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July 14, 2021

Japan Best Rescue System Co., Ltd.

Announcement on achieving 1 million Members for “QR Service for New Tenant”

JBR front-loaded the achievement far ahead by acquiring additional partner

Japan Best Rescue System Co., Ltd. engaged in providing service for solving comprehensive daily life troubles (Head office: Naka-ku, Nagoya City, Representative Director: Mr. Nobuhiro Sakakibara, listed on 1st Section of Tokyo Stock Exchange, Security code: 2453, hereinafter called “JBR”) shall hereby announce that the number of members of the membership service designed for real estate companies (hereinafter called the “Service”) including “Quick Response Service for New Tenant” has exceeded 1 million people.

What is QR Service for New Tenant?

This Service is membership service for new tenants to enroll when moving in through real estate companies. JBR shall provide support for solving daily life troubles such as keys, plumbing and window glass for 24 hours and 365 days. The fee for dispatching staff and basic works shall be free and member shall be able to hold down sudden expenses when they are in troubles.

The achievement is one of the pass points and is expected to grow on continuous basis with the following characteristics

1) The market size expanding continuously

The number of households living in collective housings, which used to be 13 million around 30 years ago, has currently increased to over 22 million, due to the increase of single households with the focus of elderly household. We believe that this market is expected to maintain ample size in Japan in the future since the contract of this Service is arranged in the unit of household.

2) Contribution to management rationalization of alliance partners

The part of our sales which we have earned from this Service shall be paid to real estate companies as introductory commission. Those partners shall be able to outsource arranging the service for solving troubles for tenants to JBR, which will lead to management rationalization in both revenue and expense aspects by having the alliance partnership with us.

3) JBR’s Flagship Service

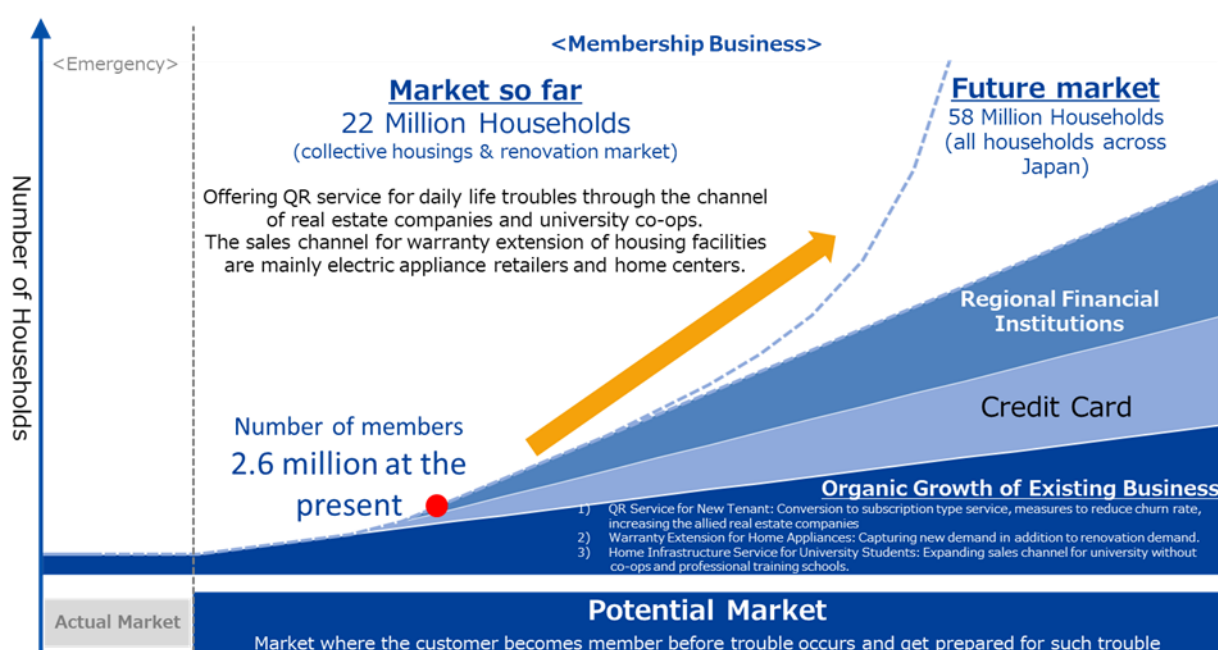
This Service has occupied more than 60% of total member fee revenue among our core membership business. Through expanding the sale of this Service, we have deepened the relationship by improving the profitability of real estate companies intermediating this Service with new tenants and realized “cross selling” such as sales of home contents insurance of our Insurance Segment.

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Effect on our Membership Business

The membership business is expected to grow ca. 10% YOY through organic growth of our existing business including this Service. We believe that we have acquired more than 1 million members as a result of such steady growth. In addition to such stable growth, we aim at accelerating the growth speed by acquiring new deals.

We do not have any adjustment on our forecast for consolidated financial result of FY ending September 2021 at this point in time. When we have matters to be disclosed in the future, we will disclose them in a prompt manner.



Future Outlook

The most of this Service has originally been provided in the form of “stock type” where the service fee is collected in lump sum payout when moving in. There are certain number of customers who are hesitant to pay fee in the form of such lump sum payment in order to hold down expenses even a little as a sizable sum of money is necessary when moving in.

The most of new contracts of this Service are arranged in the form of “subscription type”, where the service fee is collected together with rent and management fee every month. The subscription type, where the contract shall continue as long as the tenants live in contracted house, has occupied more than 60 % of members purchasing this Service and has accelerated further increasing the number of members.

We shall hammer out various measures from now on and be engaged in the business to provide our service to many customers.

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Contribution to SDGs



Our service shall be provided to customers through our business alliance partner shop across Japan. We believe that the grow of this Service enabling customers across Japan to live secured life for 24 hours and 365 days shall contribute to “11. Sustainable Cities and Communities”.

We shall contribute to realize sustainable society without leaving no one behind by continuing to provide solution to various social issues as the company with philosophy of “We help people in need”.

Corporate Profile

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| Company Name: | Japan Best Rescue System Co., Ltd. |
| Representative Director & CEO: | Mr. Nobuhiro Sakakibara |
| Location: | Urbanet Fushimi Building 5F, 1-10-20 Nishiki, Naka-ku, Nagoya City |
| Establishment: | February 1997 |
| URL: | https://www.jbr.co.jp/ (Corporate website) https://sq.jbr.co.jp/ (Service website) |

【Inquiry on this news release】

Japan Best Rescue System Co., Ltd.

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