenue (EUR)



## Growth Drivers

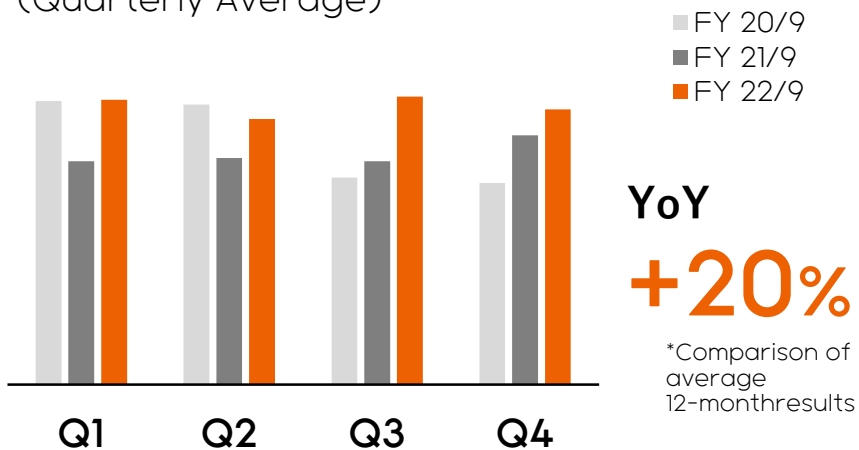
- 1 Continued Growth in CPC for Aggregation Premium Ads
  - 2 Increasing clients and growing real estate portals
  - 3 Bringing  **Proppit** to more people
- 3 Considering M&A opportunities

# Growth in CPC for Aggregation Premium Advertisements

In the previous FY, we successfully improved efficiency in real estate and cars verticals for better monetization of advertising. With further development of aggregation sites and campaign settings, we expect continued growth in CPC.

Successful monetization of premium advertising of real estate and cars verticals

## Premium Advertising CPC (Quarterly Average)



## Developing a stronger platform for cross-brand campaigns

- Implement features and solutions across brands



Implementing best practices across different services to optimize value

Operate in real time

Provide an optimal advertising environment

Drive CPC growth

# Driving Growth in Real Estate Portals

After reinforcing our sales resources with the acquisition of the Latin American portal network, Properati, we continue to bring in new clients and are utilizing new developments in Proppit to boost this growth.

Property Management Tool for Real Estate Professionals

## Creating a more robust client network with Proppit

Onboarding

### Boosting Local Sales Teams with Properati

After acquisition of Properati (From Jan. 2022)

New clients growing by  
Avg. **3%** each month



Existing Clients



### Smaller-Scale Professionals

- Adding new features to allow clients to make changes quickly to fit their needs and improve efficiency.



### Larger-Scale Real Estate Companies & Developers

- Development and implementation of more features

Ex.: Lead Qualification

Currently provided for more than **85%** of leads

Development: Data Analytics

Providing high-level data for clients

# Considering M&A Opportunities

In order to further expand the enormous network of LIFULL CONNECT, we are continuing to consider further acquisitions of local real estate portals and support services for real estate companies.

## M&A in FY 2022/9



**PROPERATI**

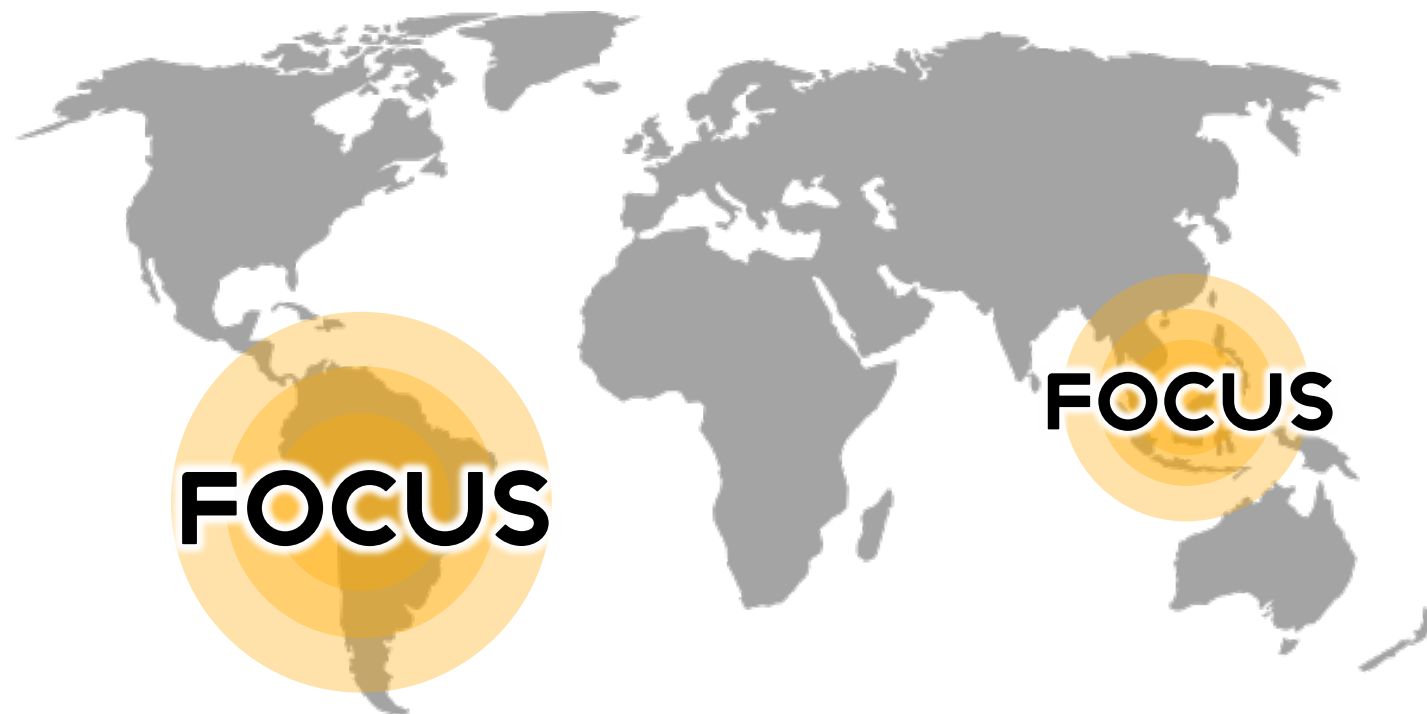
Latin American  
Real Estate Portal  
Network



CRM for Real Estate  
Professionals

## Growing Real Estate Portals

Continuing to review potential opportunities in our target regions of Latin America and South East Asia





# Selective Focus

# Investment Policy for Additional Areas

As we intensify our focus on LIFULL HOME'S and LIFULL CONNECT, we are limiting our investments in Regional Revitalization of rural Japan new initiatives.

## Investments up to FY 2022/9

### Regional Revitalization

- Reducing Teams
- Reworking Strategies
- Lowering Costs



空き家バンク

LOCAL MATCH

Limit Invest.

### LivingAnywhere Commons

- Reducing Teams
- Reworking Strategies
- Closing some locations

Limit Invest.

### New Initiatives

- Stopping proactive investments

Limit Invest.

Aim for  
**Profitability**  
in Regional Revitalization & New Initiatives



Focus investments on core businesses

# Approach to Promotion

We will be reducing our corporate branding to focus more on services in our core areas and increasing overall recognition of the LIFULL Group by developing our individual services

CORPORATE

Reduce

TVCM 等



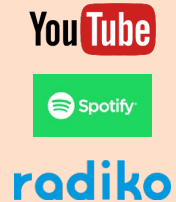
SERVICE

FOCUS



LIFULL HOME'S

Commercials & Online / Offline Marketing



Search Site for Care Facilities for the Elderly

LIFULL 介護 Kaigo

Improve brand recognition to become No.1 in the care facility market



Official LIFULL Kaigo

YouTube Channel

<https://www.youtube.com/c/lifullkaigo/>



# Actions in Investment Real Estate Listings

We are moving forward with the combination of LIFULL HOME'S Real Estate Investment and the investment property site, Kenbiya, to increase market share and become Number One in the industry.

Become absolute  
**No. 1**  
in  
Investment Real Estate

- Efficient management
- Accelerate growth



Link Systems

Result



Results as of  
Sep. 30, 2022

Revenue

¥0.66 bil.

Reg. Users

~214,000

Listings

~50,000

Ref.

Competitor

~¥1.7 bil.

~300,000

~50,000



# Achieving Our Mid-Term Targets

# Buy-in Stock Option to Help Reach Our Mid-Term Targets

We will release employee stock options in order to further motivate employees toward reaching our mid-term targets.

## Purpose of the Stock Option

Offer further incentives to motivate employees

Provide shared incentives that benefit shareholders with improved corporate value

Refer to the following release for more details (November 9, 2022)  
“Notice of Issuance of Share Acquisition Rights (Stock Options Offered for Value)”



Party

Board Members, Managing Directors, CxO Positions

Req.

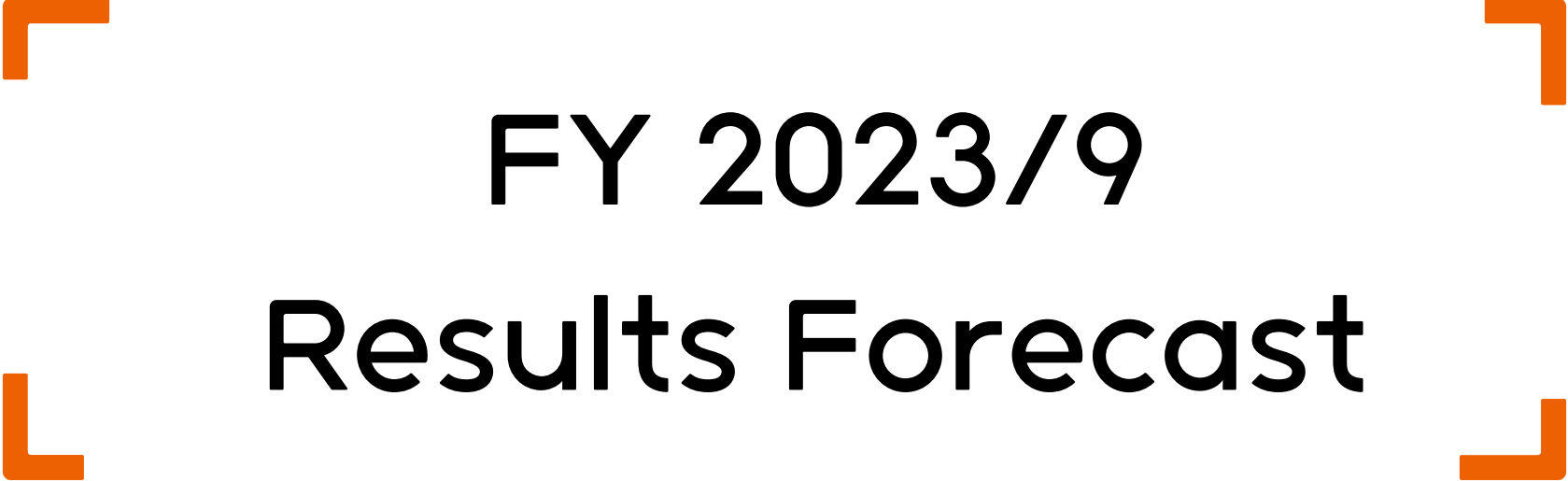
Consolidated OP: **5 bil. +**  
and LIFULL non-cons. OP **3 bil. +**

Party

LIFULL Co., Ltd. Employees

Req.

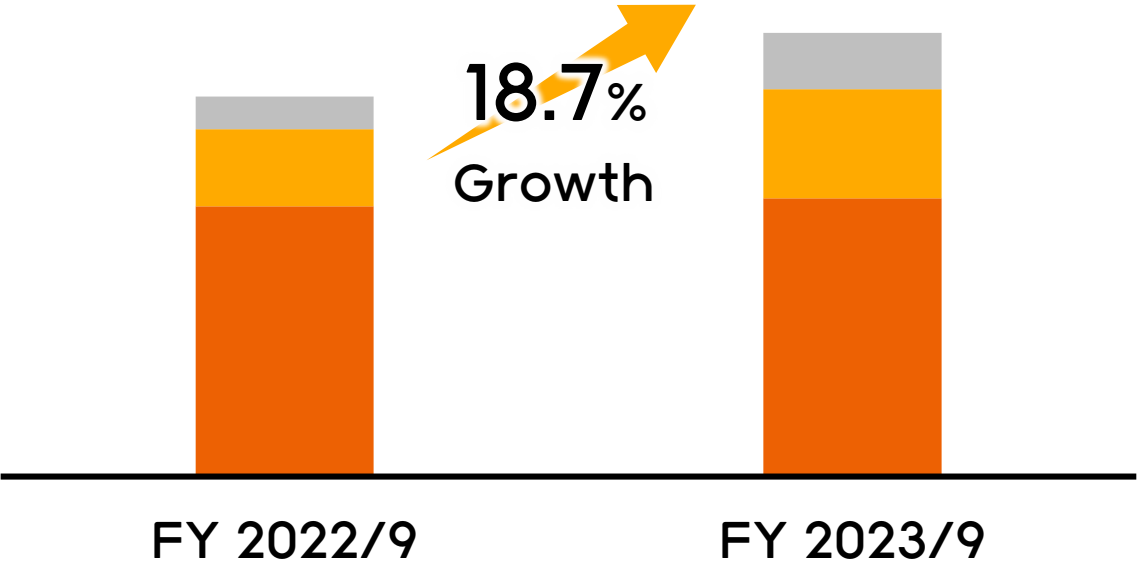
LIFULL non-cons. OP **3 bil. +**



# FY 2023/9 Results Forecast

# Focus on Revenue Growth in our core businesses

LIFULL Group Revenue (Cons.)  
(Effects of the sale of subsidiaries removed)



**HOME'S Services** Omnichannel × DX

**Overseas** Moving to Direct

**Other** Services for seniors

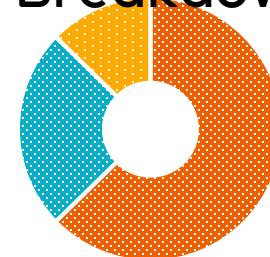
# FY 2023/9 Results Forecast IFRS

Revenue  
¥**37.0**  
bil.

OP  
¥**3.3**  
bil.

Net Profit\*  
¥**2.5**  
bil.

## Revenue Breakdown



HOME'S Services: 62.7%  
Overseas: 24.6%  
Other Businesses: 12.7%

## Condensed Statements of Income and Loss

| Unit: Millions of yen                | FY2022<br>Oct.-Sep.<br>[Actual] | FY2023<br>Oct.-Sep.<br>[Full-year<br>forecast] | Change | Change<br>% |
|--------------------------------------|---------------------------------|--|--------|-------------|
| <b>Revenue</b>                       | 35,730                          | 37,000   | +1,269 | +3.6%       |
| <b>Cost of revenue</b>               | 4,055                           | 3,650  | -405   | -10.0%      |
| <b>SG&amp;A (excl. depreciation)</b> | 31,362                          | 30,507   | -855   | -2.7%       |
| Personnel expenses                   | 9,684                           | 9,815  | +130   | +1.4%       |
| Advertising expenses                 | 12,824                          | 12,150   | -673   | -5.3%       |
| Operating expenses                   | 537                             | 565  | +27    | +5.2%       |
| Other                                | 8,316                           | 7,975  | -340   | -4.1%       |
| <b>Other revenues and expenses</b>   | 1,369                           | 457  | -912   | -66.6%      |
| <b>Operating income</b>              | 1,681                           | 3,300  | +1,618 | +96.2%      |
| Operating income margin              | 4.7%                            | 8.9%   | +4.2pt | -           |
| <b>Net profit*</b>                   | 1,187                           | 2,500  | +1,312 | +110.5%     |

## Revenue by Segment

| Unit: Millions of yen | FY2022<br>Oct.-Sep.<br>[Actual] | FY2023<br>Oct.-Sep.<br>[Full-year<br>forecast] | Change | Change<br>% |
|-----------------------|---------------------------------|--|--------|-------------|
| <b>Revenue</b>        | 35,730                          | 37,000   | +1,270 | +3.6%       |
| <b>HOME'S Service</b> | 26,067                          | 23,200   | -2,867 | -11.0%      |
| <b>Overseas</b>       | 6,938                           | 9,100  | +2,161 | +31.2%      |
| <b>Others</b>         | 2,725                           | 4,700  | +1,974 | +72.5%      |

### Additional Information

HOME'S Services : Revenue excluding LIFULL Marketing Partners  
¥22,545 mil. (FY 2022/9)  
Segment revenue growth: +2.9%

Others : Expecting revenue growth from the sale of  
investments made by the Regional Revitalization Fund

Other Revenue: Expecting revenue of approx. +¥470 from the sale of  
Rakuten LIFULL STAY

Estimated Exchange Rate: EUR 1 = JPY 134

\*Net Profit: Profit attributable to owners of the parent

# Focus on Core

# Increase Profitability Across Businesses

 LIFULL  
Make all LIFE FULL



# Appendices



# Corporate Information (as of September 30, 2022)

**Company** LIFULL Co., Ltd.

**Stock code** 2120 (TSE Prime)

**Representative** Takashi Inoue, President and CEO

**History**

|               |                                 |
|---------------|---------------------------------|
| Mar. 12, 1997 | Established                     |
| Oct. 2006     | Listed in TSE, Mother's Section |
| Mar. 2010     | Listed on TSE 1st Section       |
| Apr. 2022     | Transition to TSE Prime         |

**Capital** JPY 9,716 mil.

**Stock issues** 134,239,870 shares (incl. 2,458,270 shares of treasury stock)

**Consol. number of employees** 1,549 (incl. 183 temporary and 440 overseas)

**Major shareholder** LIFULL Directors, Rakuten Group, Inc. (18.1%)

**Main subsidiaries (stake)** LIFULL CONNECT, S.L.U. (100%)



President and CEO **Takashi Inoue**



**Head Office**  
Chiyoda-ku, Tokyo, Japan

## LIFULL HOME'S Real Estate and Housing Information Site

<https://www.homes.co.jp/>

- One of the largest real estate listing sites in Japan.
- Apart from property listings, LIFULL HOME'S also features an in-house Quality Screening Team to ensure the reliability of listing information.
- Constantly evolving, the site has been optimized for smart devices to provide the best possible search experience for users.



- Search by city, train line, station or time to destination
- Filters including "No Deposit," "Pets Allowed"
- Select and compare multiple properties
- To-do lists, new property notifications and other extensive support services



LIFULL HOME'S  
iOS · Android Apps



# Primary Group Companies

(Listed according to date of founding / acquisition)

|  |  |
|--|--|
| LIFULL Marketing Partners Co., Ltd. <sup>1</sup> | <ul style="list-style-type: none"><li>• Internet marketing for real estate and related business operators</li></ul>  |
| LIFULL senior Co., Ltd.                          | <ul style="list-style-type: none"><li>• Operation of one of the largest search engines for nursing homes and senior housing in Japan, LIFULL Nursing Care</li><li>• Operation of the search site "Minna no ihinsei" for companies which organize the possessions of the deceased</li></ul> |
| LIFULL SPACE Co., Ltd.                           | <ul style="list-style-type: none"><li>• Operation of one of the largest search engines for storage space in Japan, LIFULL Trunk Room</li><li>• Operation of a search site for rental meeting rooms and other spaces, LIFULL Rental Space</li></ul>   |
| LIFULL bizas Co., Ltd.                           | <ul style="list-style-type: none"><li>• Contractor for clerical work and other back-office operations</li><li>• Contractor for call center operations</li></ul>  |
| LIFULL Investment Co., Ltd.                      | <ul style="list-style-type: none"><li>• Operation of the crowdfunding platforms, LIFULL Investment</li><li>• Operation of the LIFULL Regional Revitalization Fund</li></ul>  |
| LIFULL Tech Vietnam Co., Ltd.                    | <ul style="list-style-type: none"><li>• Offshore, lab-type, software and application development as well as creative production</li></ul>  |
| Rakuten LIFULL STAY, Inc. <sup>2</sup>           | <ul style="list-style-type: none"><li>• Operation of vacation rental platforms</li></ul>   |
| LIFULL CONNECT, S.L.U.                           | <ul style="list-style-type: none"><li>• Operation of aggregation sites for real estate, job listings, used vehicles and fashion aggregation sites as well as portals</li></ul>   |
| LIFULL ArchiTech Co., Ltd.                       | <ul style="list-style-type: none"><li>• Research and development on construction and living environments; management of patents</li></ul>  |
| Kenbiya Co., Ltd.                                | <ul style="list-style-type: none"><li>• Operation of the real estate investment site Kenbiya</li></ul>   |
| LIFULL Leadership Co., Ltd.                      | <ul style="list-style-type: none"><li>• Employee training consultant: Designing and providing training courses for leadership development and management skills</li></ul>  |

<sup>1</sup> All shares transferred on September 30, 2022, removed from consolidation

<sup>2</sup> All shares transferred and removed from consolidation on October 31, 2022

# Segments and Primary Services

| Segments                | Main services  |
|-------------------------|--|
| <b>HOME'S Services</b>  | LIFULL HOME'S<br>AD Master (former Renter's Net)<br>NabiSTAR<br>Advertising & Consulting Agency (LIFULL Marketing Partners Co., Ltd.) <sup>1</sup><br>Kenbiya (Kenbiya Co., Ltd.)  |
| <b>Overseas</b>         | Trovit (LIFULL CONNECT)<br>Mitula (LIFULL CONNECT)<br>Nestoria (LIFULL CONNECT)<br>RESEM (LIFULL CONNECT)<br>Dot Property (LIFULL CONNECT)<br>App Development (LIFULL Tech Vietnam)<br>Other subsidiary services of LIFULL CONNECT   |
| <b>Other Businesses</b> | LIFULL <i>Kaigo</i> (Nursing Care) (LIFULL senior Co., Ltd.)<br>LIFULL Trunk Room (LIFULL SPACE Co., Ltd.)<br>Regional Revitalization Business<br>Financing Business (LIFULL Investment Co., Ltd.)<br>Regional Revitalization Fund (LIFULL Investment Co., Ltd.)<br>Other LIFULL subsidiaries and new services |

<sup>1</sup> All shares transferred on September 30, 2022, removed from consolidation

# Transfer of Shares of Rakuten LIFULL STAY

Despite growth in the market for vacation rentals, opportunities for the repurposing of abandoned houses (Akiya) have been limited. Therefore, we transferred all shares of Rakuten LIFULL Stay on Oct. 31, 2022.



Rakuten

LIFULL

STAY

All shares transferred on  
**October 31, 2022**



Proceeds from share transfer  
**included in FY 2023/9 Results Forecast**

## Reasoning

Limited opportunities for the repurposing of Akiya into vacation rentals

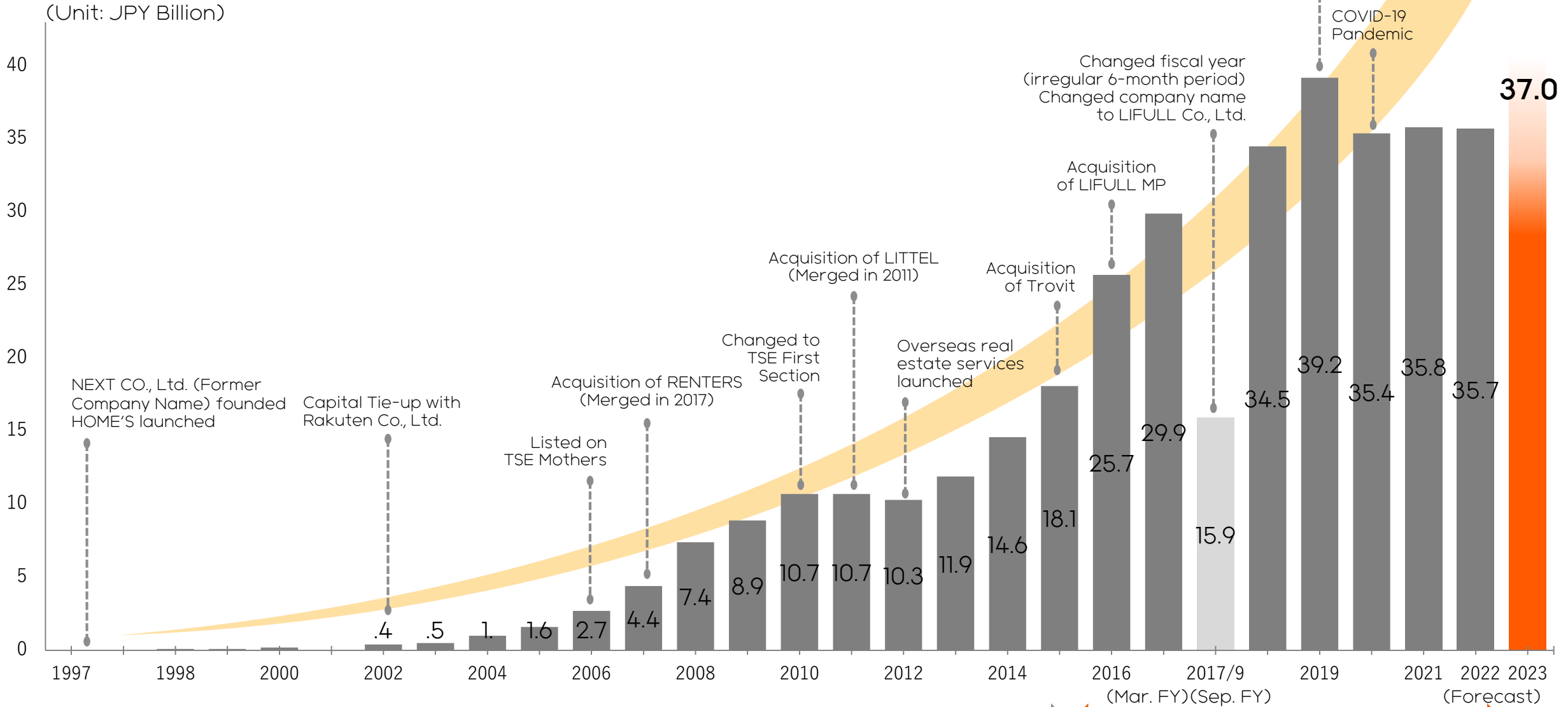


**Selective Focus on Core Businesses**

Details: Release disclosed on Oct. 24, 2022

[Notice Regarding Change in Equity Method Affiliate \(Transfer of Shares\) and Recording Gain on Sale of Shares](#)

# Annual Revenue and Timeline of Company Growth



# Consolidated Statements of Profit and Loss Quarterly

| Unit : JPY mil                 | FY2018 |       |       |       | FY2019 |        |       |       | FY2020 |       |       |        | FY2021 |       |       |         | FY2022 |       |       |       |
|--------------------------------|--------|-------|-------|-------|--------|--------|-------|-------|--------|-------|-------|--------|--------|-------|-------|---------|--------|-------|-------|-------|
|                                | Q1     | Q2    | Q3    | Q4    | Q1     | Q2     | Q3    | Q4    | Q1     | Q2    | Q3    | Q4     | Q1     | Q2    | Q3    | Q4      | Q1     | Q2    | Q3    | Q4    |
| Revenue                        | 8,128  | 9,541 | 8,345 | 8,549 | 8,391  | 11,208 | 9,753 | 9,944 | 9,202  | 9,983 | 7,706 | 8,510  | 8,271  | 9,581 | 9,072 | 8,931   | 8,510  | 9,530 | 8,645 | 9,044 |
| HOME'S Services                | 6,742  | 8,062 | 6,833 | 6,963 | 6,860  | 8,404  | 7,060 | 7,330 | 6,763  | 7,543 | 6,176 | 6,652  | 6,346  | 7,260 | 6,550 | 6,535   | 6,139  | 7,085 | 6,263 | 6,579 |
| Overseas                       | 883    | 935   | 983   | 1,058 | 986    | 2,315  | 2,213 | 2,165 | 2,006  | 1,892 | 1,101 | 1,378  | 1,440  | 1,766 | 1,974 | 1,837   | 1,787  | 1,762 | 1,660 | 1,727 |
| Other Businesses               | 502    | 542   | 528   | 527   | 544    | 488    | 479   | 448   | 432    | 547   | 429   | 479    | 484    | 554   | 547   | 558     | 583    | 682   | 721   | 737   |
| Cost of revenue                | 928    | 946   | 996   | 1,006 | 1,048  | 1,258  | 1,035 | 1,217 | 1,116  | 1,157 | 869   | 953    | 945    | 1,056 | 890   | 1,058   | 947    | 1,066 | 957   | 1,084 |
| SG&A                           | 6,136  | 7,253 | 6,212 | 6,818 | 6,139  | 9,526  | 7,062 | 7,985 | 7,031  | 7,390 | 5,651 | 6,940  | 6,467  | 7,426 | 7,464 | 7,240   | 7,010  | 8,580 | 7,853 | 7,917 |
| Personnel expenses             | 1,962  | 1,783 | 1,963 | 2,082 | 1,969  | 2,087  | 2,217 | 2,428 | 2,535  | 1,590 | 2,048 | 2,785  | 2,345  | 2,001 | 2,315 | 2,242   | 2,203  | 2,485 | 2,436 | 2,558 |
| Advertising expenses           | 2,426  | 3,657 | 2,431 | 2,869 | 2,347  | 4,882  | 2,790 | 3,252 | 2,559  | 3,882 | 1,884 | 2,160  | 2,155  | 3,585 | 3,170 | 2,940   | 2,731  | 3,916 | 3,160 | 3,015 |
| Operating expenses             | 236    | 267   | 209   | 229   | 190    | 204    | 240   | 290   | 170    | 123   | 64    | 106    | 96     | 87    | 100   | 116     | 121    | 120   | 144   | 150   |
| Depreciation/amortization cost | 274    | 266   | 263   | 263   | 259    | 304    | 308   | 303   | 490    | 515   | 486   | 525    | 524    | 487   | 474   | 474     | 459    | 468   | 478   | 487   |
| Other SG&A                     | 1,236  | 1,279 | 1,344 | 1,374 | 1,372  | 2,047  | 1,505 | 1,710 | 1,274  | 1,278 | 1,167 | 1,363  | 1,345  | 1,263 | 1,403 | 1,466   | 1,494  | 1,589 | 1,634 | 1,704 |
| Other revenues and expenses    | 71     | 18    | 6     | -44   | 425    | -332   | 9     | 59    | -9     | -41   | 62    | -1,817 | -83    | -85   | -28   | -9,752  | 36     | 50    | 274   | 1,008 |
| Operating income               | 1,134  | 1,358 | 1,142 | 679   | 1,629  | 90     | 1,664 | 800   | 1,044  | 1,393 | 1,248 | -1,201 | 775    | 1,011 | 688   | -9,120  | 588    | -66   | 108   | 1,050 |
| Operating income margin        | 14.0%  | 14.2% | 13.7% | 7.9%  | 19.4%  | 0.8%   | 17.1% | 8.1%  | 11.3%  | 14.0% | 16.2% | -14.1% | 9.4%   | 10.6% | 7.6%  | -102.1% | 6.9%   | -0.7% | 1.3%  | 11.6% |
| Net profit*                    | 591    | 980   | 702   | 585   | 1,003  | -41    | 1,073 | 370   | 527    | 949   | 846   | -1,161 | 387    | 639   | 449   | -7,378  | 365    | -179  | 163   | 837   |

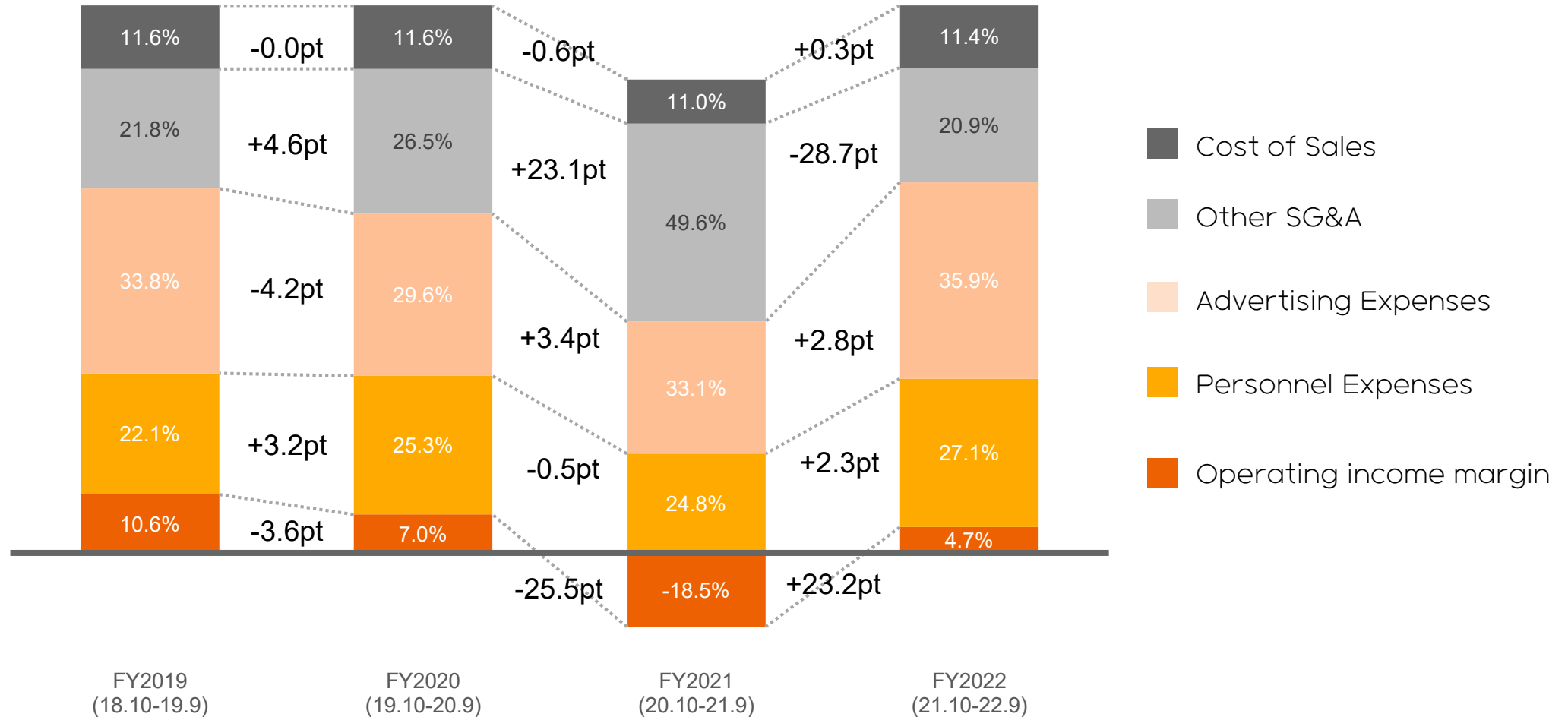
1) Net income = Net income attributable to owners of the parent

2) As the provisional accounting measures for corporate mergers have been defined for FY 2020/9, these provisional accounting measures have been applied to all related values.



# Expense-to-Revenue Ratio IFRS

Increase in advertising expenses primarily from proactive investments in LIFULL HOME'S. Personnel expenses increased primarily due to acquisition of Properati and Wasi.



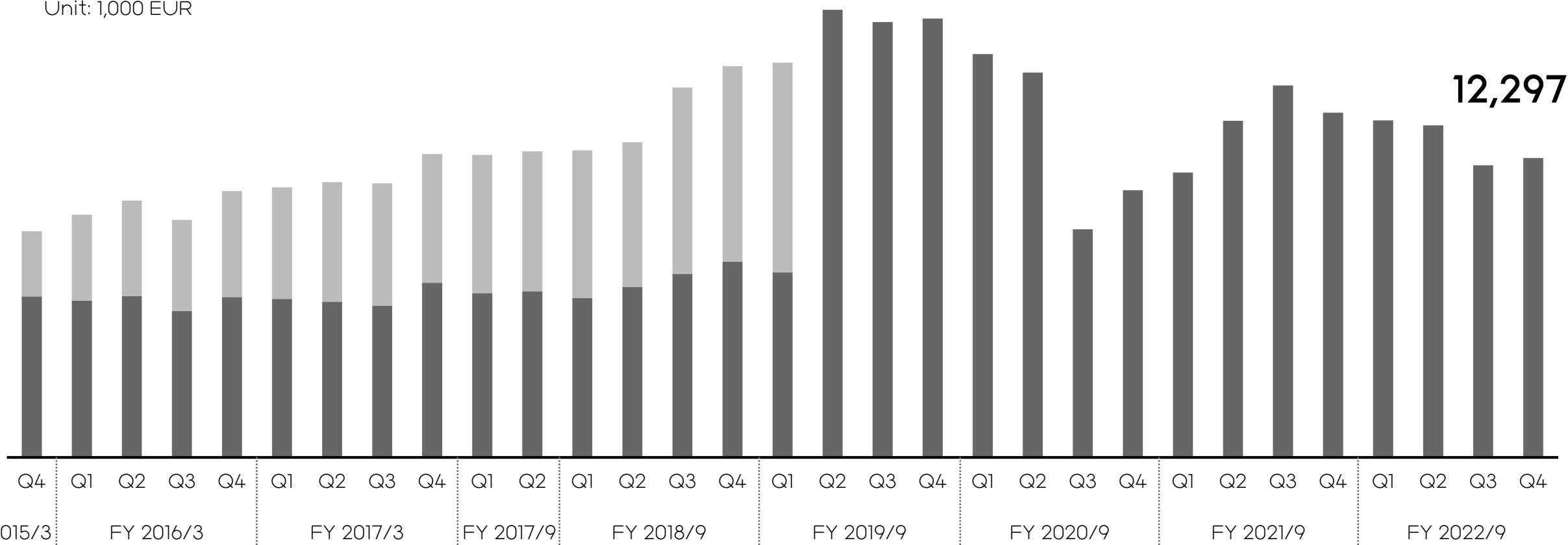


# Quarterly Results LIFULL CONNECT

Despite growth in LIFULL CONNECT products, revenue has declined due to low performance in third-party AdSense advertising.

Results from LIFULL CONNECT\* in EUR (■ Pre-consolidation results of Mitula Group)

Unit: 1,000 EUR



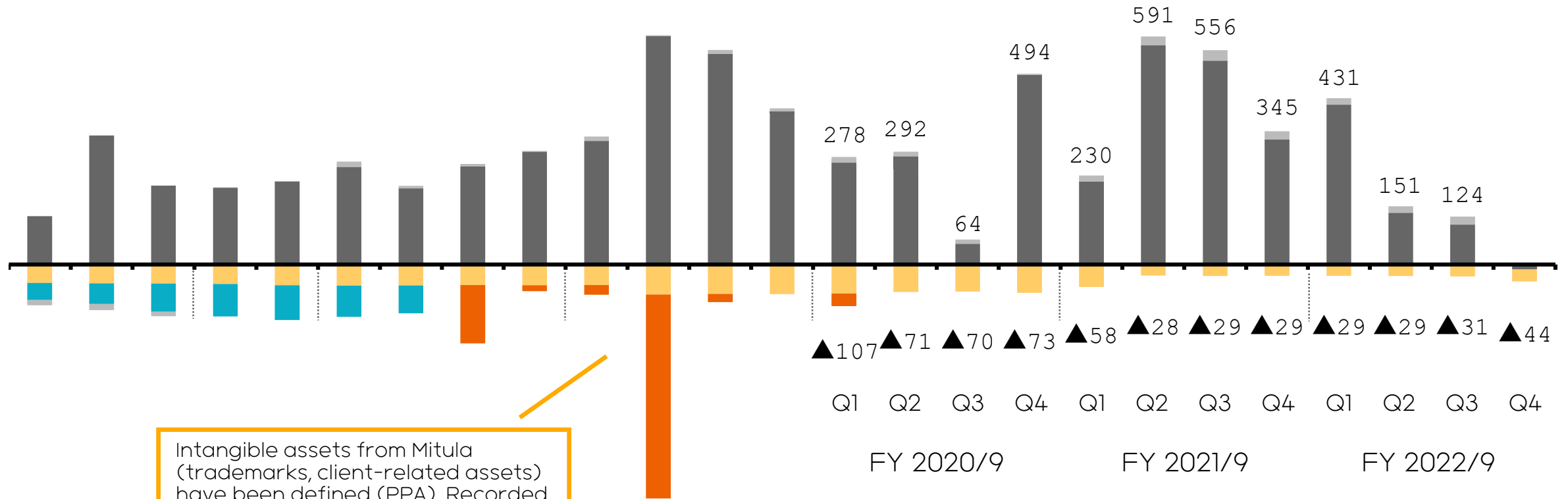
# Overseas Segment Results Segment Profit and Loss (Quarterly Trend)

Although revenue from real estate portals and premium advertisements on aggregation services continues to grow, lower profit from decrease in third-party AdSense revenue on aggregation sites.

## Quarterly Segment P&L

■ LIFULL CONNECT ■ International Division ■ Depreciation ■ M&A Costs ■ Other

Unit: JPY mil.



Intangible assets from Mitula (trademarks, client-related assets) have been defined (PPA). Recorded as Depreciation in this chart.

# Other Businesses Segment Sales Revenue (Quarterly)

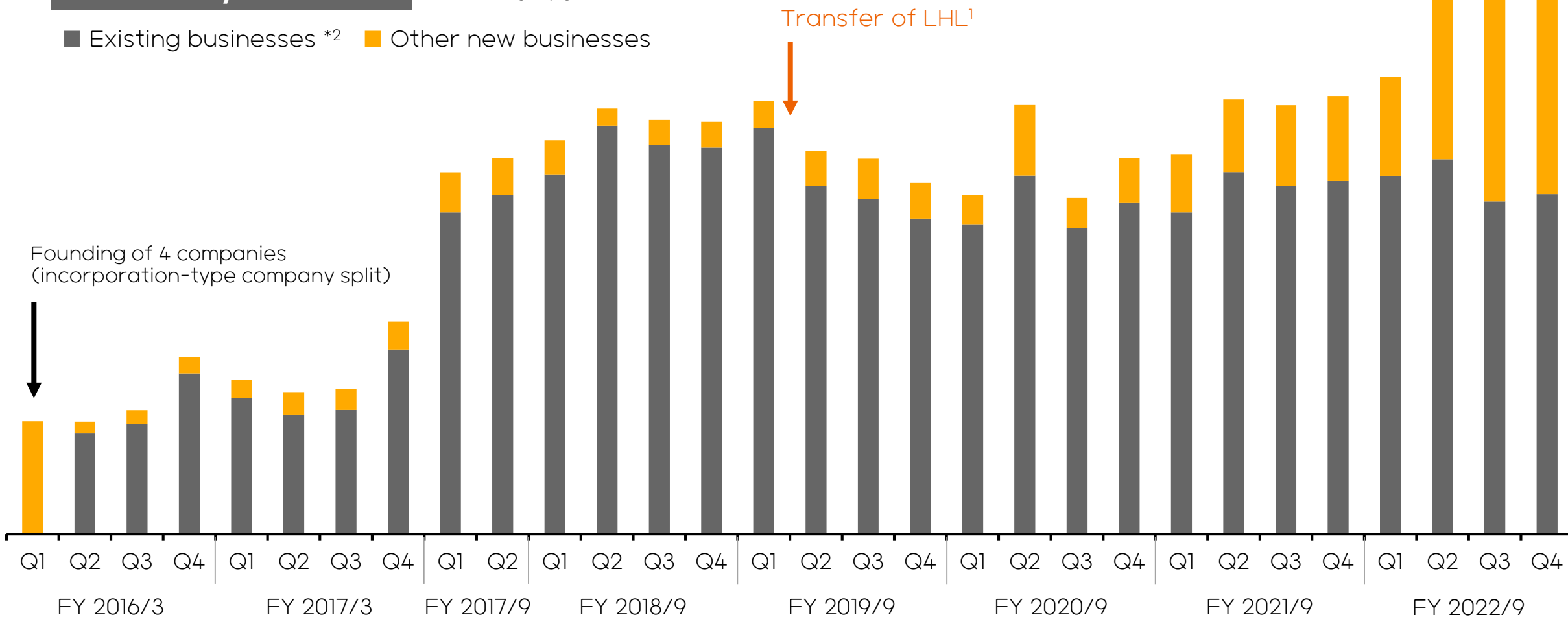
LIFULL senior and Regional Revitalization businesses currently driving revenue growth

737

## Quarterly Revenue

Unit: JPY mil.

■ Existing businesses \*2 ■ Other new businesses



1) Founded as a subsidiary of FinTech and transferred to Nippon Life Insurance Company in December 2018.  
 2) Currently comprised of 4 companies: FinTech, MOVE, senior and SPACE

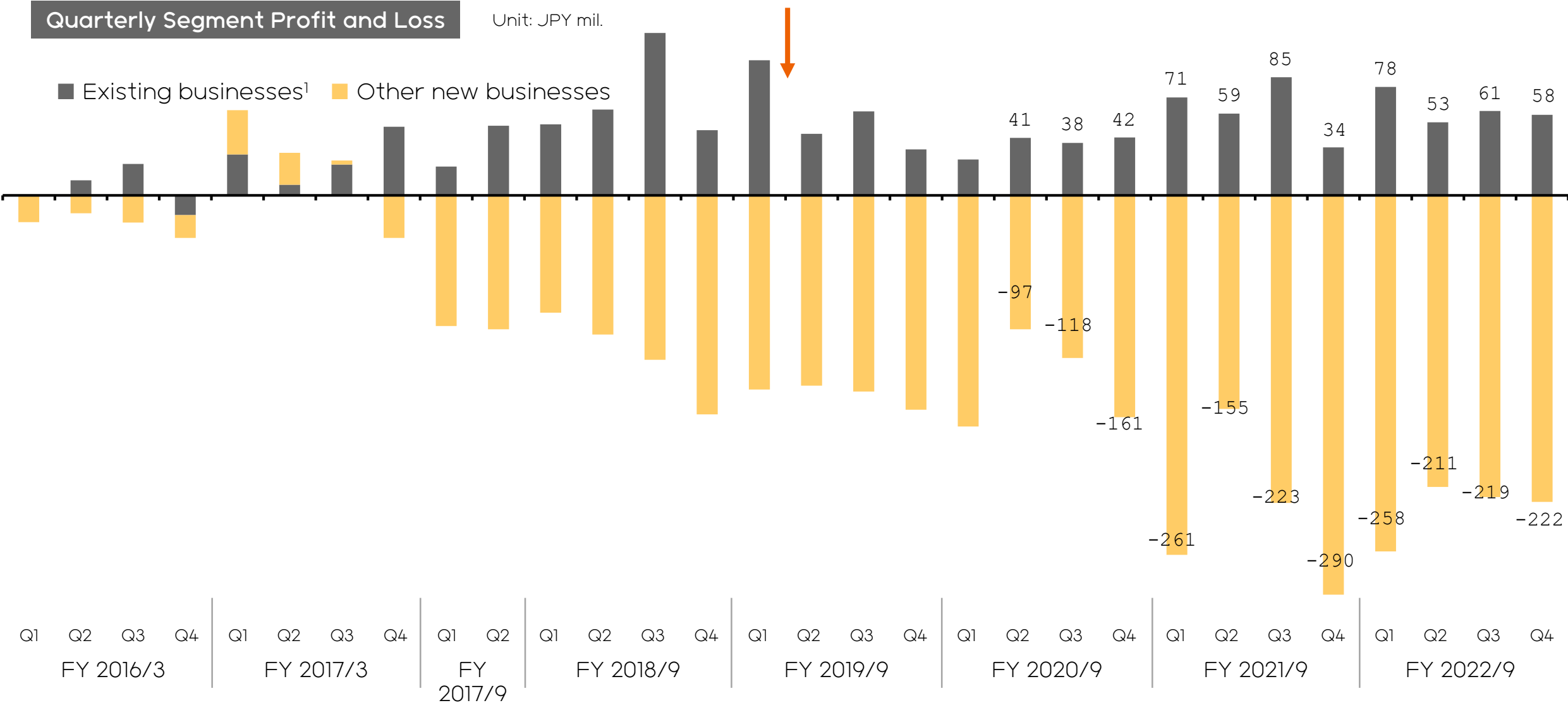
# Other Businesses Segment Profit and Loss (Quarterly)

Quarterly Segment Profit and Loss

Unit: JPY mil.

Transfer of LHL

Existing businesses<sup>1</sup> Other new businesses



# (Ref) Positive Developments in the Real Estate Market Jul. – Sep. Update

As restrictions on going out in public ease, the moving industry is beginning to see recovery. Currently, internal migrants and rental leases have increased significantly with more listings for available new-build houses.

## Japanese Real Estate Market

- Same as 2019 or above
- Some improvement, but not at 2019 levels
- Unchanged

|                            | Jul. – Sep. |          | Status |
|----------------------------|-------------|----------|--------|
|                            | vs. 2021    | vs. 2019 |        |
| Internal Migrants          | +9.3%       | -0.3%    | ●      |
| Rental Signed Leases       | +12.0%      | +1.0%    | ●      |
| Re-sale Sales Contracts    | -5.6%       | -9.1%    | ●      |
| New Condos Building Starts | -7.4%       | -6.0%    | ●      |
| New Houses Reg. Properties | +42.4%      | -34.8%   | ●      |

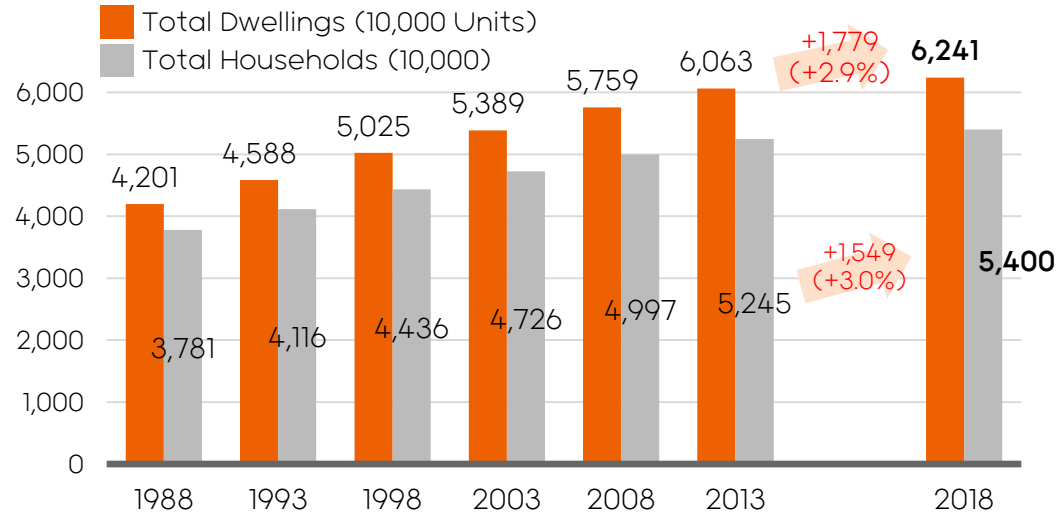
Recovery to Pre-COVID Levels

# (Ref.) External Market Data Monthly

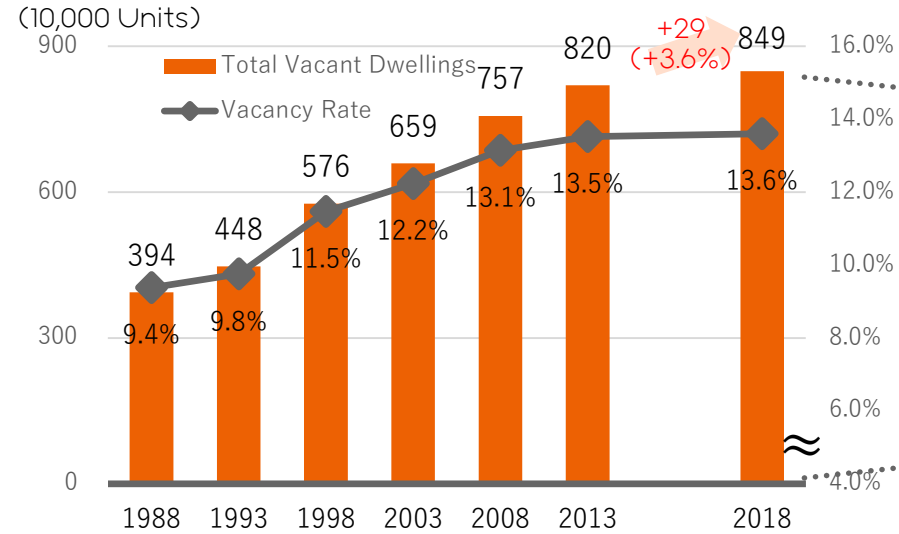
|                                   |                 | Annual            |                   |                   | 2020    |         |         |         |         |         |         | 2021    |         |         |         |         |         |         | 2022    |         |         |         |         |         |         |         |         |         |         |         |         |
|-----------------------------------|-----------------|-------------------|-------------------|-------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
|                                   |                 | 2019<br>(Jan-Dec) | 2020<br>(Jan-Dec) | 2021<br>(Jan-Dec) | Jul-20  | Aug-20  | Sep-20  | Oct-20  | Nov-20  | Dec-20  | Jan-21  | Feb-21  | Mar-21  | Apr-21  | May-21  | Jun-21  | Jul-21  | Aug-21  | Sep-21  | Oct-21  | Nov-21  | Dec-21  | Jan-22  | Feb-22  | Mar-22  | Apr-22  | May-22  | Jun-22  | Jul-22  | Aug-22  | Sep-22  |
| (1) Number of Apartments for Sale | Capital Region  | 31,238            | 27,228            | 33,636            | 2,083   | 1,669   | 2,477   | 3,358   | 2,790   | 7,362   | 1,325   | 2,243   | 3,103   | 2,089   | 2,578   | 1,939   | 1,952   | 1,940   | △2,311  | 2,055   | 5,452   | 6,649   | 1,128   | 2,287   | 2,492   | 2,426   | 2,466   | 1,917   | 2,268   | 1,162   | 2,036   |
|                                   | YoY             | -15.9%            | -12.8%            | 23.5%             | 7.8%    | -8.2%   | 5.0%    | 67.3%   | -15.3%  | 15.2%   | 7.1%    | 50.7%   | 44.9%   | 204.5%  | 556.0%  | 25.7%   | -6.3%   | 16.2%   | 6.7%    | -38.8%  | 95.4%   | -9.7%   | -14.9%  | 2.0%    | -19.7%  | 16.1%   | -4.3%   | -1.1%   | 16.2%   | -40.1%  | -11.9%  |
|                                   | Kinki           | 18,042            | 15,195            | 18,951            | 921     | 1,617   | 1,228   | 1,415   | 1,610   | 3,105   | 695     | 1,718   | 1,815   | 1,093   | 1,321   | 1,731   | 1,950   | 1,050   | △1,210  | 1,457   | 2,099   | 2,812   | 792     | 1,378   | 1,267   | 1,148   | 1,379   | 1,261   | 1,374   | 1,059   | 1,332   |
| (2) Apartment Price Trend         | Capital Region  | 6,083             | 6,083             | 6,260             | 6,124   | 6,011   | 5,812   | 6,130   | 5,922   | 5,620   | 5,824   | 6,380   | 6,330   | 7,764   | 5,908   | 6,211   | 6,498   | 7,452   | 6,584   | 6,750   | 6,123   | 5,384   | 6,157   | 7,418   | 6,518   | 6,291   | 6,088   | 6,450   | 6,379   | 6,102   | 6,653   |
|                                   | YoY             | 1.7%              | 1.7%              | 2.9%              | 7.9%    | -6.2%   | -3.0%   | 2.3%    | 8.3%    | -4.4%   | -30.6%  | -2.4%   | 2.8%    | 24.9%   | -8.9%   | -2.8%   | 6.1%    | 24.0%   | 13.3%   | 10.1%   | 3.4%    | -4.2%   | 5.7%    | 16.3%   | 3.0%    | -19.0%  | 3.0%    | 3.8%    | -1.8%   | -18.1%  | 1.0%    |
|                                   | Kinki           | 4,181             | 4,181             | 4,562             | 4,971   | 3,492   | 4,693   | 4,901   | 4,449   | 3,913   | 4,629   | 3,954   | 4,226   | 5,356   | 3,828   | 4,572   | 4,463   | 4,413   | 4,757   | 4,222   | 6,041   | 4,274   | 3,992   | 4,433   | 5,067   | 3,983   | 4,853   | 4,422   | 4,984   | 4,295   | 4,698   |
|                                   | YoY             | 8.1%              | 8.1%              | 9.1%              | 4.3%    | 14.3%   | 36.1%   | 41.0%   | 26.0%   | -8.0%   | 7.8%    | 17.3%   | -13.8%  | 56.0%   | -10.7%  | 26.7%   | -9.2%   | 26.4%   | 1.4%    | -13.9%  | 35.8%   | 9.2%    | -13.8%  | 12.1%   | 19.9%   | -25.6%  | 26.8%   | -3.3%   | 11.7%   | -2.7%   | -1.2%   |
| (3) New Build Starts (Units)      | House for Rent  | 306,753           | 306,753           | 321,376           | 27,696  | 27,671  | 25,053  | 26,043  | 26,451  | 24,423  | 19,794  | 22,556  | 27,245  | 28,825  | 25,074  | 29,802  | 29,230  | 28,733  | 28,254  | 29,822  | 26,819  | 25,222  | 23,083  | 23,583  | 32,305  | 29,444  | 25,942  | 30,285  | 29,668  | 31,295  | 30,555  |
|                                   | YoY             | -10.4%            | -10.4%            | 4.8%              | -8.8%   | -5.4%   | -14.8%  | -11.5%  | -8.1%   | -11.5%  | -18.0%  | -0.4%   | 2.6%    | 13.6%   | 4.3%    | 11.8%   | 5.5%    | 3.8%    | 12.8%   | 14.5%   | 1.4%    | 3.3%    | 16.6%   | 4.6%    | 18.6%   | 2.1%    | 3.5%    | 1.6%    | 1.5%    | 8.9%    | 8.1%    |
|                                   | Apartment       | 107,884           | 107,884           | 101,292           | 8,352   | 9,377   | 11,970  | 9,908   | 8,049   | 6,149   | 8,775   | 6,779   | 10,392  | 10,776  | 9,444   | 7,024   | 9,117   | 7,968   | 7,251   | 8,436   | 8,239   | 7,091   | 7,071   | 9,727   | 10,618  | 12,685  | 7,569   | 7,855   | 8,053   | 10,727  | 8,386   |
|                                   | YoY             | -8.4%             | -8.4%             | -6.1%             | -2.9%   | -7.7%   | -0.4%   | -0.9%   | 0.7%    | -31.3%  | 29.3%   | -27.5%  | 9.4%    | 0.5%    | 1.6%    | -16.6%  | 9.2%    | -15.0%  | -39.4%  | -14.9%  | 2.4%    | 15.3%   | -19.4%  | 43.5%   | 2.2%    | 17.7%   | -19.9%  | 11.8%   | -11.7%  | 34.6%   | 15.7%   |
|                                   | House           | 130,753           | 130,753           | 141,094           | 10,820  | 9,455   | 10,036  | 10,647  | 11,372  | 11,315  | 10,213  | 10,470  | 11,319  | 11,595  | 11,797  | 12,654  | 12,242  | 11,783  | 11,505  | 12,284  | 12,509  | 12,723  | 11,003  | 11,590  | 12,439  | 12,448  | 11,905  | 12,689  | 12,461  | 12,341  | 12,290  |
|                                   | YoY             | -11.4%            | -11.4%            | 7.9%              | -17.2%  | -22.7%  | -15.6%  | -16.3%  | -10.5%  | -8.9%   | -6.1%   | -4.0%   | -2.6%   | -0.6%   | 13.6%   | 8.5%    | 13.1%   | 24.6%   | 14.6%   | 15.4%   | 10.0%   | 12.4%   | 7.7%    | 10.7%   | 9.9%    | 7.4%    | 0.9%    | 0.3%    | 1.8%    | 4.7%    | 6.8%    |
|                                   | Owned house     | 261,088           | 261,088           | 285,575           | 22,708  | 21,915  | 22,337  | 23,013  | 24,010  | 22,819  | 19,200  | 20,390  | 22,340  | 22,877  | 22,887  | 26,151  | 26,071  | 25,100  | 25,659  | 26,840  | 25,329  | 22,731  | 18,130  | 19,258  | 20,246  | 21,014  | 21,307  | 23,184  | 22,406  | 22,291  | 22,248  |
|                                   | YoY             | -9.6%             | -9.6%             | 9.4%              | -13.6%  | -8.8%   | -7.0%   | -6.1%   | 1.5%    | 2.4%    | 6.4%    | 4.3%    | 0.1%    | 8.8%    | 16.2%   | 10.6%   | 14.8%   | 14.5%   | 14.9%   | 16.6%   | 5.5%    | -0.4%   | -5.6%   | -5.6%   | -9.4%   | -8.1%   | -6.9%   | -11.3%  | -14.1%  | -11.2%  | -13.5%  |
| (4) Internal Migrants             | Total           | 5,403,465         | 5,255,721         | 5,247,744         | 379,492 | 369,596 | 358,658 | 370,201 | 342,467 | 358,031 | 320,671 | 376,039 | 975,925 | 709,863 | 357,793 | 365,883 | 363,284 | 370,565 | 346,666 | 356,889 | 359,777 | 344,389 | 326,360 | 345,584 | 947,081 | 678,630 | 423,842 | 384,633 | 377,542 | 401,973 | 358,962 |
|                                   | YoY             | 0.8%              | -2.7%             | -0.2%             | -9.3%   | -2.4%   | -3.7%   | -5.7%   | 1.7%    | 2.0%    | -3.5%   | 3.9%    | 1.1%    | -7.1%   | 18.9%   | 3.7%    | -4.3%   | 0.3%    | -3.3%   | -3.6%   | 5.1%    | -3.8%   | 1.8%    | -8.1%   | -3.0%   | -4.4%   | 18.5%   | 5.1%    | 3.9%    | 8.5%    | 3.5%    |
|                                   | Only Japanese   | 4,889,191         | 4,840,852         | 4,818,721         | 353,481 | 344,022 | 331,449 | 341,034 | 312,989 | 322,494 | 281,919 | 332,330 | 915,925 | 662,701 | 328,587 | 334,602 | 334,781 | 340,850 | 316,482 | 326,739 | 328,179 | 315,626 | 298,411 | 317,470 | 892,728 | 630,331 | 365,625 | 324,725 | 330,113 | 357,644 | 318,047 |
|                                   | YoY             | 0.0%              | -1.0%             | -0.5%             | -6.0%   | 0.8%    | 0.4%    | -1.7%   | 4.9%    | 3.4%    | -5.6%   | 1.7%    | 1.9%    | -5.8%   | 17.6%   | 1.8%    | -5.3%   | -0.9%   | -4.5%   | -4.2%   | 4.9%    | -2.1%   | 5.8%    | -4.5%   | -2.5%   | -4.9%   | 11.3%   | -3.0%   | -1.4%   | 4.9%    | 0.5%    |
| (5) Japan Population              | Unit : Thousand | Oct. 1, 2019      | Oct. 1, 2020      | Oct. 1, 2021      | Jul-20  | Aug-20  | Sep-20  | Oct-20  | Nov-20  | Dec-20  | Jan-21  | Feb-21  | Mar-21  | Apr-21  | May-21  | Jun-21  | Jul-21  | Aug-21  | Sep-21  | Oct-21  | Nov-21  | Dec-21  | Jan-22  | Feb-22  | Mar-22  | Apr-22  | May-22  | Jun-22  | Jul-22  | Aug-22  | Sep-22  |
|                                   | Total           | 126,167           | 125,708           | 125,120           | 125,836 | 125,809 | 125,754 | 125,708 | 125,669 | 125,651 | 125,630 | 125,552 | 125,480 | 125,417 | 125,339 | 125,285 | 125,682 | 125,633 | 125,559 | 125,502 | 125,443 | 125,380 | 125,309 | 125,194 | 125,103 | 125,071 | 125,072 | 124,930 | 124,840 | 124,780 | 124,750 |

# (Ref.) Base Results of the 2018 Housing and Land Survey (Statistics Bureau of Japan)

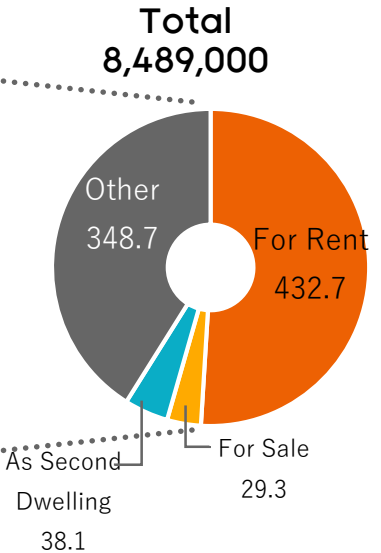
### Trend of Total Dwellings and Total Households



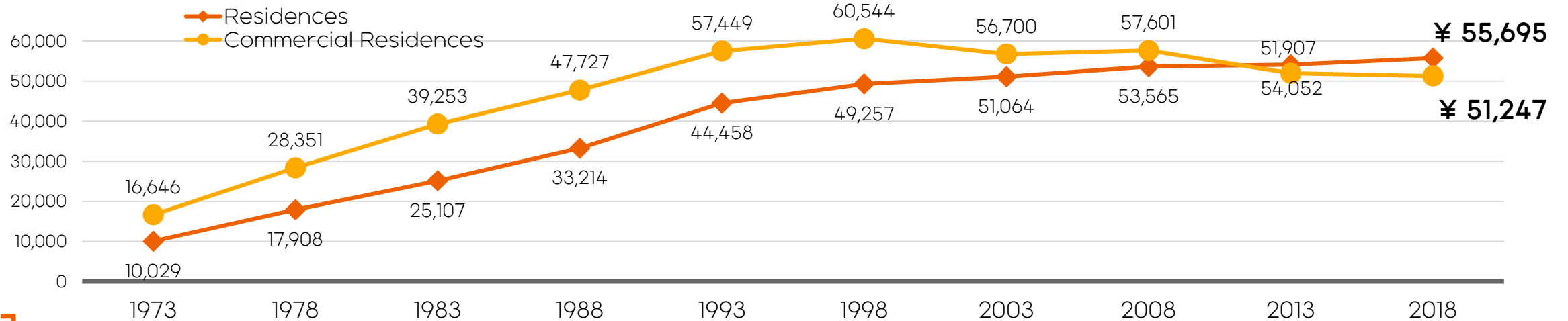
### Trend of Number of Vacant Homes and Vacancy Rates



### Breakdown of Vacant Homes



### National Trend in Monthly Rent



# IR Team Contact Information



IR Site

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English <https://ir.LIFULL.com/en/>



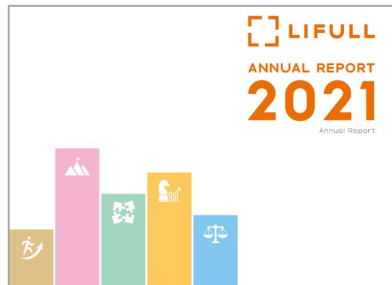
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