

# Second Quarter Results

## IFRS

FY2021/9 Q2  
(October 2020 – March 2021)

### 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. FY 2020/9 First Quarter Financial Results	P 2
2. Segment Update	
HOME'S Services	P 9
Overseas	P 17
Progress in Other Key Areas	P 24
3. Management Philosophy	P 27
4. Appendices	P 31
5. IR Team Contact Information	P 46



# Second Quarter Financial Results

(October 1, 2020 – March 31, 2021)

# Condensed Statements of Income and Loss IFRS

Recovery in domestic revenue reducing the YoY gap to -6.9%.

Active growth investments in Overseas Segment bringing operating income to -25.2% and net profit -28.8%.

Unit: JPY mil.	FY2020 Q2 (Oct.-Mar.)	FY2021 Q2 (Oct.-Mar.)	Change	Change %	
<b>Revenue</b>	<b>19,185</b>	<b>17,852</b>	<b>-1,332</b>	<b>-6.9%</b>	*1
<b>Cost of revenue</b>	<b>2,274</b>	<b>2,002</b>	<b>-271</b>	<b>-12.0%</b>	*2
<b>SG&amp;A</b>	<b>14,422</b>	<b>13,856</b>	<b>-565</b>	<b>-3.9%</b>	
<b>Personnel expenses</b>	4,126	4,347	+220	+5.3%	*3
<b>Advertising expenses</b>	6,442	5,740	-701	-10.9%	*4
<b>Operating expenses</b>	293	183	-110	-37.5%	*5
<b>Depreciation and amortization</b>	1,006	975	-31	-3.1%	
<b>Other</b>	2,552	2,609	+56	+2.2%	
<b>Other income and expenses</b>	<b>-50</b>	<b>-169</b>	<b>-118</b>	<b>-</b>	
<b>Operating income</b>	<b>2,438</b>	<b>1,824</b>	<b>-613</b>	<b>-25.2%</b>	
<b>Operating income margin</b>	<b>12.7%</b>	<b>10.2%</b>	<b>-2.5pt</b>	<b>-</b>	
<b>Net profit*</b>	<b>1,476</b>	<b>1,051</b>	<b>-424</b>	<b>-28.8%</b>	

\* 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 Increase in monthly LIFULL employees salaries and associated legal welfare expenses

\*4 Continuing active domestic growth investments, but considerable decrease Overseas in response to current environment

\*5 Reductions in travel expenses with active usage of IT tools for sales initiatives



# Revenue / Income and Loss by Segment IFRS

Domestic and Overseas Segments continue to recover despite a drop in revenue due to the pandemic. Gains in Overseas profit due to continued cost controls as well as transfer of development personnel expenses.

Unit: JPY mil.	FY2020 Q2 (Oct.-Mar.)	FY2021 Q2 (Oct.-Mar.)	Change	Change %	Main items
<b>Revenue</b>	<b>19,185</b>	<b>17,852</b>	<b>-1,332</b>	<b>-6.9%</b>	
HOME'S Services	14,306	13,607	-699	-4.9%	Decrease due to COVID-19, but currently experiencing recovery
Overseas	3,898	3,206	-691	-17.7%	Continued recovery from pandemic and 4.4% cheaper JPY (from EUR)
Other	980	1,038	+58	+6.0%	Revenue increases in subsidiaries (senior, SPACE, Investment) as well as contributions from additional new business (LIFULL Leadership)
Unit: JPY mil.	FY2020 Q2 (Oct.-Mar.)	FY2021 Q2 (Oct.-Mar.)	Change	Change %	Main items
<b>Segment income and loss</b>	<b>2,489</b>	<b>1,993</b>	<b>-495</b>	<b>-19.9%</b>	
HOME'S Services	2,281	1,524	-756	-33.2%	Rise in personnel expenses due to increased LIFULL employee salaries
Overseas	392	734	+342	+87.3%	Reduced advertising expenses and transfer of development personnel expenses
Other	-197	-286	-88	-	Increased revenue seen in LIFULL senior etc., costs increased for Regional Revitalization
<b>Inter-segment transactions</b>	<b>12</b>	<b>20</b>	<b>+8</b>	<b>+63.1%</b>	

Primary businesses in each segment are listed on page 35

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 Mar 31, 2021	Change	Change %	Main items		
<b>Current assets</b>	23,083	22,176	-906	-3.9%	Cash	-1,828	Refer to "Condensed Statement of Cash Flows"
					Accounts Receivable	+711	
					Products	+782	Primarily Regional Revitalization efforts
					Works-In-Progress	-386	Primarily Regional Revitalization efforts
					Deposits	+186	Increase from payment of annual system usage fees
					Income Taxes Receivable	▲226	
					Uncollected Consumption Tax	-134	
					Security Deposits	-125	Termination of subsidiary office leases
<b>Non-current assets</b>	32,236	32,866	+630	+2.0%	Tools, Furniture and Fixtures	-121	
					Right-of-Use Assets	-430	
					Goodwill	+1,269	
					Software	+174	Due to fluctuations in foreign currency exchange rates
					Investment Securities	+178	
					Deferred Taxes (Fixed)	-272	New investments
<b>Assets</b>	<b>55,319</b>	<b>55,043</b>	<b>-276</b>	<b>-0.5%</b>			
<b>Current liabilities</b>	16,016	14,402	-1,614	-10.1%	Accounts payable - trade	+536	
					Short-Term Loans Payable	-384	
					Accrued Income Taxes	-822	
					Accrued Consumption Taxes	-260	
					Provisions for Bonuses	-617	Decr. from bonus payments and provisions for current FY
<b>Non-current liabilities</b>	5,656	5,314	-341	-6.0%			
					Long-Term Lease Obligations	-385	
<b>Liabilities</b>	<b>21,672</b>	<b>19,716</b>	<b>-1,955</b>	<b>-9.0%</b>			
<b>Total Equity</b>	<b>33,647</b>	<b>35,326</b>	<b>+1,679</b>	<b>+5.0%</b>	Capital Surplus	+354	
					Foreign Currency Translation Adjustm.	+1,288	Due to fluctuations in foreign currency exchange rates
<b>Equity per share attributable to owners of the parent (JPY)</b>	<b>254.17</b>	<b>267.18</b>	<b>+13.01</b>				

# Condensed Statement of Cash Flow IFRS

Cash and cash equivalents decreased by 1.8 billion yen to 14.1 billion yen due to payment of employee bonuses, taxes and dividends.

Unit: JPY mil.	FY2020 Q2	FY2021 Q2	Change	Main items		
	(Oct.-Mar.)	(Oct.-Mar.)		Items	FY2020 Q2	FY2021 Q2
<b>Operating cash flow</b>	1,671	2	-1,669	Profit for the period before tax	+2,284	+1,698
				Depreciation and amortization	+1,015	+983
				Decr. (incr.) in accounts receivable-trade and other current receivables	-69	-666
				Incr. (decr.) in accounts payable-trade and other current payables	-333	+507
				Other	-538	-1,519 *
				Tax payments	-683	-990
<b>Investing cash flow</b>	-441	-576	-134	Proceeds from sale of financial instrument assets	+505	-
				Purchase of financial assets	-7	-100
				Purchase of property, plant and equipment	-427	-55
				Purchase of intangible assets	-163	-156
				Business acquisition expenditures	-	-411
				Payments of loans receivable	-697	-618
				Proceeds from collection of loans receivable	+350	+626
				Other	-1	+135
<b>Financing cash flow</b>	-2,539	-1,477	+1,061	Proceeds from loans payable	+2,000	+234
				Repayment of loans payable	-3,533	-552
				Dividends paid	-590	-697
				Repayment of lease obligations	-444	-438
<b>Change in cash and cash equivalents</b>	-1,254	-1,828	-			
<b>Balance of cash and cash equivalents</b>	7,984	14,134	+6,149			

\* Primarily bonus provisions and consumption tax

# FY 2021 /9 Forecast and Progress IFRS

## Condensed Statements of Income and Loss

	FY2021 Oct.-Sep. [Full-Year Forecast]	FY2021 Q2 Oct.-Mar. [Actual]	Progress
Unit: JPY mil.			
<b>Revenue</b>	<b>38,476</b>	<b>17,852</b>	<b>46.4%</b>
<b>Cost of revenue</b>	<b>4,971</b>	<b>2,002</b>	<b>40.3%</b>
<b>SG&amp;A</b>	<b>30,032</b>	<b>13,856</b>	<b>46.1%</b>
Personnel expenses	10,158	4,347	42.8%
Advertising expenses	10,957	5,740	52.4%
Operating expenses	870	183	21.0%
Depreciation and amortization	2,002	975	48.7%
Other	8,048	2,609	32.4%
<b>Other revenues and expenses</b>	<b>-38</b>	<b>-169</b>	<b>-</b>
<b>Operating income</b>	<b>3,434</b>	<b>1,824</b>	<b>53.1%</b>
Operating income margin	8.9%	10.2%	-
<b>Net profit*</b>	<b>2,033</b>	<b>1,051</b>	<b>51.7%</b>

## Revenue by Service

	FY2021 Oct.-Sep. [Full-year forecast]	FY2021 Q2 Oct.-Mar. [Actual]	Progress
Unit: JPY mil.			
<b>Revenue</b>	<b>38,476</b>	<b>17,852</b>	<b>46.4%</b>
<b>HOME'S Services</b>	29,485	13,607	46.1%
<b>Overseas</b>	6,320	3,206	50.7%
<b>Others</b>	2,670	1,038	38.9%

Exchange rate Estimation: EUR 1 = JPY 120  
(Actual exchange rate: EUR 1 = JPY 126.1)

\* Net Profit: Profit attributable to owners of the parent

# FOCAL POINTS

**HOME'S**  
SERVICES

**OVERSEAS**

**OTHER**  
BUSINESSES

**OMNI-  
CHANNEL**  
×

**DX**

(DIGITAL TRANSFORMATION)

**Moving  
to  
Direct**

**REGIONAL  
REVITALIZATION  
& SENIOR  
CITIZENS**

Growth through solutions to social issues through our existing businesses

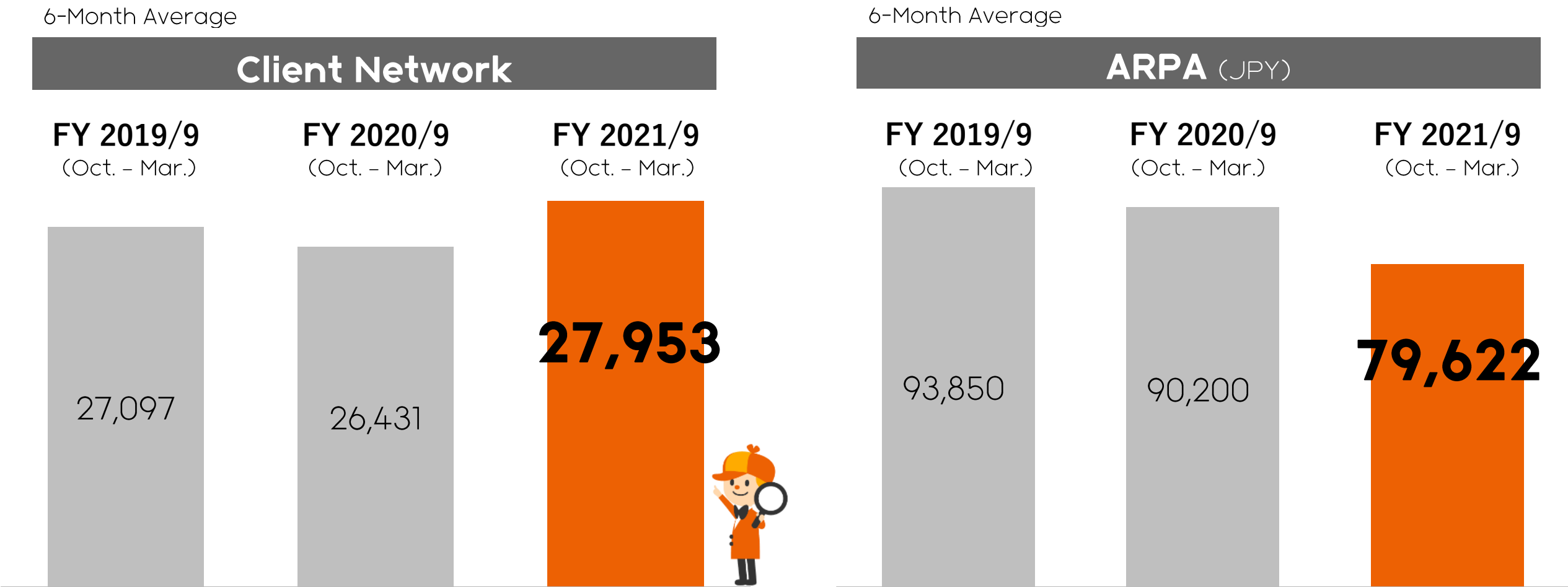




# Segment Update **HOME'S Services**

# Key Performance Indicators Client Network and ARPA

The client network continues to expand even during the COVID-19 pandemic.  
As revenue continues to recover, the increase in clients has led to a decline in ARPA.



Calculations until FY 2019/9 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 FY 2020/9, this number has been altered to reflect all clients and have adjusted the values for the previous years. The Client Network and ARPA do not reflect the effects of the acquisition of Kenbiya Co., Ltd.

# New Features to Help Users Find the Right Home

New features released to make finding the right home even easier by automatically notifying users of new properties that match their criteria and simplifying search filters for more efficient searches.



## LINE Notifications For New Properties



Receive automatic notifications when new listings appear that match your requirements

Commonly Used App

Less Active Searching

Launched March 2021

## Expansion to "Nice-to-Have" Searches Search by Current Residence



Select your current residence to autofill its features into your search to save time and effort

Autofill Basic Criteria

Concentrate on what's important

## More Convenience for Users

Compared to traditional searches, users are...

Point 1

More likely to add listings to favorites

Point 2

More likely to inquire about listings

# Active Promotion to Drive Media Capacity

Further increasing long-term brand recognition and likability through an effective, multi-faceted approach combining television and online media.



## TV

### TV Commercials



**Longest Term**

November - March

**Broadest Coverage**

Kanto, Chukyo, Kansai,  
Hiroshima, Fukuoka,  
Hokkaido, Miyagi,  
Shizuoka, Okayama,  
Kumamoto

### Program (Cont.)

Stories: The House  
for Your Life



## YouTube (Videos)



### LIFE-Nista Channel

Get hints on how to live a  
fuller life through the  
experiences of specialists

**NEW**



### LIFULL HOME'S Channel

- Watch Commercials and Behind-the-Scenes Videos
- Collaboration with "QuizKnock"

**NEW**



**Over 60,000 views**

**LIFULL HOME'S Feature Videos**  
(Promotion)



## Press Releases

**LIFULL HOME'S  
Popular Cities  
2021**



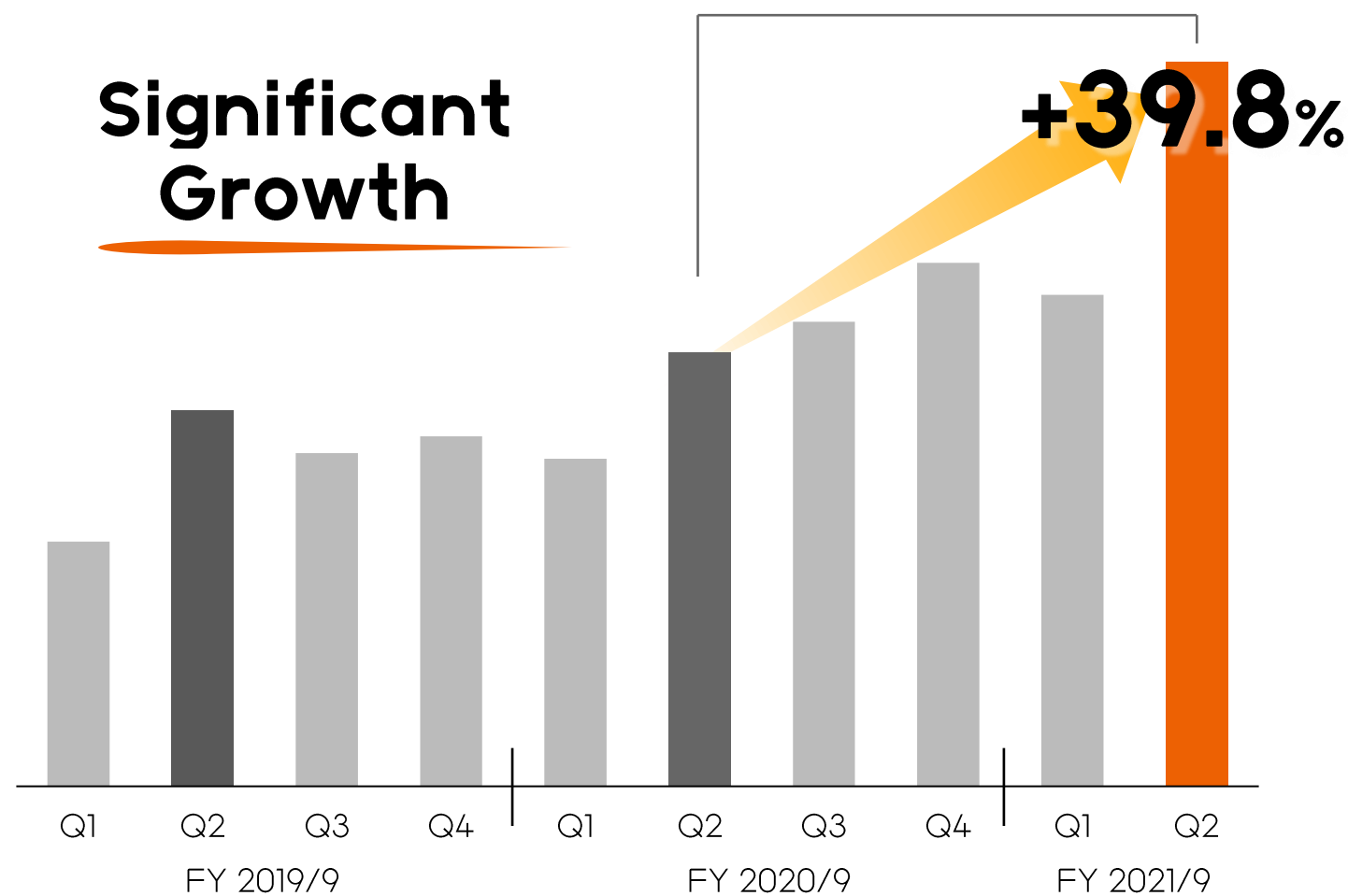
**Most Coverage  
Ever**

on TV and Internet  
Media Outlets

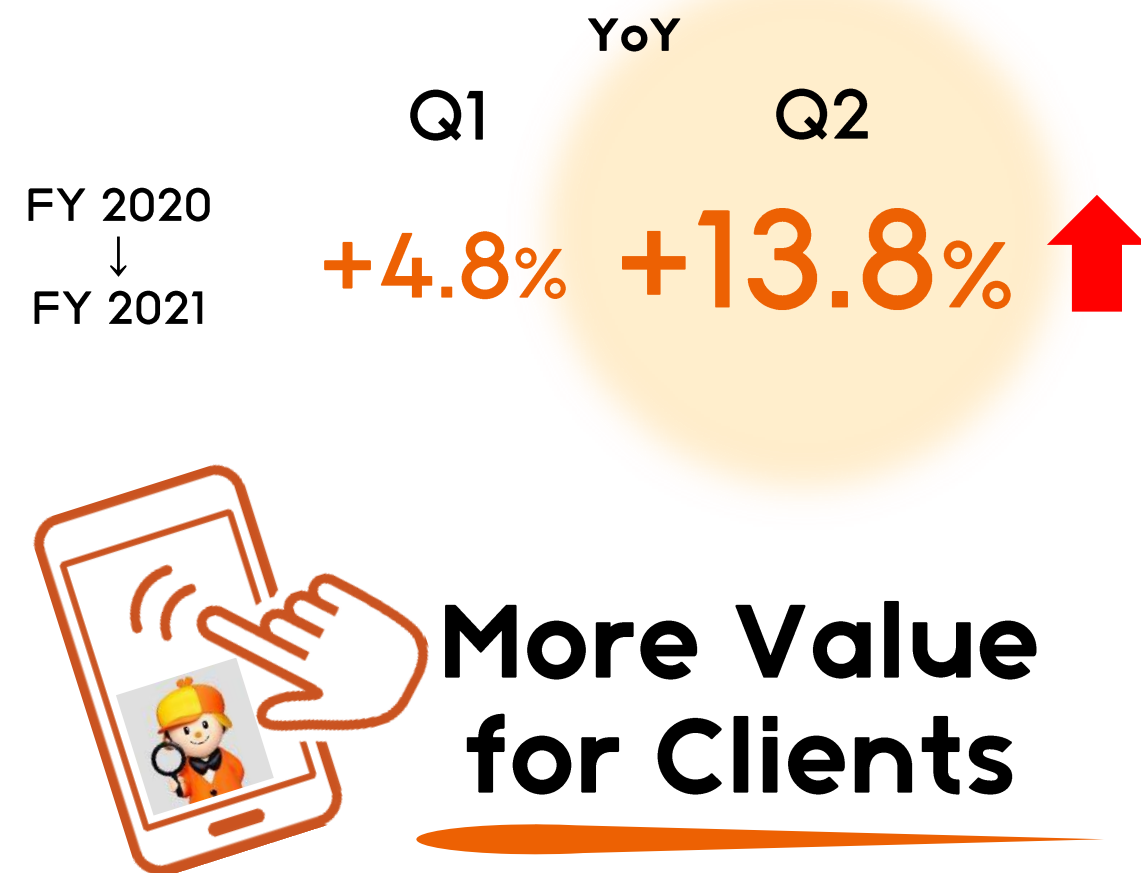
# Growth in LIFULL HOME'S Traffic and Inquiries

Experienced growth in site performance indicators despite a state of emergency announced for 11 prefectures of Japan between January 7 and March 21.

## Organic Traffic



## Inquiries





# Omnichannel Strategy Progress Sumai No Madoguchi

Even though consultations have grown 1.5 times, *Sumai No Madoguchi* maintains a high user satisfaction rating. Service coverage expanded with three new locations in Western Japan opened in January 2021.

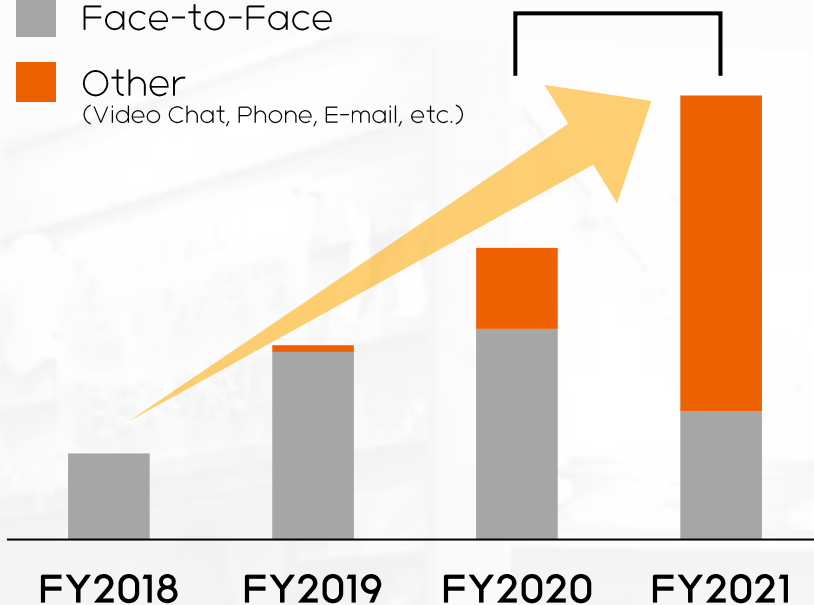
## Consultations

(Nationwide Jan. – Mar. 2021)

YoY  
**+52%**

■ Face-to-Face

■ Other  
(Video Chat, Phone, E-mail, etc.)



## Moving Forward in Western Japan

Locations opened in Jan. 2021

**NEW** Links Umeda

Office

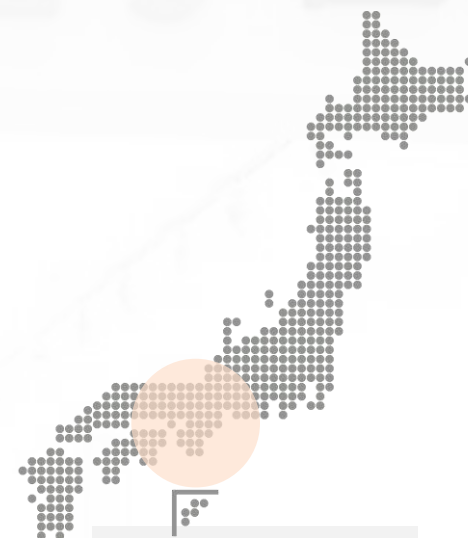
Namba Skyo

Office

Kobe

Office

**Increase**  
in consultations  
from Kansai



**Kansai Region**

Osaka, Kyoto,  
Hyogo, Shiga,  
Nara, Wakayama

**User  
Satisfaction**  
**99.4%**<sup>1</sup>

Sumai No Madoguchi

Search

<https://www.homes.co.jp/couter/>

<sup>1</sup> Based on user evaluation questionnaires  
between Jan. – Mar. 2021

# Digital Transformation of the Real Estate Industry

## Online Sales Transactions

The current pandemic has been accelerating the digital transformation of the real estate industry. Online verbal disclosures for sale properties have been approved by the Japanese government beginning in April 2021.

Property Search



Online Consultations And Viewings



Online Verbal Disclosures



Rental Properties



Sale Properties

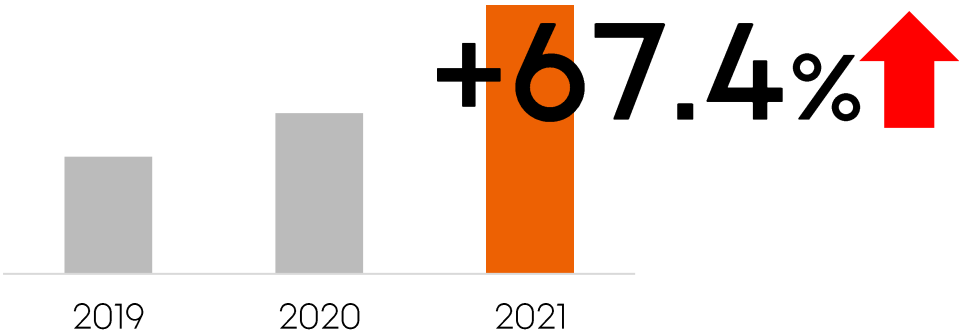
NEW

As of April 2021

## Online Disclosures Allowed For the Purchase of Real Estate

### Simplifying the Home-Buying Process

Online Consultations/Viewings/Disclosures on LIFULL HOME'S LIVE (Jan. – Mar.)



# Finding Solutions to Social Issues in Real Estate

FRIENDLY DOOR

In order to support people of diverse backgrounds with difficulties in searching for a new home, we have started a series of seminars with case studies for realtors through the growing FRIENDLY DOOR service.

## FRIENDLY DOOR

Service provided through LIFULL HOME'S helping users from diverse group such as the senior citizens, non-Japanese residents, LGBTQ+, welfare recipients, single parents and people affected by natural disasters to find real estate agents to support them in their move



Non-Japanese



LGBTQ+



Senior Citizens



Welfare Recipients



Single Parents



People Affected by Natural Disasters

### Seminars for Realtors

NEW

As of April 2021

**7** Seminars  
**180+** Participants

#### Seminar Topics

- How to assist minorities
- Risks for realtors
- Requirements of realtors
- Market potential

### Participating Real Estate Companies

2019/11

500+



2020/2

1,000+



2021/3

**2,700+**



# Segment Update **Overseas**

# LIFULL CONNECT Business Operations

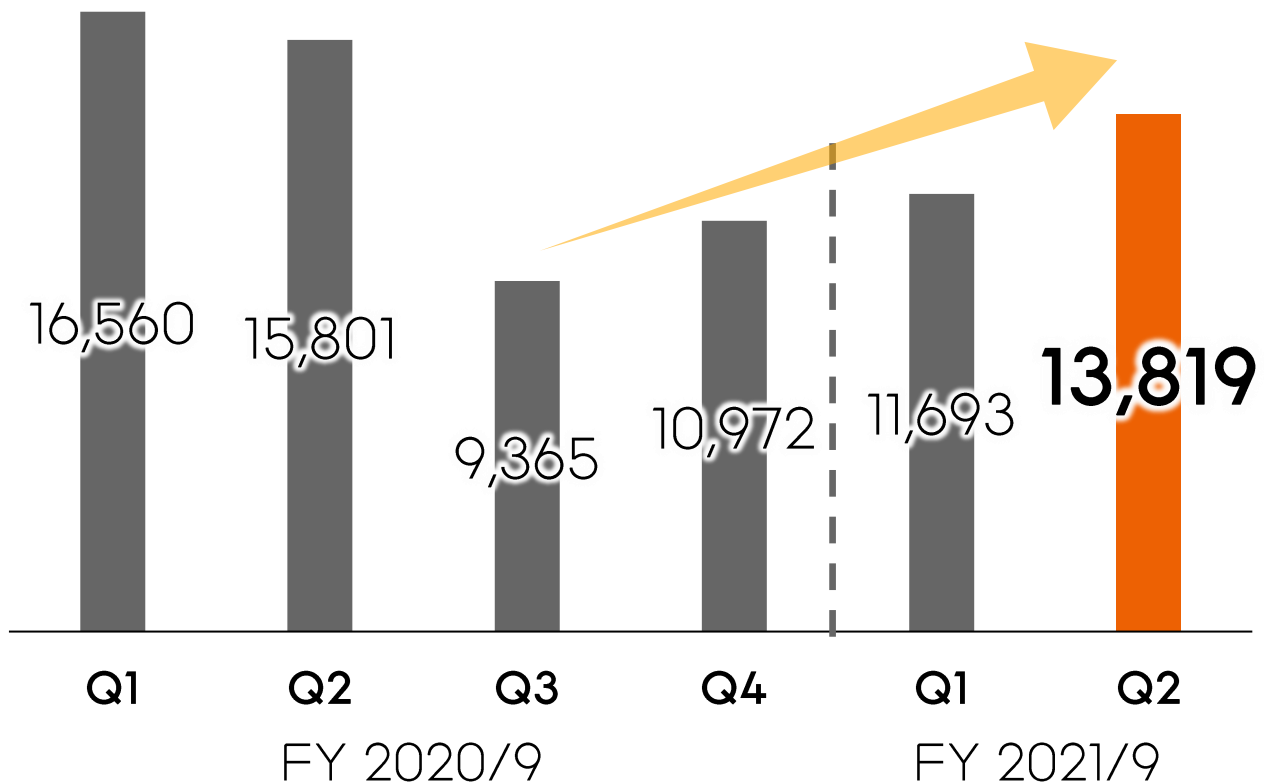
Continued gradual recovery despite the effects of COVID-19.

Making investments to boost revenue and profit with consideration to current profit margins.

## Continued Revenue Recovery

### Sales Revenue (Quarterly)

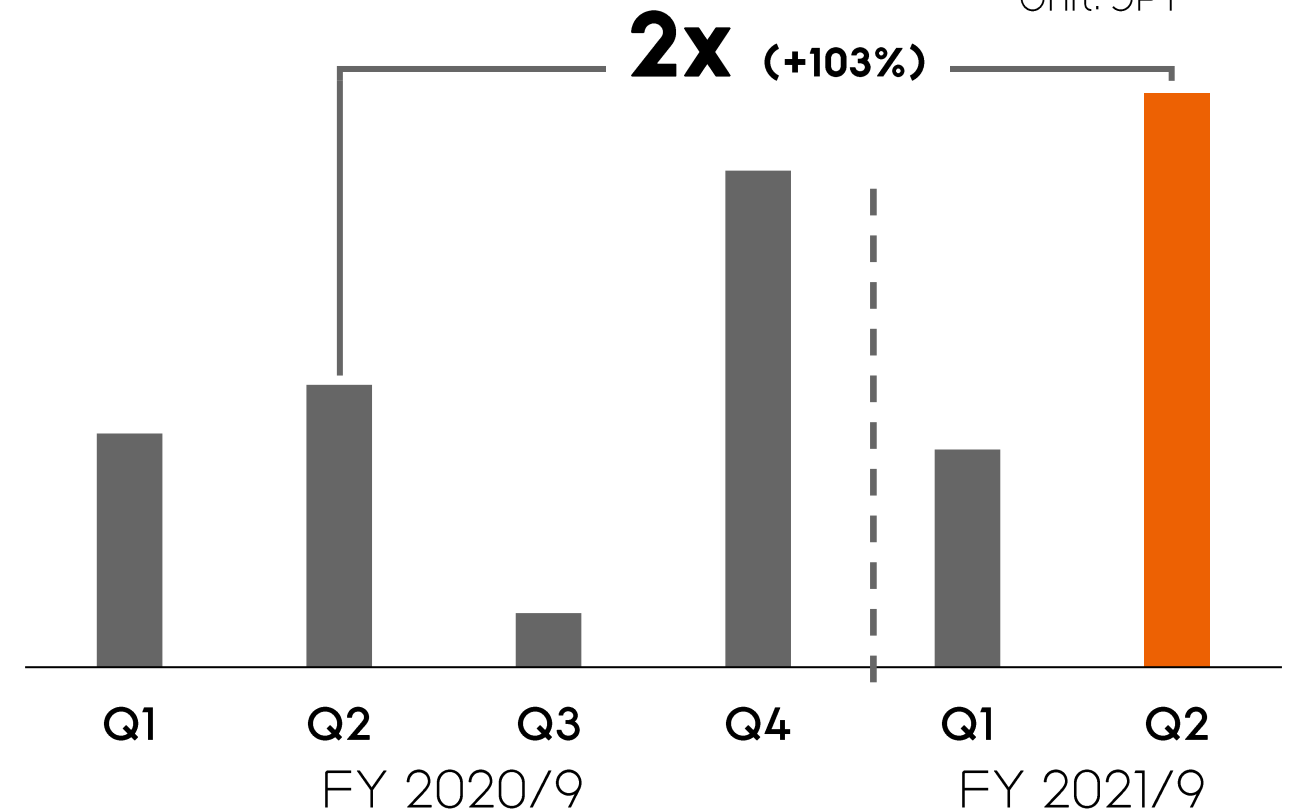
Unit: Thousand EUR



## Active Growth Investments While Maintaining Profitability

### Operating Income (Quarterly)

Unit: JPY



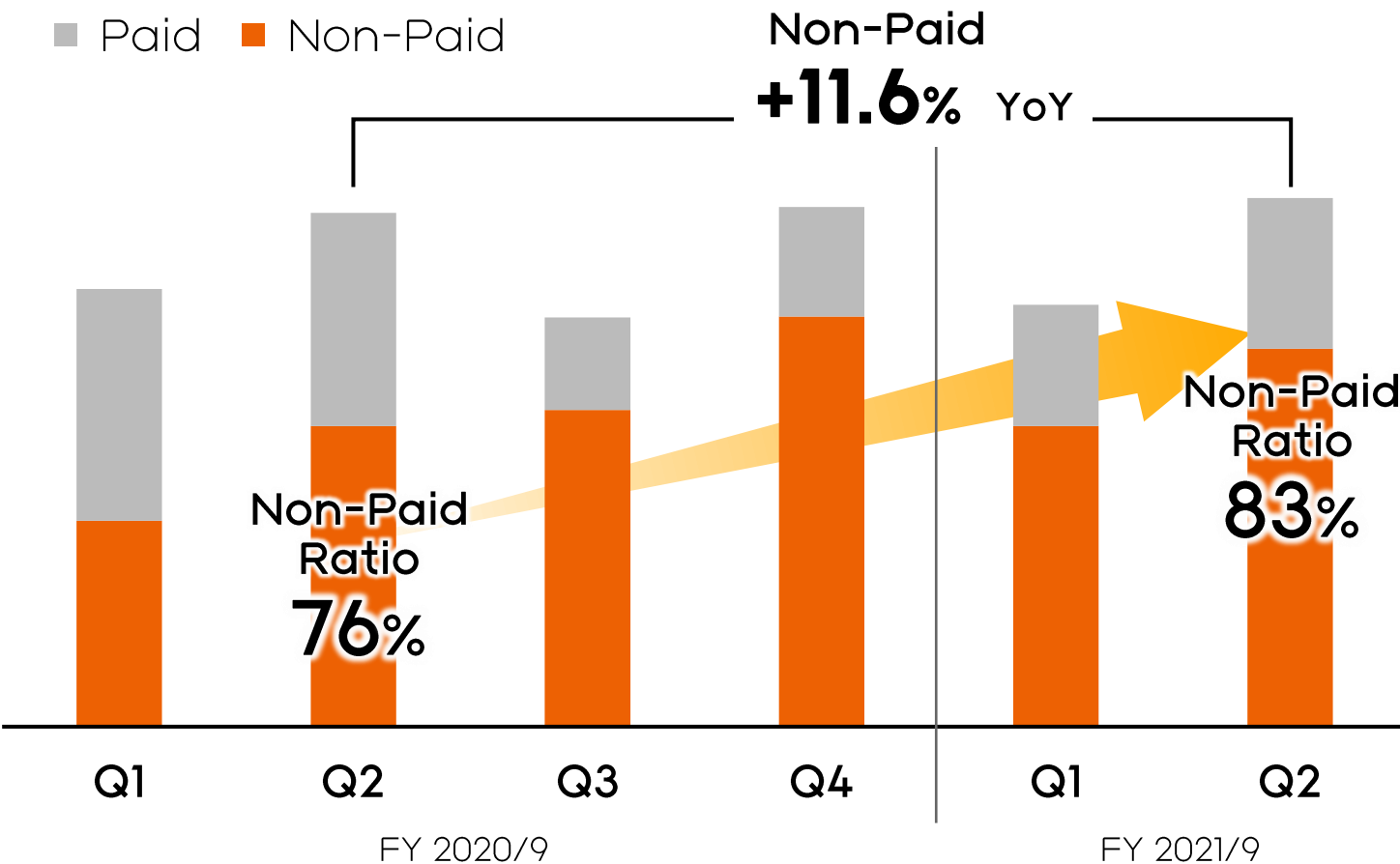


# LIFULL CONNECT Increased Value for Clients

While traffic has steadily risen to pre-COVID levels, we have increased the percentage of non-paid traffic compared with the previous fiscal year.

## Consolidated Traffic

(All LIFULL CONNECT Sites)



## Increased Traffic Potential



# LIFULL CONNECT Constructing a Multi-Brand Marketplace

Utilizing the combined advantages of aggregation sites and portals to increase the reach of our network and provide more value for our users and clients.

## Advantages

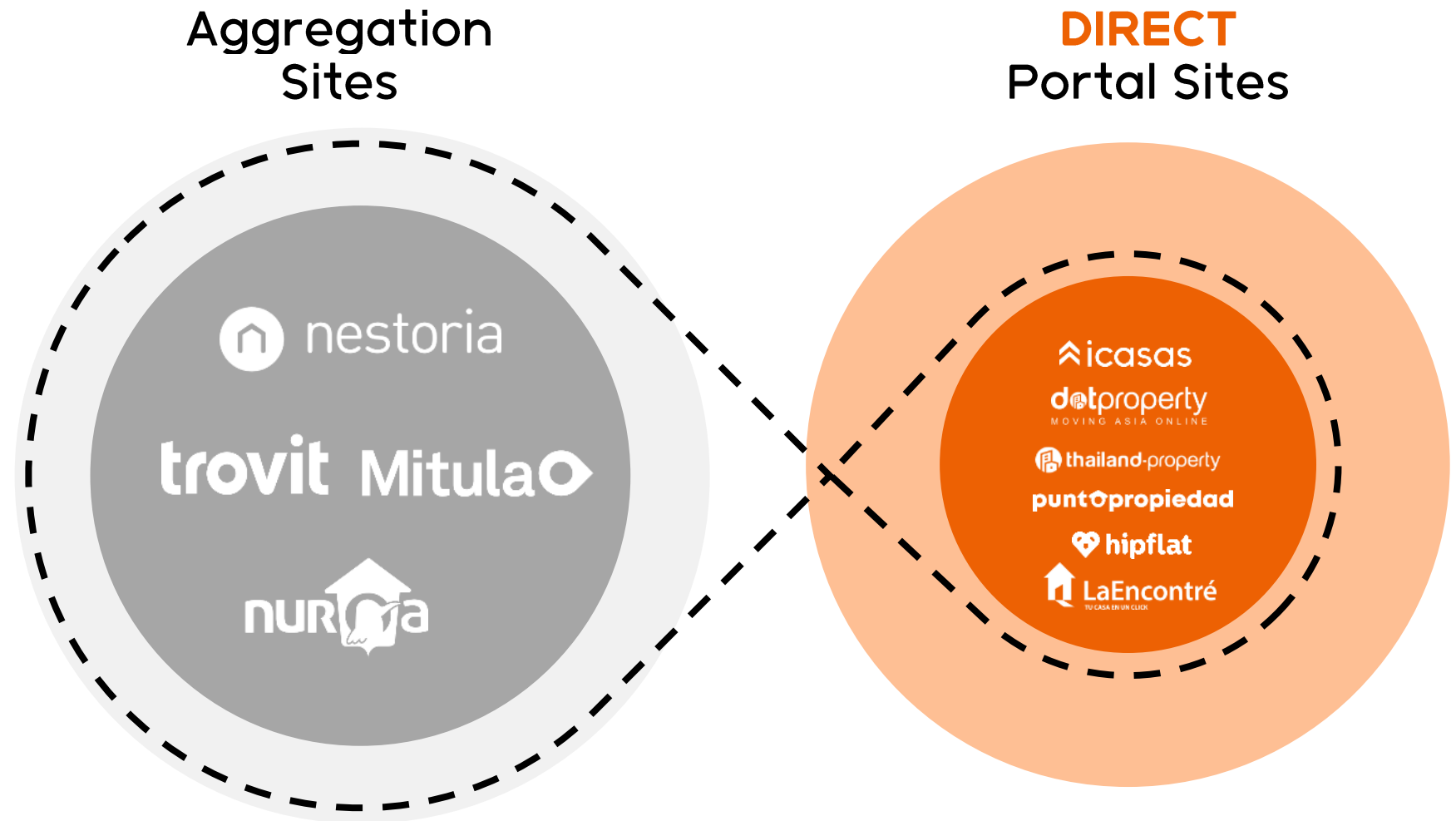
### Aggregation Sites

- Enormous audiences
- Provide users with large amounts of information

### Portal Sites

- Provide more personalized support
- More detailed information for users

Combining advantages  
to create a multi-brand  
**Marketplace**



# LIFULL CONNECT Growing our Overseas Portals

Key site performance indicators have risen considerably over the past year indicating systematic growth.

## Key Indicators (All Overseas Portals)

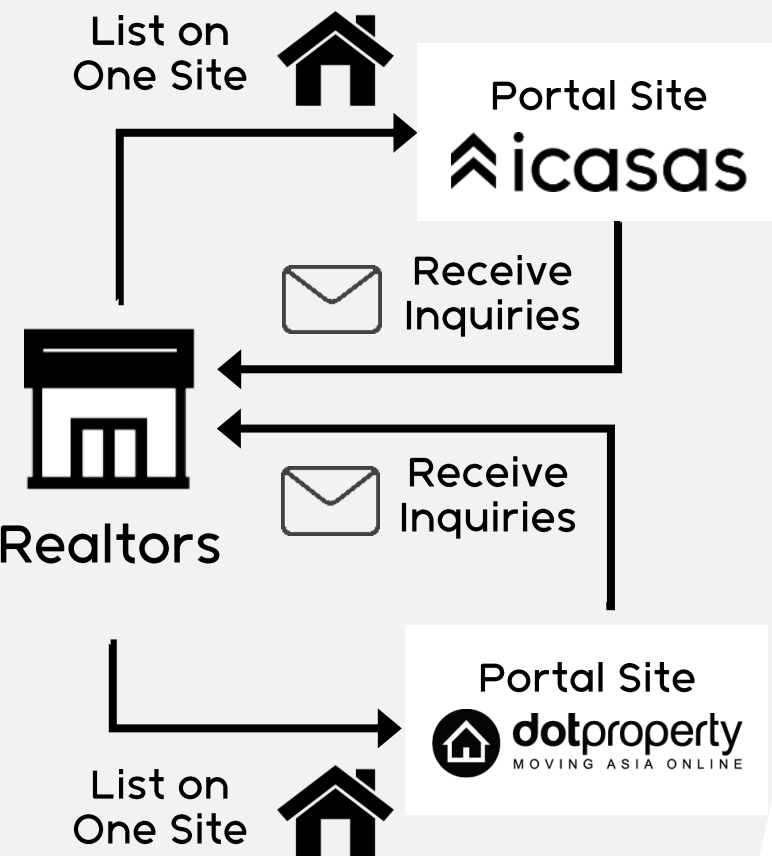
	YoY (Total Oct. – Mar.)
Clients	<b>+22.0%</b>
Listings	<b>+47.5%</b>
Traffic	<b>+19.5%</b>
Inquiries	<b>+15.7%</b>



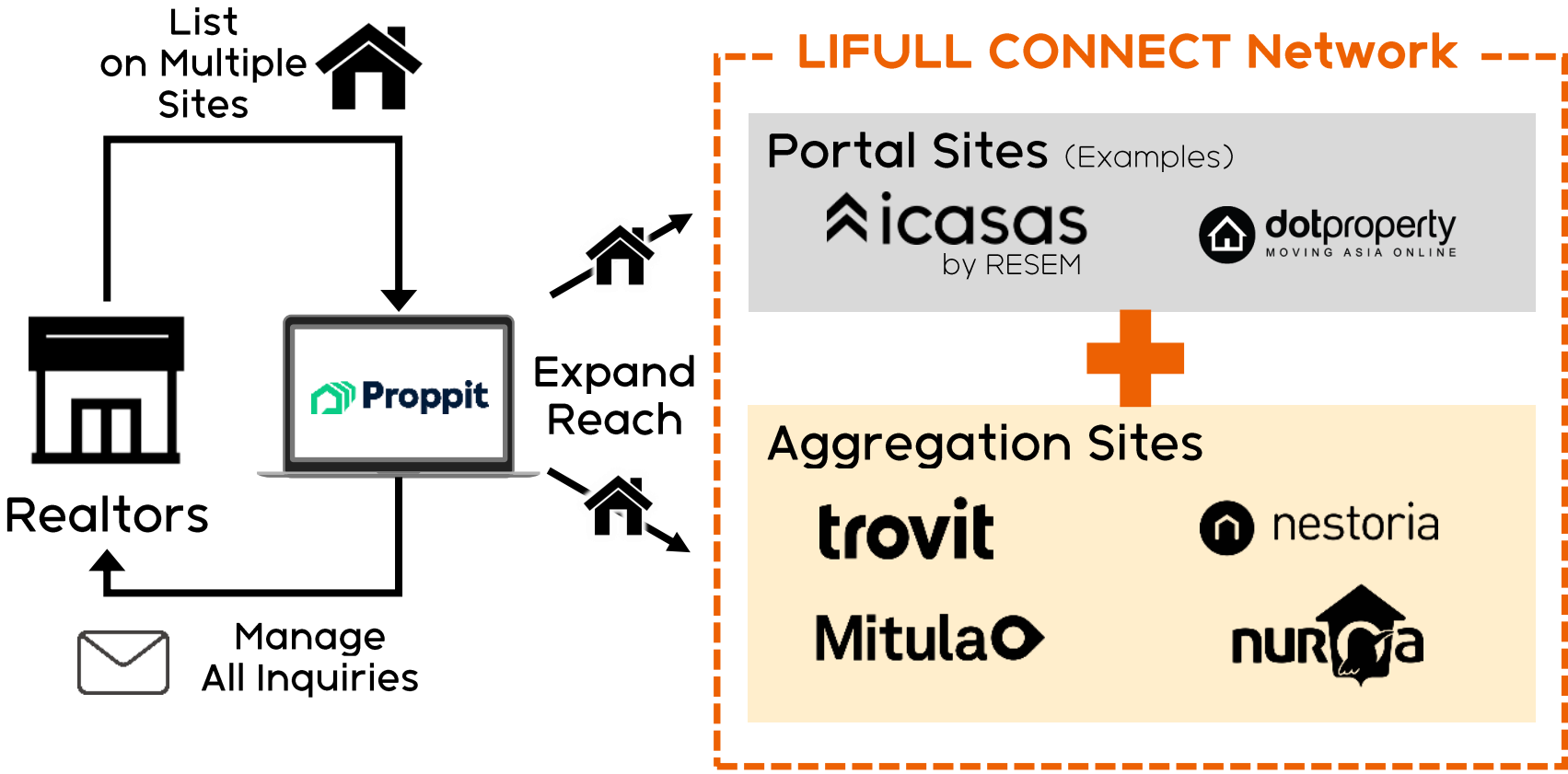
# LIFULL CONNECT Leveraging Multimedia to Boost Traffic

Using Proppit, a management tool for realtors in our key regions of Latin America and Southeast Asia, realtors are able to list across LIFULL CONNECT broad network and manage inquiries in one place.

## Traditional Listings



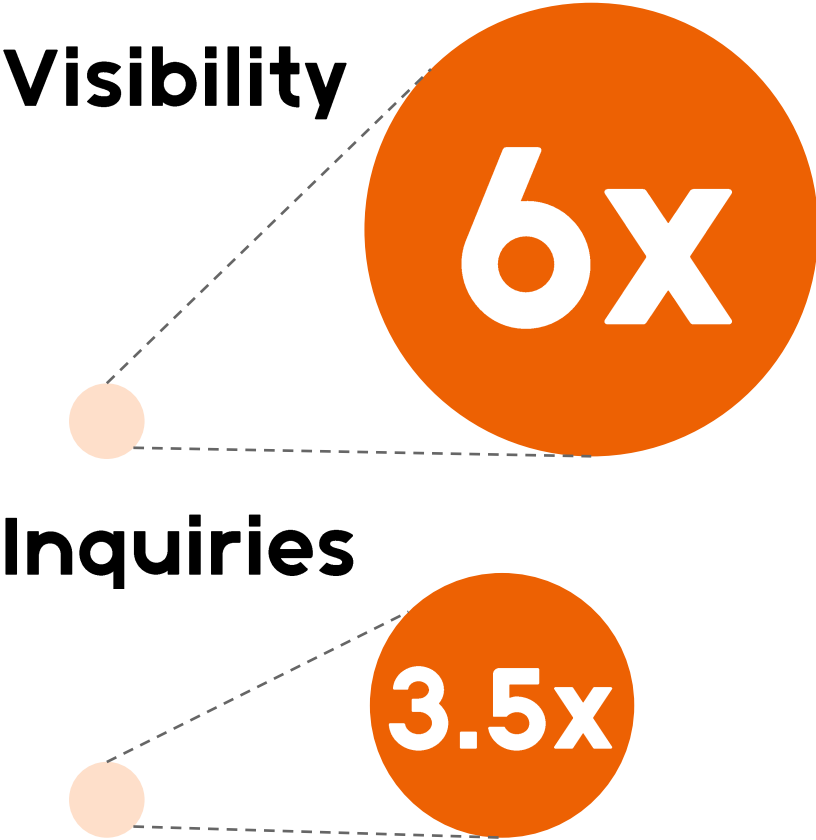
## Listing via Proppit



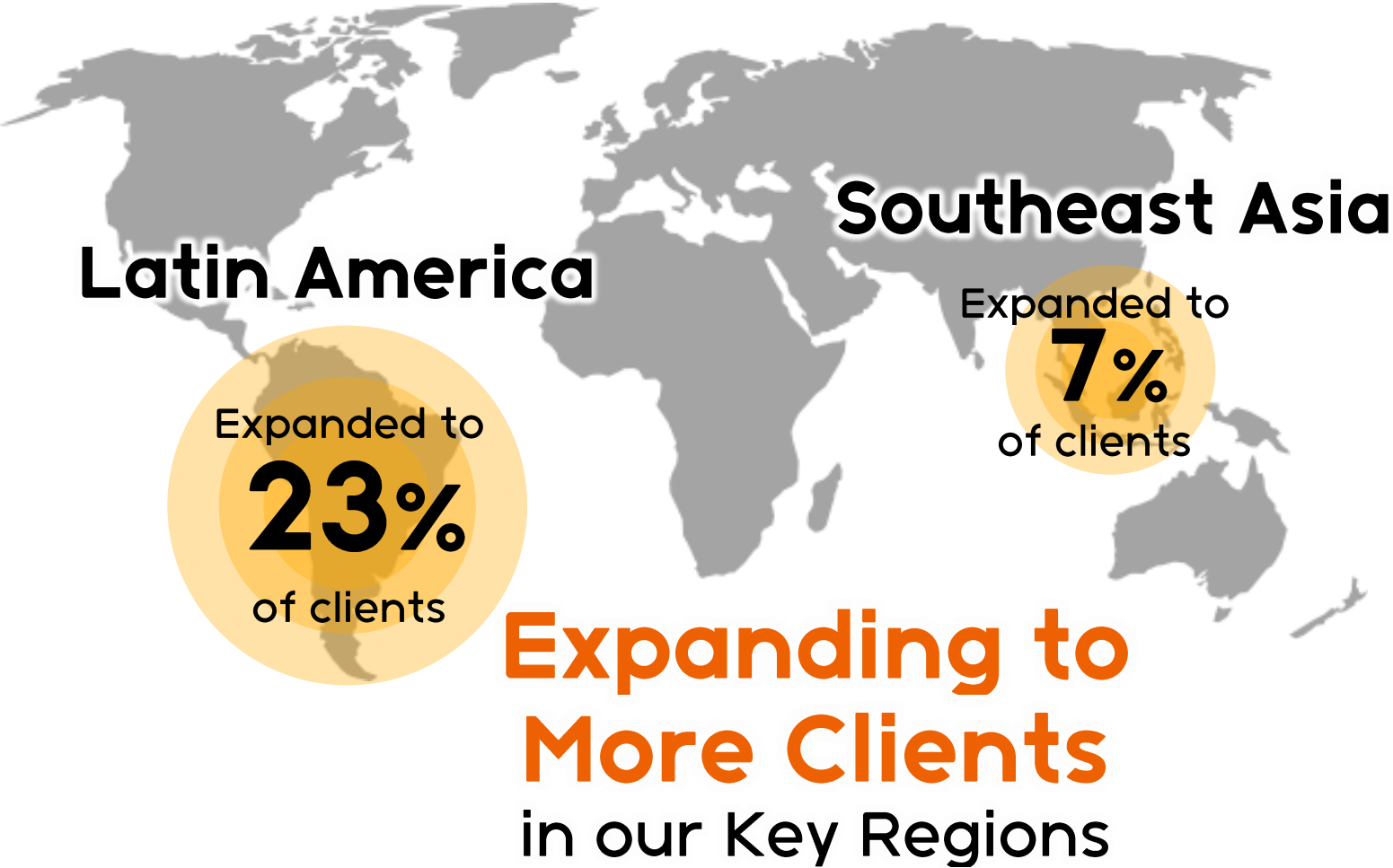
# LIFULL CONNECT Leveraging Multimedia to Boost Traffic

Increased visibility of listings and more inquiries for real estate professionals using Proppit. And expanding to more clients in Latin America and Southeast Asia.

## Impact from Proppit



## Key Regions for Expansion





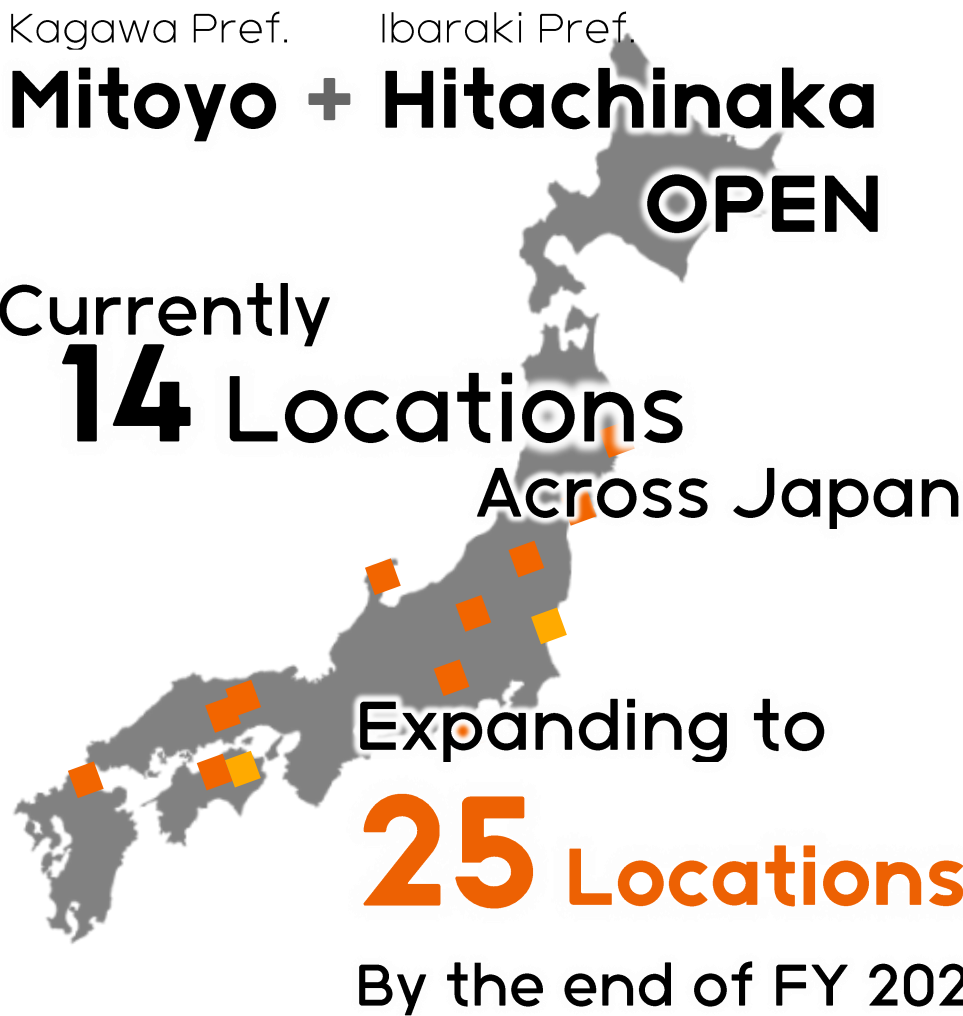


# Segment Update **Progress in Other Key Areas**

# Regional Revitalization Activities LivingAnywhere Commons

People are changing the way they work in response to the COVID-19 pandemic, and we are adding new locations in response to growing needs.

## New Locations

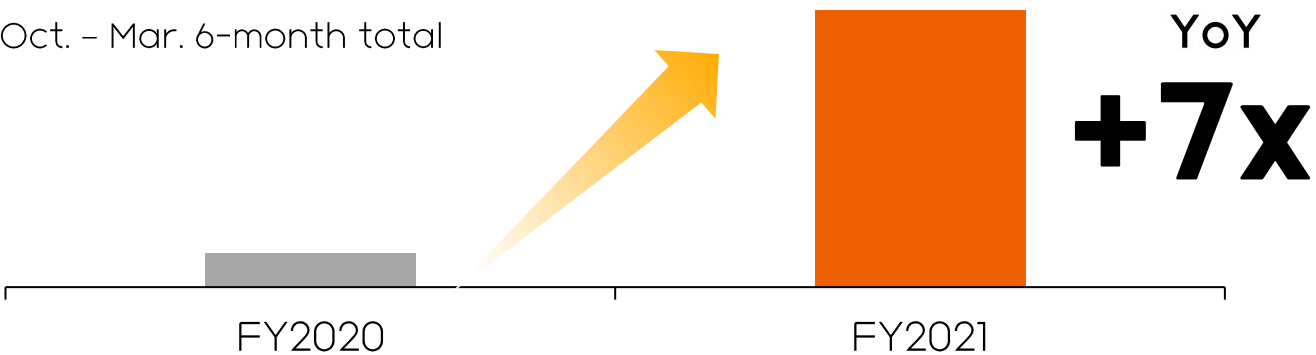


## Increasing Interest in Rural Areas

### More People Working Remotely

Stays in Locations Nationwide

Oct. – Mar. 6-month total



### Leading the Trend



### Japanese Cabinet Office

Presented as a case study of regional development (January 18, 2021)

# Services for Senior Citizens LIFULL senior

LIFULL senior has added a new online shopping and delivery service for elderly care facilities to increase the scope of our business while working towards providing solutions for Japan's rapidly aging society.

Services provided by  
**LIFULL senior**



**LIFULL Kaigo**

One of the largest websites in Japan to search for and compare facilities for elderly care



**Minnna No Ihinnseiri**

Compare prices for companies which help clean up and sort the belongings of the deceased



**taylorini**

Online media focused on information for care for elderly family members



Started  
**May 2021**



**KAIMONO CONNECT**



Website providing shopping services for elderly care facilities

**Active Expansion  
of Services**



# Management Philosophy

# LIFULL Group Management Policy

## Will-Centric Public Interest Capitalism

We manage our businesses with consideration to all stakeholders



Consumers	Services to enhance peoples' lives such as LIFULL HOME'S
Clients	Services to improve the efficiency of our clients' businesses
Employees	Creating the best team in the world
Partners	Open innovation initiatives such as the creation of the Real Estate Consortium
Shareholders	Business management considering total shareholder return
Society	Services to solve social issues such as Regional Revitalization and One P's
Environment	Investments in environmentally-minded startups

# Best Motivation Company Award 2021

With the impact of COVID-19, we made a number of changes and focused on improving the well-being of each of our employees by introducing new office regulations and increasing their base salary.



**Mid-Sized Growing Ventures**  
(Less than 2,000 Employees)

Hosted by Link and Motivation Inc.

Press Release (Mar. 10, 2021, in Japanese):

<https://lifull.com/news/19668/>

## Background

### Strong Focus on Employee Well-Being

#### Selection of Actions from FY2020

Quickly transitioned to a work-from-home policy

Increased the base salary of full-time employees

Integrated an open seating system

Permitted employees to work from LivingAnywhere Commons Locations





 **LIFULL**

Make every LIFE FULL

# Appendices



# Corporate Information (as of March 31, 2021)

**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)

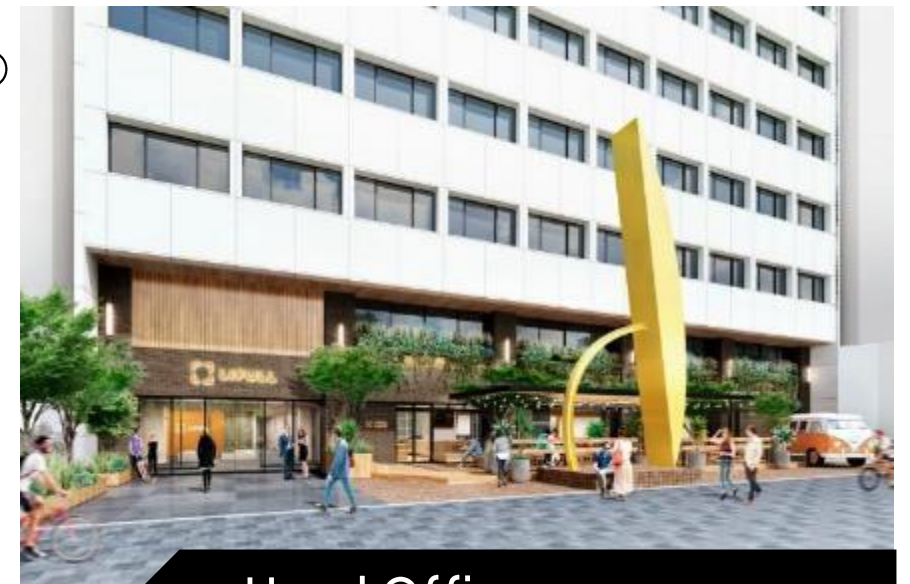
**Consol. number of employees** 1,261 (incl. 103 temporary and 357 overseas)

**Major shareholder** LIFULL Directors, Rakuten Group, 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)

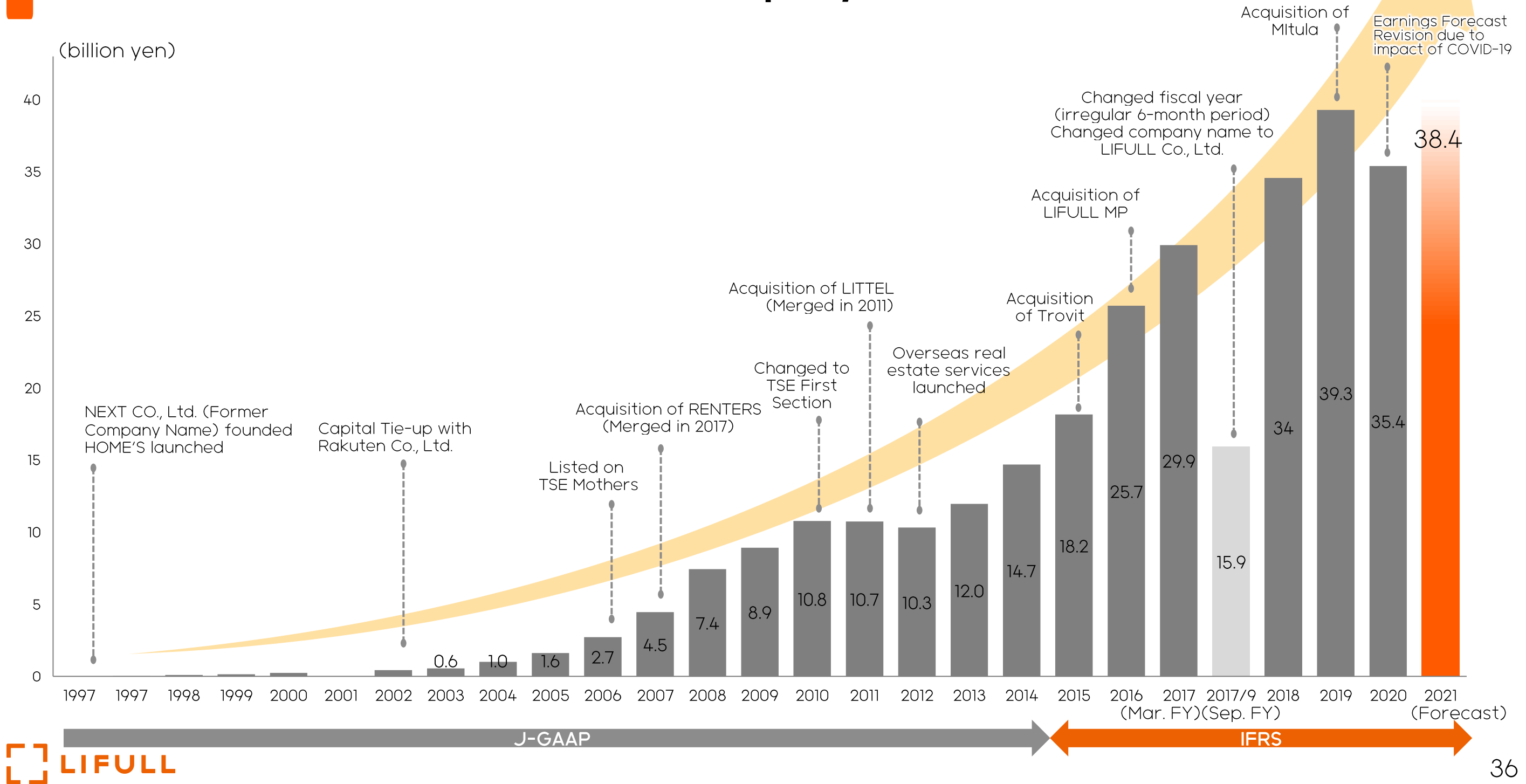
LIFULL Marketing Partners Co., Ltd.	<ul style="list-style-type: none"> <li>Internet marketing for real estate and related business operators</li> </ul>
LIFULL senior Co., Ltd.	<ul style="list-style-type: none"> <li>Operation of one of the largest search engines for nursing homes and senior housing in Japan, LIFULL Nursing Care</li> <li>Operation of the search site "Minna no ihinsei" for companies which organize the possessions of the deceased</li> </ul>
LIFULL MOVE Co., Ltd.	<ul style="list-style-type: none"> <li>Operation of the moving company price estimate and reservation website, LIFULL Hikkoshi</li> </ul>
LIFULL SPACE Co., Ltd.	<ul style="list-style-type: none"> <li>Operation of one of the largest search engines for storage space in Japan, LIFULL Trunk Room</li> <li>Operation of a search site for rental meeting rooms and other spaces, LIFULL Rental Space</li> </ul>
LIFULL bizas Co., Ltd.	<ul style="list-style-type: none"> <li>Contractor for clerical work and other back-office operations</li> <li>Contractor for call center operations</li> </ul>
LIFULL Investment Co., Ltd.	<ul style="list-style-type: none"> <li>Operation of the crowdfunding platforms, LIFULL Investment</li> <li>Operation of the LIFULL Regional Revitalization Fund</li> </ul>
LIFULL Tech Vietnam Co., Ltd.	<ul style="list-style-type: none"> <li>Offshore, lab-type, software and application development as well as creative production</li> </ul>
Rakuten LIFULL STAY, Inc. <sup>1,2</sup>	<ul style="list-style-type: none"> <li>Operation of vacation rental platforms</li> </ul>
LIFULL CONNECT, S.L.U.	<ul style="list-style-type: none"> <li>Operation of aggregation sites for real estate, job listings, used vehicles and fashion aggregation sites as well as portals</li> </ul>
LIFULL ArchiTech Co., Ltd.	<ul style="list-style-type: none"> <li>Research and development on construction and living environments; management of patents</li> </ul>
Kenbiya Co., Ltd.	<ul style="list-style-type: none"> <li>Operation of the real estate investment site Kenbiya</li> </ul>
LIFULL Leadership Co., Ltd.	<ul style="list-style-type: none"> <li>Employee training consultant: Designing and providing training courses for leadership development and management skills</li> </ul>

# Segments and Primary Services

Segments	Main services
<b>HOME'S Services</b>	LIFULL HOME'S AD Master (former Renter's Net) NabiSTAR Advertising & Consulting Agency (LIFULL Marketing Partners Co., Ltd.) Kenbiya (Kenbiya Co., Ltd.)
<b>Overseas</b>	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
<b>Other Businesses</b>	LIFULL <i>Kaigo</i> (Nursing Care) (LIFULL senior Co., Ltd.) LIFULL <i>Hikkoshi</i> (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



# 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	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	7,706	8,510	8,271	9,581
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	7,260
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	1,766
Other Businesses	406	377	400	525	461	479	502	542	528	527	544	488	479	448	432	547	429	479	484	554
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	1,056
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	7,408
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	2,001
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	3,585
Operating expenses	246	236	282	244	240	215	236	267	209	229	190	204	240	290	170	123	64	106	96	87
Depreciation/amortization cost	221	217	338	468	253	266	274	266	263	263	259	304	308	303	490	515	486	512	506	469
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	1,263
Other revenues and expenses	-6	-42	-30	-39	-72	-30	71	18	6	-44	425	-332	9	59	-9	-41	62	-1,817	-83	-85
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	1,030
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%	10.8%
Net income*	734	942	331	756	22	467	591	980	702	585	1,003	-41	1,073	370	527	949	846	-1,153	400	651

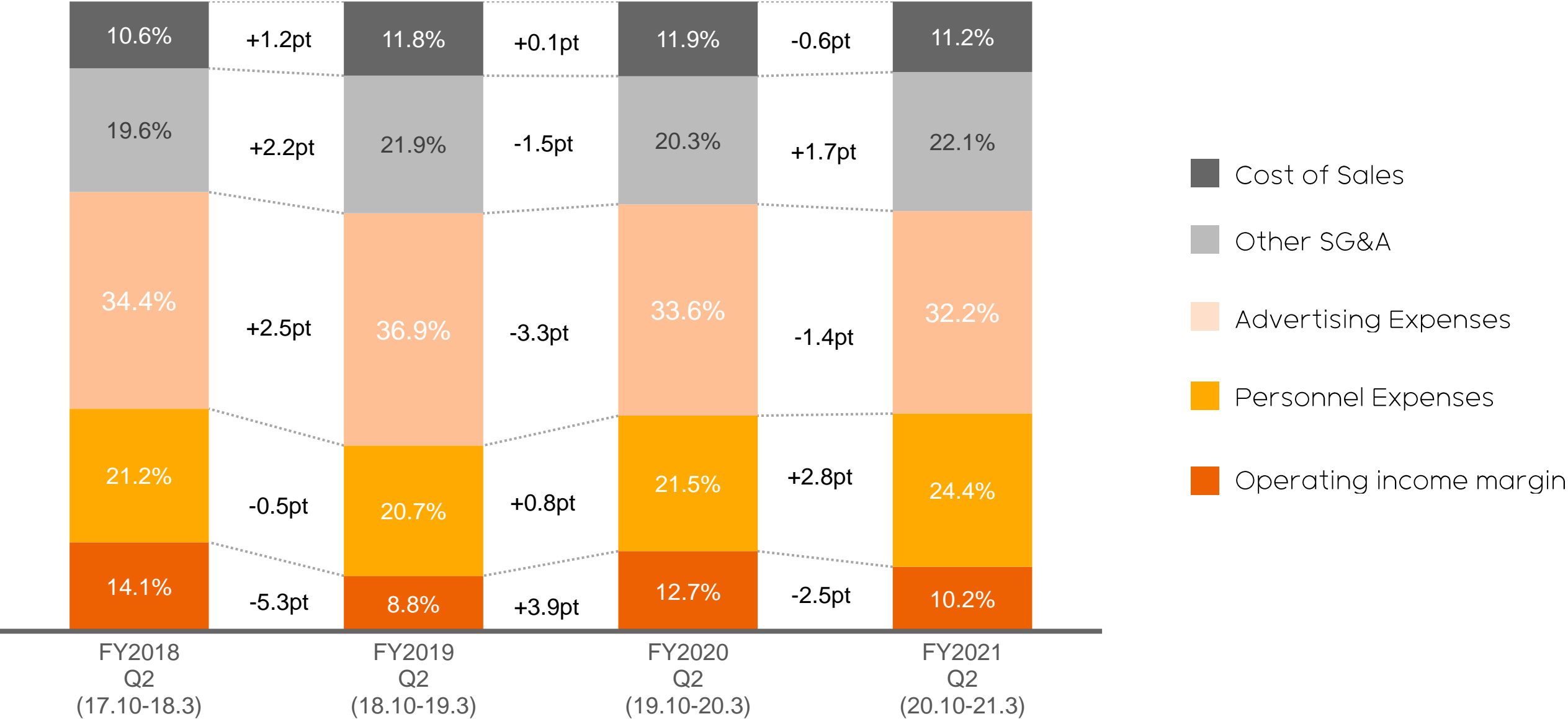
1) Net income = Net income attributable to owners of the parent

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 measures for corporate mergers have been defined for FY 2020/9, these provisional accounting measures have been applied to all related values.

# Expense-to-Revenue Ratio IFRS

Decrease in consolidated revenue due to the COVID-19 pandemic  
Reduced advertising expenses by 1.4 pt. through controls on online marketing

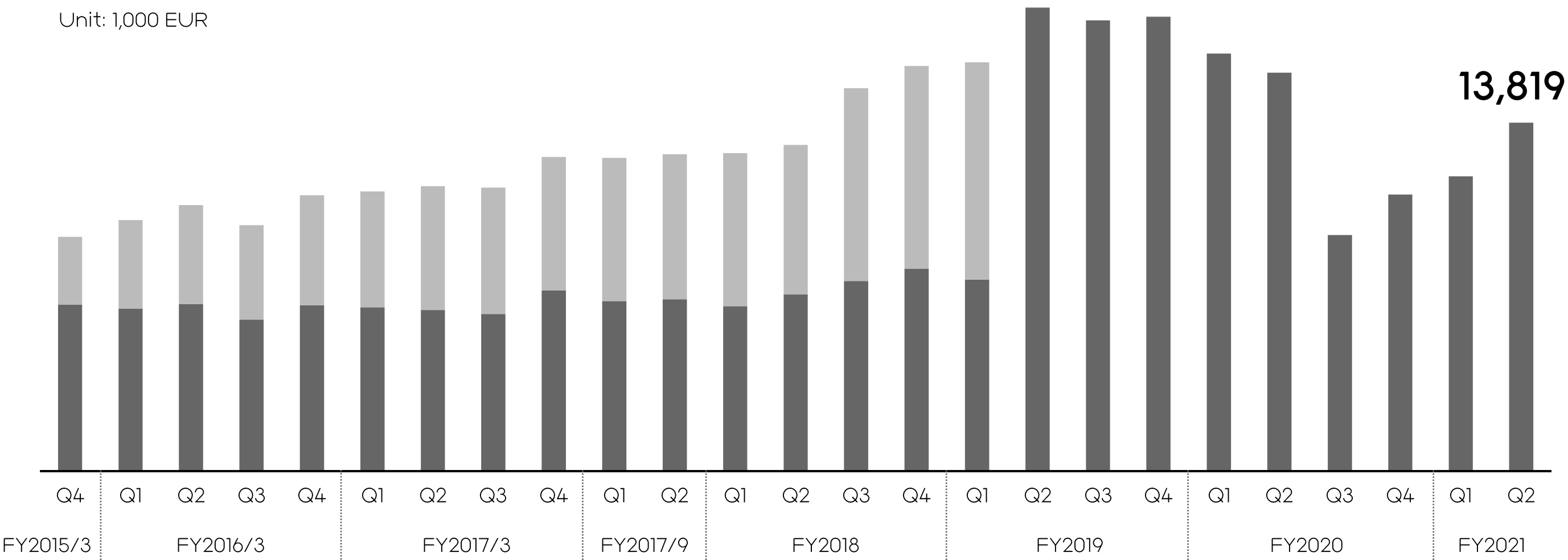


# Quarterly Results LIFULL CONNECT

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)

Unit: 1,000 EUR



# Overseas Segment Results

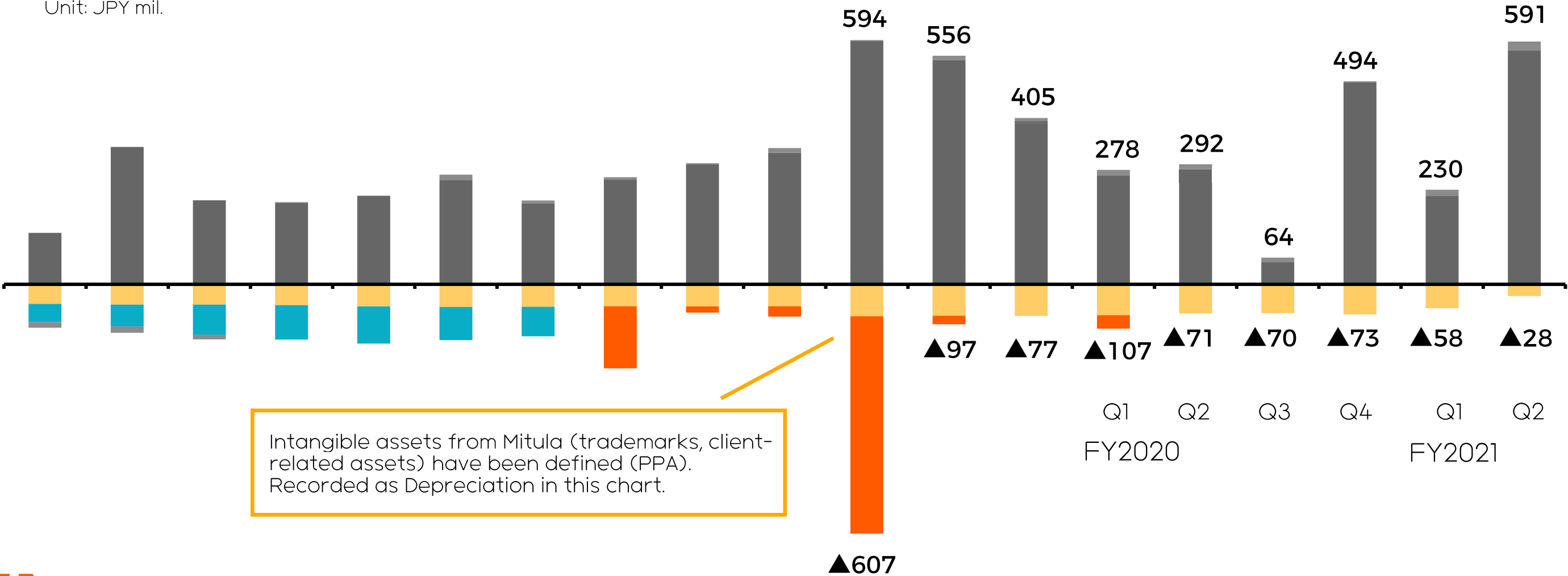
## Segment Profit and Loss (Quarterly Trend)

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

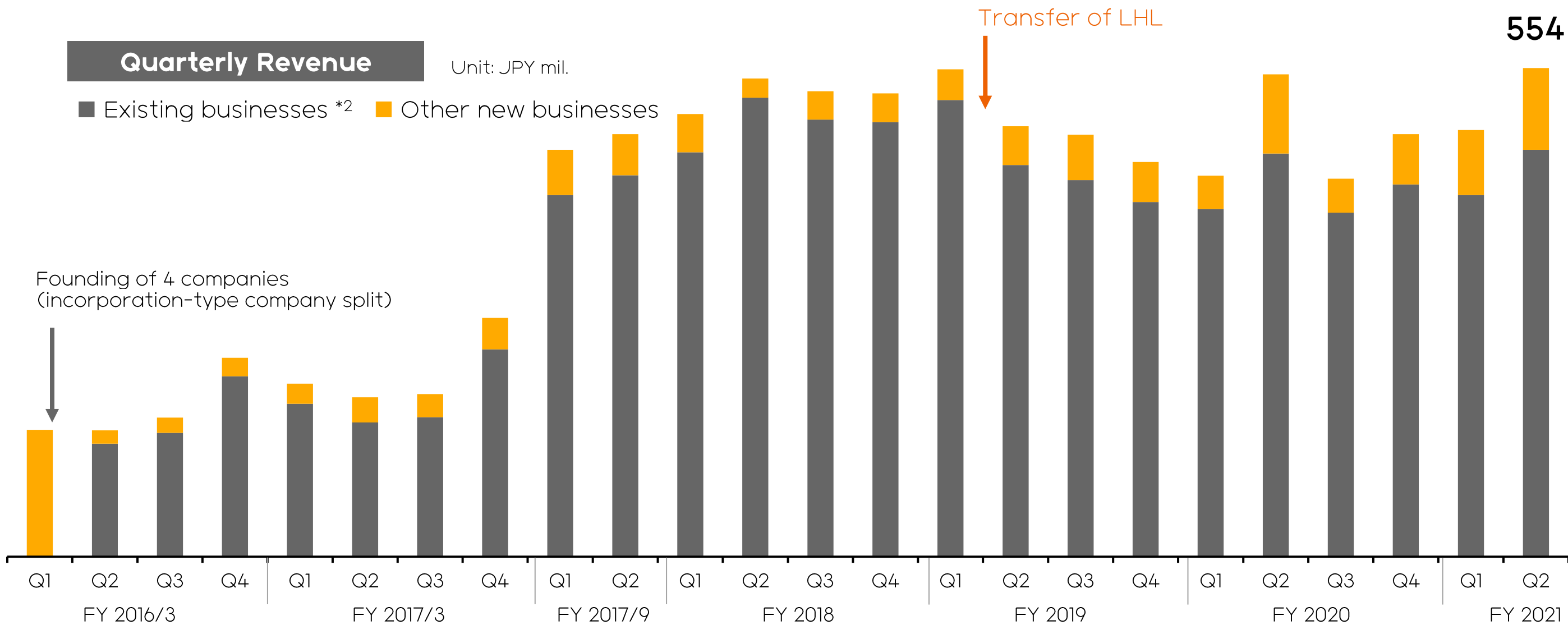
■ LIFULL CONNECT ■ International Division ■ Depreciation ■ M&A Costs ■ Other

Unit: JPY mil.



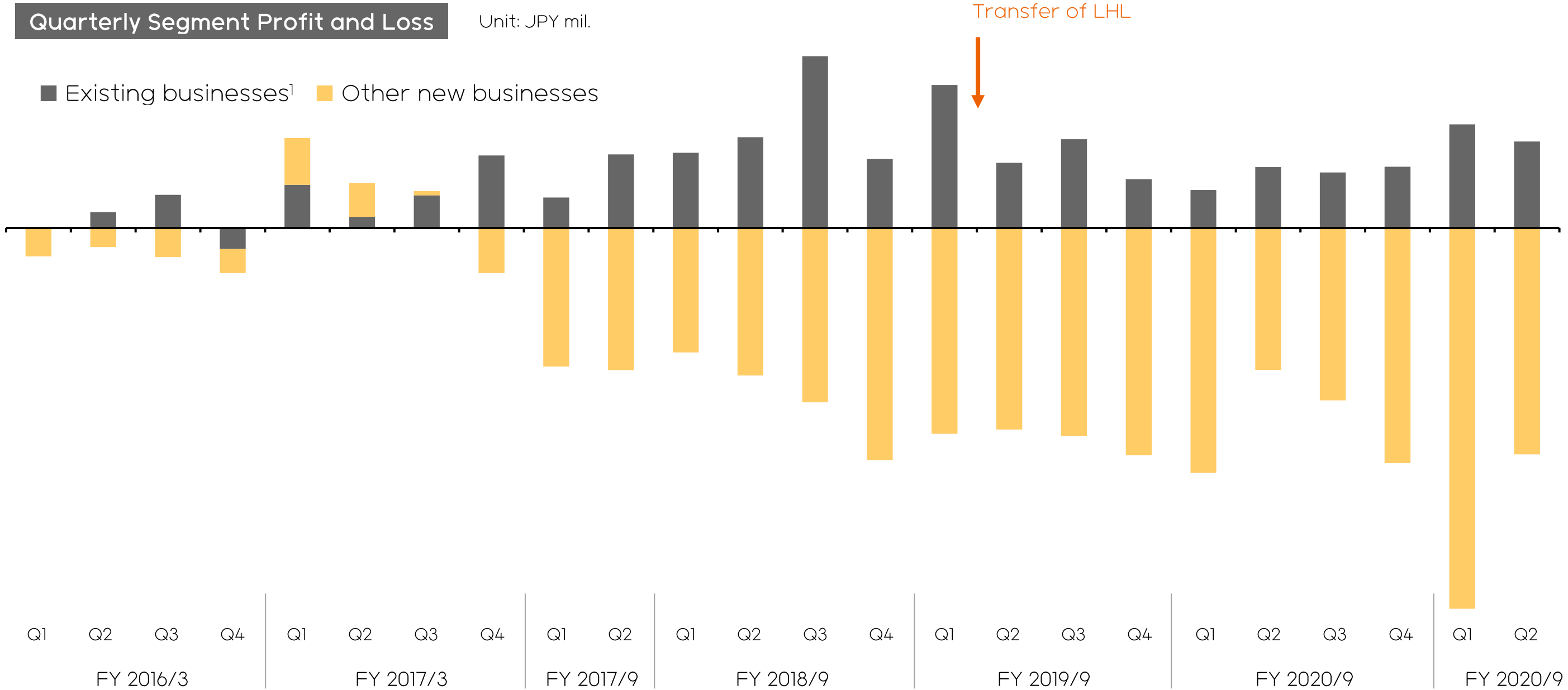
# Other Businesses Segment Sales Revenue (Quarterly)

Existing businesses driving revenue growth





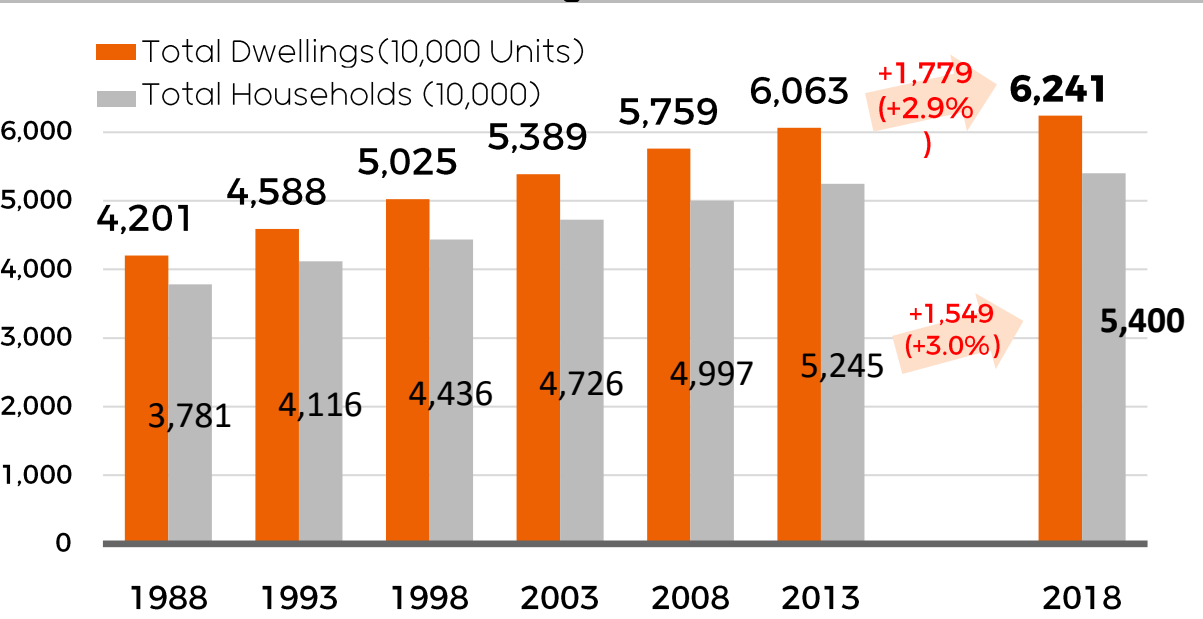
# Other Businesses Segment Profit and Loss (Quarterly)



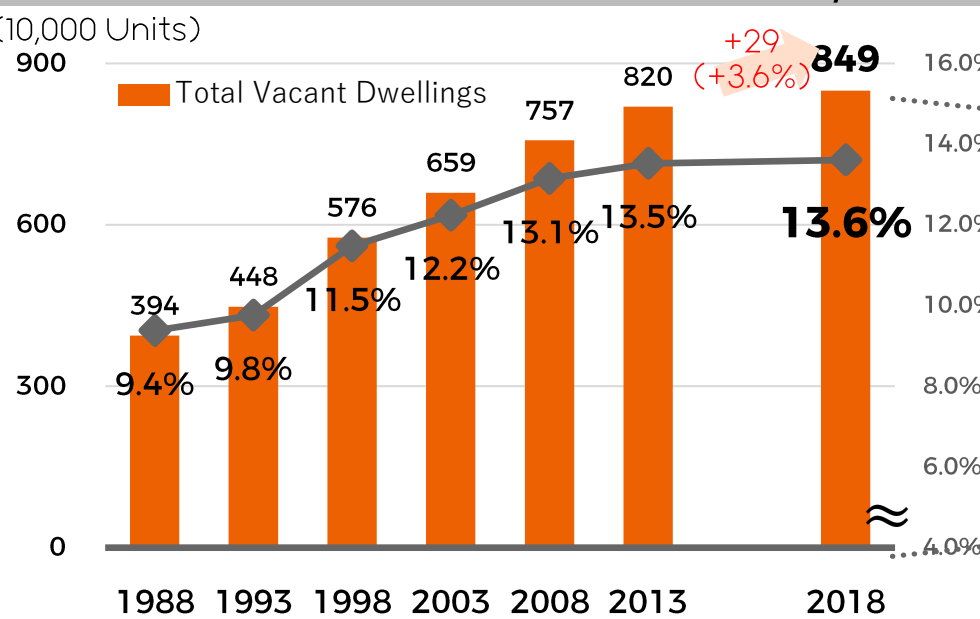
<sup>1</sup> Comprised of FinTech (sold in 2018), MOVE, senior and SPACE

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

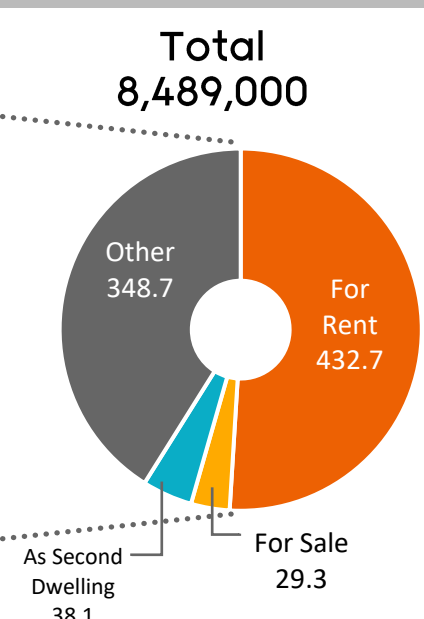
Trend of Total Dwellings and Total Households



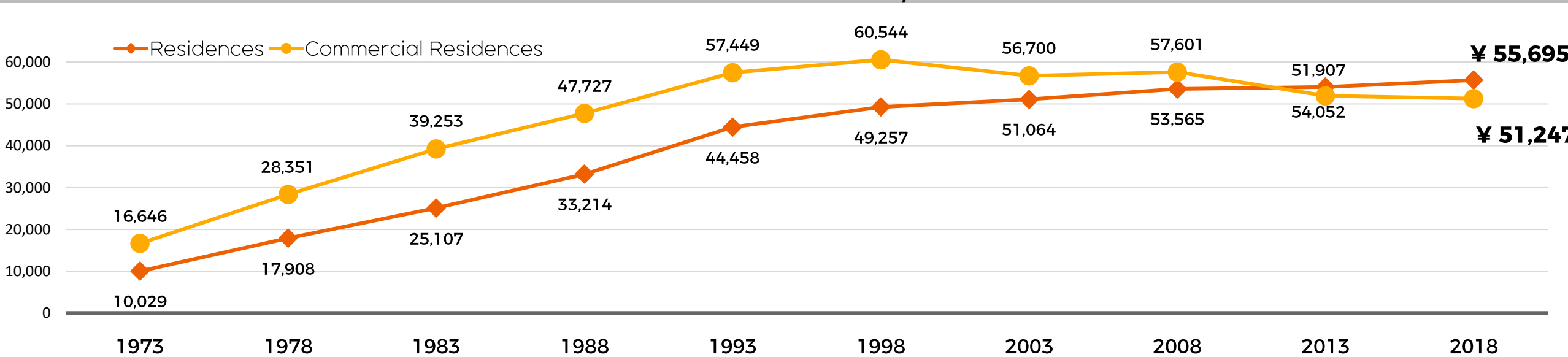
Trend of Number of Vacant Homes and Vacancy Rates



Breakdown of Vacant Homes



National Trend in Monthly Rent



# (Ref.) External Market Data Monthly

Annual	2019	2020	2021
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		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	Jan-21	Feb-21	Mar-21
(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	1,325	2,243	3,103
	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%	7.1%	50.7%	44.9%
	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	695	1,718	1,815
	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%	11.9%	66.0%	18.8%
(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	5,824	6,380	6,330
	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%	-30.6%	-2.4%	2.8%
	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	4,629	3,954	4,226
	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%	7.8%	17.3%	-13.8%

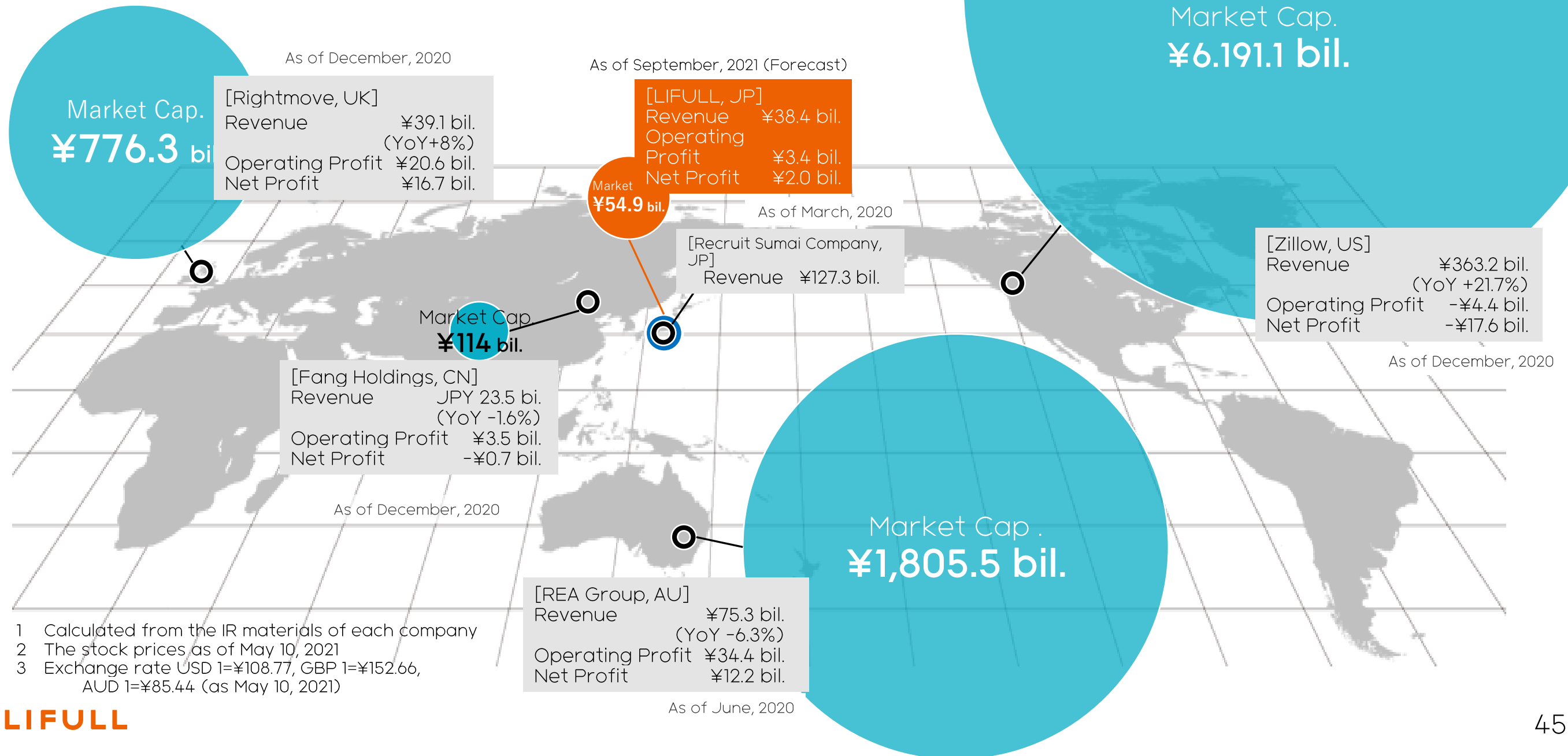
		2018 (Jan-Dec)	2019 (Jan-Dec)	2020 (Jan-Dec)	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21
(3) New build properties	House for Rent	396,404	306,753	306,753	29,511	26,164	30,645	30,383	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	19,794	22,556	27,245
	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%	-18.0%	-0.4%	2.6%
	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	8,775	6,779	10,392
	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%	29.3%	-27.5%	9.4%
	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	10,213	10,470	11,319
	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%	-6.1%	-4.0%	-2.6%
	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	19,200	20,390	22,340
	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%	6.4%	4.3%	0.1%

		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	Jan-21	Feb-21	Mar-21
(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	320,671	376,039	975,925
	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%	-3.5%	3.9%	1.1%
	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	281,919	332,330	915,925
	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%	-5.6%	1.7%	1.9%
(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	Jan-21	Feb-21	Mar-21
	Total	126,443	126,167	125,708	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	125,754	125,708	125,669	125,710	125,570	125,620	125,480

[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.) Overseas competitors

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



# IR Team Contact Information



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## Annual Report 2019



Japanese

<https://lifull.com/ir/ir-data/fy2019/>

English

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## Other Information about LIFULL



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