



NEXT Co., Ltd.

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News Release



May 10, 2016
NEXT Co., Ltd.

Representative: Takashi Inoue, President and CEO
TSE 1st Section: 2120

Trial Run of ‘Minpaku’ (Home-Sharing) Reservation Service to Commence June 2016 Prior Registration and Consultation Service Available for Hosts

NEXT Co., Ltd. (headquarters: Minato-ku, Tokyo; President and CEO: Takashi Inoue; TSE 1st Section: 2120), operator of HOME’S, a real estate and housing information site with the largest property listings, will commence a trial run of the ‘minpaku’ (home-sharing) reservation service “Lifull Stay” from June 2016. Minpaku will be able to register for the service and receive marketing and business advice from Tuesday, May 10, 2016 through the “Lifull Stay Consultation Center”.

Overview of “Lifull Stay” trial run

“Lifull Stay” is a minpaku reservation service that lists establishments in Japan online for guests wishing to stay in a private home. During the trial run scheduled to begin in June, legitimate minpaku establishments that have obtained a license to carry on a business in accordance with the Hotel Business Law will be able to post information and use the site free of charge*. (*Payment for accommodation will be charged separately to minpaku establishments.)

Minpaku will be able to register for the service and receive advice ahead of the commencement of the trial run through the “Lifull Stay Consultation Center.” While consultations will be restricted to minpaku operators (hosts) only, there are no particular restrictions on the nature of the consultations. Those wishing to pre-register or to arrange a consultation are requested to send an email to the address shown below:

Lifull Stay Consultation Center

Email: contact@lifull-stay.com

Background to the commencement of the “Lifull Stay” Trial Run, and Future Plan

Recent years have seen the worldwide spread of sharing economy services that share access to resources such as goods, space, and labor. *Minpaku*, or private home-sharing, where a part of the home or a vacant room in an apartment is offered as accommodation for tourists, is a typical sharing economy service that is attracting particular attention in Japan for its potential to alleviate the challenges posed by government policy to encourage tourism, vacant housing, and regional revitalization. While previous legislation had no appropriate provision for minpaku, steps are now being taken to support the creation of the market, including the partial loosening of the Hotel Business Law regulations from April 1 this year. It is in this context that we decided to commence the trial run of “Lifull Stay” from June.

Regulations pertaining to minpaku that extend to the use of conventional homes as accommodation facilities are now being promoted mainly by the Ministry of Health, Labor and Welfare, and in the future new legislation is expected to center on a registration system. Once the new legislation comes into force and private

homes are turned into minpaku, our database of 6.88 million properties listed (average in April 2016) on the HOME'S real estate and housing information site, Japan's largest and constituting our company's core business, will be a valuable resource in the field of minpaku accommodation. The trial run of "Lifull Stay" will enable us to accumulate knowhow in this field as we expand our services in accordance with developments in the legislation, galvanizing the minpaku market and vitalizing the Japanese economy.

Based on our corporate message of "Designing Delightful Encounters," NEXT Co., Ltd. will continue to provide information tailored precisely to your individual needs.

Lifull (<http://www.lifull.com>)

"Lifull" commenced operations in 2014 as NEXT's new service brand for every aspect of daily life. As of May 2016, we have established eleven "Lifull" brand companies in Japan and overseas. The name "Lifull" is coined from the words "Life" and "full", conceived from our desire to continue to deliver services that will enrich the lives of our customers and help them fulfil the needs of their day-to-day lives. The services offered by "Lifull" provide a place for encounters and discoveries, where you can find what you are looking for, and where all the information you need to make your decision is in one place. In this way, "Lifull" supports our customers the world over in living the lives they want to live.

NEXT Co., Ltd. (TSE 1st Section: 2120; URL: <http://www.next-group.jp/>):

NEXT Co., Ltd. was established in 1997 on the principle of "aspiration to bring change to the structure of the real estate industry."

Its major service, "HOME'S," is a real estate/ housing information site with the most number of properties listed in Japan.*

NEXT Co., Ltd. is currently providing services in 46 countries worldwide, including the operations of "HOME'S" in Asian countries and of the world's largest aggregation site, "Trovit."

It also operates various services relating to general areas of our life under the service brand of "Lifull," which was launched in 2014 to support each person's way of life by remaining true to themselves.

Based on our corporate message of "Designing delightful encounters," NEXT Co., Ltd. will continuously provide the information right for each of you by taking the people's side and being honest and considerate at all time, with the aim of creating a world where everyone can proceed with confidence.

*Based on the survey conducted by Sankei Medix (announced on January 23, 2016)

Contact details for inquiries relating to this matter

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