LIFULL Co., Ltd.

First Quarter Results

IFRS

FY2021/9 Q1
(October 2020 – December 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.

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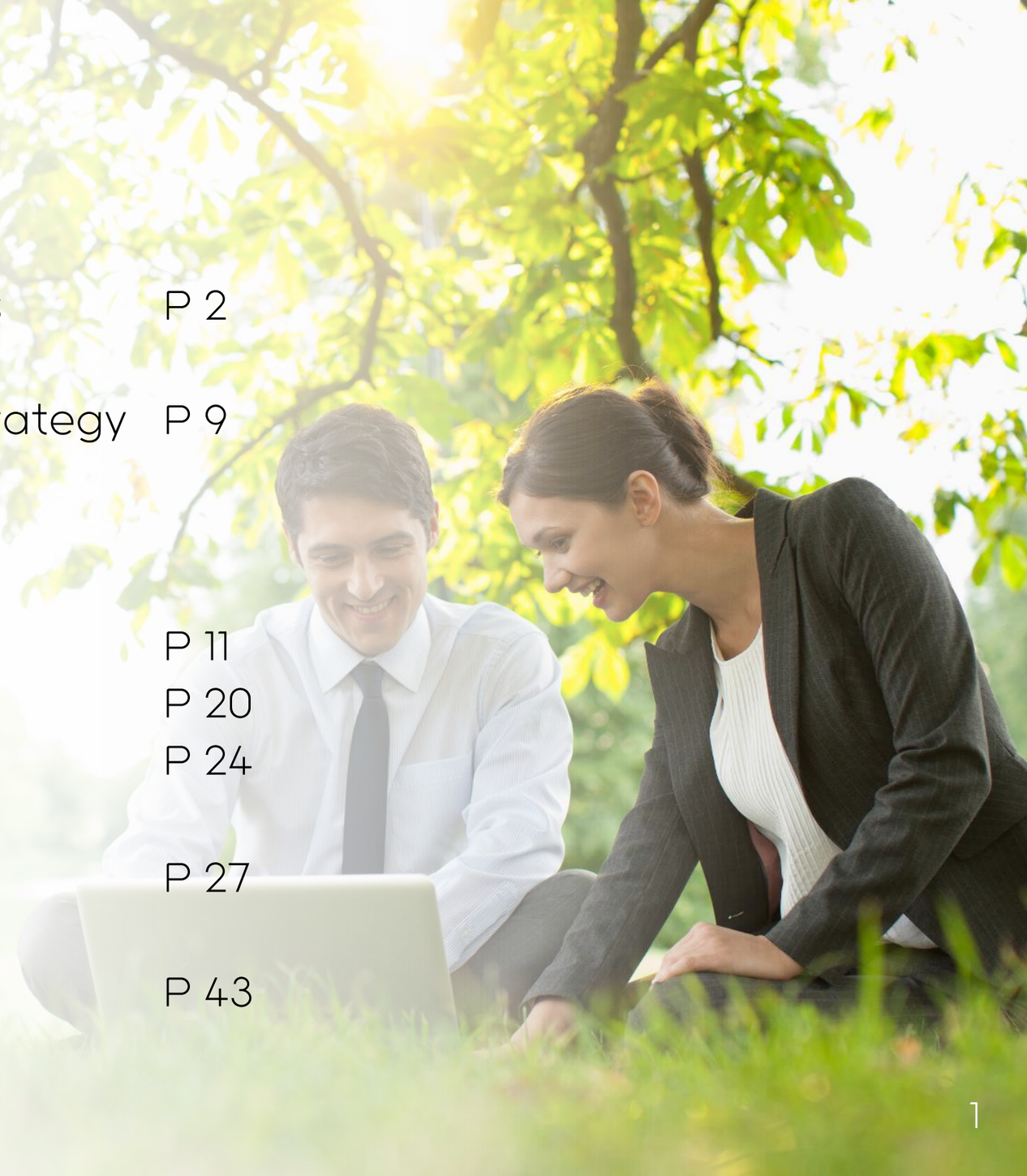

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First Quarter Financial Results

(October 1, 2020 – December 31, 2020)

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Condensed Statements of Income and Loss IFRS

Revenue -10.1% YoY primarily due to the effects of COVID-19. Restarted active growth investments domestically resulting in operating income at -23.9% and net profit -24.1%.

Unit: JPY mil.	FY2020 (Oct.-Dec.)	FY2021 (Oct.-Dec.)	Change	Change %	
Revenue	**9,202**	**8,271**	**-930**	**-10.1%**	*1
Cost of revenue	**1,116**	**945**	**-171**	**-15.3%**	*2
SG&A	**7,031**	**6,448**	**-582**	**-8.3%**	
Personnel expenses	2,535	2,345	-190	-7.5%	*3
Advertising expenses	2,559	2,155	-404	-15.8%	*4
Operating expenses	170	96	-73	-43.5%	*5
Depreciation and amortization	490	506	+15	+3.1%	
Other	1,274	1,345	+71	+5.6%	
Other income and expenses	**-9**	**-83**	**-73**	**+0.0%**	
Operating income	**1,044**	**794**	**-250**	**-23.9%**	*6
Operating income margin	**11.3%**	**9.6%**	**-1.7pt**	**-**	
Net profit*	**527**	**400**	**-127**	**-24.1%**	

* Net profit attributable to owners of the parent

*1 Refer to segment revenue (Page 4)
*2 Decrease in commissions for marketing products due to COVID-19
*3 Due to higher allotment for employee bonuses in the previous FY (later adjusted due to COVID-19)
*4 Despite actively increasing domestic growth investments, considerable decrease Overseas due to current environment
*5 Transitioned to online sales initiatives due to COVID-19
*6 Cost controls implemented, but profit still lower due to COVID-19 pandemic

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Revenue and Income and Loss by Segment IFRS

Despite a drop in revenue compared to the pre-pandemic period, the HOME'S Services Segment is currently seeing recovery. As a result of effective cost controls, profitability has improved in Overseas Segment.

Unit: JPY mil.	FY2020 (Oct.-Dec.)	FY2021 (Oct.-Dec.)	Change	Change %	Main items
Revenue	**9,202**	**8,271**	**-930**	**-10.1%**	
HOME'S Services	6,763	**6,346**	-416	-6.2%	Decrease due to COVID-19, but currently experiencing recovery
Overseas	2,006	**1,440**	-565	-28.2%	Primarily due to the COVID-19 pandemic
Other	432	**484**	+51	+11.9%	Primarily due to revenue increases in subsidiaries LIFULL senior, LIFULL SPACE and LIFULL Investment

Unit: JPY mil.	FY2020 (Oct.-Dec.)	FY2021 (Oct.-Dec.)	Change	Change %	Main items
Segment income and loss	**1,053**	**877**	**-176**	**-16.7%**	
HOME'S Services	1,018	**887**	-130	-12.8%	Primarily from increased marketing investments etc.
Overseas	170	**172**	+1	+0.8%	Maintaining profitability by enriching services and monitoring costs based on the current environment
Other	-141	**-190**	-48	-	Decrease due to increased investment in Regional Revitalization
Inter-segment transactions	6	**7**	-	+13.5%	

Primary businesses in each segment are listed on Page 31

The % Change values for negative results in the current previous periods have been left blank

Condensed Statement of Financial Position and Goodwill IFRS

Unit: JPY mil.	As of Sep 30, 2020	As of Dec 31, 2020	Change	Change %	Main items		
Current assets	23,083	**21,346**	-1,737	-7.5%	Cash	-2,049	Refer to "Condensed Statement of Cash Flows"
					Accounts Receivable	-162	
					Products	+167	Primarily Regional Revitalization efforts
					Works-In-Progress	+75	Primarily Regional Revitalization efforts
					Deposits	+153	Increase from payment of annual system usage fees
Non-current assets	32,236	**32,115**	-121	-0.4%	Building Installations	-103	
					Right-of-Use Assets	-225	
					Goodwill	+875	Increase primarily from currency conversion
					Shares of Affiliates	-37	
					Long-Term Loans Receivable	-334	Primarily Regional Revitalization efforts
					Deferred Taxes (Fixed)	-312	
Assets	**55,319**	**53,461**	**-1,858**	**-3.4%**			
Current liabilities	16,016	**13,894**	-2,121	-13.2%	Short-Term Loans Payable	-568	
					Accrued Income Taxes	-1,202	
					Provisions for Bonuses	-752	Decrease from Dec. employee bonus payment
Non-current liabilities	5,656	**5,502**	-154	-2.7%			
					Long-Term Loans	+66	
					Long-Term Lease Obligations	-192	
					Long-term Accounts Payable (Other)	-14	
Liabilities	**21,672**	**19,397**	**-2,275**	**-10.5%**			
					Capital Surplus	-296	
Total Equity	**33,647**	**34,064**	**+416**	**+1.2%**	Foreign Currency Translation Adjustm.	+704	Due to fluctuations in foreign currency exchange rates
Equity per share attributable to owners of the parent (JPY)	**254.17**	**257.26**	**+3.09**				

Remaining goodwill (in JPY): Littel 86 mil., LIFULL CONNECT 19,600 mil., LIFULL Marketing Partners 251 mil., Kenbiya 763 mil., LIFULL Leadership 1 mil., LIFULL Tech Vietnam 86 mil. Trovit, Mitula and LIFULL Marketing Partners PPA 1,004 mil.

Condensed Statement of Cash Flow IFRS

Cash and cash equivalents decreased by 2 billion yen to 13.9 billion yen from payment of employee bonuses, taxes and dividends

Unit: JPY mil.	FY2020 (Oct.-Sep.)	FY2021 (Oct.-Sep.)	Change	Main items		
				Items	FY2020	FY2021
Operating cash flow	677	**-1,087**	-1,764	Profit for the period before tax	+958	**+742**
				Depreciation and amortization	+495	**+510**
				Decr. (incr.) in accounts receivable-trade and other current receivables	+548	**+204**
				Incr. (decr.) in accounts payable-trade and other current payables	-846	**-293**
				Other	+228	**-1,041** *
				Tax payments	-707	**-1,208**
Investing cash flow	-550	**-185**	+364	Proceeds from sale of financial instrument assets	+11	**-**
				Purchase of property, plant and equipment	-77	**-18**
				Purchase of intangible assets	-96	**-85**
				Business acquisition expenditures	-	**-385**
				Payments of loans receivable	-485	**-161**
				Proceeds from collection of loans receivable	+95	**+464**
Financing cash flow	-2,094	**-931**	+1,163	Proceeds from loans payable	+2,000	**+234**
				Repayment of loans payable	-3,283	**-251**
				Dividends paid	-587	**-689**
				Repayment of lease obligations	-223	**-232**
				Proceeds from share issuance to non-controlling interests	+1	**+11**
Change in cash and cash equivalents	-1,819	**-2,049**	**-**			
Balance of cash and cash equivalents	7,419	**13,912**	**+6,493**			

* Primarily bonus provisions and consumption tax

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Forecast for FY 2021 / 9 IFRS

Condensed Statements of Income and Loss

Unit: JPY mil.	FY2021 Oct.-Sep. [Full-Year Forecast]	FY2021 Q1 Oct.-Dec. [Actual]	Progress
Revenue	**38,476**	**8,271**	**21.5%**
Cost of revenue	**4,971**	**945**	**19.0%**
SG&A	**30,032**	**6,448**	**21.5%**
Personnel expenses	10,158	2,345	23.1%
Advertising expenses	10,957	2,155	19.7%
Operating expenses	870	96	11.0%
Depreciation and amortiza	2,002	506	25.3%
Other	8,048	1,345	16.7%
Other revenues and expenses	**-38**	**-83**	**-**
Operating income	**3,434**	**794**	**23.1%**
Operating income margin	**8.9%**	**9.6%**	**-**
Net profit*	**2,033**	**400**	**19.7%**

Revenue by Service

Unit: JPY mil.	FY2021 Oct.-Sep. [Full-year forecast]	FY2021 Q1 Oct.-Dec. [Actual]	Progress
Revenue	**38,476**	**8,271**	**21.5%**
HOME'S Services	29,485	6,346	21.5%
Overseas	6,320	1,440	22.8%
Others	2,670	484	18.1%

EUR 1 estimated at JPY 120

* Net Profit: Profit attributable to owners of the parent

Consolidation of Group Subsidiary Offices

With our shift to working from home, we have consolidated a number of group subsidiary offices. This has allowed us to reduce costs as well as provide an environment more conducive to collaboration across the Group for future growth.

Rapid Decision Making

- Oct.
  - LIFULL Leadership
  - LIFULL senior
- Nov.
  - LIFULL SPACE
  - LIFULL MOVE
  - LIFULL Investment
- Dec.
  - LIFULL Marketing Partners
  - LIFULL Fam
- Jan.
  - Kenbiya

Future Growth

Reduced Costs for Increased Profitability

5-YEAR MANAGEMENT STRATEGY

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Focus of 5-Year Management Strategy (FY 2021/9 – 2025/9)

Rooted in our credo "Altruism," we will focus on our core businesses and expand by finding solutions to diverse issues

Finding Solutions to

DIVERSE ISSUES

Focus Areas of the LIFULL GROUP

HOME'S SERVICES

OVERSEAS

OTHER BUSINESSES

Segment Update

HOME'S SERVICES

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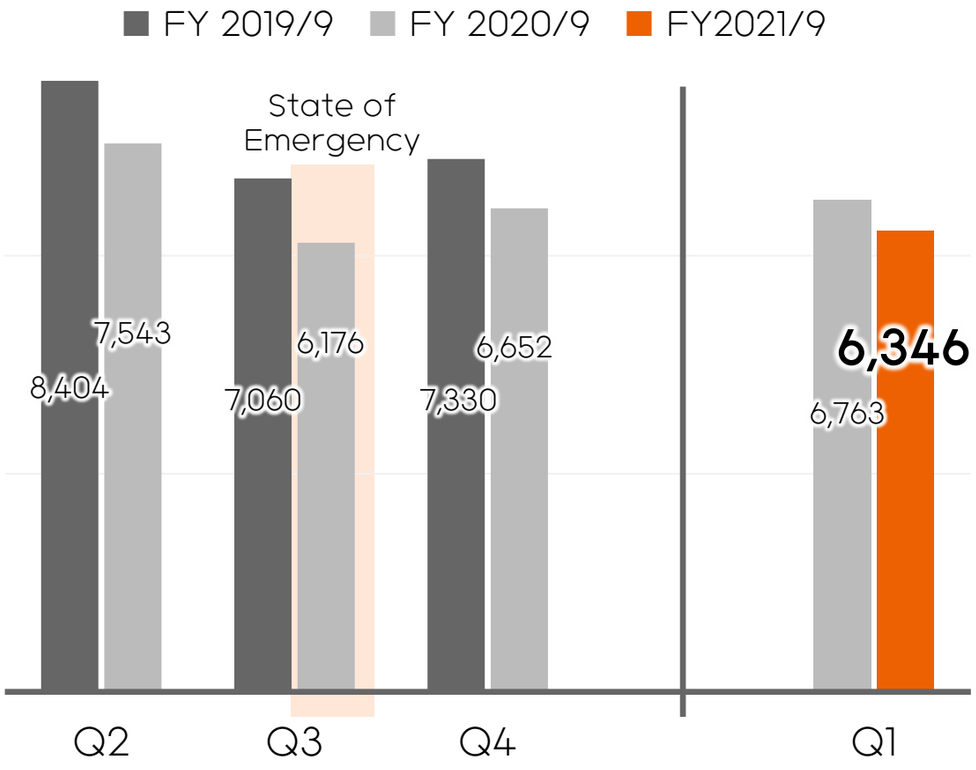
LIFULL HOME'S Service Recovery

Revenue has continued to recover since the first State of Emergency in Japan was lifted on May 27, 2020.

HOME'S Services Quarterly Revenue Trend

(JPY Mil.)



Year-over-Year Revenue Trend

FY 2020/9

Q2	Q3	Q4
89.8%	87.5%	90.7%

(Prev.) State of Emergency

FY 2021/9

Q1
+3pt QoQ
93.8%

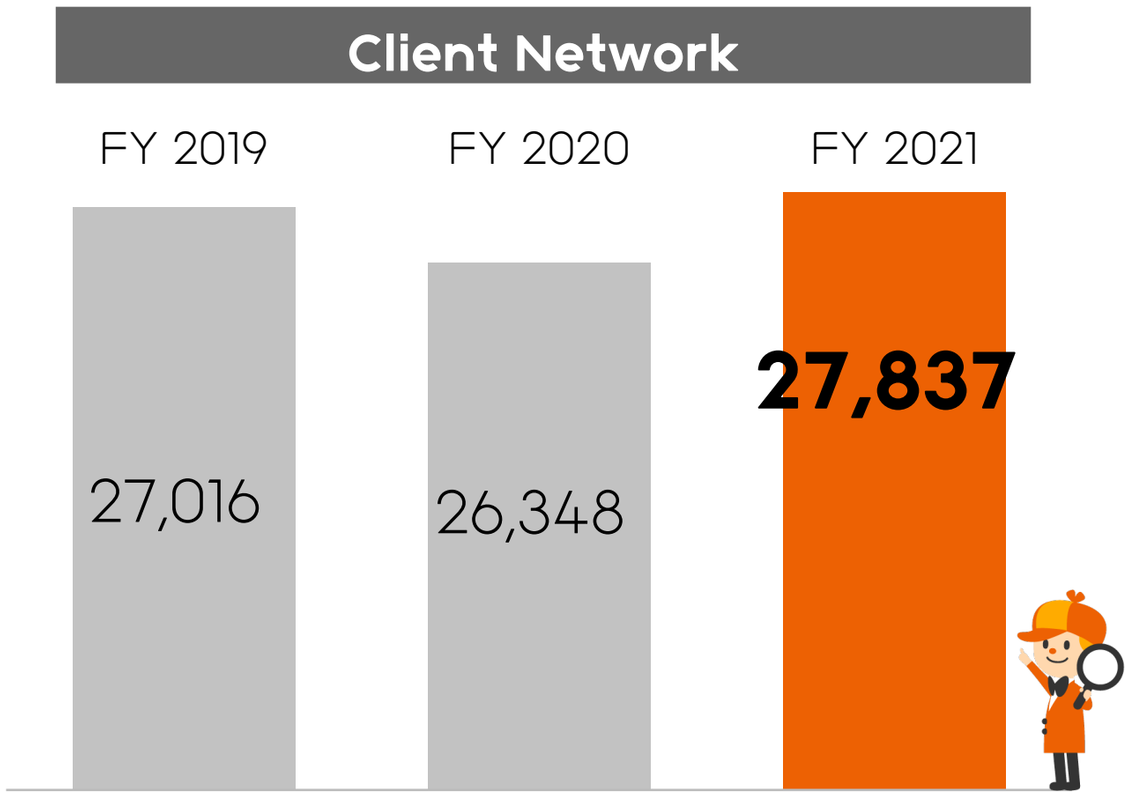
COVID-19 Pandemic

Revenue has been improving since the first State of Emergency was lifted in May 2020, and we will continue to monitor the current environment while making investments toward long-term growth.

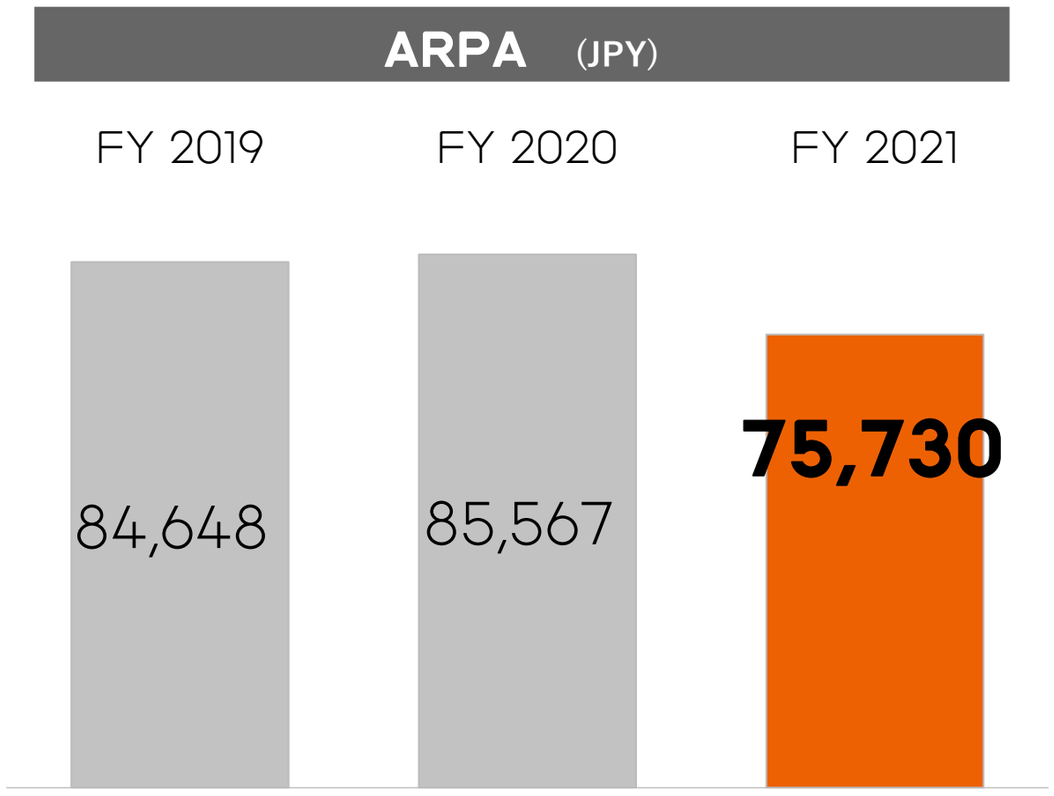
Key Performance Indicators Client Network and ARPA

The client network has reached its highest level due to active on-boarding initiatives.
Drop in ARPA due to pandemic-related revenue loss and expansion of the client network.

3-Month Average



3-Month Average



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.

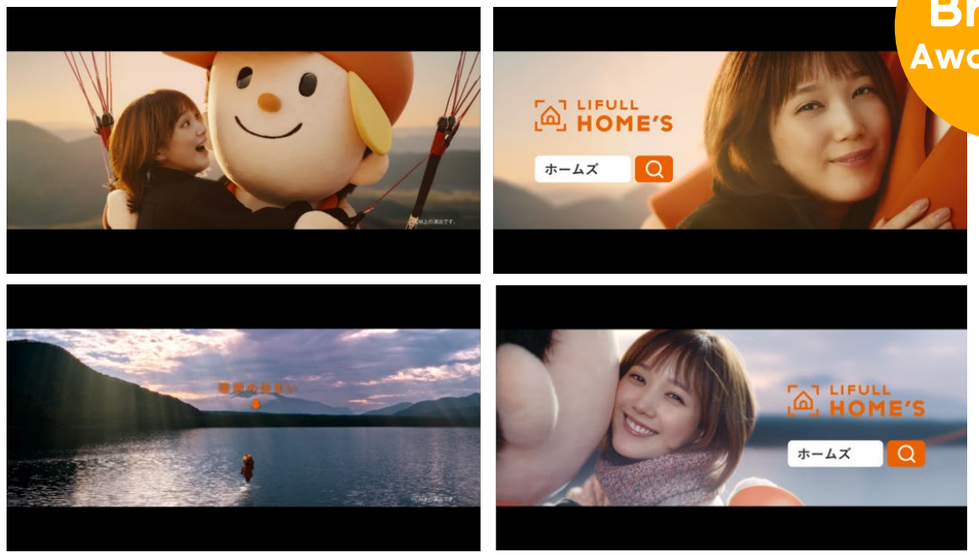
Advertising Initiatives to Boost Media Presence

In addition to broadening the broadcast regions for LIFULL HOME'S commercials to further increase brand awareness, we have also released a series of online videos showcasing features of the website.

TV Commercials

Launched Nov. 2020

Brand Awareness



Online Videos

Launched Jan. 2021

Promote Features

Online Consultation

Search by Commute

Hazard Map

HOME'S App To-Do List

Reaching More Viewers

Prev. Kanto, Chukyo, Kansai, Hiroshima
Fukuoka, Hokkaido

New Miyagi, Shizuoka,
Okayama, Kumamoto

Official LIFULL HOME'S YouTube Channel

https://www.youtube.com/user/HomesDiary

LIFULL

Simple and Relaxed Moving –Nice-to-Have Search Options–

New search experience which allows users to add nice-to-have criteria to the features of their current home to find an even better place to live.

Real Estate Portal **FIRST**

New
User Search Experience

Released Dec. 2020

Nice-To-Have
Search Setting

Find an even better place to live

Who is it for?

Users who are unsure of

- Where to compromise
- How to prioritize their criteria
- How to compare different properties

Search Process

1

Choose your criteria

Rent: Cheaper rent
Space: More space
Location: Better access
Move to a new area

2

Let us know about your current home

Ex.: Second Floor, Pets Allowed Autolock, Space for Washing Machine

3

Properties are listed by how well they match your criteria

Easier to compare to find the right place to live

LIFULL

Simple and Relaxed Moving –More Moving-Related LINE Features–

More options to contact real estate agencies and simplify users' search for a new home using the messaging app, LINE.

Get in touch with realtors more easily

More Convenience
for home-seekers

Property Inquiries via LINE[1]

We have added a button that allows users to contact realtors via LINE instead of calling or sending an e-mail for more convenient inquiries.

1 Only available for inquiries via smartphone. Some exceptions apply.

Moving Support & Property Recommendations

By providing information on the current status of their move to the Official LIFULL HOME'S LINE account, we can provide users with regular updates with useful information for their situation.

Followers can also receive personalized property recommendations.

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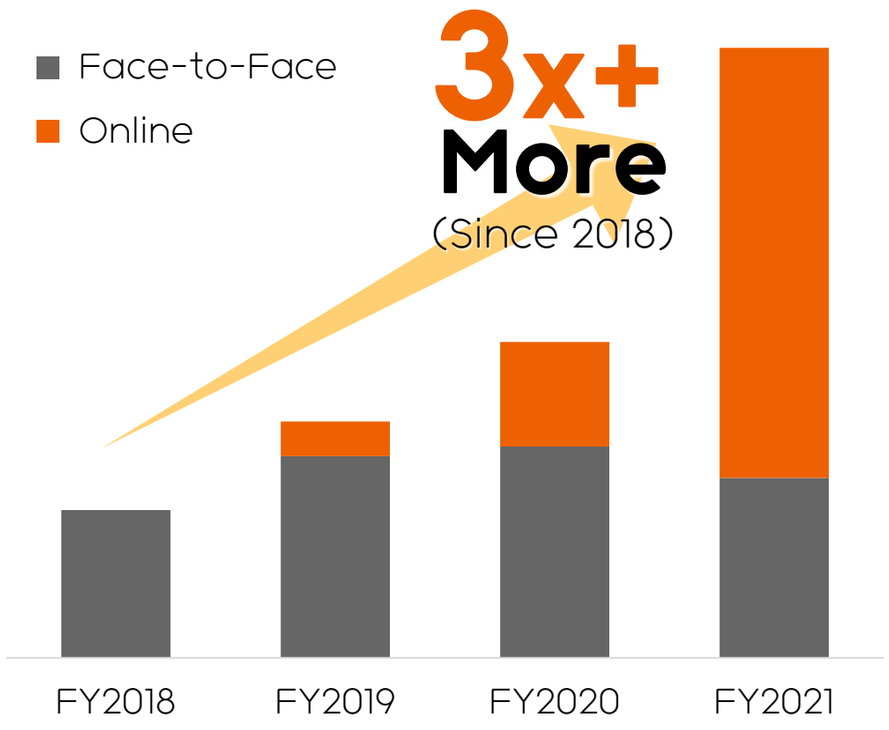
Omnichannel Expansion for More Convenience – Sumai No Madoguchi –

Expanding coverage and increasing online support to manage increasing numbers of consultations.

Total Consultations

Face-to-face and online consultations between Oct. – Dec.



FACE-TO-FACE

Eastern Japan

NEW LOCATIONS

- Atre Urawa
- Koshigaya Laketown Eki-mae

Western Japan

Kobe & Osaka

Online + Offline Support

ONLINE

Reorganized teams, so all advisors can provide consultations online and off.

Online Advisors

(From Jan. 2021)

Approx. **2x** ⬆

Safer Moving –Management Reports–

We now offer management reports on condominiums to home-seekers for a safer moving experience - a first for Japanese real estate portals.

LIFULL HOME'S 住宅評価 HOME INSPECTION 住宅評価書

RELEASED 2017

Professional home inspection appraisals provided in a uniform format for easy comparison

Building Quality	Facilities & Additions	Appraisals

Released on **Feb. 3, 2021**

Real Estate Portal **FIRST**

Condominium **Management Reports**

Professional reports on the management of condominiums with easy-to-understand rankings

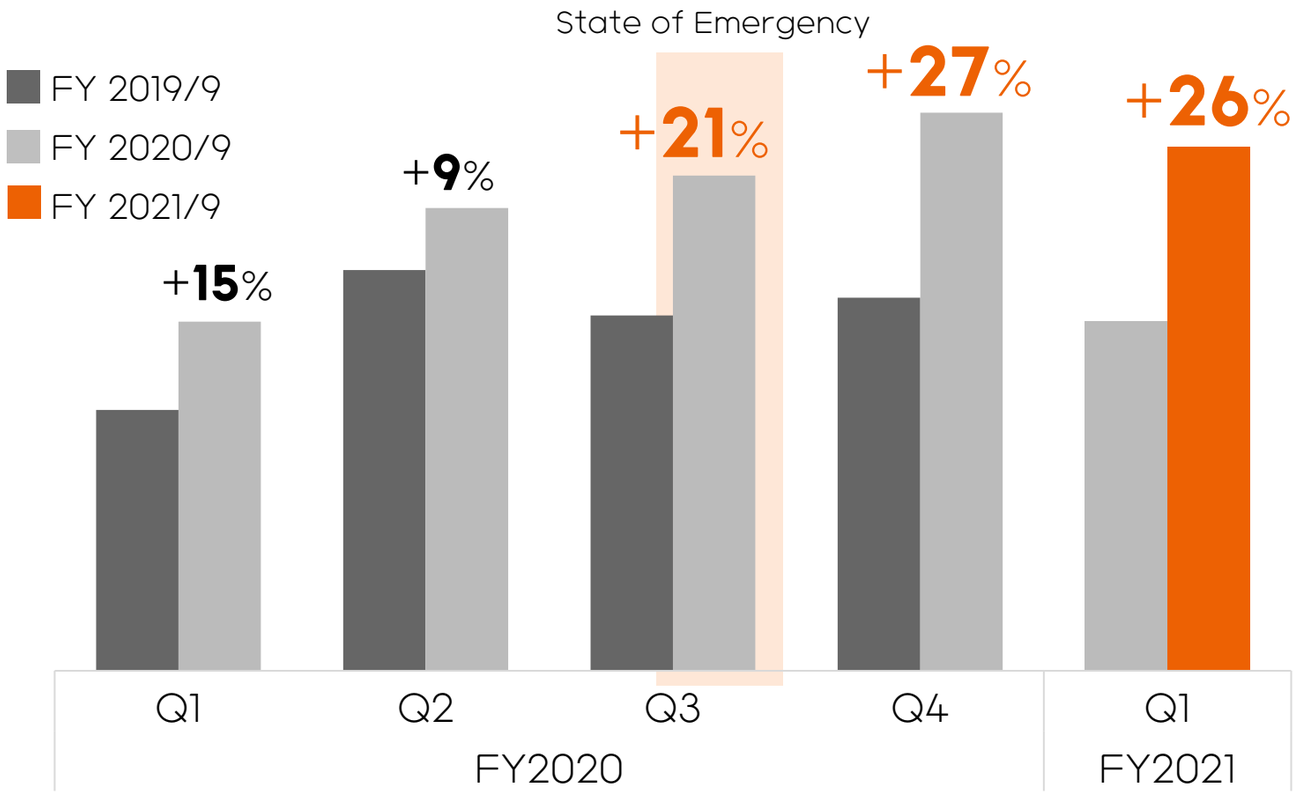
Management Status	Building Maintenance	Long-Term Renovation Plans

LIFULL HOME'S Media Presence – Traffic and Inquiries –

Maintaining growth in both traffic and numbers of inquiries

LIFULL HOME'S Organic Traffic

(Traffic excl. paid acquisition and affiliate sites)



Inquiries via **LIFULL HOME'S**

FY 2020/9 Q1
↓
FY 2021/9 Q1

+4.8%

Transforming Inquiry Growth into Revenue

Segment Update

OVERSEAS

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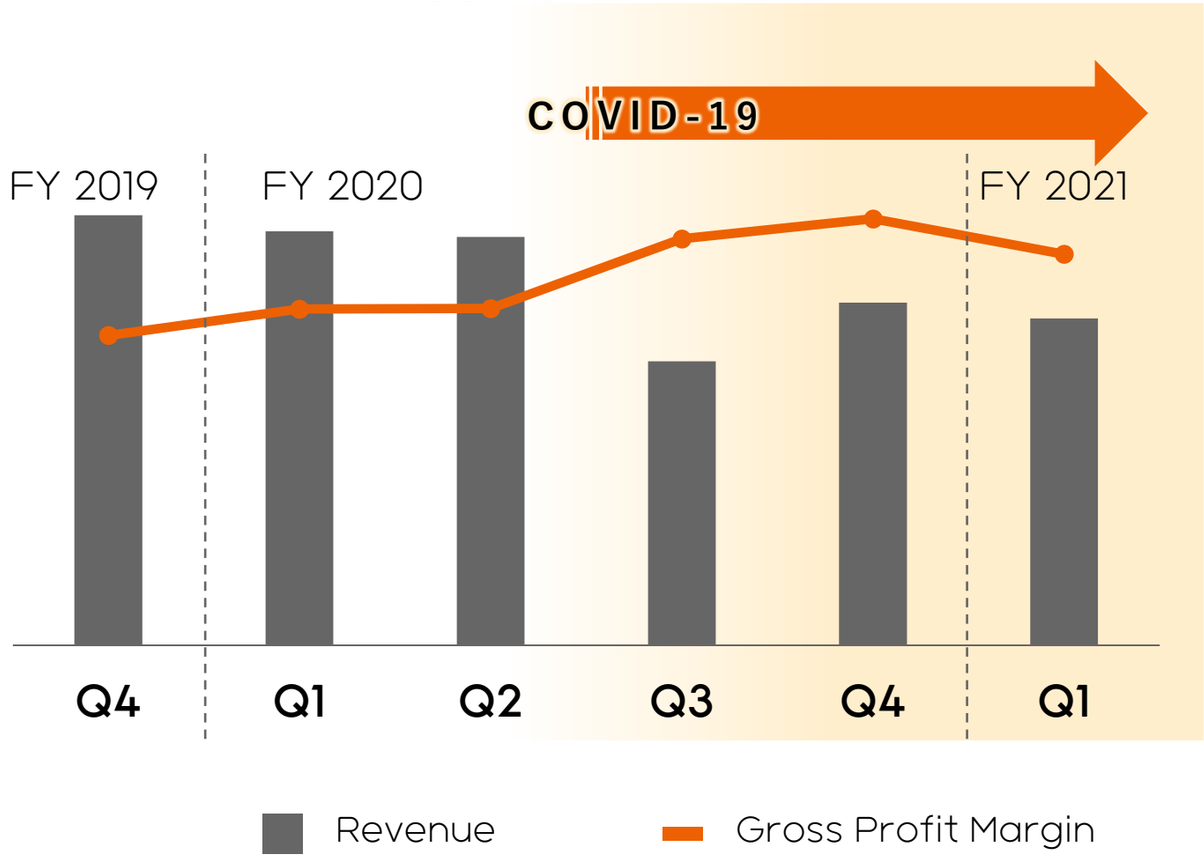
LIFULL CONNECT –Operations–

Paying close attention to business environment and flexibly implementing cost controls to maintain a high levels of profitability.

Revenue and Gross Profit Margin
(Aggregation Sites)



Efficient Cost Management

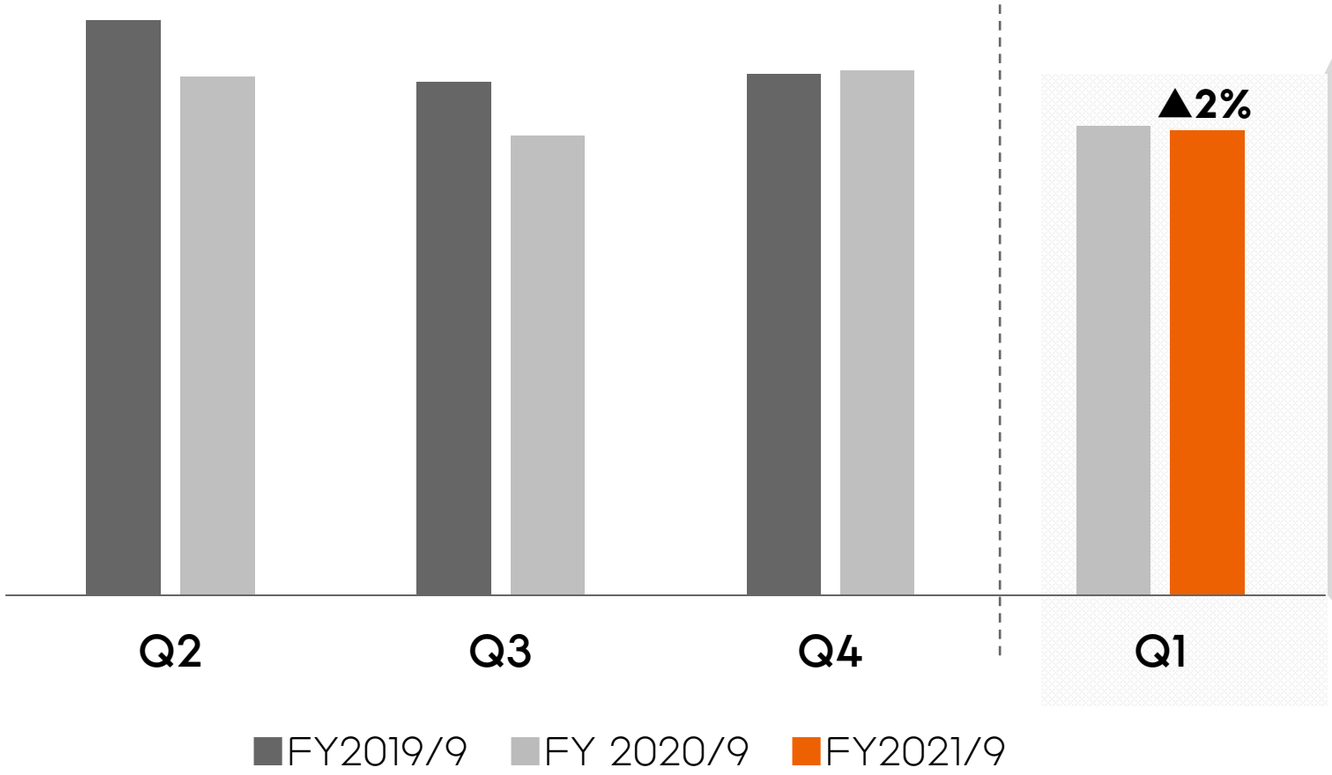
Flexible cost management while monitoring market recovery for considerable improvement in profitability

LIFULL CONNECT –Reaching an Interested Audience–

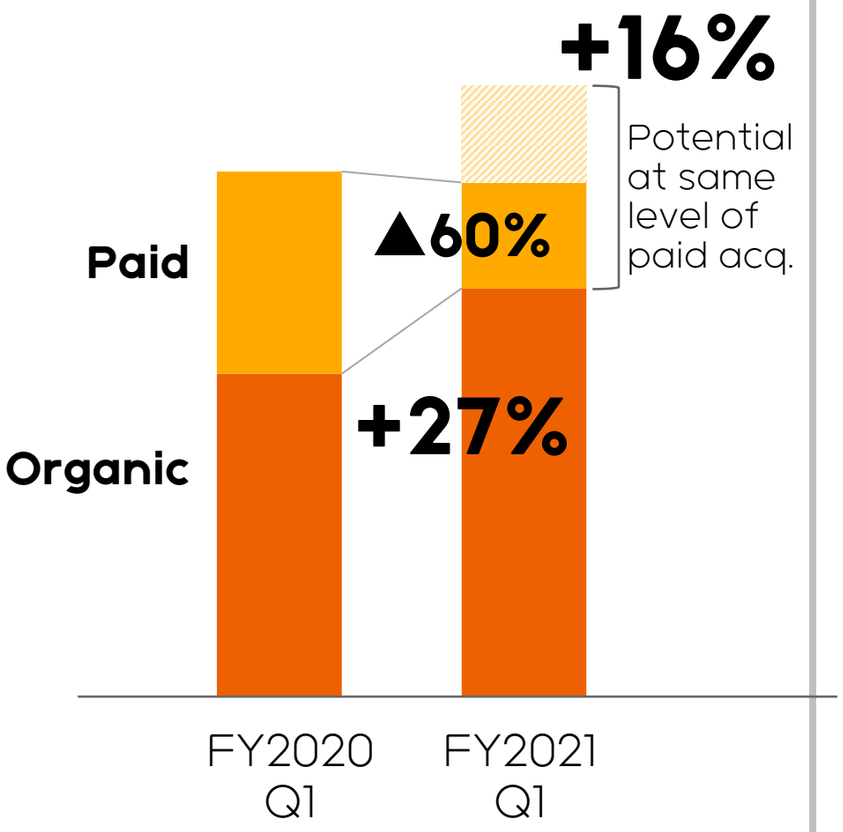
Maintaining pre-COVID traffic levels despite reductions to paid traffic acquisition

Total LIFULL CONNECT Traffic

(All Sites Operated by LIFULL CONNECT)



Breakdown of Traffic

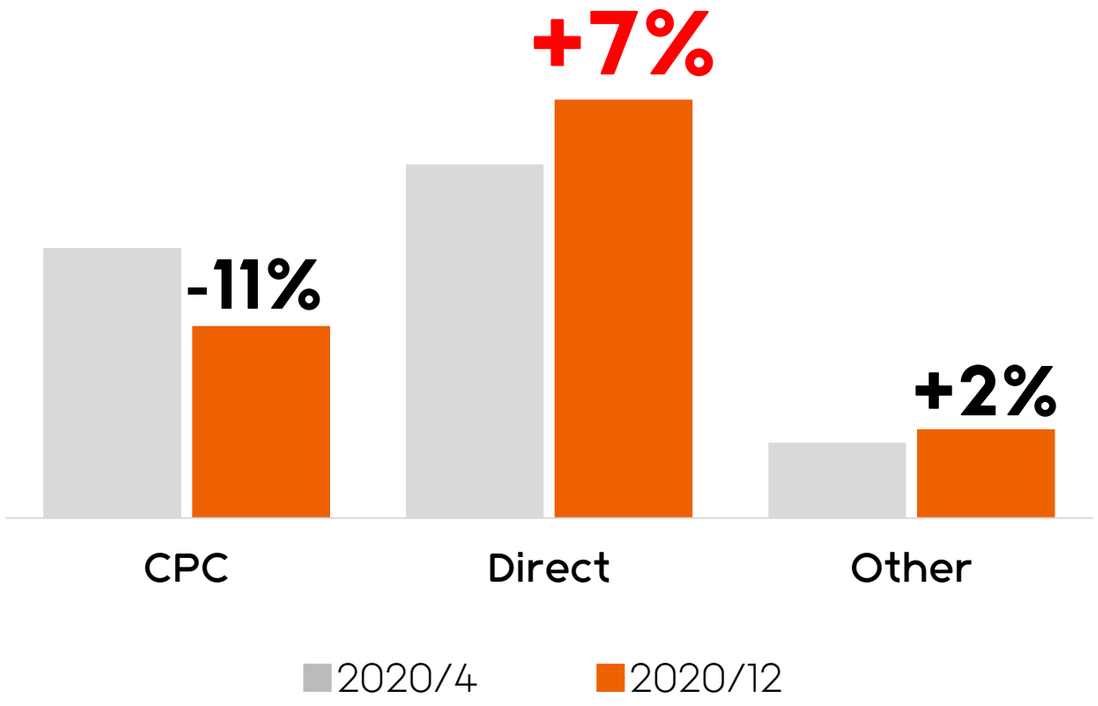


LIFULL CONNECT –Expanding the Network–

Continuing progress on direct (portal) markets while strengthening the connections between the sites on our network to increase the overall value we provide.

Staff by Business

Full-Time Equivalent (FTE)



Connecting current sites to unlock growth opportunities

Segment Update

OTHER BUSINESSES

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LIFULL FaM –Integration into LIFULL Regional Revitalization–

We have announced the integration LIFULL FaM on Feb. 12, 2021 (https://lifull.com/en/news/).
We believe that integrating LIFULL FaM into the Regional Revitalization will promote continued growth.

LIFULL FaM

Primary Business

CAREER SUPPORT
to balance childcare with professional advancement

Jan. 2021
Local partnership for a child-friendly office

LIFULL Regional Revitalization

Partnerships for Repurposing Vacant Homes with Local Governments

11 Municipalities Nationwide

LivingAnywhere Commons
Multipurpose facilities with shared living and working spaces to fit a variety of lifestyles

Training for Akiya Specialists

12 Locations Nationwide

After April 2021

LIFULL Regional Revitalization
×
LIFULL FaM

POINT
Stimulating Rural Areas
Childcare Support
New Working Styles

Accelerate Rural Revitalization Initiatives

LIFULL

Make every LIFE FULL

Appendices

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Corporate Information (as of December 31, 2020)

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	JPY 9,716 mil.
Stock issues	134,239,870 shares (incl. 2,458,256 shares of treasury stock)
Consol. number of employees	1,478 (incl. 214 temporary and 368 overseas)
Major shareholder	LIFULL Directors, Rakuten, Inc. (18.1%)
Main subsidiaries (stake)	LIFULL CONNECT, S.L.U. (100%) LIFULL Marketing Partners (100%)

President and CEO Takashi Inoue

Head Office
Chiyoda-ku, Tokyo, Japan

LIFULL HOME'S Real Estate and Housing Information Site

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

- One of the largest real estate listing sites in Japan
- 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

LIFULL HOME'S
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 Investment Co., Ltd.	• Operation of the crowdfunding platforms, LIFULL Investment • 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
Kenbiya Co., Ltd.	• Operation of the real estate investment site Kenbiya
LIFULL Leadership Co., Ltd.	• Employee training consultant: Designing and providing training courses for leadership development and management skills

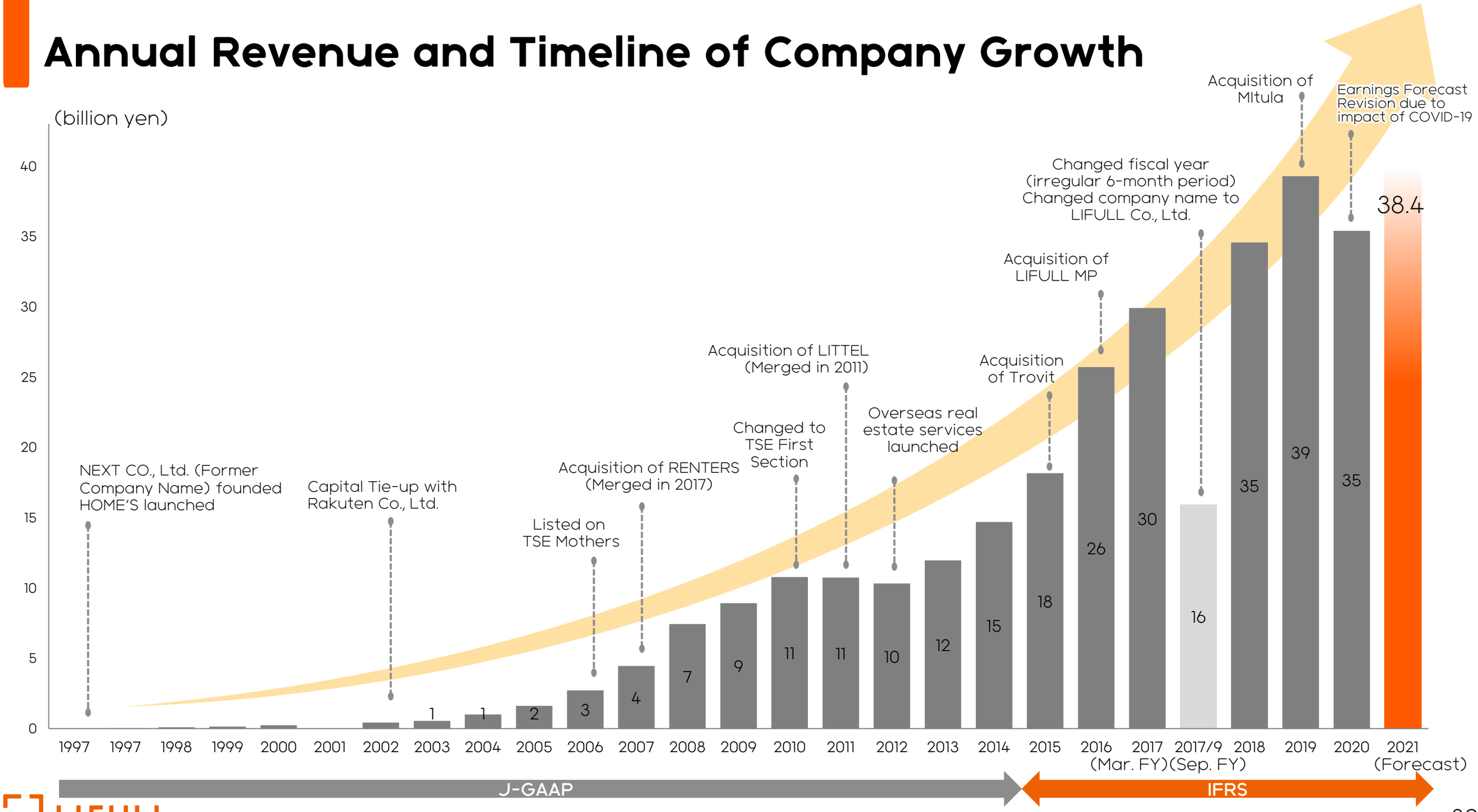
1 Affiliated company accounted for by the equity-method

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	LIFULL HOME'S AD Master (former Renter's Net) NabiSTAR Advertising & Consulting Agency (LIFULL Marketing Partners Co., Ltd.) Kenbiya (Kenbiya Co., Ltd.)
Overseas	Trovit (LIFULL CONNECT) Mitula (LIFULL CONNECT) Nestoria (LIFULL CONNECT) RESEM (LIFULL CONNECT) Dot Property (LIFULL CONNECT) App Development (LIFULL Tech Vietnam) 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.) Regional Revitalization Business Financing Business (LIFULL Investment Co., Ltd.) Regional Revitalization Fund (LIFULL Investment Co., Ltd.) LIFULL ArchiTech Co., Ltd. Other LIFULL subsidiaries and new services

Annual Revenue and Timeline of Company Growth



LIFULL

Consolidated Statements of Profit and Loss Quarterly

Unit : JPY mil	FY2017/3				FY2017/9		FY2018				FY2019				FY2020				FY2021
	Q1	Q2	Q3	Q4	Q1	Q2	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
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	7,706	8,510	8,271
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	6,176	6,652	6,346
Overseas Businesses	823	750	750	867	859	858	883	935	983	1,058	986	2,315	2,213	2,165	2,006	1,892	1,101	1,378	1,440
Other Businesses	406	377	400	525	461	479	502	542	528	527	544	488	479	448	432	547	429	479	484
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	869	953	945
SG&A	4,998	4,798	5,761	7,096	6,600	6,366	6,136	7,253	6,212	6,818	6,139	9,526	7,062	7,985	7,031	7,390	5,651	6,928	6,448
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	2,048	2,785	2,345
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	1,884	2,160	2,155
Operating expenses	246	236	282	244	240	215	236	267	209	229	190	204	240	290	170	123	64	106	96
Depreciation/amortization cost	221	217	338	468	253	266	274	266	263	263	259	304	308	303	490	515	486	512	506
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	1,167	1,363	1,345
Other revenues and expenses	-6	-42	-30	-39	-72	-30	71	18	6	-44	425	-332	9	59	-9	-41	62	-1,817	-83
Operating profit	1,171	1,331	540	1,022	205	811	1,134	1,358	1,142	679	1,629	90	1,664	800	1,044	1,393	1,248	-1,189	794
Operating profit margin	17.1%	19.3%	7.6%	11.3%	2.6%	9.9%	14.0%	14.2%	13.7%	7.9%	19.4%	0.8%	17.1%	8.1%	11.3%	14.0%	16.2%	-14.0%	9.6%
Net income*	734	942	331	756	22	467	591	980	702	585	1,003	-41	1,073	370	527	949	846	-1,153	400

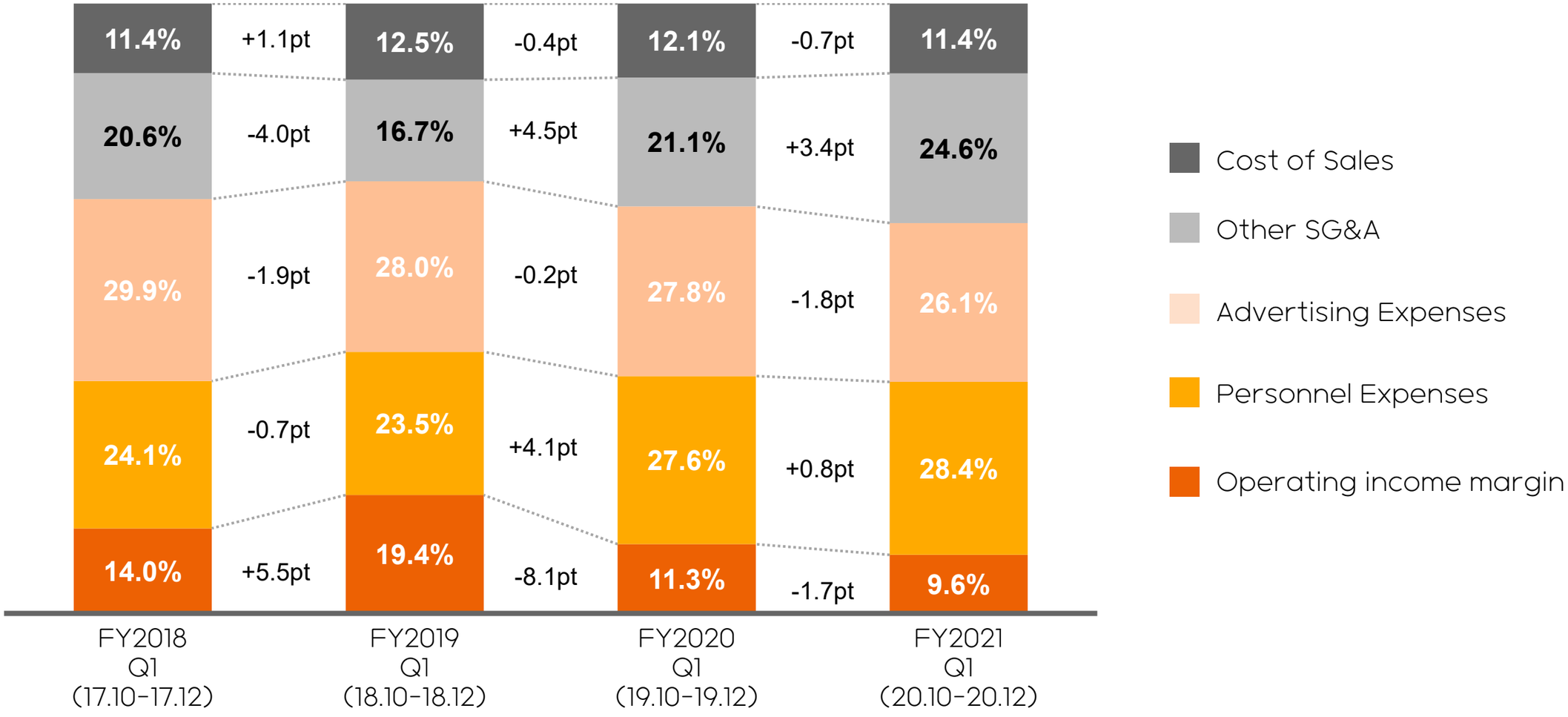
1) Net income = Net income attributable to owners of the parent

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

3) As the provisional accounting procedures for corporate mergers have been defined in the first and third three-month periods 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.

Expense-to-Revenue Ratio IFRS

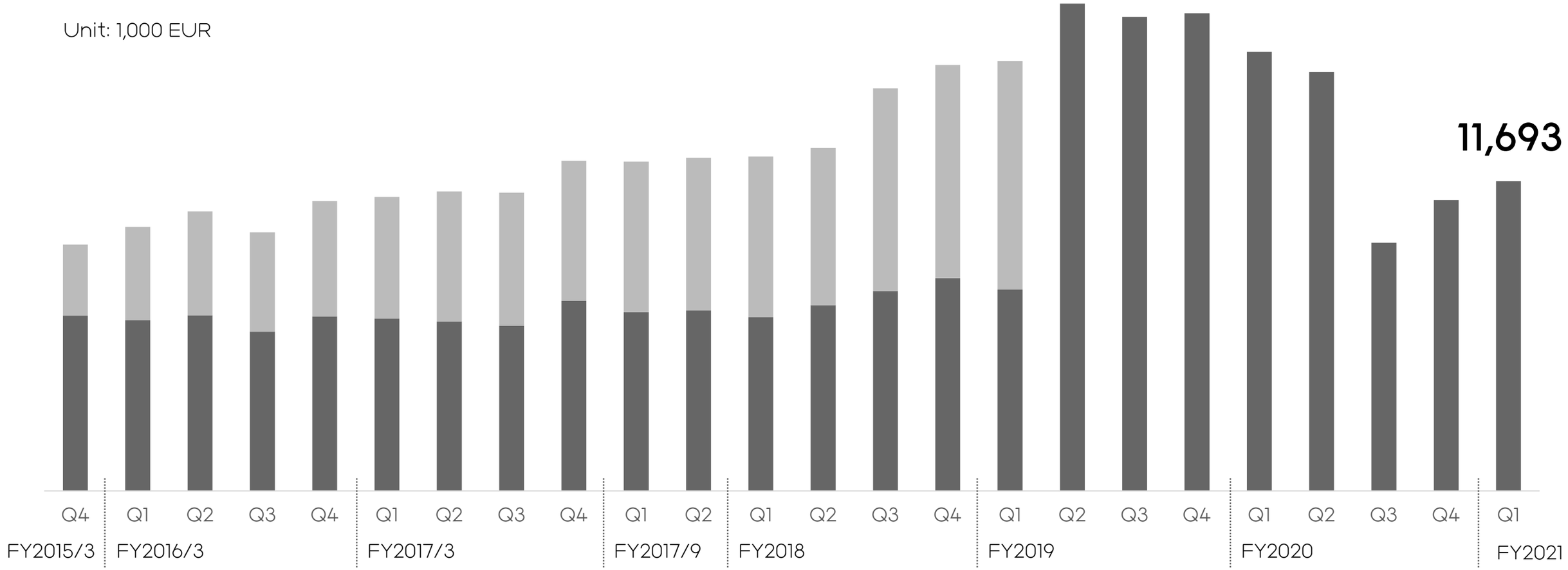
Decrease in consolidated revenue due to the COVID-19 pandemic
Reduced advertising expenses by 1.8 pt. through controls on online marketing



Quarterly Results LIFULL CONNECT

Currently seeing recovery from decrease in revenue due to the COVID-19 pandemic

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



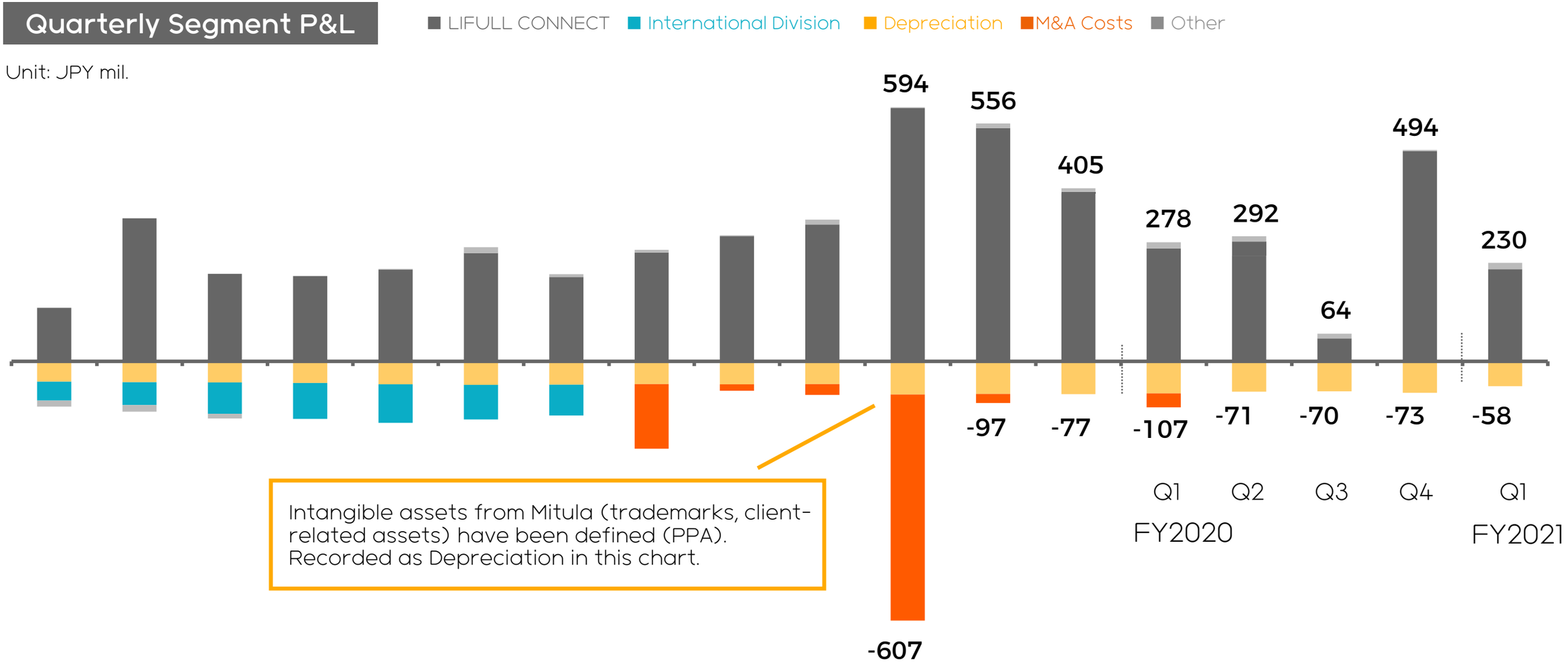
*Total Results from Trovit, Mitula and RESEM

Overseas Segment Results Segment Profit and Loss (Quarterly Trend)

Despite the ever-changing situation due to the on-going pandemic, we continuing to secure profits while making investments to make ourselves even more competitive

Quarterly Segment P&L

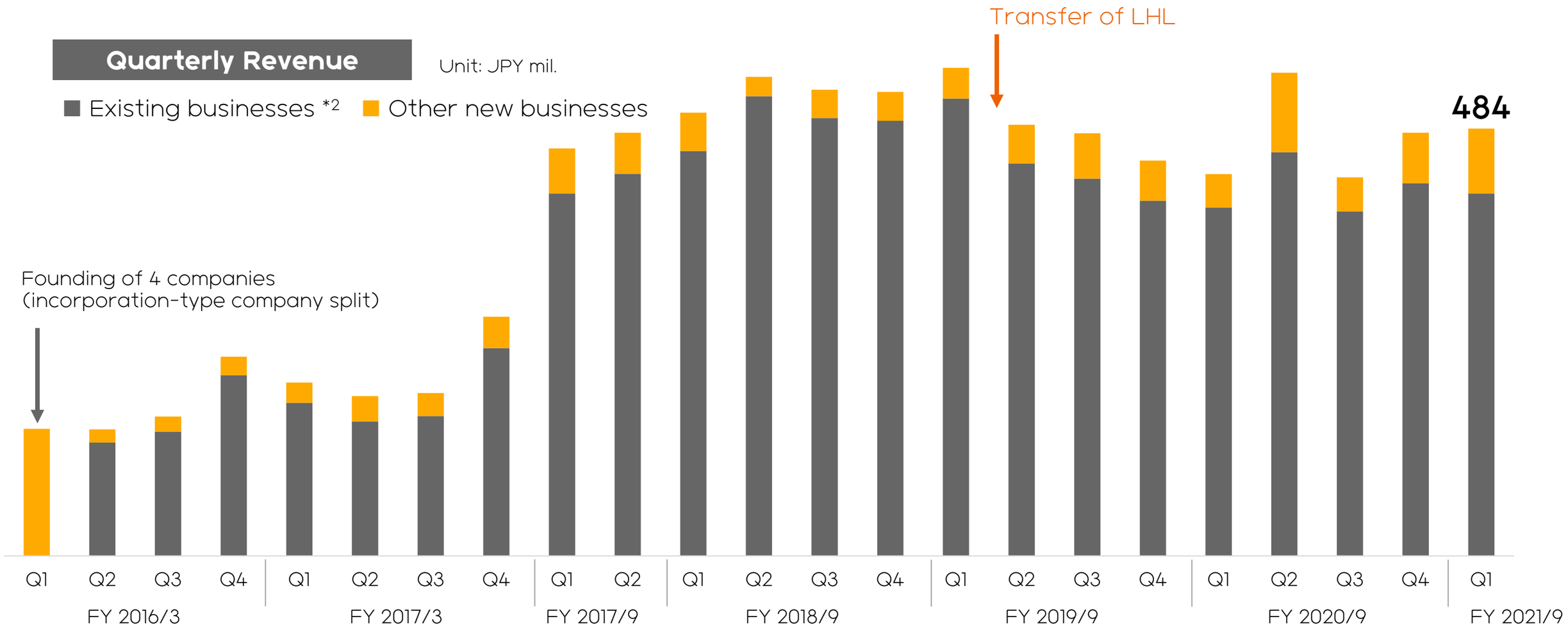
Unit: JPY mil.



Intangible assets from Mitula (trademarks, client-related assets) have been defined (PPA). Recorded as Depreciation in this chart.

Other Businesses - Segment Sales Revenue (Quarterly) -

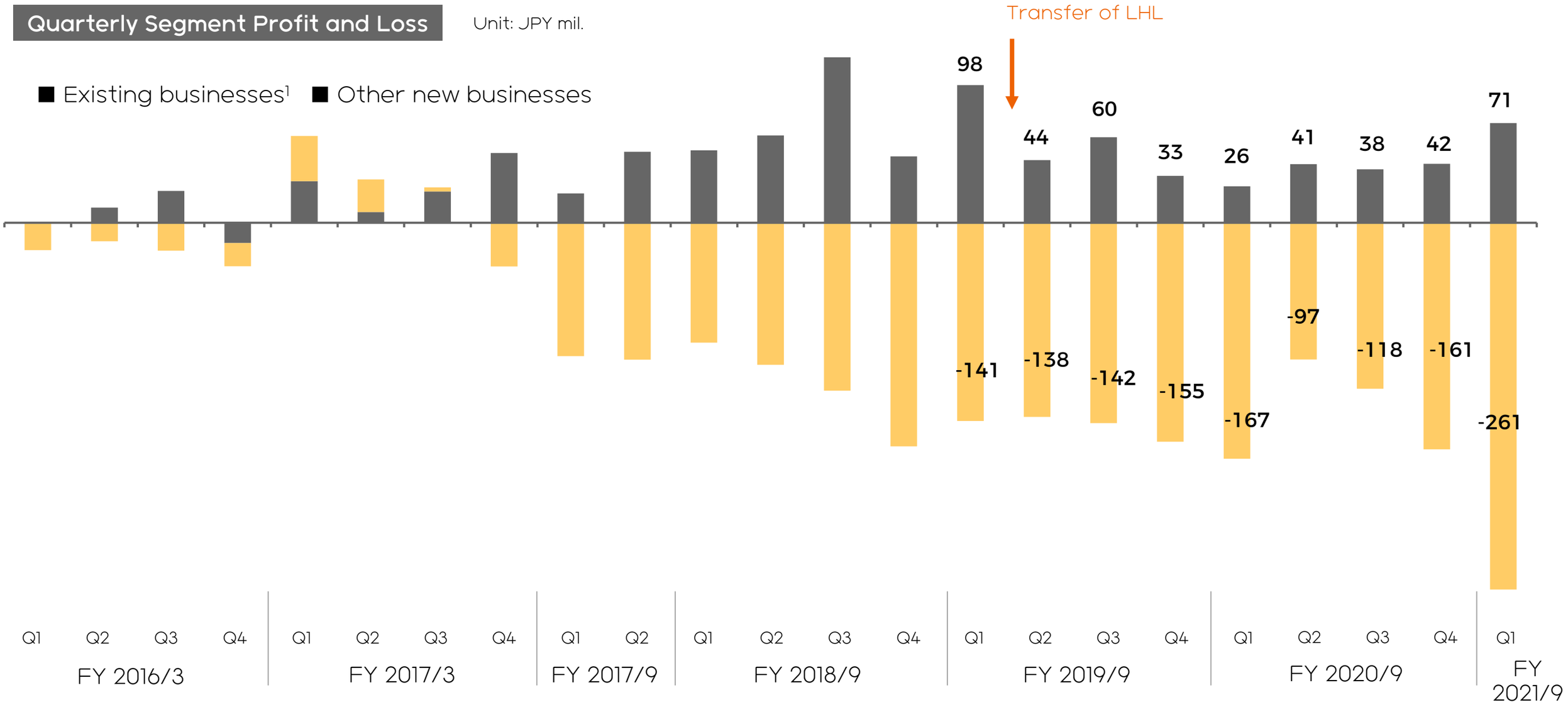
Existing businesses driving revenue growth



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)

Quarterly Segment Profit and Loss Unit: JPY mil.



1 Comprised of FinTech (sold in 2018), MOVE, senior and SPACE

New Business Ventures

Launched a sports training video service "Sufu" (Nov. 2020) and an online interview service "unii" (Dec. 2020)

Sufu

Online Video Service
for practicing and training
in a variety of different sports

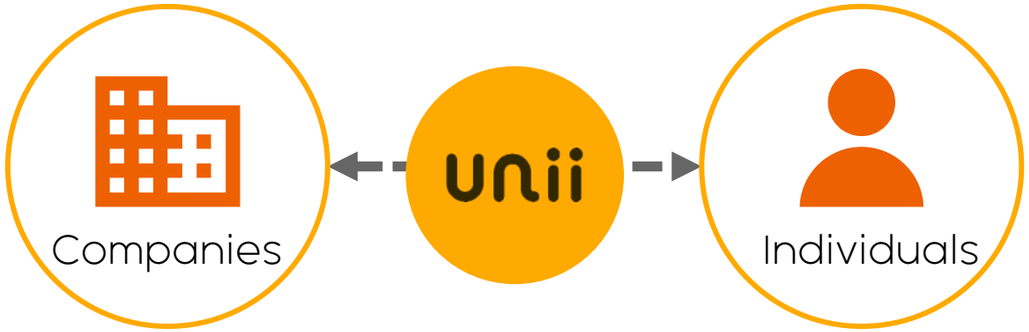
3,000+ Videos Available

Sufu | Search

https://sufu.lifull.net/

unii

New Online Interview Service
connecting people with companies



BENEFITS

Contact difficult-to-reach consumers

Participation reward
Donate rewards to NPOs

unii | Search

https://unii.lifull.net/

(Ref.) External Market Data Monthly

		Annual			2019									2020											
		2018 (Jan-Dec)	2019 (Jan-Dec)	2020 (Jan-Dec)	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20
(1) Number of Apartments for sales	Capital Region	37,132	31,238	27,228	1,421	2,206	2,259	1,932	1,819	2,359	2,007	3,293	6,392	1,237	1,488	2,142	686	393	1,543	2,083	1,669	2,477	3,358	2,790	7,362
	YoY	3.4%	-15.9%	-12.8%	-39.3%	-10.4%	-15.0%	-35.3%	21.1%	-30.0%	-29.5%	-4.9%	-14.3%	-34.9%	-35.7%	-35.8%	-51.7%	-82.2%	-31.7%	7.8%	-8.2%	5.0%	67.3%	-15.3%	15.2%
	Kinki	20,958	18,042	15,195	852	1,388	1,500	1,788	1,341	1,406	1,271	1,492	3,230	621	1,035	1,528	494	214	1,407	921	1,617	1,228	1,415	1,610	3,105
	YoY	7.1%	-13.9%	-15.8%	-51.1%	-6.2%	23.9%	18.1%	-2.7%	-24.4%	-28.4%	-42.3%	17.0%	-40.5%	-19.2%	5.5%	-42.0%	-84.6%	-6.2%	-48.5%	20.6%	-12.7%	11.3%	7.9%	-3.9%
(2) Trend of Price for Apartments	Capital Region	5,871	6,083	6,083	5,895	6,093	5,964	5,676	6,405	5,991	5,992	5,469	5,876	8,386	6,536	6,156	6,216	6,485	6,389	6,124	6,011	5,812	6,130	5,922	5,620
	YoY	-0.6%	1.7%	1.7%	6.3%	1.0%	-4.5%	-8.3%	19.5%	16.6%	1.0%	-9.1%	-0.3%	48.3%	3.9%	-6.0%	5.4%	6.4%	7.1%	7.9%	-6.2%	-3.0%	2.3%	8.3%	-4.4%
	Kinki	3,844	4,181	4,181	3,358	4,152	3,364	4,713	3,054	3,448	3,476	3,532	4,253	4,296	3,370	4,905	3,434	4,286	3,608	4,971	3,492	4,693	4,901	4,449	3,913
	YoY	0.2%	8.1%	8.1%	-12.2%	7.3%	-6.0%	3.2%	-14.8%	-14.7%	-4.9%	1.3%	2.1%	14.4%	-13.2%	11.4%	2.3%	3.2%	7.3%	4.3%	14.3%	36.1%	41.0%	26.0%	-8.0%

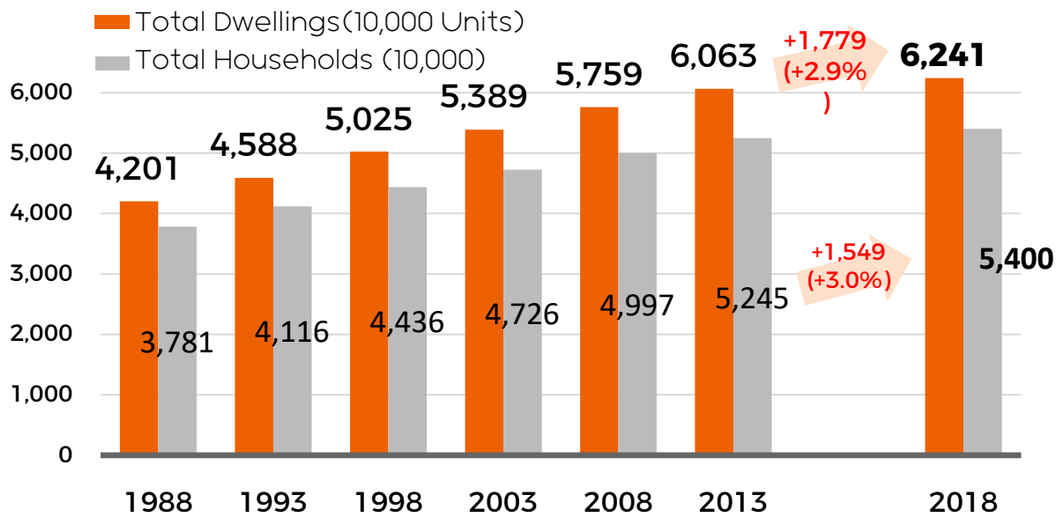
		2018 (Jan-Dec)	2019 (Jan-Dec)	2020 (Jan-Dec)	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20
(3) New build properties	House for Rent	396,404	306,753	306,753	29,511	26,164	30,645	30,383	29,255	29,414	29,417	28,779	27,611	24,147	22,638	26,545	25,379	24,041	26,666	27,696	27,671	25,053	26,043	26,451	24,423
	YoY	-5.5%	-10.4%	-10.4%	-16.7%	-15.8%	-12.2%	-15.2%	-17.5%	-16.8%	-16.5%	-17.5%	-10.3%	-2.5%	-18.9%	-6.6%	-14.0%	-8.1%	-13.0%	-8.8%	-5.4%	-14.8%	-11.5%	-8.1%	-11.5%
	Apartment	110,510	107,884	107,884	10,480	9,165	8,597	8,600	10,159	12,022	9,998	7,995	8,957	6,789	9,353	9,500	10,723	9,292	8,422	8,352	9,377	11,970	9,908	8,049	6,149
	YoY	-3.8%	-8.4%	-8.4%	-15.1%	-22.7%	4.2%	-1.1%	11.1%	34.6%	16.2%	-23.6%	-6.2%	-27.5%	2.4%	-28.7%	2.3%	1.4%	-2.0%	-2.9%	-7.7%	-0.4%	-0.9%	0.7%	-31.3%
	House	142,393	130,753	130,753	12,698	11,899	13,096	13,074	12,236	11,889	12,726	12,705	12,427	10,881	10,907	11,616	11,665	10,381	11,658	10,820	9,455	10,036	10,647	11,372	11,315
	YoY	3.0%	-11.4%	-11.4%	3.0%	-0.4%	10.0%	8.9%	2.4%	0.1%	1.4%	1.1%	-4.5%	-2.8%	-7.9%	-1.0%	-8.1%	-12.8%	-11.0%	-17.2%	-22.7%	-15.6%	-16.3%	-10.5%	-8.9%
	Owned house	283,235	261,088	261,088	25,436	24,826	28,394	26,282	24,027	24,008	24,495	23,655	22,294	18,037	19,557	22,327	21,018	19,697	23,650	22,708	21,915	22,337	23,013	24,010	22,819
	YoY	-0.4%	-9.6%	-9.6%	9.2%	6.5%	12.9%	3.3%	-1.6%	-3.5%	-5.6%	-7.3%	-8.7%	-13.8%	-11.1%	-0.3%	-17.4%	-20.7%	-16.7%	-13.6%	-8.8%	-7.0%	-6.1%	1.5%	2.4%

		2018 (Jan-Dec)	2019 (Jan-Dec)	2020 (Jan-Dec)	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20
(4) Internal migrants	Total	5,359,174	5,403,465	5,255,721	767,021	418,489	351,394	418,590	378,793	372,471	392,668	336,866	351,063	332,383	362,076	965,051	764,186	300,861	352,719	379,492	369,596	358,658	370,201	342,467	358,031
	YoY	0.8%	0.8%	-2.7%	0.7%	-0.5%	2.3%	6.5%	-3.2%	12.3%	-5.4%	-4.1%	0.8%	-1.1%	-2.1%	6.0%	-0.4%	-28.1%	0.4%	-9.3%	-2.4%	-3.7%	-5.7%	1.7%	2.0%
	Only Japanese	4,889,713	4,889,191	4,840,852	705,182	377,454	314,638	376,197	341,164	330,044	346,967	298,343	311,932	298,530	326,715	898,498	703,617	279,480	328,543	353,481	344,022	331,449	341,034	312,989	322,494
	YoY	-0.1%	0.0%	-1.0%	-1.1%	-1.8%	1.2%	5.8%	-3.4%	11.9%	-5.9%	-4.8%	-0.2%	-1.3%	-2.4%	5.7%	-0.2%	-26.0%	4.4%	-6.0%	0.8%	0.4%	-1.7%	4.9%	3.4%
(5) Japan Population	Unit : Thousand	Oct. 1, 2018	Oct. 1, 2019	Oct. 1, 2020	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20
	Total	126,443	126,167	-	126,254	126,181	126,252	126,265	126,219	126,131	126,167	126,161	126,144	125,988	126,004	125,962	125,930	125,895	125,858	125,836	125,809	125,810	125,880	125,770	125,710

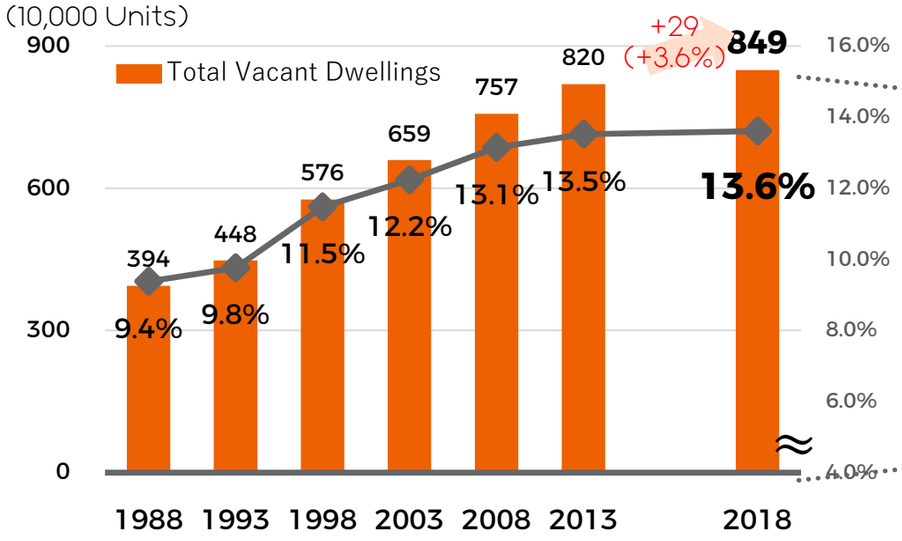
[Source] (1)(2)Real Estate Economic Institute Co., Ltd. (3)Source : Ministry of Land, Infrastructure, Transport and Tourism (4)(5)Source : Ministry of Internal Affairs

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

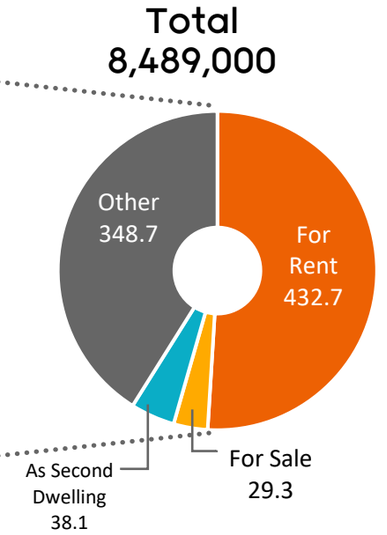
Trend of Total Dwellings and Total Households



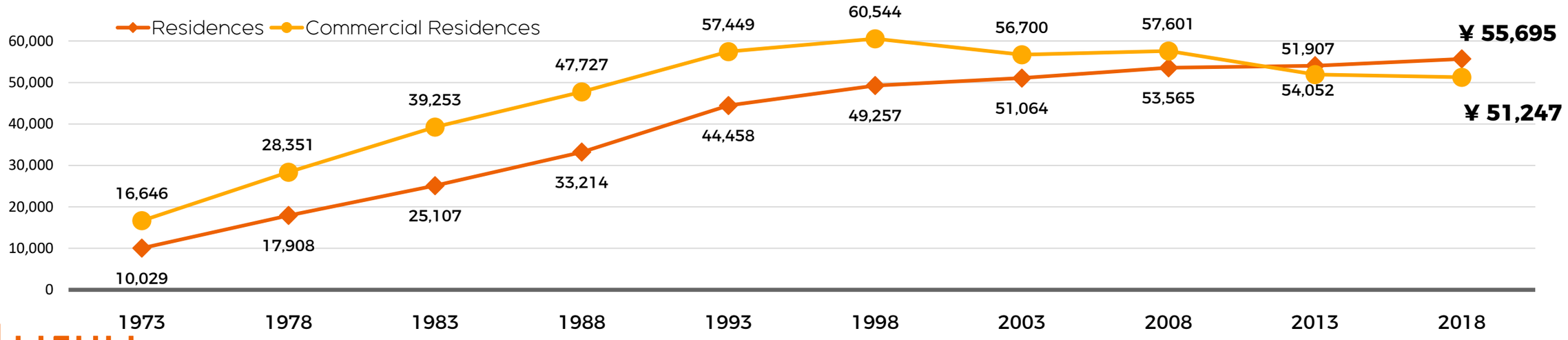
Trend of Number of Vacant Homes and Vacancy Rates



Breakdown of Vacant Homes



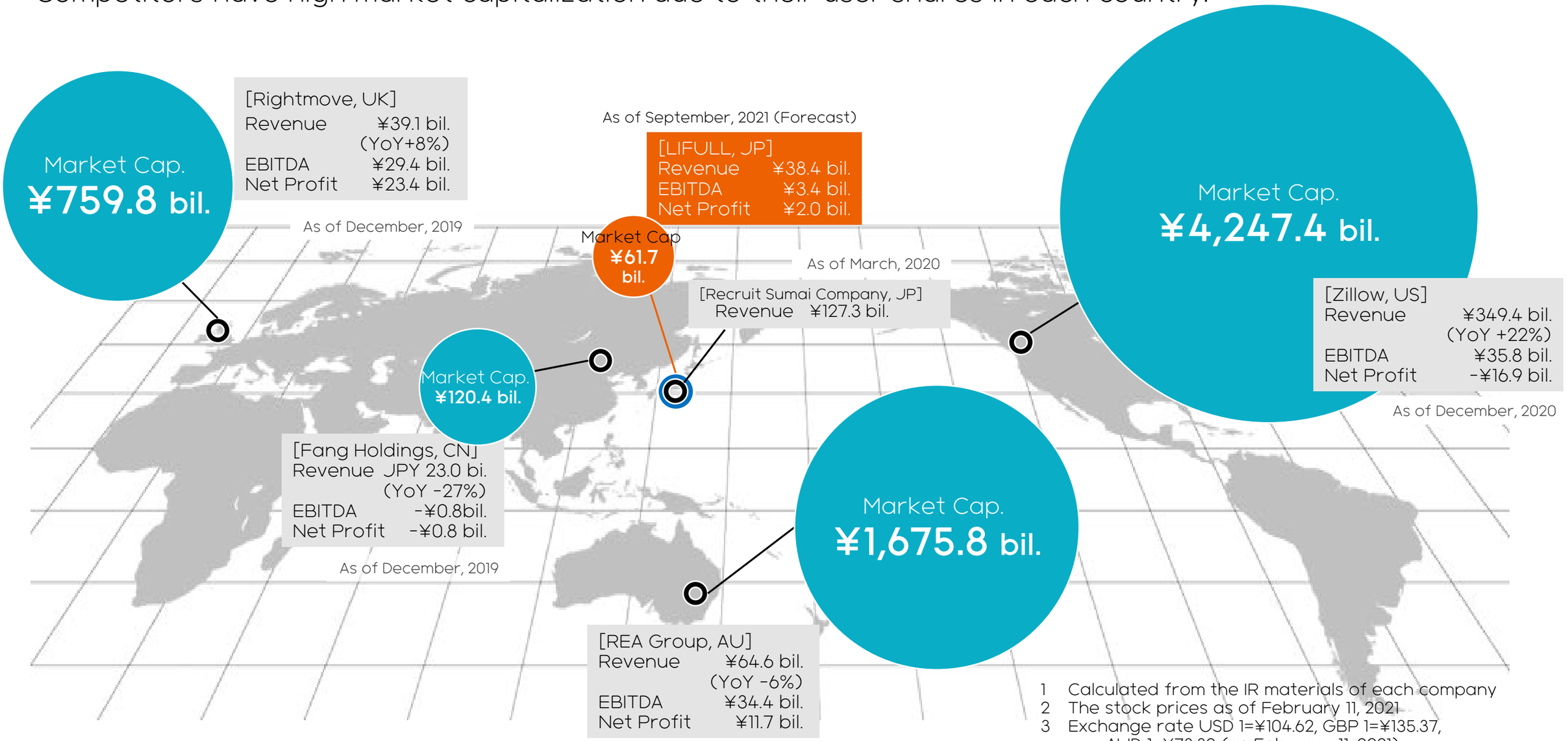
National Trend in Monthly Rent



LIFULL

(Ref.) Overseas competitors

Competitors have high market capitalization due to their user shares in each country.



1 Calculated from the IR materials of each company
2 The stock prices as of February 11, 2021
3 Exchange rate USD 1=¥104.62, GBP 1=¥135.37, AUD 1=¥73.32 (as February 11, 2021)

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