

GA Technologies Co., Ltd.

FY2021.10 1Q

Financial Results

Nov 1, 2020 – Jan 31, 2021

March 15, 2020

Securities code: 3491



GA TECHNOLOGIES

## PHILOSOPHY

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**Technology × Innovation to  
Inspire the world**

## VISION

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**Create a world-leading company**

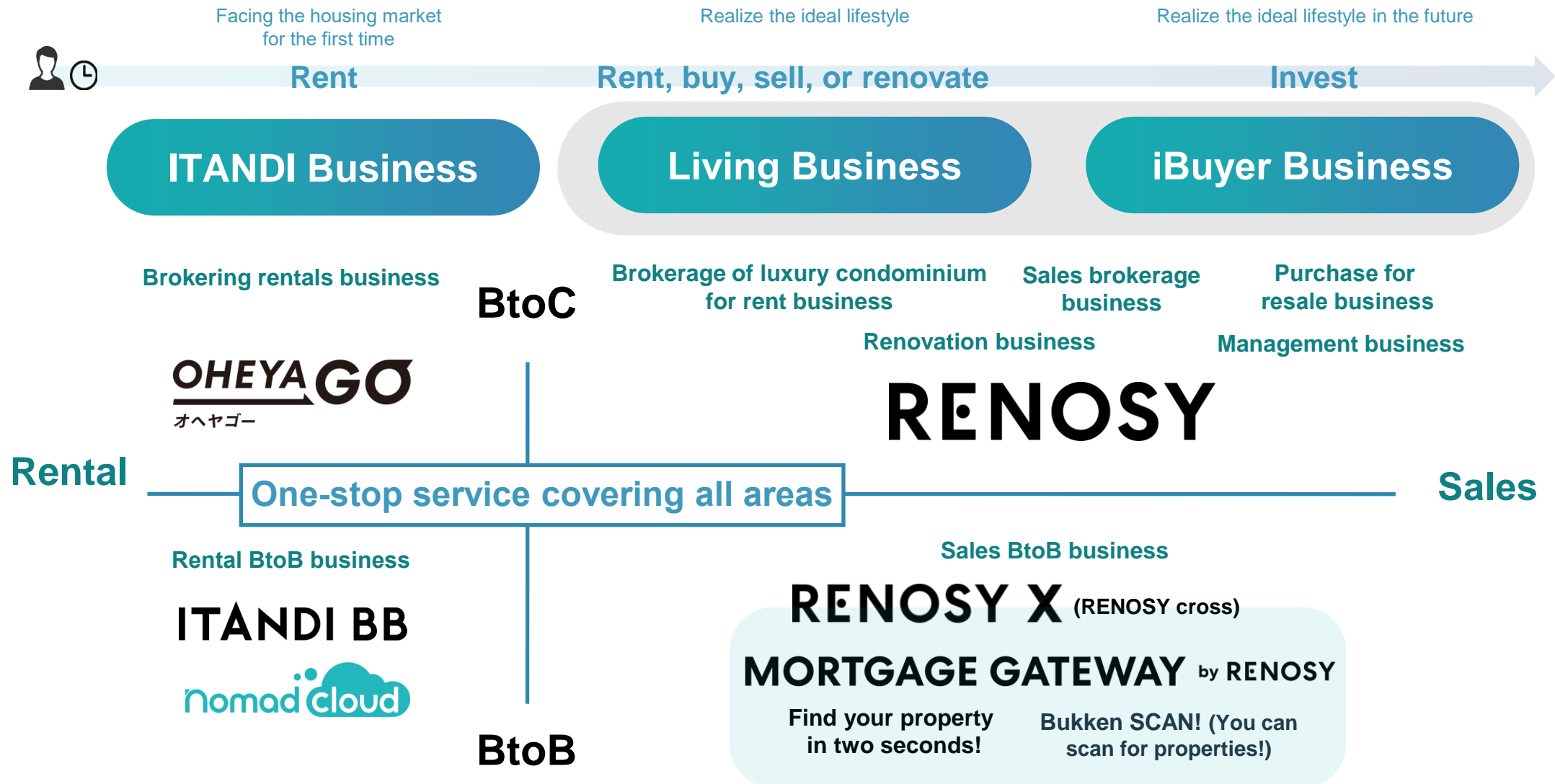
# Overview of GA's Business and Market size



GA TECHNOLOGIES

# Business Overview of the G A TECHNOLOGIES GROUP

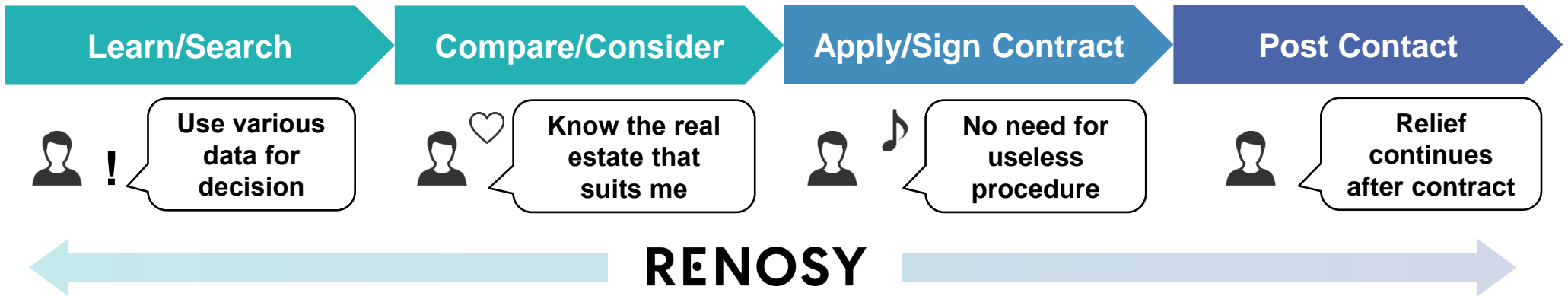
We cover all real estate areas (rentals, sales, renovation, and investment),  
and provide SaaS products to all real estate companies



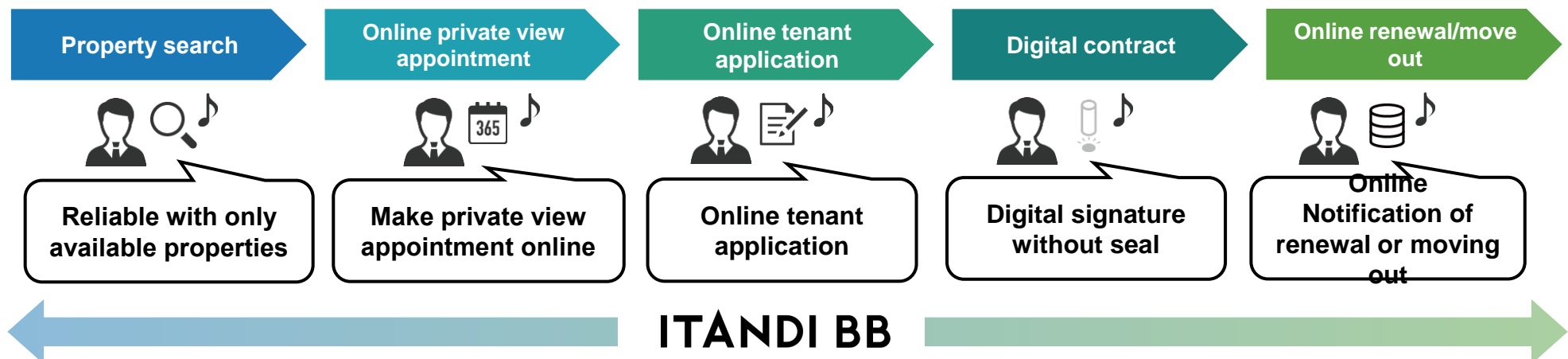
# Business Overview of the **GA TECHNOLOGIES GROUP**

Providing comprehensive services and customer experiences by GA technologies Group

## RENOSY



## ITANDI BB

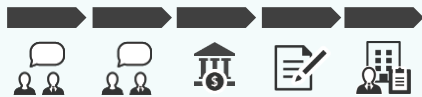


## Solves challenges in the real estate industry through DX to provide a smooth transaction experience for customers



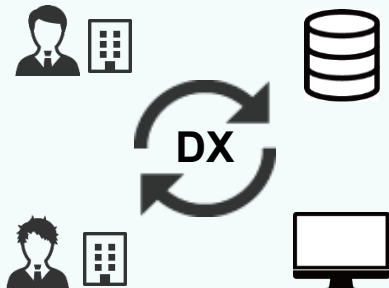
### Integration of “real transactions” and “technology”

We provide stable, high-quality services as well as a smooth customer experience in a comprehensive manner ranging from media to real estate transactions.



### One-stop and fair resolution of customer concerns

We provide customer-oriented services covering all areas of renting, leasing, selling, buying, investing and renovating.



### Promotion of DX for the entire real estate industry

We provide products to other real estate companies (BtoB) and indirectly support their customer services through DX, pursuing a smooth transaction experience for customers across the real estate market.

## Service line-up, to provide a smooth real estate transaction experience

Real estate  
& rental platform

**RENOSY**



**Make your property hunting & Asset management process simple and easy**

House-hunting site  
(self-tour)

**OHEYA GO**



**Find the property that best suits your needs, all on your smartphone**

Real-time Database  
(for real estate people)

**ITANDI BB**



**We offer up-to-date property information to people who work in the industry on our database**

Real estate  
& rental platform  
(for Mainland China)

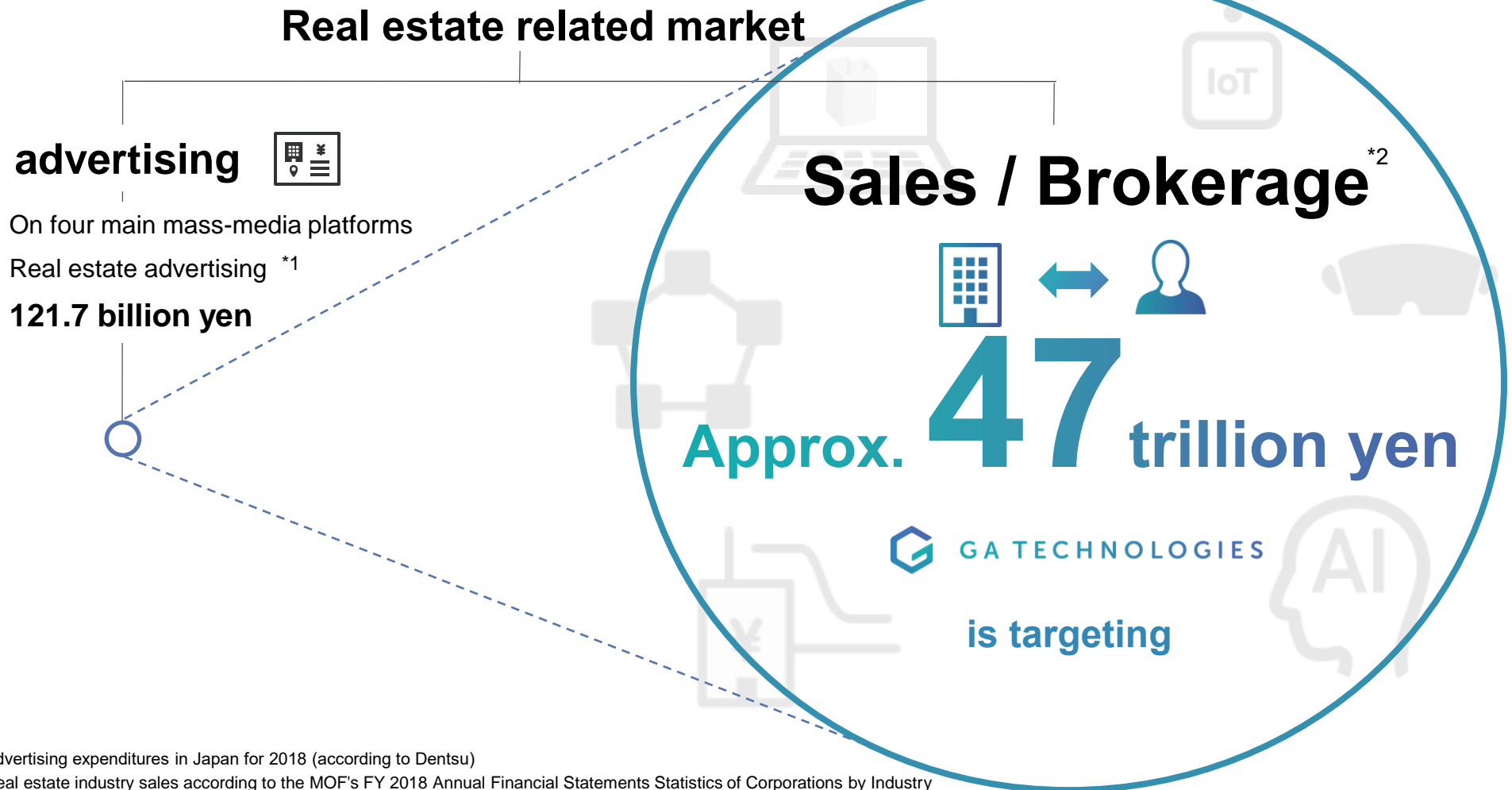
 **神居秒算**



**The No.1 real estate portal site in China, offering property information of Japan**

# Our target is the real estate transaction market

Compared to the real estate advertising market, the real estate brokerage / sales market is extremely large.

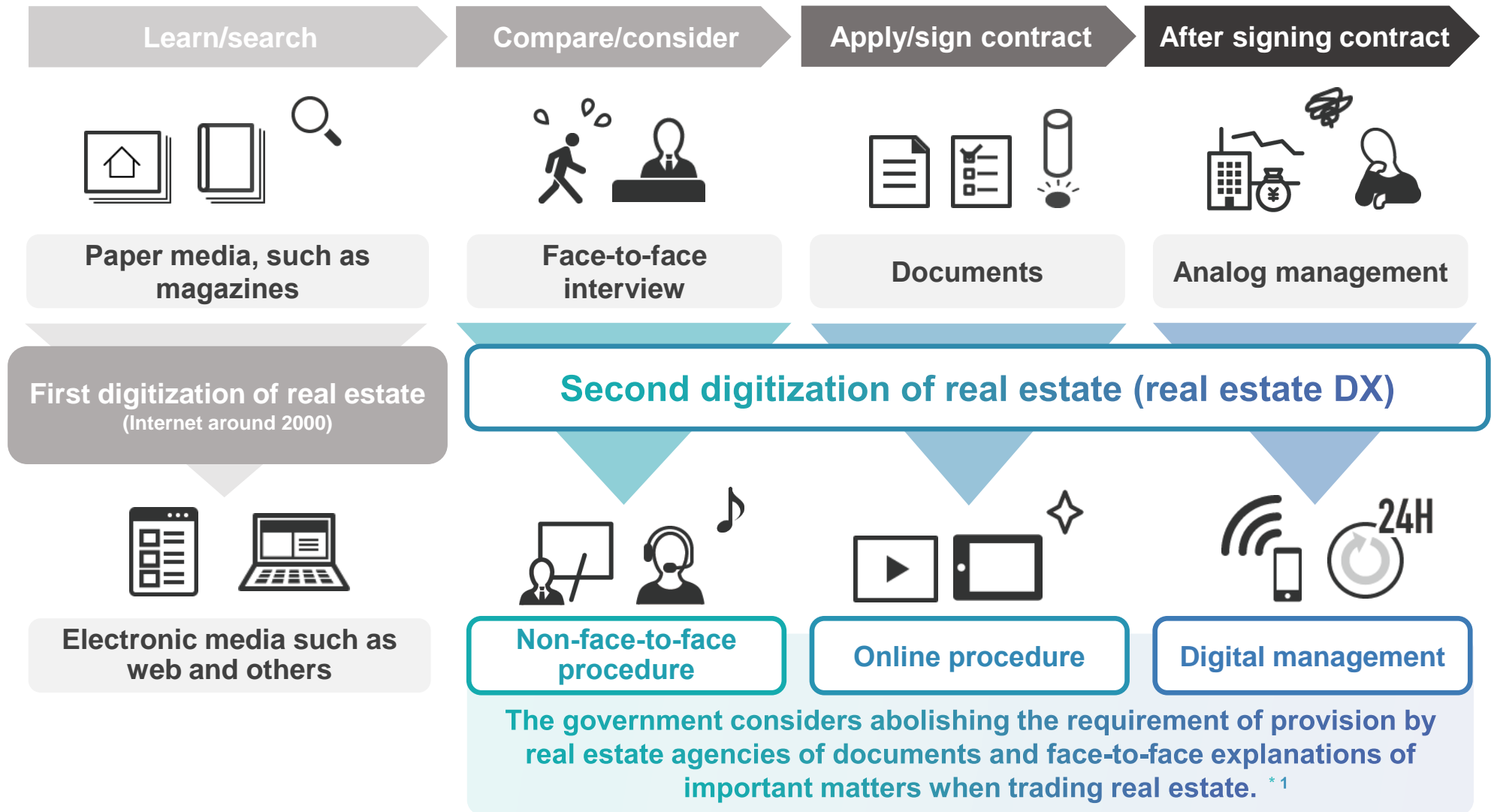


<sup>\*1</sup> Advertising expenditures in Japan for 2018 (according to Dentsu)

<sup>\*2</sup> Real estate industry sales according to the MOF's FY 2018 Annual Financial Statements Statistics of Corporations by Industry



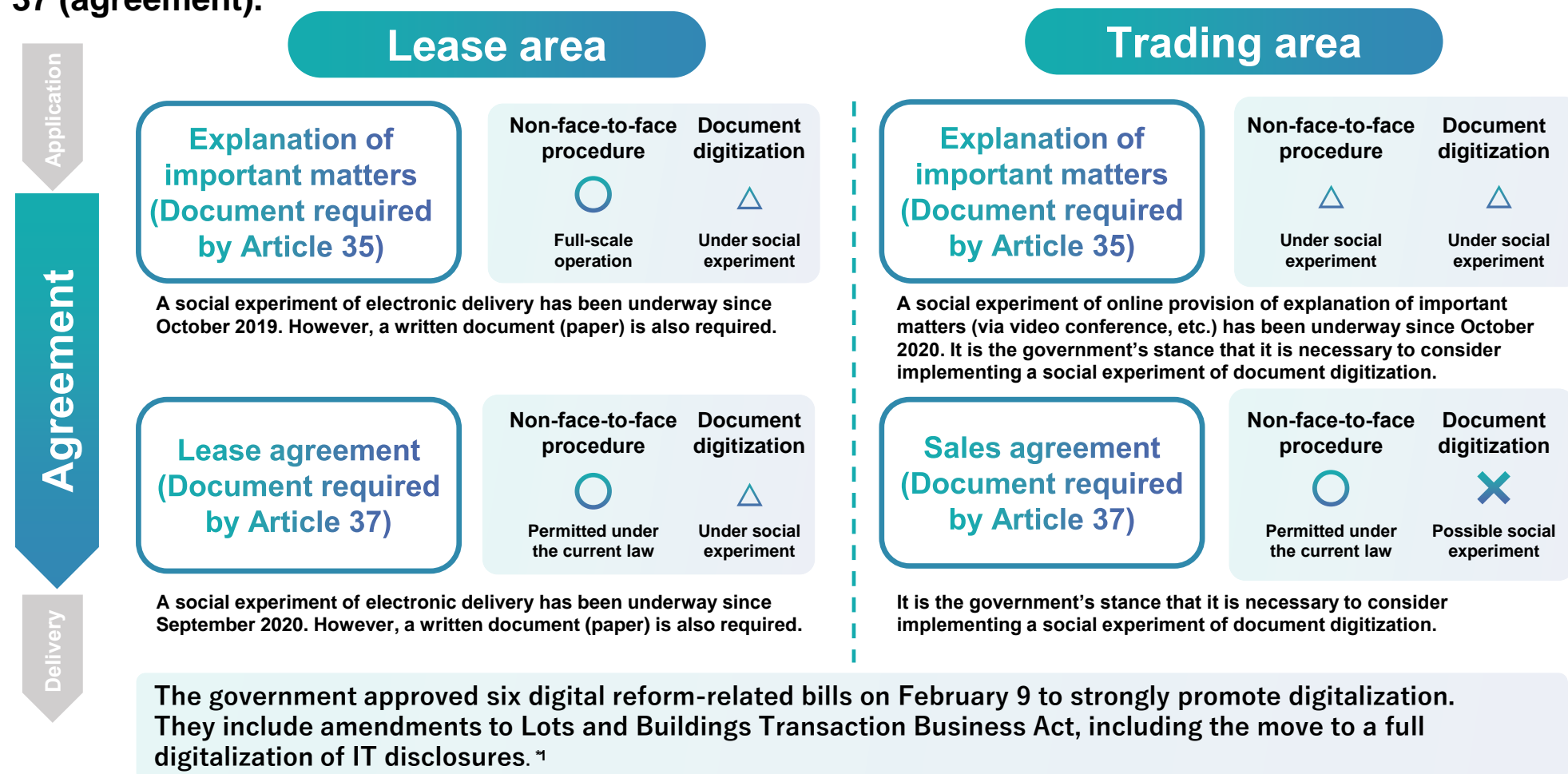
# Paradigm Shift in the Real Estate Industry for the First Time in 20 Years



\*1 "Government plans to eliminate requirement of on-site pharmacists, tax documents and face-to-face procedures" in Nihon Keizai Shimbun dated October 9, 2020

# Trends in the Government on Online Real estate Transactions

With regard to real estate lease (rent) or trading (buy/sell) transactions, the current law requires delivery of a written document under Article 35 (explanation of important matters) and Article 37 (agreement).

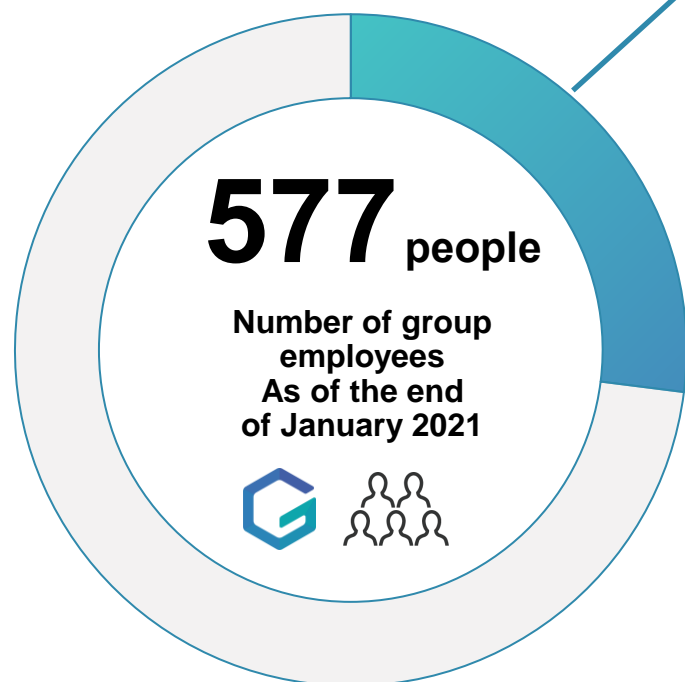


\*1 "Complete digitization of IT disclosures will be lifted in 2022" Daily Real Estate Economic News 2021.2.9

# GA's edge

We take a positive approach towards the investment of IT technology which includes the development of in-housed software. About 30% of our employees are engineers, and we have been selected as "DX Brand 2020" by the Ministry of Economy, Trade and Industry and the Mothers on the Tokyo Stock Exchange.

## Investment in the technology area



**157** people

Number of engineer employees  
As of the end of January 2021

The engineer ratio is 27%.



## GA's performance in Prop Tech Area



Out of the 35 selected enterprises, only 2 companies (including GA) were selected from the real estate industry

# GA's Business Strategy



GA TECHNOLOGIES



# 1Q's Strategy: Business alignment to capture the entire JPY 1.5 trillion compact condominium investment market





# Then aim for the JPY 13 trillion second-hand apartment investment market

A person in a dark suit is walking away from the camera on a wide, gravel-covered path. The path leads towards a bright, hazy horizon where the sun is low, creating a strong backlight effect. The overall mood is one of forward movement and aspiration.

# GA's Business Strategy (Our “Market-place” concept)

1. Increase brand awareness, and number of end users through better client feedback, by providing a better service and creating a stronger brand image, with the aim of stretching out our growing path for the future
2. Getting the seller and buyer closer, to enhance procurement for a better product lineup

Create a stronger brand image



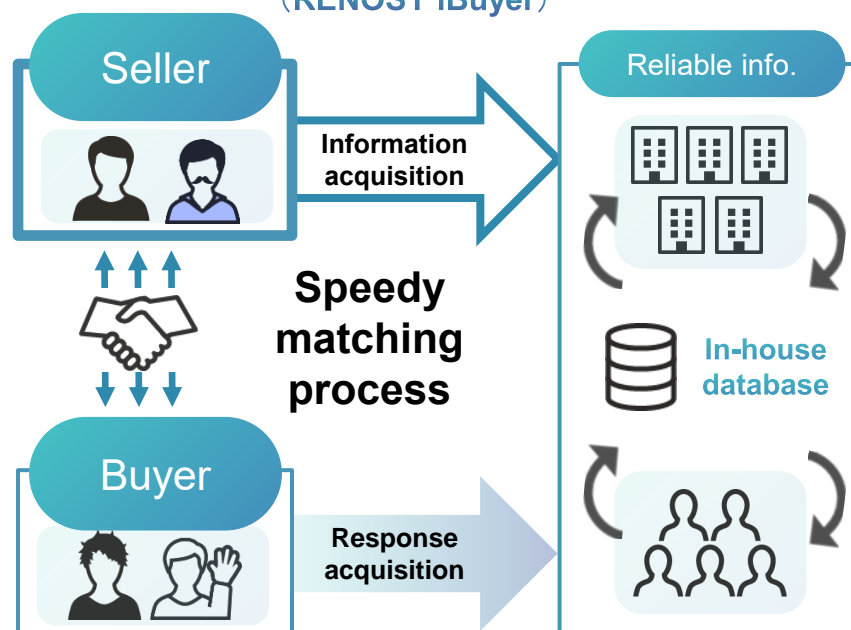
**RENOSY**



Expansion of the “Market-place”

## RENOSY Business Model

(RENOSY iBuyer)



Synergies with other services

Development of SaaS business

**RENOSY Living**

神居秒算  
(Shenhumiaosuan)

**Insurance Business**

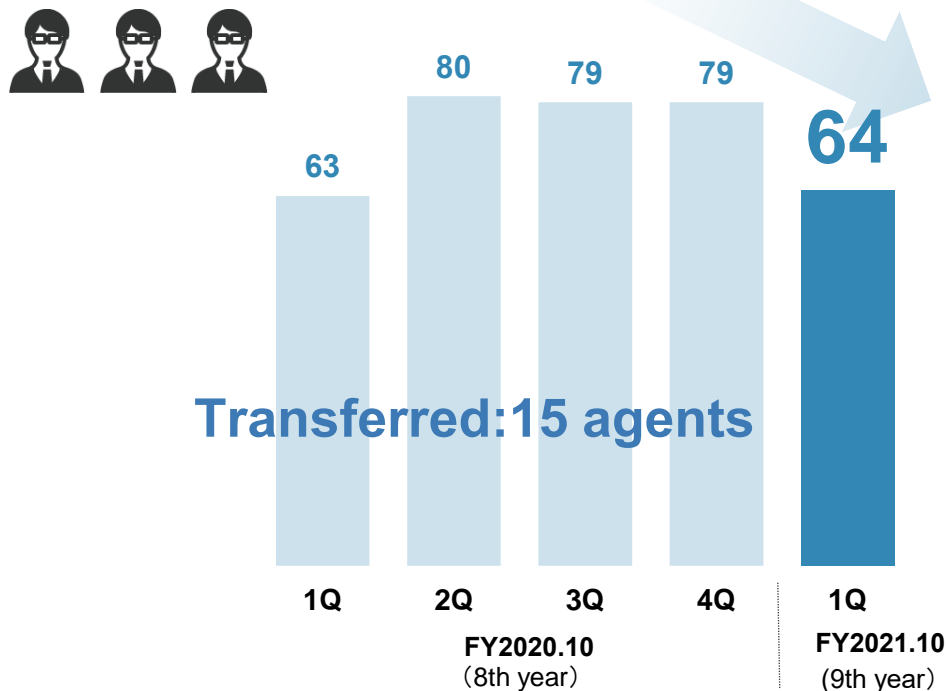
**RENOSY X**

**ITANDI**

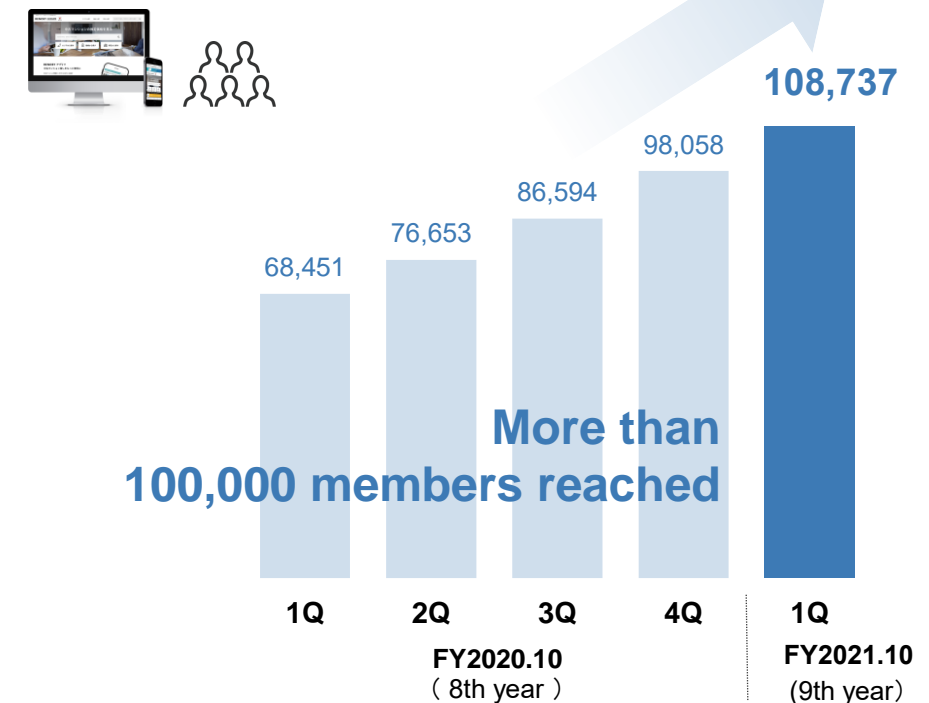
# Our approach to the “Market-place” concept

- 15 sales agents were transferred to our CS and procurement team within our iBuyer business, based on our management strategy
  - CS (customer success): By improved customer satisfaction, we aim to generate more positive feedback from our customers and improve LTV as a whole
  - Supplier (procurement): Improve the quality and volume of product procurement
- Number of RENOSY members: Solid growth despite the impact of COVID-19, resulting in over 100,000 members

## Number of Sales agents



## Number of RENOSY members





# iBuyer Sales agent Recruitment strategy

## Current

### 【More active recruitment strategy】

- Putting more effort in referral recruitment
- Formed a new hiring team dedicated to iBuyer

### 【Current situation】

- 5 people will be on board this season (Feb.~March)
- 20 new grads. will be on board in April

### 【Recruitment plan for the financial year】

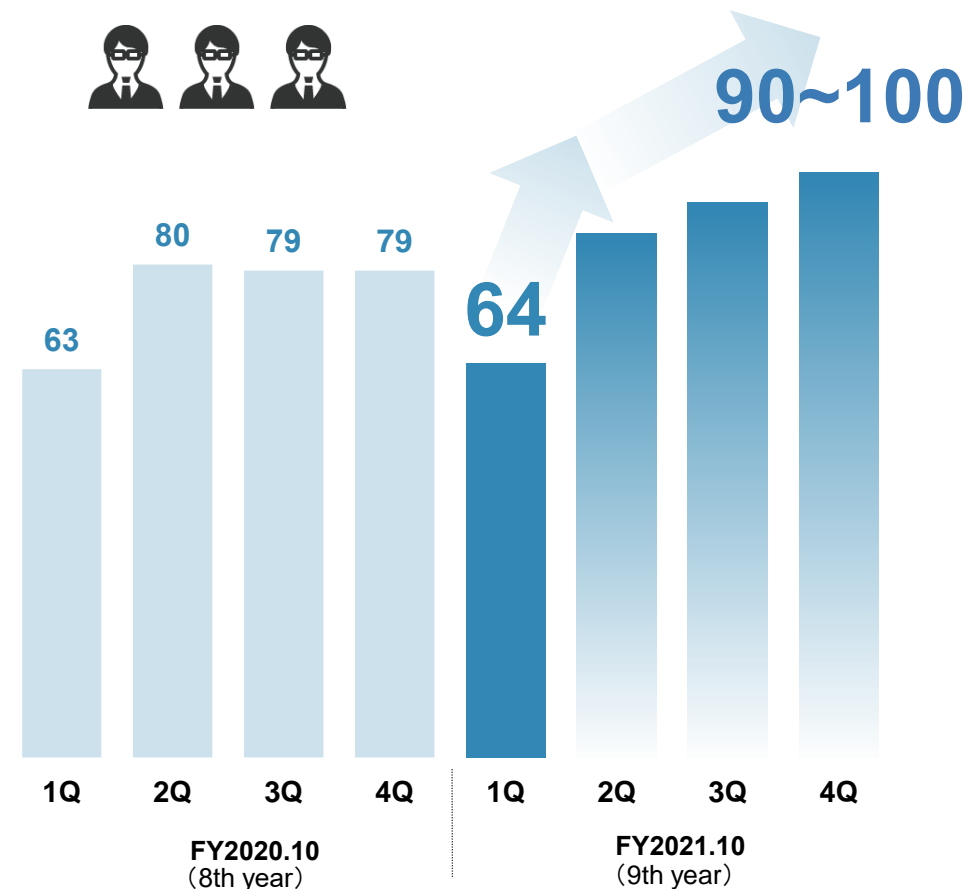
- Plan to hire 2~3 agents per month
- Plan to reach about 90-100 sales agents by the end of Oct. 2021

### 【Effect of our “Market-place” concept】

- From a mid to long-term strategy point of view, through the establishment of the “Market-place” concept, achieve dramatic growth without relying on expansion of the sales agent team

## Future

## Number of sales agents



# Potential market of the RENOSY iBuyer business

iBuyer focuses on properties in the greater Tokyo area with room size of under 50m<sup>2</sup>.  
There are around 570,000 rooms in this category, with a huge market potential.

Number of condominium apartments  
in the metropolitan area (1988~2018)



Approx. **2.14** million

Starting from 1981, when  
the new standard of  
earthquake was applied

Under 50m<sup>2</sup>  
**570,000**

Managed by GA (under 50m<sup>2</sup>) **7,075**

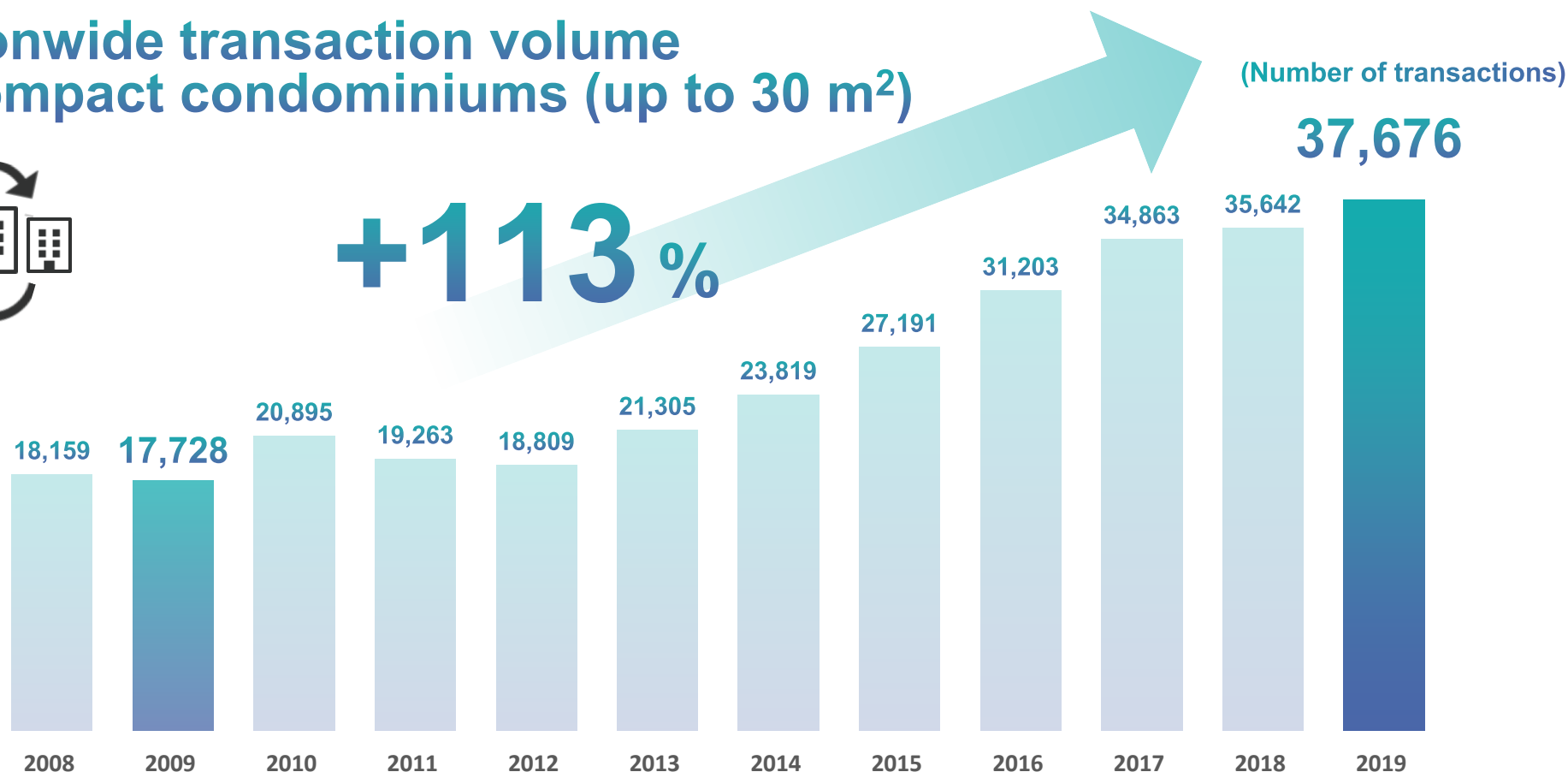
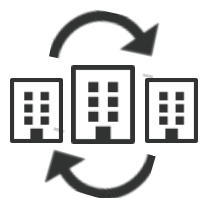
1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018

1) Estimated based on “40 year-history of Japanese apartments market” (Real Estate Economic Institute, 2013.10) and “White paper of apartments data 2012-2017” (Tokyo kantei)

# Compact Condominium Market Trends

The number of transactions have more than doubled compared to 10 years ago, and the market expansion is forecasted to continue in the future.

Nationwide transaction volume  
of compact condominiums (up to 30 m<sup>2</sup>)



\*1) "Existing Home Sales Index" Ministry of Land, Infrastructure, Transport and Tourism 2020.4.28. Transactions completed by agents

# The number of potential buyers

iBuyer targets customers with annual salary of more than JPY 5 million.  
The population is said to be 15.5 million with a huge market potential to cultivate.

## Population with sufficient income to receive loans

(Defined as people with income of over JPY 5 million per year)

\*1

# 15.5million

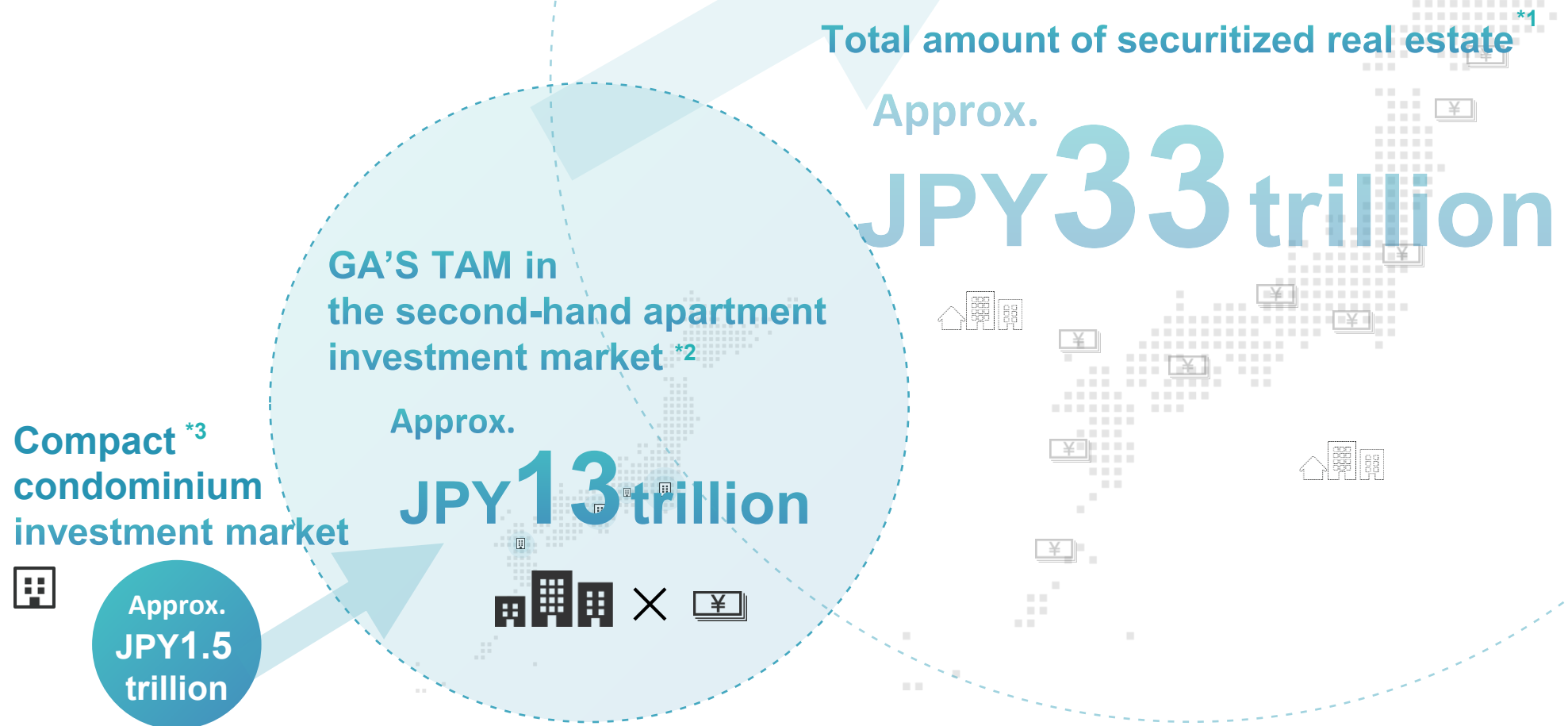


Number of apartment owners  
of GA technologies \*2

## 3,819

1) "2018's Statistical Survey of Actual Status for Salary in the Private Sector" (National Tax Agency) 2) As of October 2019.

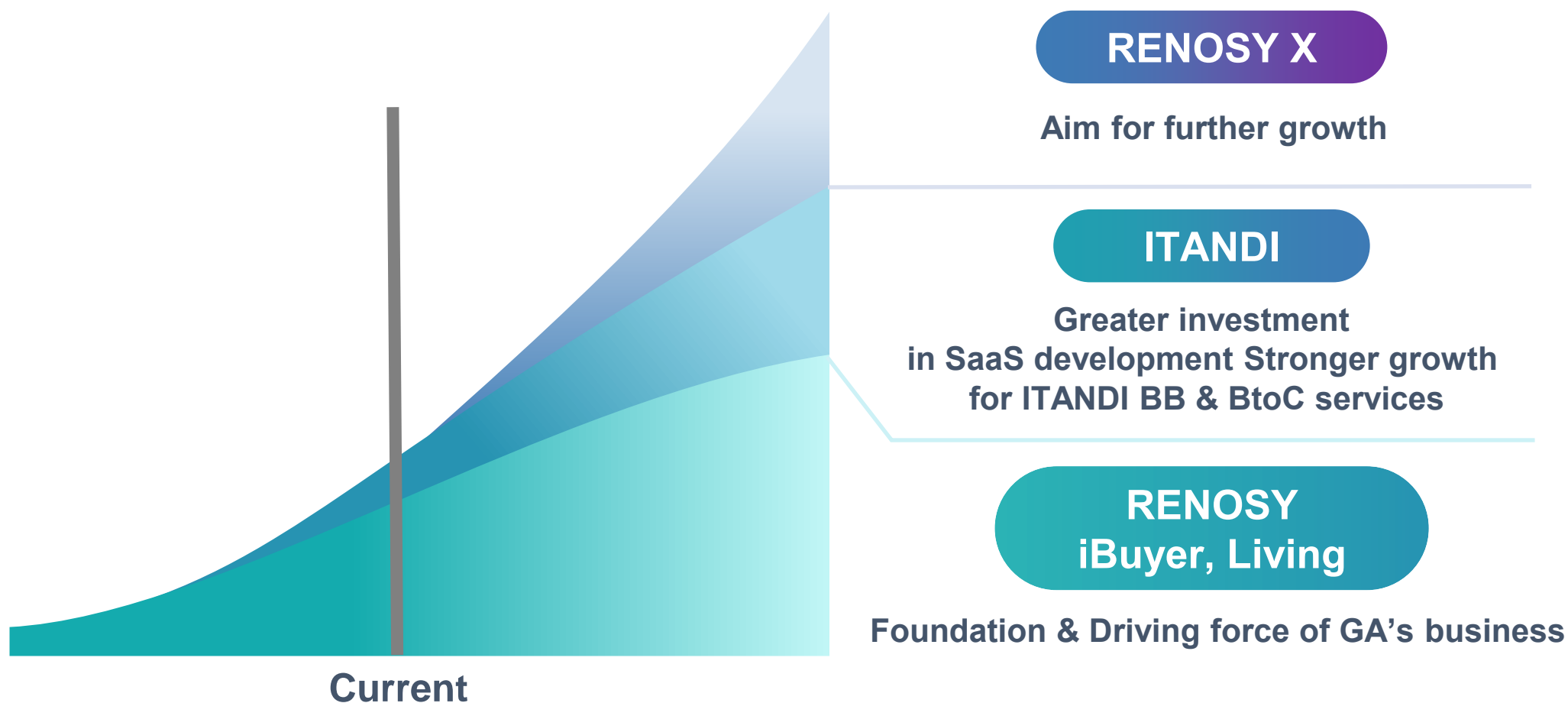
# Real estate investment market



- 1) Ministry of Land, Infrastructure, Transport and Tourism "Current situation of Real estate investment market"
- 2) TAM (Total Addressable Market) is calculated based on the number of apartments in the metropolitan area and the average price of second-hand investment apartment
- 3) Assumed by GA based on the results of the top 10 real estate investment companies

# Overview of our Business Structure<sup>\*1</sup>

We plan to expand our businesses with recurring cashflows in the long run, while relying on services offered by RENOSY as our growth driver for our immediate growth



<sup>\*1</sup>) This is a conceptual illustration of the contribution of the different businesses, and is not intended to show predictions of future earnings

# FY2021.10 1Q Results (Consolidated)



GATE TECHNOLOGIES

# 1Q FY10/21 Financial Highlights (Consolidated)

## Net sales

**12,082** Million yen

YoY **+23** %

## Gross profit

**1,802** Million yen

YoY **+7** %

## Operating income

**-644** Million yen

YoY **-** %

### [Net sales]

- YoY increased by 23% ends up to about 12.1 billion, reaching a record high number in 1Q

### [Gross profit]

- YoY increased by 7% ends up to about 1.8 billion, which is only a slight increase due to the expansion of the quality and scale of product procurement in anticipation of the marketplace concept (marketing strategy).

### [Operating income]

- The end result ends up in negative due to a slight increase in gross profit as well as an aggressive investment in personnel recruitment
- Operating income forecast is positive in the second half as usual due to seasonal trend



# FY 10/20 Summary of Full-Year Segments' Results

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## RENOSY iBuyer

- 15 sales personnel decreased in QoQ due to strategic transfer to CS and supplier division, etc.
- Although RENOSY membership and APRA were favorable, sales progress was stagnant due to transfer of sales personnel.

## RENOSY Living

- From December 2020, full-scale provision of RENOSY with integrated service lineup will begin.
- Developing the OMO system established in the iBuyer business to achieve further growth.

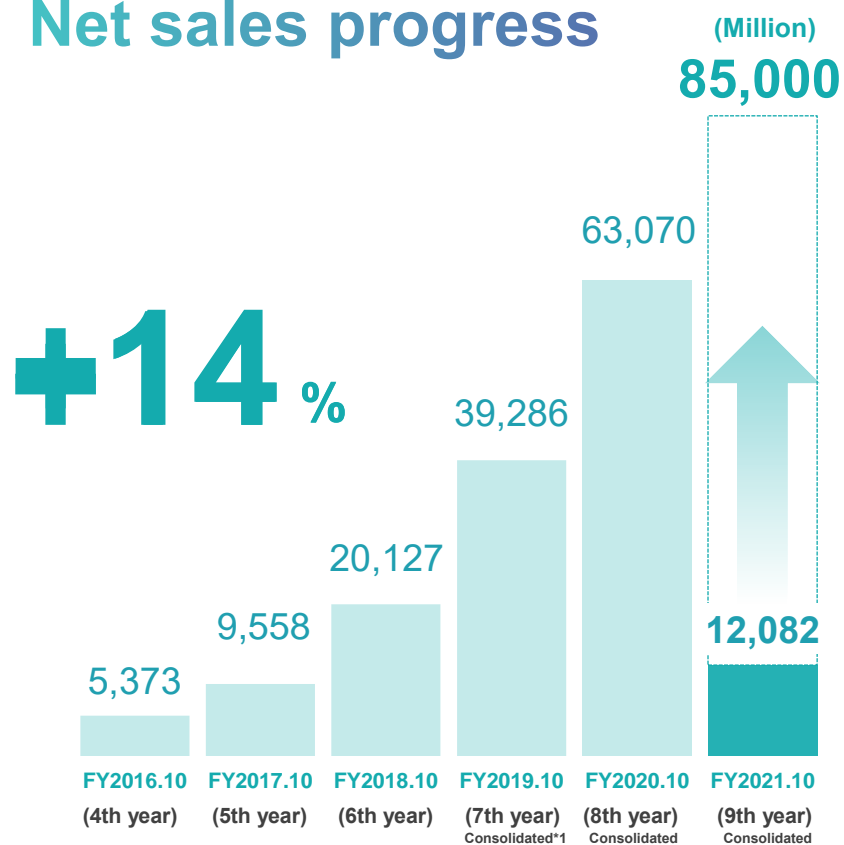
## ITANDI

- Inquiries increased due to demand for non-face-to-face sales activities in the rentals market to avoid the spread of COVID-19.
- The SaaS business for management companies and real estate agencies steadily increased, as the number of subscribing companies increased resulting from the increased inquiries.
- In line with an expanding use base of SaaS for management companies, the number of listing in OHEYAGO and electronic applications also increased.

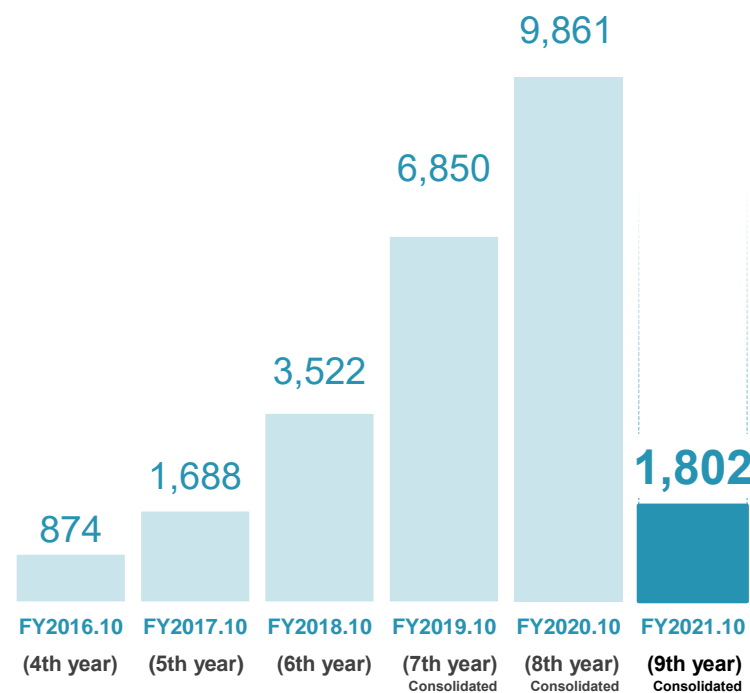
# 1Q FY10/2021 Trend in Performance Progress

In 1Q, both sales and profit weakened against the full-year progress due to the influence of seasonality.

## Net sales progress



## Gross profit

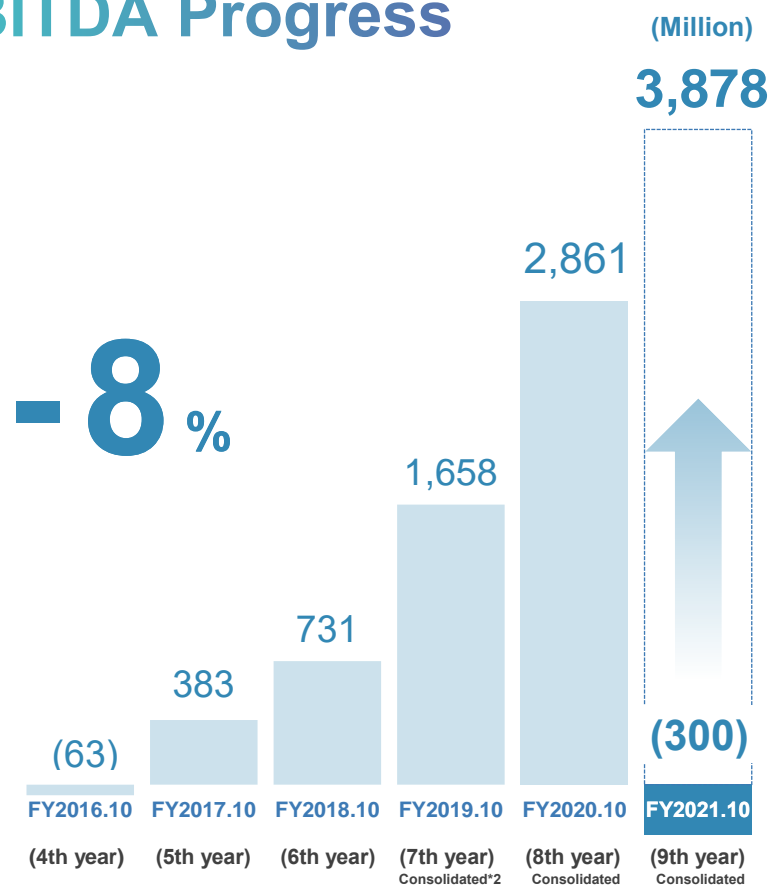


\*1. From FY10/19 (7th year) onward, figures were based on consolidated financial statements.

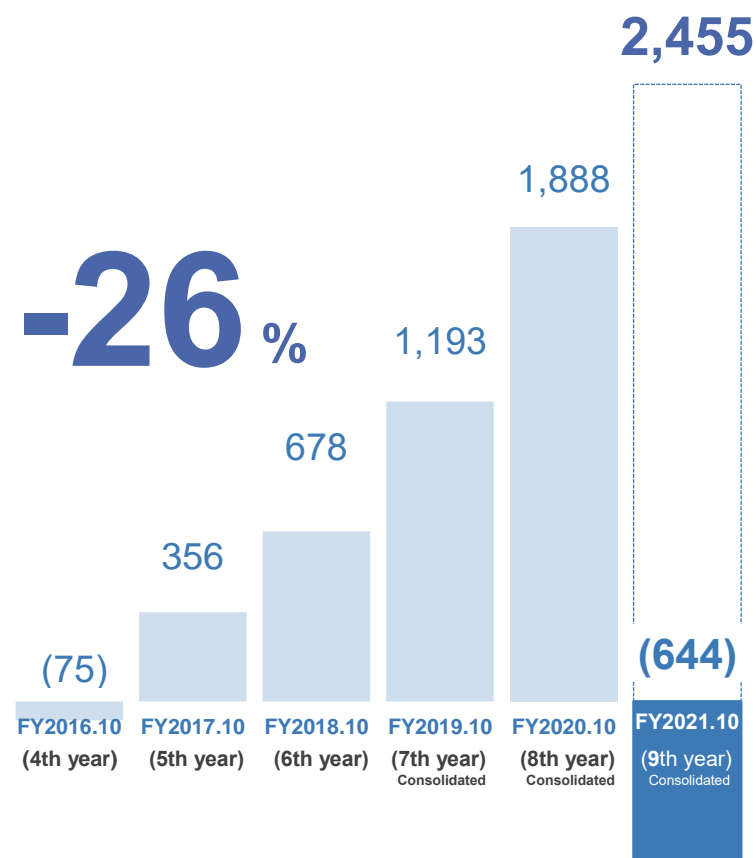
# Summary of Performance Progress for 1Q FY10/2021

EBITDA <sup>\*1</sup> and operating income is anticipated to be negative due to seasonal factors and aggressive investment in personnel recruitment.

## EBITDA Progress



## Operating income progress

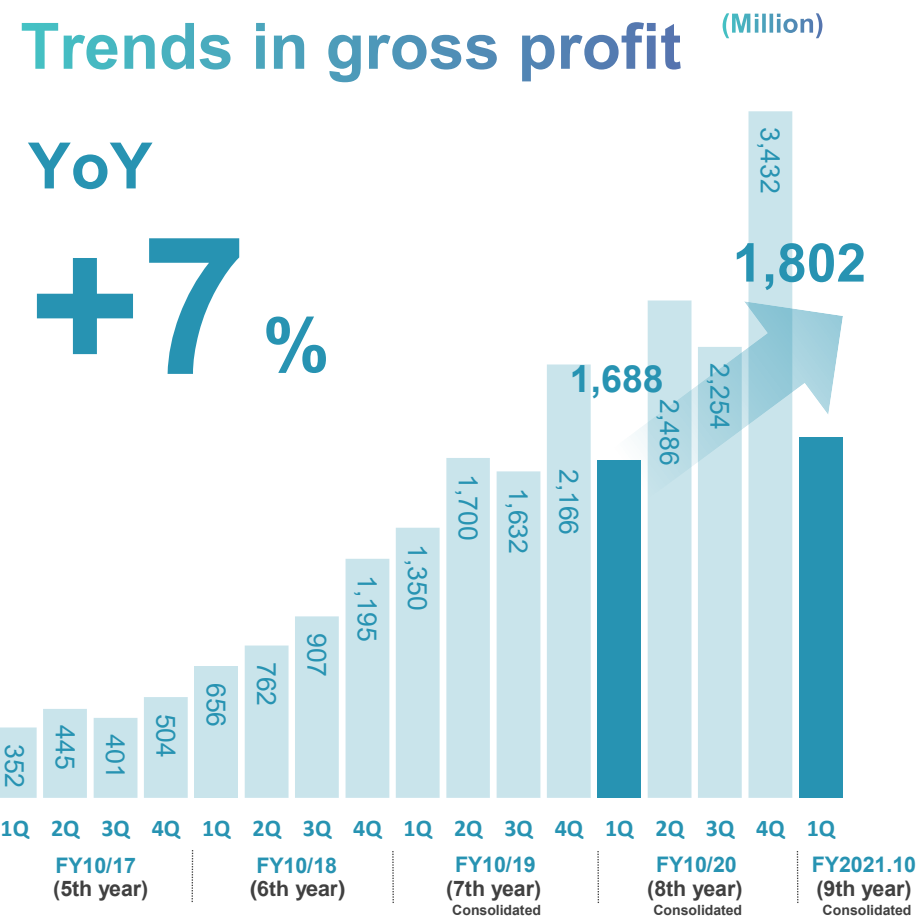
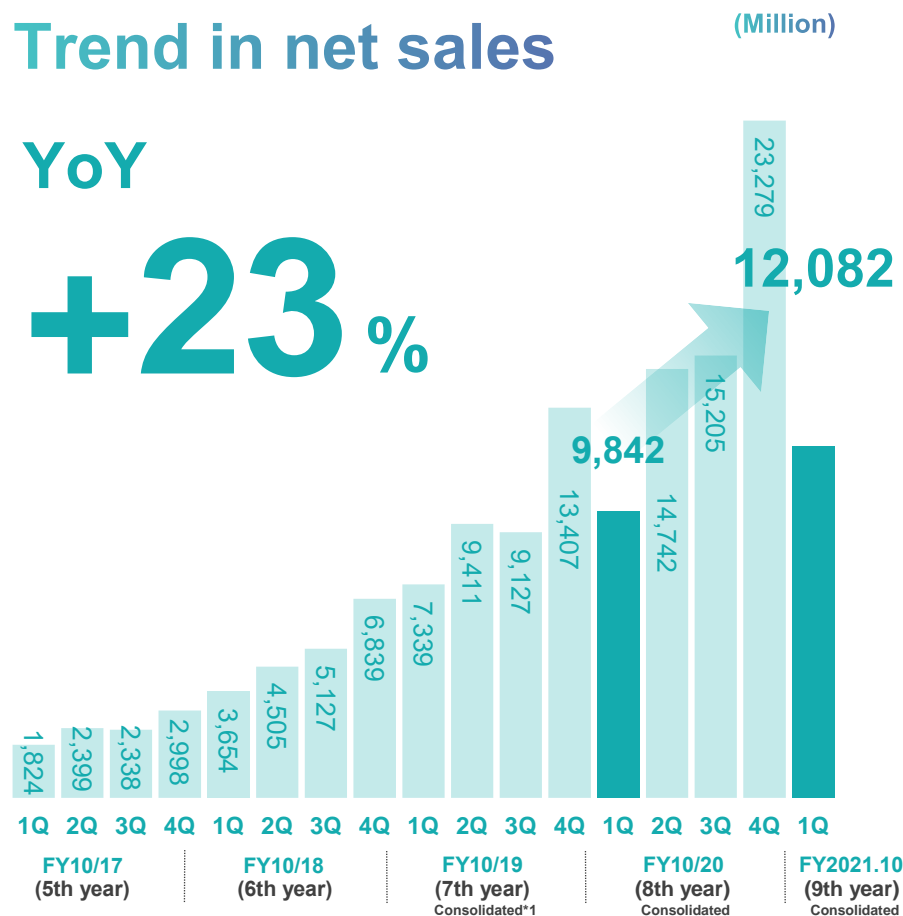


\*1. EBITDA (operating income + depreciation), which generates cash flow

\*2. From FY10/19 (7th year) onward, figures were based on consolidated financial statements.

# Quarterly Trends in 1Q FY10/2021

Quarterly net sales were about 12.1 billion yen, increased by +23% YoY. Gross profit increased by about 1.8 billion yen ,+7%YoY; on the other hand, profit margin decreased as the scale of product procurement expanded in anticipation of the marketplace concept.

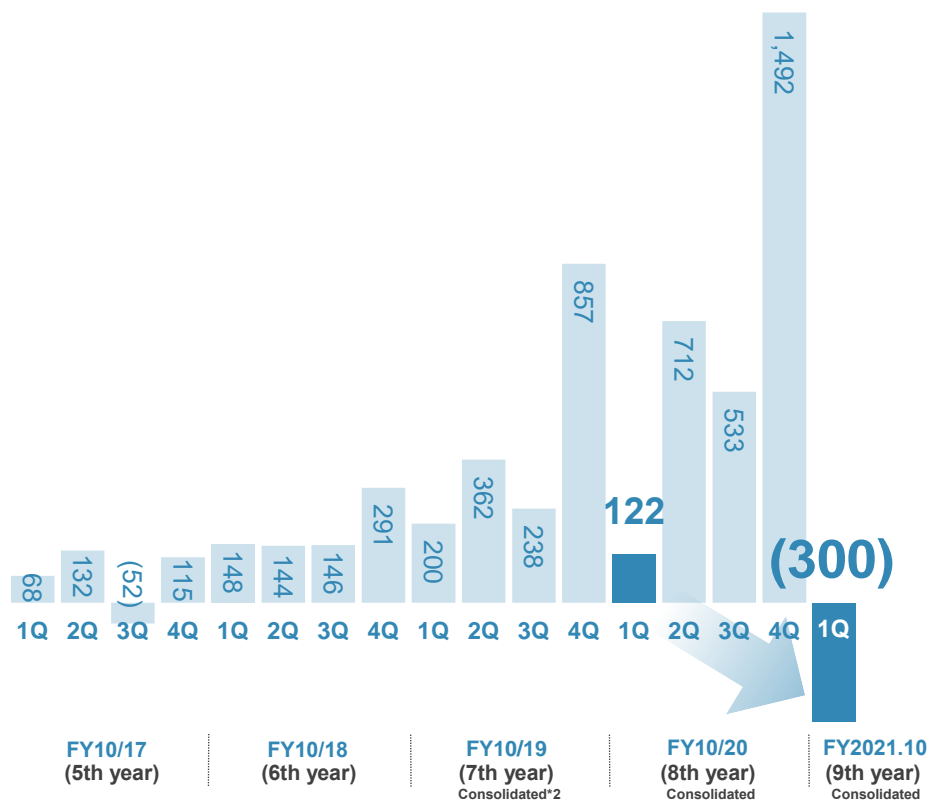


# Quarterly Trends in 1Q FY10/2021

EBITDA <sup>\*1</sup> and operating income result is anticipated to be negative due to aggressive investment.

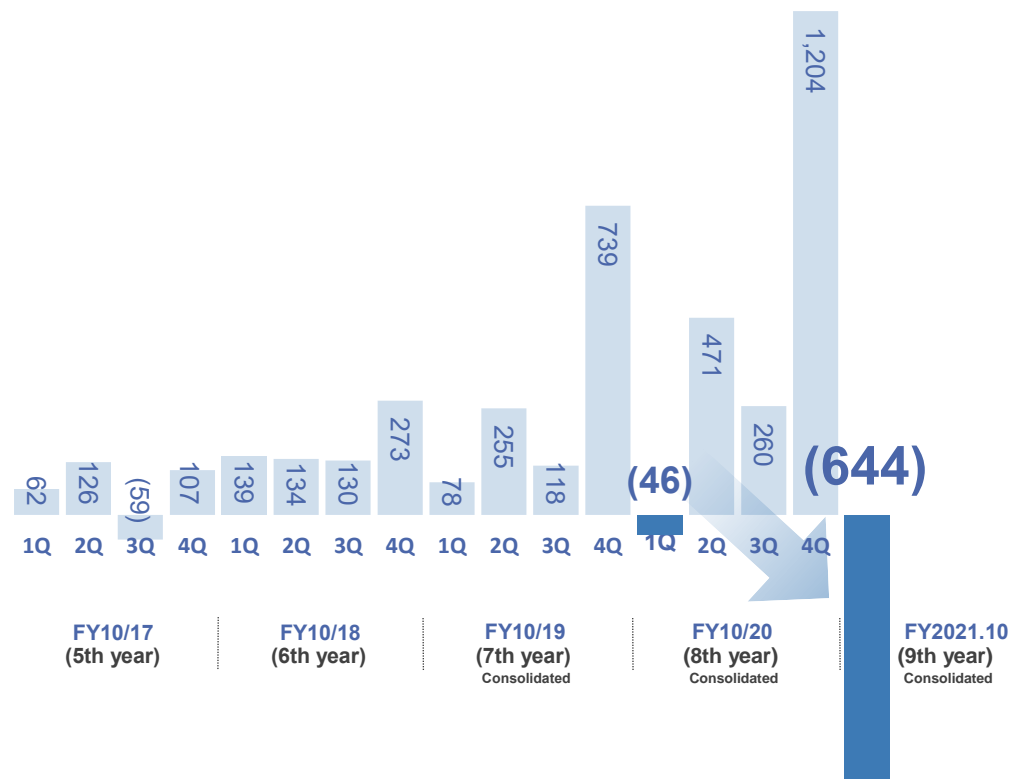
## Trends in EBITDA

(Million)



## Trend in operating income

(Million)



\*1. EBITDA (operating income + depreciation), which generates cash flow

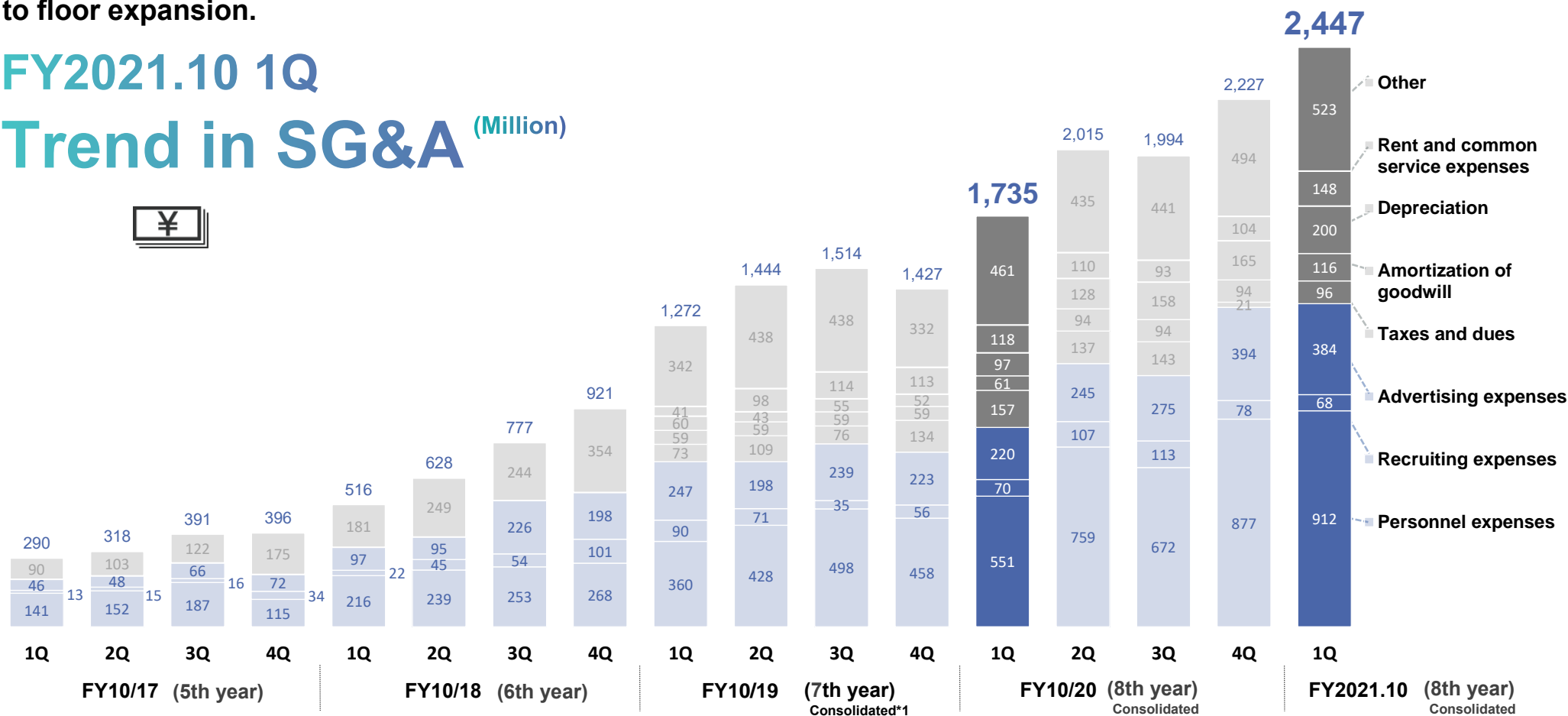
\*2. From FY10/19 (7th year) onward, figures were based on consolidated financial statements.

# 1Q FY10/2021 Trend in SG&A

Personnel expenses increased mainly due to aggressive recruiting activities. Advertising costs also increased due to sales expansion. In addition, depreciation increased due to software amortization, amortization of goodwill increased due to M & A. Other costs also increased such as office rental fee, common services fee due to floor expansion.

FY2021.10 1Q

Trend in SG&A (Million)



\*1. From FY10/19 (7th year) onward, figures were based on consolidated financial statements.

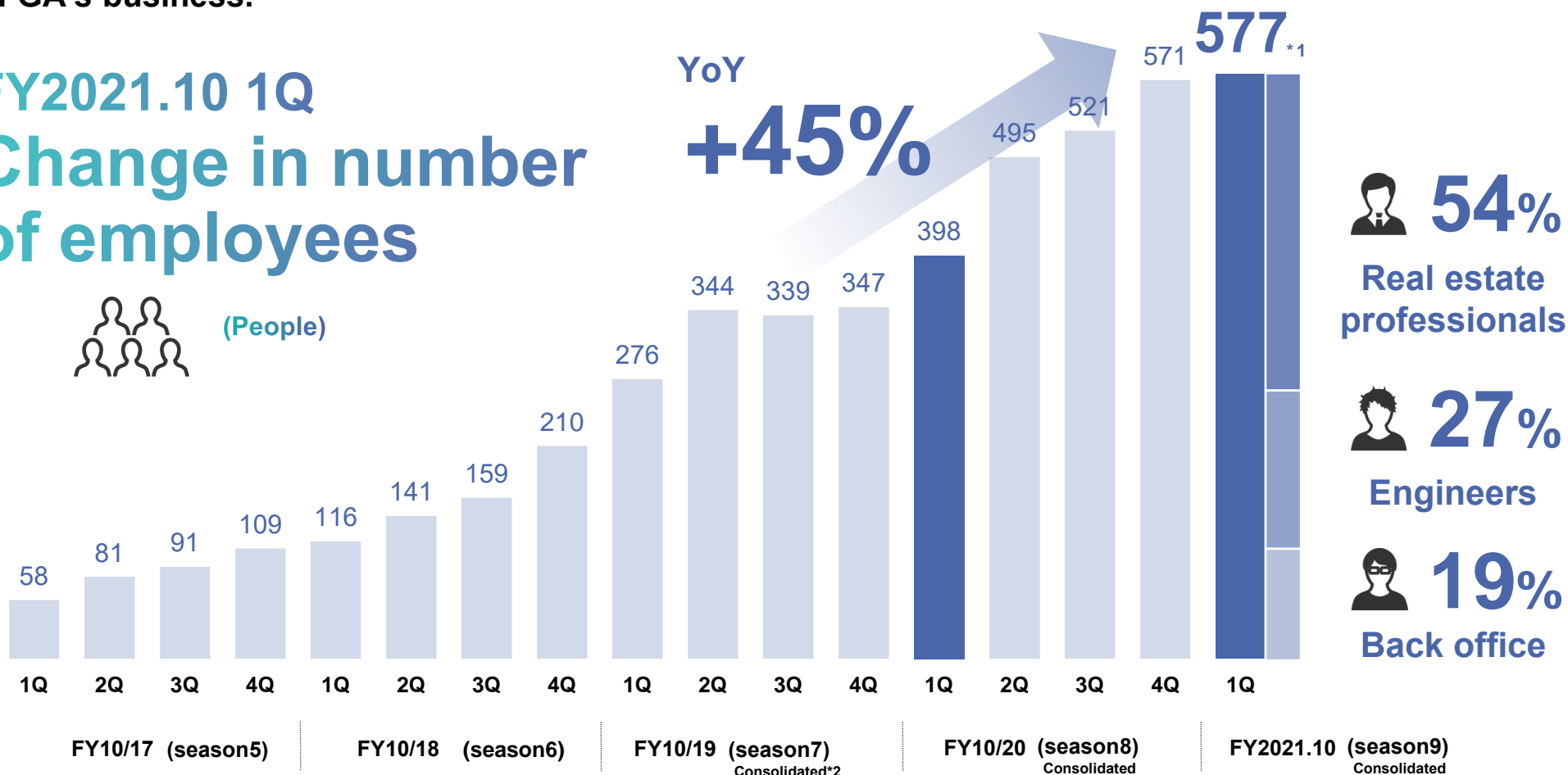
# 1Q FY10/2021 Trend in Number of Employees

We are taking an active approach towards referrals to secure excellent human resources and reduce costs effectively. Engineers accounted for about 30% of the total employees, supporting proactive DX of GA's business.

## FY2021.10 1Q Change in number of employees



(People)



\*1. As of January 31, 2021; excluding officers, contract employees, part-time workers, and interns at consolidated subsidiaries.

\*2. From FY10/19 (7th year) onward, figures were based on consolidated financial statements.

# Summary of Income Statement (Consolidated)

Revenue has expanded significantly, but due to changes in product mix in quality and size, gross margin increase has been marginal. Due to aggressive hiring and other investments, an operating loss was incurred

	FY2021.10 1Q (1)	YoY comparison			Progress on forecast			(Million yen)
		FY2020.10 1Q (2)	Amount of change ((1)-(2))	Percentage of change ((1)/ (2))	FY2021.10 Results forecast (3)	FY2021.10 1Q Cumulative total (4)	Progress ((4)/ (3))	
Net sales	12,082	9,842	2,240	+23%	85,000	12,082	14%	
Gross profit	1,802	1,688	114	+7%	---	---	---	
EBITDA	(300)	122	(422)	---%	3,878	(300)	-8%	
Operating income	(644)	(46)	(597)	---%	2,455	(644)	-26%	
Ordinary income	(778)	(70)	(708)	---%	2,060	(778)	-38%	
Net income attributable to owners of parent	(593)	(84)	(509)	---%	1,000	(593)	-59%	



# Summary of Balance Sheet (Consolidated)

**Assets** : Increase in cash and deposits from the public equity offering, and inventory increase has resulted in total assets of JPY28bn

**Liabilities** : Interest bearing debt, income taxes payable, and accrued consumption taxes has decreased

**Net assets** : Significant increase of JPY11.5bn due to the public equity offering

(Million yen)

	FY2021.10 1Q ①	FY2020.10 4Q ②	Amount of change (③=①-②)	Percentage of change (③/②)
<b>Total assets</b>	<b>27,936</b>	18,505	9,431	<b>+51%</b>
<b>Current assets</b> (Cash and cash equivalents) (Real estate for sale)	<b>17,794</b> (13,942) (2,950)	8,453 (6,386) (1,386)	9,340 (7,555) (1,564)	<b>+111%</b> (+118%) (+113%)
<b>Fixed assets</b> (Property, plant and equipment) (Software(including software in progress)) (Goodwill)	<b>10,141</b> (1,319) (2,765) (3,794)	10,051 (1,230) (2,600) (3,911)	90 (-89) (165) (-116)	<b>+1%</b> (-7%) (+6%) (-3%)
<b>Liabilities</b> (interest-bearing debt)	<b>9,335</b> (6,109)	11,367 (7,194)	-2,031 (-1,084)	<b>-18%</b> (-15%)
<b>Net assets</b>	<b>18,600</b>	7,137	11,462	<b>+161%</b>
<b>Total liabilities and net assets</b>	<b>27,936</b>	18,505	9,431	<b>+51%</b>

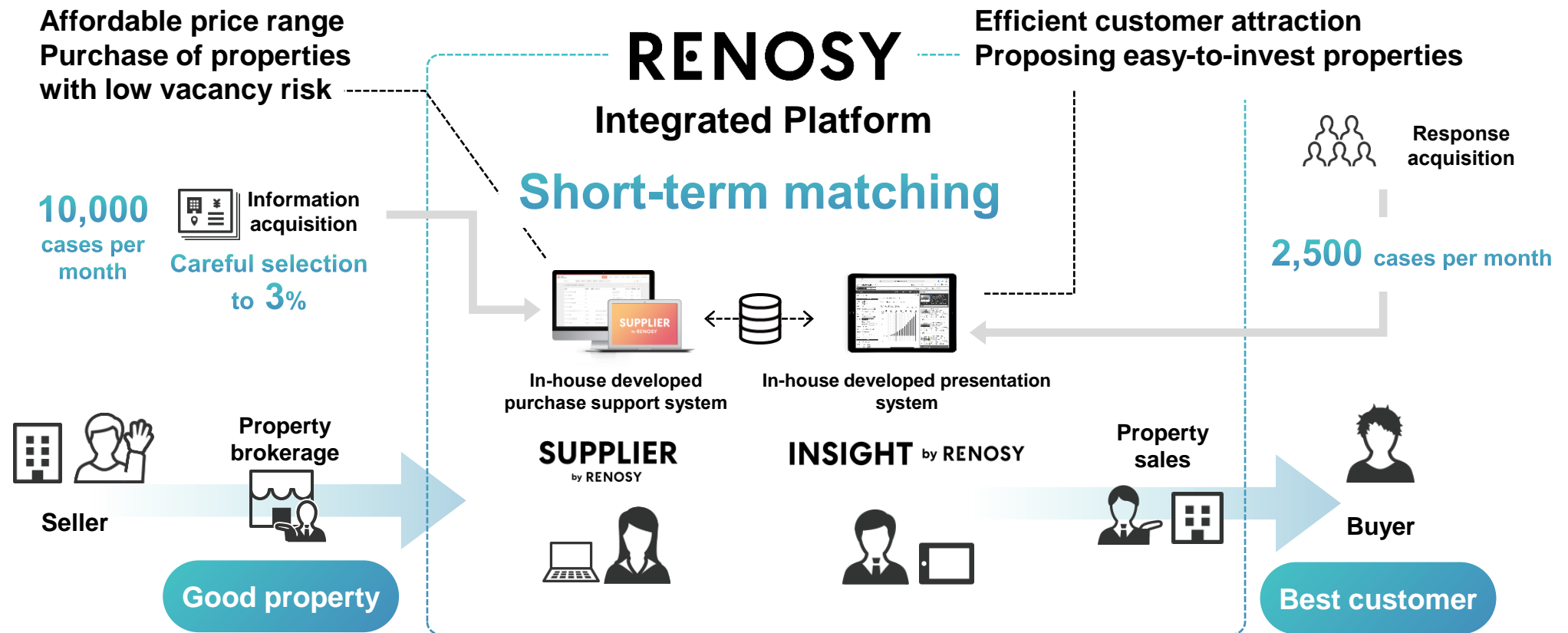
# RENOSY iBuyer Business



GA TECHNOLOGIES

# Business Model

GA innovated real estate business processes and realized labor saving and high productivity.  
Business model using technology to minimize the inventory



# Product Characteristics

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Condominiums in major cities that can be purchased in relatively small quantities and where risk of vacancies and rent falling is low even in a recession



**Existing condominium** (about 10 years old or more)

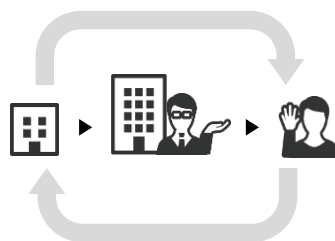
**Compact condominium** (~50m<sup>2</sup>)

**Major urban areas**  
(Tokyo Metropolitan Area, Osaka, Nagoya, Fukuoka)

# Overwhelming Inventory Turnover Period <sup>\*1</sup> Compared to Competitors

Efficient matching using technology has shortened the period from purchase to sale.  
Low-inventory business model ensures minimal damage to the company even in recession.

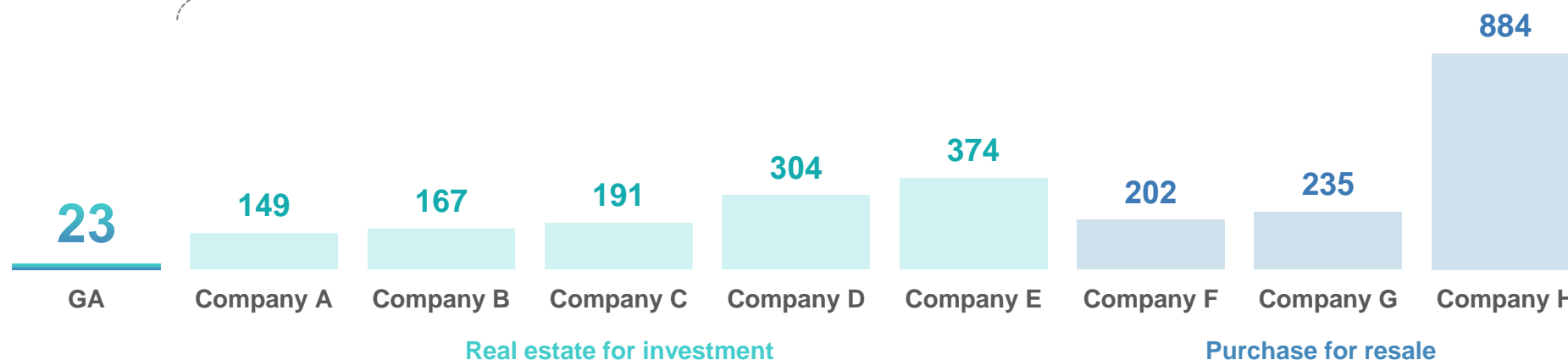
Inventory turnover period



Approx. **23** days

Average of 8 real estate  
companies other than GA

Approx. **313.3** days



<sup>\*1</sup>. Calculated based on formula of inventory turnover period = Average inventory amount/(cost of sales/365). Refers to period from purchase to sale. GA figure represents monthly average for FY2020.  
Generally speaking, the lower this value, the higher the number of inventory sales and the healthier the cash flow.

# Major KPIs of RENOSY Living Business

## Major KPIs for business growth

Number of  
**RENOSY members**

Number of  
**sales agents**

**ARPA**  
(Average Revenue Per Agent)



**Expand customer attraction  
by enhancing media**



**Increase number of contracts by  
strengthen real operating  
organization**

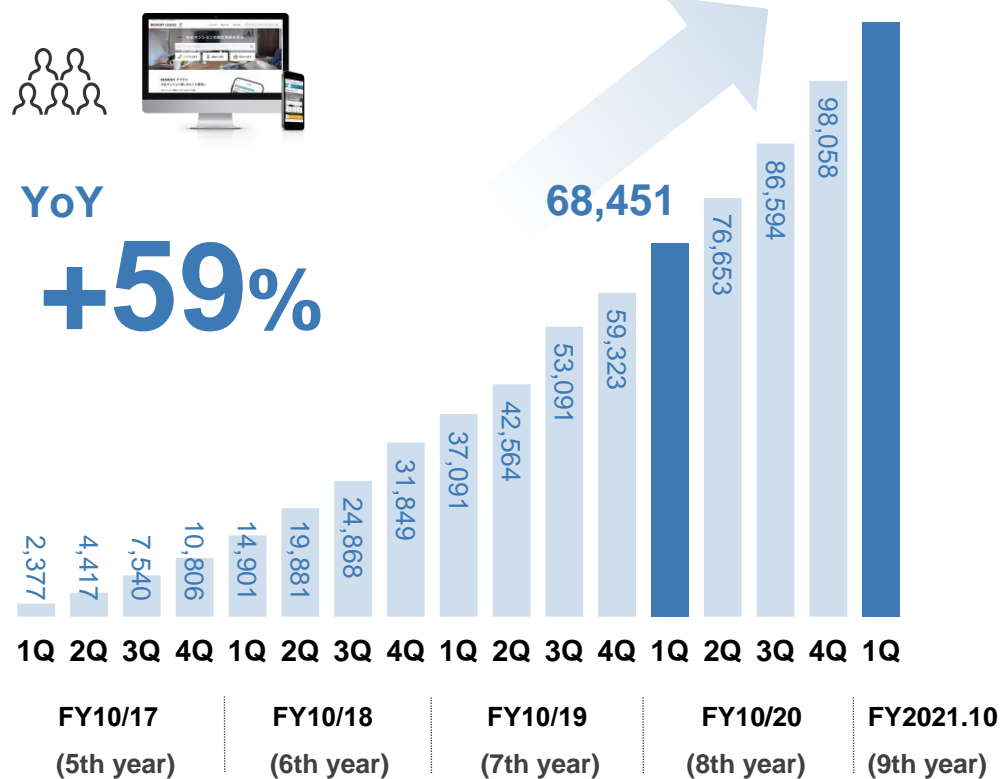


**Pursue operating efficiency  
by in-house developed  
system**

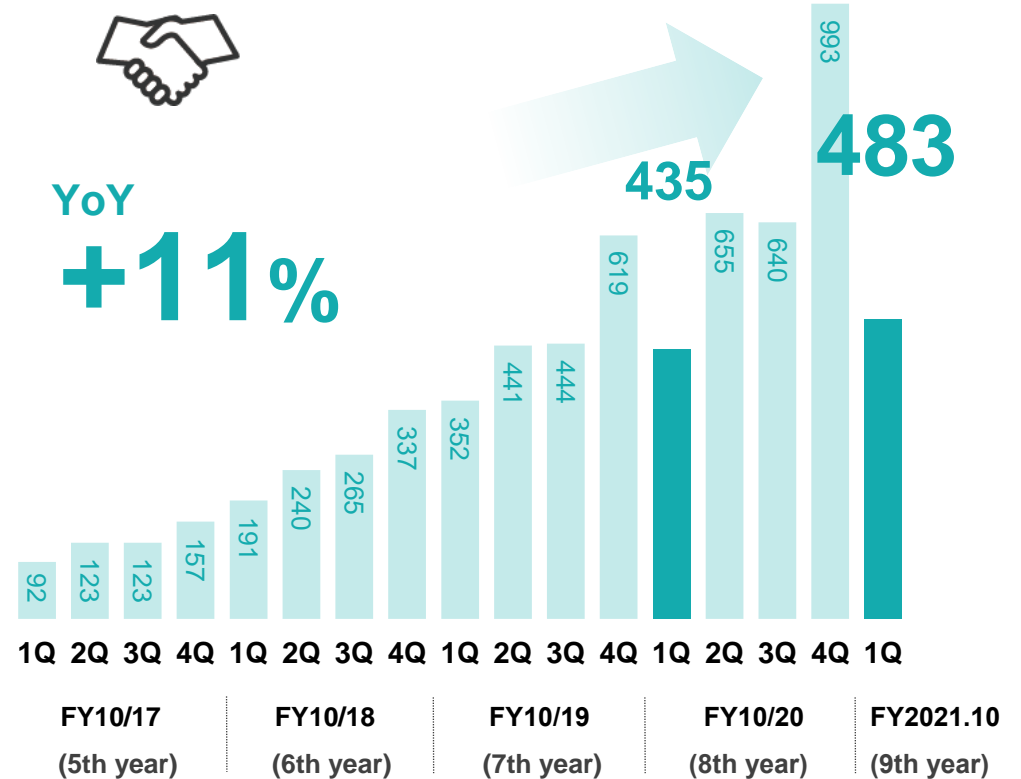
# Quarterly Trends in the Number of RENOSY Members and Number of Deals (Sold etc.)

RENOSY membership increased by about 40,000 YoY, and the cumulative total number of members exceeded 100,000. The number of deals closed also increased by +11% YoY. Product lineup for DINKS, etc. expanded, and contract unit price also increased.

Trends in the number of RENOSY members (People)



Trends in the number of deals closed (Sold etc.) (Contracts)

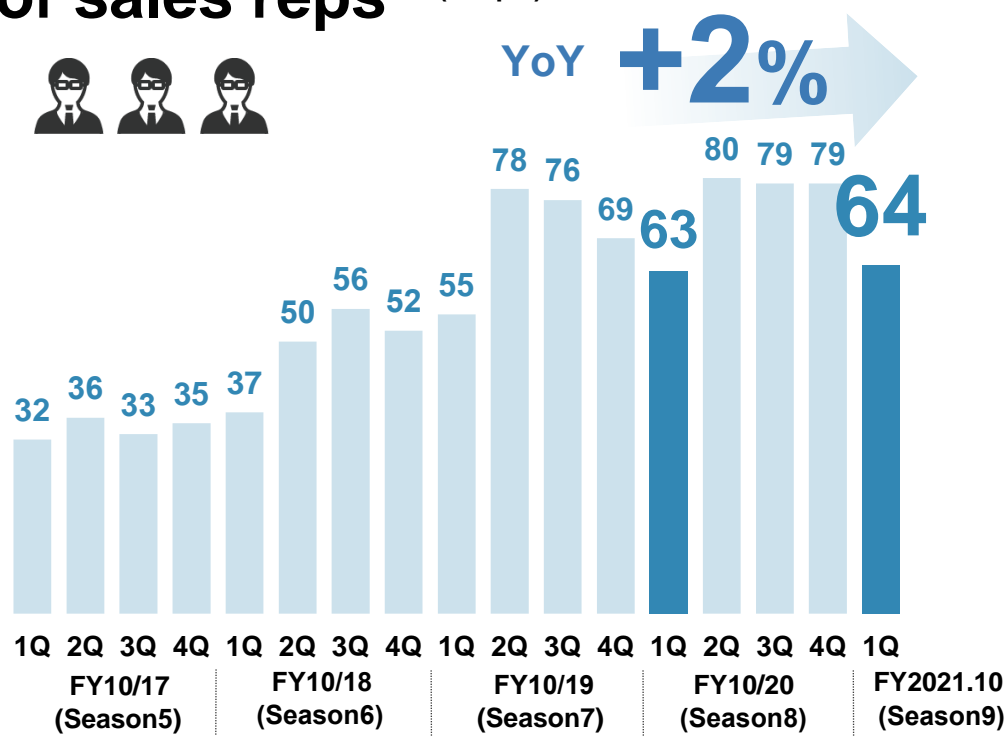


# Trends in the Number of Sales agents of the iBuyer Business and ARPA

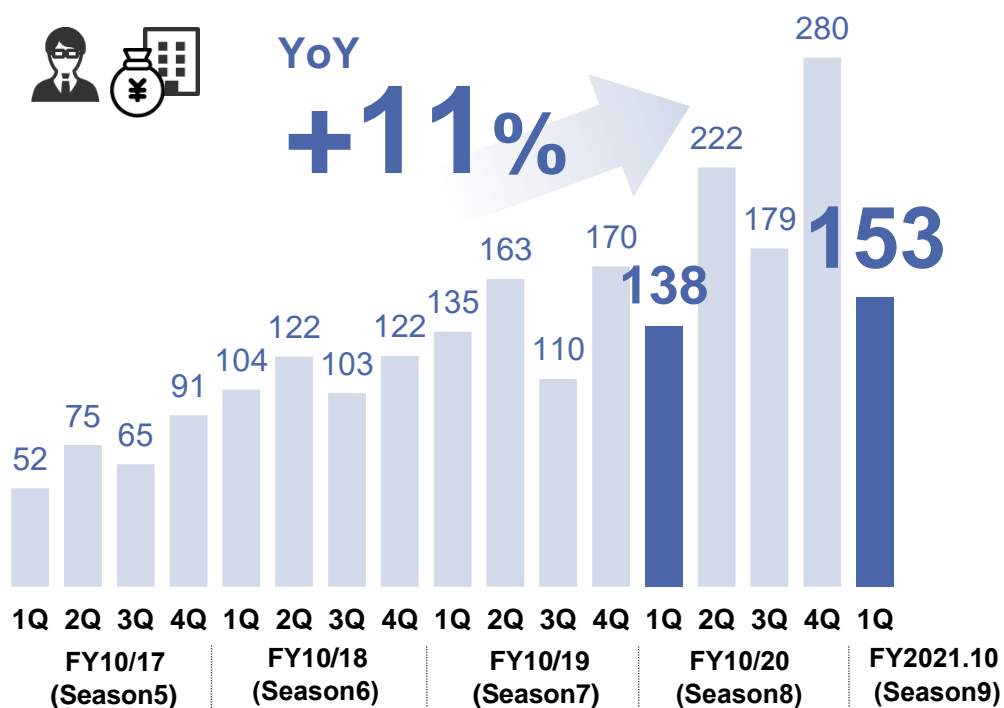
Due to the transfer of sales agents to CS, and the supplier (procurement) division, the number of sales agents has fallen by 15 agents since the last quarter.

Enhanced recruitment activity is planned in the second quarter and beyond, as we expect to reach total sales agent of 90-100 agents by the end of the fiscal year, which includes the new graduates joining in April. ARPA (Average Revenue Per Agent) improved to reach the highest ever for 1Q.

## Trends in the number of sales reps <sup>\*1</sup> (People)



## Trends in ARPA <sup>\*3</sup> (Million)



\*1) Number of full-time sales employees at the end of the period \*2) ARPA = Average Revenue Per Agent

\*3) Net sales of RENOSY iBuyer business/Number of sales reps of RENOSY iBuyer business at the end of the previous quarter



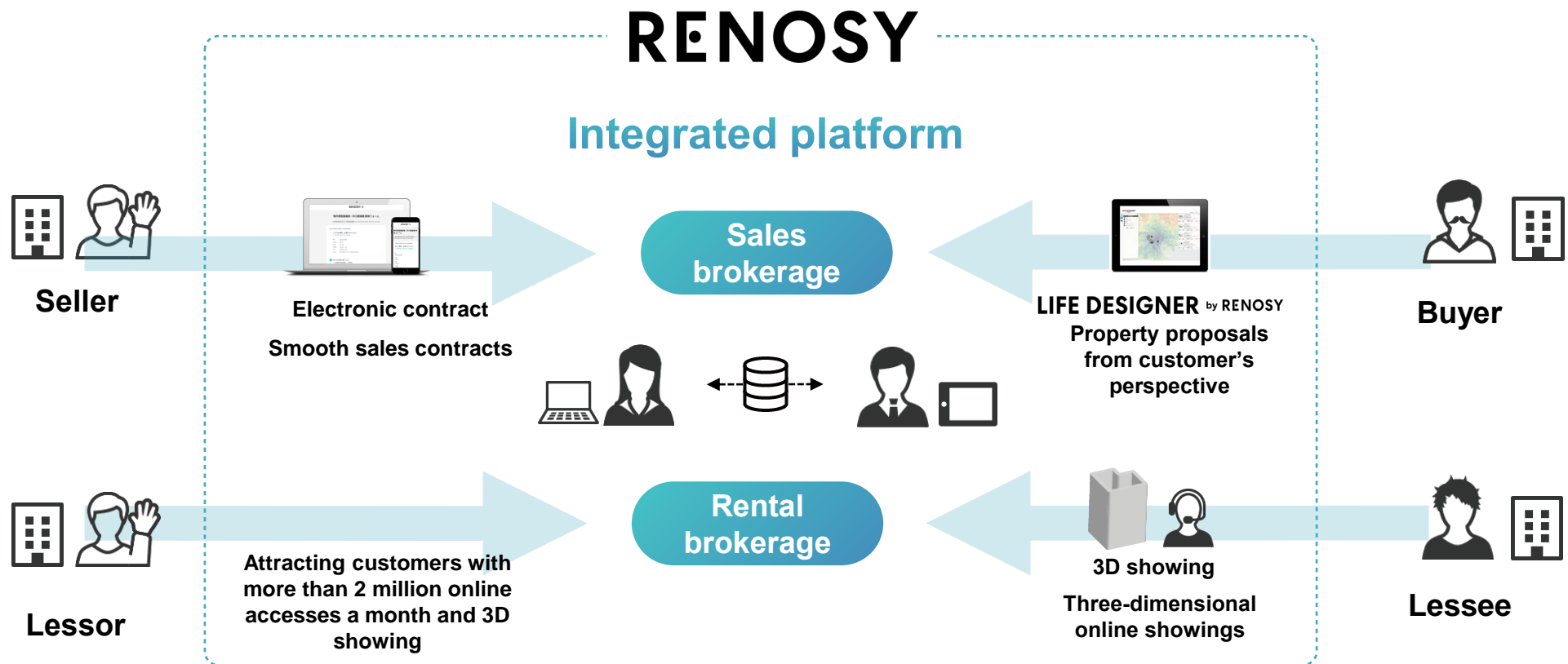
# RENOSY Living Business



GA TECHNOLOGIES

# Business Model

To "rent," "lease," "buy," or "sell" a home is mediated by a team well versed in both real procedures and technology. GA provides services by using our own open and transparent mechanisms and AI.



# Product Characteristics

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**Housing help desk that places top priority on customer benefits  
(housing-related consulting)**



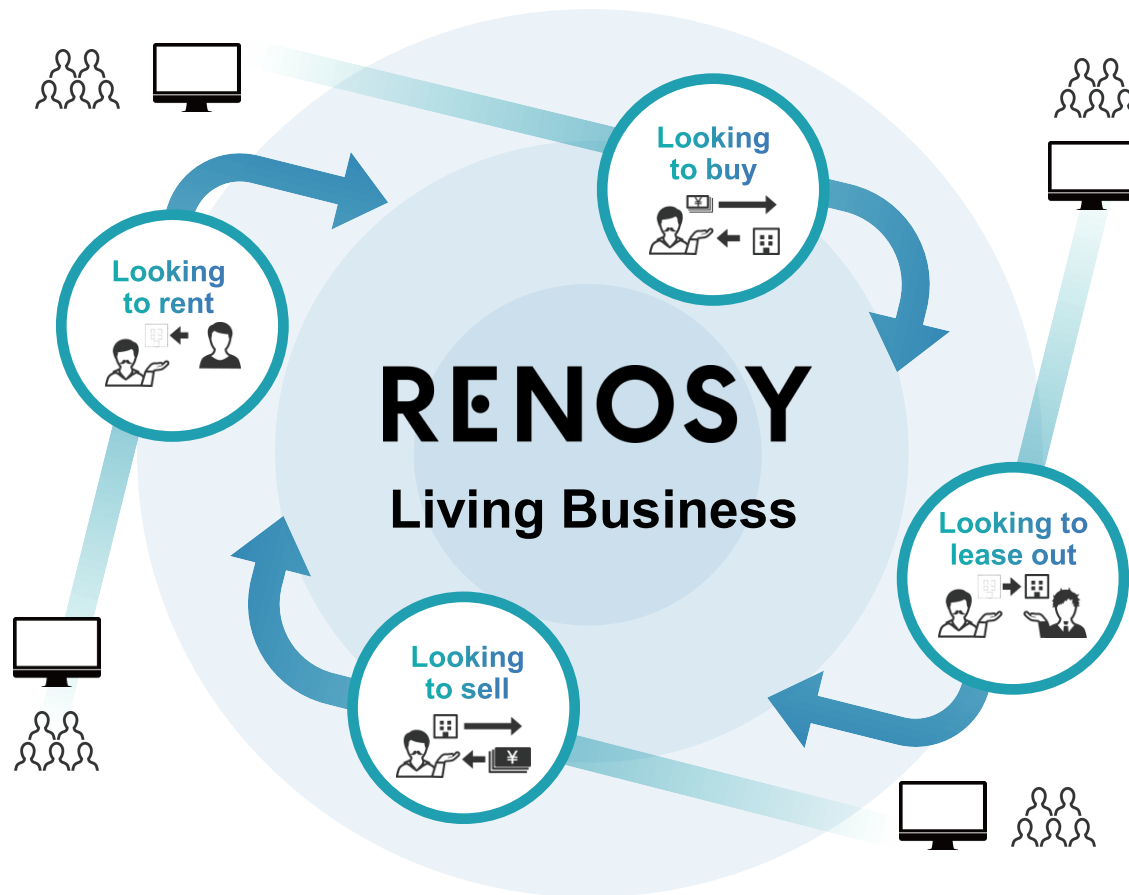
**Newly built condominiums, Newly built detached houses, Existing condominiums, Renovation for existing houses**  
(Newly built ~ 30 years old)

**For families** (50m<sup>2</sup>~)

**Area: Tokyo 23 wards, Kanagawa, Chiba, Saitama**

# Strength of RENOSY Living Business

The service site “RENOSY,” with the highest level of total membership in the industry, offers optimal solutions according to customer needs and life stages.



## RENOSY

Monthly page views

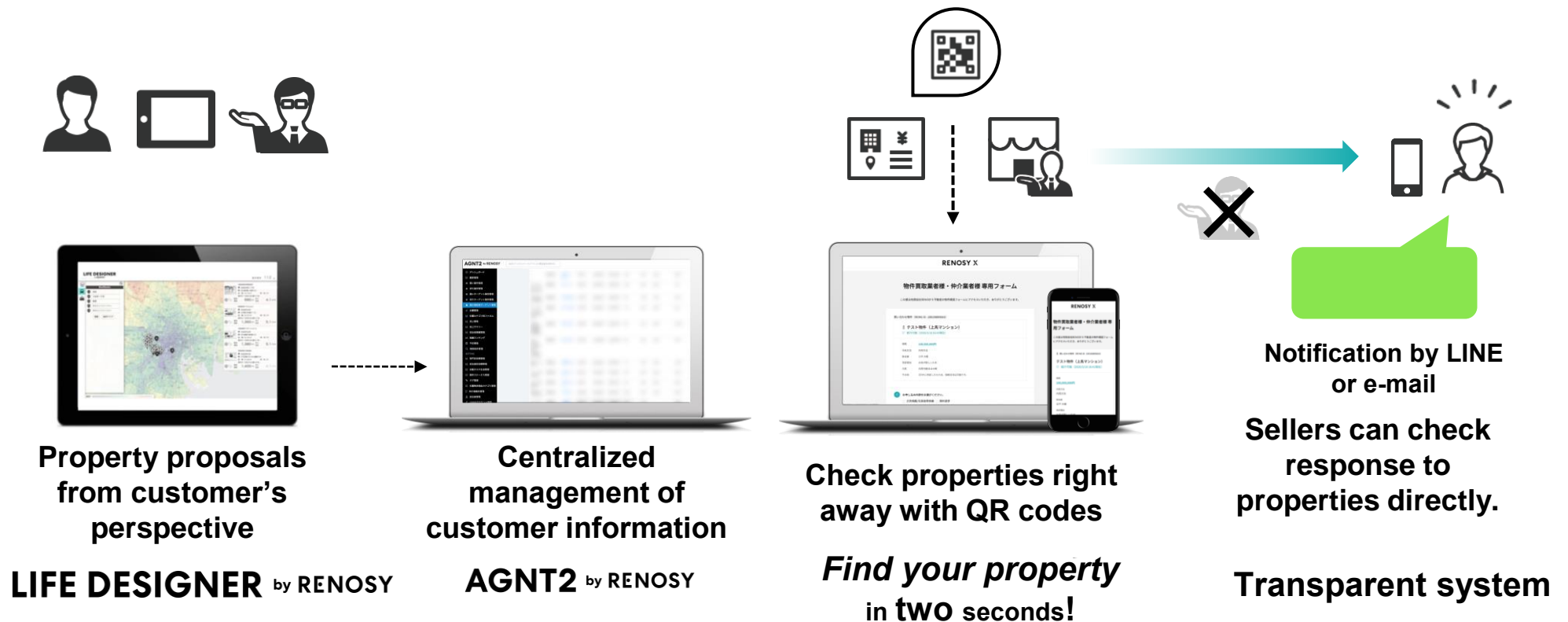
Total About **2.8** million

UU

Total About **0.8** million

# Technology Portfolio for Operational Efficiency

GA aims to improve efficiency of our operations by using technology to solve various problems that come up in our operations.



# ITANDI Business



GATE TECHNOLOGIES

# Business model

A stable growth in SaaS development business, leading to a further growth of ITANDI BB and BtoC businesses

## Profiting phase: stable growth

- 1) SaaS for management companies
- 2) SaaS for real estate agencies



nomadcloud

## Investing phase: further growth

- 3) Database for real estate people
- 4) Self-tour house hunting site
- 5) Incidental services business

ITANDI BB

OHEYA GO  
オヘヤゴー



BtoB

BtoC

## Target

Management company



Real estate agency



Real estate agency



Tenant



Tenant



## Revenue model

Number of accounts x Monthly fee

Number of accounts x Monthly fee

Provided free of charge

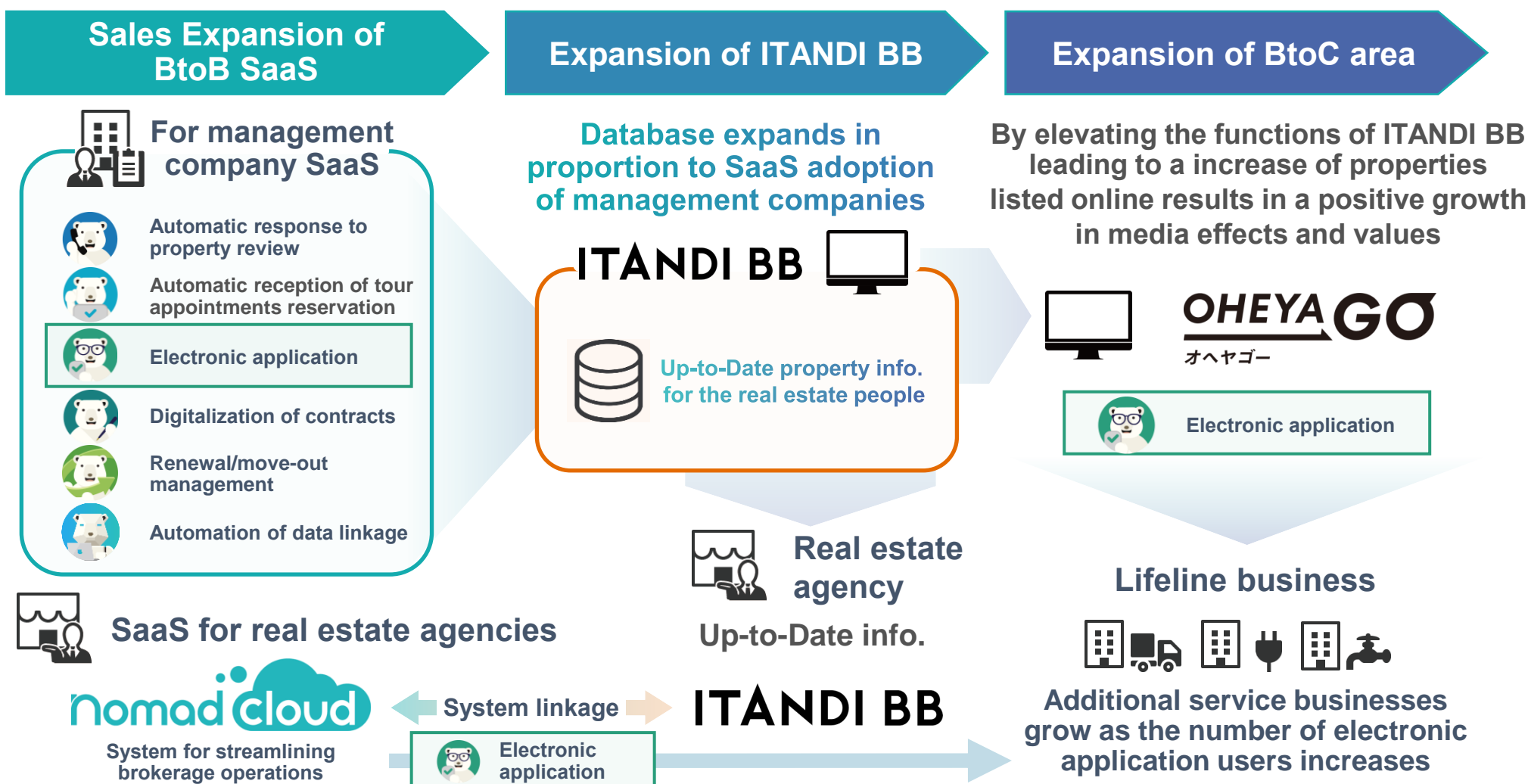
Number of deals closed x Commission

Number of customers sent x Customer handling fee

# ITANDI business diagram

(Further business growth based on the introduction of online application)

The keys to ITANDI BB's business growth lies in both the increase of number of companies installed the system and the number of users.



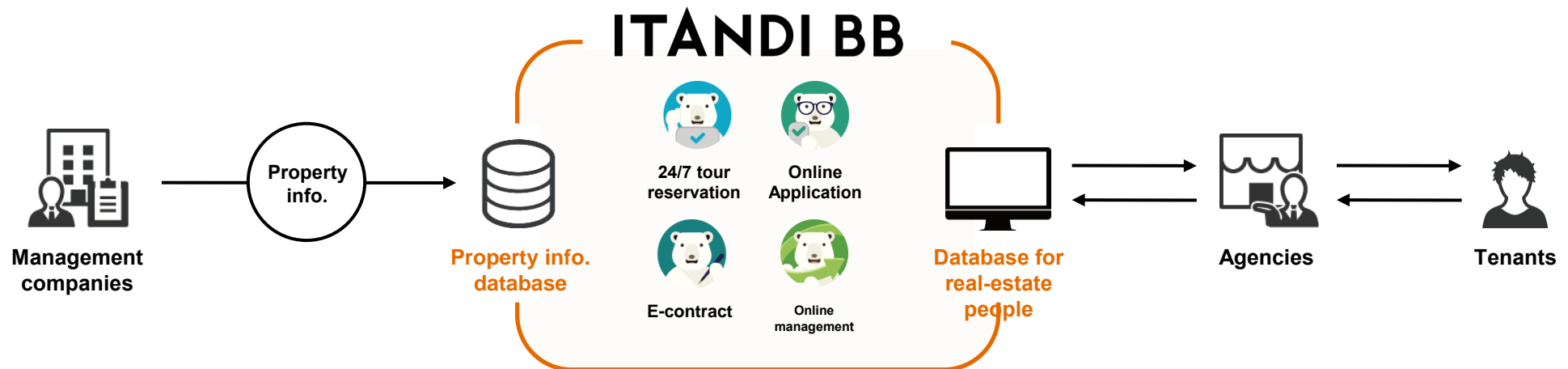


# About ITANDI BB

“ITANDI BB” is a database dedicated to real-estate people exclusively. We provide up-to-date property information in a timely fashion for you!

1. Up-to-Date information  
all in our database

2. Everything in one-click  
All online



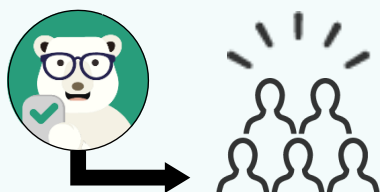
# Strengths of the ITANDI Business

Solving issues in the real estate industry through DX,  
aiming to smooth out real estate transaction processes



## Low cancellation rate

Due to our products being developed based on our deep understanding of real estate business operations, our products attract high customer satisfaction with a cancellation rate of 0.56%



## No.1 in number of installation by corporations for 2 consecutive years

As we launched the online application system ahead of competitors, we have been successful in becoming number one in the number of new users for 2 consecutive years. This will prepare us for the complete digitization of real estate transactions ahead.



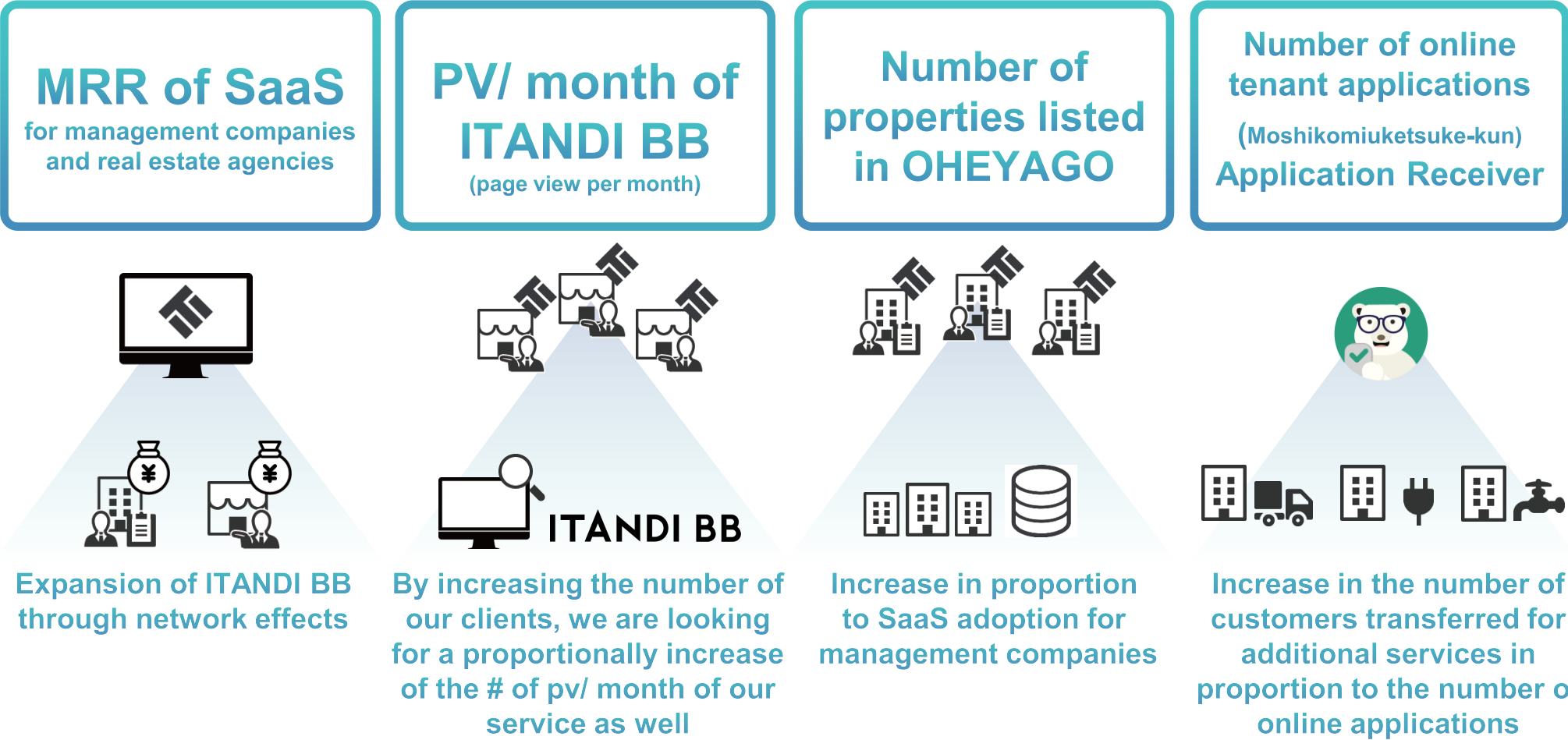
## High recurring revenue business ratio

Building a stable revenue source through the establishment of a high portion of recurring revenue business ratio. Invest for further growth whilst continuing to secure profits.

\*1) Average cancellation rate of ITANDI BB and Nomad Cloud

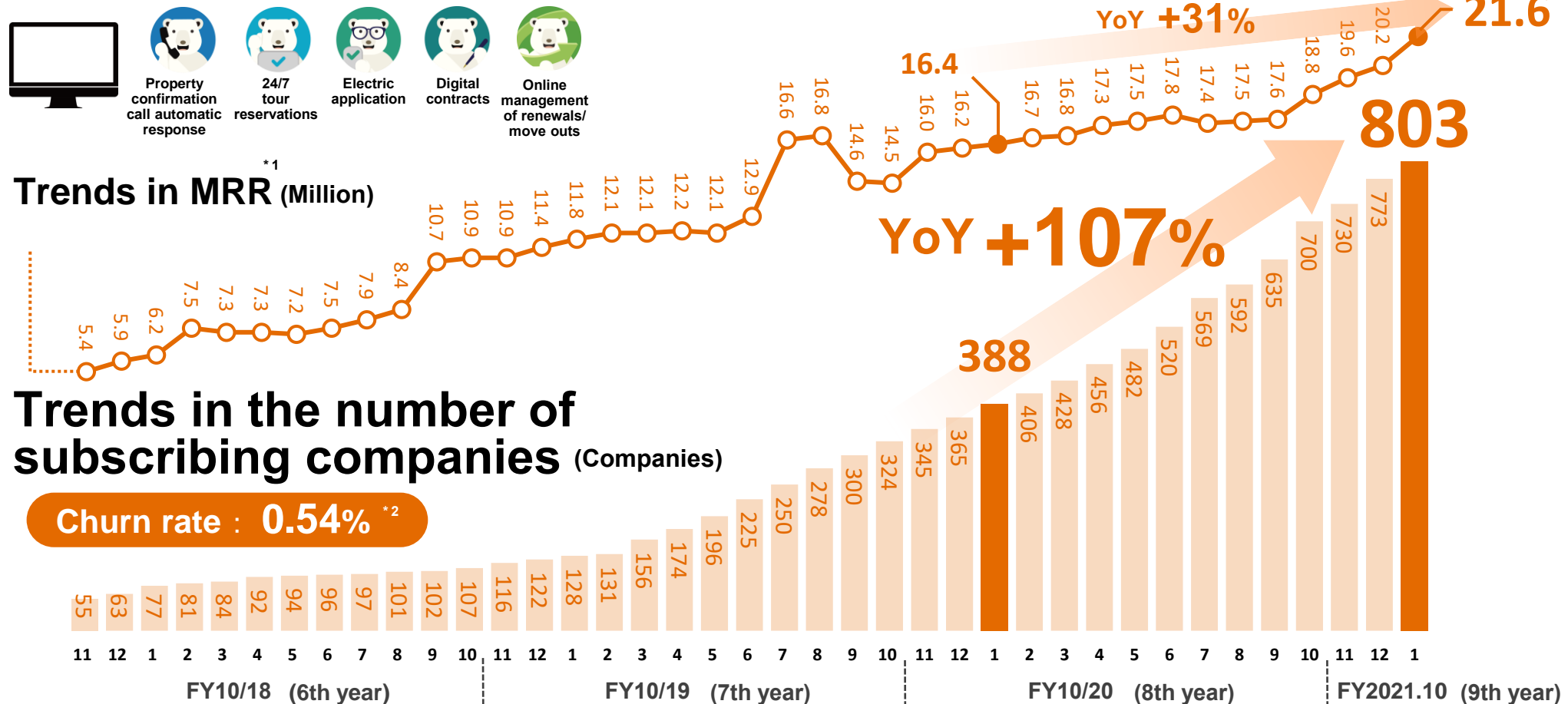
# Essential indicators of ITANDI's Business

Further growth of the following elements:



# Trend in SaaS KPI for Management Companies

The number of contracted companies exceeded 800, more than double to +107% YoY, mainly due to the increase in electronic application contracts. As a general rule, electronic applications are provided free of charge on the condition that additional services are used, leading MRR toll increase by approximately 31% and incidental revenue to increase.

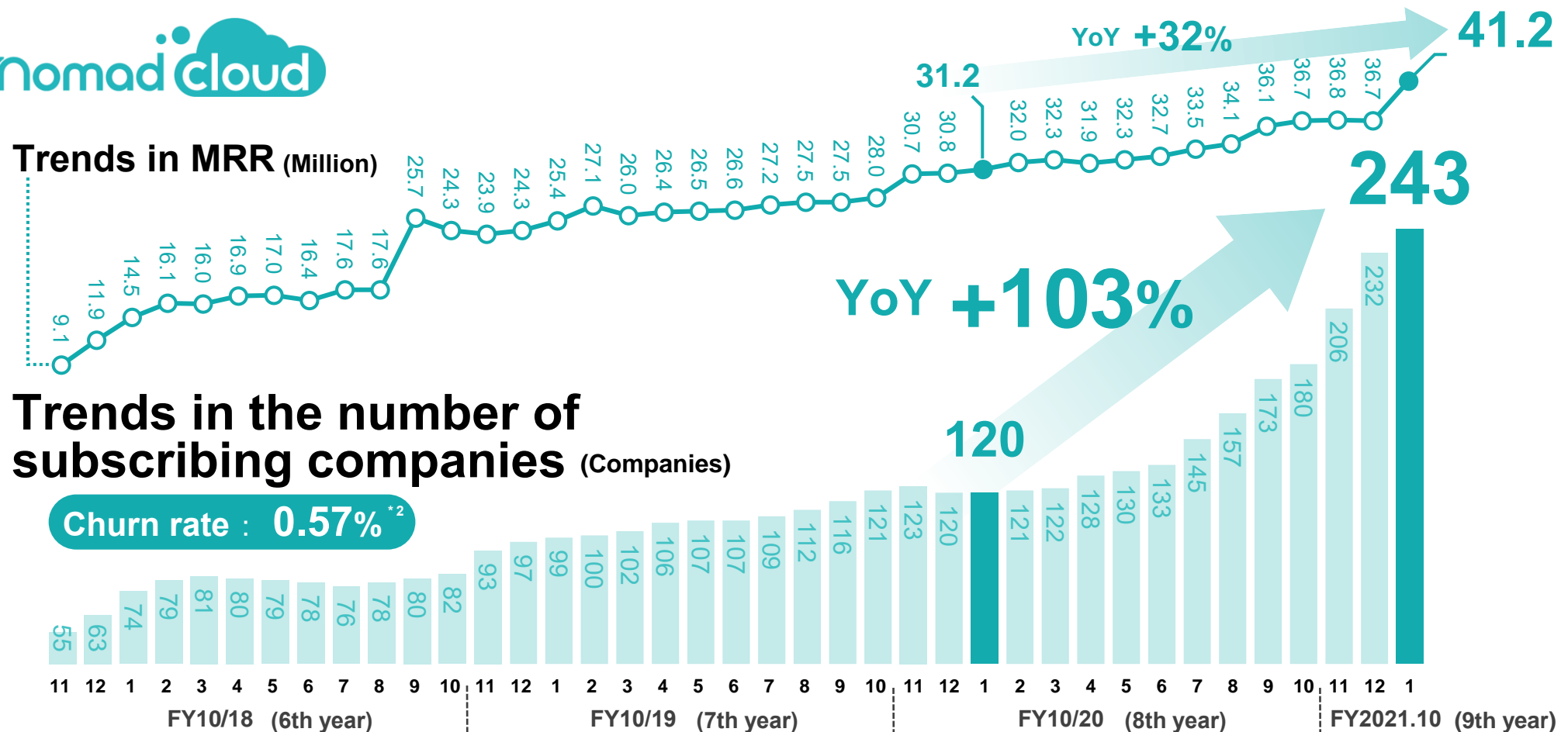


\*1) Number of management companies that have contracted for the system

\*2) Average monthly churn rate for the year from February 2020 to January 2021

# Trend in KPI of SaaS for Real Estate Agencies

The number of subscribing companies significantly increased by +103% YoY owing to the strengthening of sales personnel in addition to an increasing inquiries resulting from the COVID-19 pandemic. MRR increased by about 32% YoY. We will continue to strengthen sales operation in order to acquire more subscribing companies



\*1) Number of real estate agencies that have contracted for the system

\*2) Average monthly churn rate for the year from February 2020 to January 2021

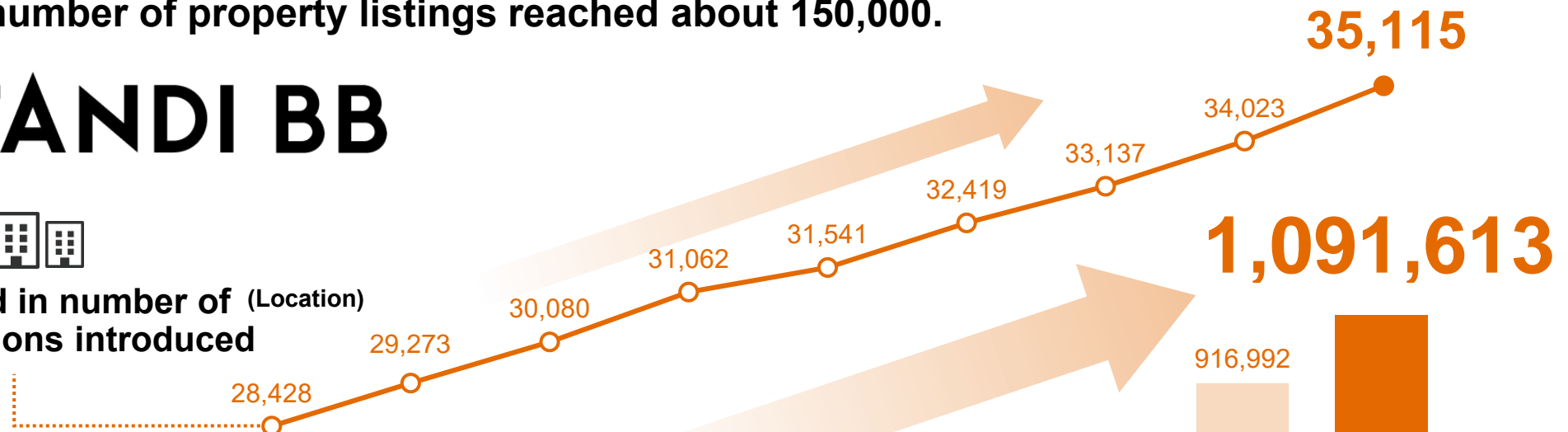
# Trend in ITANDI BB KPI

We have about 35,000 real estate agencies as our users for ITANDI BB (exclusive site for real estate people). Number of PV exceeded 1 million in February 2021 and the number of property listings reached about 150,000.

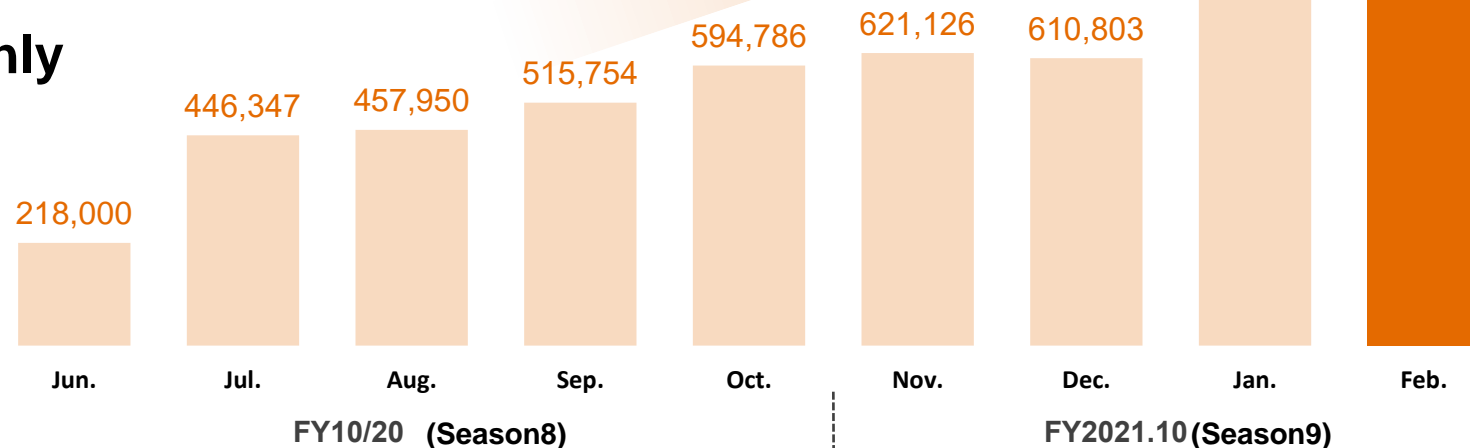
## ITANDI BB



Trend in number of (Location)  
locations introduced



Trend in monthly  
page views

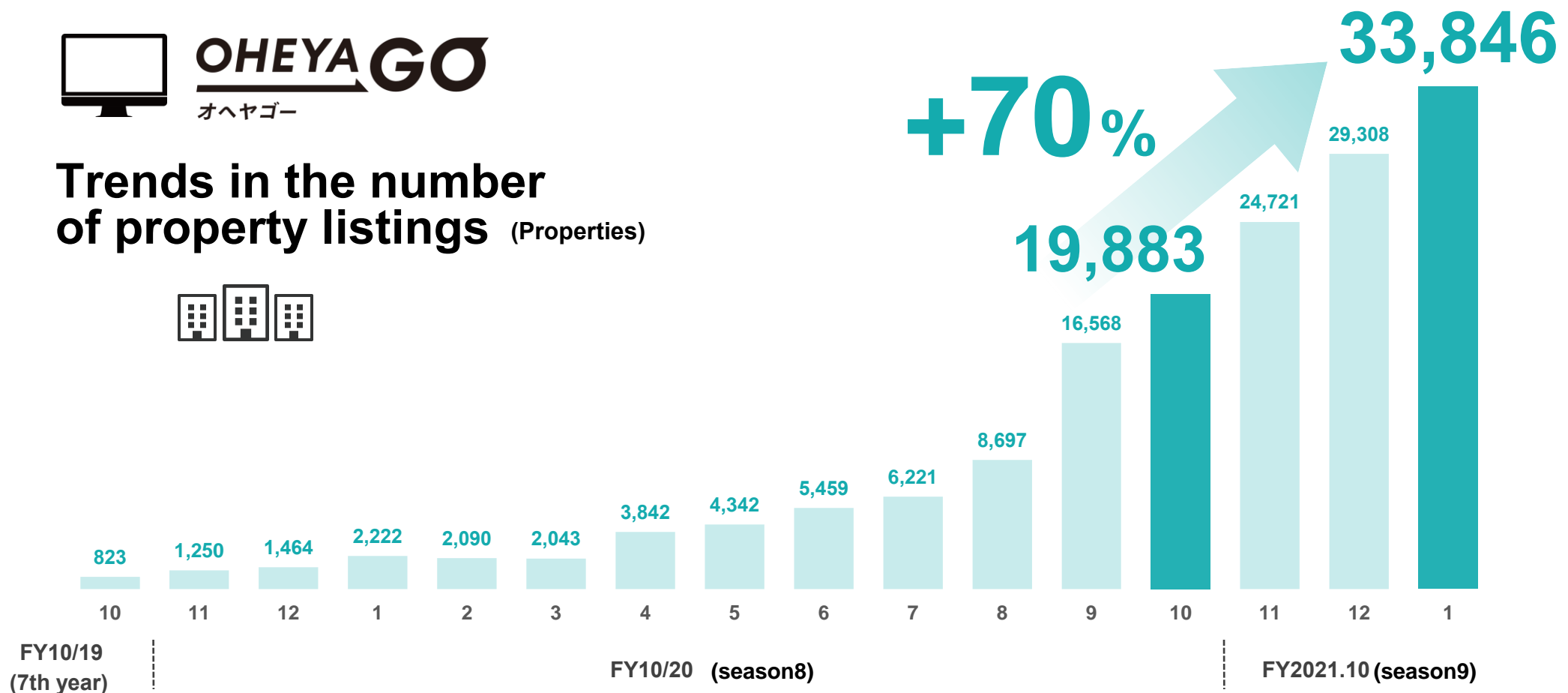


# Trend in OHEYAGO KPI

OHEYAGO (self-tour rental website) is performing well with more than 30,000 property listings thanks to the increase in the number of property listings on ITANDI BB

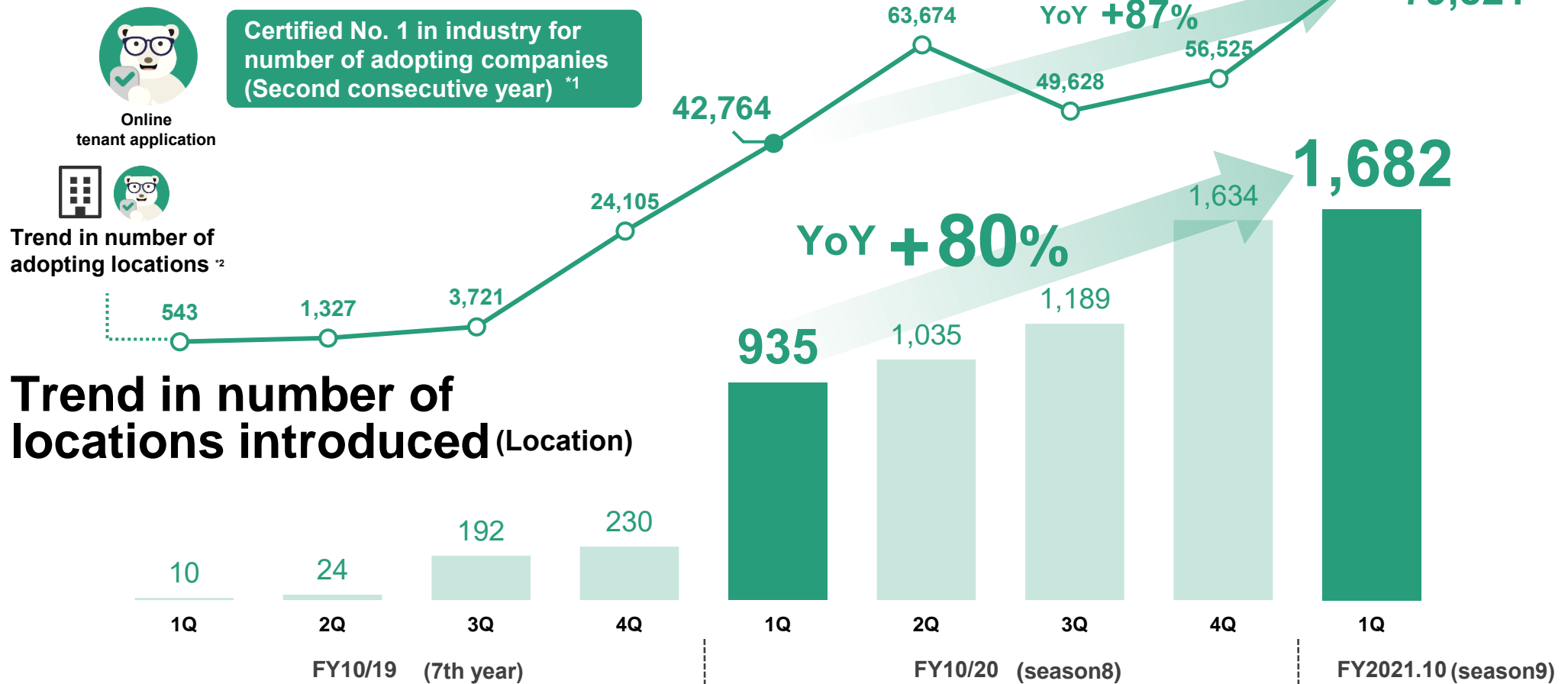


## Trends in the number of property listings (Properties)



# Trend in KPI of Incidental service businesses

Incidental services (introducing customers to partners such as utilities and moving companies at the time of electronic application) are steadily expanding. Number of users (location basis) of our online application system has been No. 1 in the industry for 2 consecutive years, we are looking for becoming the de facto standard in the industry.



\*1) Survey by Tokyo Shoko Research \*2) The number of bases that have introduced and used Moshikomiuketsuke-kun (Application Receiver). There are multiple installation locations for one contract company.



# ITANDI Product Contracting Company (Excerpt)

Market share of ITANDI 's in-house developed SaaS software: About 60%  
among leading companies in the industry (data collected from Top 50 companies of the industry)

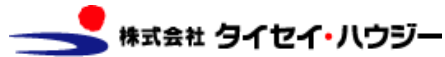
## ITANDI BB

SaaS for  
management company



伊藤忠アーバンコミュニティ株式会社

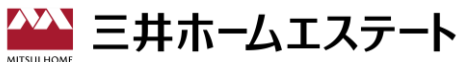
CENTURY 21



DAIKYO 大京穴吹不動産



MISAWA ミサワホーム不動産株式会社



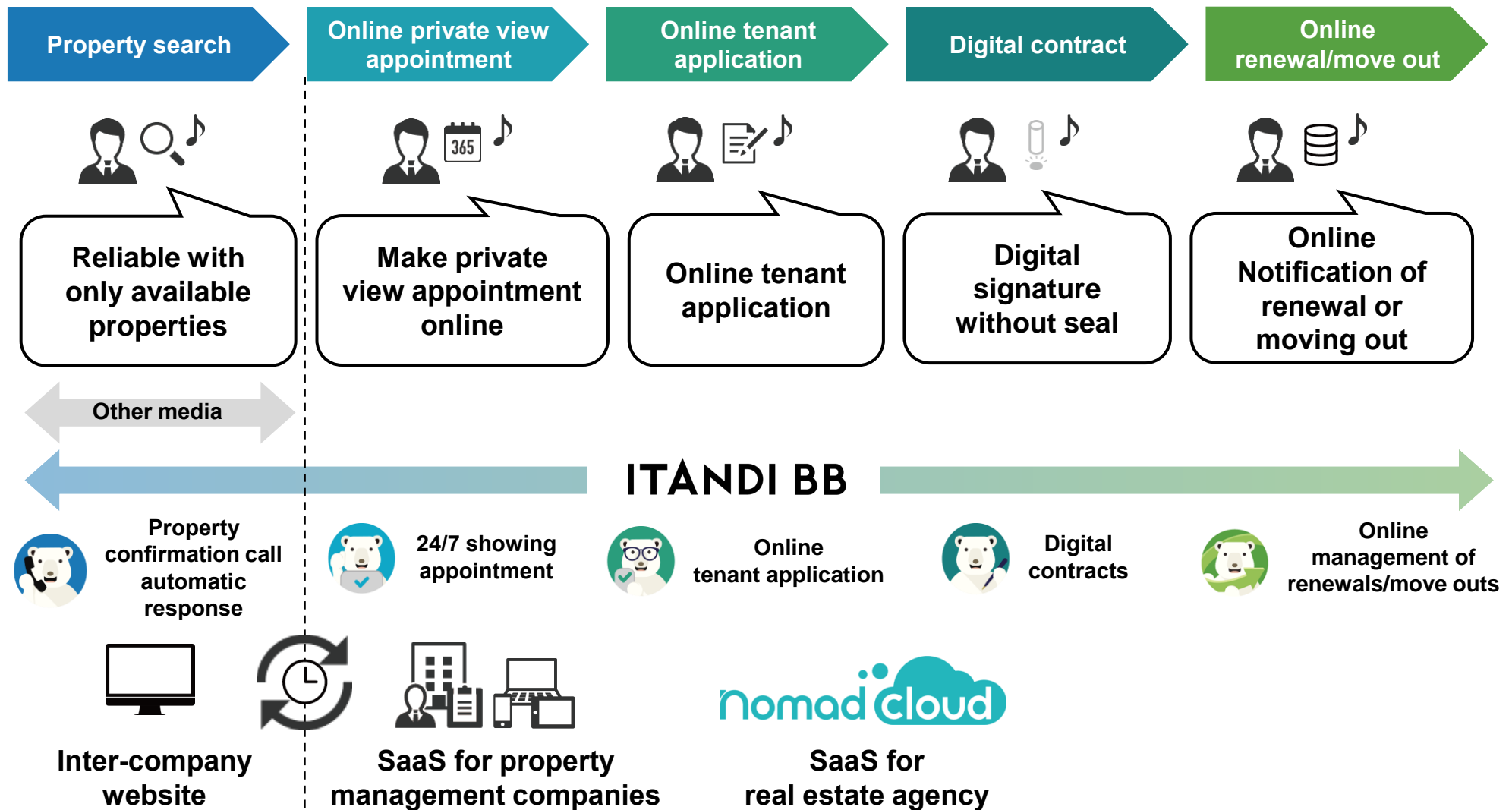
SaaS for  
real estate agency



S-FIT

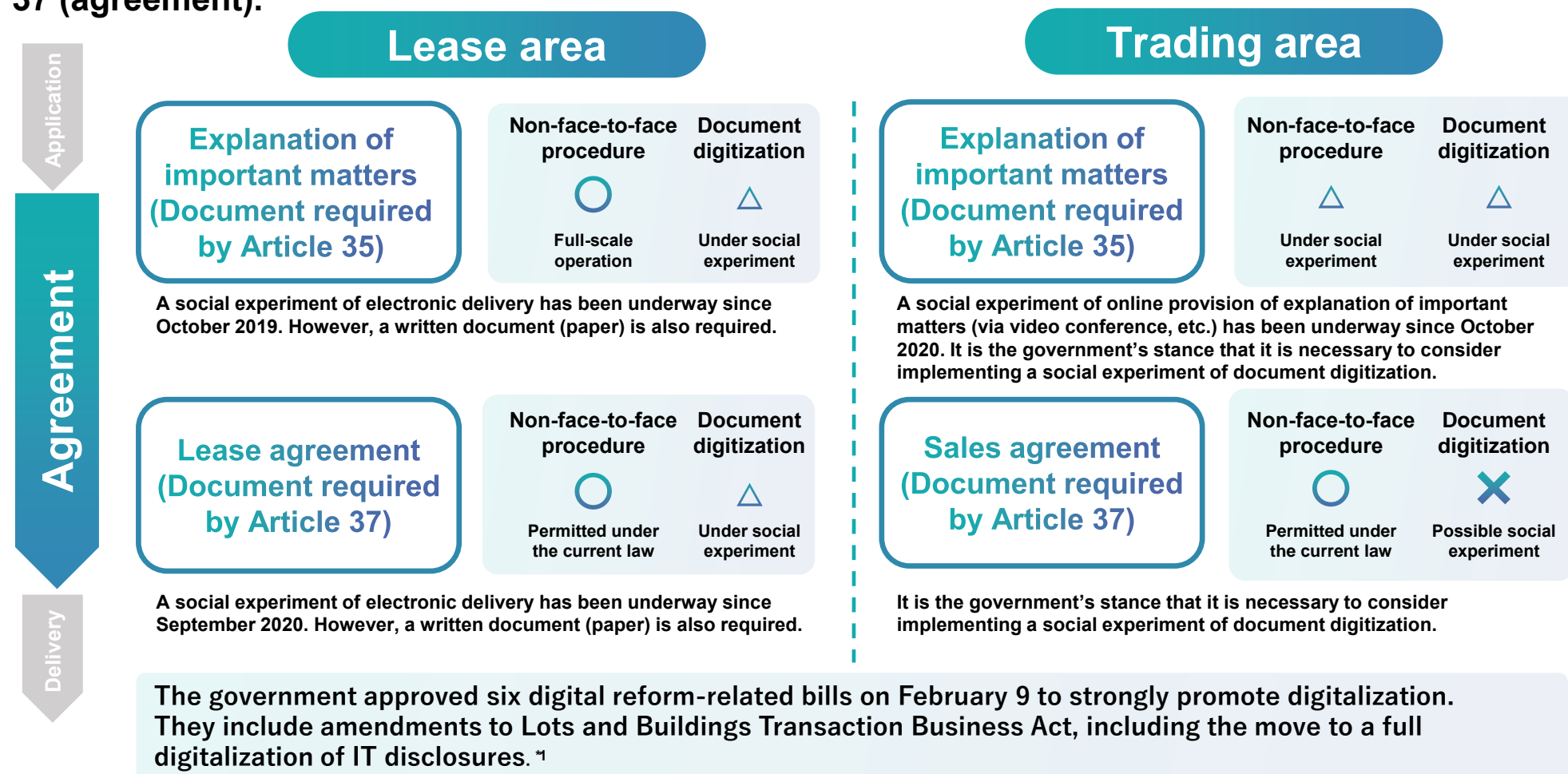


# One-stop & Online Real Estate Leasing



# Trends in the Government on Online Real estate Transactions

With regard to real estate lease (rent) or trading (buy/sell) transactions, the current law requires delivery of a written document under Article 35 (explanation of important matters) and Article 37 (agreement).



\*1 "Complete digitization of IT disclosures will be lifted in 2022" Daily Real Estate Economic News 2021.2.9

# ITANDI Strategy

Expansion of each service based on real-time property database



Expanding the number of listed properties and improving services

**ITANDI BB**



SaaS for management company

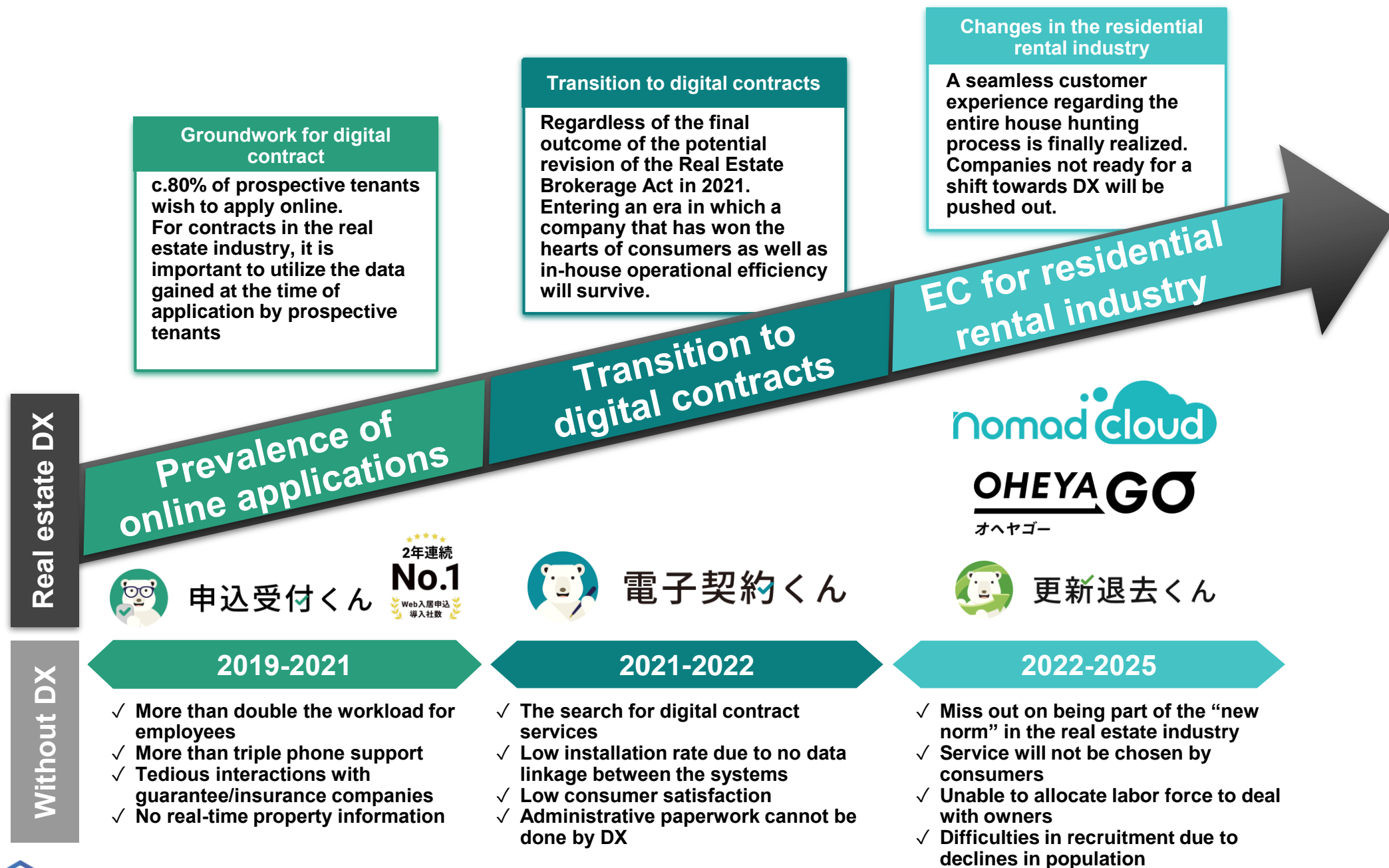
Investment for the overwhelming No. 1 share in online tenant applications and contracts



SaaS for real estate agencies

Revenue expansion through the strengthening of the sales team, and introduction of the OHEYAGO function

# Roadmap to ITANDI Industry DX



# Our growth strategy



GA TECHNOLOGIES

# GA's Business Strategy (Our “Market-place” concept)

1. Increase brand awareness, and number of end users through better client feedback, by providing a better service and creating a stronger brand image, with the aim of stretching out our growing path for the future
2. Getting the seller and buyer closer, to enhance procurement for a better product lineup

Create a stronger brand image



**RENOSY**

Invest



Sell



Buy



Rent



Lend



Expansion of the “Market-place”

## RENOSY Business Model

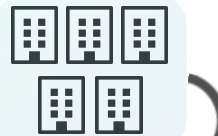
(RENOSY iBuyer)

Seller



Information acquisition

Reliable info.



Speedy matching process



In-house database



Buyer



Response acquisition



Synergies with other services

Development of SaaS business

RENOSY Living

神居秒算  
(Shenhumiaosuan)

Insurance Business

**RENOSY X**

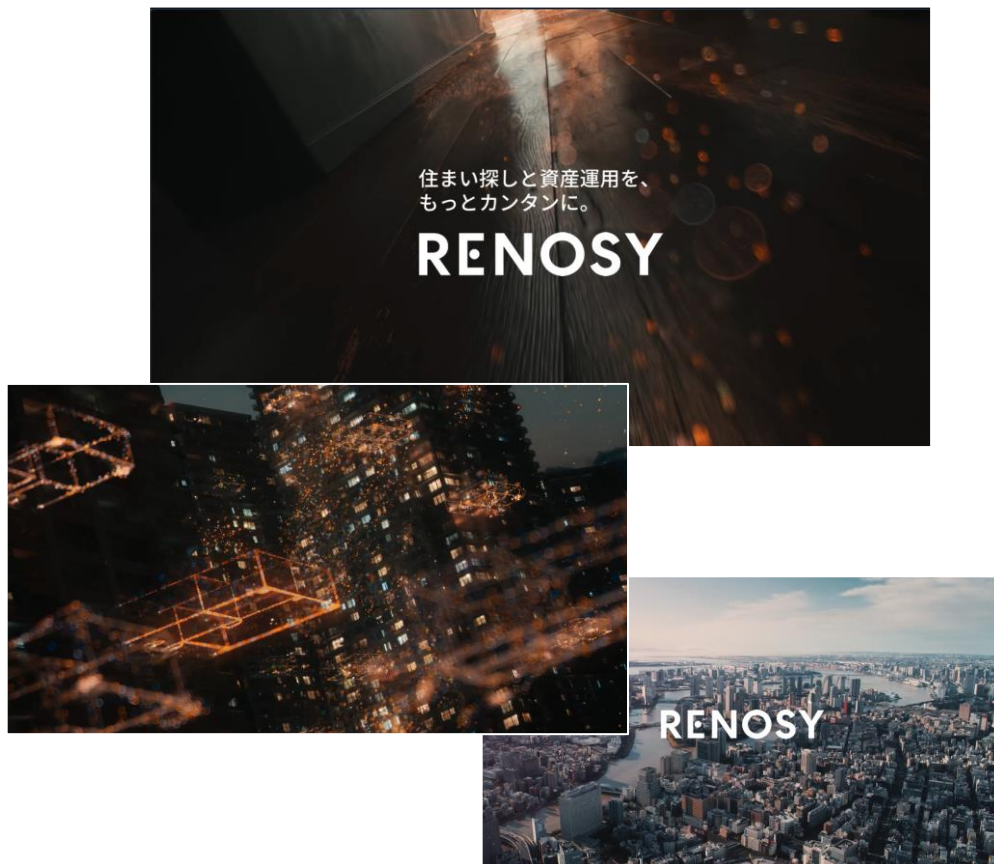
**ITANDI**



# GA Technologies Strategy (Expansion of Awareness & Strengthening of Brand)

Produced a brand movie to increase awareness of "RENOSY". Advertisements will be distributed to online media from December 17th. GA also have introduced uniforms for sales reps to strengthen brand appeal through real contact.

## RENOSY brand movie



## RENOSY sales reps uniform





# GA technologies Strategy (RENOSY Renewal)

Integrated various services, which previously spanned multiple websites, into “RENOSY.” Under the concept of “Make finding a house and asset management easier,” GA started full-scale service in December.

**Industry-leading**  
service lineup has been  
integrated into RENOSY



RENOSY Housing Help Desk  
RENOSY SMART SALE



RENOSY ASSET

Monthly PV  
About **2.8** million

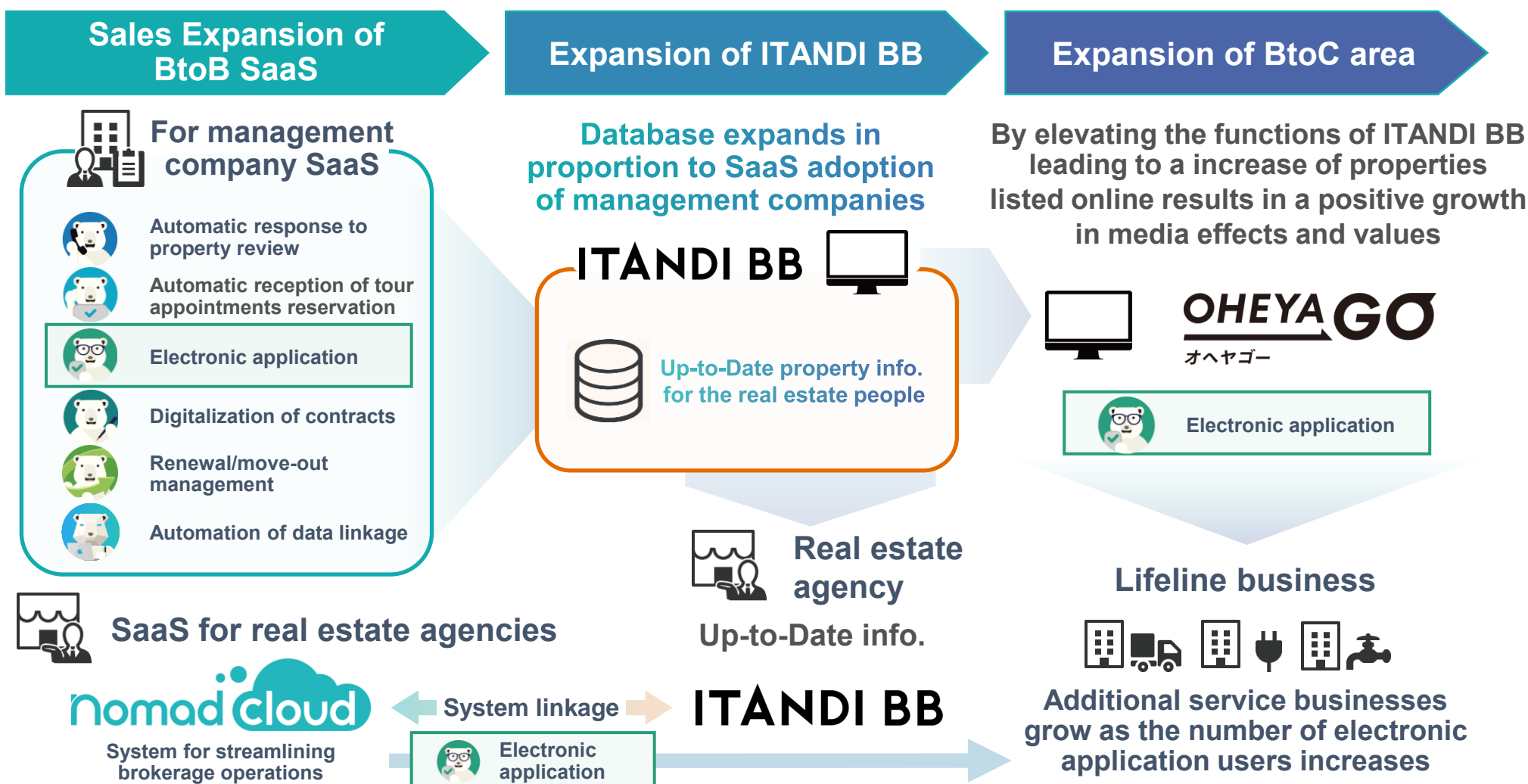
UU  
About **0.8** million



# ITANDI business diagram

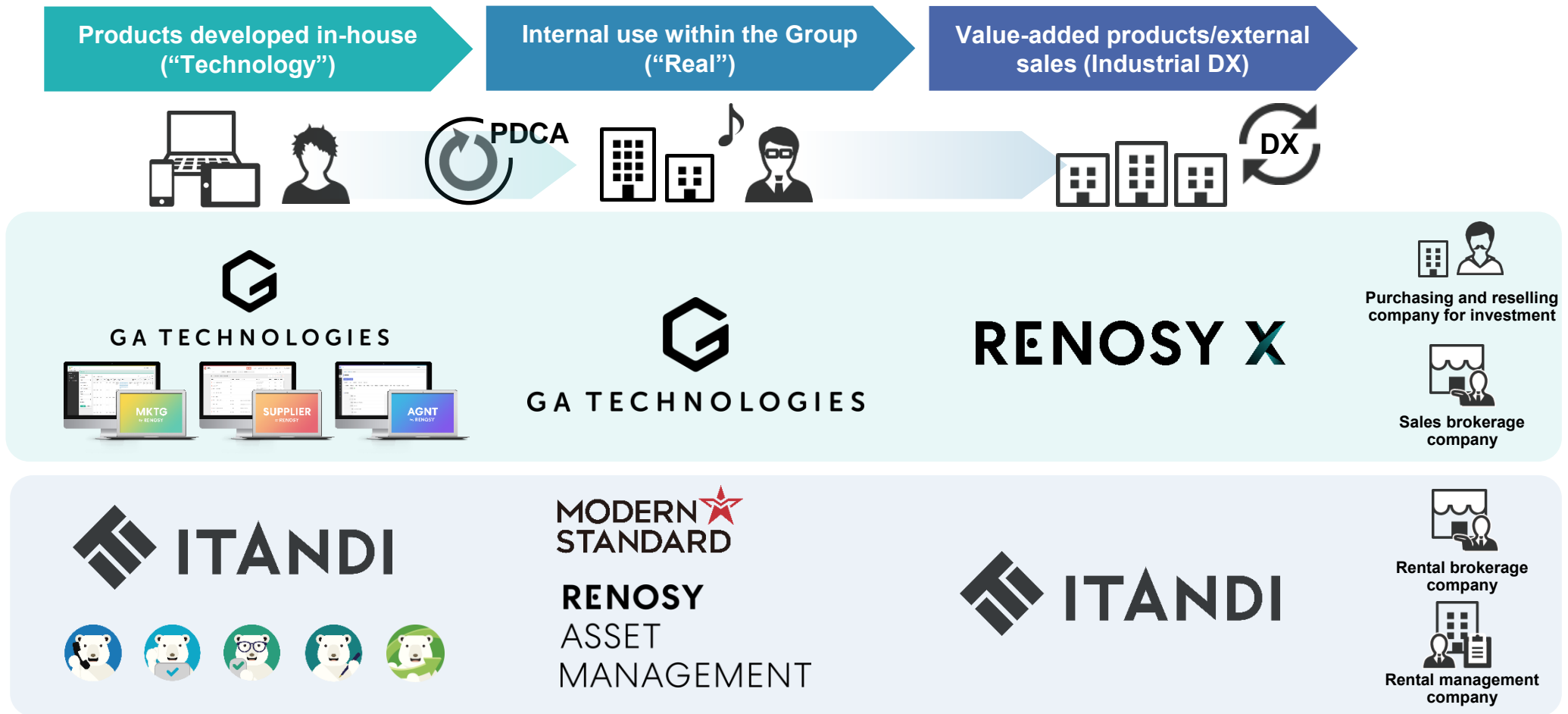
(Further business growth based on the introduction of online application)

The keys to ITANDI BB's business growth lies in both the increase of number of companies installed the system and the number of users.



# GA technologies Strategy (DX Promotion for the Entire Real Estate Industry)

Through the use of products developed in-house for real estate transactions within the Group, the PDCA cycle of the products has been accelerated, allowing GA to sell value-added products to other real estate companies.

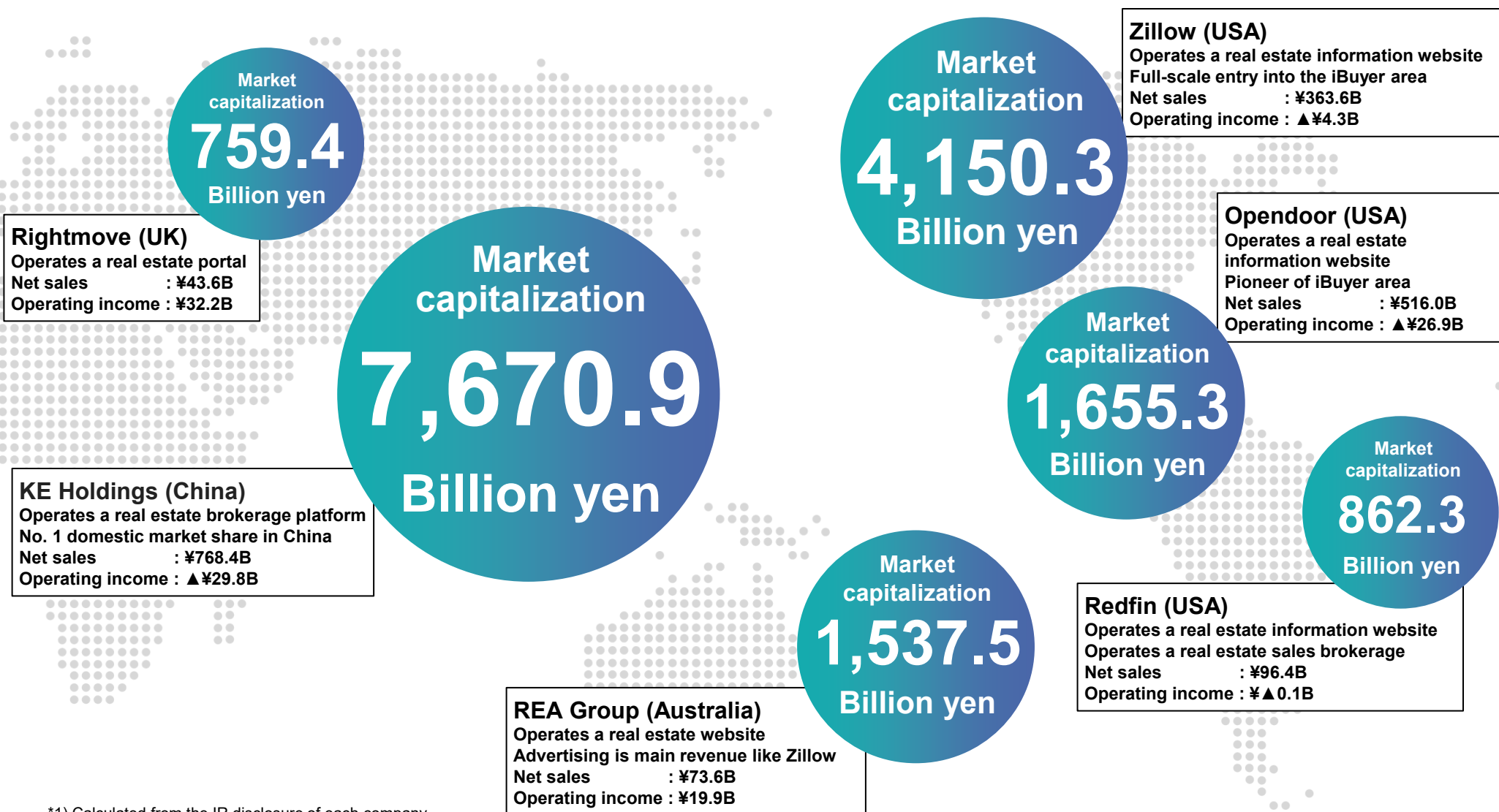


# Appendix



GA TECHNOLOGIES

# Market Scale of Prop Tech



\*1) Calculated from the IR disclosure of each company

\*2) Share price as of March 12, 2021

\*3) FX rate of USD=JPY 108.953, GBP=JPY151.940, AUS=JPY84.549 (As of March 12, 2021)

# Market Size of the GA TECHNOLOGIES GROUP

## Prop-tech (ITANDI, RENOSY X)

Incidental service  
market size \*1

Approx.  
JPY **50**  
billion

OHEYAGO TAM \*2  
(Rental brokerage market)

Approx. JPY **190** billion

Prop-tech market \*3  
(SaaS, System provision, Lifeline etc.)

Approx. JPY **626.7** billion

## Living Business

Transaction volume of  
second-handed housing in Tokyo \*4

Approx.  
JPY **4**  
trillion

Transaction volume of  
second-handed housing  
in the metropolitan area \*4

Approx. JPY **8** trillion

Transaction volume of  
second-handed housing  
all over Japan \*4

Approx. JPY **18** trillion

## iBuyer Business

1 room apartment  
investment market \*5

Approx.  
JPY **1.5**  
trillion

GA'S TAM in  
the second-handed apartment  
investment market \*6

Approx. JPY **13** trillion

Total amount of \*7  
securitized real estate

Approx. JPY **33** trillion

\*1 Estimated based on industry survey by ITANDI.

\*2. TAM=Total Addressable Market. Maximum size of market that could potentially be captured by OHEYAGO.

\*3. "Prop-tech market size transition and prediction" Yano Research Institute November 28, 2018

\*4 Assumed by GA using research conducted by the Real Estate Information Network for East Japan.

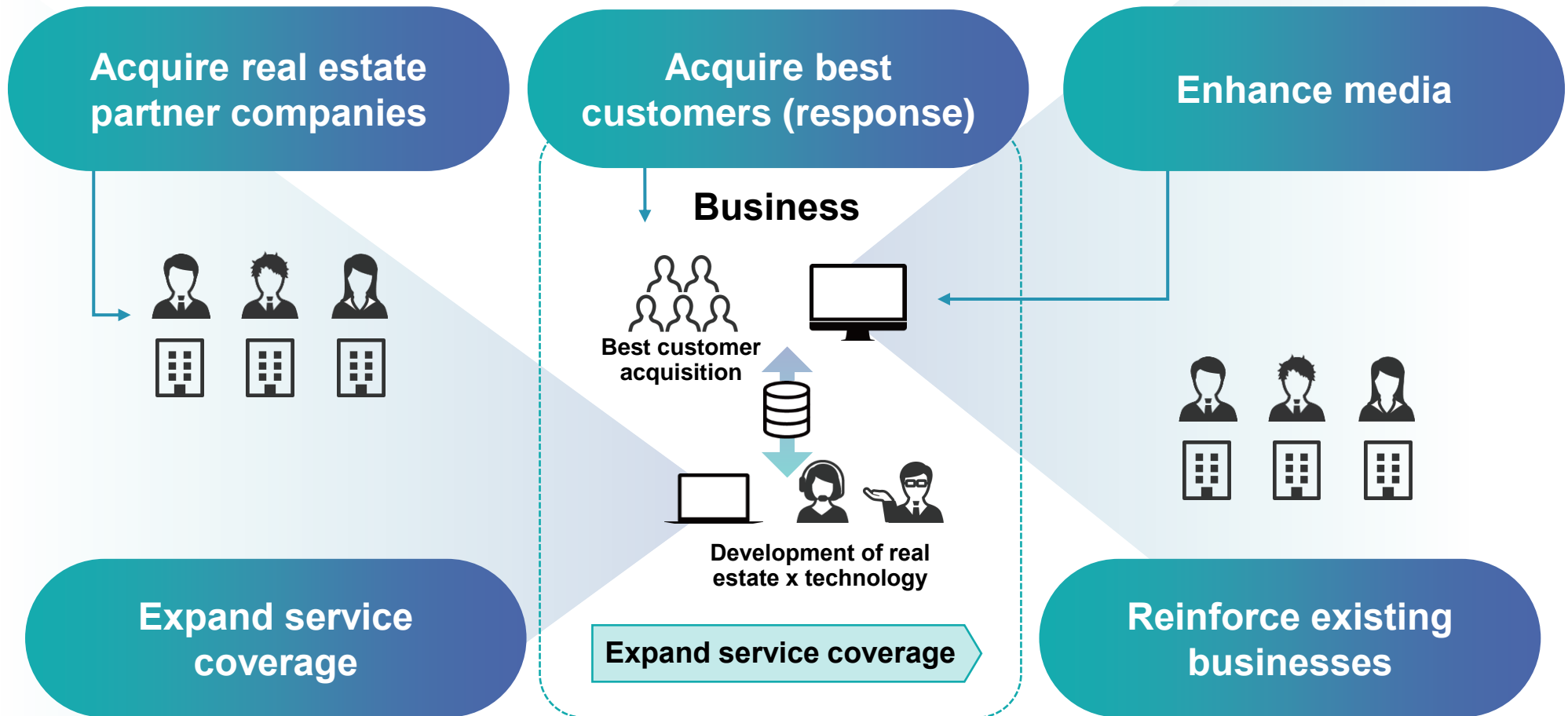
\*5 Ministry of Land, Infrastructure, Transport and Tourism "Current situation of Real estate investment market"

\*6 TAM (Total Addressable Market) is calculated based on the number of apartment stocks in the metropolitan area and the average price of second handed investment apartment

\*7 Assumed by GA based on the results of the top 10 real estate investment companies

# M&A Strategy



Reinforcing existing business based on points below for overall BtoC and BtoB DX





# Areas of Contribution through M&A

## Business synergies of group companies

	 Nov.2018	<small>Note 1)</small>  Nov.2018	 Sep.2019	 Dec.2019	 Sep.2020
Acquire partner real estate companies	○				○
Acquire best customers (response)				○	○
Enhance media	○			○	○
Expand service coverage	○	○	○	○	○
Reinforce existing businesses	○	○	○	○	○

Note 1) Changed company name to RENOSY ASSET MANAGEMENT inc. in May 2020



# Our governance organization with 4 outside directors

## 8 Directors

### Operating Directors



**Ryo Higuchi**



**Masashi Shimizu**



**Dai Higuchi**



**Yoshihisa Fujihara**

### 4 Outside Directors



**Ken Kutaragi**



**Kazuto Nakajima**



**Tomohisa Matsuba**

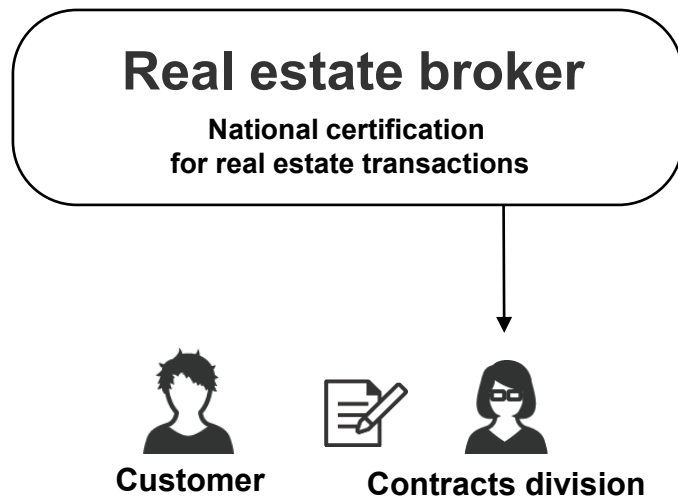


**Yuko Saruwatari**

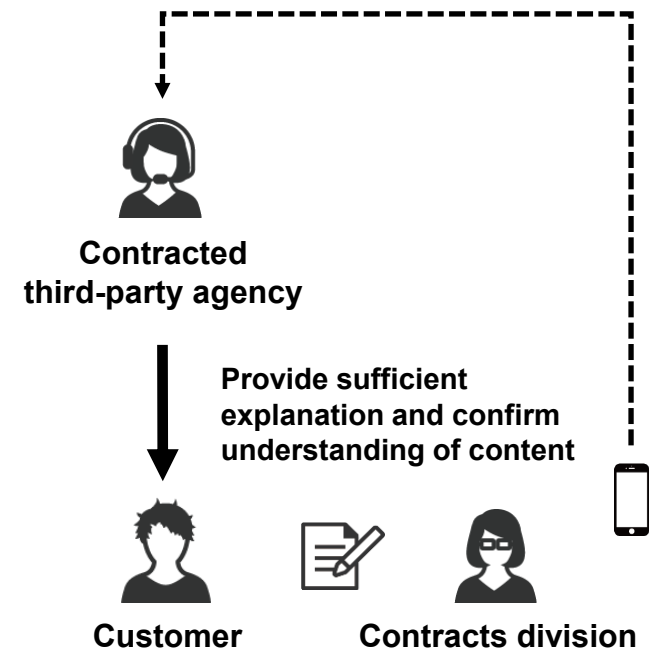
### 3 Audit and Supervisory Committee Member

# Governance Reinforcement and Compliance Measures

**Property agreement by specialist team with real estate brokerage license**



**Explanation and confirmation of understanding by third-party agency at time of contract signing**



# Executive Officers Promoting the Company's Development Structure



**CPO**  
**Shinpei Noguchi**

A graduate of Waseda University, he won a business contest organized by the university and gained work experience while still attending university.

After graduating, he established his second company, a web media company, and later sold it to a listed company.

2014 Joined ITANDI as executive officer  
2018 Appointed as representative director of ITANDI  
Appointed as executive officer of the Company  
2019 Appointed as Chief Product Officer (CPO)



**CDO**  
**Akira Endo**

After graduating from Gakushuin University, he joined a leading securities system development company.

He served as the chief technology officer of a venture company specializing in reunion services.

Later, he joined GungHo Online Entertainment and worked in system development.

2018 Joined the Company  
Responsible for new graduate engineer training team  
2020 Appointed as executive officer



**CAIO**  
**Hirohisa Inamoto**

Joined Ricoh after completing graduate school at Osaka University.

Engaged in R&D on image processing and recognition technology. In charge of launch of “theta360.biz” virtual reality service for real estate.

2017 Joined the Company  
Developed real estate service automation system utilizing AI/RPA.

2019 Appointed as Chief AI Officer (CAIO)  
Appointed as Head of AI Strategy Center



**CMO**  
**Hiroshi Tabuki**

Joined Imagineer after graduating from Meiji University. Worked in planning and marketing.

Engaged in business development and management at Kakaku.com.  
Served as marketing executive at an IT startup company.

2018 Joined the Company  
Responsible for Product Planning and Marketing Division

2020 Appointed as executive officer

# Active engagement in SDGs/ESG

## Consideration for global environmental resources through paperless operations



For systems to be used within the GA Group and systems to be provided to other companies as SaaS, GA will develop products that facilitate paperless operations. GA will promote paperless operations throughout the industry.

<Products to promote paperless operations (examples)>



**Moshikomiuketsuke-kun**  
(Application Receiver)



**Denshikeiyaku-kun**  
(Digital Contract Manager)

**MORTGAGE GATEWAY** by RENOSY

**INSIGHT** by RENOSY **SUPPLIER** by RENOSY

## Promoting the distribution of existing real estates to contribute to the development of sustainable communities



The GA Group will promote the distribution of existing real estates through its business. The Group will also participate in the development of sustainable communities through the renovation businesses of existing real estates.

**RENOSY**



## Support for sports and athletes

<Official sponsor of Kawasaki Frontale>



\*Meiji Yasuda Life Insurance J1 League  
[2020 season champions]

<Employment of para-athletes>

<Partner of Japan Blind Football Association>



\*Our employees  
Teranishi Hajime (Blind Soccer)/Fujimoto  
Yoshinobu (Wheelchair Tennis)

<Support for student sports/career support for athletes>



Sponsorship of Aoyama  
Gakuin University, Soccer  
Club



Sponsorship of  
Football Assist

# Company Overview

Established	March 12, 2013
Head Office	40F Sumitomo Fudosan Roppongi Grand Tower, 3-2-1 Roppongi, Minato-ku, Tokyo
Capital	7,208,542,771 yen (Jan. 31, 2021)
Number of employees*1	577 (Jan. 31, 2021)
Business Description	<p>-Operation of the comprehensive Prop-Tech service platform “RENOSY” (Real estate media, real estate brokerage, real estate sales, design and construction, property management)</p> <p>-Development of BtoB Prop-Tech SaaS products</p> <p>-Research of real estate big data using AI technology</p> <p>-Management of overseas Prop-tech businesses, such as the Chinese real estate investment platform “神居秒算 - Shenhumiaosuan”</p>
Directors	<p>President, CEO and Representative Director: Ryo Higuchi</p> <p>Senior Managing Director and Executive Officer: Masafumi Shimizu</p> <p>Director and Executive Officer: Dai Higuchi and Yoshihisa Fujiwara</p> <p>Outside Director: Ken Kutaragi</p> <p>Director, Audit &amp; Supervisory Committee Member: Kazuto Nakashima (full-time), Tomohisa Matsuba (outside), Yuko Sawatari (outside)</p>

\*1. Excluding officers, contract employee, part-time workers, and interns at consolidated subsidiaries.

# Disclaimer

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This material contains forward-looking statements, which are based on current expectations, forecasts and assumptions that involve risks.

These forward-looking statements contain uncertainties, and actual results may differ substantially from these statements.

These risks and uncertainties include general industry and market conditions as well as Japanese and international economic conditions such as changes in interest rates and exchange rates.

GA Technologies has no obligation to update or correct the forward-looking statements contained in this material, regardless of any new information, future events, etc.

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