



Second Quarter of FY06/2025 (1st Half)

Materials for Financial Results Briefing

AMBITION DX HOLDINGS Co., Ltd.

Stock code: 3300

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Executive summary

(2Q/FY2025 Actual achievement)

- 2Q of FY06/2025: Much higher revenues & earnings

Net sales: **31.3% UP** Operating profit: **82.4 % UP** (YoY)

Progress (vs full-term forecasts):

Both sales and profit are going strong,
having **reached about 50% in 2Q**

(Full-term forecasts)

- FY06/2025 (forecasts): Much higher revenues & earnings

Net sales: 53,200 mil. yen

Operating profit: 3,500 mil. yen (**about 30% UP**)

Net profit: 2,200 mil. yen (**about 40% UP**) (YoY)

Dividend forecast: **105.00 yen** (+68 yen)

Dividend yield: **5.1%** (based on the stock price as of Jan. 23, 2025)

Performance highlights

Much higher revenues & earnings Record-high sales and profit as 1st half

Net sales

25,138 mil. yen
QoQ ↑ 31.3%

Operating profit

1,806 mil. yen
QoQ ↑ 82.4%

Ordinary profit

1,629 mil. yen
QoQ ↑ 83.0%

Net profit

1,012 mil. yen
QoQ ↑ 89.1%

- Much higher revenues & earnings
- Record-high sales and profit as 1st half
- Profits increased by **more than 80% YoY**

• Leasing DX Property Management Business

Record-high profit as 1st half

Operating profit: **1,010** mil. yen ↑ 21.2% UP

DX promotion contributed to higher productivity and occupancy rate

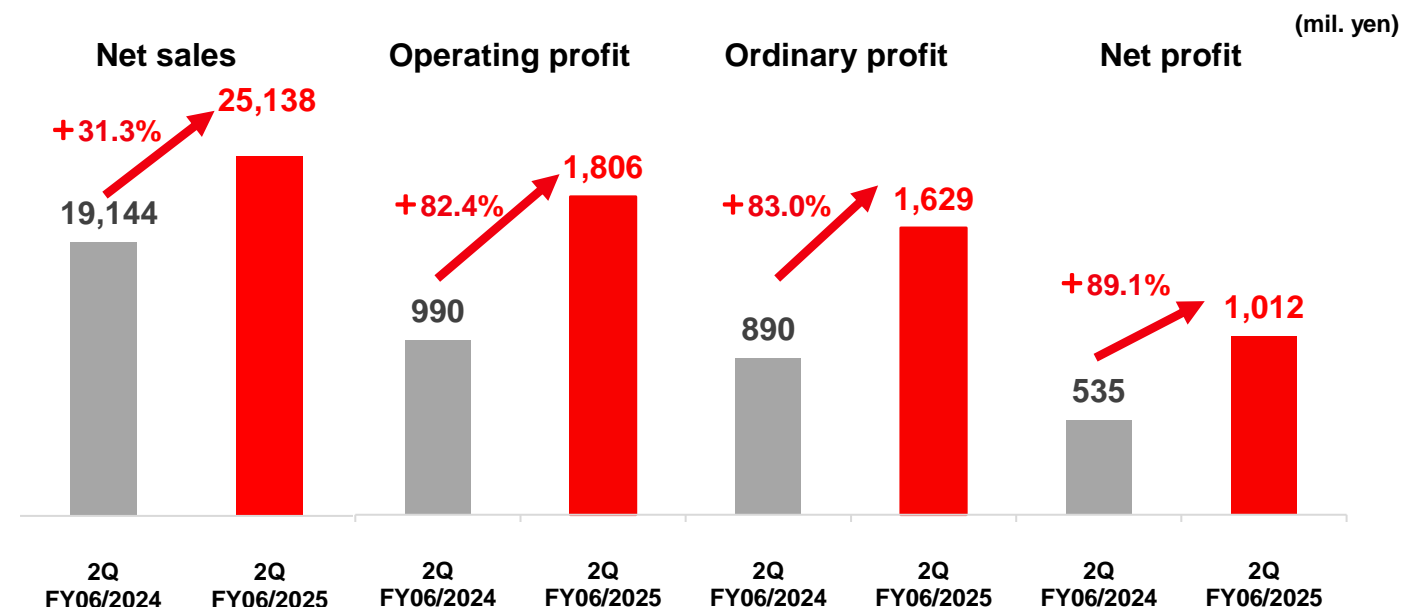
Occupancy rate: **97.1%** (industry average: 89.9%)

• Sales/Purchase DX Investment Business

Record-high profit as 1st half

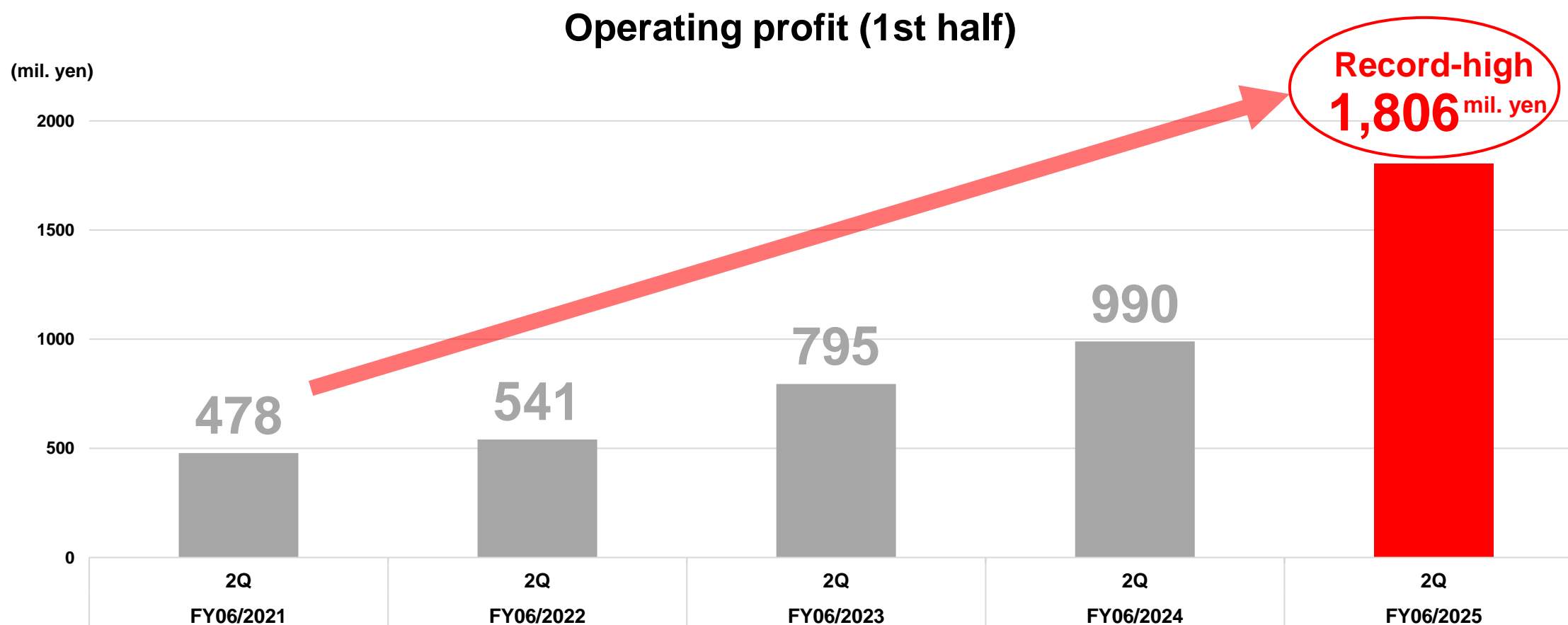
Operating profit: **2,013** mil. yen ↑ 67.7% UP

New condominiums completed and handed over as planned



Operating profit (relative to historical 1st halves)

- **Achieved record-high** operating profit as 1st half
- Record-high: **Operating profit of 1,806 mil. yen in 1st half**



News highlights

Major news in 2Q of FY06/2025

News 1

Business expansion

Large-scale contract for leasing

Rental apartment named “noiful” equipped with home electronics available via subscription service

(Nov. 21, 2024)

News 2

For even higher value of experience

Generative AI

Uniquely developed generative AI solution is added to our LINE service for finding rooms

(Oct. 15, 2024)

News 3

More efficient application procedures

Operational tie-up

Casa Inc.

Information on applicants for rent guarantee services is shared; and we started to collect home contents insurance premium

(Oct. 01, 2024)

News 4

【 Leasing DX 】 Property Management Business

Osaka base

“Mv.fm Osaka-Taisho”
(designer's rental apartment)
Fully occupied in just one month after offering

(Jan. 17, 2025)

Financial results overview (company-wide)

Much higher revenues & earnings

- Both sales and profit **substantially increased**; Profits increased by more than 80% (YoY)
- Achieved **record-high** Operating profit (1,806 mil. yen) as 1st half

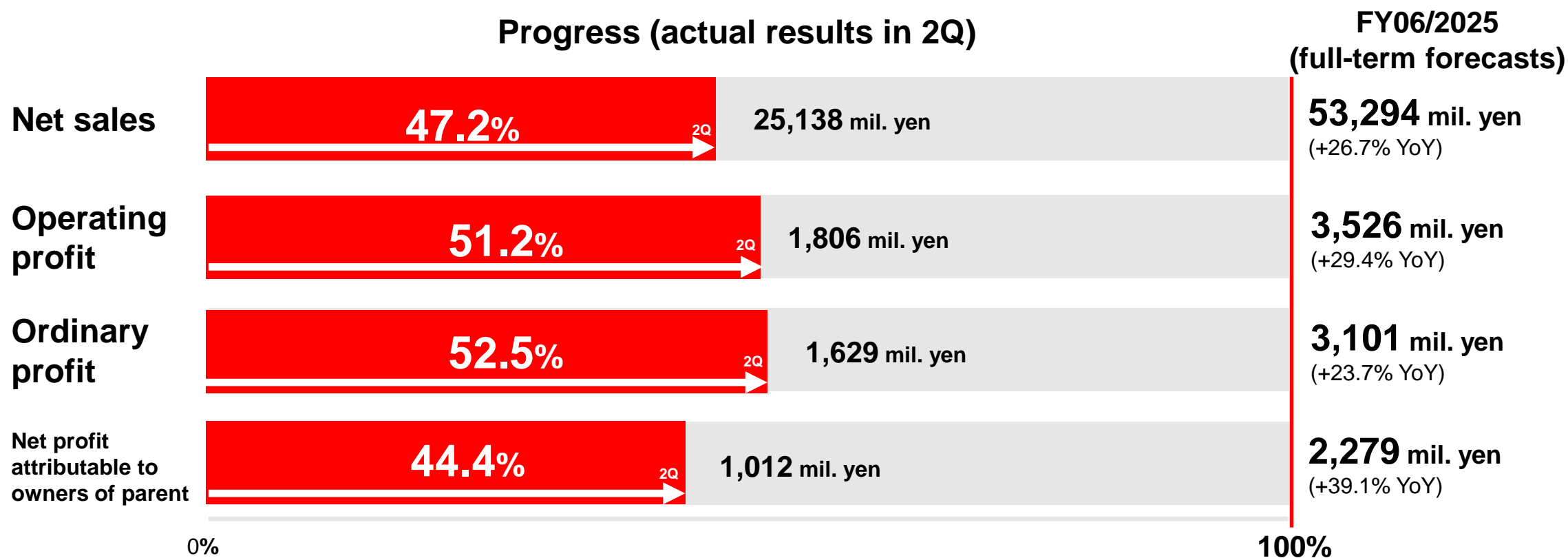
(mil. yen)	company-wide	FY06/2024 2Q	FY06/2025 2Q	+/- %	+/-amount
	Net sales	19,144	25,138	↑31.3%	↑5,994
	Operating profit	990	1,806	↑82.4%	↑815
	Ordinary profit	890	1,629	↑83.0%	↑738
	Net profit	535	1,012	↑89.1%	↑477

Net sales (segment)	FY06/2024 2Q	FY06/2025 2Q	+/- %	+/-amount
Leasing DX Property Management	9,866	10,312	↑4.5%	↑445
Leasing DX Leasing Brokerage	359	389	↑8.2%	↑29
Sales/Purchase DX Investment	8,426	13,785	↑63.6%	↑5,359
Incubation	2	-	-%	-2
Others / Real-Estate DX	489	650	↑33.1%	↑161

Profit (segment)	FY06/2024 2Q	FY06/2025 2Q	+/- %	+/-amount
Leasing DX Property Management	833	1,010	↑21.2%	↑177
Leasing DX Leasing Brokerage	-70	-63	↑-%	↑7
Sales/Purchase DX Investment	1,200	2,013	↑67.7%	↑813
Incubation	-12	-36	-%	-24
Others / Real-Estate DX	-30	-6	↑-%	↑24

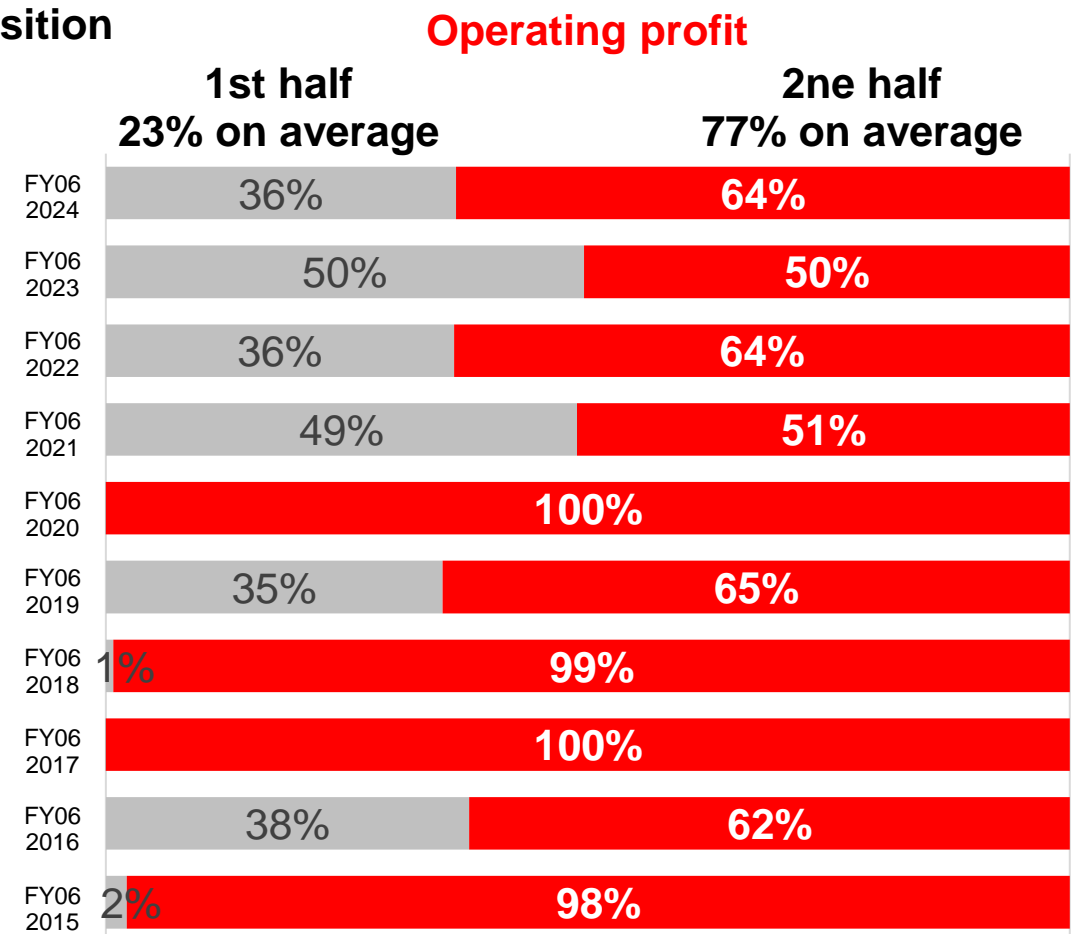
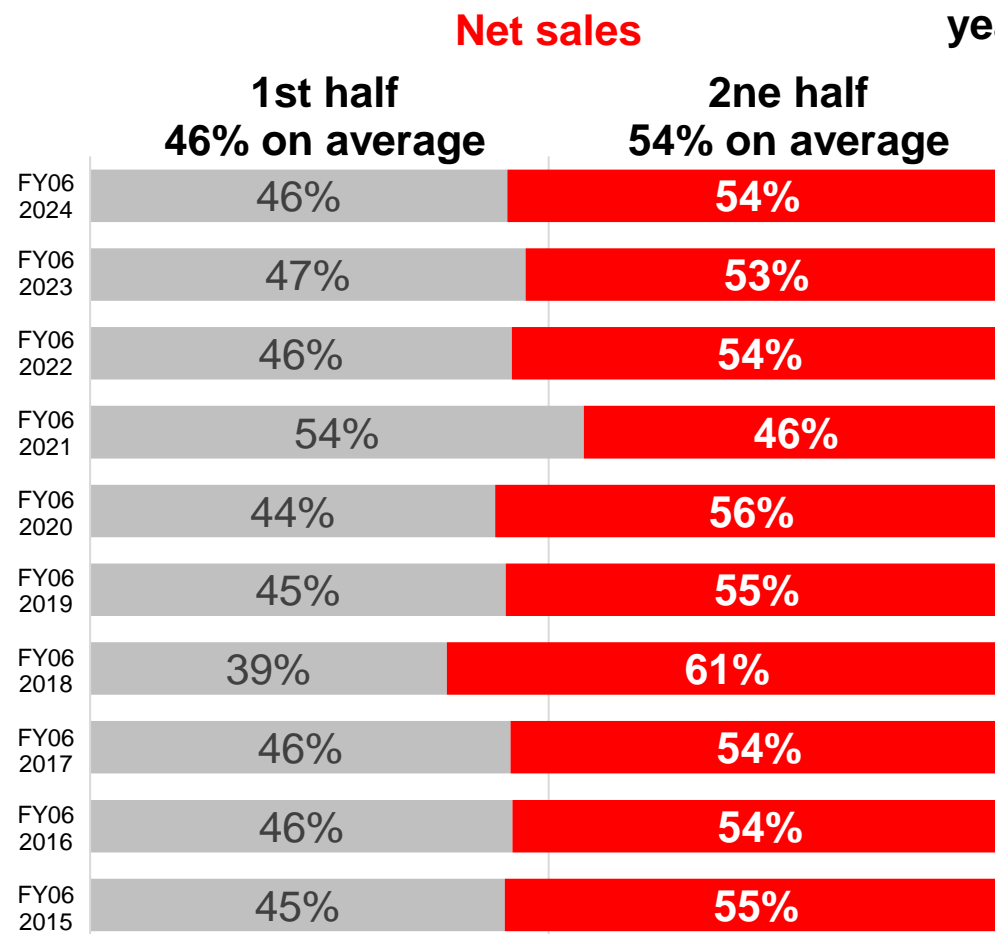
Progress (vs full-term forecasts)

- Both sales and profit have been achieved as planned
- Usually higher achievements are expected during the second half, so progress thus far can be seen as steady



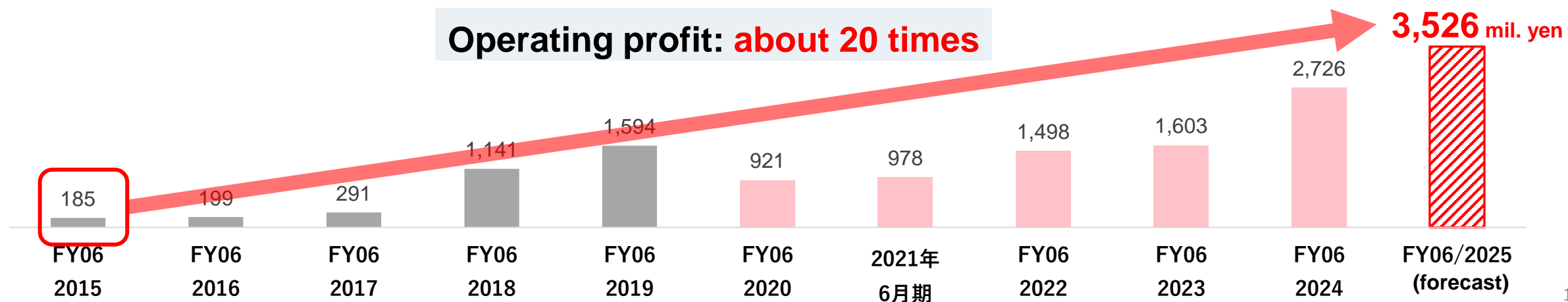
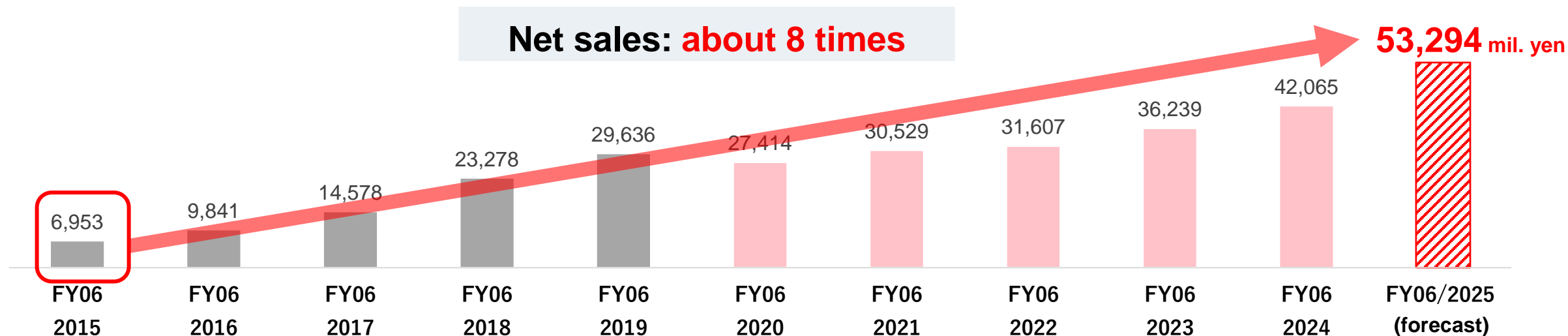
Proportions of Net sales and Operating profit: 1st half vs. 2nd half for the last 10 years

- Both tend to be lopsided to 2nd half as peak season for the principal Leasing DX comes in 3Q & 4Q
- Net sales & Operating profit during 2nd half represent 54% & 77% respectively on average



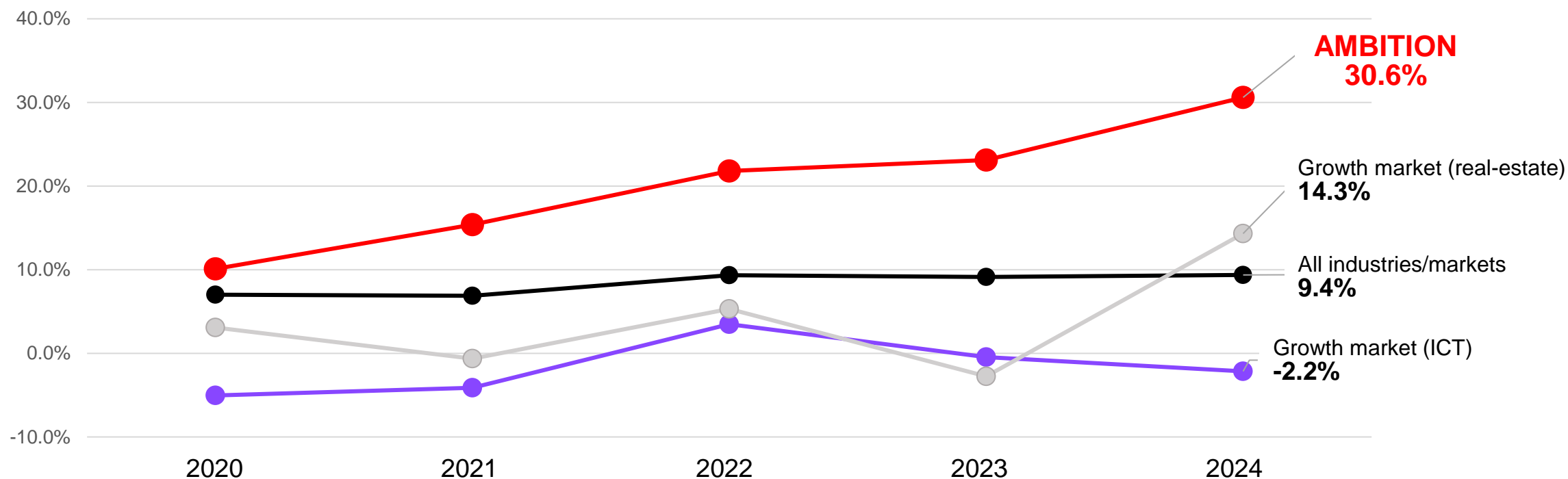
Transition of Net sales & Operating profit since getting listed

- Ongoing growth of revenues & earnings for 5 consecutive terms (forecast)
- Net sales and Operating profit are expected to be about 8 times and 20 times higher (vs FY06/2015)



Ratio of net income to equity (ROE)

- **30.6% (FY06/2024 actual) & 37.2% (FY06/2025 forecast)**
- **Overwhelmingly higher profit efficiency as compared to All industries, IT & Real-estate sectors, and Growth market***



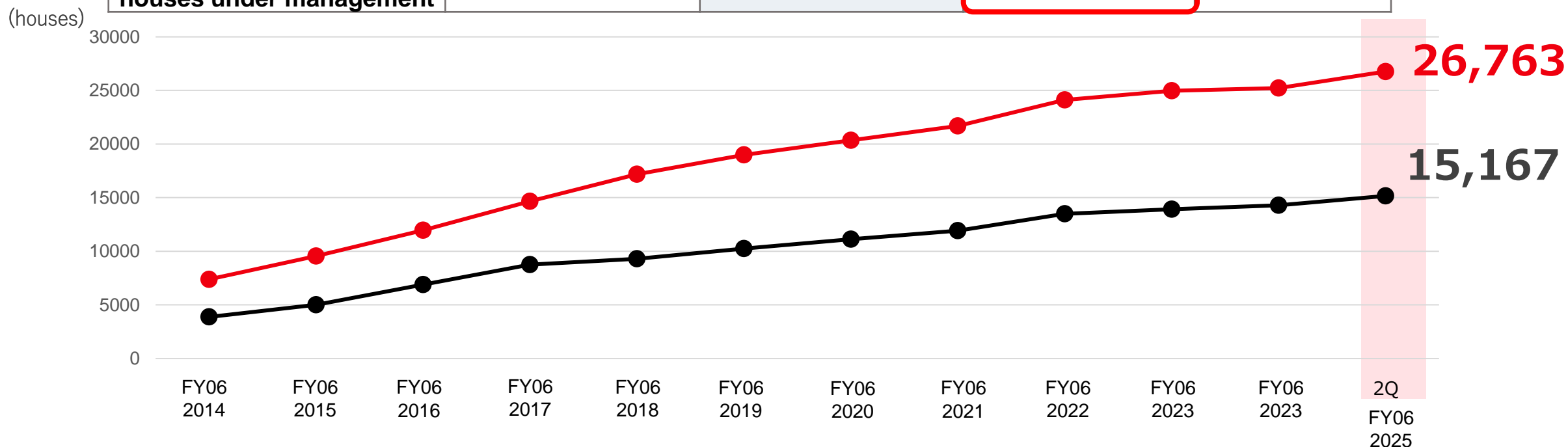
* With reference to survey by TSE covering every April to the next March

* Our data were computed as of every June end

Number of houses under management

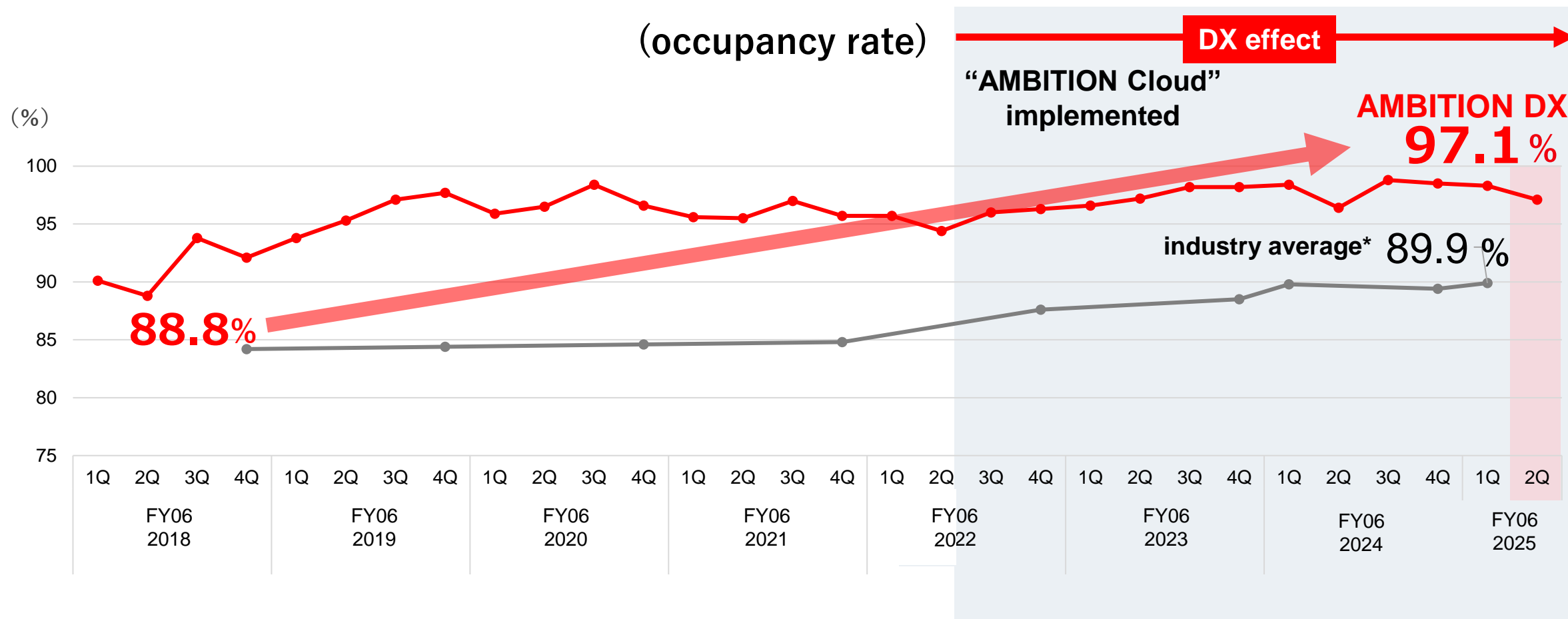
- Houses under management: 26,763 (↑1,241); Subleased: 15,167 (↑711)
- Increase in houses under management leads to higher revenues/earnings

	FY06/2024 2Q	FY06/2025 2Q	increase (YoY)	YoY
Number of houses under management	25,522	26,763	+ 1,241	+ 4.9%
Number of subleased houses under management	14,456	15,167	+ 711	+ 4.9%



Occupancy rate

- Even though houses under management increased, occupancy rate still stays at as high as **97.1%**
“AMBITION Cloud” realized higher operational efficiency and productivity
- Ongoing surpassing industry average (89.9% on the latest data)



* Source: TAS Corp., “Rental Housing Market Report” (calculated from vacancy rate in Tokyo)

Statement of Income

- Both sales and profit **increased**
- Especially, every profit item **substantially increased by more than 80%**

(mil. yen)	FY06/2024 2Q	FY06/2025 2Q	+/-%	+/-amount
Net sales	19,144	25,138	31.3%	5,994
Gross profit	3,747	4,956	32.3%	1,209
SG&A expenses	2,756	3,150	14.3%	393
Operating profit	990	1,806	82.4%	815
Ordinary profit	890	1,629	83.0%	738
Net profit before taxes	890	1,610	81.0%	720
Net profit	535	1,012	89.1%	477

Balance Sheet

- Procurement of real estate for sale ran smoothly
- Period from purchase up to sales could be shortened, maintaining high level of inventory turnover rate

(mil. yen)	FY06/2024	FY06/2025 2Q	+/-amount
Current assets	20,654	24,202	3,548
Real estate for sale	9,291	12,154	2,862
Real estate for sale in process	4,656	4,727	70
Non-current assets	6,237	9,040	2,803
Total assets	26,892	33,243	6,350
Current liabilities	8,344	13,618	5,273
Non-current liabilities	12,397	12,695	297
Net assets	6,150	6,930	779
Total liabilities and net assets	26,892	33,243	6,350

• Procurement of real estate for sale ran smoothly

• Commodification and sales of real estate for sale in process proceeded smoothly

Financial results overview (by segment)

Segments

- Five business segments **entirely cover the variety of real estate business, building up our robust business base**
- Proactive investments in growing fields drive further growth

Leasing DX

Property Management

- Builds up stable business foundation with subleasing business and leasing management business for residential properties
- Next-generation management system “AMBITION Cloud” drives higher operational efficiency and productivity
- Interior works (FRIEND WORKS)

Leasing Brokerage

- Brokerage business for leased properties, mainly those managed by the Company;
- High leasing ability of this segment contributes to the high occupancy rates maintained by the Property Management Business¹

Sales/ Purchase DX

Investment

- VERITAS INVESTMENT (subsidiary): Develops its business around selling self-developed studio apartments for investment in new building
- Investment Division of the Company: By means of its ability to purchase properties from diverse routes, rolls out purchase/resale of and sales after renovation of condominium apartments with emphasis on location

Incubation

- AMBITION VENTURES (subsidiary): Invests in venture companies which carry out businesses highly compatible with those of the Group
- Provides support to invested companies through capital tie-up, leading to earnings via IPO of investees or other means

Others / Real-Estate DX

- “AMBITION Me” (app for residents) contributes to maximization of LTV (Life Time Value) in Leasing DX
- Real Estate DX Business, Overseas Systems Business, Small Amount Short-term Insurance Business (HOPE)
- ZEH/Utilities Business (DRAFT)

Net sales proportions (by segment)

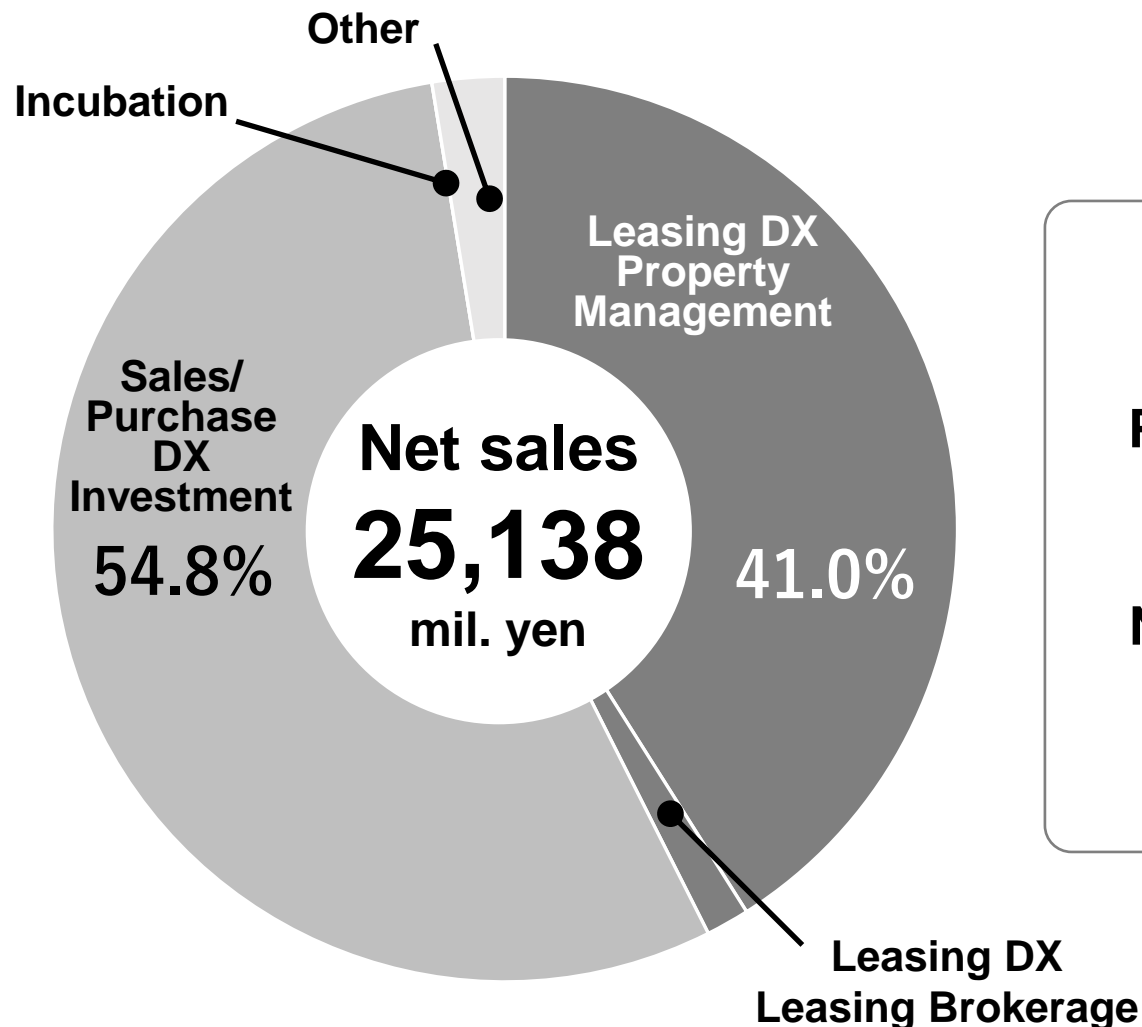
- Current 2Q (1st half) – stock-type: 41%; flow-type: 55%
- In addition to **well-balanced sales proportions** of stock-type and flow-type, Other Business segment has grown

flow-type

**Sales/Purchase DX
Investment**

Net sales: 13,785 mil. yen

54.8%



stock-type

**Leasing DX
Property Management**

Net sales: 10,312 mil. yen

41.0%

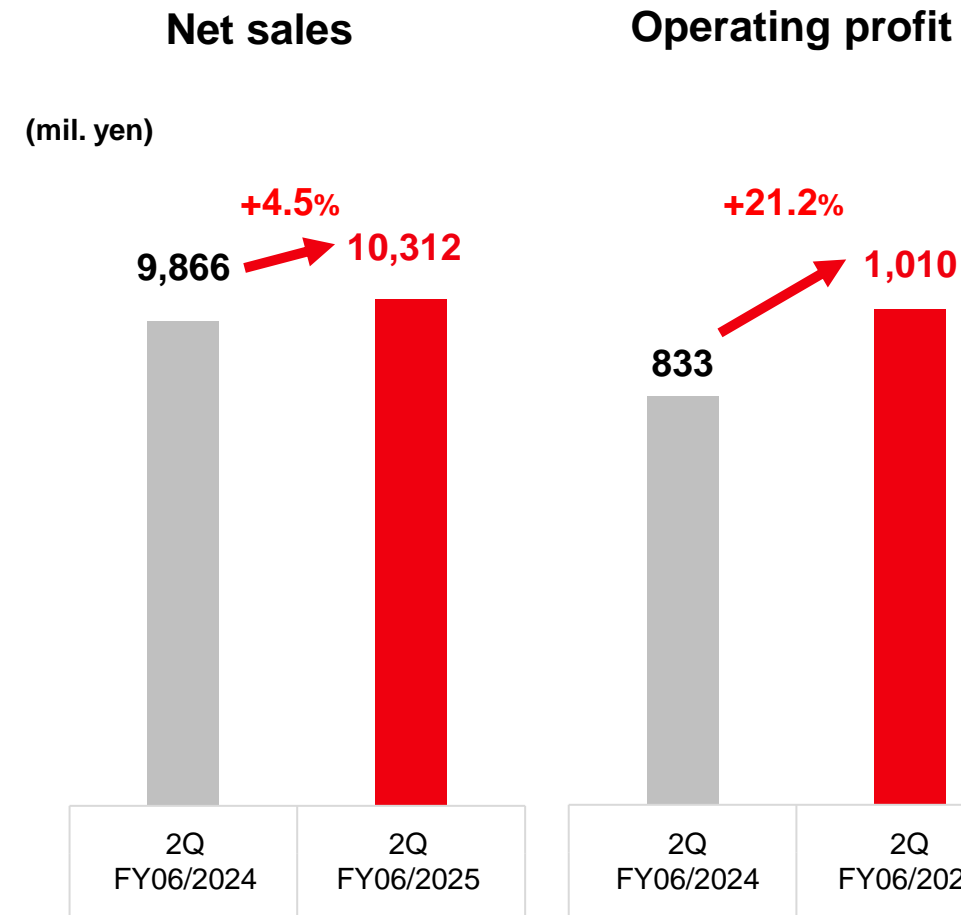
Record-high sales & profit (1st half)

- Houses under management increased favorably
- DX promotion measures realized high levels of occupancy rate and profit

(mil. yen)	FY06/2024 2Q	FY06/2025 2Q	+/-%	+/-amount
Net sales	9,866	10,312	↑4.5%	↑445
Operating profit	833	1,010	↑21.2%	↑177

(factors)

- AMBITION Cloud helped DX promotion which contributed to higher productivity
- Increase in houses under management
Houses under management: 26,763 (+1,241)
Subleased: 15,167 (+711)
- High occupancy rate
Occupancy rate: 97.1% (industry average: 89.9%)
- Strict management of revenues/earnings from each property to realize further maximization of them



Both sales and profit increased slightly

- Contracts increased by utilizing our original DX product “RAC·TECH”
- Utilizing generative AI helped improvement in earnings structure

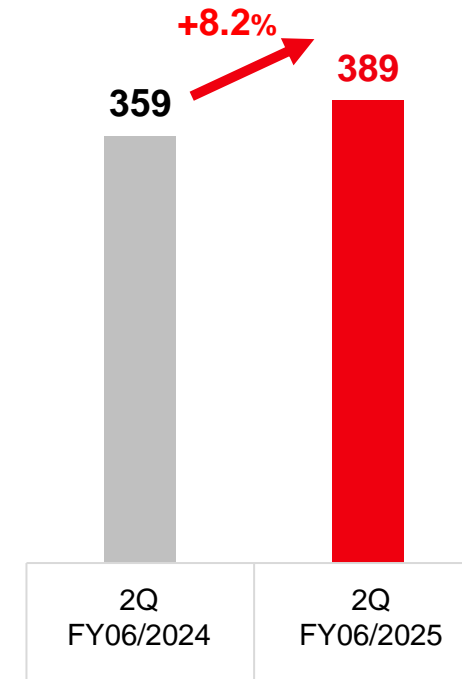
(mil. yen)	FY06/2024 2Q	FY06/2025 2Q	+/-%	+/-amount
Net sales (external)	359	389	↑8.2%	↑29
Operating profit	-70	-63	-%	↑7

(factors)

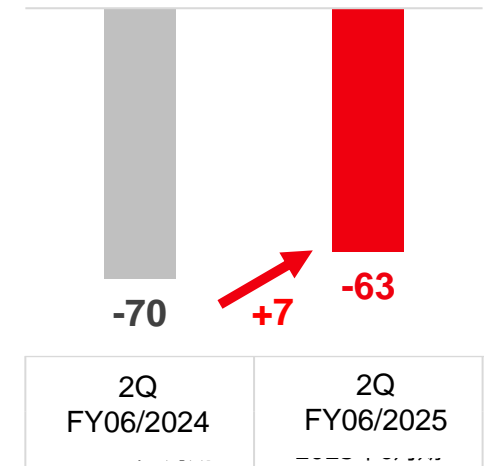
- Higher sales and improvement in earnings structure
- This segment greatly contributed to leasing ability of Leasing DX Property Management Business
- Leased properties in areas around Tokyo are brokered
17 shops: 8 in Tokyo, 8 in Kanagawa Pref., 1 in Saitama Pref.

Net sales

(mil. yen)



Operating profit



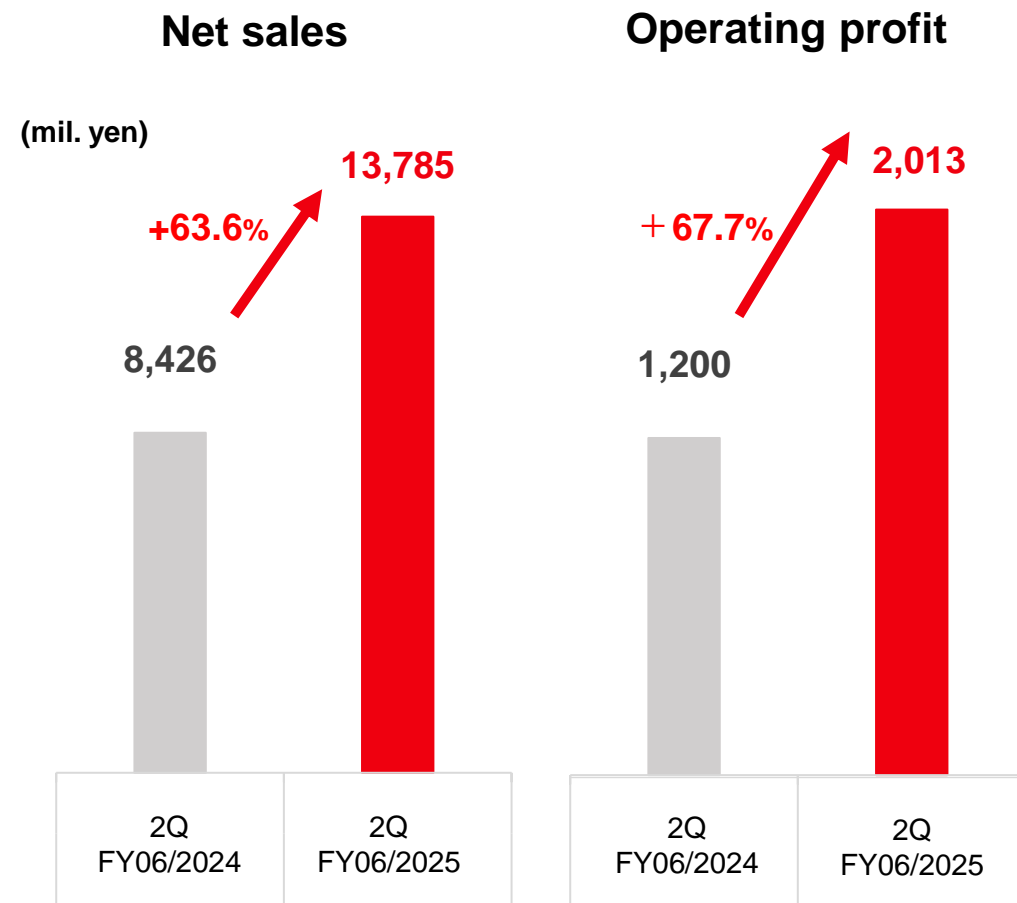
Much higher revenues & earnings

- Purchase of properties with high added values in Tokyo and metropolitan area
- Sales of a newly built condominium for investment and sales strategies for purchase/resale business proceeded as planned

(mil. yen)	FY06/2024 2Q	FY06/2025 2Q	+/-%	+/-amount
Net sales	8,426	13,785	↑63.6%	↑5,359
Operating profit	1,200	2,013	↑67.7%	↑813

(factors)

- Properties sold in 1st half: 204 (+17 from the previous 1st half (187))
- Investment Division of AMBITION DX HD sold 29 houses by purchase/resale, etc.
- VERITAS sold 175 compartments of newly built condominiums, etc.
- Sales strategies proceeded smoothly
 - Purchase of properties with high added values in Tokyo and metropolitan area ran smoothly
 - Sales of properties of high unit price increased加
 - Gross profit increased (per property)



- Status quo for the 1st half
- In total, 31 venture companies have been invested, and 6 of them are currently listed

(mil. yen)	FY06/2024 2Q	FY06/2025 2Q	+/-%	+/-amount
Net sales	2	-	-%	↓ 2
Operating profit	-12	-36	-%	↓ 24

- Investees are those presenting high synergies with our business
- Mainly IT companies have been acquired strategically

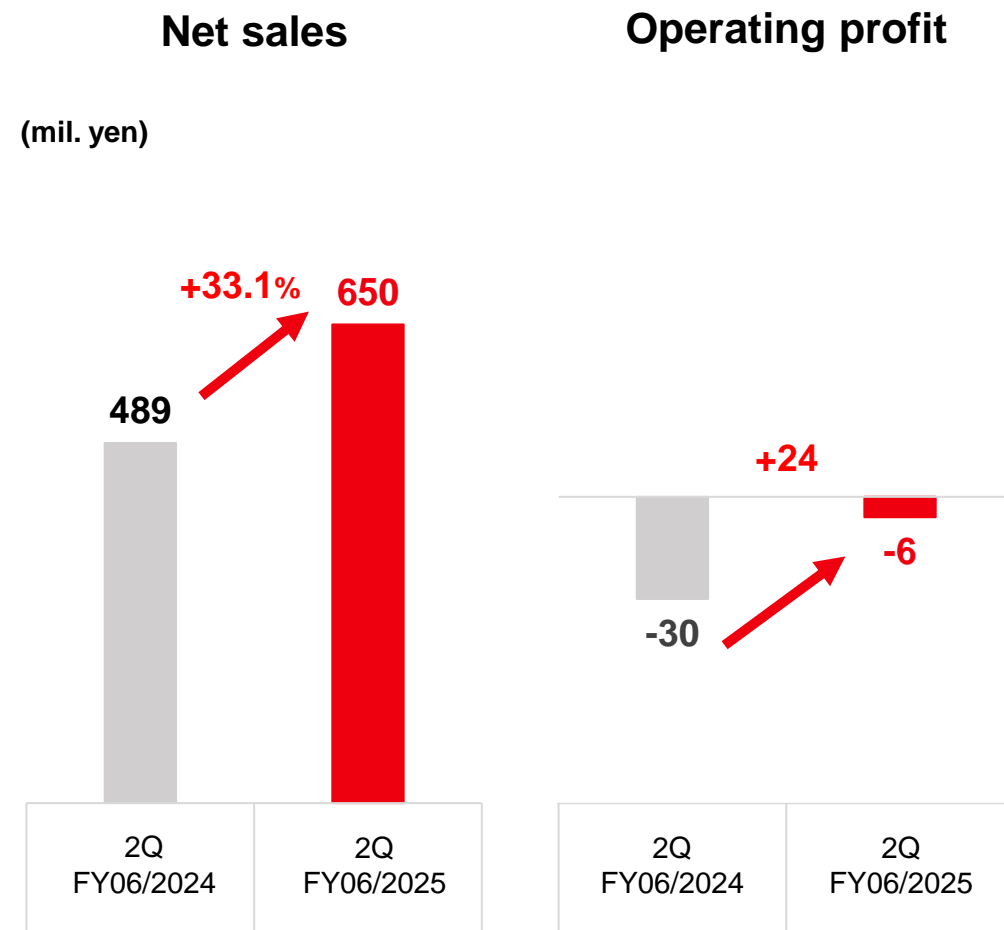
Much higher revenues and improved profitability

- Both sales and profit increased
- In addition to Small Amount Short-term Insurance Business, ZEH/Utilities Business has also contributed to profitability

(mil. yen)	FY06/2024 2Q	FY06/2025 2Q	+/-%	+/-amount
Net sales	489	650	↑ 33.1%	↑ 161
Operating profit	-30	-6	-%	↑ 24

(factors)

- **DRAFT (ZEH/Utilities Business)**
Utilities business has smoothly obtained external customers, in addition to its synergy with Leasing DX
Up-selling by ZEH business is going strong
- **HOPE (Small Amount Short-term Insurance Business)**
By promoting alliance, contracts smoothly increased
Alliance with other business entities relating to real-estate will continue to be pursued proactively



Performance forecasts

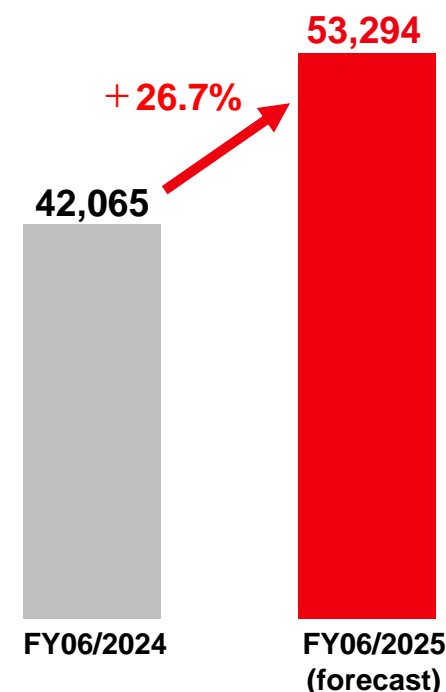
Full-term performance forecasts

Higher revenues / Higher earnings Record-high sales and profit (forecasts)

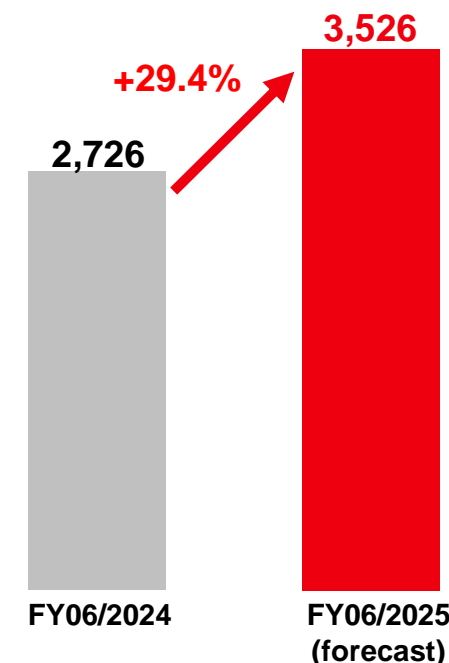
- Steady stock-type business (Leasing DX): **Synergies** among segments are anticipated
- Growing flow-type business (Sales/Purchase DX):
Significant growth of purchase/resale is also anticipated

(mil. yen)	FY06/2024 actual	FY06/2025 forecast*	YoY
Net sales	42,065	53,294	↑26.7%
Operating profit	2,726	3,526	↑29.4%
Ordinary profit	2,507	3,101	↑23.7%
Net profit attributable to owners of parent	1,638	2,279	↑39.1%

Net sales

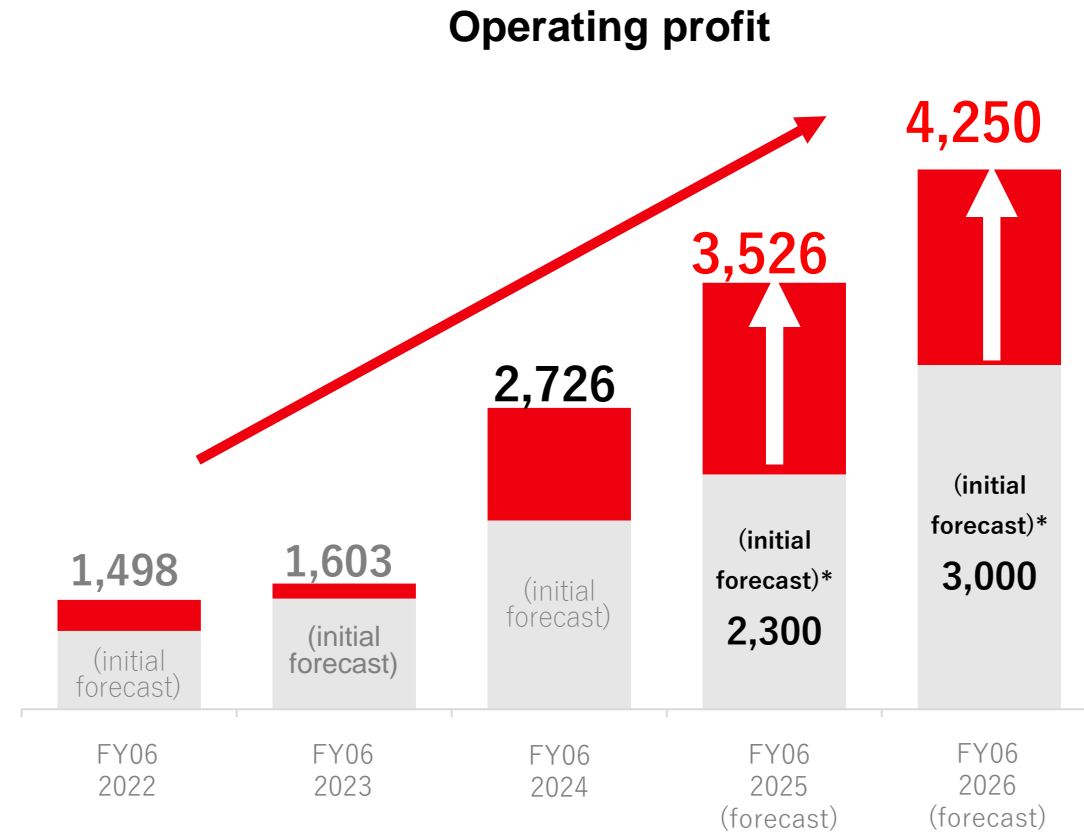
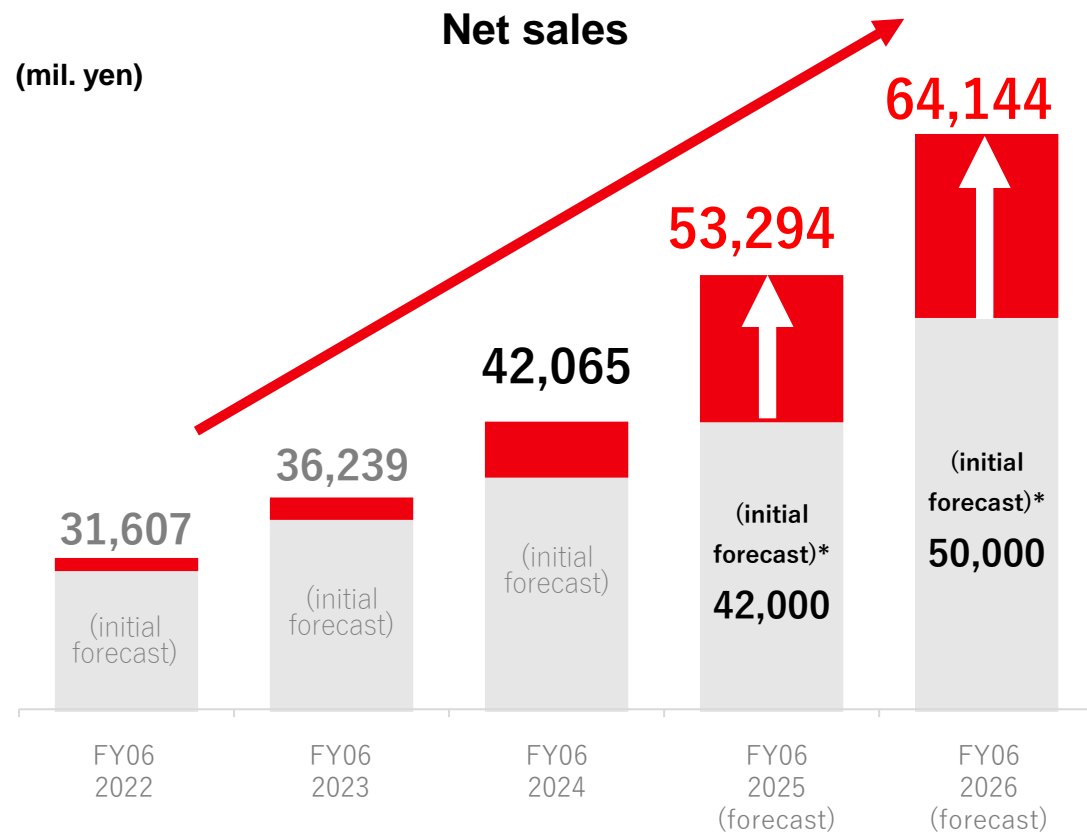


Operating profit



Mid-term management plan

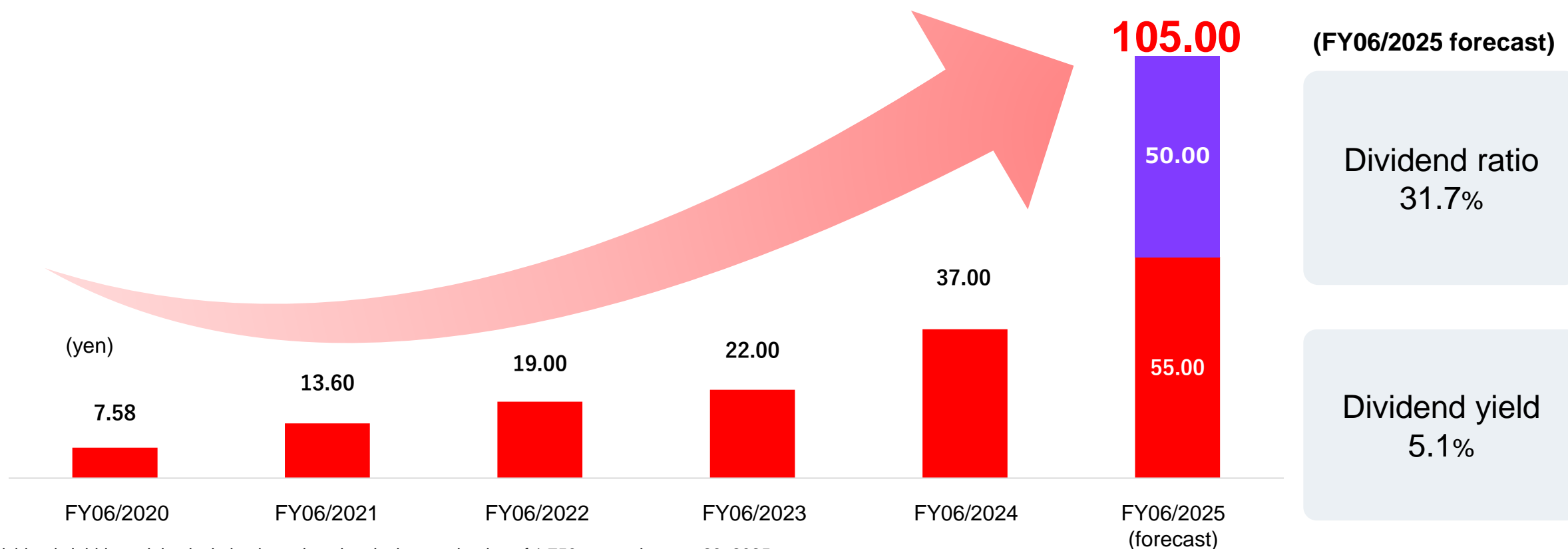
Substantial upward revision



Dividend (forecast)

Much increase in dividend (forecast for FY06/2025)

- **FY06/2025 (forecast): 105.00 yen**
(ordinary dividend of 55.00 yen plus commemorative[10th anniversary of getting listed] dividend of 50.00 yen)
- **Dividend yield: 5.1%** (trial calculation based on the closing stock price of 1,750 yen on January 23, 2025)



Dividend yield is a trial calculation based on the closing stock price of 1,750 yen on January 23, 2025

Measures for FY06/2025

Segment	Measures
Leasing DXX Property Management	<ul style="list-style-type: none"> • To enhance acquisition of properties in Kansai/Chubu regions • To strengthen management of individual properties • To upgrade DX services
Leasing DX Leasing Brokerage	<ul style="list-style-type: none"> • To increase corporate contracts • To enhance incidental services • To increase number of sales/purchase brokerage • To further promote DX
Sales/Purchase DX Investment	<ul style="list-style-type: none"> • To increase unit selling price • To strengthen purchase of properties with high added values
Other	<p>(DRAFT)</p> <ul style="list-style-type: none"> • To utilize call center (telemarketing alliance) <p>(HOPE)</p> <ul style="list-style-type: none"> • To develop tie-up commodities with partner companies • To expand sales channels

Management of owned condominiums for rent

- Management of owned condominiums for rent
- Preconditions of properties to be managed: Newly-built high-class condominiums with emphasis on good location, good design and superior equipment specification



THE PREMIUM CUBE G Higashinakano

NEW Since Nov. 2023; 151 units



PREMIUM CUBE Ikebukuro Honcho

NEW Since Sep. 2023; 36 units



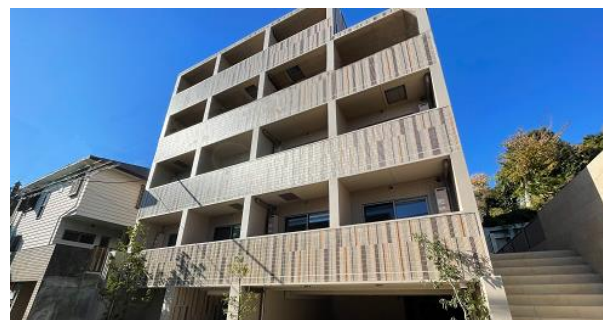
PREMIUM CUBE Setagaya #mo

NEW Since Sep. 2020; 42 units



PREMIUM CUBE Kaminoge #mo

NEW Since Feb. 2022; 60 units



PREMIUM CUBE G Shirokanedai

NEW Since Dec. 2022; 43 units



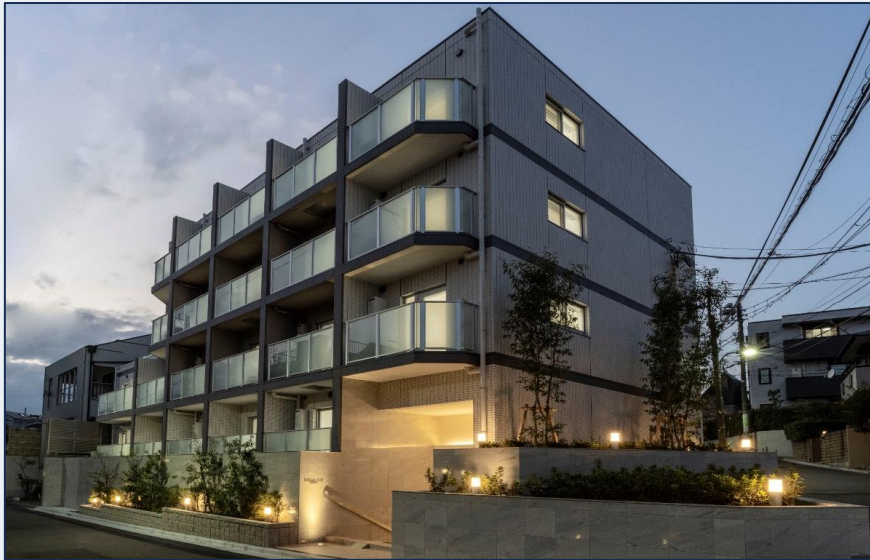
PREMIUM CUBE Yoyogi Uehara

NEW Since Jan. 2020; 25 units

Sales of condominiums for investment; Purchase/resale and sales after renovation

- Properties with high added values are **developed and offered on our own** mainly around Tokyo
- We also engage in **purchase/resale and sales after renovation**

Sales of studio apartments for investment



Our original PREMIUM CUBE series featuring “Good location”, “Good design” and “Superior equipment specification” are present mainly in 6 Wards of Tokyo

Purchase/resale and sales after renovation



before



after



Procurement from diverse routes,
and resale with **extra value added**

Investees

- One company was newly invested
- To date, 31 venture companies relating to DX have been invested, and **6 of them are currently listed** (as of Dec. 31, 2024)

Cybersecurity



CYBER SECURITY
CLOUD
<4493>
【capital tie-up】

Listed on Mothers in Mar. 2020

AI



Headwaters
<4011>
【capital tie-up】

Listed on Mothers in Sep. 2020

Online settlement



ROBOT PAYMENT
<4374>
【capital tie-up】

Listed on Mothers in Sep. 2021

Blockchain



Earlyworks
【capital tie-up】

Listed on NASDAQ in Jul. 2023

HR



HR CLOUD
【capital tie-up】

Digital marketing



VALUE CREATION
<9328>
【capital tie-up】

Listed on Growth in Nov. 2023

Philosophy / Strength / Growth potential

Philosophy & Vision

Philosophy

**With an “AMBITION” of creating future of “housing”,
we aim at becoming a “real company” that can give “dreams”
to everyone we meet Dreams become goals, goals become realities**

Vision

**To reform real estate business through DX and become a sole real estate digital
platformer which fuses digital and real world together**

Policy & Aspiration

Policy

To build up a **DX platform** on which real estate business can be made more efficient in a **straightforward** fashion, and provide comfortable residence experience

(Business domain)		(Approaches)	What we aspire is:
Leasing DX	Leasing management Property Management Business	<ul style="list-style-type: none"> Advanced leasing management by higher operational efficiency on a paperless basis, such as electronic contract More houses managed by individual staff Stably continued high occupancy rate Maximization of LTV (Lifetime Value) through a loyalty program 	Safe and seamless data linkage utilizing blockchain and AI realizes experiences of comfort living
	Leasing Brokerage	<ul style="list-style-type: none"> Enhanced remote customer service, VR preview and electronic contract AIxRPA tool “RAC·TECH” reduces inputting work Data linkage from searching for properties, contract, through to vacating procedures 	
Sales/ Purchase DX	Sales/Purchase of real estate Investment Business	<ul style="list-style-type: none"> Non-face-to-face sales/purchase contract Data management on cloud, such as land prices Offering properties via crowdfunding 	
In relation to real-estate DX	Real-estate DX, utilities, insurance	<ul style="list-style-type: none"> Digitally integrated customers bases Data linkage in line with workflow Paperless operations such as executing electronic contracts 	

Strength

Straightforward workflow

- The entire real estate business workflow, both **digital and real**, is **fused together**, where **DX** is promoted in **a straightforward** fashion

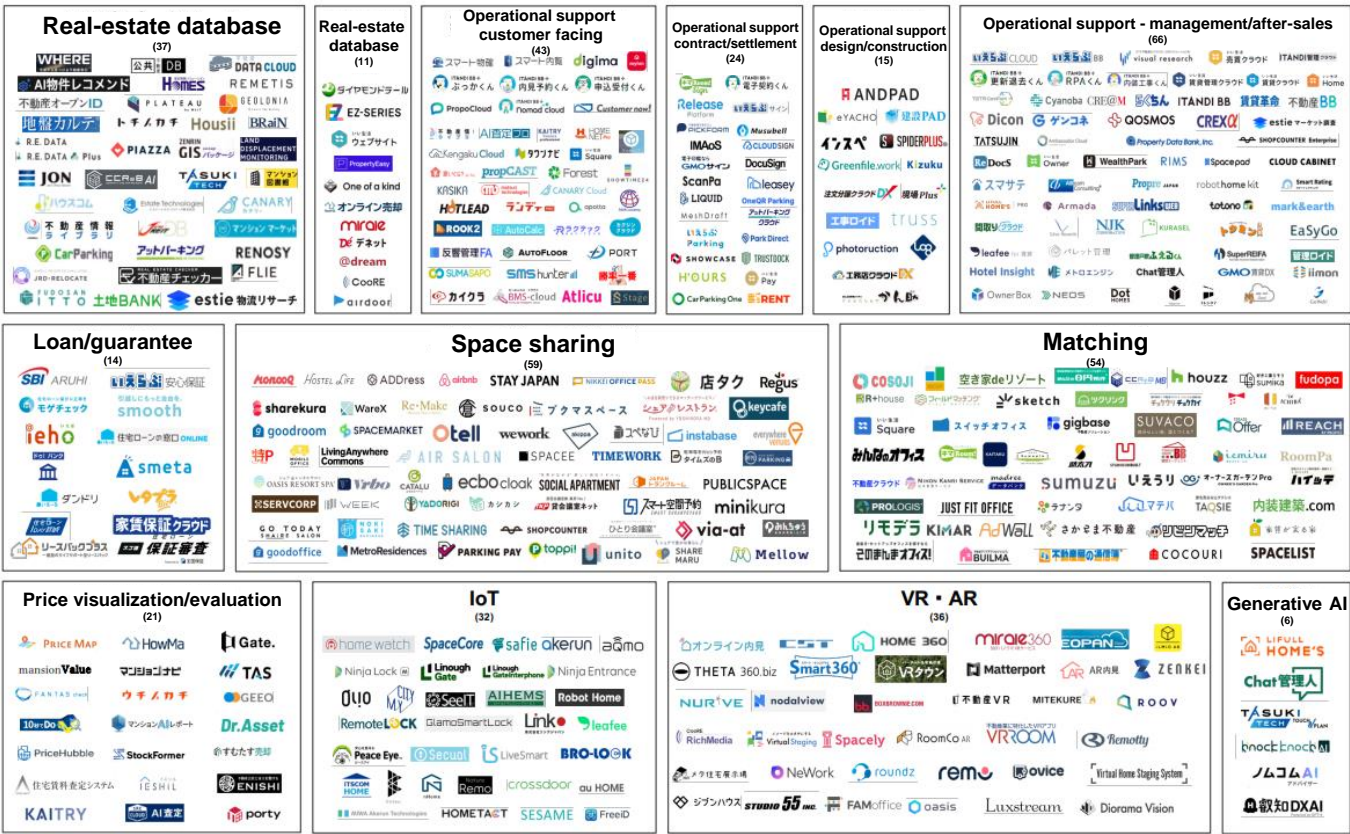
Segment	Category		AMBITION DX	Leasing management company	Real estate brokerage company	Real estate development (Developer)	Real estate sales company	Purchase/Resale company	Relevant areas
Leasing DX	Ownership business	Leasing management	◎	○					
	Brokerage business	Leasing brokerage	◎		○				
Sales/ Purchase DX	Development business	Land acquisition	◎			○			
		Construction	◎			○			
		Sales	◎			○	○		
	Purchase/Resale business	Purchase/Sales	◎					○	
Others	Insurance	Fire insurance	◎						○
	Infrastructure Services	Utilities	◎						○
	Interior work	Renovation Restoration	◎						○
	System development	IT	◎						○

What we cover (in the field of real estate technologies)

- We **cover all** 15 fields of “real estate tech”* in this trade (including investees)

* “Real estate tech” means real estate × technologies. This is an approach to utilizing technologies such as AI and IoT in order to solve various issues and to reform old-fashioned business practices in real estate industry.

Real estate chaos map*



Fields of real estate DX	Covered by AMBITION DX
Real-estate database	◎
Operational support (attracting guests)	◎
Operational support (customer facing)	◎
Operational support (contract/settlement)	◎
Operational support (design/construction)	◎
Operational support (management/after-sales)	◎
Loan/guarantee	◎
Space sharing	◎
Matching	◎
Price visualization/evaluation	◎
IoT	◎
VR/AR	◎
Generative AI	◎

10th Edition: Aug. 2024 (499), including real-estate crowd-funding

Created by Real Estate Tech Association for Japan

* Real estate tech chaos map: A map that represents landscape of real estate tech industry showing players, categories and their relationship

Growth strategies

- In addition to organic growth of existing businesses, we will accelerate M&A and investment in alliance and ventures, to realize non-continuous growth

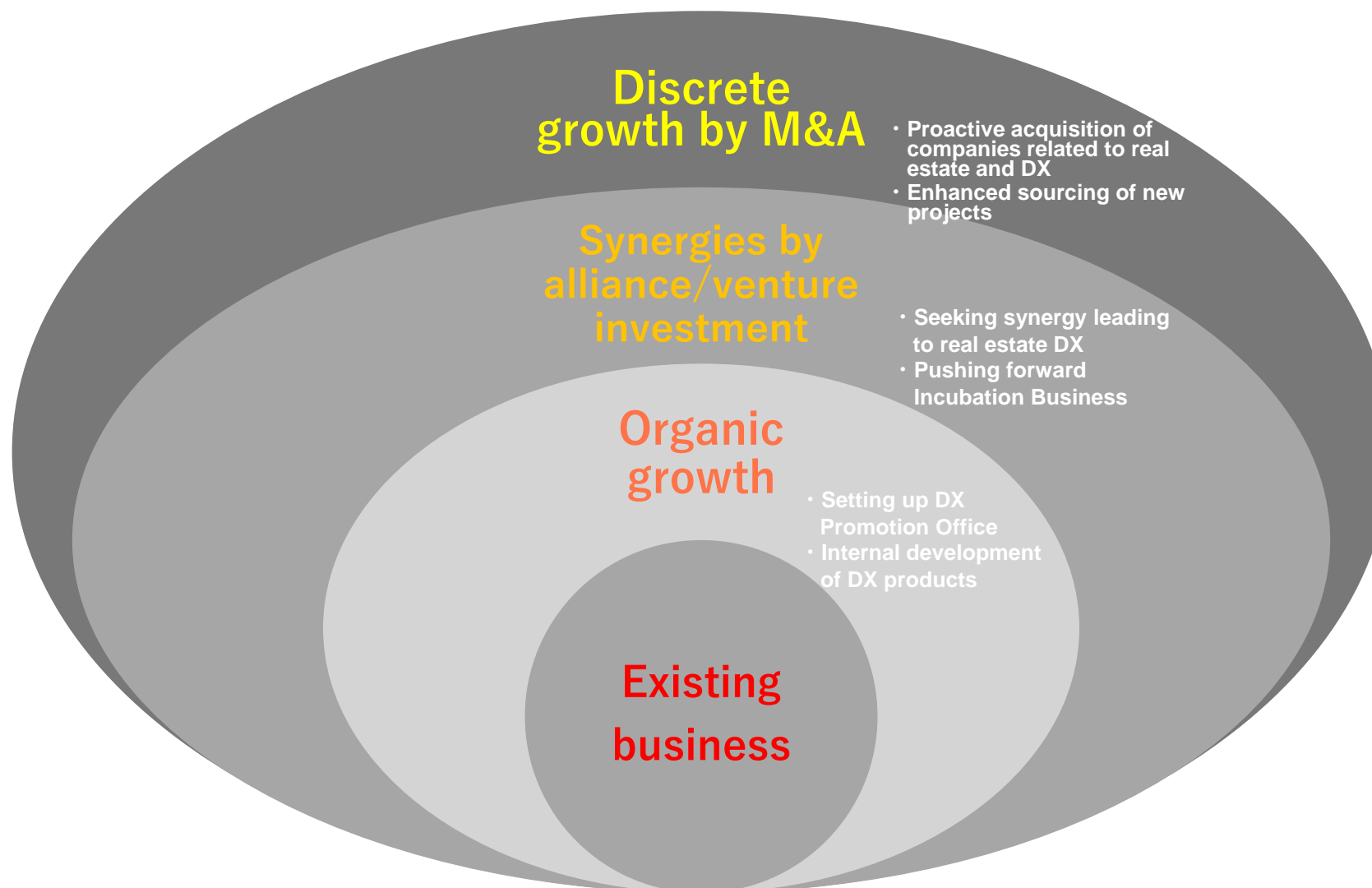
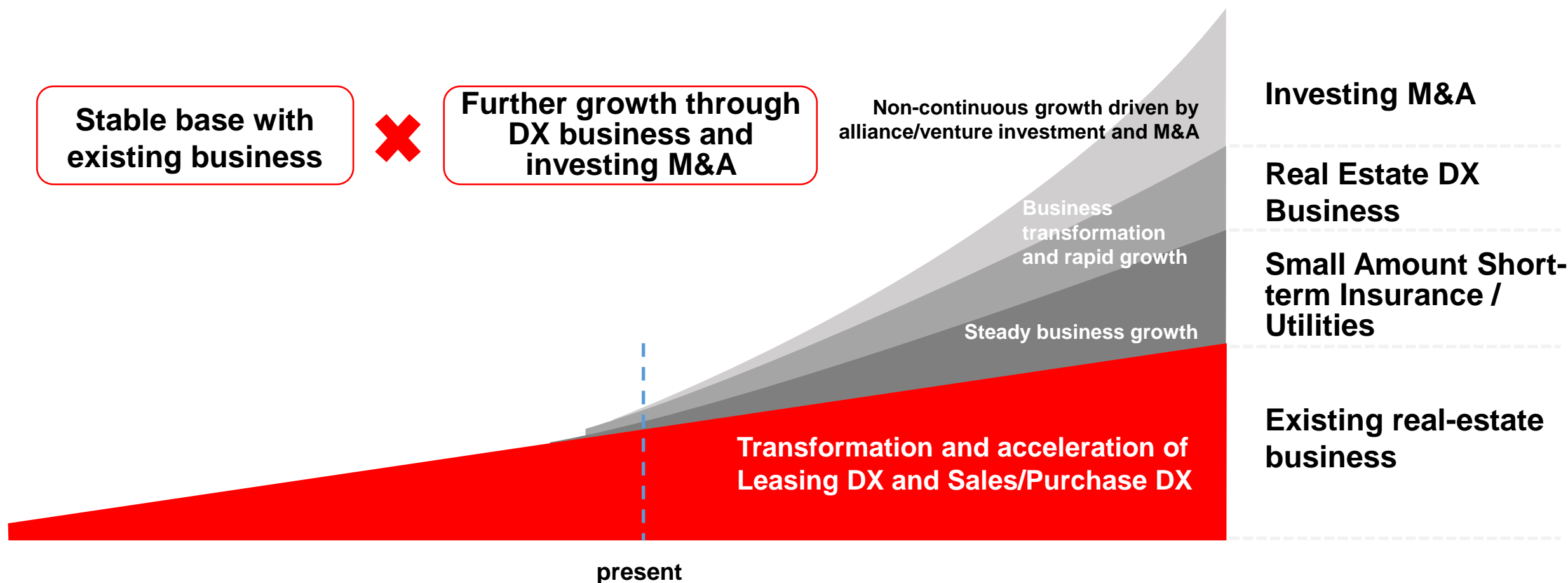


Image of business growth

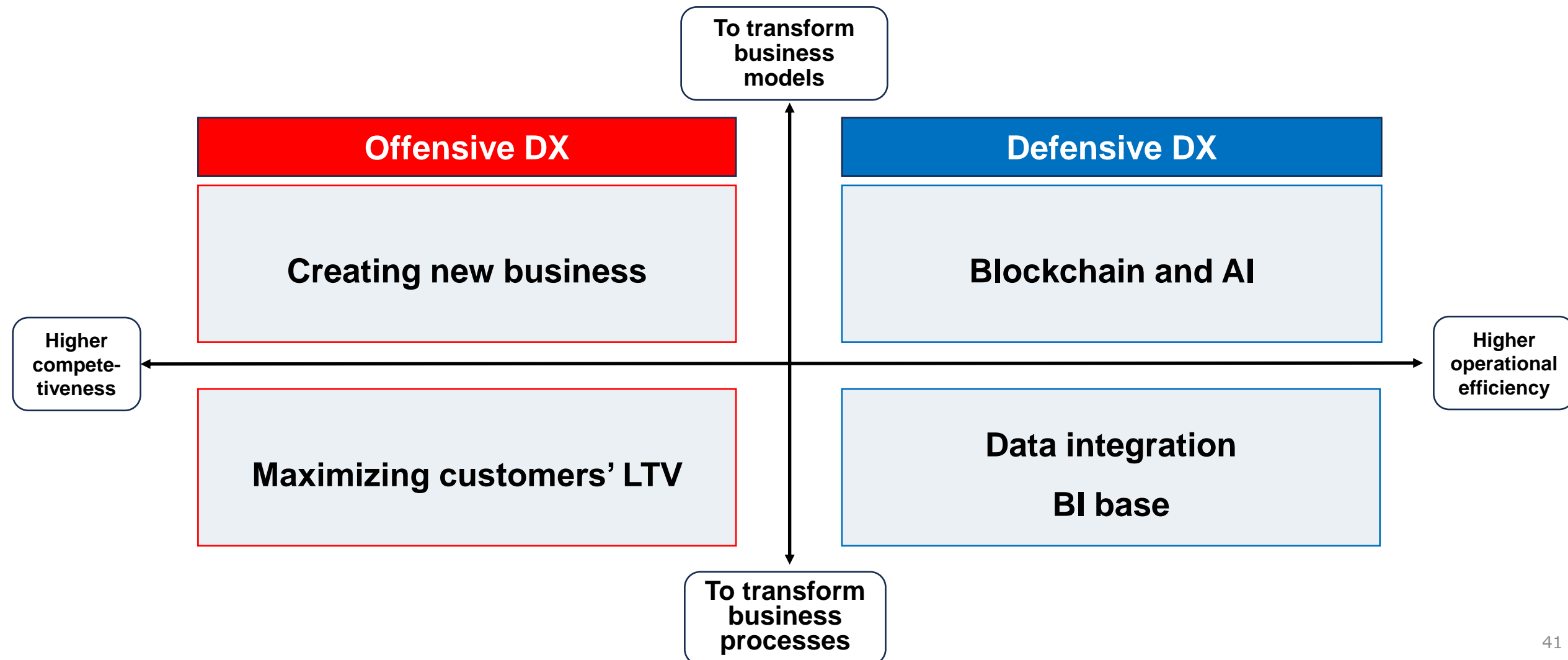
- Further growth is pursued through existing businesses, DX business, and investing M&A



DX strategies / approaches

DX strategies (offensive DX and defensive DX)

- **Offensive DX** and **defensive DX** realize DX of every operation of real-estate business



DX strategies (**offensive DX**)

- **Offensive DX** is an **innovative approach** that realizes **further growth** by means of breakthrough with DX

(Strategy in detail)

Offensive DX	Creating new business	Fundamental reform of business models	<ul style="list-style-type: none"> • Systems which have been highly effective for internal use are upgraded to SaaS • And new business models are created, which not only change delayed digitalization in our industry as a whole but also realize market expansion
		More value to existing businesses	<ul style="list-style-type: none"> • Process from room-finding to contracting is concluded online • Real-estate platform that fuses real and digital worlds together is constructed by building up a consortium linked with existing ecosystems
	Maximizing customers' LTV	More values of data-driven services	<ul style="list-style-type: none"> • By utilizing data integration base CRM, services optimized for individual customers are offered • Through continuous digital communication with customers having any contact with us, they are reminded of us first concerning matters relating to real-estate
		Data integration foundation	<ul style="list-style-type: none"> • CRM internalization of customer information obtained through brokerage and management • Developing data integration base (Ambition Core Platform) to build up BI structure and to visualize company management

DX strategies (**defensive DX**)

- **Defensive DX** is an approach that realizes **higher operational efficiency** by means of DX of conventional core businesses

(Strategy in detail)

Defensive DX	Blockchain and AI	Building up systems for IT explanation of important matters and electronic contracting	<ul style="list-style-type: none"> • Realizing IT explanation of important matters and electronic contracting on our business system (AMBITION Cloud; and management of contract documents with blockchain)
		Utilization of generative AI technologies	<ul style="list-style-type: none"> • Inquiries are handled by AI within our service for residents (AMBITION Me) • Higher operational efficiency by utilizing generative AI, such as producing creative things • Utilization for marketing of virtual human / virtual persona and for education
	Data integration BI base	Reforming/redesigning business processes	<ul style="list-style-type: none"> • Higher operational efficiency and automation by renovating business processes along with building up AMBITION Cloud
		Renovation of core system	<ul style="list-style-type: none"> • Higher efficiency in data consolidation by API integration of core system and AMBITION Cloud

DX effects

- DX of real estate business operations **reduces** time to execute a contract by **about 70%**

Reduced working time

Higher operational efficiency by utilizing DX tools substantially reduces working time for leasing brokerage and leasing management

Working time for brokerage of one leased property

reduced by **44%**

Working time for managing one leased property

reduced by **7%**

Improved productivity

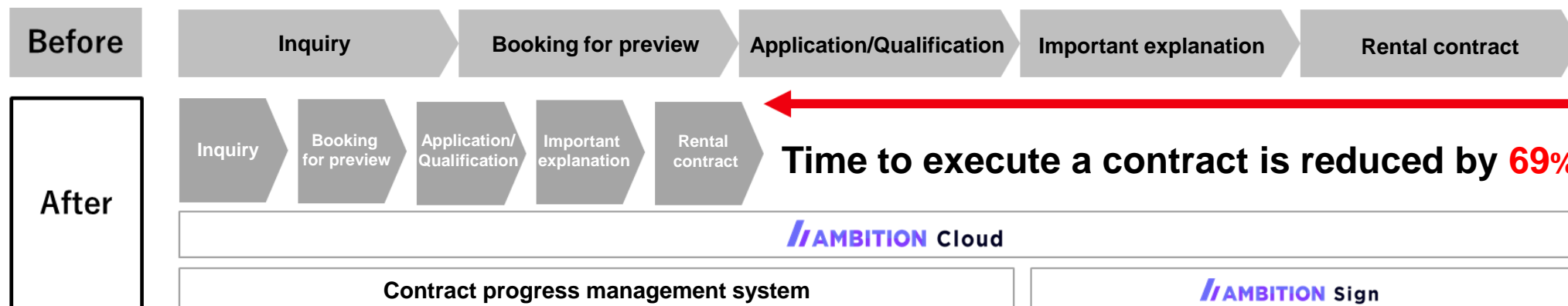
Reduced working time for handling each matter leads to improved productivity per employee

Occupancy rate surpasses industry average

98.5% (industry average) 89.4%

Overall sales by Leasing DX sector:
21,152 mil. yen (FY06/2024)

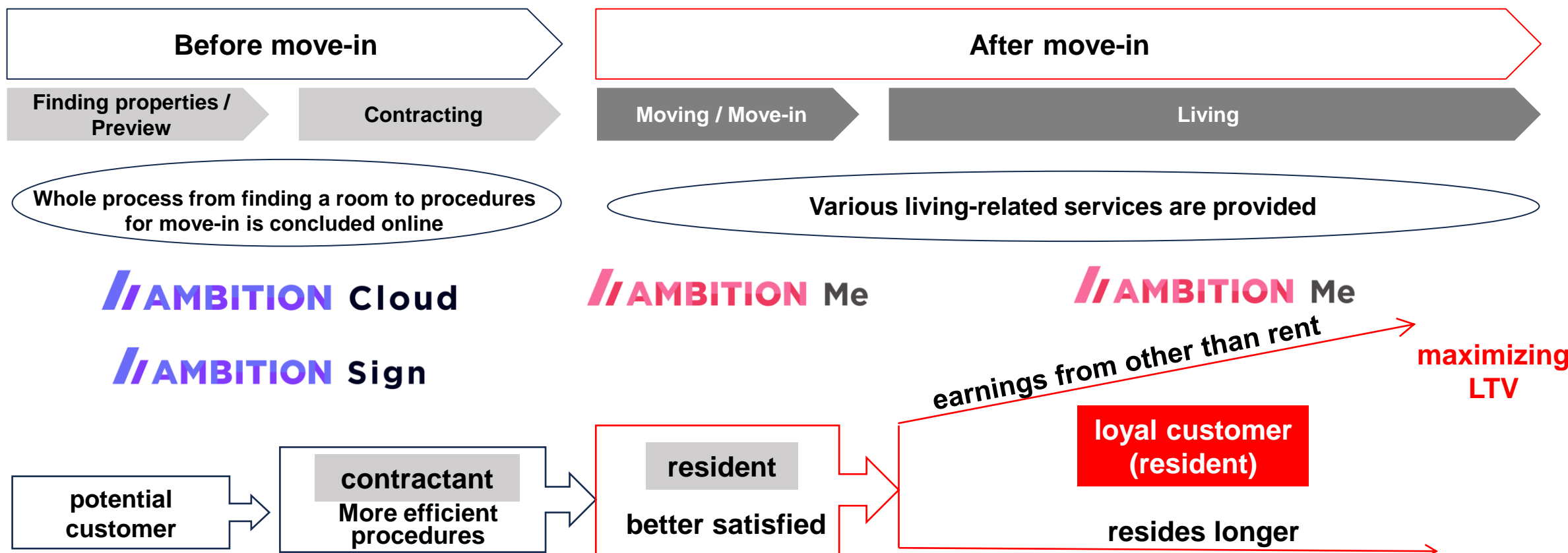
1,130 mil. yen YoY



DX for residents

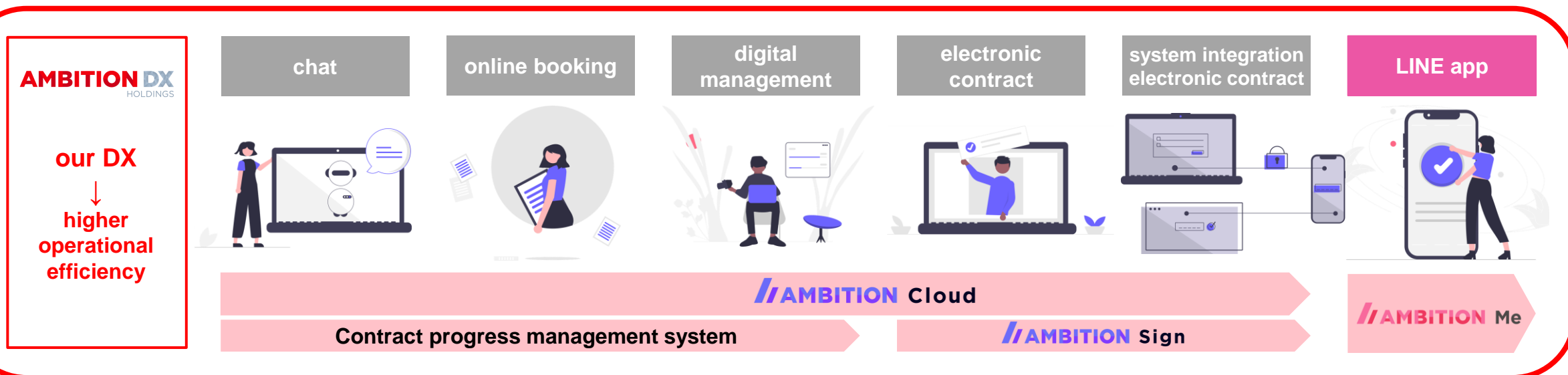
Maximizing LTV (Lifetime Value) for customers

- Our DX products cover a series of services starting from establishing interfaces with potential customers before moving in, to living support after moving in
- Residents are highly satisfied → will reside there longer → provide more opportunities for us to make profit from other than rent → have their **LTV (Lifetime Value) maximized**



DX for operational reform

- Whole process from inquiry through to move-in is digitalized (paperless)
- Significant improvement in operational efficiency




DX for staff education

- In various scenes of staff education, AI (ChatGPT) is utilized for higher efficiency

Utilization of AI in staff education (examples)



ChatGPT



Automated creation of manuals
Knowledge required for real estate business can be organized into manuals. It is useful not only for reducing steps of searching but also for solving problems with labor shortage and advancement of knowledge.



Continuous learning and skill improvement
It becomes possible to develop and automate learning plans required for upskilling. Self-updating information about the trade and products is also possible.



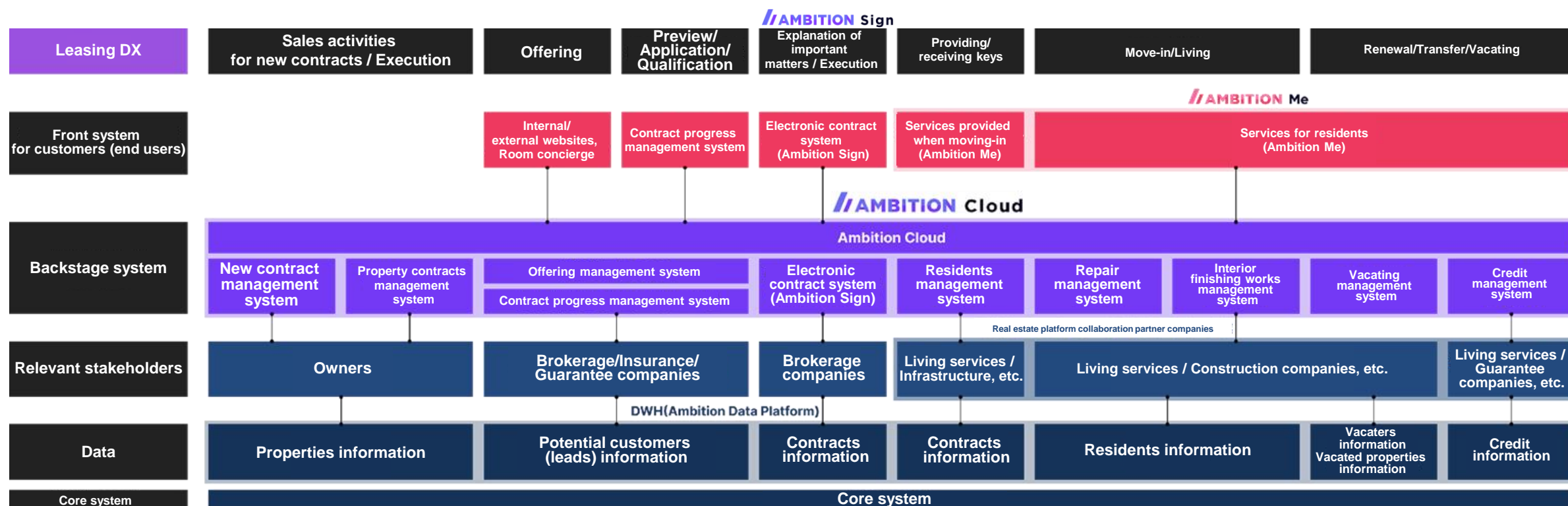
Training new employees
It is used for educating new employees about corporate basic principles and policies promptly. It is also used for training in expertise of real estate.

AI is utilized in role-playing

【role-playing】 A kind of training where various scenes which may be encountered in sales activities and customer services are simulated

Global image of DX system

- All operations of real estate business, ranging from B2B to B2C, and from properties management to brokerage, are systemized by DX
- DX also enables systemization of establishing long-lasting relationship with residents after move-in



DX products

- We develop DX products on our own, as such we will reform real estate business

// AMBITION Cloud

- **Contract progress management system**
Manages overall process from inquiry through to contract
- **Repair management system** Manages overall repair management such as estimation of repair work and recording actual progress
- **Offering management system** Manages registration/publishing properties information in tandem with New contract management / Vacating management systems
- **Credit management system** Manages overall debt such as management of debt/debtor information and payment history
- **Vacating management system** Manages various processes such as vacating procedure and restoration to original state
- **New contract management system** Manages process for commissioned operations such as acceptance/registration/progress management of commissioned matters

// AMBITION Sign

- **Online contracting system**
System which enables explanation of important matters and execution of contracts online

ラクテック Auto-input

- **Collective proposal of properties** Auto-posting tool for properties information which utilizes response prediction by AI and leasing business data
- **Individual proposal of properties** A tool limited to highly-demanded functions (RPA: auto-post)

// AMBITION Me

- **App for residents** Supports residents with various services ranging from key acceptance to daily life services



Room Concierge

- **Matching app** Connects users searching for new rooms with a concierge (salesperson for real estate brokerage)

DX product (AMBITION Cloud)

AMBITION Flagship DX Model

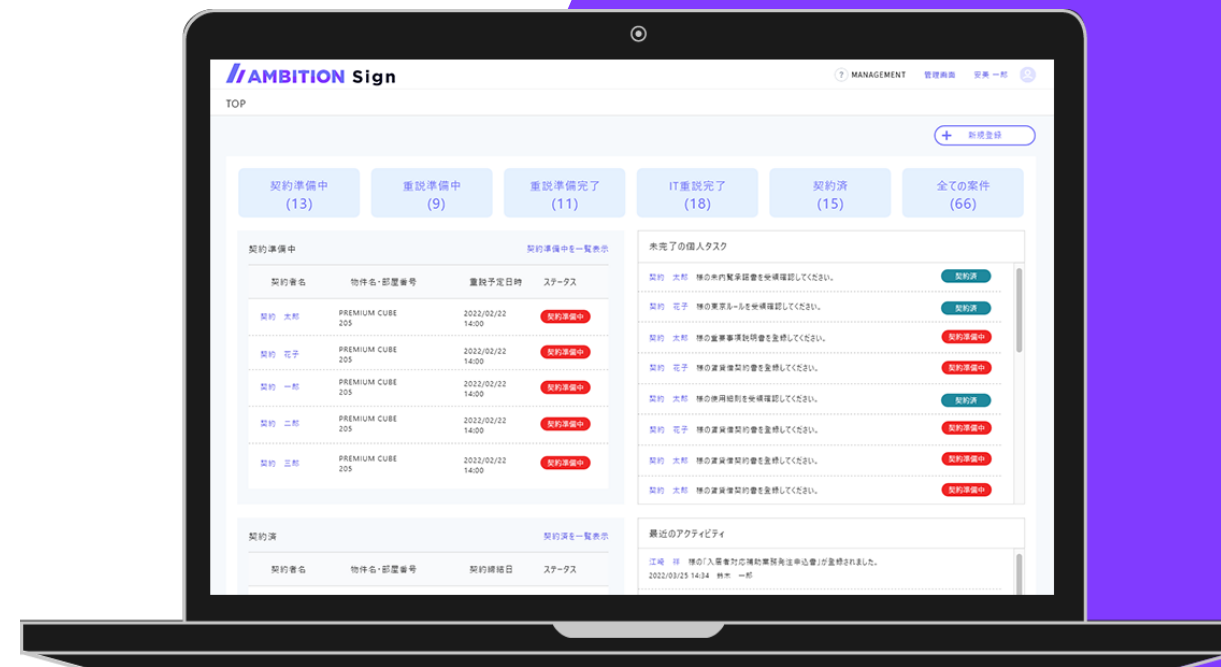


It carries out DX covering the entire leasing management operations, and realizes higher operational efficiency and productivity

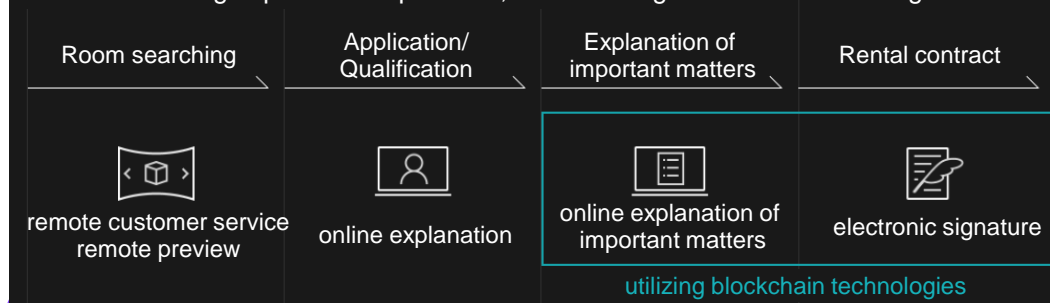
AMBITION Cloud is a service which digitally transforms (DX) every operation related to real-estate leasing management

Developed fully from scratch by us, it handles API integration with various systems and in addition, also integrates with our core system by utilizing RPA.

With this unique system, the Company will evolve to a platform that collaborates also with brokerage companies, guarantee companies and real-estate owners.



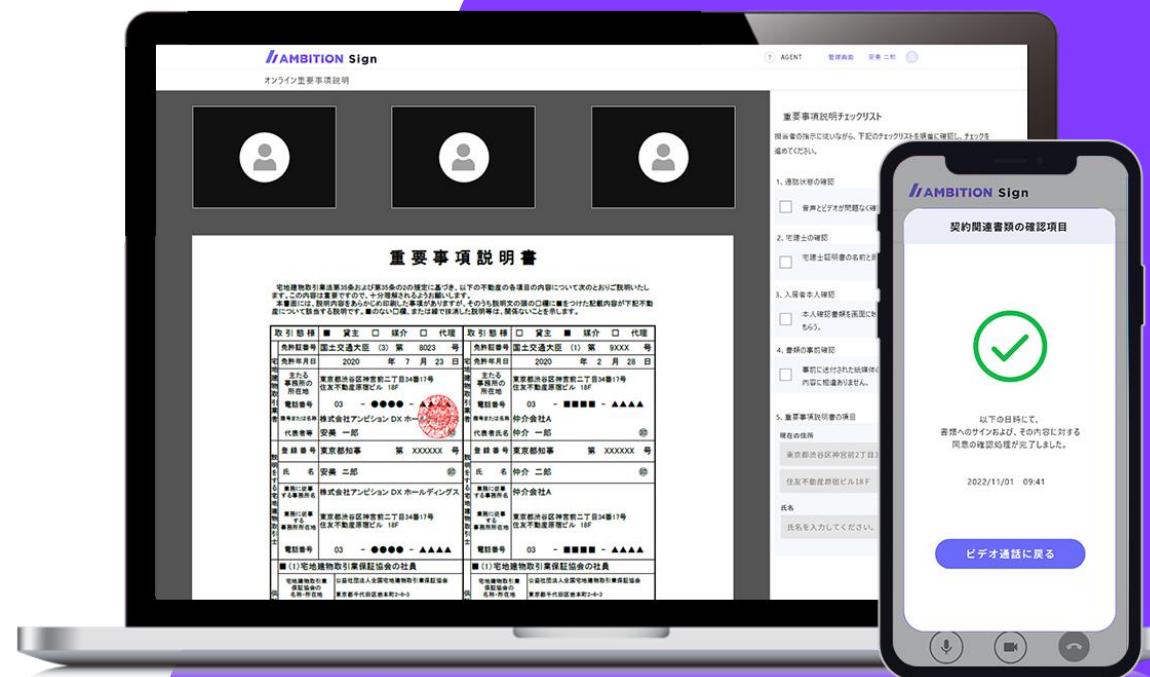
A series of contracting processes including explanation of important matters and signing is completely digitalized. Novel contracting experience is provided, even utilizing blockchain technologies.



Electronic contracting system that utilizes blockchain technologies



- AMBITION Sign is one of the services which play central roles for AMBITION Cloud, and is a system that realized explanation of important matters and signing contracts done online, which were not feasible before, along with the relevant law amendment in 2021.
- Highly usable functions were realized, as an online video conference system specialized on explanation of important matters.
- Utilizing even blockchain technologies and ensuring high-level of security, customers' seamless experiences will be realized in the future, such as services for residents.



DX product (AMBITION Me)

It supports permanent relationship with residents



LINE service that supports residents from key acceptance to daily life services

- Wide variety of services such as contract renewal, vacating, communication while living, utilities (electricity/gas/water), and insurance, are integrated into this all-in-one application. It is also a service that realizes improvement in residents' satisfaction and engagement, to lead to maximization of their LTV (Lifetime Value).
- For the future, we will collaborate with partner companies ranging from various life services, infrastructure through to finance, and deploy services which would upgrade engagement of residents having established their own economic circles.



Jul. 2023 Online healthcare services started

Reservation for medical examination can be made seamlessly via LINE app

Oct. 2023 Useful services for living

You can reexamine and take procedures for utilities at lower cost

Dec. 2023 FAQ service incorporating ChatGPT

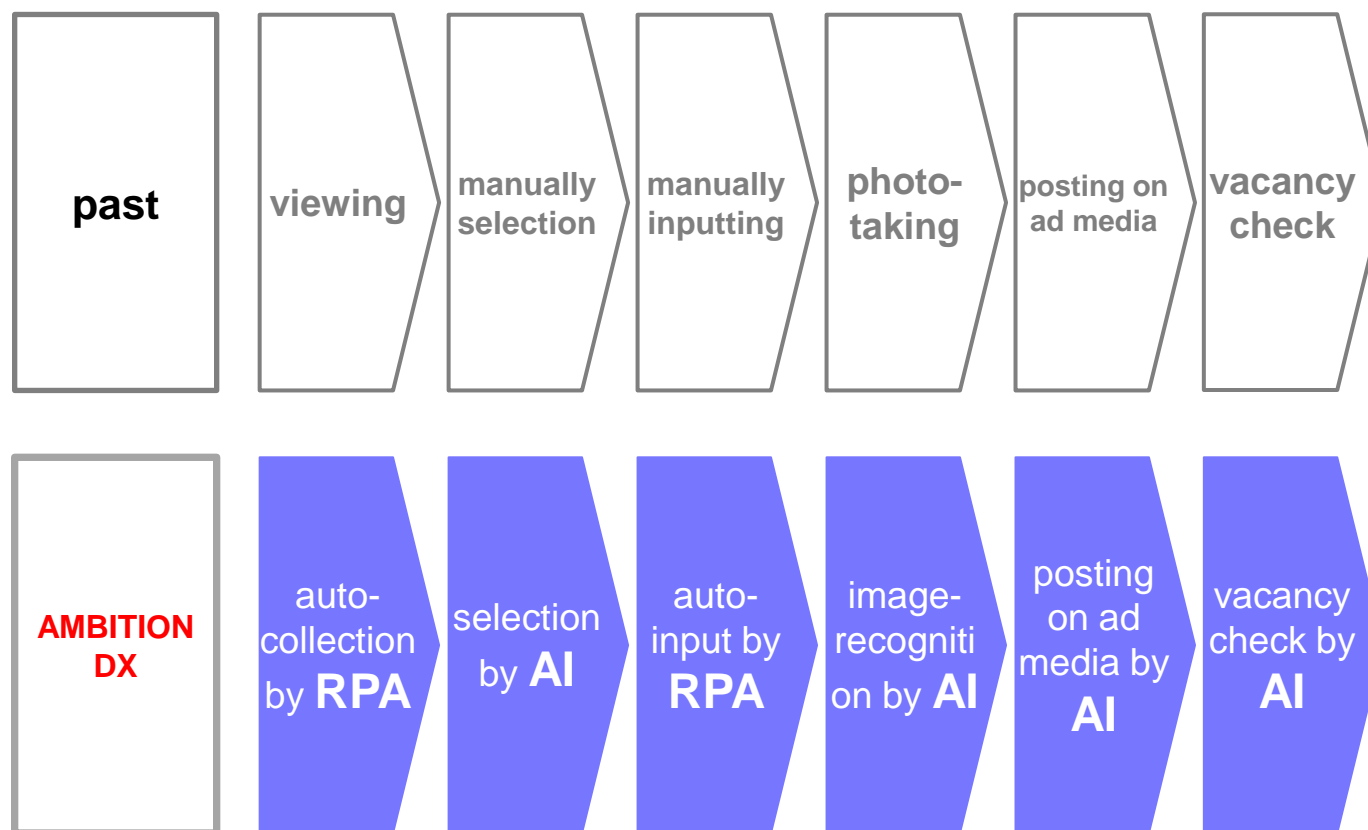
Jul. 2024 Multi-language function was added

Consultation with AI about living; answers can be given anytime; as many as 75 languages are supported

DX product (RAC-TECH)

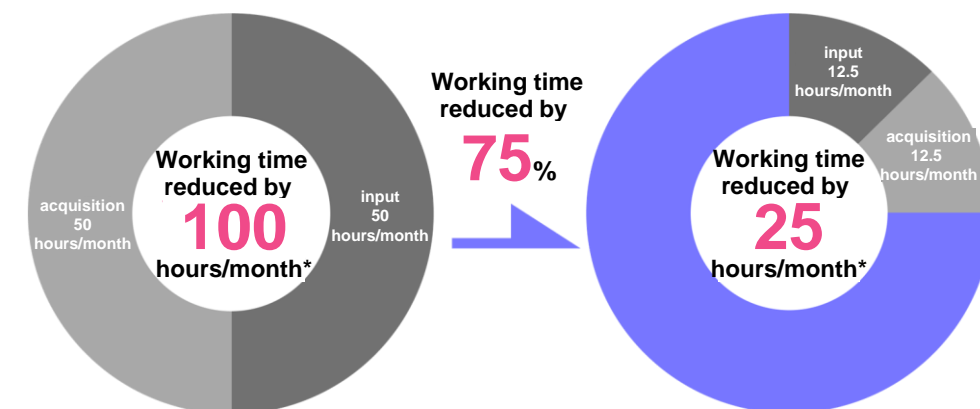
AIxRPA tool “RAC-TECH” for Leasing DX

Operational process through to posting properties information



【RPA】 Robotic Process Automation (software robot)

Substantial reduction in working hours



* Assuming 15 pieces of information in a day, and 20 days per month

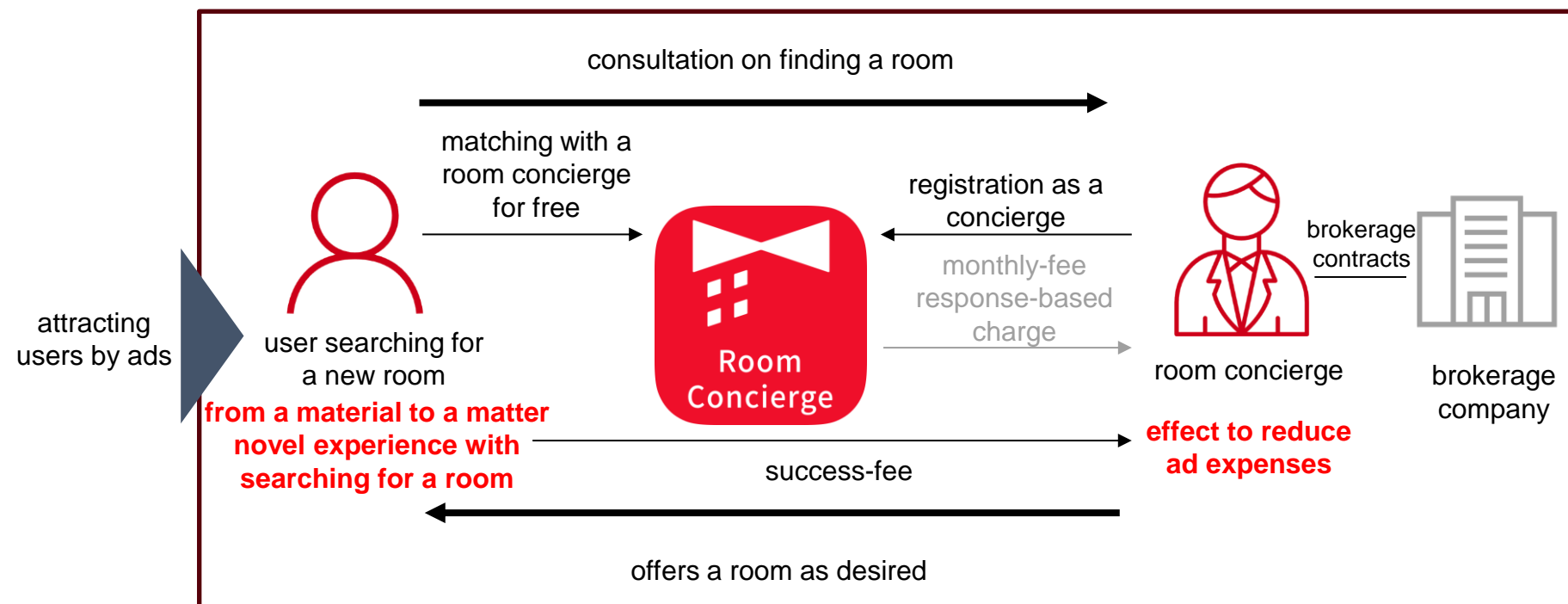
ラクテック RAC-TECH Auto-input

DX product (Room Concierge)

“Room Concierge” (a service for general consumers)

Matching application which connects users searching for new rooms with a room concierge (salesperson for real estate brokerage)
Users are increasing, and this will further be expanded to nationwide areas and to the leasing brokerage industry as a whole

Overview

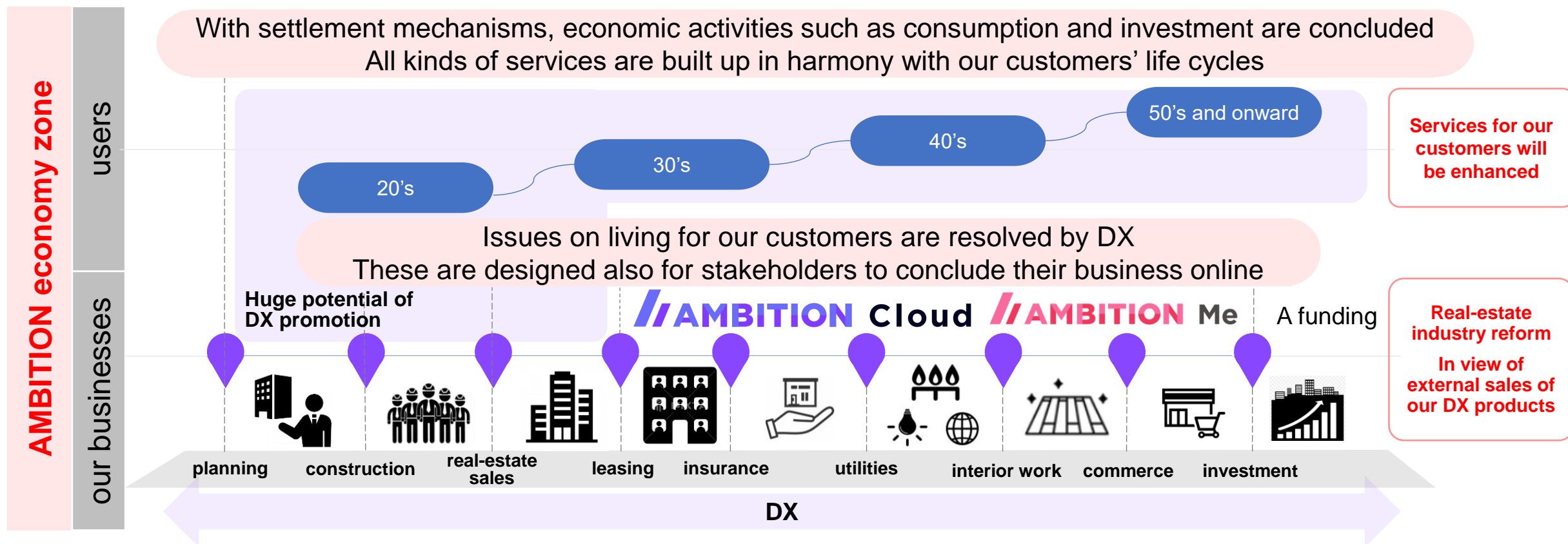


improved UI/UX



DX - strategies

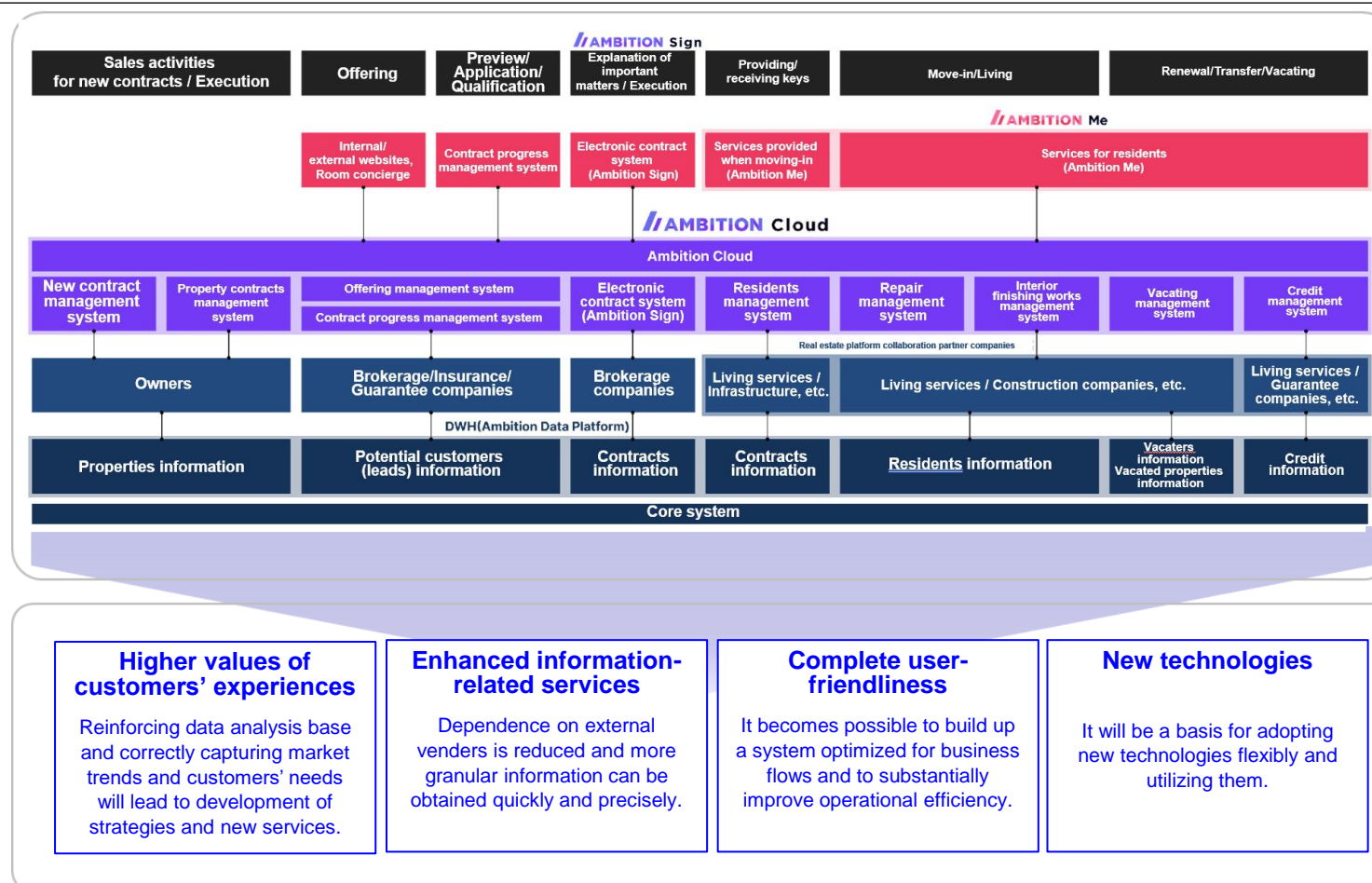
- Optimum things are offered at optimum timings; DX strategies for realizing experiences with comfortable living
- On our platform, an environment is built up where users can receive all kinds of services



DX – strategies

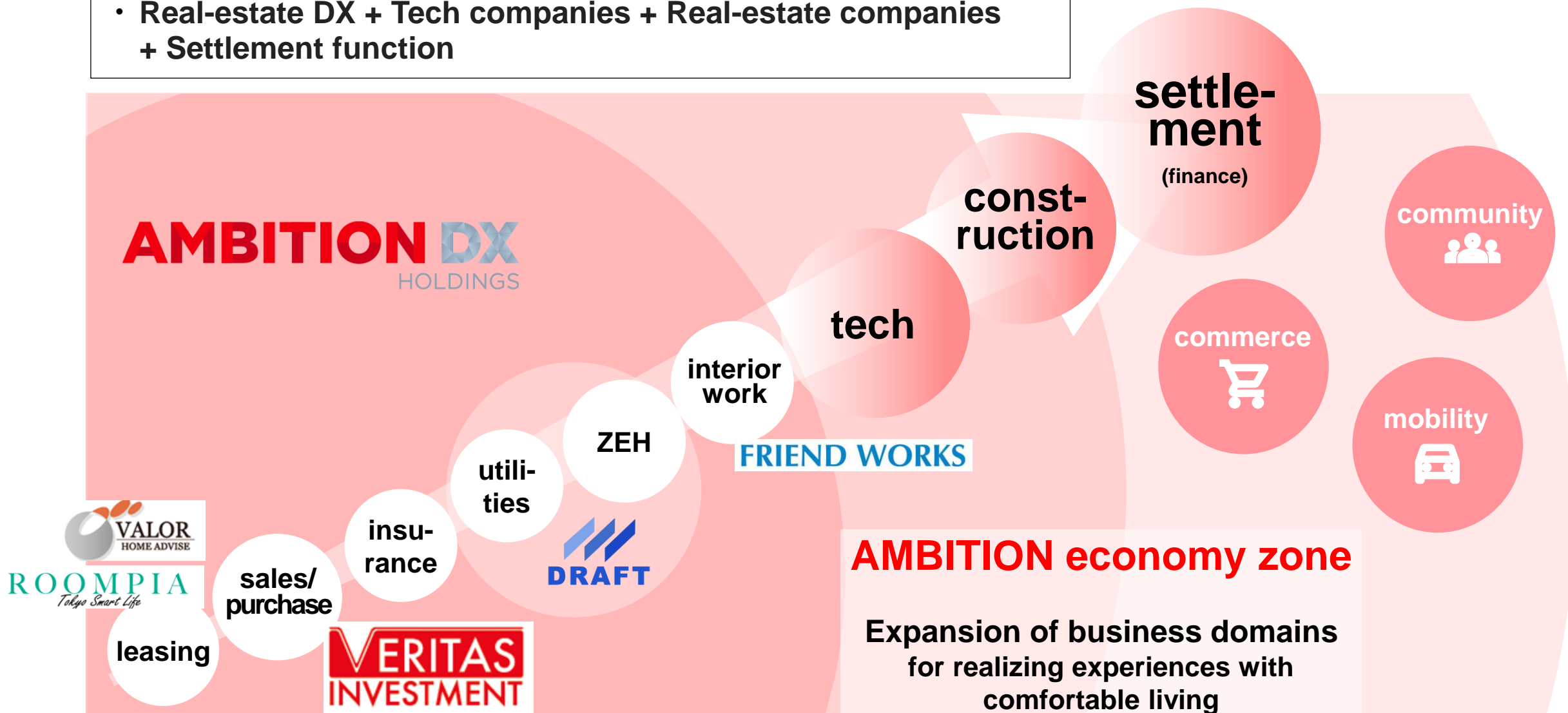
Development of a new core system which creates future of leasing management will start

- An innovative core system aiming at realizing the platform, that brings our deep knowledge and advanced technical capabilities to open up future of our industry
- Upon completion, sales of each service will start, which will contribute to evolution of the entire real-estate industry



M&A strategies should expand AMBITION economy zone

- M&A + DX promotion power that drive non-continuous growth
- Real-estate DX + Tech companies + Real-estate companies + Settlement function



ESG efforts

ESG (goal)

- Our goal is to promote business innovation through DX, thereby realizing higher efficiency and proactively contributing to realizing sustainable society.

Governance

Environment

Contribution to paperless operations

This contributes to reducing wastes which is included in mitigation measures for reducing GHG emissions as part of responses to climate change. Business activities themselves are affected by sustainable environment.

Social

Innovation in the field of real-estate leasing management

Innovation base in the field of real-estate leasing management is built up, leading to shorter timeline. Innovation contributes to building up sustainable industries.

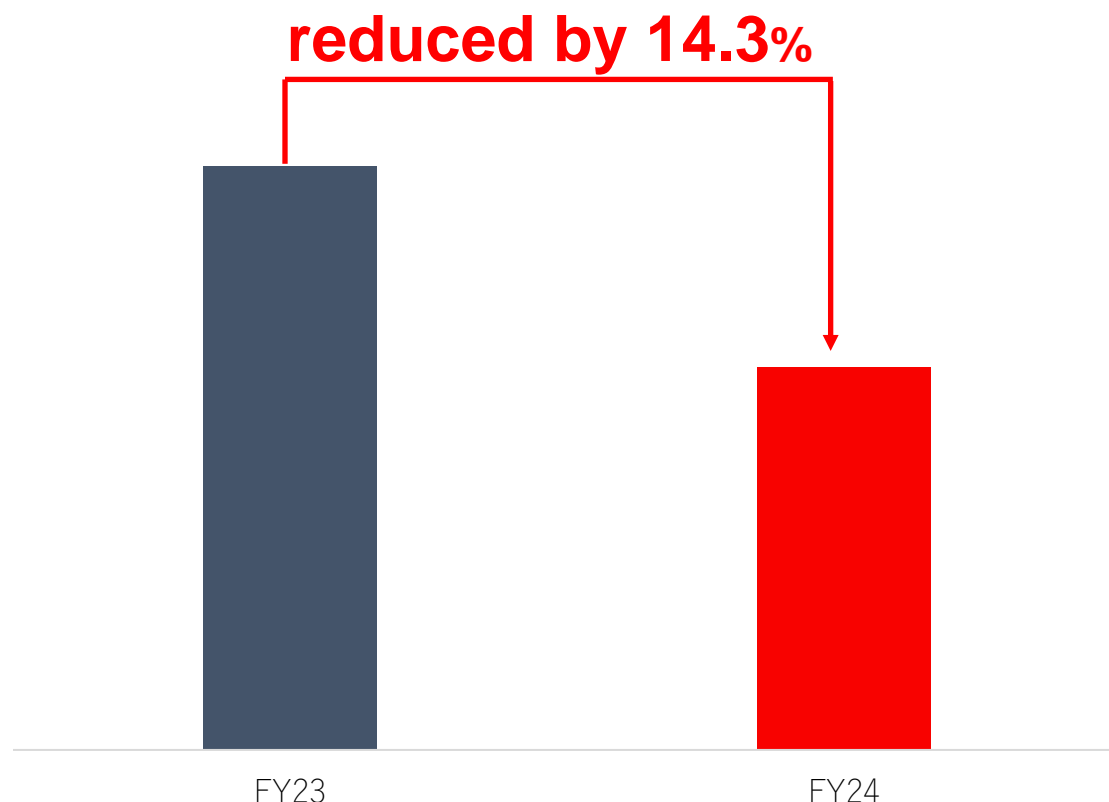
Human capital

Employees' health and human growth promote corporate growth, thereby contributing to customers, and further contributing to society sustainably.

ESG (Environment)

- In FY2024, we have promoted paperless operations through DX strategies, resulting in reducing paper prints by 14.3% as compared to the same period of the previous FY2023.

number of prints



Virtually **NO paper** is required for contract

Customer side

0 paper with **//AMBITION Sign**

Important explanation

Contract execution

Document management

Management/business side

0 paper with **//AMBITION Cloud**

Drawings

Apply for preview

Apply for occupation

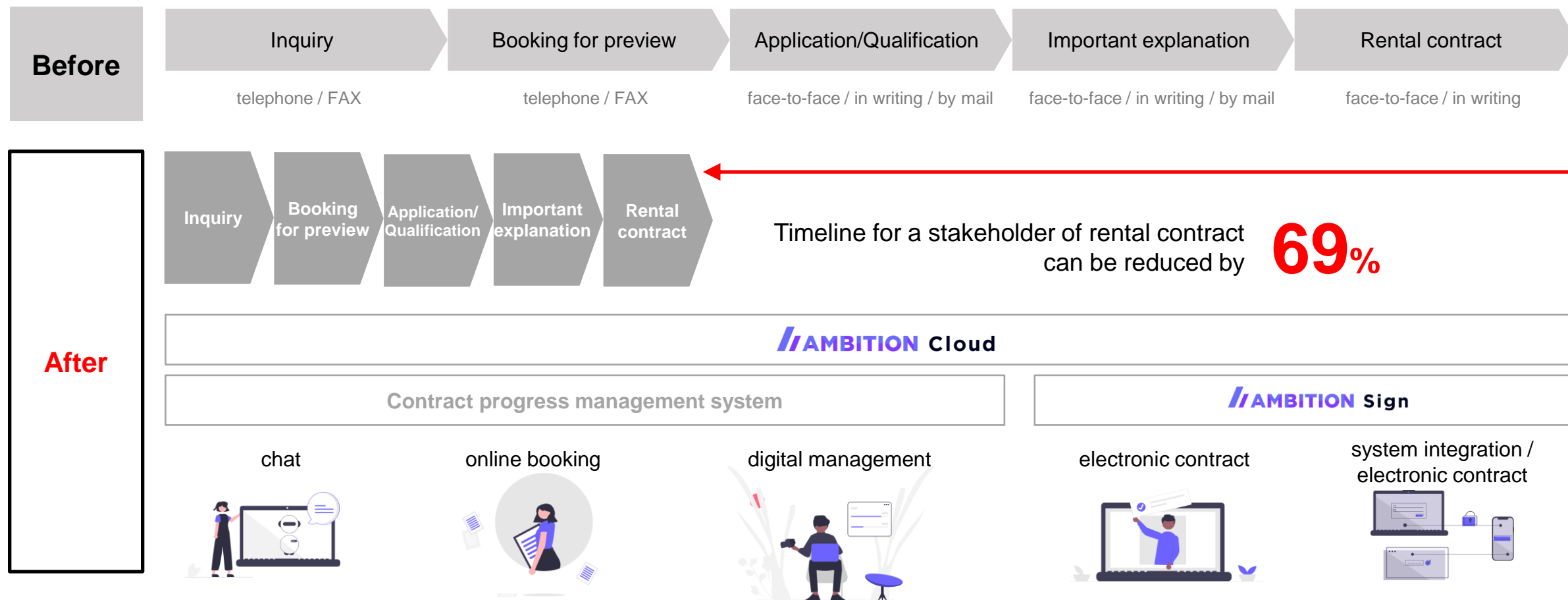
Qualification

Contract execution

Document management

ESG (Social)

- Innovation base in the field of real-estate leasing management is built up.
Time required up to contract execution is remarkably shortened.



ESG (Social)

- Support for individual growth leads to fostering new corporate culture and strengthening efforts towards healthy and safe ways of working.

Expertness

Employees qualified as real-estate transaction specialists: **51%**
(Jan. 31. 2025)

- Expenses for this qualification are subsidized
- Environment for successful qualification is arranged, such as prep tests and study during working hours
- Those who passed receive qualification allowance
- Percentage of those qualified is higher than industry average

Health



In 2024, same as 2023, the Company filed “Healthy Company Declaration” and worked on proactive and healthy management, and consequently acquired “Excellent Healthy Company (Silver accreditation)”.

Health



In 2024, the Company was evaluated and accredited as the one that considered its employees’ health management from managerial viewpoints and worked on it strategically. For the future as well, the Company will incorporate viewpoints of healthy management into its management strategies and pursue its employees’ health and organizational sustainability.

News

News

Large-scale contract for leasing operations of rental apartment named “noiful” equipped with home electronics available via subscription service



(Nov. 21, 2024)



■ Overview (an example)

Name: Comforia Higashiueno
Address: 6-1-14, Higashiueno, Taito-ku, Tokyo
Access: 3 min by walk from “Inaricho” (Tokyo Metro Ginza Line)
9 min by walk from “Ueno” (JR Yamanote Line)

■ Summary

Our performance and high leasing abilities were highly evaluated, which led to contract for leasing operations of “noiful” that had previously been managed by another company. This contract for leasing operations is another proof that our leasing abilities were recognized, which will make a big step forward to a new stage. For the future, we will further increase the number of entrusted contracts for leasing such properties, aiming at wider business development.

■ noiful

Deployed by Panasonic Corporation's Living Appliances and Solutions Company which promotes circular economy.

Two types of services for rental apartments are provided: one is “noiful ROOM” already equipped with advanced home appliances produced by Panasonic, and another is “noiful LIFE” where renovation works give careful consideration to resident's movement flow and even to placement of appliances.

■ What is circular economy?

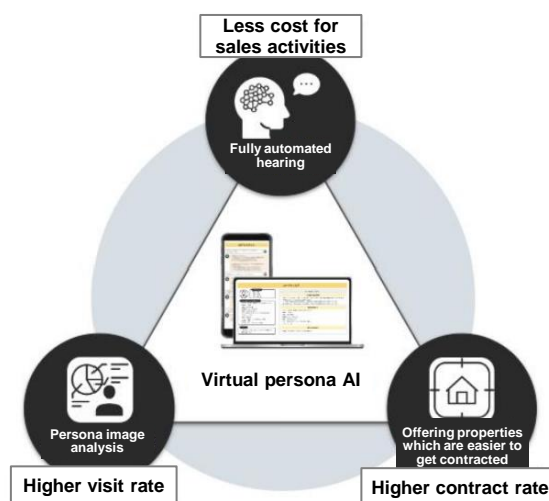
It is a kind of economic activity to generate added values through servitization and other means while limiting resource input/consumption and effectively utilizing existing stocks, aiming at such as maximizing values of resources/products, minimizing resources consumption, and suppressing waste generation.

News

AMBITION AGENCY working on next-generation room finding offers its LINE service equipped with generative AI for finding rooms

(Oct. 15, 2024)

“Generative AI” realizes even greater values of experiences for users who want to find rooms to live in



■ Greater values of experiences

Conventional chatbots:

Have difficulties in responding to complicated questions and in natural conversations

Generative AI:

Able to respond to complicated questions and also to natural conversations

- Even outside office hours such as midnight and early morning, users are **at ease in ask questions anytime**.
- Being able to converse with users by natural sentences **realized smoother communication**.
- Without using technical jargons, **explanation with easy-to-understand language makes beginners on real-estate deals feel relief**.

■ What is LLM?

It means Large Language Models, part of AI. This service employs Google gemini, and provides RAG solutions combined with our own big data.

News

Our subsidiary HOPE dealing with Small Amount Short-term Insurance established business tie-up with Casa Inc. offering services related to leasing

(Oct. 01, 2024)

Higher efficiency in application process for home contents insurance



No risk of unpaid premium!



real-estate company

application for rent guarantee

- resident information
- property information



Guarantee fee / premium are debited



resident

info linkage

Collection of premium



HOPE

■ Summary

Information on applicants for rent guarantee services provided by Casa is shared; and we started to collect home contents insurance premium. Based on the information provided during application process for rent guarantee service, it becomes smoother for applicants to apply for home contents insurance as well, and thus residents do not need to provide duplicate information unnecessarily, which leads to substantial reduction in burdens on applicants. Also as good for real-estate companies, their operational burdens in confirming details of applications, which realizes more efficient application process for home contents insurance, thus contributing to higher operational efficiency for them.

■ Casa Inc.

A real-estate solution company that engages in rent guarantee business and development/operation of platform for real-estate business management. On the basis of “Triple win” that is a management philosophy of historical Omi merchants, Casa provides not only support for leasing management by owners but also valuable services for residents and for our society.

News

“Mv.fm Osaka-Taisho” became fully occupied in just one month after offering

Further growth of 【Leasing DX】 Property Management Business

(Jan. 17, 2025)

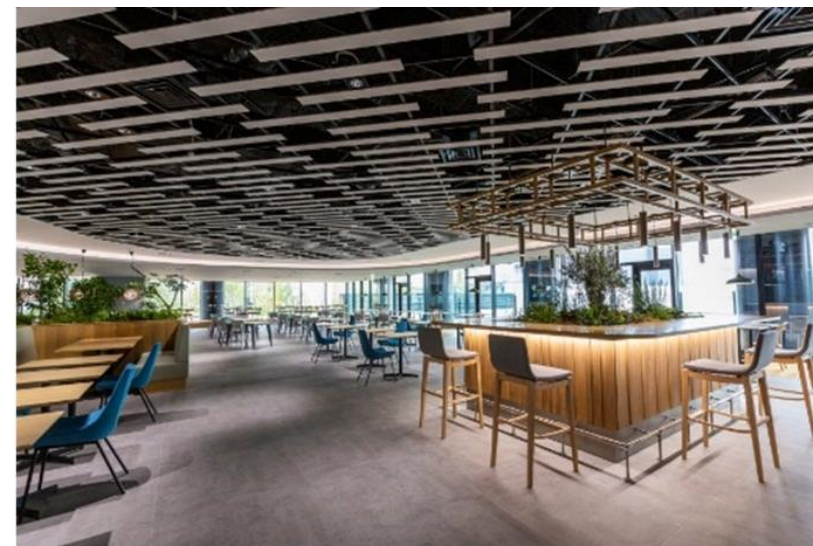
Newly-built apartment named “Mv.fm Osaka-Taisho” became fully occupied in just one month after offering. In Dec. 2024, leasing operations were entrusted to our Osaka base of 【Leasing DX】 Property Management Business that was newly established in March 2024.

For the future as well, we respond to demands for leased properties in Osaka market where regional development and economic revitalization are anticipated against the background of Osaka IR (Integrated Resort) and EXPO 2025 Osaka, Kansai, Japan, aiming at contributing to economic revitalization in this region.



■ Mv.fm Osaka-Taisho
 Completed: Dec. 2024
 Rent: 68,500~75,000 yen
 Room plan: 2K
 Exclusive area: 27.21m²

Address: 1-35-8, Izumio, Taisho-ku, Osaka City, Osaka Pref.
 Access: 12 min by walk from Taisho (Osaka Metro Nagahori Tsurumi-ryokuchi Line)
 14 min by walk from Taisho (JR Osaka Loop Line)
 19 min by walk from Dome-Mae (Hanshin Namba Line)



■ Osaka base of 【Leasing DX】 Property Management Business
 Address: Umeda 1-chome, Kita-ku, Osaka City, Osaka Pref., 530-0001

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