Casa Inc.

Fiscal Year ending January 2024
Result Briefing Materials for 4Q

Ticker code: 7196



**Individual Income Statement** 

(Unit: JPY million)	FY ended January 2023	FY ended January 2024 Actual result	Comparison with the previous year
Net Sales	10,278	11,163	108.6%
Initial guarantee fee	4,996	5,654	113.2%
Guarantee fee renewed	5,237	5,465	104.3%
Cost of Goods Sold	4,454	5,088	114.2%
Introductory fee	1,110	1,378	124.1%
Provision of allowance for doubtful accounts	2,425	2,655	109.5%
Litigation and disposal costs	885	1,032	116.5%
<b>Operating Profit</b>	804	801	99.7%
Ordinary Profit	965	1,041	107.9%
Net Profit	243	699	286.6%
EBITDA	1,234	1,302	105.5%

#### **Net Sales**

#### ✓ Initial guarantee fee

- Acquired new agents (1,149 companies, 110% compared to the corresponding period of the previous year)
- Acquired new contracts (130,000 contracts, 111% compared to the corresponding period of the previous year)
- Steady growth due to area expansion and increase in number of employees

#### ✓ Guarantee fee renewed

• Policies in force increased by 106% compared to the corresponding period of the previous year, contributing to growth

#### **Operating profit • Ordinary Profit**

#### **✓ Introductory fee**

Fees has increased due to strengthening sales of financial screening products

#### ✓ Provision of allowance for doubtful accounts

It has increased in proportion to expansion of new policies and policies in-force

#### ✓ Litigation and disposal costs

Although the number of lawsuits decreased due to improved collections of unpaid rents, the litigation cost increased due to contributing to the of long-term cases.

#### ✓ Cost for extending new system

Due to the extension of core system, outsourcing cost and development cost have increased.

#### ✓ Bad debt recovered

Assigned a dedicated person to strengthen collection of long-term canceled receivables, which resulted in an increase of 182.8% compared to the corresponding period of the previous year.

 $EBITDA = Ordinary profit + Depreciation \pm Interest paid etc.$ 

(Unit: JPY million)		FY ended	FY ended January 2024		Comparison with the	Comparison
(Cint. 31 1 minion)	January 2023	Plan	Actual result	previous year	with plan	
N	Net Sales	10,286	11,276	11,224	109.1%	99.5%
Oper	rating Profit	785	838	786	100.1%	93.8%
Ordi	inary Profit	895	929	965	107.9%	103.9%
attribu	et Profit Itable to owners It the parent	254	544	605	237.6%	111.1%

#### **COMPASS**

- ✓ Acquisition of self-managed landlords (143 % YOY)
- ✓ Number of rent guarantee contracts (130 % YOY)

The number of registered landlords has been steadily increasing by making use of seminars, YouTube and owned media.

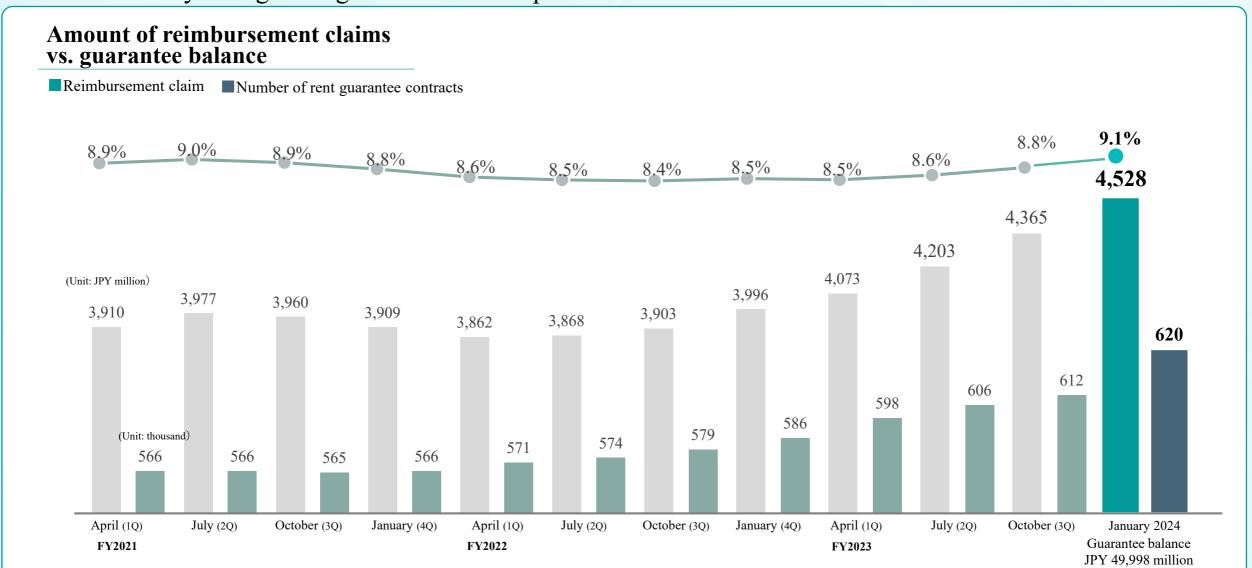
#### **GoldKey**

- ✓ **Sales of application to manage tenants**Strengthened the sales by promoting reduction of rental operations for property management companies and self-managed landlords.
- ✓ Synergy with real estate business

  Introduced rent guarantee service to "Bukenavi",
  a real estate information service provider that
  introduces vacant properties (especially
  restaurant property) with facilities from previous
  business owner



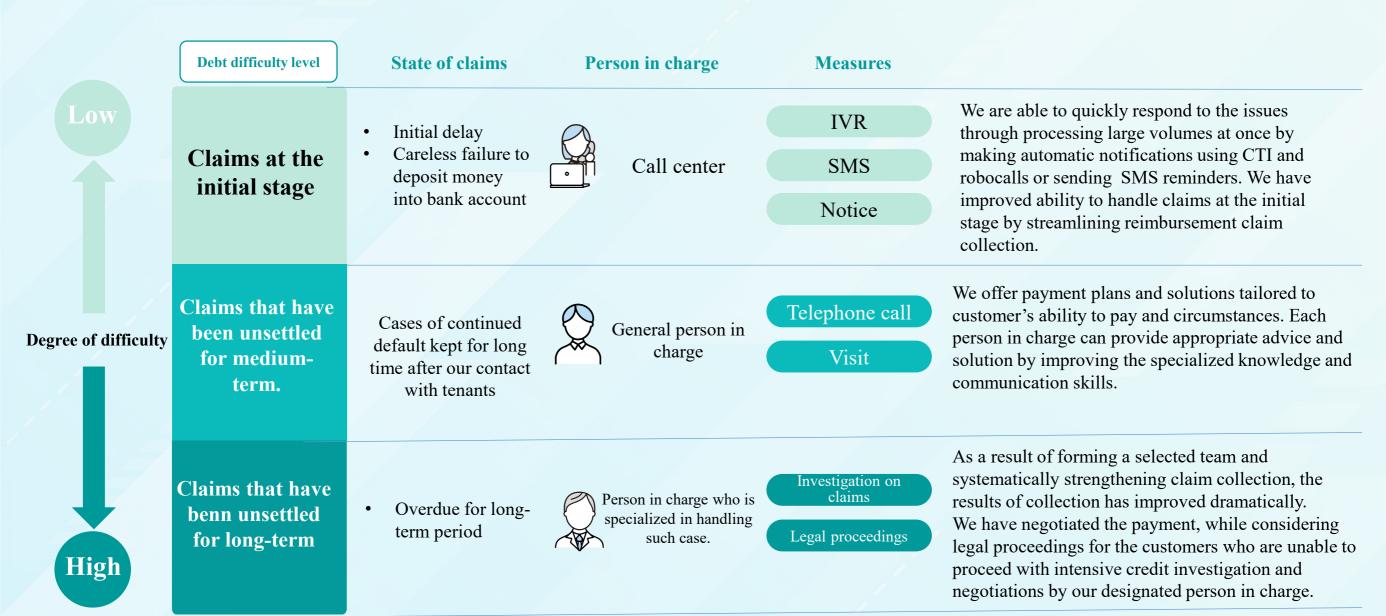
Reimbursement claims have increased due to an increase in the number of new contracts and expanding renewed contract in force. We could maintain the ratio of reimbursement claims to guarantee balance at a constant level by strengthening debt collection operations.



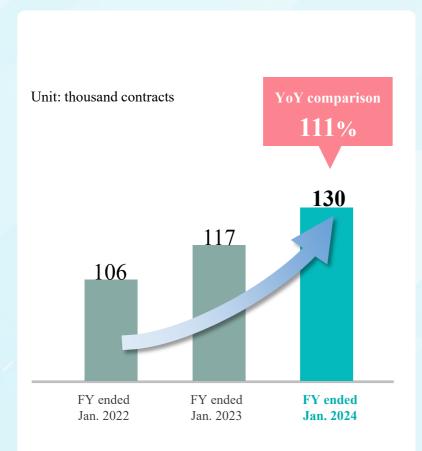
## Reduce Reimbursement Claims by Strengthening Collection System



Construction of a collection system for each claim classification is underway, and we have some results in part.



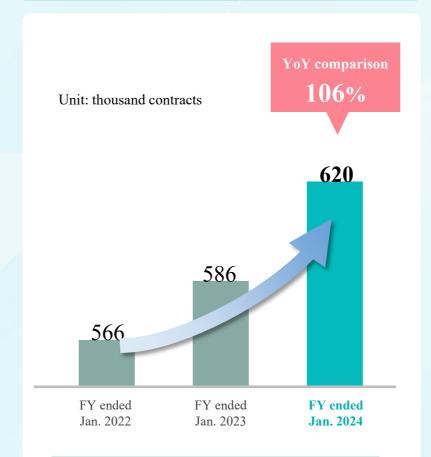
#### **Number of New Contracts**



Sales has expanded due to an increase in the usage rate of existing agents and an increase in sales personnel.

111% compared to the previous year, increased by 12,000 contracts.

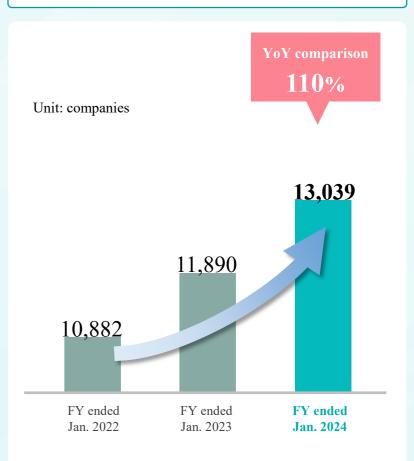
#### **Number of Contracts in Force**



As we continue to acquire new contracts, the number of policies in force will increase and continuous guarantee fees will expand.

106% compared to the previous year, increased by 34,000 contracts.

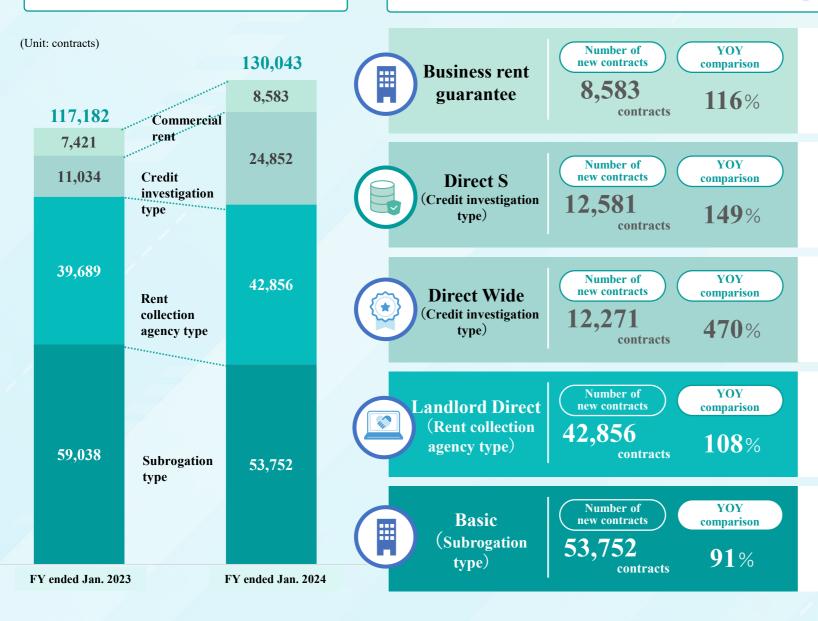
#### **Number of Agencies**



We have continuously acquire new agencies by expanding area of our operation and increasing sales staff 110% compared to the previous year, increased by 1,149 companies.

#### **Number of new contracts**

#### **Lineup of the product**



A service providing rent guarantees to commercial properties. We propose increasing opportunities for tenants to move in by lowering lease deposits and security deposits. While the average rent for residential properties is JPY 50,000, the average rent for commercial properties is JPY120,000, where we can expect high profitability.

Utilizing financial screening improves the accuracy of credit decisions and debt collection, which enables us to return high profits to major agencies, excellent agencies, and major business partners.

As a result of improved accuracy in credit judgment and debt collection through financial screening, we are now able to provide a wide range of guarantee services to agents who are at risk of delinquent payments.

Main product for companies running small and medium-sized businesses, which covers collection agency, lonely death insurance, and omissions in home contents insurance. In addition, we are available 24 hours a day to respond to emergencies such as water leaks or lost room keys as an option.

Standard rent guarantee service, which is used when a property management company manages collection of payments. Nowadays, the convenience of payment collection agencies is emphasized, and the number of cases of switching agencies is increasing, and as a result, usage is decreasing year by year.

Demand for rent guarantee services for commercial property is increasing as the market continues to expand.

#### **Tokyo Office Market (demand, supply and vacancy rate)**

After 2024, the amount of new supply will increase and the vacancy rate will rise temporarily, but in 2026 and 2027, the amount of new supply will be at the level of the historical average, and the vacancy rate is expected to be on downward trend.



Data on real estate market by city/region

Tokyo – 5	Tokyo – 5 central wards of Tokyo		Osaka City		
Rent (common service fee included)	JPY 27,964/Tsubo	Rent (common service fee included)	JPY18,290/Tsubo		
Vacancy rate	4.91% \	Vacancy rate	<b>3.09</b> % 7		
	Nagoya City	Fukuoka City			
Rent (common service fee included)	JPY 17,159/Tsubo	Rent (common service fee included)	JPY 17,851/Tsubo		
Vacancy rate	4.81% \	Vacancy rate	3.97% >		
	Sapporo City		Sendai City		
Rent (common service fee included)	JPY 15,969/Tsubo	Rent (common service fee included)	JPY 14,162/Tsubo		
Vacancy rate	<b>2.71</b> % /	Vacancy rate	<b>6.89</b> % 7		

※出所:CBRE

\*\*Reference date: January 31, 2024 Large-scale building

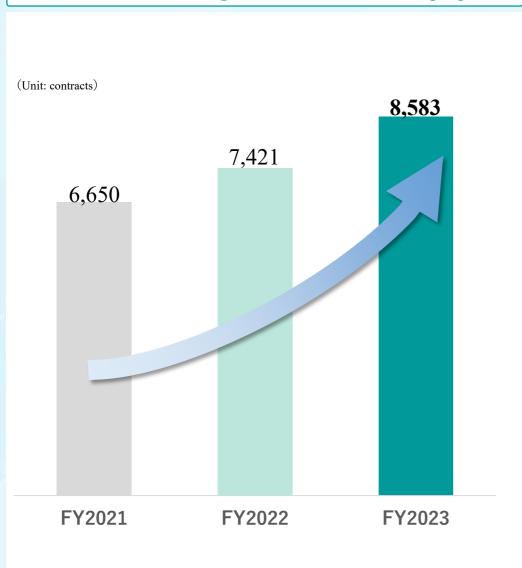
Source: Sanko Estate

1 Tsubo = approx. 3.3 m<sup>2</sup>



Focusing on the growth potential of the market of rent guarantee market for commercial properties and implementing proactive initiatives

#### Trend of contract of rent guarantee for commercial properties



Key points regarding strengthening business of rent guarantees for commercial properties

Seminar for the owners of buildings

We introduce the latest real estate investment trends and asset management best practices for building owners. We also explain strategies for acquiring tenants and maximizing profits.

Expansion of using rent guarantee companies

The use of rent guarantee companies is expanding due to social factors such as civil law revisions and the impact of the new coronavirus. Real estate owners can reduce the security deposit to about two months, allowing them to relax the conditions for occupancy.

Two plans to be chosen

#### **1**Tenant Guarantee Wide

The guarantee product is one of the best in the industry and covers a wide range of areas.

#### **2**Tenant Guarantee Light

Features include comprehensive coverage of guarantee and low initial guarantee fee.

#### Sales channel of rent guarantee for commercial properties

**■** Website which introduces rental commercial properties









## Providing tenant support services and supporting efficiency in property management operations





We have packaged inquiries about equipment troubles and neighborhood troubles, which are issues in property management business, into an app for tenants.

#### Chat



Tenants can always check the content of frequently asked questions.

#### FAQ



Tenants can always check the content of frequently asked questions.

#### Storing contract



Tenants can check the contract details at any time by keeping the contract documents.

#### Notice



Tenants can check the contents of the bulletin board anytime while they are at their room.

#### Calendar for gabage



Tenants can check the garbage collection dates in their area.

#### Information on surrounding facility



Tenants can check
various facilities such as
supermarkets, restaurants,
beauty salons, etc.
around their homes.

#### Storing photo upon move-in



By uploading the status when tenants moved in, they can present it when they move out.

#### News



Tenants can view web news by category.

## **Operation of Property Management Companies**



- Dealing with various inquiries
- Confirming the contract



Having trouble answering the phone inquiries

 Providing notification about regular cleaning and fire inspections, etc.



ш

Busy with distributing papers and pasting up bulletin boards

- Dealing with neighborhood troubles
- Rush response



They are in trouble for troubleshooting.



- Contacting customers vis chat
- FAQ



- Confirming the details of contract.
- Announcement / notification



- Support for handling neighborhood trouble
- Emergency support

## Providing services to improve the efficiency of real estate operations







GROUP



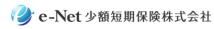


Data linkage of rent guarantee application information reduces input and confirmation work













東京海上ミレア少額短期保険株式会社

By CASA debiting and remitting home insurance premiums, tenants can prevent the risk of not signing up for insurance and the risk of failure to pay insurance premiums.

**Home contents** insurance



Service of online application for

moving-in.

Service of property management companies

Rent management & rent guarantee



Rent guarantee residential property



Rent guarantee commercial property



gigbase

Emergency service

Service for handling neighborhood troubles

We have packaged the issues such as equipment and facility troubles in the property management operation and inquiries regarding neighborhood troubles into an app for tenants.

**Tenant** troubles

**Insurance for** lonely death

**Service for** elderly people







中部電力ミライズ

Contributing to eliminating the housing refugee status of the elderly people and reducing the vacancy rate of rental properties



Reduction of operation cost and improvement of service level.





Application by facsimile

Individual examination

#### **Contract Management**



Contract/Change/Cancellation

Delinquent registration

#### **Customer Management**



Case management

Contract management

# After

**Before** 

# Credit management system

Web application input, automatic judgment of credit screening,, data management, user management

**Improving accuracy of credit screening Improving credit screening review speed** 

# Contract management system

Contract management, billing & paying-in management,
Settlement management, payment management

Improvement of operational efficiency
Improvement of accuracy

# Reimbursement claims management system

Automated call, legal procedure management, negotiation management, e-content certification

**Improvement of normalization rate Standardization of operations** 

**Priority Measures** 



# Initiatives to improve financial position

#### **Priority Measures**

ending Jan. 2025.

#### **Major KPI**

#### Net Sales

Area expansion

Increase in sales personnel

#### Cost of Goods Sold

Suppression of amount of delinquent payment

Improving the collection rate of unpaid rent guarantee fees

Reducing litigation and disposition costs

Selling, General and Administrative expenses

Strengthening recruitment

Release of Core System Area expansion

By comprehensively covering the sales area, we aim to acquire new agents and improve the utilization rate of existing agents.

Increase in sales personnel

We aim to reduce loss of sales opportunities and increase flow to agencies by increasing sales staff.

Suppression of amount of delinquent payment

Improving the collection rate of unpaid rent guarantee fees

Reducing litigation and disposition costs

Strengthening recruitment

Release of Core System We change our conventional operation to new one which utilizes credit information for all contract applications. Through this shift, we aim to improve the delinquency rate and collection rate at the end of the FY

We will build collection operation with the focus on the call center and shift existing employees to such operation in on a medium- and long-term basis.

We aim to reduce the balance of advance payments and litigation costs by building an operation by administrative staff dedicated to litigation that improves efficiency and prevents the litigation process from taking longer.

We will strengthen recruitment to increase sales and ensure stable system operation

(Cutover of core system in February 2024)
Improving customer satisfaction and reducing operational costs

- Increase of new contracts
- · Acquisition of new agents
- · Number of new store openings
- · Number of new sales staff hired
- · Delinquency rate
- Penetration rate of credit information screening
- Collection rate by debt classification
- · Number of lawsuit requests
- · Litigation period
- · Number of people hired
- · Recruitment costs
- Operating cost expenses
- Compression of overtime hours

Unit: JPY million	Mid-term Management Plan for FY ending Jan. 2025	Revised Plan for FY ending Jan. 2025	Increase/decrease ratio compared to the plan
Net Sales	12,592	12,081	<b>△4.1%</b>
Operating Profit	1,635	759	△ <b>46.4%</b>
Operating Profit Margin	13.0%	6.3%	<b>△6.7pt</b>

	Plan for the first half of FY ending Jan. 2025		
	1Q	2Q	
Net Sales	2,951	5,947	
Operating Profit	△285	123	

#### [Decrease in sales]

The number of new contracts in 2024 will decrease by 92% compared to the medium-term management plan due to strengthened credit screening.

#### [Increase in cost of goods sold]

In order to strengthen sales, introductory fees have soared, which pushes up the cost of goods sold by 111% compared to the mid-term management plan.

#### [Increase in costs]

Costs increased by approximately JPY300 million due to postponement of core system release.

One-time costs associated with system migration are expected to be approximately JPY 200 million in 1Q, and operating income for the FY ending Jan. 2025 is projected to be 52.5% lower than the mid-term management plan.

For future growth, we aim to increase sales by expanding the area and actively increasing the number of sales personnel. In addition, as we move forward with the transformation from a cost center to a profit center, we will rebuild operations, strive to strengthen internally and increase profits.



	FY ended Jan. 2024	FY ending Jan. 2025 (Plan)		
Unit: JPY million	Amount	Amount	Rate of change	Increase /decrease
Net sales	11,224	12,081	+7.6%	+857
Breakdown • Initial guarantee fee	5,654	6,034	+6.7%	+380
· Annual guarantee fee	5,465	5,824	+6.6%	+359
Cost of goods sold	5,086	5,552	+9.2%	+465
Breakdown • Introductory fee	1,347	1,547	+14.8%	+199
· Litigation & disposal expense	1,032	1,060	+2.8%	+28
<ul> <li>Provision of allowance for doubtful account</li> </ul>	2,655	2,871	+8.1%	+216
Selling, General and Administrative expenses	5,350	5,769	+7.8%	+419
Operating profit	786	759	△3.5%	△27
Ordinary profit	965	935	△3.2%	△30
Net income attributable to owners of the parent company	605	552	△8.7%	△52
EBITDA	1,315	1,413	+7.4%	+97

#### **Net Sales**

#### ✓ Increase of new contracts

- Increase in usage rate of existing agents
- Strengthening sales of rent guarantee for commercial properties
- Expanding coverage area by opening new stores

#### **Cost of Good Sold**

#### **✓ Expansion of fees**

We aim at increasing the number of acquiring contracts and strengthening sales power

## ✓ Reduction of allowance for doubtful accounts

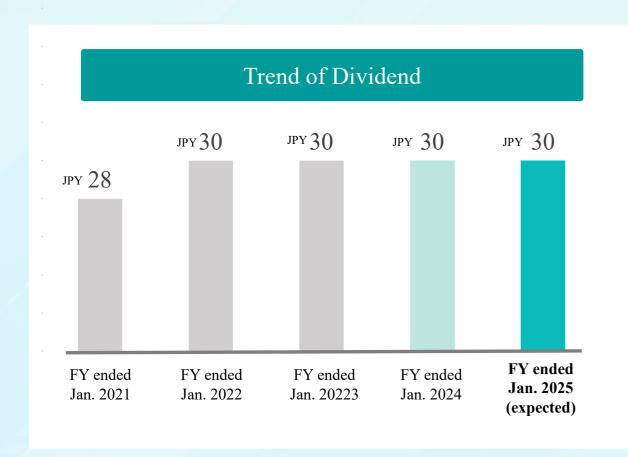
We aim at reducing advance balance by strengthening credit screening based on credit information

#### Selling, General and Administrative Expenses

- Increase in sales and collection personnel
- Increase in costs due to release of core system

 $<sup>\</sup>angle$ EBITDA = Ordinary profit + Depreciation  $\pm$  Interest paid, etc.

# ■ Year-end dividend: Expected JPY 30 per share



#### **Dividend Policy**

We shall make decision on profit distribution by balancing internal reserves and dividends, taking into consideration business development and strengthening our financial structure.

We will continue to pay stable dividends, position profit distribution as one of our management issues, and strive to improve corporate value.



**COMPASS** and GoldKey shall define the new direction of real estate industry.





## **System Product Provider**

Drafting & designing software concept
Planning & implementing development
Designing UI • UX

Development of additional functions

Creating and testing product types



Self-managed property owners

# COMPÁSS

Recruiting members through customer attraction activities

Holding seminar

Media operation

Providing rent management system

Wealth management

Financial services

# Goldkey



We aim to become the top company in Japan in the rapidly growing real estate tech market. We operate an excellent real estate business and system development business with the mission of "providing high-quality, high-value-added services for the comfortable lives of our tenants."

# Development of Web App. Application for tenants Operating Website on properties for tenants Planning & development of system Consulting for introducing DX.

# COMPÁSS



In response to changes in the real estate market, we provide new services utilizing IT technology. As an industry innovator, we are pioneering the future of real estate transactions with peace of mind, focusing on issues such as the decline in value of properties that are over 20 years old.



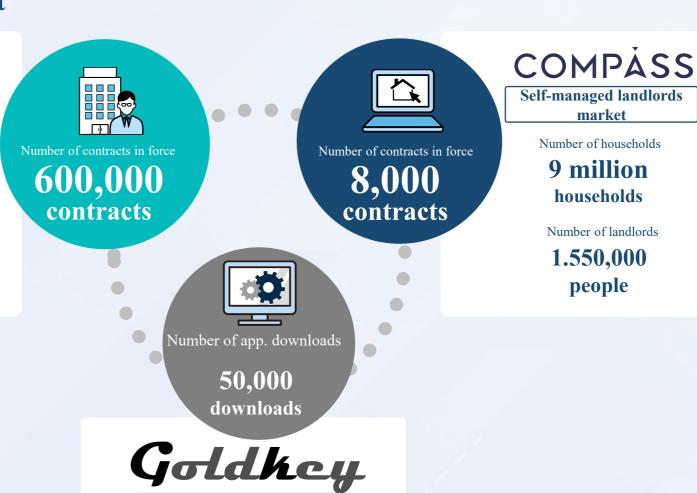
# Market for property rental management

## Number of rental housing approx. 19 million households



1,720,000

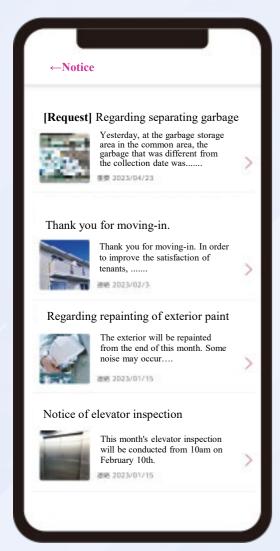
people



Source: "Rental Management Market Data Book 2021-2022" published by National Tax Agency Statistics/National Rental Housing Newspaper Company

**Providing system** 

#### "Marutto Support" (full support)



The property owners can feel at ease by leaving the troubles of tenants to us.

#### **Dealing with neighborhood troubles**







**Etiquette for** nois taking out trash

**Unauthorized parking** 

#### 02 Troubleshooting problems with home equipment







Water related trouble

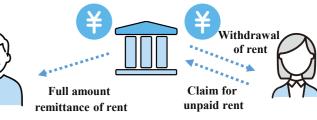
**Key trouble** 

Window glass trouble

#### Rent guarantee and collection agency service

#### 03 Providing comprehensive guarantee

The full amount will be remitted at the end of every month, regardless of whether or not there is a withdrawal



#### **Insurance prepared for emergencies**

#### 04 Lonely death insurance









#### Home contents insurance

Tenant liability insurance is automatically included.

## **Promotion for self-managed landlords**



#### YouTube distribution



Special lecture by charismatic property owner



#### Participation in property owner fair



Property owner participates regularly with the aim of resolving owners' questions, etc.

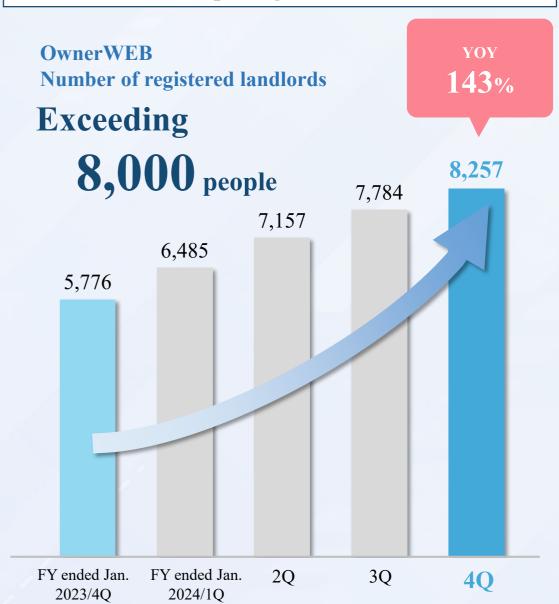


Holding seminar for property owners



Holding joint seminars, etc. with landlord organizations

#### Trend of acquiring landlord member



Further expansion of acquiring self-managed landlords

3rd Phase

Building a data business





Providing lifestyle information services using data of tenants

To secure new revenue sources for landlords

Acquisition of selfmanaged landlords

2<sup>nd</sup> Phase

Providing rental management system

Rental management system





- To reduce rental management work
- To increase rental management profits

1st Phase

Attracting and collecting landlords



To acquire landlords through providing the service of rent guarantee



Providing app. for tenants

Acquiring self-managing landlords using Landlord Direct as a hook

## Growth Story

Casa Group provides rental guarantee services for property management companies, and COMPASS provides rental management services for self-managed landlords. With such group structure, the group as a whole is working towards the mission of creating a ''society in which everyone can live with peace of mind." Furthermore, by incorporating GoldKey into the group, we are leading the growth of the Casa Group by solving problems related to COMPASS landlords and planning and developing systems between the groups.

#### Casa

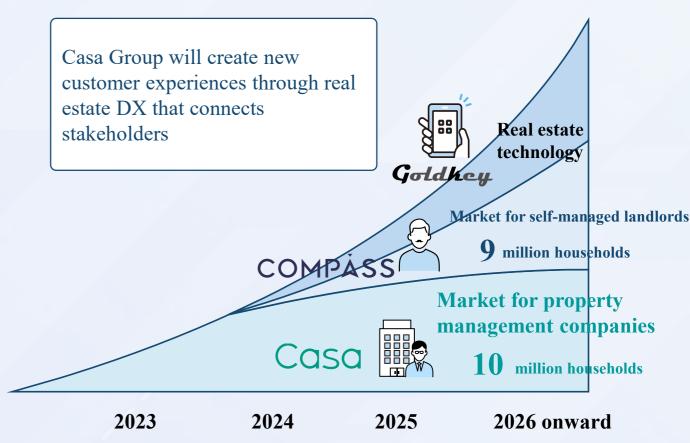
Property rental management companies are demanding improvements in operational efficiency and cost reduction. In addition to fees, we provide tools that utilize our contacts with tenants, landlords, and property management companies.

#### **COMPASS**

Aiming to grow in the self-managed property market, the company will focus on 400,000 landlords and 9 million rental contracts. By improving services for landlords, we will provide convenient services for self-managed landlords.

#### **GoldKey**

Aiming to become a full-fledged real estate DX service provider, we have begun full-scale sales of our occupancy management app to property management companies and self-managed landlords. We will strive to expand our business and further diversify our business.



Source: "Rental Management Market Data Book 2021-2022" published by National Rental Housing Newspaper Company







#### Child Support Guarantee PLUS

- "thank you" campaign
- Event for taking photo of mother and children together.
- Visiting zoos in Australia

Instagram



Holding seminars with lawyers, financial planners and cooperating organizations.



**Holding seminar** 

**Holding event** 









Plan "Children's future with" Room search "Kari flower"



**Media Utilization** 

(smart phones for mothers)

"Mama Suma"



Holding event

Collaboration with Chumi, a single mom influencer who is the representative of the comprehensive information site for single parents "Feliz"



**Developing** 

service

Questionnaire survey regarding the receipt of child support payment





Questionnaire regarding the establishment of the Children and Families Agency

Facebook/Instagram



Iizuka City x Child Support Guarantee



部屋探し





Providing

Concluded corporation agreement with Iizuka City of Fukuoka Prefecture and Osaka City.



Commenced alliance partnership with Re:Con, divorce technology service.









## Reducing CO2 by going paperless and collaborating with food bank organizations

- In the real estate industry, where fax and paper contracts are the mainstream, CASA shall aim to improve the efficiency of online operations through DX.
- ASA has participated in a food bank organization as a sponsor and provided food assistance to residents.



Society

Realizing living environment with peace of mind through rent guarantee and child support guarantee.

■ Maintaining sound living environment by providing tenants, single parent and child with living with assurance.



Governance

Realizing highly transparent management by strengthening compliance and information control.

■ Strengthening the structure through operation and training of compliance risk management committee by inviting experts and police alumnus.

#### **ESG** Data

# Percentage of female staffs among total of employees

(National average: Full-time employee 46.6%, Part-timer 42.0% Source: Ministry of Health, Labor and Welfare)



Full-time employee : 36.6%

Part-timer: 85.79

As of January 31, 2024

# Percentage of female staffs in chief positions

(National average: 24.1% Source: Cabinet Office)



31.3%

As of January 31, 2024

#### Percentage of non-full-time employees

(National average: 12.4% Source: Cabinet Office)



22.4%

As of January 31, 2024

# Rate of taking childcare leave by gender

(National average: Male 17.1%, Female 80.2% Source: : Ministry of Health, Labor and Welfare )



Male: 100%

Female: 100%

As of January 31, 2024

# Acquisition rate of annual paid leave

(National average: Male 56.5%, Female 62.1 % Source: Cabinet Office)



Male: 70.1%

Female : **94.6**%

As of January 31, 2024

#### **Job Separation Rate**

(National average: 11.9%, Source: Ministry of Health, Labor and Welfare)



Full-time employee : 13.1%

As of January 31, 2024



shall do its utmost effort to maintain safe living environment for people, contribute to improvement of livelihood culture, and realize prosperous society.

Creating society where everybody can live with peace of mind.

Notes

- In addition to our business and industry trends, this document also refers to our future prospects based on our current plans, estimates, forecasts or forecasts.
- These forward-looking statements carry various risks and uncertainties.
- Already known or unknown risks, uncertainties and other factors may or may not lead to different consequences than those contained in the statement of future prospects.
- We can not promise that our forward-looking statements are correct, and our results may differ materially from our forward-looking statements.
- The forward-looking statements in this document were made by the Company based on available information as of March 6, 2024, and we do not intend to update or change any forward-looking statements to reflect future events or circumstances.