### **Business Strategies**

**Business Segments** 

# Life / Business Solution Business



Representative Executive Officer, Vice Presider

## Overview

In addition to comprehensive real estate services (leasing, condominium sales, property management, leisure, etc.) we provide specific services for both individuals (home security, healthcare, etc.) and businesses (call-center and staffing services, etc.) to provide support for their everyday needs.





#### Business environmen

• Growing expectations for healthcare services that contribute to solving problems associated with an aging society (increasing healthy life expectancy, etc.)

• Growing outsourcing needs due to short staffing, progress in working practice reforms, etc.

• Robust demand for office space, leasing and condominiums.

· Decreasing yields on newly acquired real estate due to intensifying competition in real estate acquisition

Medium-term Management Plan Strategies	What we aim to become in the future We provide services that satisfy individual and business customers in their everyday needs, which in turn improves the Group's credibility and expands its revenues. At the same time, our aim is to transform ourselves into a general real estate business group to meet all real estate needs, capitalizing on a well-balanced mix of leasing, condominium and fee businesses.
Efforts (3-year Medium- term Management Plan)	<ul> <li>Enhance our brand power to expand operations in the Tokyo metropolitan area from our base in the Kansai urban area, while also branching out abroad.</li> <li>In the rental property field, expand and strengthen the asset management business for institutional investors.</li> <li>Expand and strengthen healthcare services by developing advanced services utilizing digital technology.</li> <li>Streamline operations and reduce labor by introducing RPA, etc.</li> </ul>



## Performance for fiscal year 2019

• We have made active efforts to increase sales of "Cielia" condominiums in the Kansai and capital regions, and have provided 2,434 residences with this brand as of the end of March 2020.



Cielia Senri Chuo Tower (completed in February 2019)

## Number of "Cielia" brand residences supplied

Total of condominium units and detached houses with residential land development completed since starting to supply Cielia brand residences (fiscal 2016) until fiscal 2019

2,434 units CIELIA

HOTEL

• Our real estate business in the emerging economies, especially those in Southeast Asia, deals primarily with condominiums, while the focus is on office leasing in Europe, the U.S., Australia and in other developed countries. As of the end of March 2020, we have participated in three condominium development projects in Vietnam, Indonesia and Thailand, and eight office leasing projects in the U.S., Singapore and Australia.

Number of projects invested in since the first overseas real estate business 11 projects (fiscal 2017) until fiscal 2019



New York

Svdnev



Bangkok

• About 54,000 contracts have been signed for our home security services as of the end of March 2020, a significant achievement in our efforts to reach out to customers and win their confidence.



Customer satisfaction rate: 98% We help customers live a more secure and comfortable life.

In addition to providing real estate services, we monitor social trends in four business categories: life support (home security, housekeeping services, etc.), healthcare (health management support, caretaking services, etc.), financial services (collection agency services, financing, leasing, etc.) and business solutions (staffing services, call-center services and management, etc.). Moreover, by leveraging the Group's seed projects and those of others, we will continue to develop new service models that meet the needs of customers while providing high valueadded services.