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Notification Regarding the Formulation of a Mid-Term Management Plan

We have announced the formulation of our new Three-Year Mid-Term Management Plan, commencing from FY 2026/9. Refer to our website (<https://lifull.com/en/ir/ir-data/fy2025/>) to review the presentation materials.

1. Background of the Formation of the Mid-Term Management Plan

Under the previous five-year Mid-Term Management Plan (FY 2021/9 - FY 2025/9), we prioritized the execution of our core strategic initiatives. During this time, we saw significant changes in the business environment of our Overseas segment and resolved to undergo necessary group-wide structural reforms to better focus on our core domestic businesses and improve profitability. Consequently, our Board of Directors resolved in November 2024 to undergo a strategic restructuring of the Overseas segment, which had seen declining profitability. Consequently, this segment was re-classified as discontinued operations from January 2025.

Simultaneously, we have been undergoing constant site development and sales initiatives in our core flagship service in Japan, LIFULL HOME'S, since FY 2021/9, and these actions have shown favorable results in key metrics, including traffic and inquiries. This led to a record-high segment profit for the HOME'S Services Segment in FY 2025/9.

Our new Mid-Term Management Plan aims to further accelerate overall growth by focusing on our core domestic operations. We aim to expand our current performance and enhance corporate value by leveraging our strengths in the housing market and utilizing technology to swiftly adapt to the rapid changes in our industry.

2. Overview of the Mid-Term Management Plan

- (1) Period: FY 2026/9 - FY 2028/9 (3 Years)
- (2) Directional Focus: Leveraging AI & Group Synergy to Become the AI Leader in the Housing Sector
- (3) Key Focus Areas:
 - 1 HOME'S Services
Sustain successful strategies to further propel our business expansion
 - 2 Maximizing Group Synergy
Leverage expertise and resources from LIFULL HOME'S to accelerate overall growth
 - 3 Achieve Step-Change Growth with AI
Promote the use of (Generative) AI to enhance our services and accelerate our core businesses
- (4) Financial Targets (Business Results in FY 2028/9)

Revenue:	¥35.0 - 40.0 Bil.
Operating Profit:	¥5.5 - 6.0 Bil.

We will hold an Earnings Briefing for FY 2025/9 on November 25, 2025, for analysts and institutional investors. During this briefing, President ITO Yuji will also outline further details of our Mid-Term Management Plan. We will release an English-language video and abridged transcription of the Earnings Briefing on our Investor Relations website afterward.