



Company Profile



LIFULL Co., Ltd.

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Make every **LIFE FULL.**

We want to make every “LIFE” in the world
“FULL” with comfort and happiness.

All LIFE is precious. And we think all LIFE can shine brighter. So we want to be creators. Of the information and encounters sought. Of connections with people you can be emotionally moved with. Of ideas that make every day richer.

Utilizing life-event data from throughout the world, turning every day into a rich one, we continue to orchestrate encounters and discoveries. With age, gender, language, and nationality no obstacle, we are spreading LIFE solutions for all the people the world over. Make every LIFE FULL. The future that is “LIFULL” starts now.

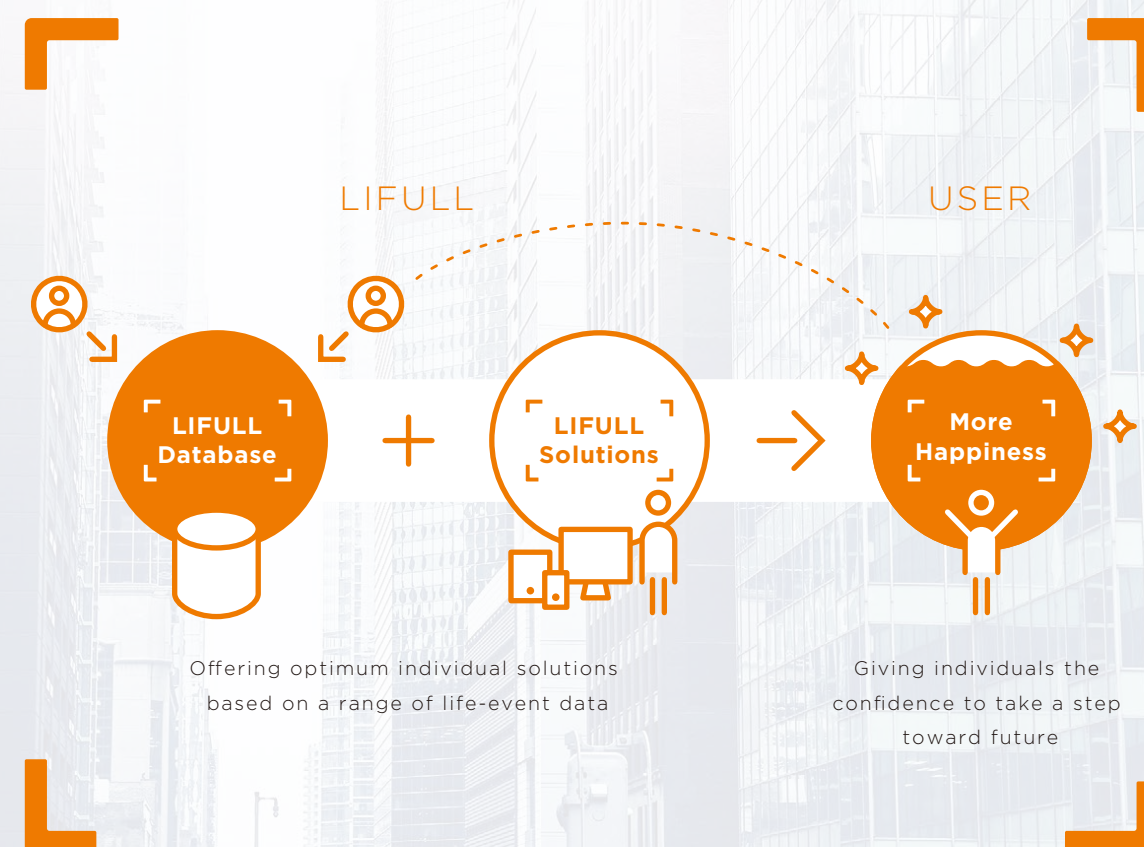
 **LIFULL**

Our new name “LIFULL” is an amalgamation of the words “LIFE” and “FULL”. It captures our determination to provide everyone with services for more fulfilling lives and lifestyles. The new logo meanwhile is a design consisting of the “L” from LIFULL, reflecting our focus on various different areas, as we strive to change people’s lives for the better. Together, they encapsulate LIFULL’s commitment to precisely meet people’s needs, and to develop and provide services to suit each individual.

Becoming the best life-event database and solution company in the world.

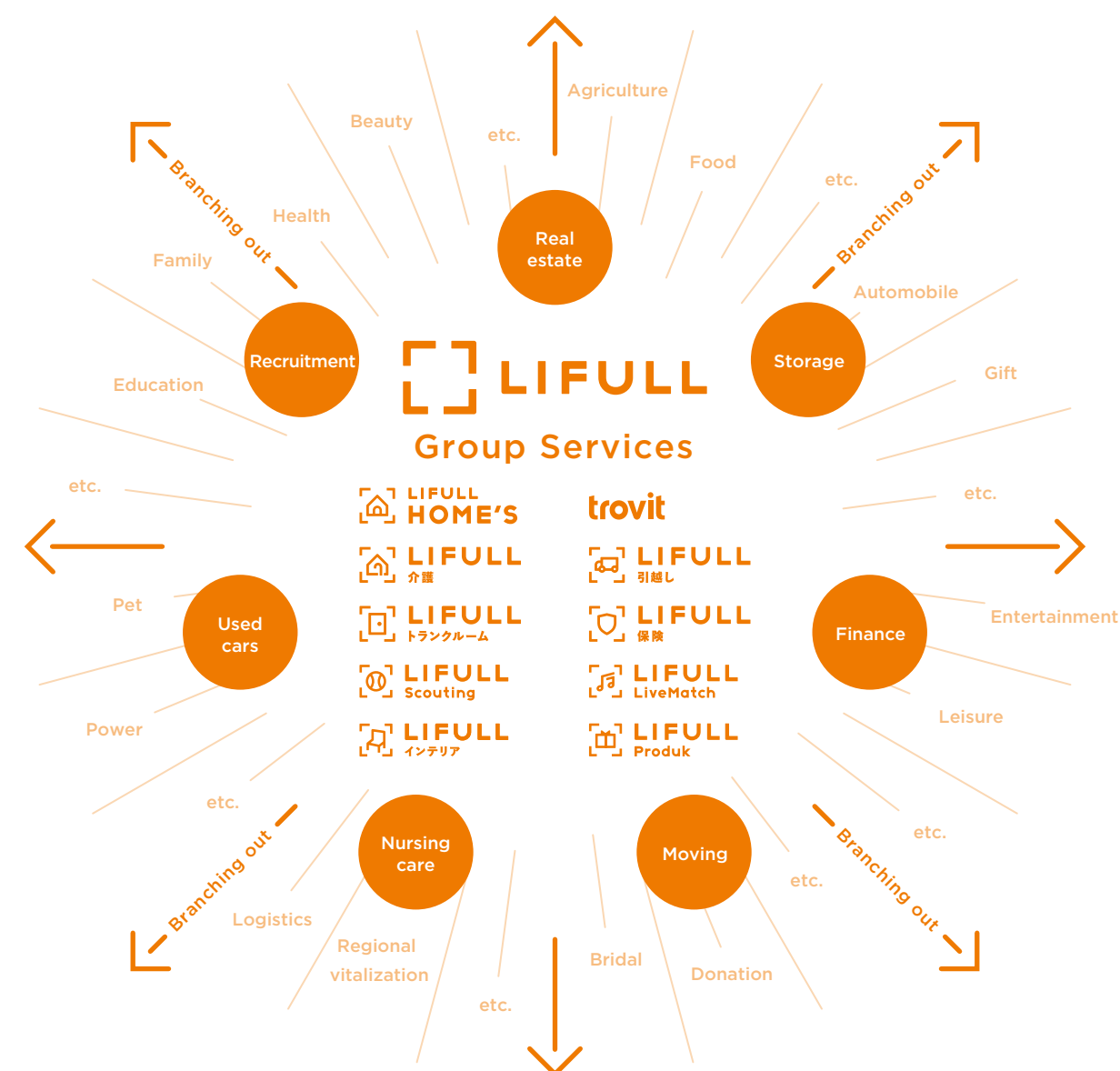
“LIFULL” is our desire to make every “LIFE” in the world “FULL” with comfort and happiness. That is the ultimate purpose we must strive toward. For us to achieve that goal, we aim to become “The best life-event database and solution company in the world”.

We are creating the most suitable solutions for every person, by connecting with all life-event data in order to achieve the target destination of happiness. Everything is for the happiness of the people all over the world. We at LIFULL will continue to take on the challenge.



Continuing to provide services for more fulfilling lives and lifestyles. LIFULL activities branching out into all areas.

We are dedicated to providing services that go hand in hand with people's lives. We create new services or improve on existing services, with the aim of providing support so that people can look to the future with confidence and happiness. That is what led us to create the real estate and housing information site LIFULL HOME'S, and to expand into developing a whole host of general lifestyle-related information services. In recent years, we have also been focusing on our overseas operations, not least Trovit, one of the world's largest aggregation sites. At the same time, we are actively working to branch out into new areas beyond real estate. We will continue to provide information that precisely suits individual needs to help more people lead happy lives and create futures full of hope.



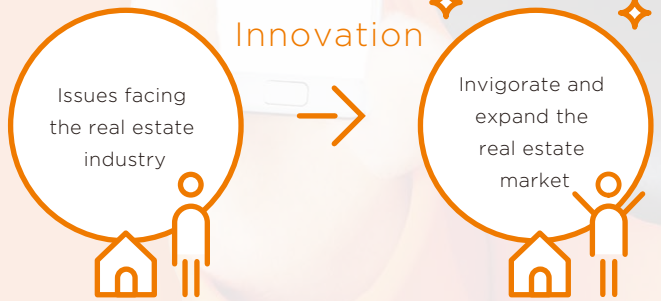
Using the advanced technology to resolve a range of issues and transform the real estate industry. Establishing a global platform with direct links to the rest of the world.

Our core business is LIFULL HOME'S, one of the largest real estate and housing information sites in Japan. As well as boasting the highest number of overall listings^{*1}, we provide a service that enables users to search for homes they want safely and securely. We offer a wide range of solutions designed to resolve issues facing the Japanese real estate industry, and are committed to breathing new life into the real estate market. In recent years in particular, we have been focusing our efforts on “real estate tech” (ReTech) combining real estate with IT. Today we offer a range of next generation services underpinned by advanced technologies such as AI and VR, as well as providing industry IT services. Looking ahead to the future, we are aiming to establish a global platform with direct links to the rest of the world, to enable users to reliably secure real estate transaction with confidence, regardless of nationality or language.



^{*1}: Survey by Sankei Medix (Jan 26, 2017)
^{*2}: Gomez smartphone site ranking for rental real estate information (Feb 2017)

 **LIFULL
HOME'S**



LIFULL HOME'S solutions
(establishing a global platform)



Harnessing “real estate tech” to offer a range of solutions and bring about further innovation in the real estate industry

Issue 1 Lack of market transparency



Making housing information more transparent

We are working to offer more comprehensive coverage of housing information, to create an environment in which anyone can find the information they need whenever they like, and secure real estate with confidence.

[LIFULL HOME'S solutions (example)]

Working to increase coverage of property information and expand our network of affiliated agents
— **LIFULL HOME'S**
Service enabling users to check property reference price and rent on a map
— **LIFULL HOME'S PRICE MAP**

Issue 2 Unsatisified home valuations



Optimizing home valuations

In addition to promoting mechanisms to appropriately value homes for resale, we are working to offer services that will help to encourage remodelling and renovation.

[LIFULL HOME'S solutions (example)]

Profiling properties that have passed home inspections
— **LIFULL HOME'S Valuation**
*The service will be available in spring 2017
Content designed to help people live comfortably in resale homes
— **LIFULL HOME'S Remodeling**
— **LIFULL HOME'S Renovation**
— **DIY Mag**

Issue 3 Delays in industry digitalization



Harnessing real estate tech

“Real estate tech (ReTech)” refers to services that combine real estate with IT. We were quick to incorporate this idea into LIFULL HOME'S, and are committed to promoting IT services for the real estate industry.

[LIFULL HOME'S solutions (example)]

Service enabling agents to complete explanation of important matters and terms online rather than face to face
— **LIFULL HOME'S LIVE**
Service enabling users to book and confirm viewings online, and even open/close locks via smartphone
— **HOME'S PRO Viewing Bookings**
Virtual 3D simulation showing interior spaces, views, sunlight, etc.
— **GRID VRICK** (patent 5999802)
Learning users' tastes through AI, based on their choices
— **LIFULL HOME'S Heyasaku**

Issue 4 Investing in the real estate market for the future



Breathing new life into real estate investment

We aim to provide more accessible real estate investment services, to encourage both domestic and overseas investment, and breathe new life into the real estate investment market.

[LIFULL HOME'S solutions (example)]

Service enabling users to check prices for resale homes
— **LIFULL HOME'S House Price Index**
*Currently in testing
Establishing highly transparent information on domestic real estate for overseas investors
— **Global platform concept**

Promoting market globalization by enabling every aspect of real estate transaction to go online

Our aim with LIFULL HOME'S is to promote the use of “real estate tech (ReTech)”, so that we can create a world in which every aspect of real estate transaction is handled online. This would create an environment in which people can secure real estate transaction with confidence, whenever they like and wherever they live. We believe that would help to increase overseas investment in real estate in Japan. Establishing a global platform with direct links to the global market, regardless of nationality or language barriers, will globalize the Japanese real estate market and spur on development.

LIFULL HOME'S × 4 Countries **trovit** × 53 Countries



■LIFULL HOME'S model	■Trovit	Czech Republic	Japan	Panama	Switzerland
Japan	Arab Emirates	Denmark	Kenya	Peru	Taiwan
Indonesia	Argentina	Ecuador	Luxembourg	Philippines	Thailand
Australia	Australia	France	Malaysia	Poland	Turkey
Germany	Austria	Germany	Mexico	Portugal	UK
	Belgium	Hong Kong	Morocco	Romania	US
	Brazil	Hungary	Netherlands	Russia	Ukraine
	Canada	India	New Zealand	Singapore	Uruguay
	Chile	Indonesia	Nigeria	South Africa	Venezuela
	Columbia	Ireland	Pakistan	Spain	Vietnam
	Costa Rica	Italy	Norway	Sweden	

Bringing Trovit, one of the world's largest aggregation sites, under our group umbrella. We are effectively promoting overseas expansion through LIFULL.

Having started to expand overseas with the launch of LIFULL Indonesia in 2012, we have since expanded our real estate information services based on the LIFULL HOME'S business model in Australia and Germany. In 2014, we acquired Trovit, which operates one of the world's largest aggregation sites across 53 countries in Europe, North America, South America and Asia, as a wholly owned subsidiary. As we continue to expand our business in other countries, we remain committed to taking on new challenges, in our quest to create a global platform comprehensively covering information relating to real estate, houses and lifestyles all over the world.

New Services

Creating a string of new businesses aimed at making every LIFE FULL

We want to make every “LIFE” in the world “FULL” with comfort and happiness. It is the desire that has inspired us to actively target businesses in other sectors, beyond housing and real estate. We aim to pinpoint untapped demand in each area, so that we can develop entirely new information services. We are also committed to providing support for human resources, with the aim of starting up “100 companies in 100 countries”. By appointing employees who have started new businesses as the presidents meanwhile, we are working to develop more management personnel.

LIFULL
介護

LIFULL
引越し

LIFULL
トランクルーム

LIFULL
保険

LIFULL
Scouting

LIFULL
LiveMatch

LIFULL
インテリア

LIFULL
Produk

[Nursing care] LIFULL Nursing Care



Operated by LIFULL senior Co., Ltd., this is a search site for elderly and care homes. It has been highly acclaimed for its coverage, with over 32,000 facilities listed nationwide, and site design, including large text and buttons to improve usability for elderly users. With more than 1.2 million users every month, it is one of the largest sites of its kind in Japan.

[Moving] LIFULL Move



Operated by LIFULL MOVE Co., Ltd., this is a combined online quotation and booking site for people moving house. With an emphasis on user-driven content, including cost and service comparisons, reviews and other useful information, it is designed to eliminate all the inconvenience of moving.

[Finance] LIFULL Insurance



Operated by LIFULL FinTech Co., Ltd., this is a comprehensive insurance site, enabling users both to search and book consultations with insurance firms and brokers nationwide, and to compare insurance products.

[Storage] LIFULL Storage



Operated by LIFULL SPACE Co., Ltd., this is a search site for storage facilities and containers. It covers around 8,000 facilities and 50,000 storage options, from approximately 10,000 facilities available nationwide. In terms of the number of searchable facilities, this site is one of the largest sources of information in Japan.

Evolving from a pleasant working environment into a rewarding working environment

Individual employees
ability to put vision
into practice



Solutions for LIFULL employees

Improving your ability to put your vision into practice, and creating a team bursting with creativity, relies on having an environment that enables you to make the most of your own abilities.

People are the driving force behind corporate growth. We aim to create an environment in which each individual LIFULL employee can make the most of their abilities. The important thing is to support employees when they have a heartfelt desire to achieve their goals. We aim to create a culture that is conducive to taking on challenges without fear of failure, and applauding people for trying irrespective of the outcome. We believe that sort of corporate culture is the key to inspiring innovation unlike anything that has gone before. We want to bring individual abilities together to create a world-leading team bursting with creativity. If we keep on aspiring to reach new heights, LIFULL will keep on growing.

We have been chosen as the 4th “Best Workplace 2017” by the Great Place to Work® Institute Japan

LIFULL came in fourth in the Japanese edition of Best Workplace 2017, (100-999 employees) released by the Great Place to Work® Institute Japan, one of the world’s foremost survey organizations. This is the seventh year in a row that we have been included in the list of the best companies.

Improving technical skills

Effort to put vision into practice **1**

We provide opportunities for employees to learn new skills and techniques, and try to create an environment conducive to innovation, so that individual employees can improve their abilities. For example, we support employees engaging in independent study via our Corporate University. Our Littel R&D division meanwhile is focused on developing products using applied cutting edge technologies.



[Examples of solutions for LIFULL employees]

“Corporate University” In-house academy for employees to develop their skills

This is an in-house academy designed to improve individual employees’ abilities, through a combination of compulsory, optional and elective programs. Employees on the optional program can choose the seminars they want to attend. Most seminars are taught by other LIFULL employees, on the basis that teaching helps to improve one another’s skills.

Improving creativity

Effort to put vision into practice **2**

The most important thing when it comes to expanding our sphere of activities is the determination to put new ideas into practice. On “Creators’ Day” for instance, we provide opportunities for employees to create new services outside the confines of their regular work. “Switch” meanwhile gives employees, students, and countless other people eager to start their own business, the chance to put forward new business proposals.



[Examples of solutions for LIFULL employees]

“Switch” New business proposal program for employees as well as students

This program is open to employees, including prospective employees, and to students and other individuals looking to start up a business. Participants present their proposed business to judges selected from both inside and outside the company. Those submitting the best plans then take responsibility for actually setting up their business. A number of the new businesses currently being rolled out by LIFULL started and have grown through this Switch program.

Improving the ability to get people involved

Effort to put vision into practice **3**

We consider demonstrating leadership and having the ability to get people involved in order to push ahead with things are also important. For example, we provide a range of training to improve communication skills, and try to create an environment that is conducive to putting those skills into practice. “One P’s” is LIFULL’s first support program for social contribution activities. It was approved as a company system on the back of the actions of one employee.



[Examples of solutions for LIFULL employees]

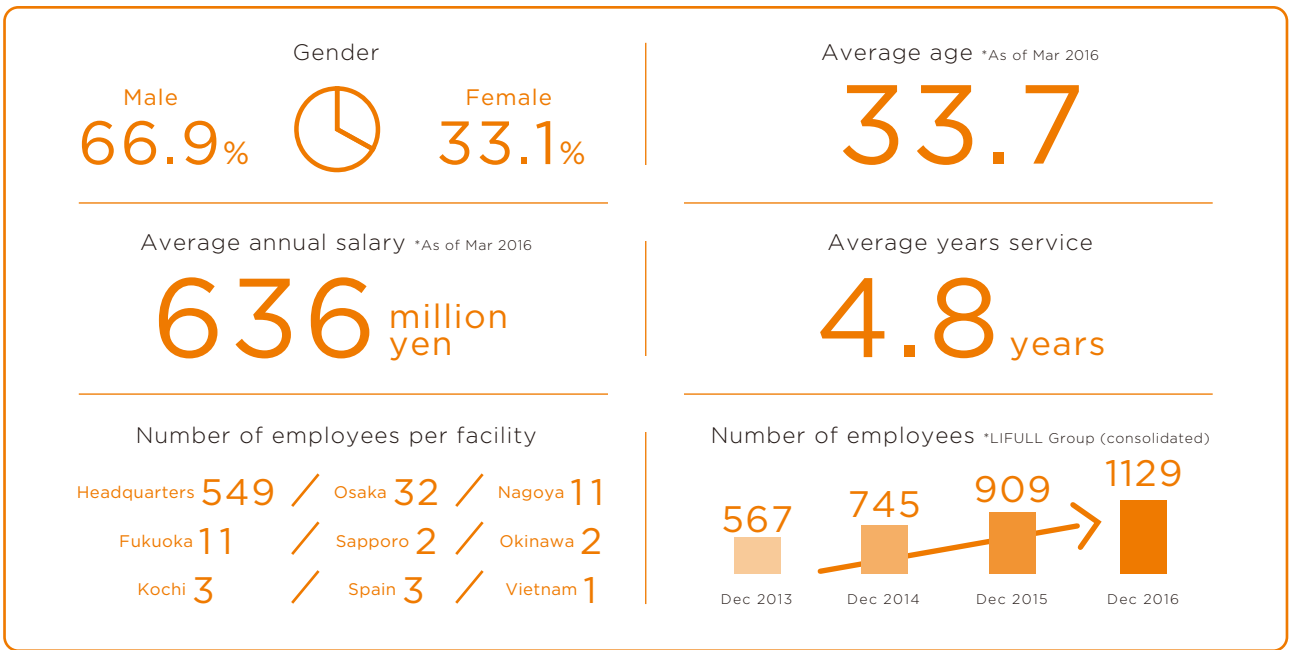
“One P’s” Support program for social contribution activities using special paid leave

This is a program that provides support for employees using special paid leave to take part in social contribution activities. The company funds activities at the rate of 1% of the employee’s total annual hours worked and 1% of the company’s after-tax profit (non-consolidated) for the previous year. The name “One P’s” is intended to reflect the concept of getting united to bring about changes to society.

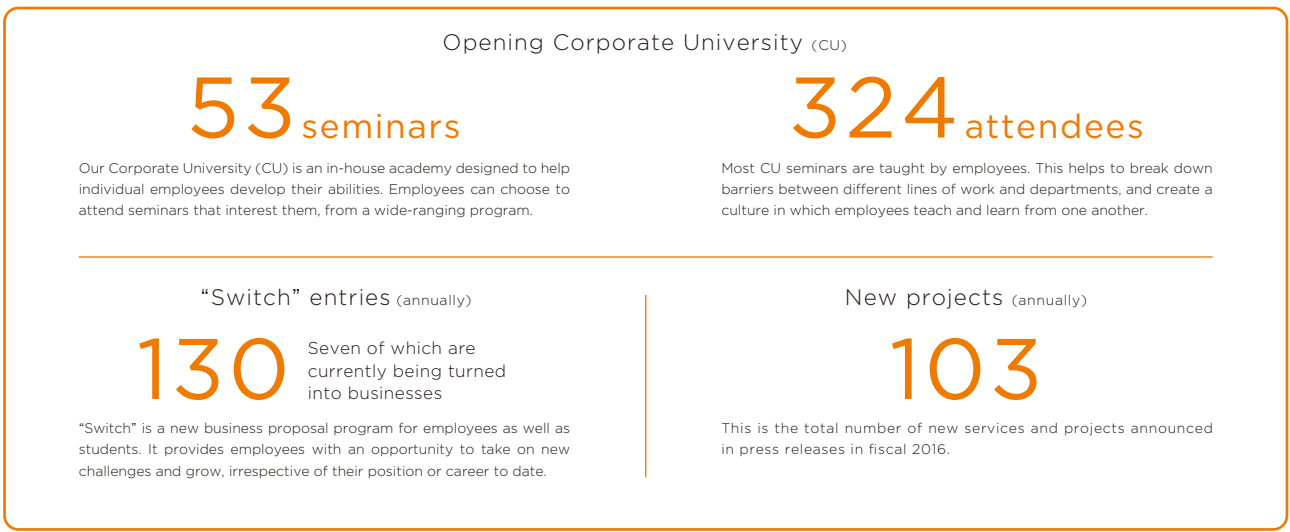
Establishing a full picture of LIFULL based on a range of data

In order to provide a better understanding of the company's current position, we have set out various figures relating to LIFULL. Including the percentages of male and female employees and statistics indicating how rewarding they find their work. This objective data helps to underline the unique characteristics that set LIFULL apart from other companies.

Basic data on employees *Full-time employees at LIFULL Co., Ltd. (non-consolidated) (As of Dec 2016)



An environment that encourages aspiration (As of Dec 2016)



Rewarding working environment



Outside recognition



