LIFULL Co., Ltd.

Quarterly Results (IFRS)

FY2020/9 Quarter 2 (October 1, 2019 – March 31, 2020)

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.	Revisions to the Earnings Forecast	Page 2
2.	Second Quarter Financial Results	Page 4
3.	Quarter ReviewHOME'S ServicesOverseas	Page 16
4.	Repurchase of Treasury Shares	Page 31
5.	Appendices	Page 34
6.	IR Office Information	Page 54





Revisions to the Earnings Forecast

(Disclosed on April 20, 2020)



Assumptions Behind the Revisions - Timing of Effects of COVID-19 -

- POINT Impact from the novel coronavirus (COVID-19) has been felt around the world
 - As a result, we have revised our earnings forecast based on a worst-case scenario in which the conditions as of April 20, 2020 (such as stay home orders and business closures) continue until the end of September 2020

HOME'S Services (Japan) Feb. Mar. Apr. Normal **Voluntary Suspension of Events** (After Feb. 26) Reduced number of inquiries, consultations and property viewings with realtors **State of Emergency Announced** (After Apr. 7) Realtors refraining from business activities

Lower usage fees for members pausing service

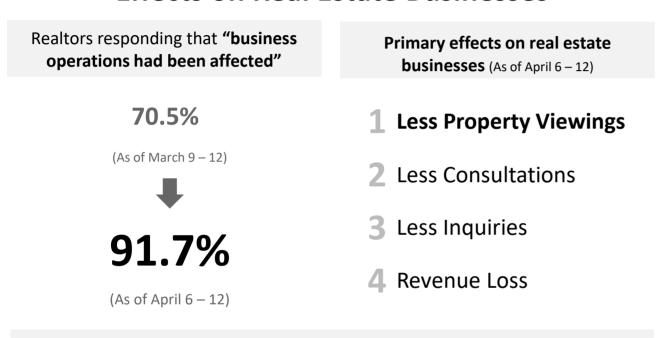


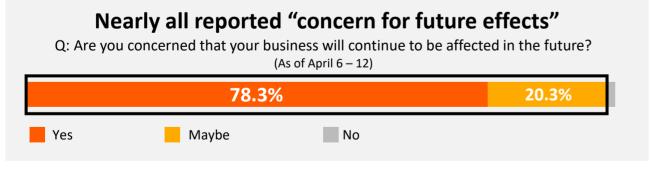


LIFULL Business Environment Survey - Surveys of Real Estate Businesses and Users on Effects of COVID-19 -

POINT Over 90% of realtors' businesses affected while 56% of Japanese users plan on completing their moves

Effects on Real Estate Businesses

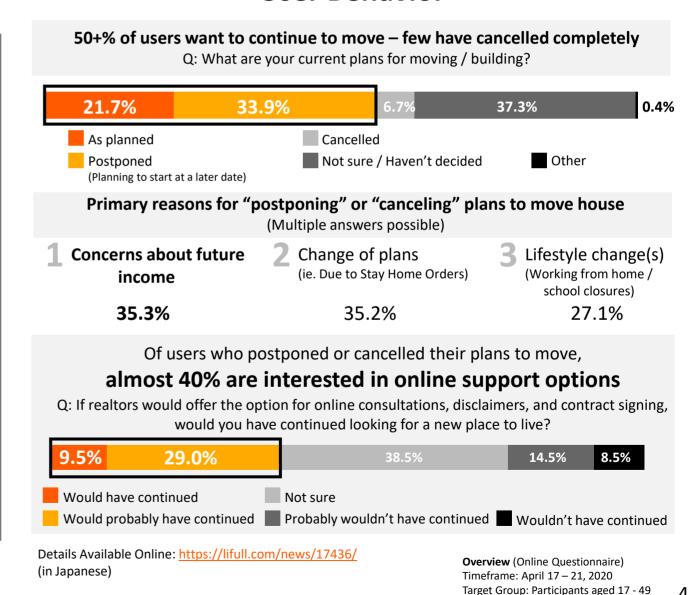




Details Available Online: (First) https://lifull.com/news/17124/ (Second) https://lifull.com/news/17247/ (in Japanese)

Overview (Online Questionnaire) Timeframe: (1^{st}) March 3-9, 2020 (2^{nd}) April 6-12, 2020 Target Group: Real estate business listing on LIFULL HOME'S Participating Businesses: (1st) 925 companies (2nd) 750 companies

User Behavior



Participants: Approx. 70,000 people

Revised Earnings Forecast for FY 2020/09 IFRS

Revised Earnings Forecast disclosed on April 20, 2020 (https://lifull.com/wp-content/uploads/2020/04/release 20200420 en revision.pdf)

Condensed Statemants of Income and Loss									
Unit: Millions of yen	FY2020 OctSep. [Original Full- Year Forecast]	FY2020 OctSep. [Revised Full- Year Forecast]	Change	Change %					
Revenue	45,193	30,760	-14,432	-31.9%					
Cost of revenue	5,171	3,639	-1,531	-29.6%					
SG&A (excl. depreciation)	31,863	24,062	-7,800	-24.5%					
Personnel expenses	10,557	8,405	-2,151	-20.4%					
Advertising expenses	13,591	9,742	-3,849	-28.3%					
Operating expenses	1,018	667	-351	-34.5%					
Other	6,695	5,246	-1,449	-21.6%					
Other revenues and expenses	-37	-90	-52	-					
EBITDA	8,121	2,968	-5,152	-63.5%					
EBITDA margin	+18.0%	+9.6%	-8.3pt	-					
Net profit*	4,153	269	-3,884	-93.5%					

Revenue by Segment											
Unit: Millions of yen	FY2020 OctSep. [Actual]	FY2020 OctSep. [Full-year forecast]	Change	Change %							
Revenue	45,193	30,760	-14,432	-31.9%							
HOME'S Services	33,202	22,969	-10,233	-30.8%							
Overseas	9,069	5,826	-3,243	-35.8%							
Others	2,920	1,964	-956	-32.7%							



^{1 1} EUR has been calculated at ¥120 (adjusted from ¥118) 2 Net Profit: Profit attributable to owners of the parent

Response to COVID-19 (1) - For All Stakeholders -



Putting the safety of all stakeholders as top priority, we have quickly taken action to ensure continuous business operations and development of the market

Users & Society

Regular updates and releases on support for those affected by COVID-19

Articles with information about COVID-19 published on LIFULL HOME'S PRESS

https://www.homes.co.jp/cont/press/

Cancelation and postponement of large-scale events

Businesses

(Realtors & Partners)

Online communication / property viewing system offered for free to new clients

Temporary service suspension and reduced fees for realtors voluntarily closing their businesses

LIFULL HOME'S Academy e-learning courses offered for free

Results of user behavior survey provided to LIFULL HOME'S members

Employees

Working from home where possible

Restrictions on overseas travel and domestic business trips

Online meetings and sales initiatives where possible

Work from home allowance

Support for employees with children

- Childcare leave (paid)
- Permission to bring children to office

Message from President and CEO Takashi Inoue from May 10, 2020 (in Japanese)

To everyone joining us on the road to "Making every LIFE FULL" (https://lifull.com/news/17354/)



Response to COVID-19 (2) - Strengths of the LIFULL Group -

POINT

The nature of our service and low operation costs ensure that business is not hindered even in unpredictable times

Service

- Online Services: Users and clients can continue to access services even if temporary lockdown restrictions are put into place
- **Stabile Demand**: Reasons for moving house, such as lifestyle changes or lease periods, remain relatively unaffected

IT

- Automated Processes: Management of online marketing, detection of incorrect listing information and other processes have been largely automated
- Online Tools: Communication tools and cloud services to share data over the internet already in use provided for a smooth transition to working from home



Costs

- Service Costs: Low base service costs
- SG&As: System usage fees are partially linked to sales revenue Overseas: Direct link between sales revenue and marketing costs Domestic: Controls over marketing expenses
- Investment Planning: Control of variable expenses



Response to COVID-19 (3) - Strengthening the Financial Position -

POINT To prepare for future demand for funds and maintain business flexibility, we are borrowing 7.1 billion yen

Solid Financial Base

Cash and cash equivalent as of the end of March 2020:

7,984 mil. yen

Borrowing to thoroughly secure cash on hand

Total borrowing planned at 15 bil. yen (50% of the consolidated sales revenue forecast for the current FY)

Financing through Overdraft Agreements

Lenders

Sumitomo Mitsui Banking Corp.

4 other potential institutions

Amount

7.1 billion yen

Borrowing Conditions

Based on market interest rates

Collateral or Guarantees

None

Beginning

April 30, 2020

Borrowing Term

3 months

Flexible Use of Funds

Currently consulting with several financial institutions



Low impact on business operations.

Unique opportunity to accelerate the digital transformation of the real estate industry

Strong financial position and flexibility for continued growth in an unpredictable future



FY 2020/9

Second Quarter Financial Results



Condensed Statements of Income and Loss (IFRS)

Revenue: -2.1% YoY **EBITDA:** +50.8% YoY **Quarterly Profit:** +53.8% YoY

Unit: JPY mil.	FY2019 Q2(OctMar.)	FY2020 Q2(OctMar.)	Change	Change %	
Revenue	19,599	19,185	-414	-2.1%	*1
Cost of revenue	2,306	2,274	-32	-1.4%	
SG&A (excl. depreciation and amortization)	15,101	13,415	-1,685	-11.2%	
Personnel expenses	4,056	4,126	+70	+1.7%	*2
Advertising expenses	7,229	6,442	-787	-10.9%	
Operating expenses	394	293	-100	-25.5%	
Other	3,420	2,552	-867	-25.4%	*3
Other income and expenses	92	-50	-143	-	*4
EBITDA	2,284	3,445	+1,161	+50.8%	*5
EBITDA margin	11.7%	18.0%	+6.3pt	-	
Net profit*	962	1,480	+517	+53.8%	
Depreciation and amortization	564	1,002	+437	+77.5%	*6

^{*} Net profit attributable to owners of the parent

⁶ Increases mainly from acquisition of Mitula and the adoption of IFRS 16



^{*1} Refer to segment revenue

^{*2} Increased employees by 166 YoY in Mitula, RESEM and other overseas subsidiaries (6-month average)

^{&#}x27;3 Mainly due to one-off costs for the acquisition of Mitula in the previous FY and reclassification of Leases in the adoption of IFRS 16 in the current FY

^{*4} Due to revenue from sale of shares during the transfer of the advertising business (LHL)

^{*5} Without regard to the transition to IFRS 16, EBITDA would be JPY 2,965 mil.

Revenue and Income and Loss by Segment (IFRS)

Improved media presence in HOME'S Services, but still not meeting expectations from partial pricing structure change Despite 5.6% stronger yen, Overseas seeing increases in revenue and earnings resulting from the acquisition of Mitula

	FY2019 Q2	FY2020 Q2	Change	Change	Main items
Unit: JPY mil.	OctMar.	OctMar.		%	ivialii iteilis
Revenue	19,599	19,185	-414	-2.1%	
HOME'S Services	15,264	14,306	-958	-6.3%	Media presence is improving after the partial change in the pricing structure, but not meeting expectations. Refer to Page 3 for effects from COVID-19.
Overseas	3,301	3,898	+596	+18.1%	Increase due to growth in Trovit and Mitula despite a 5.6% YoY increase in exchange rate
Others	1,033	980	-52	-5.1%	Revenue decrease due to transfer of insurance and advertising business (LHL) in Dec. 2018

Unit: JPY mil.	FY2019 Q2 OctMar.	FY2020 Q2 OctMar.	Change	Change %	Main items
Segment income and loss	1,627	2,493	+866	+53.2%	
HOME'S Services	1,512	2,281	+768	+50.8%	Increased profit from controlling advertising costs despite a downturn in revenue
Overseas	240	396	+155	+64.7%	Temporary costs for the acquisition of Mitula in the previous FY
Others	-136	-197	-60	-	Transfer of the insurance and advertising business (LHL) in Dec. 2018
Inter-segment transactions	10	12	+2	+25.5%	



Progress Toward FY2020/9 Forecast (IFRS)

Condensed Statements of Income and Loss								
Unit: JPY mil.	FY2020 OctSep. [Full-Year Forecast]	FY2020 Q2 OctMar. [Actual]	Progress					
Revenue	30,760	19,185	62.4%					
Cost of revenue	3,639	2,274	62.5%					
SG&A (excl. depreciation)	24,062	13,415	55.8%					
Personnel expenses	8,405	4,126	49.1%					
Advertising expenses	9,742	6,442	66.1%					
Operating expenses	667	293	43.9%					
Other	5,246	2,552	48.6%					
Other revenues and expenses	-90	-50	55.6%					
EBITDA	2,968	3,445	116.1%					
EBITDA margin	9.6%	18.0%	-					
Net profit*	269	1,480	550.2%					

Revenue by Service								
Unit: JPY mil.	FY2020 OctSep. [Full-year forecast]	FY2020 Q2 OctMar. [Actual]	Progress					
Revenue	30,760	19,185	62.4%					
HOME'S Services	22,969	14,306	62.3%					
Overseas	5,826	3,898	66.9%					
Others	1,964	980	49.9%					



¹⁾ Progress toward the revised forecast announced on April 20, 2020

^{2) 1} EUR calculated at ¥120 (adjusted from ¥118)

^{*}Net Profit: Profit attributable to owners of the parent

Condensed Statement of Financial Position and Goodwill (IFRS)

Under IFRS 16, Operating Leases have been reclassified as Right-of-Use Assets resulting in +4.6 billion yen in total assets

Unit: JPY mil.	As of Sep 30, 2019	As of Mar 31, 2020	Change	Change %		Mai	n items
Current assets	16,154	15,255	-899	-5.6%	Cash	-1,254 +32	Refer to "Condensed Statement of Cash Flows"
					Accounts Receivable Products	+32	Primarily Regional Revitalization activities (LSF)
					Short-Term Loans Receivable	+55	Primarily lending to Regional Revitalization activities
					Pre-Paid Expenses	+152	(LSF)
					Uncollected Accounts Receivable	+152	
					Buildings	+306	Primarily Regional Revitalization activities (LSF)
Non-current assets	27,493	33,069	+5,575	+20.3%	Right of Use Assets	+5,726	Transition to IFRS 16
					Other Intangible Assets	-173	
					Securities	-199	
					Long-Term Loans Receivable	+308	Primarily from lending to Regional Revitalization activities (LSF)
Assets	43,648	48,324	+4,676	+10.7%	Deferred Tax Assets	+142	
Current liabilities	9,485	7,515	-1,970	-20.8%	Short-Term Loans Payable	-2,199	Refinancing of short-term debt to long-term debt
	3, 133	7,020	_,5	20.070	Lease Obligations	+890	Due to transition to IFRS 16
					Unpaid Expenses	-259	
					Corporate Taxes	+141	
					Consumption Taxes	+180	Payment of Dec. employee bonuses and reconfiguration of
					Employee Bonus Payments	-425	FY 2020/9 bonuses
Non-current liabilities	1,533	6,988	+5,455	+355.8%	Long-Term Loans Payable	+666	Refinancing of short-term debt to long-term debt
					Long-Term Lease Obligations	+4,818	Transition to IFRS 16
Liabilities	11,018	14,503	+3,484	+31.6%			
				/	Capital Surplus	+1,074	
Total Equity	32,629	33,821	+1,191	+3.7%	Foreign Currency Translation Adjustm.	+39	Fluctuations in foreign currency exchange rates
Equity per share attributable to owners of the parent (JPY)	242.64	251.39	+8.75				



Condensed Statement of Cash Flow (IFRS)

9,328

7,984

-1,343

Partial payment and refinancing of short-term loans for the acquisition of Mitula

Free cash flow increased to 1.23 billion yen while cash and cash equivalents increased to 7.9 billion yen

	FY2019 Q2	FY2020 Q2	Change	Main items				
Unit: JPY mil.	OctMar.	OctMar.		Items	FY2019 Q2	FY2020 Q2		
				Profit for the period before tax	+1,538	+2,284		
				Depreciation and amortization	+578	+1,011		
				Impairment loss	+298	-		
Operating cash flow	239	1,671	+1,432	Increase/decrease in accounts receivable-trade and other current receivables	-880	-69		
			-	Increase/decrease in accounts payable-trade and other current payables	+904	-333		
				Other	-892	-538		
				Tax payments	-1,317	-683		
				Sale of securities	-	+505		
				Purchase of property, plant and equipment	-107	-427		
				Purchase of intangible assets	-174	-163		
				Purchase of shares of related companies	-70	-		
Investing cash flow	-852	-441	+411	Purchase of shares of subsidiaries	-516	-		
				Proceeds from sale of shares of subsidiaries	+473	-		
				Payment of loans receivable	-586	-697		
				Proceeds from collection of loans receivable	+253	+350		
				Other	-85	-1		
				Proceeds from loans	+3,500	+2,000		
Financing cash flow	2,539	-2,539	-5,078	Repayments of loans payable	-200	-3,533		
3	,	,	-,-	Dividends paid	-714	-590		
				Repayment of lease obligations	-1	-444		
Change in cash and	1,757	-1,254	_					
cash equivalents	1,/3/	-1,234	_					



Balance of cash and

cash equivalents

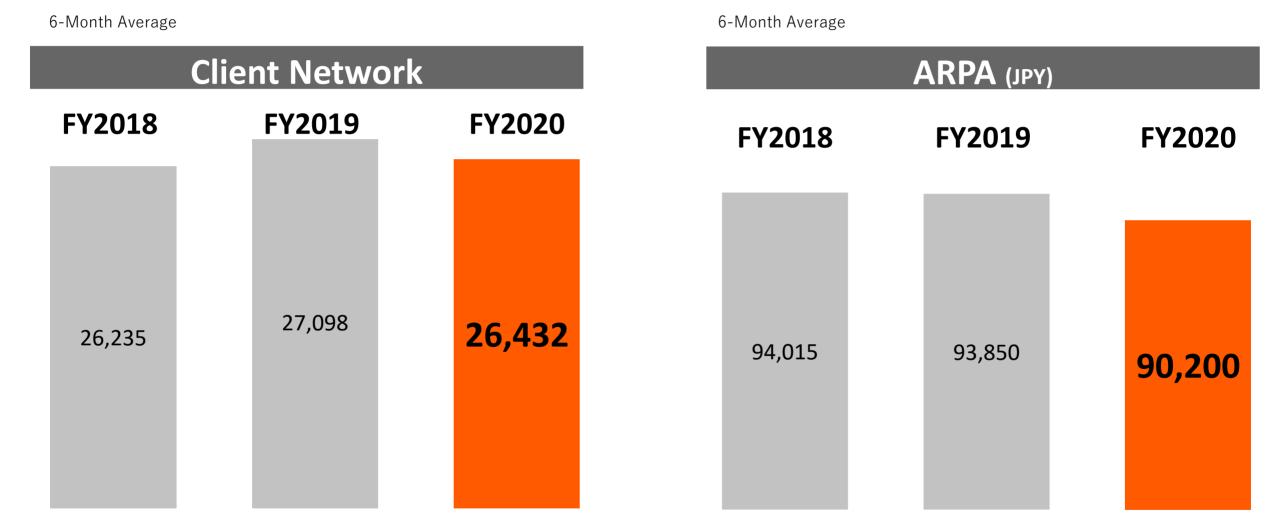
HOME'S
Services



Key Performance Indicators - Client Network and ARPA -



The client network has shrunk since the implementation of the partial change in the pricing structure Delays in plans to boost media presence and effects of COVID-19 have lead to a decline in ARPA



Calculations until FY 2019/09 only included the number of clients with charges in the current month. However, due to the partial change of the pricing structure implemented in the first quarter of the current fiscal year, we have changed this number to reflect all clients and have adjusted the values for the previous years.





Boosting Media Presence - More Details and More Complete Information -

To create richer property details, we altered parts of the pricing structure for rental and sale listings in October 2019

Achievements

Rate of optional information on listings affected by the change to the pricing structure (As of the end of March)

Richer Property Details (Properties with Optional Information¹)



Approx. **75%**

1 Optional Information: Panorama Photos, Sales Staff Comments, Real Estate Company Information

Search for the Life You Want with #TagSearch



More than

5,200 Tags

For a variety of lifestyles (As of the end of March)

(Number of Tags)

Hashtag Examples

#SurroundedByClothes #GoodOnlineLife #LowerThanAverageRent #SecurityFeatures #SeeMountFuji #GreenAllAround #CloseToSchool #CashBackThroughLIFULLHOMES

(The above are loose English translations of Japanese hashtags. Actual Tags only available in Japanese.)

Challenges

Numbers of Listings

Actions

New Client Acquisition

- Increased acquisition initiatives
- Continued negotiations with regional relator organizations

Existing Clients

- Interview members about current usage
- Create service packages tailored to client needs

Since our response to COVID-19 included allowing clients voluntarily closing their businesses to temporarily suspend their accounts without charge, we expect a temporary decline in the number of listings.

Boosting Media Presence - Increasing Brand Awareness of LIFULL HOME'S -

Television commercials about Tag Search broadcast for the peak moving season (January – March)

###\dagsearch Storvline : #TagSearch



Storyline : #TagSearch for a place to live that suits your

lifestyle

Spokesperson: Tsubasa Honda (Actress and Model)

Period : January - February

Regions: Kanto, Kansai, Tokai,

Hokkaido, Hiroshima, Fukuoka

9 Versions

Including Online-Only Videos



+8.5%

More direct searches¹ over last year!

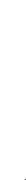
1 Direct Search Keywords:

LIFULL HOME'S, lifull home's, HOME'S, homes, and other variations in Japanese characters

LIFULL HOME'S







Results



Boosting Media Presence - All-Around Home Search Support Services for Users -

In addition to our original search tools for homes, we also offer support to home-seekers over a variety of channels

Online HOME'S Search & Great Inquire **Places to Live** 2222

Online or Offline

Professional Support Consultation Service LIFULL HOME'S Sumai no Madoguchi (Free Consultations)



Support Available over Multiple Channels



Counter



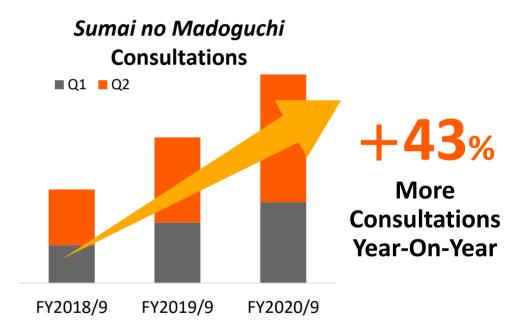
Phone



E-Mail



Video Chat







Bringing More of the Moving Process Online

By adding more properties that can be viewed online, we're giving users a safer, more relaxed experience

LIFULL HOME'S LIVE

free of charge for members^{1,2}



Consultations

Viewings

Disclosures³

via online video chat

1 Eligibility: LIFULL HOME'S Members who submit new applications for the online consultation,

viewing, and disclosure service during the below period

2 Period: Scheduled for mid-March 2020 to the end of September

3 Disclosures: Japanese law requires a verbal and written disclosure statement compiled and

performed by a license realtor about properties before they can be bought, sold or rented

Results After Beginning Free Service

(January vs. March)

New Applications

+50%

Online Consultations and Property Viewings

 $6.7x_{+}$

Online Disclosures

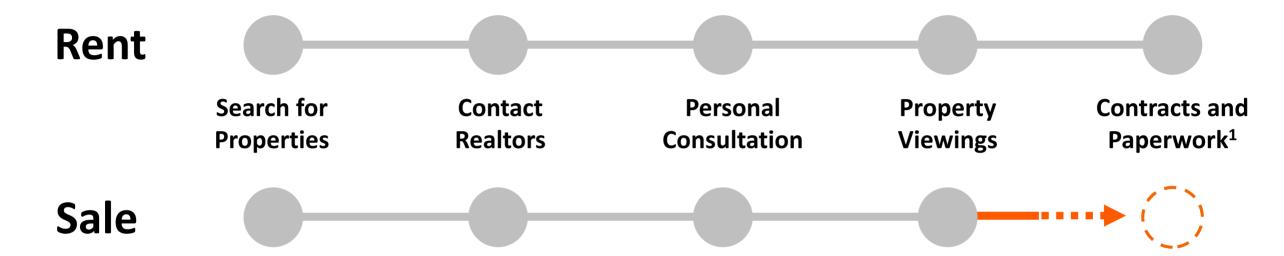
Approx. **2.5**X

We want to turn this time into an opportunity for more people to experience searching for their new home online



Current Availability of Real Estate Transactions Online

How much of the moving process can users complete using LIFULL HOME'S?



Opportunities

Rent: More widespread use of online tools

Sale: Taking more of the transaction online



More Convenient
Transactions
=
Market Vitality



We have been pushing for legalization of online verbal disclosures for all properties to stimulate the real estate market

Aug. 2015 **Start of Online Trials for Verbal Disclosures**

Oct. 2017

Online Disclosures Legalized for Rental Properties

Oct. 2019

Start of Online Trials for Verbal **Disclosures for Sale Properties**

TRD

Online Disclosures Legalized for Sale Properties

→ Moving Forward



Jun. 2015

HOME'S LIVE Announced

(Online Communication System for **Verbal Online Disclosures**)



Ref. FY2016/03

Q1 Earnings Presentation

Oct. 2017

LIFULL HOME'S LIVE **Service Released**

Property Viewings)

(Support for Online Disclosures and



Ref. FY2018/9

Q1 Earnings Presentation



Reevaluation of paper-based systems for the government ordered by the Prime Minister of Japan



Other Initiatives by LIFULL Group

Oct. 2017

Release of online contract platform

Oct. 2019

Trials for transferring property ownership via blockchain

Mar. 2020

Trials for blockchain technology in the Regional Revitalization Fund



LIFULL

Overseas





Global Marketplace Group

Connecting people to solutions

in life's biggest decisions



LIFULL CONNECT - Connecting Systems -

Campaign management and traffic acquisition system brings together the benefits of all aggregation brands with more value for clients



Campaign Management and Traffic Acquisition System









Bidding

Bidding systems for buying and selling advertising inventory on a per-click basis



Reach New Users



Analytics Tools

Thribee released to all clients

Expand campaigns across all brands

Manage campaigns in real time

Increase traffic and effectiveness of ads



LIFULL CONNECT - Connecting Expertise -

By sharing expertise and exchanging SEO best-practices, organic traffic has been improving since December 2019





February Traffic

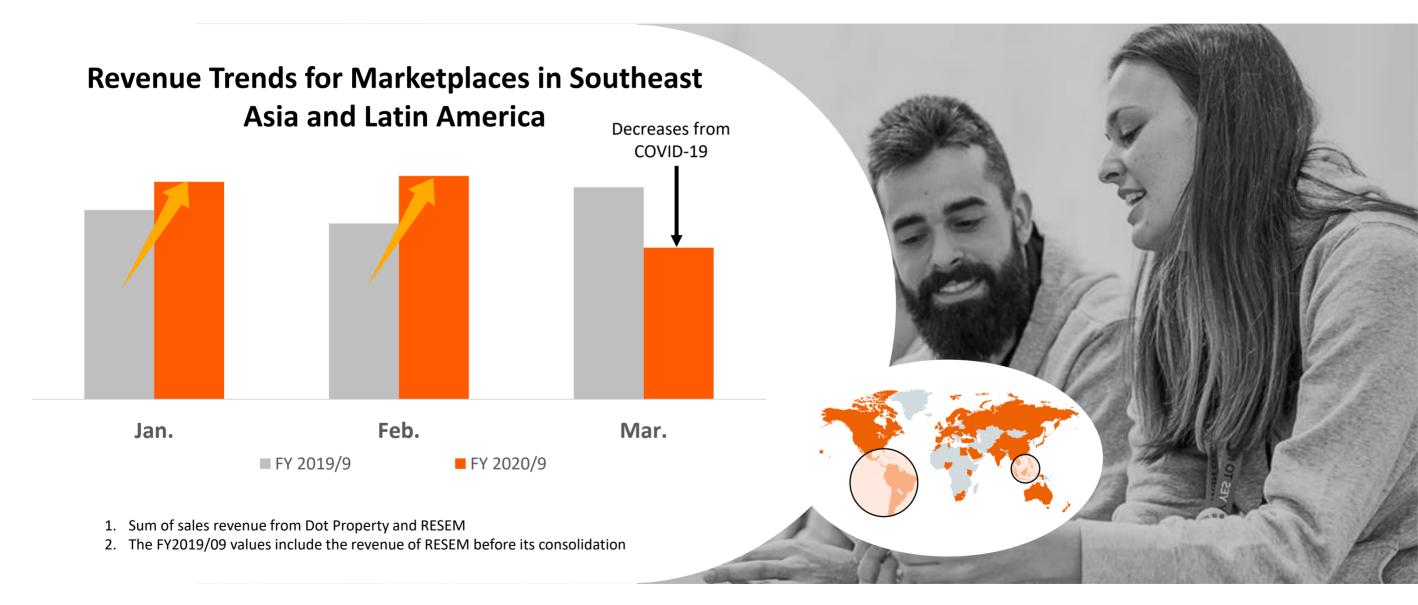
up 10% YoY





Growth in Marketplaces - Growth in Up-coming Markets -

Continuously producing stronger results thanks to new hires reinforcing local teams and sales initiatives

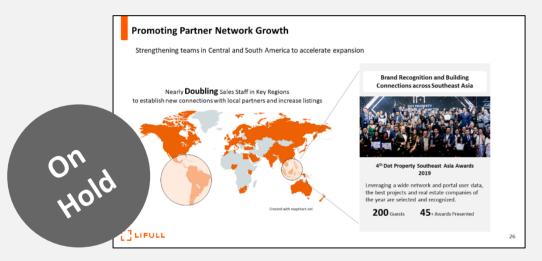




Connecting the Organization - Combining Resources for Added Flexibility -

Team expansion targets have been pushed back until after the effects of COVID-19 have subsided Combining teams to react more quickly to changes

Team Expansion Goals Pushed Back Due to COVID-19



Ref. FY 2020/9 Q1 Earnings Presentation (Page 26)

Hiring is planned to resume after the effects of COVID-19 have subsided





Repurchase of Treasury Shares



Repurchase of Treasury Stock

We have decided to repurchase shares of treasury stock as of May 14, 2020

Reasons

Enhance shareholder returns

Improve capital efficiency

Support a flexible capital strategy

Details of the Repurchase

Type of Shares

Common Stock

Aggregate Purchase Price

¥1.0 billion (max.)

Total Shares

3,000,000 shares (max.)

Ratio of treasury stock to be acquired to shares outstanding [excluding treasury stock]: 2.24%

Repurchase Period

May 15 – Sep. 30, 2020

Method of Purchase Market purchase based on discretional trading contract

Ref. Treasury Shares as of March 31, 2020

Number of shares outstanding (excluding treasury stock): 134,239,870 shares Number of Shares of Treasury Stock: 74,587 shares



The Goal of the LIFULL Group



Appendices



Corporate info (as of December 30, 2019)

Company LIFULL Co., Ltd.

Stock code 2120 (TSE 1st Section)

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

Capital ¥9,716 mil.*

Stock issues 134,239,870 shares (incl. 74,587 shares of treasury stock)

Consol. number of 1,471 (incl. 208 temporary and 381 overseas)

employees

Major shareholder LIFULL Directors, Rakuten, Inc. (17.7%)

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

(stake) LIFULL Marketing Partners (100%)







LIFULL HOME'S



LIFULL HOME'S Real Estate and Housing Information Site

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

- Real estate listing website with the most listings in Japan. (According to a report by Sankei Advertising on January 7, 2019)
- 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



iOS · Android Apps







Primary Group Companies

(Listed according to date of founding / acquisition)

PT. LIFULL MEDIA INDONESIA ¹	 Planning and operation of the real estate and housing information website, LIFULL Rumah Planning and operation of the service for Japanese resident officers assigned to Jakarta, LIFULL Concierge
LIFULL Marketing Partners Co., Ltd.	Internet marketing for real estate and related business operators
LIFULL senior Co., Ltd.	 Operation of one of the largest search engines for nursing homes and senior housing in Japan, LIFULL Nursing Care Operation of the search site "Minna no ihinseri" for companies which organize the possessions of the deceased
LIFULL MOVE Co., Ltd.	Operation of the moving company price estimate and reservation website, LIFULL Hikkoshi
LIFULL SPACE Co., Ltd.	 Operation of one of the largest search engines for storage space in Japan, LIFULL Trunk Room Operation of a search site for rental meeting rooms and other spaces, LIFULL Rental Space
LIFULL bizas Co., Ltd.	 Contractor for clerical work and other back-office operations Contractor for call center operations
LIFULL Social Funding Co., Ltd.	Operation of the crowdfunding platforms, LIFULL Social Funding Operation of the LIFULL Regional Revitalization Fund
LIFULL Tech Vietnam Co., Ltd.	Offshore, lab-type, software and application development as well as creative production
Rakuten LIFULL STAY, Inc. ^{1,2}	Operation of vacation rental platforms
LIFULL CONNECT, S.L.U.	Operation of aggregation sites for real estate, job listings, used vehicles and fashion aggregation sites as well as portals
LIFULL ArchiTech Co., Ltd.	Research and development on construction and living environments; management of patents



¹ Affiliated company accounted for by the equity-method

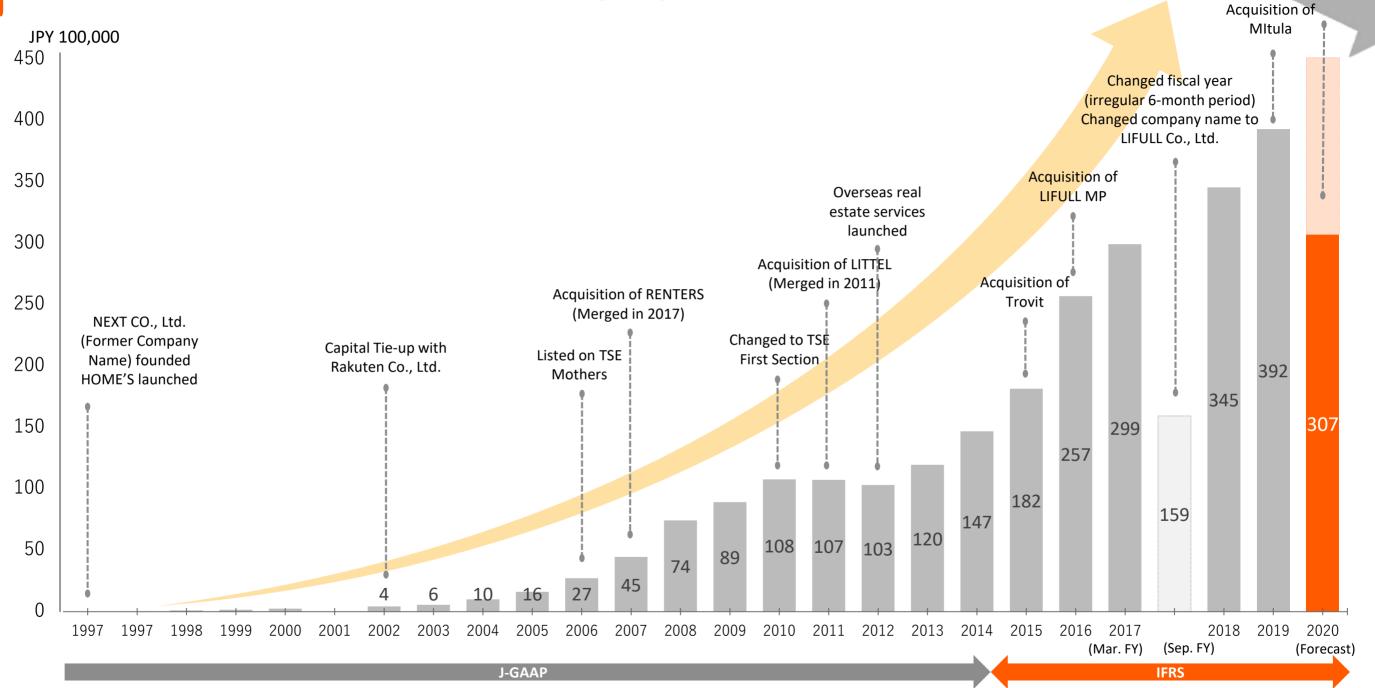
² Joint venture with Rakuten Inc. RAKUTEN LIFULL STAY PTE. LTD. founded in March 2017 as a wholly owned subsidiary

Segments and Primary Services

Segments	Main services
HOME'S Services Business	LIFULL HOME'S AD Master (former Renter's Net) NabiSTAR LIFULL Marketing Partners Co., Ltd.
Overseas Businesses	Trovit (LIFULL CONNECT) Mitula (LIFULL CONNECT) Nestoria (LIFULL CONNECT) RESEM (LIFULL CONNECT) Dot Property (LIFULL CONNECT) LIFULL Tech Vietnam Co., Ltd. (App Development) Other subsidiary services of LIFULL CONNECT
Other Businesses	LIFULL Kaigo (nursing care) (LIFULL senior Co., Ltd.) LIFULL Hikkoshi (moving) (LIFULL MOVE Co., Ltd.) LIFULL Trunk Room (LIFULL SPACE Co., Ltd.) LIFULL Social Funding Co., Ltd. LIFULL ArchiTech Co., Ltd. Other LIFULL subsidiaries and new services



Annual Revenue and Timeline of Company Growth



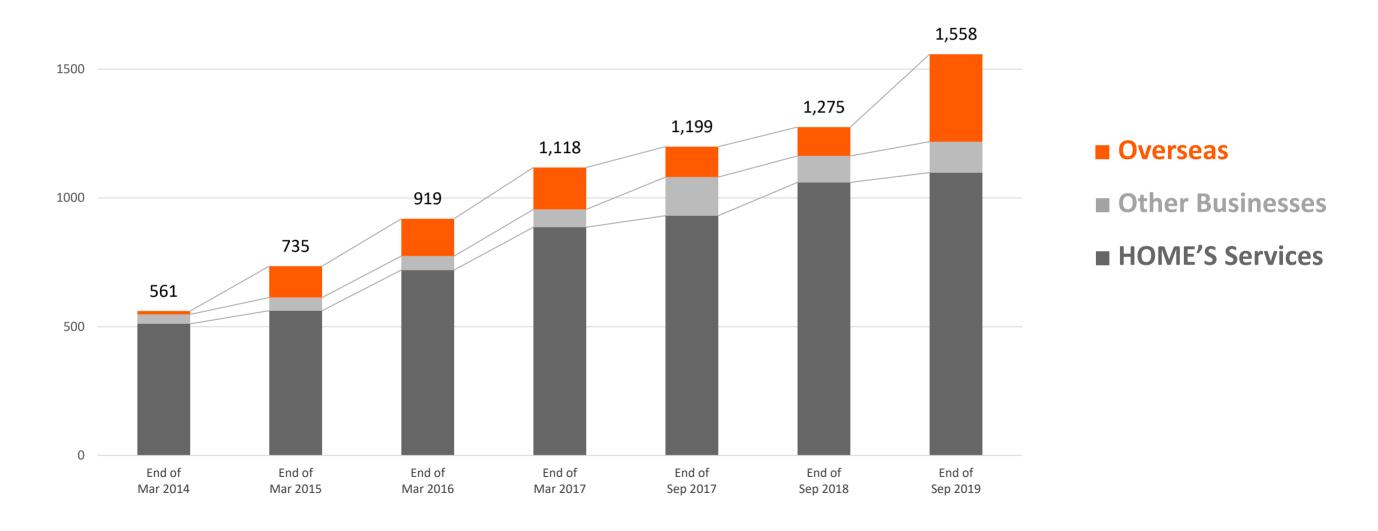


Earnings Forecast Revision due to

impact of COVID-19

Number of Employees - Group -

Increase in employees due to overseas expansion

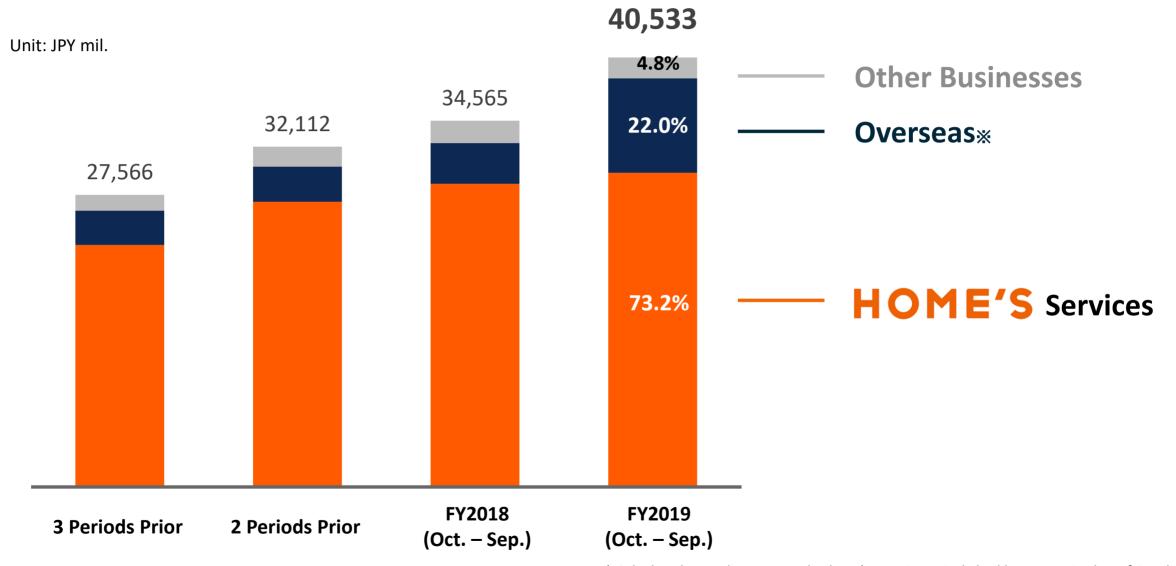




- 1) Not including employees in companies outside the LIFULL Group
- 2) Temporary staff numbers are based on annual averages

Growth of Consolidated Earnings and Breakdown - Consolidated Revenue -

Acceleration of growth in the Overseas Business segment in addition to steady progress in HOME'S Services



^{*} Calculated according to actual values (Assuming Mitula had been acquired as of October 2018)



Consolidated statements of profit and loss (quarterly)

I loit . IDV mil		FY20	17/3		FY20	17/9		FY20)18/9			FY20	FY2020/9			
Unit : JPY mil	Q1	Q2	Q3	Q4	Q1	Q2	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
Revenue	6,846	6,910	7,107	9,056	7,793	8,154	8,128	9,541	8,345	8,549	8,391	11,208	9,753	9,944	9,202	9,983
HOME'S Services Business	5,616	5,782	5,955	7,662	6,472	6,816	6,742	8,062	6,833	6,963	6,860	8,404	7,060	7,330	6,763	7,543
Overseas Businesses	823	750	750	867	859	858	883	935	983	1,058	986	2,315	2,213	2,165	2,006	1,892
Other Businesses	406	377	400	525	461	479	502	542	528	527	544	488	479	448	432	547
Cost of revenue	670	737	774	897	915	946	928	946	996	1,006	1,048	1,258	1,035	1,217	1,116	1,157
SG&A	4,776	4,581	5,422	6,627	6,346	6,100	5,862	6,987	5,948	6,555	5,879	9,222	6,754	7,682	6,540	6,874
Personnel expenses	1,773	1,531	1,811	1,923	1,993	1,816	1,962	1,783	1,963	2,082	1,969	2,087	2,217	2,428	2,535	1,590
Advertising expenses	1,689	1,730	2,145	2,834	2,719	2,695	2,426	3,657	2,431	2,869	2,347	4,882	2,790	3,252	2,559	3,882
Operating expenses	246	236	282	244	240	215	236	267	209	229	190	204	240	290	170	123
Other SG&A	1,066	1,082	1,183	1,624	1,393	1,373	1,236	1,279	1,344	1,374	1,372	2,047	1,505	1,710	1,274	1,278
Other revenues and expenses	▲ 6	▲ 42	▲ 30	▲ 39	▲ 72	▲ 30	71	18	6	4 4	425	▲ 332	9	59	▲ 9	▲ 41
EBITDA	1,392	1,549	879	1,491	458	1,077	1,408	1,624	1,406	942	1,889	394	1,972	1,103	1,535	1,909
Depreciation/amortization cost	221	217	338	468	253	266	274	266	263	263	259	304	307	300	521	481
Operating profit	1,171	1,331	540	1,022	205	811	1,134	1,358	1,142	679	1,629	90	1,664	803	1,014	1,428
Net income *	734	942	331	756	22	467	591	980	702	585	1,003	▲ 41	1,074	372	504	975
EBITDA margin	20.3%	22.4%	12.4%	16.5%	5.9%	13.2%	17.3%	17.0%	16.9%	11.0%	22.5%	3.5%	20.2%	11.1%	16.7%	19.1%

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

³⁾ As the provisional accounting procedures for corporate mergers have been defined in the first three-month period of the current consolidated fiscal year, these measures have been applied for values for the fiscal year ended in September 2019. In conjunction with these measures, year-on-year change ratios have been calculated with adjusted values.

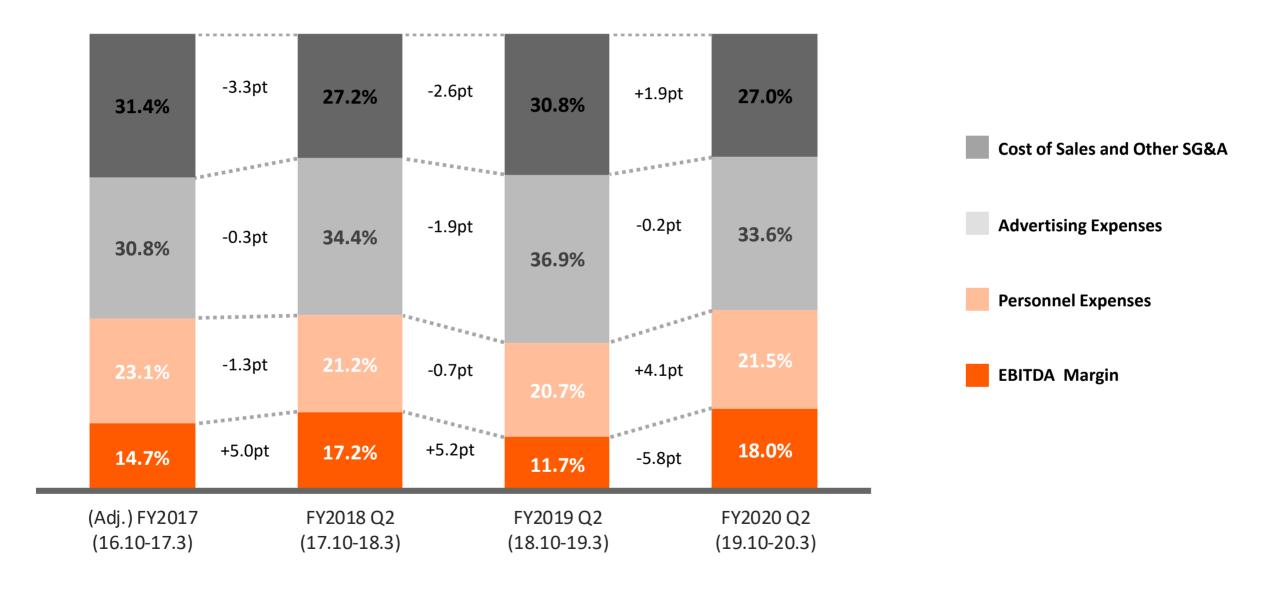


²⁾ Disclosure segments modified since FY2017/09. Sales of prior periods has been described in conjunction with the segment change.

Expense-to-Revenue Ratio IFRS

Large improvement in profitability

Increases in personnel expenses due to the acquisition of Mitula and hiring in the Overseas segement





(Ref.) Pricing Structure Revisions - Rental & Sale Properties Starting Oct. 2019 -

New Pricing Structure

	Basic Membership Fee (Mon.)	Inquiries	Pay by Inquiry
Rental	V15 000	Inquiries (e-mail / tel.)	Monthly Rent of Property × 9.5%
Kentai	¥ 15,000	Company Inquiries	Number of Inquiries × ¥5,000
Cala	V1E 000	Inquiries (e-mail / tel.)	Sale Price of Property × 0.05%
Sale	¥ 15,000	Company Inquiries	Number of Inquiries × ¥10,000

Original Pricing Structure

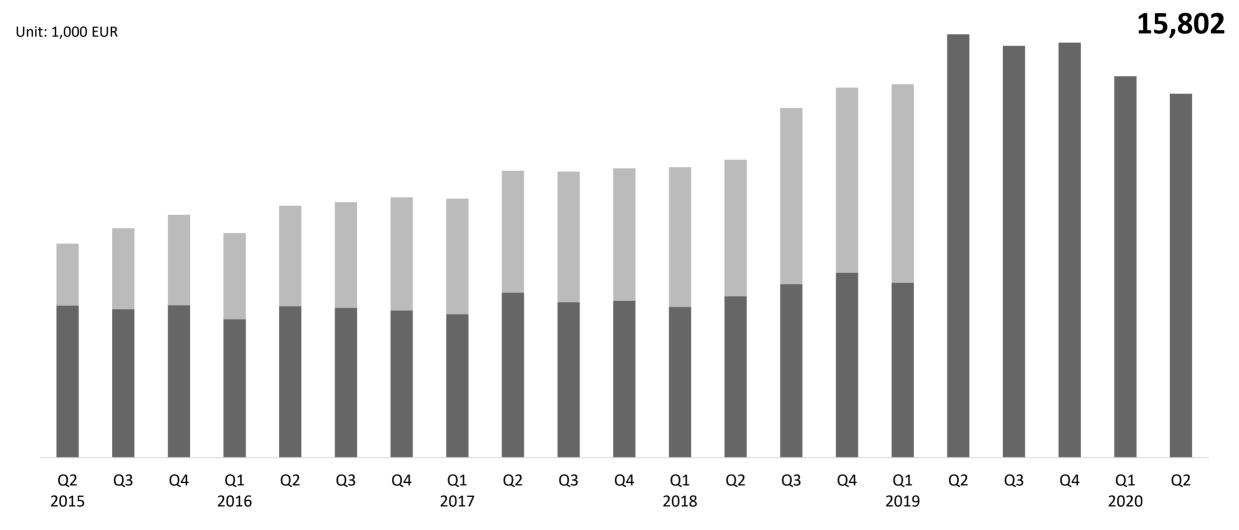
	Basic Membership Fee (Mon.)	Inquiries	Pay by Inquiry
Pontal	V10.000	1 to 15	Monthly Rent of Property × 5.5%
Rental	¥10,000	Over 16	Monthly Rent of Property × 4.0%
Cala	V10.000	1 to 5	Sale Price of Property × 0.05%
Sale	¥10,000	Over 6	Sale Price of Property × 0.03%



Quarterly Results - LIFULL CONNECT -

Steady growth despite effects from business acquisition and seasonality

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

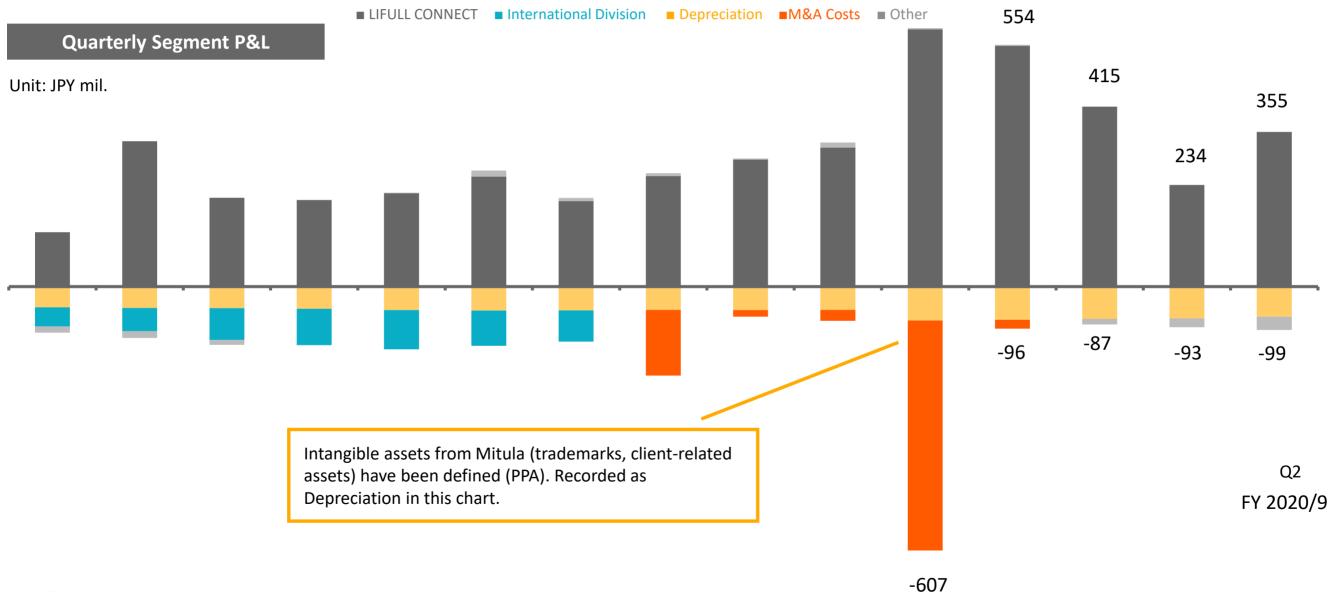




Overseas Segment Results - Segment Profit and Loss (Quarterly Trend) -

Some services under improvement measures

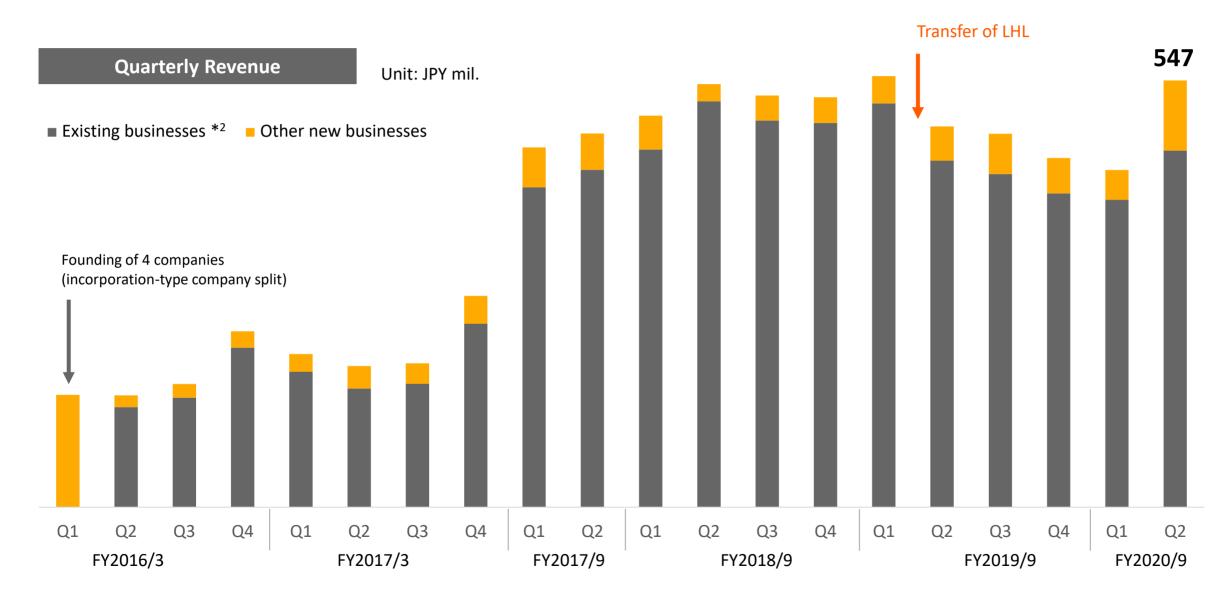
Intangible assets for Mitula have been defined and Depreciation costs determined





Other Businesses - Segment Sales Revenue (Quarterly) -

Without regard to the effects of the transfer of LHL¹, continuing to maintain scale of operations

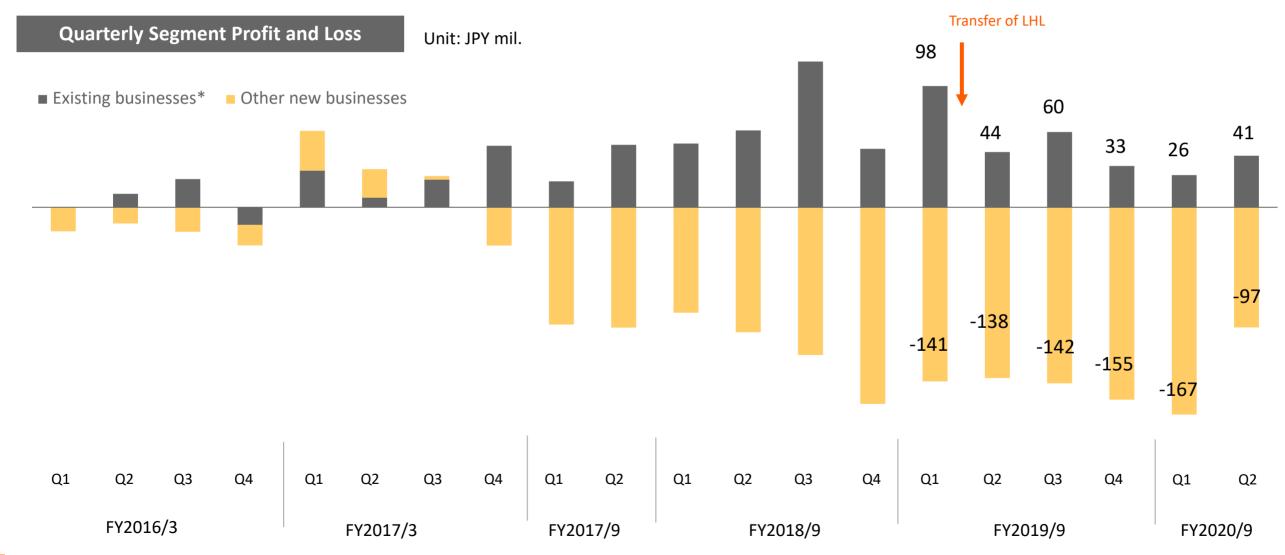




- 1) Founded as a subsidiary of FinTech and transferred to Nippon Life Insurance Company in December 2018.
- 2) Currently comprised of 4 companies: FinTech, MOVE, senior and SPACE

Other Businesses - Segment Profit and Loss (Quarterly) -

Increases investments for the Regional Revitalization Business and smooth progress without regard to the sale of LHL





Progress in Regional Revitalization - Repurposing Vacant Homes -

Previously vacant home repurposed as a vacation rental and sold by the LIFULL Group











Wave House 99 Kujukuri-cho, Chiba

House decorated for surfers with a view of the ocean from the second floor

What was renovated? (Selection)













Acquired

April 2019

Opened

October 2019

Sold

March 2020



(Ref.) External Market Data - Monthly -

		(Jan-Dec)	(Jan-Dec)	(Jan-Dec)	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19 [Dec-19 Ja	n-20 Fel	b-20 N	ar-20
	Capital Region	35,898	37,132	31,238	2,817	3,366	6,480	1,934	2,490	3,617	2,342	2,462	2,659	2,986	1,502	3,372	2,845	3,461	7,462	1,900	2,313	3,337	1,421	2,206	2,259	1,932	1,819	2,359	2,007	3,293	6,392	,245 1	,488	2,142
(1) Number of	YoY	0.4%	3.4%	-15.9%	-3.0%	24.6%	-7.5%	39.7%	7.8%	6.1%	-14.6%	-5.4%	16.4%	-12.8%	-28.5%	13.2%	1.0%	2.8%	15.2%	-1.8%	-7.1%	-7.7%	-39.3%	-10.4%	-15.0%	-35.3%	21.1%	-30.0%	-29.5%	-4.9% -	14.3% -3	4.5% -35	5.7% -3	35.8%
Apartments	Kinki	19,560	20,958	18,042	1,465	1,582	2,259	1,091	1,818	1,745	1,742	1,480	1,211	1,514	1,378	1,859	1,775	2,585	2,760	1,044	1,281	1,449	852	1,388	1,500	1,788	1,341	1,406	1,271	1,492	3,230	621 1,	,035	1,528
for sales	YoY	4.7%	7.1%	-13.9%	16.0%	-19.9%	14.4%	-21.8%	30.4%	10.8%	25.2%	-14.8%	-8.3%	-17.4%	13.4%	-22.3%	21.2%	63.4%	22.2%	-4.3%	-29.5%	-17.0%	-51.1%	-6.2%	23.9%	18.1%	-2.7%	-24.4%	-28.4%	-42.3%	17.0% -4	0.5% -19	9.2%	5.5%
(2) Translas	Capital Region	5,908	5,871	5,980	5,586	5,551	6,019	5,293	6,128	6,220	5,548	6,030	6,244	6,191	5,360	5,136	2,845	3,461	7,462	1,900	2,313	3,337	1,421	2,206	2,259	1,932	1,819	2,359	2,007	3,293	6,392	1,245 1,	,488	2,142
(2) Trend of Price for	YoY	7.6%	-0.6%	1.9%	3.3%	7.6%	18.5%	-23.4%	5.8%	11.3%	-6.3%	0.8%	10.7%	-5.7%	-7.5%	-11.8%	1.0%	2.8%	15.2%	-1.8%	-7.1%	-7.7%	-39.3%	-10.4%	-15.0%	-35.3%	21.1%	-30.0%	-29.5%	-4.9% -	14.3% -3	4.5% -35	5.7% -3	5.8%
Apartments	Kinki	3,836	3,844	3,866	3,863	3,609	3,913	4,017	3,655	3,695	3,825	3,868	3,578	4,568	3,585	4,043	1,775	2,585	2,760	1,044	1,281	1,449	852	1,388	1,500	1,788	1,341	1,406	1,271	1,492	3,230	621 1,	,035	1,528
Apartments	YoY	-2.1%	0.2%	0.6%	-3.2%	-5.1%	-9.4%	20.2%	-2.5%	-7.3%	-0.2%	8.3%	-5.2%	7.1%	1.0%	-3.4%	21.2%	63.4%	22.2%	-4.3%	-29.5%	-17.0%	-51.1%	-6.2%	23.9%	18.1%	-2.7%	-24.4%	-28.4%	-42.3%	17.0% -4	0.5% -19	9.2%	5.5%
		2017 (Jan-Dec)	2018 (Jan-Dec)	2019 (Jan-Dec)	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19 [Dec-19 Ja	n-20 Fel	b-20 M	ar-20
	House for Rent	419,397	396,404	342,289	38,017	37,508	33,438	28,251	29,420	29,750	35,447	31,083	34,884	35,847	35,457	35,350	35,225	34,902	30,788	24,776	27,921	28,413	29,511	26,164	30,645	30,383	29,255	29,414	29,417	28,779	27,611 24	,147 22	,638 2	6,545
	YoY	0.2%	-5.5%	-13.7%	-4.8%	-2.9%	-3.0%	-10.8%	-4.6%	-12.3%	-2.1%	-5.6%	-3.0%	-1.4%	1.4%	-5.8%	-7.3%	-6.9%	-7.9%	-12.3%	-5.1%	-4.5%	-16.7%	-15.8%	-12.2%	-15.2%	-17.5%	-16.8%	-16.5%	-17.5% -	10.3% -	2.5% -18	8.9%	-6.6%
	Apartment	114,830	110,510	117,803	7,489	9,052	7,422	6,525	8,267	7,865	12,350	11,861	8,253	8,699	9,146	8,934	8,604	10,460	9,546	9,368	9,132	13,330	10,480	9,165	8,597	8,600	10,159	12,022	9,998	7,995	8,957	,782 9	,353	9,500
(3) New build	YoY	0.2%	-3.8%	6.6%	-16.9%	9.5%	-11.0%	-50.2%	9.3%	-8.0%	2.1%	20.7%	-36.2%	-4.0%	0.4%	3.5%	14.9%	15.6%	28.6%	43.6%	10.5%	69.5%	-15.1%	-22.7%	4.2%	-1.1%	11.1%	34.6%	16.2%	-23.6%	-6.2% -2	7.5% 2	2.4% -2	28.7%
properties	House	138,189	142,393	147,522	11,861	12,580	11,992	10,743	10,560	10,957	12,324	11,944	11,903	12,004	11,953	11,882	12,556	12,561	13,006	11,190	11,844	11,738	12,698	11,899	13,096	13,074	12,236	11,889	12,726	12,705	12,427 10	,881 10	,907 1	1,616
	YoY	3.3%	3.0%	3.6%	5.0%	7.7%	6.6%	-1.1%	-1.3%	-0.8%	7.1%	5.8%	0.7%	2.5%	4.0%	4.7%	5.9%	-0.2%	8.5%	4.2%	12.2%	7.1%	3.0%	-0.4%	10.0%	8.9%	2.4%	0.1%	1.4%	1.1%	-4.5% -	2.8% -7	7.9%	-1.0%
	Owned house	284,283	283,235	288,738	24,807	24,904	23,288	20,257	20,013	20,576	23,289	23,321	25,148	25,447	24,420	24,873	25,949	25,527	24,415	20,925	21,992	22,404	25,436	24,826	28,394	26,282	24,027	24,008	24,495	23,655	22,294 18	,037 19	,557 2	2,327
	YoY	-2.7%	-0.4%	1.9%	-4.8%	-4.2%	-2.5%	0.1%	-6.1%	-4.2%	-1.9%	-2.2%	-3.4%	0.3%	0.2%	△0.0%	4.6%	2.5%	4.8%	3.3%	9.9%	8.9%	9.2%	6.5%	12.9%	3.3%	-1.6%	-3.5%	-5.6%	-7.3%	-8.7% -1	3.8% -11	1.1%	0.3%
																																		ļ

		2017 (Jan-Dec)	2018 (Jan-Dec)	2019 (Jan-Dec)	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19 [Dec-19 Jar	n-20 Fe	eb-20 M	ar-20
	Total	5,318,617	5,359,174	5,403,465	388,250	341,825	341,345	328,372	360,501	913,555	761,821	420,739	343,513	393,037	391,505	331,718	414,928	351,216	348,269	336,203	369,900	910,007	767,021	418,489	351,394	418,590	378,793	372,471	392,668	336,866 3	51,063 333	2,383 36	52,076 96	5,051
(4) Internal	YoY	1.3%	0.8%	0.8%	5.6%	0.8%	2.1%	2.2%	1.4%	-4.7%	1.6%	3.8%	-2.7%	4.7%	2.1%	-3.8%	6.9%	2.7%	2.0%	2.4%	2.6%	-0.4%	0.7%	-0.5%	2.3%	6.5%	-3.2%	12.3%	-5.4%	-4.1%	0.8% -1	1.1% -	-2.1%	6.0%
migrants	Only Japanese	4,893,581	4,889,713	4,889,191	350,369	307,861	308,919	296,517	327,575	860,107	712,159	384,355	311,005	355,425	352,992	295,016	368,708	313,252	312,602	302,485	334,916	849,869	705,182	377,454	314,638	376,197	341,164	330,044	346,967	298,343 3	11,932 298	3,530 32	26,715 89	8,498
	YoY	0.3%	-0.1%	0.0%	4.6%	0.9%	0.5%	0.6%	-0.2%	-5.0%	1.4%	3.6%	-3.2%	3.5%	0.8%	-4.9%	5.2%	1.8%	1.2%	2.0%	2.2%	-1.2%	-1.1%	-1.8%	1.2%	5.8%	-3.4%	11.9%	-5.9%	-4.8%	-0.2% -1	1.3% -	-2.4%	5.7%
. , .	Unit: Thousand	Oct. 1, 2016	Oct. 1, 2017	Oct. 1, 2018	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19 [Dec-19 Jai	n-20 Fe	eb-20 M	ar-20
Population	Total	126,933	126,706	126,443	126,706	126,714	126,995	126,592	126,609	126,493	126,502	126,466	126,509	126,529	126,496	126,417	126,443	126,453	126,435	126,317	126,310	126,248	126,254	126,181	126,252	126,265	126,219	126,131	126,167	126,161 1	26,150 126	5,020 120	26,010 12	5,950

[Source] (1)(2)Real Estate Economic Institute Co., Ltd. (3)Source: Ministry of Land, Infrastructure, Transport and Tourism (4)(5)Source: Ministry of Internal Affairs



(Ref.) Domestic Market Environment









01

Number of Real Estate Companies

328,553

(Based on 2017 values from the Japanese Ministry of Finance "Corporate Statistics Monthly Report") *April 1, 2017 - March 31, 2018

02

Number of Licensed Real Estate Agencies

124,451 (108,800 Corporates)

(Based on 2018 values from the Ministry of Land, Infrastructure, Transport and Tourism "Number of Licensed Real Estate Agencies 2018") 03

Number of Offices

352,733

(Based on Ministry of Internal Affairs and Communications "Financial Census" 2015 Values)

04

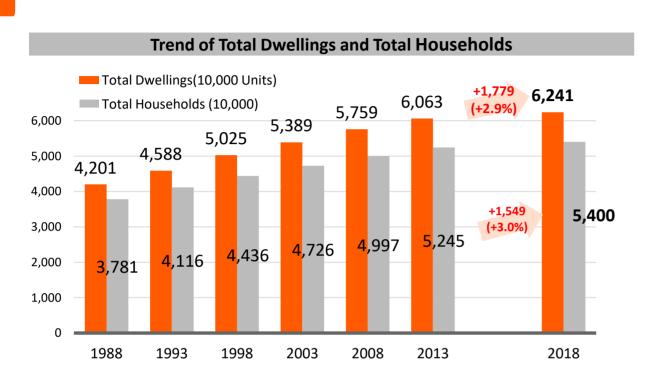
Size of Real Estate Listing Market

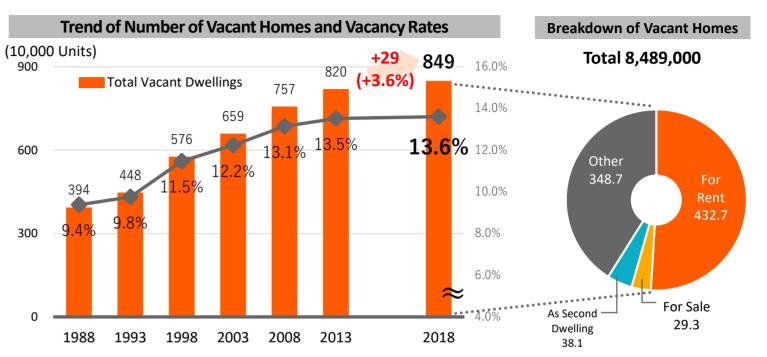
Approx. 900+ billion yen

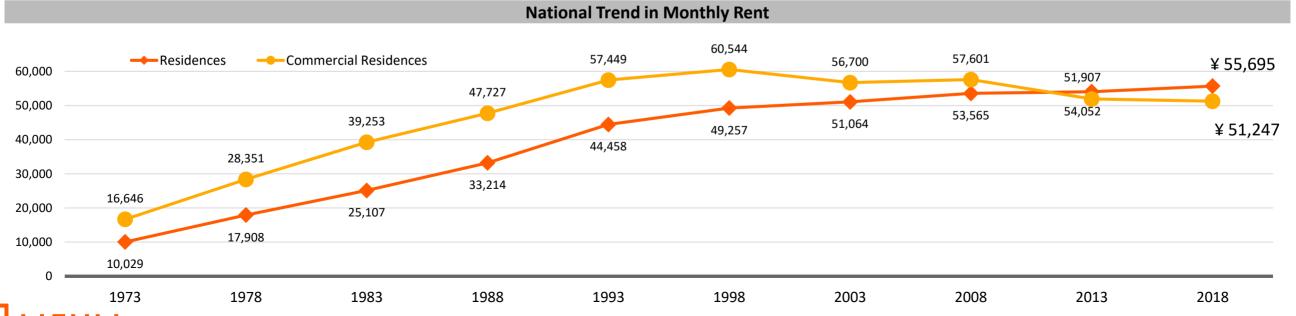
(Based on LIFULL Internal Data)



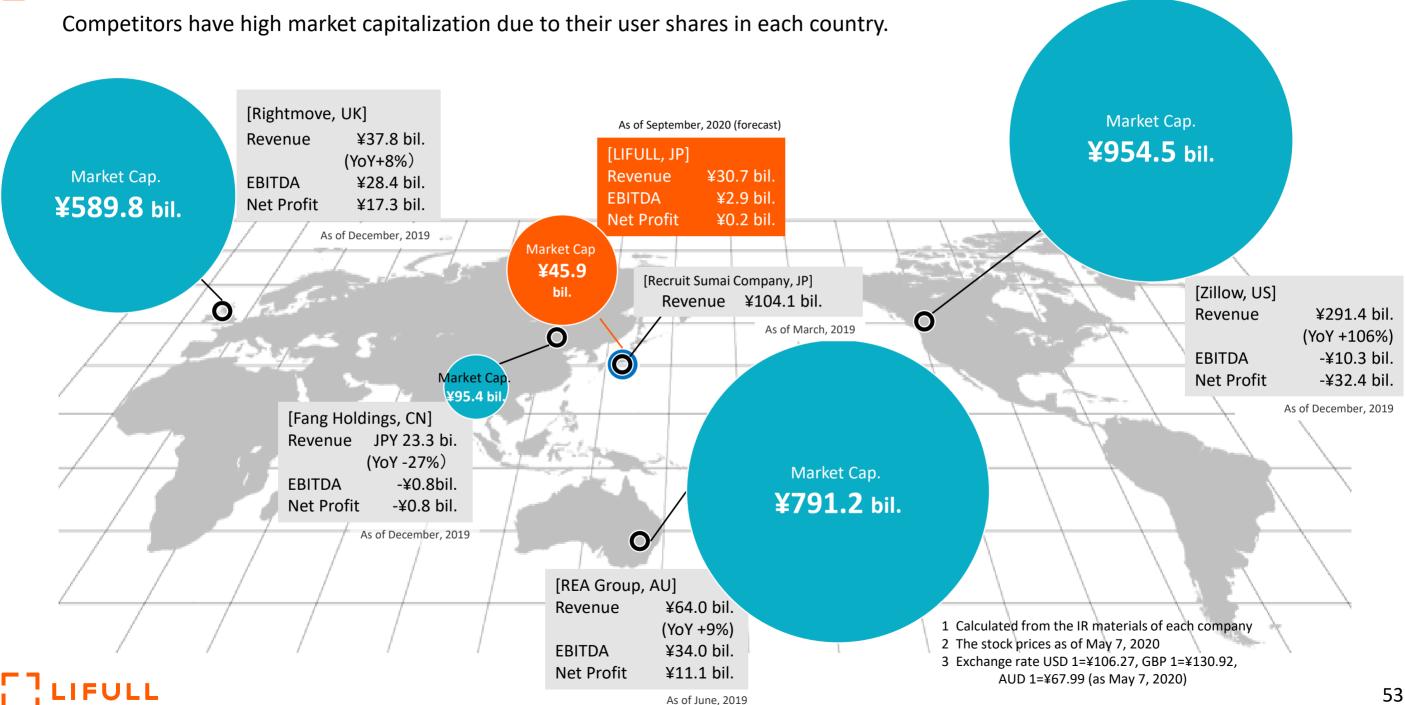
(Ref.) Base Results of the 2018 Housing and Land Survey (Statistics Bureau of Japan)







(Ref.) Overseas competitors



53

IR Team



IR Site

Japanese https://LIFULL.com/ir/

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

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Annual Report 2018



Japanese

https://lifull.com/ir/ir-data/fy2018/

English

https://lifull.com/en/ir/irdata/fy2018/

Other Information about LIFULL



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