

2026.1.9

## Shinoken Group and PKSHA Technology Launched "Shinoken Sales AI Agent", A Dedicated AI Avatar Providing 24/7, 365 Support for First-Time Real Estate Investment with Casual Consultation - First in the Real Estate Industry.

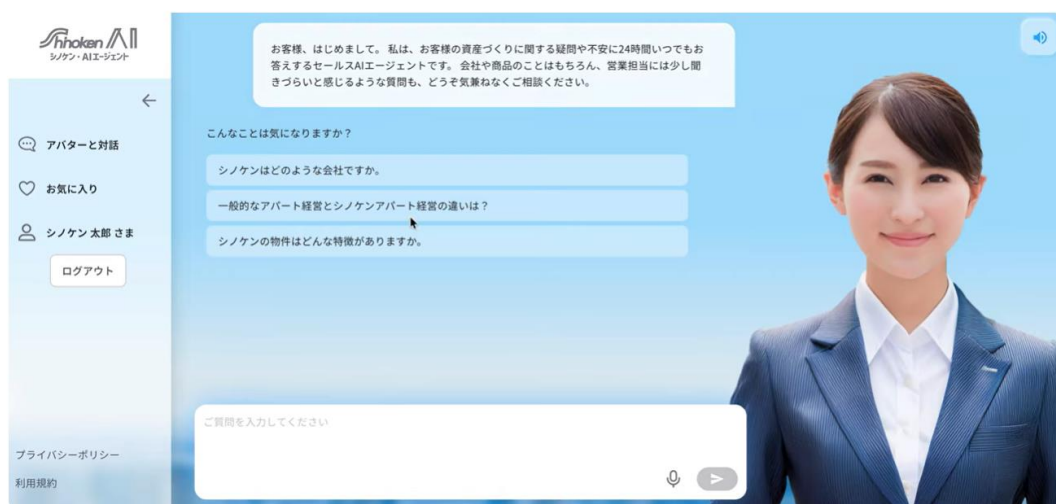
Shinoken Group Co., Ltd. (Tokyo Headquarters: Minato-ku, Tokyo; President and Representative Director: Takashi Tamaki; hereinafter referred to as "our group") and PKSHA Technology Inc. (Headquarters: Bunkyo-ku, Tokyo; Representative Director: Katsuya Uenoyama; hereinafter referred to as "PKSHA") are pleased to announce the launch of "Shinoken Sales AI Agent," which has been jointly developed by the two companies, starting today.

This service is a conversational AI agent that combines PKSHA's advanced AI technology with the expertise our group has accumulated over more than 35 years. By adding the new option "AI Avatar" to traditional communication methods such as web and in-person meetings, we aim to provide new customer experience value through an environment where information can be obtained timely, 24 hours a day, 365 days a year, without hesitation.

### ■ Actual Dialogue Image (Video)

You can view a video demonstrating the natural speech and movements of the Generative AI Avatar here.

▼ Click image to play video



## ■ Background of Launch

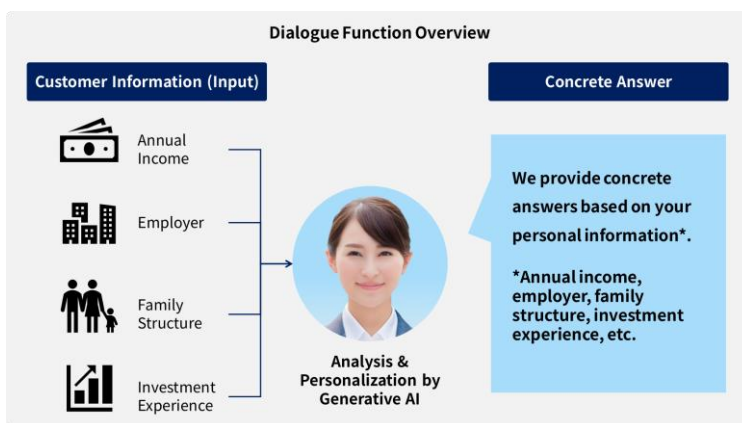
Our group provides "Apartment Management as a Means of Asset Building" to company employees and public employees who do not own land. We arrange meetings to ensure customers fully understand our unique system.

However, in recent years, diversifying lifestyles have made scheduling and Q&A sessions increasingly time-consuming for our customers. To address this, we developed this service to offer a new option alongside traditional in-person and online meetings. Our goal was to create an environment where customers can consult with us freely, without being constrained by time or location. Capable of providing company and product explanations 24 hours a day, 364 days a year from anywhere, this generative AI avatar is the first<sup>\*1</sup> service of its kind in the real estate industry.

## ■ Key Features of "Shinoken Sales AI Agent"

### 1. Personalized Dialogue Tailored to Each Individual

By seamlessly integrating generative AI with advanced lip-sync technology, we have achieved natural speech and interactive communication through our avatar. Beyond the convenience of being able to ask questions 24 hours a day, the system offers individually optimized proposals based on your specific background - such as annual income, employment, and investment experience. The avatar serves as your own dedicated partner.



### 2. "Proprietary Knowledge Base" Built on 35 Years and Approx. 8,000 Properties

We have equipped the AI with sales expertise cultivated over more than 35 years, alongside rental management insights backed by a track record of approximately 8,000 properties sold and occupancy rate of 99.0%<sup>\*2</sup>. The system is designed to handle industry-specific terminology and variations in phrasing, providing concrete answers to questions such as "risks and countermeasures," "estimated initial capital," and "the benefits of property management for company employees."

### 3. Visually Intuitive "Multimodal Support" and "Archive Function"

Responses are provided not only via text and voice but also through relevant documents and explainer videos displayed on the screen. Additionally, users can bookmark answers to their "Favorites" list, allowing easy reviews at any time.

## ■ How to Access (Invitation Only)

We will begin providing this service by issuing accounts sequentially to eligible customers.

**Eligibility:** Invitation emails will be sent sequentially to customers who have scheduled a meeting.

**Availability:** You can use your dedicated account for unlimited consultations starting from the preparation period leading up to your meeting.

**System Requirements:** Accessible via a PC browser simply by entering your ID and password (no app installation required).

## ■ Future Outlook

The introduction of this service provides the choice of a "Generative AI Avatar" in addition to communication methods that were previously limited to web or in-person interactions. This creates an environment where customers can resolve doubts on the spot with a dedicated AI avatar without waiting. As a result, time during the actual meeting can be utilized for introducing properties and simulations tailored to the customer's future plans

Furthermore, we will deepen the collaboration between AI and humans across the entire group, allowing employees to concentrate on improving service quality and developing new services, enhancing our group's competitiveness and strive to create new customer experiences and further improve customer satisfaction.

### — About PKSHA Technology

PKSHA's mission is "Shaping Future Software." With this mission, the company develops AI solutions and provides AI SaaS utilizing proprietary machine learning and deep learning algorithms, aiming to build future relationship between businesses and individuals. Leveraging a diverse range of technologies, including automated response powered by natural language processing, image/video recognition, and predictive modeling, PKSHA delivers solutions tailored to specific customer issues. Furthermore, through the deployment of AI SaaS addressing common issues, the company multifacetedly supports the social implementation of software, striving for a prosperous society where people and software evolve together.

#### < Company Profile >

Company Name: PKSHA Technology Inc.

Representative: Katsuya Uenoyama, Representative Director

Location: Hongo Segawa Bldg., 2-35-10 Hongo, Bunkyo-ku, Tokyo

Business Activities: Algorithm licensing business

Listing Market: Tokyo Stock Exchange Prime Market

### — About Shinoken Group

With the vision of being "A life support company for every generation across the world," our group operates as a company dedicated to solving social challenges, providing services that support the lives and lifelong journeys of our customers. These services include safe and secure housing, essential life infrastructure such as energy supply, nursing care services, and after-school day services, for children, youth, seniors, and individuals with disabilities and their families.

#### < Company Profile >

Company Name: Shinoken Group Co., Ltd.

Representative: Takashi Tamaki, President and Representative Director

Location:

Tokyo Headquarters: Nippon Life Hamamatsucho Crea Tower, 2-3-1 Hamamatsucho, Minato-ku, Tokyo

Fukuoka Headquarters: Acros Fukuoka, 1-1-1 Tenjin, Chuo-ku, Fukuoka City

Business Activities: Management of subsidiaries (Pure holding company)

\*1) Based on our group's research, December 2025

\*2) 2025 annual average / Properties planned and developed by our group

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A life support company for every generation across the world



Inquiries regarding this release

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