

## Business Segments

## Life / Business Solution Business

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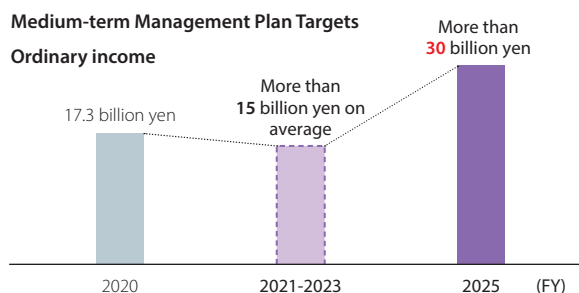
Director  
Representative Executive Officer, Vice President

## 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.

## Medium-term Management Plan Targets

## Ordinary income



Note: Including extraordinary gains/losses in the real-estate business

## Business environment

## Opportunities

- Robust demand for condominiums, office spaces, and leasing
- Increased business opportunities with the promotion of big projects such as attracting IR to Yumeshima and the Osaka Expo
- Increased business opportunities brought by advances in digital technology, etc.

## Risks

- Delay in acquisition and development of new properties due to intensifying competition for property acquisition
- Sluggish real estate market resulting from sharp economic deterioration
- Damage to real estate value due to lower profitability of properties

## Business strategies

## Directions to take

- ① Engage in comprehensive real estate businesses to meet all real estate needs with a well-balanced combination of condominium, leasing and fee businesses, aiming to increase profit.
- ② Besides real estate, in highly competitive businesses where we can leverage our Group's strengths, aim to provide high value-added services seeking further increases in profit.

## 5-year Efforts

## ① Real estate business

- Promote business focused on asset management by making effective use of funds such as REITs.
- Enhance services for condominiums according to life cycle, such as interior fittings and furnishings, renovations, brokerage and relocation.
- Find and strengthen medium- to long-term redevelopment projects, etc. through activities related to CRE (corporate real estate) solutions.

## ② Other than real estate

- Provide diverse health checkup services that incorporate advanced testing technologies.
- Provide customer call center services based on digital technologies and high-level know-how.



## Initiatives in fiscal 2020

We have made active efforts to increase sales of “CIELIA” condominiums in the Kansai and capital regions, and have provided 3,853 residences with this brand by the end of fiscal year 2020.



Senriyama Gate Terrace



### 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 2020

**3,853**

Our real estate business in emerging economies, especially those in Southeast Asia, deals with primarily with condominium development projects, while the focus is on office leasing and condominium development in Europe, the U.S., Australia and other developed countries.

By the end of fiscal 2020, we have participated in seven condominium development projects in Vietnam, Indonesia, Thailand and the U.S., and 11 leasing projects in the U.S., Singapore and Australia.

**Number of projects invested in since the first overseas real estate business (fiscal 2017) until fiscal 2020**

**18**



Bangkok



Dallas  
in Texas



Washington, D.C.

About 56,000 contracts were signed for our home security services as of the end of fiscal 2020, a significant achievement in our efforts to reach out to customers and win their confidence.

### Number of contracts for KANDEN SOS home security services

For detached houses and condominiums as of the end of fiscal 2020

**56,000**



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

In not only real estate services but also other business areas where we can leverage the Kansai Electric Power Group's strengths, we will proactively incorporate digital and cutting-edge technologies to expedite offering of high value-added services, aiming for dramatic profit growth as well.