

November 13, 2023

Listed Company: LIFULL Co., Ltd.  
Representative: INOUE Takashi, President and CEO  
(Stock Code: 2120 TSE Prime)  
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## **Notice of Founding of a Subsidiary to Strengthen the Company's Position in Real Estate Investment**

LIFULL Co., Ltd. (the "Company") hereby announces that a meeting of its Board of Directors held today has resolved to found a new subsidiary as follows.

### Notes

#### **1. Reasons for the Founding of this Subsidiary**

Under our Corporate Philosophy of "creating a society where everyone can attain comfort and happiness through continuous social innovations," the LIFULL offers a multitude of services tailored to lives of individual users both in Japan and around the world through its flagship real estate platform, LIFULL HOME'S, and other lifestyle-related services.

The Company has set the evolution and stimulation of the real estate market and construction of a global real estate investment platform as two of the pillars of its mid to long-term growth strategy. In addition to users looking for a new home for themselves in Japan, the Company is working toward finding a solution to the issue of increased abandoned properties across the country by developing a platform where users can view abandoned properties in one place as well as the repurposing of abandoned facilities into co-working and living spaces. By finding solutions to this issue, the Company believes that it can grow and empower the Japanese real estate market.

Additionally, the Company founded LIFULL Investment, a subsidiary which operates a crowdfunding platform in 2017. Then, in 2020, the Company acquired the operator one of the largest real estate investment portals in Japan, Kenbiya, as a subsidiary. The Company has also been providing real estate investment information and products while also taking the initiative to develop blockchain-based real estate investment products as well as a platform to facilitate a secondary market in order to contribute to the real estate investment market.

In this latest initiative, the Group will be utilizing its client and user networks as well as its technological expertise to develop NFT and other real estate investment products using novel technologies as well as constructing the platform necessary for their use. By doing so, the Group hopes to further grow its revenue in the area of real estate investment and empower the real estate investment market while also accelerating its overall growth strategy.

## 2. Overview of the New Subsidiary

(1) Name	LIFULL Financial Co., Ltd.
(2) Address	1-4-4 Kojimachi, Chiyoda-ku, Tokyo, Japan
(3) Title and Name of Representative	Representative Director and President SHIMIZU Tetsuro
(4) Description of Business	Real Estate NFT, Group Financing Services
(5) Capital	¥70 mil
(6) Date of Foundation	November 14, 2023 (Est.)
(7) Major Shareholders & Shareholding Ratio	LIFULL Co., Ltd. 100%
(8) Fiscal Year End	September 30

\*Mr. SHIMIZU Tetsuro, who is currently an Independent Outside Director of the Company, will become a Director of the Company.

## 3. Schedule for the Foundation of the New Subsidiary

(1) Resolution of the Board of Directors	November 13, 2023
(2) Foundation of the New Subsidiary	November 14, 2023 (Est.)
(3) Beginning of Operations	November 14, 2023 (Est.)

## 4. Future Outlook

The Company believes that the foundation of this subsidiary will contribute to the mid- to long-term growth of business results and corporate value of the Company. However, effects on the fiscal year ending September 30, 2024, are expected to be negligible. If it becomes clear that this matter will have a significant impact on our business performance, etc., we will promptly make the appropriate disclosures.

The effects from the founding of the above subsidiary have been accounted for in the Earnings Forecast for the Fiscal Year Ending September 30, 2024, included in the Earnings Presentation for the Fiscal Year Ended September 30, 2023.