Company Overview FY 12/2015

Shinoken Group Co., Ltd.
President Director and CEO
Hideaki Shinohara



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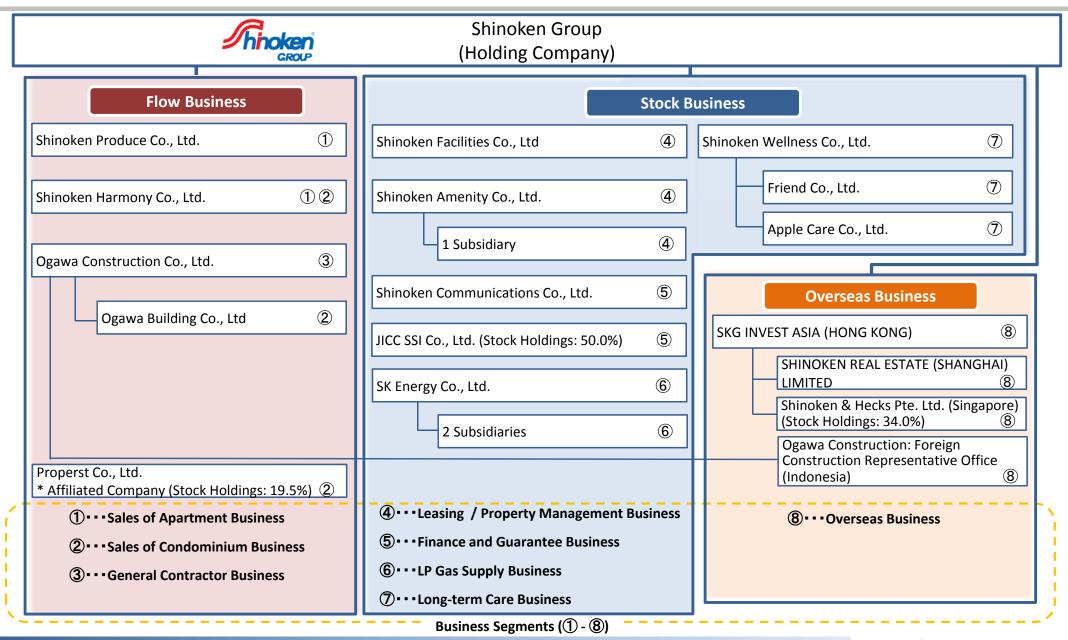
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1. Shinoken Group Introduction



Business Portfolio and Main Subsidiaries



Group Overview

■ Company Shinoken Group Co., Ltd.

President Director and CEO Hideaki Shinohara

Headquarters 1-1-1 Tenjin, Chuo-ku, Fukuoka-shi (Building Name: Across Fukuoka)

■ Number of Employees 635 (For the whole Group as of December 31, 2015)

Businesses
Sales of Apartment Business, Sales of Condominium Business, General

Contractor Business, Leasing / Property Management Business, Finance and

Guarantee Business, Long-term Care Business and Other Businesses

■ Locations Domestic: Tokyo, Fukuoka, Nagoya, Osaka, Sendai and Sapporo

Overseas: Hong Kong, Shanghai, Singapore and Indonesia

■ Established June 5, 1990

■ Traded On Tokyo Stock Exchange (JASDAQ) Stock Code: 8909

■ Capital JPY 1,040.96 million (as of January 31, 2016)

2. Consolidated FY 12/2015 Results



FY 12/2015 Consolidated Results Highlights

Operating Income: JPY 6,806 million (up 43.60% YoY)

Ordinary Income: JPY 6,448 million (up 49.87% YoY)

Net Assets: JPY 4,447 million (up 54.07% YoY)

⇒ Each profit figure achieved an all-time record on a full year basis

Real Estate Sales Business: Good performance in the real estate sales business
 Sales of Apartment Results: 320 Buildings

(vs. 171 Buildings in the same period of the previous year)

Sales of Condominium Results: 532 Units

(vs. 528 Units in the same period of the previous year)

Consolidated Income Statement Overview

(Unit: JPY Million)

| ltem | FY 12/2014 | FY 12/2015 | Change | FY 12/2016 (E) |
|-------------------------------------|------------|------------|--------|----------------|
| Net Sales | 39,724 | 55,070 | 15,345 | 72,000 |
| Cost of Sales | 30,353 | 42,331 | 11,977 | 58,000 |
| Gross Profit | 9,371 | 12,739 | 3,367 | 14,000 |
| Gross Profit Ratio | 23.5% | 23.1% | -0.4% | 19.4% |
| SG&A Expenses | 4,631 | 5,932 | 1,301 | 6,500 |
| Operating Income | 4,740 | 6,806 | 2,066 | 7,500 |
| Operating Income Ratio | 11.9% | 12.3% | 0.4% | 10.4% |
| Ordinary Income | 4,302 | 6,448 | 2,145 | 7,100 |
| Ordinary Income Ratio | 10.8% | 11.7% | 0.8% | 9.8% |
| Net Income | 2,886 | 4,447 | 1,560 | 4,800 |
| Net Income Ratio | 7.2% | 8.0% | 0.8% | 6.6% |
| Large Increase Due to Healthy Sales | | | | |

■ Profitability increased further, with the ordinary income ratio and net income ratio surpassing levels from the previous fiscal year



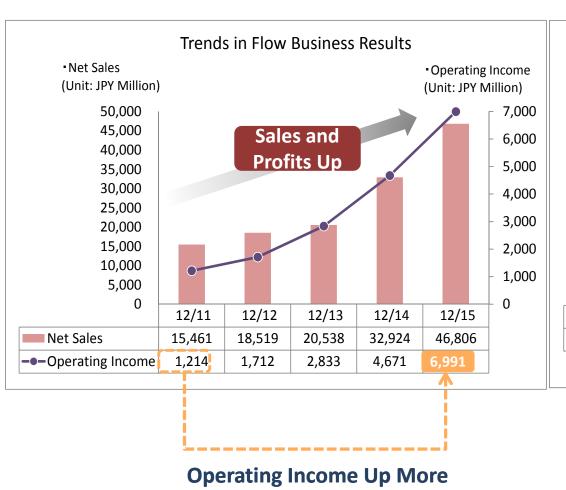
Segment Overview

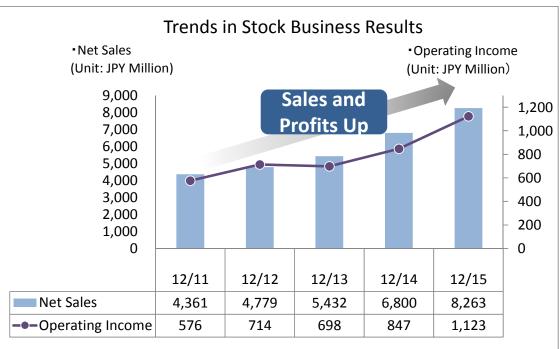
(Unit: JPY Million) FY 12/2014 FY 12/2015 Segment Change Item **Flow Business Total** (Unit: JPY Million) Sales of 10.838 23,759 12,921 **Net Sales Apartment** Item FY 12/2014 FY 12/2015 Change 1,006 2,688 1,681 Operating Income Business Sales of 13,882 13,287 **Net Sales** 32,924 46,806 **Net Sales** 13,664 377 (2) Condominium Operating Income 3,146 3,233 87 4,671 6,991 2,320 Operating Income Business General 9,382 Operating Income Ratio 14.1% 14.9% 0.8% **Net Sales** 8,798 584 (3) Contractor 518 1,069 550 Operating Income **Business** Leasing / **Stock Business Total Net Sales** 5,440 6,411 971 **(4**) Property 581 670 89 Operating Income (Unit: JPY Million) Management Finance and **Net Sales** 419 539 119 Item FY 12/2014 FY 12/2015 Change **(5**) Guarantee Operating Income 155 209 54 Business 6,800 8,263 1,463 **Net Sales Net Sales** 235 **520** 285 Long-term Care 847 1,123 276 Operating Income Business 20 104 84 Operating Income 1.1% Operating Income Ratio 12.4% 13.5% 705 **792** 87 **Net Sales** 7 Other Operating Income 90 138 48

^{*} Note: "Other" refers to other businesses such as the LP Gas Supply Business.



Segment Results Trends (Flow and Stock Business Results Trends)





Operating Income Up More than 5x Compered with Four Years Ago

^{*} The above comparisons shows figures for the full year (January through December)

Consolidated Balance Sheet Overview

(Unit: JPY Million)

| | (Onte 3) 1 William | | |
|--|--------------------|------------|--------|
| Item | FY 12/2014 | FY 12/2015 | Change |
| Cash and Deposits | 6,230 | 7,679 | 1,449 |
| Accounts Recievable - Real Estate Business | 183 | 240 | 56 |
| Operating Loans | 517 | 348 | Δ 168 |
| Real Estate for Sale | 11,832 | 18,527 | 6,694 |
| Cost on Real Estate Business | 8,339 | 10,705 | 2,365 |
| Property, Plant and Equipment | 4,756 | 5,709 | 953 |
| Total Assets | 38,625 | 52,457 | 13,831 |
| Accounts Payable - Real Estate | 2,826 | 3,202 | 375 |
| Short-term Loans Payable | 7,949 | 11,119 | 3,169 |
| Long-term Loans Payable | 13,781 | 16,583 | 2,802 |
| Total Liabilities | 30,623 | 40,111 | 9,487 |
| Net Assets | 8,001 | 12,345 | 4,343 |
| Total Liabilities and Net Assets | 38,625 | 52,457 | 13,831 |
| Equity Ratio | 20.7% | 23.5% | 2.8% |

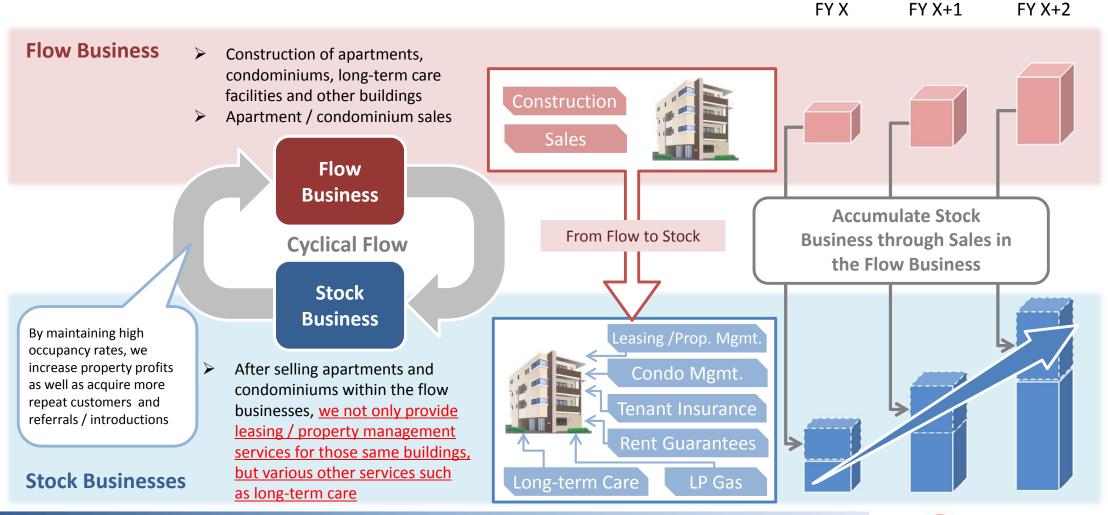
■ As a result of a steady increase in profits, net assets grew by JPY 4,300 million compared the period end of the previous fiscal year (FY 12/2014)

3. Business Model Introduction

Shinoken Group Value Chain

- The core business is comprised of two businesses, the "Flow Business" and the peripheral "Stock Business"
- The cycle between these two businesses creates a solid value chain

(Shinoken Group Value Chain for the Whole Group)



- Business is conducted in five areas where there are a lot of singles (Tokyo, Fukuoka, Nagoya, Osaka and Sendai)
- Our products (apartments) are superior from a design-standpoint and are constructed in locations within 10 minutes of the nearest station, allowing us to maintain high occupancy rates

| Area | Price Range (Land / Building) | Gross Yield | Structure | Layout | Target Tenant |
|---------|----------------------------------|-------------|-----------|------------------|--------------------------------------|
| Tokyo | JPY 60 Million - JPY 150 Million | From 5.2% | | TK to TFDK Mitti | |
| Fukuoka | JPY 30 Million - JPY 80 Million | From 6.2% | | | Individuals living along or DINKS 40 |
| Nagoya | JPY 40 Million - JPY 80 Million | From 6.2% | Wood | | |
| Osaka | JPY 50 Million - JPY 100 Million | From 6.0% | | | ŕ |
| Sendai | JPY 30 Million - JPY 80 Million | From 6.2% | | | , |

A representative lineup of products (apartments) is shown below

QUGA

1LDK Type with Loft 30m² and up



DiiRA

3-Floor Type 25m² and up



New Standard

Skip-Floor Type with Loft 20m² and up



AVAND

One-Room Type with Multi-Floor Type with Loft (DT Tokyo Only) 11m² and up



MeZoNa

Loft 23m² and up



^{*}Area of each unit is approximations

Started airing a TV commercial featuring Actor Kuranosuke Sasaki to attract customers to the Sales of Apartment **Business**





Osaka Area

Television

Osaka

Tokyo Area

Asahi

Tokvo



Program Name

- アサデス。KBC
- ・ドォーモ
- 週刊ニュースリーダー
- 極上! 旅のススメ
- ・ 中居正広のミになる図書館
- V3
- SmaSTATION!!
- ・サンデープレゼント etc.

Program Name

Kyushu

Asahi

- ありえへん∞世界
- カンブリア宮殿
- ・ネオスポ
- 綾小路きみまろの人生ひまつ ぶし
- Newsモーニングサテライト
- リトルトーキョーライフ
- ・未来世紀ジパング etc.

Program Name

- 報道ステーション
- ・報道ステーション SUNDAY
- 羽鳥慎ーモーニングショー
- ANNスーパーJチャンネル
- お願い!ランキング!
- 関ジャム 完全燃SHOW
- ・スペシャルサタデー
- TOKYO応援宣言 etc.

Program Name

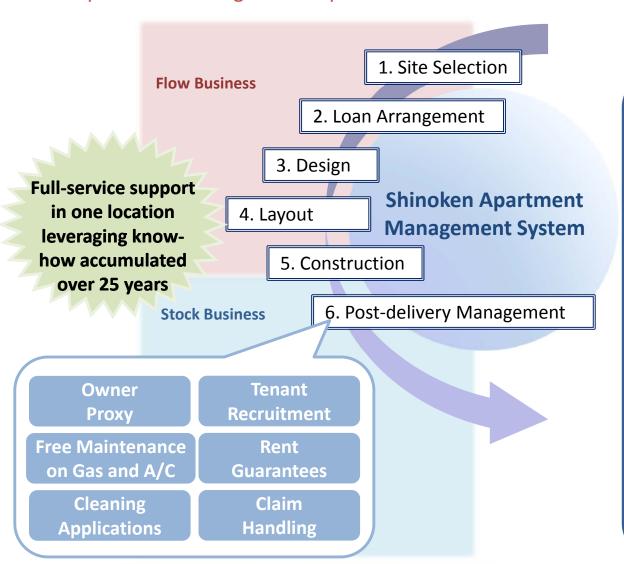
- 男子ごはん
- ワールドビジネスサテライト
- 東京センチメンタル
- 和風総本家
- 水曜エンタ
- 家、ついて行ってイイですか?
- ・ 開運!なんでも鑑定団
- チマタの噺 etc.



■ With 25 years of experience, apartment management is possible with no down payment, 100% LTV since 2014

Apartment management is possible for those with no land and little capital \(\)

Apartment Management Possible with Annual Salary of JPY 5 Million!!



Shinoken Apartment Management Merits

Merit

Information gathering ability on land for apartments

Merit

- **Credibility with long standing partner** financial institutions
 - ⇒ Can start with no down payment
 - ⇒ 100% LTV possible

Merit

- 3 Rental system
 - ⇒ High occupancy rate of 97.36% and up

Merit

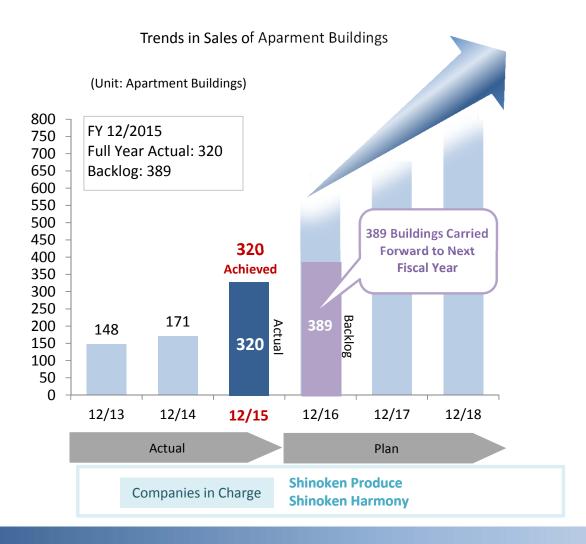
Positive BOP even with monthly loan repayment offers peace of mind

Merit

Assets remain after loan repayment

⇒ High asset value land no-collateral remains

- FY 12/2015 Results: Sales of 320 Buildings, Backlog of 389 Buildings
 - → Achieved Full Year Sales of 320 Buildings in FY 12/2015

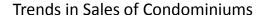


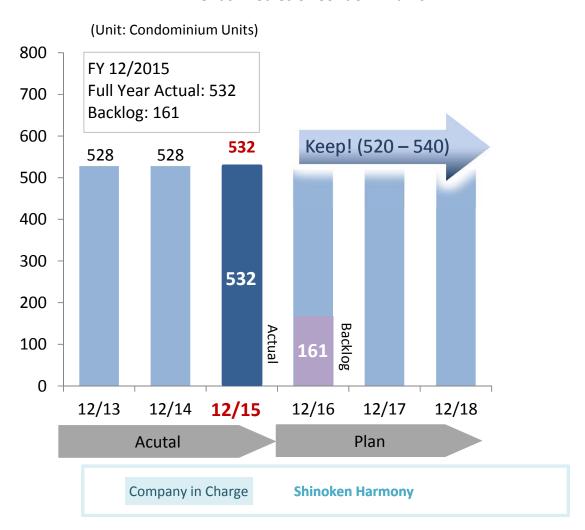
Achieved Sales of 320 Buildings in FY 12/2015

Finished Acquiring 389
Buildings for FY 12/2016

Flow Business (Sales of Condominium Business)

■ Achieved sales of 532 units, surpassing FY 12/2015 plan of 518 units





Achieved Sales of 532 Units, Exceeding Full Year Plan of 518 Units

■ FY 12/2015 (Full Year Sales Plan: 518 Units)

Breakdown of 693 Units as of FY12/2015-End

Sales Results: 532 UnitsBacklog: 161 Units

Flow Business (General Contractor Business)

- Shinoken strengthened its in-house construction capabilities with respect to the sale of its own condominiums and other buildings by making Ogawa Construction into a wholly-owned subsidiary in February 2014
- About 50% of studio-type condominiums sold are constructed by Ogawa Construction
 - > Time-honored general contractor established in 1909 offering both technical capabilities and reliability
 - ✓ Technical capabilities and reliability accumulated over 107 years
 - ✓ High level of reliability from every perspective











Ogawa Construction



Nurseries / Kindergartens

- Ogawa Construction can handle the construction of all types of structures
- ✓ Ogawa Construction can produce any type of construction project including not only housing like apartments, condominiums, and homes, but commercial facilities such as educational facilities, nurseries / kindergartens, medical / welfare facilities, offices / stores and factories



Other



Offices / Stores



Warehouses /
Logistics Facilities



Modern Bank Architecture



Designated Cultural Heritage Properties

Companies in Charge

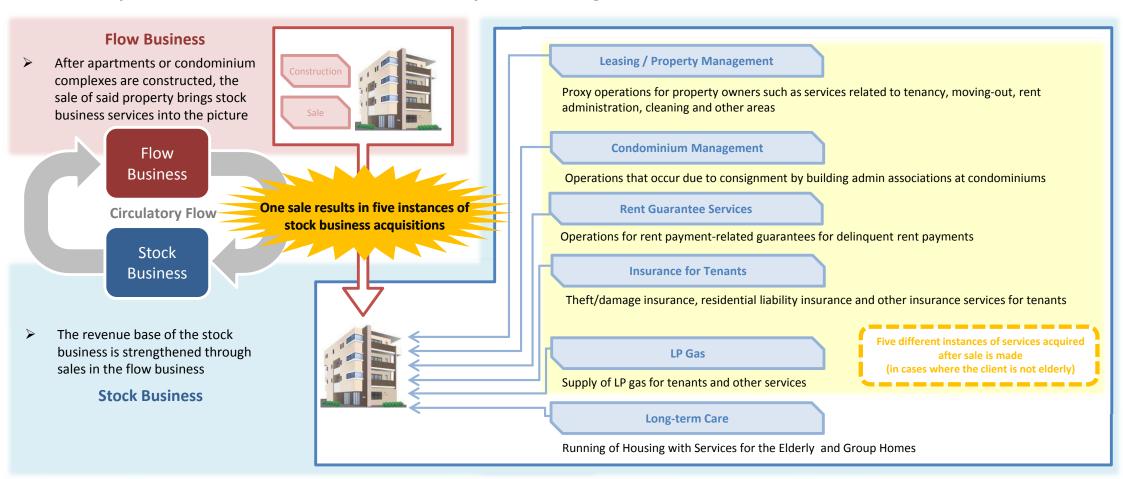
Ogawa Building

Ogawa Construction

Stock Business

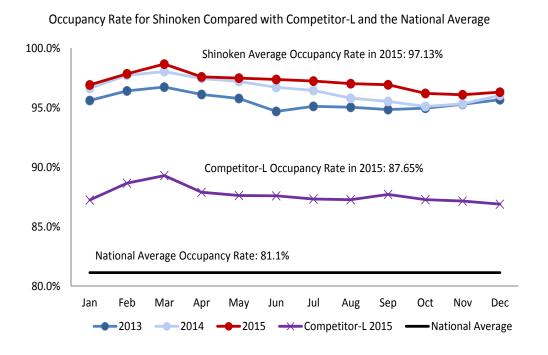
- The stock business builds up automatically after sales are made
- In addition to leasing / property management, condominium management, rent guarantees for delinquent payments, insurance for tenants and LP gas supply, Shinoken also provides a variety of long-term care services for the elderly, enabling the Group to differentiate itself from competitors

Conceptualization of Stock Business Development Taking Place After Sales Closed in the Flow Business



Stock Business (Leasing / Property Management Business)

■ Achieved a high occupancy rate of 97.13% (average occupancy rate)



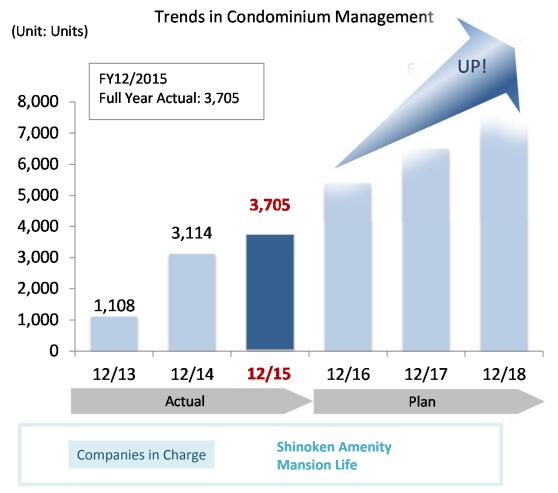
(Source: Statistics Bureau at the Ministry of Internal Affairs and Communications, "Statistics Survey for Houses and Land 2013")

Company in Charge Shinoken Facilities

Stock Business (Leasing / Property Management Business)

- The number of managed properties is steadily increasing
- Shinoken offers leasing / property management is six areas (Sapporo, Sendai, Tokyo, Nagoya, Osaka and Fukuoka)
- Shinoken offers condominium management in two areas in Nagoya



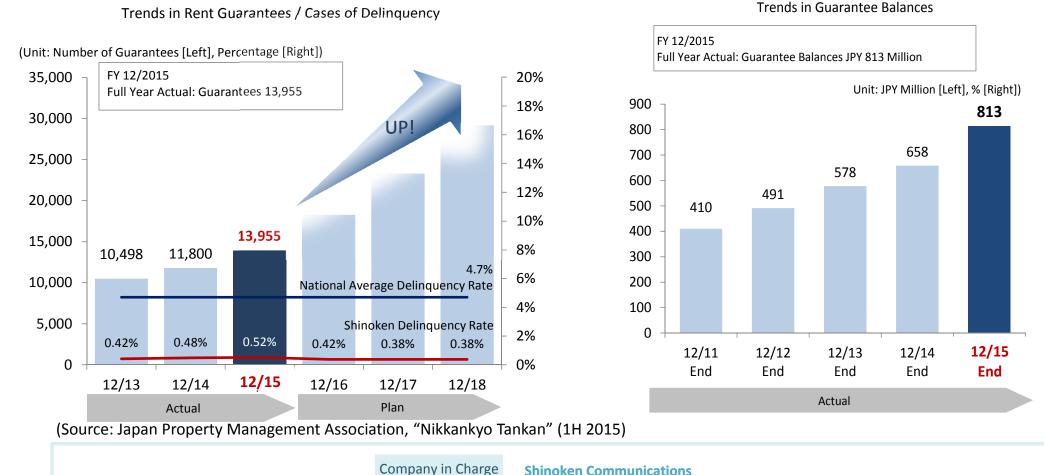




Stock Business (Finance and Guarantee Business)

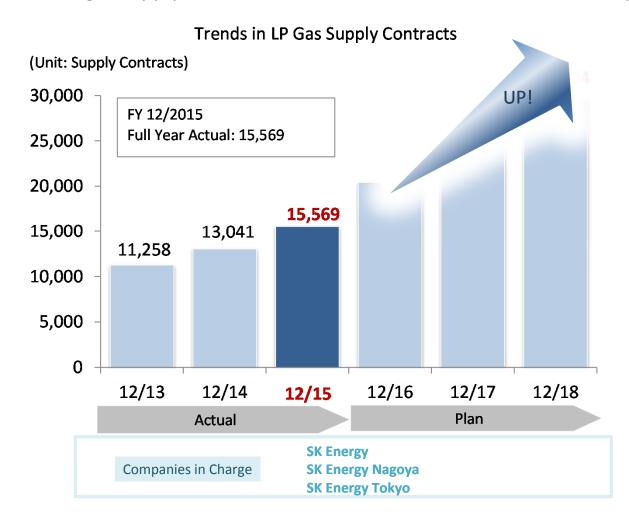
Rent guarantees is a business for guaranteeing rent payments for tenants who are delinquent on their rent payments

■ The number of rent guarantees has been trending firmly in line with the increase in the number of managed properties



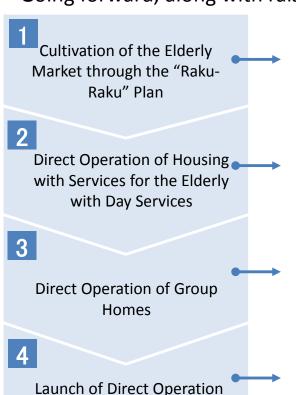
Stock Business (LP Gas Supply Business)

- SK Energy supplies LP gas to the properties the Shinoken Group has sold, which results in a steadily growing stock business
- The company provides LP gas supply services in three areas (Fukuoka, Tokyo and Nagoya)



Long-term Care Business (Changes in the Business)

- Make possible the provision of services in all areas of the elderly market through various endeavors
- Going forward, along with raising service quality in each region, deep expansion in each region



Started elderly business making effective use of empty rooms in existing rental apartments / condominiums

This business, the "Raku-Raku" Plan, received the FY 2013 Good Design Award

Own / operate sole-use condominiums for elderly receiving long-term care services Own day service centers

Own / operate group homes for dementia

By making companies which provide day services, home nursing and visiting nursing into subsidiaries, expand of scope of provision of long-term care services

Established Framework Making Possible the Provision of Services from Independence to Heavy Long-term Care

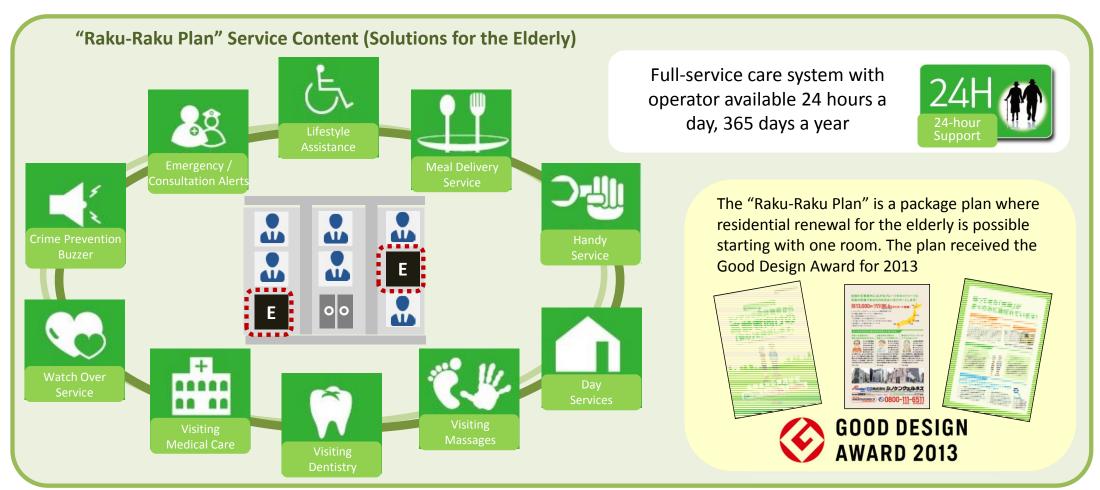
of Day Services, Home Care, and Visiting Care



Going Forward, Deep Expansion in Each Region

Long-term Care Business ("Raku-Raku" Plan)

- By developing the Raku-Raku Plan, which makes effective use of unoccupied condominium and apartment rooms targeting the existing younger demographic, Shinoken has started the elderly business targeting the older demographic area
- Because visiting nursing staff, medical and other services are part of a complete package, Shinoken offers rental housing to the elderly at a low price which gives them peace of mind



Long-term Care Business ("Housing with Services for the Elderly" and "Day Services")

 Operate three housing facilities with services for the elderly in Tokyo and Fukuoka (Tokiwadai, Takashimadaira and Kashiihama)

Companies in Charge

Shinoken Wellness Apple Care

Opening two day service centers in Tokyo and Fukuoka (Takashimadaira and Higashi Fukuoka)











Housing with Services for the Elderly



Itabashi-ku, Tokyo:Day Service Centers with AppLife Takashimadaira

Long-term Care Business ("Group Homes")

■ Shinoken operates seven group homes in Tokyo, Osaka and Fukuoka (Takashimadaira, Higashi Osaka, Osaka



* Note: Kasumigaoka is scheduled to open in June 2017





Fukuoka City, Fukuoka Prefecture:

Friend Kasumigaoka (Tentative Name)



Company in Charge

Friend

Group Home



Itabashi-ku, Tokyo Prefecture:

Hikari Itabashi Shingashi (Friend Takashimadaira)

Group Home



Higashi Osaka City, Osaka Prefecture:

Friend Higashi Osaka

Group Home



Chuo-ku, Osaka City:

Friend Osaka Chuo

Group Home



Tennoji-ku, Osaka City:

Friend Tennoji

Group Home



Tennoji-ku, Osaka City:

Friend Fudegasaki

Group Home



Nishinari-ku, Osaka City:

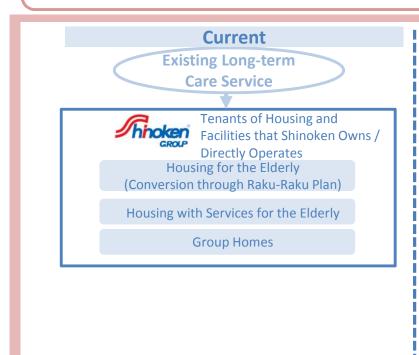
Friend Tengachaya

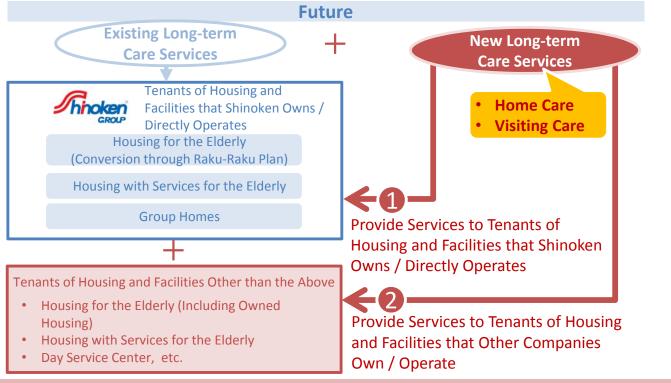
Recent Topics (Made Apple Care a Subsidiary in 1Q FY 12/2016)

- Made our business partner company, Apple Care, into a wholly-owned subsidiary in January 2016
- Not only will long-term care services expand, but the range of targets of long-term care services will also expand



| Comapany | Apple Care Co., Ltd. | |
|--------------|-------------------------------------|--|
| Headquarters | 2-5-5 Shibadaimon, Minato-ku, Tokyo | |
| Businesses | Long-term care related business | |
| Capital | JPY 1.6 million | |
| Established | March 27, 2013 | |
| | · | |





4. Growth Strategy

Growth Strategy

Expanding business proactively with two growth strategies as pillars

Two Growth Strategy Pillars

Growth Strategy ①

Strengthening of the Existing Business

- Strengthen sales with a focus on the domestic real estate business
- Strengthen the stock business through acceleration of sales

Growth Strategy 2

Construction of the Overseas Business and M&A

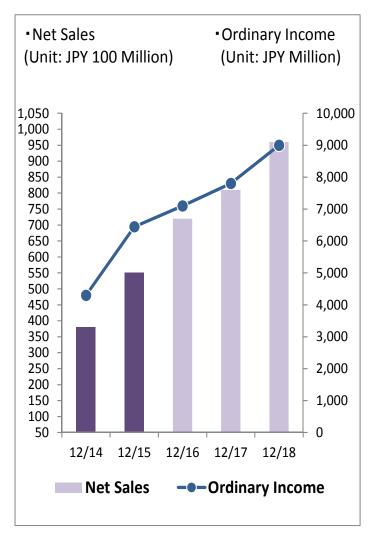
(Domestic and Overseas)

- Establish the overseas business model
- Implement M&A with the goal of expansion of the business platform and regions



Further Strengthen the Business Platform

Mid-term Plan



Mid-term Plan

| | | Actual ← |
|------------------|------------|------------|
| Item | FY 12/2014 | FY 12/2015 |
| | Actual | Actual |
| Net Sales | 39,724 | 55,070 |
| Operating Income | 4,740 | 6,806 |
| Ordinary Income | 4,302 | 6,448 |
| Net Income | 2,886 | 4,447 |
| Net Assets | 8,001 | 12,345 |
| EPS | 177.23円 | 270.02円 |

| · → Plan | | | (Unit: JPY Million) |
|----------|------------|------------|---------------------|
| | FY 12/2016 | FY 12/2017 | FY 12/2018 |
| | Plan | Plan | Plan |
| | 72,000 | 81,000 | 96,000 |
| | 7,500 | 8,200 | 9,400 |
| | 7,100 | 7,800 | 9,000 |
| l | 4,800 | 5,300 | 6,200 |
| | 17,145 | 22,445 | 28,645 |
| l | 288.63円 | 318.70円 | 372.81円 |

Mid-term Plan

Actual

| I tem | FY 12/2014 | FY 12/2015 |
|--------------------------|------------|------------|
| | Actual | Actual |
| Apartment Building Sales | 171 | 320 |
| Condominium Unit Sales | 528 | 532 |

Upwardly Revised Planned Figures in November 2015

Recent Topics (Entrance into Vacation Rental Business in 4Q FY 12/2015 ①)

- Development of condominiums vacation rental compliant condominiums
- → In addition to securing site for development of a condominium with a total of 46 units in Ota-ku, which has been designated as a national strategic special zone, also secured almost 200 company-owned condominium units (including those under development) in Minato-ku and other administrative districts
- Operation of company-owned vacation rentals
- → Going forward, construct (plan) a framework allowing utilization / operation of properties as vacation rentals in accordance with the enactment of regulations by each administrative district



Finished Enactment of Regulations Allowing Vacation Rentals

Ota-ku, Tokyo



Finished Securing Site for Development of Condominium with Total of 46 Units



With Operation of Vacation Rentals in Sight, Looking into Plan As Higher Yielding Investment Condominiums

Looking Into Enactment of Regulations Allowing Vacation Rentals in the Future

Administrative Districts within Special Zones Such As Minato-ku, Tokyo



Finished Securing Almost 200 **Employee Condominium Units**



Construct a Framework Allowing Utilization / Operation of Properties as Vacation Rentals in Accordance with the Enactment of Regulations by Each Administrative District

Recent Topics (Entrance into Vacation Rental Business in 4Q FY 12/2015 (2))

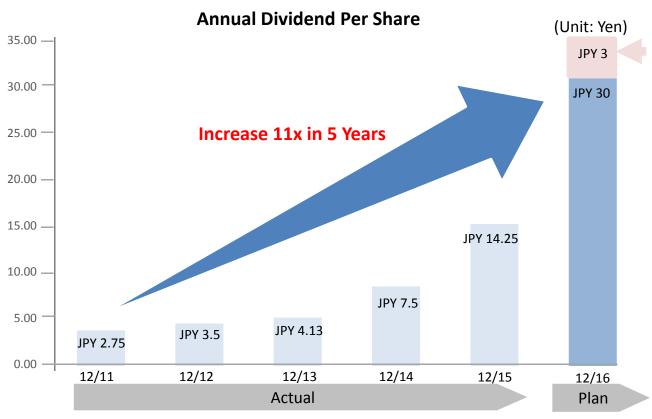
- Going forward, Shinoken will enter the cleanliness business aimed at vacation rental properties, for which demand is forecast to increase (plan)
- Shinoken aims to realize better quality vacation rental services such as the development of small amount and short-term insurance and the provision of money collection services

Vacation Rental Properties Provide Various Services for Vacation Rentals Money Collection Construction / **Cleanliness Services** Services **Construction Work** Small Amount and Value Increase Short-term Insurance for Vacation Rentals **Shinoken Group**

5. Shareholder Returns

Dividends

- Realized stable shareholder returns to all of our shareholders
- FY 12/2016: Plan dividend of JPY 30 per share (FY 12/2015 Reference: JPY 14.25 per share)
- The annual dividend for FY 12/2016 increased more than double compared to that from the previous period



Special Dividend

If FY 12/2016 ordinary income is forecast to increase 10% above the initial forecast of JPY 7,810 million, then a dividend increase of another JPY 3 is planned in addition to the annual dividend of JPY 30.

Note: Dividend figures for each period take into account stock splits



[•]A 1:100 common share stock split was conducted on January 1, 2013 as the effective date.

[•]A 1:2 common share stock split was conducted on January 1, 2015 as the effective date.

6. Reference Materials

Reference Materials: Japan's First Insurance - Finance and Guarantee Business

- We've developed a product that is the first of its kind in Japan that deals with solitary deaths of residents that are left long undiscovered (the insurance is purchased by the owner of the building)
- We also provide a first in the form of small-amount/short-term insurance that assists in dealing with stalkers that we've begun selling as of July 2014

Shinoken Offers Insurance Services Found Nowhere Else!

Solitary Death InsuranceFor Owners

This insurance pays for expensed such as repairs and cleaning of stains/soiled interiors in order to return the room to its original state



Stalker Expense Insurance For Residents

This insurance pays for expenses that one requires when they are being stalked, such as expenses like cameras (to provide proof) and lawyer fees etc.



Home Helper Expense Insurance For Residents

This insurance pays for expenses that home helpers come and assist in completing household tasks in the event that the individual usually doing it cannot due to an accident etc.



Pet Expense Insurance For Residents

This insurance pays for expenses such as pet hotels in the event that an owner is in the hospital temporarily or other expenses related to the death or injury of a pet



Company in Charge

JICC SSI



Reference Materials: Rent Coverage Insurance - Finance and Guarantee Business

- In September 2015, started Shinoken Group's in-house developed a "revolutionary" "nickname: rent management support insurance" for owners
- In addition to compensation for restoration costs to restore the site to its original condition if there is a fatal accident (suicide, murder, death from natural cause, death from injury), also compensation for loss of rental income as well as costs associated with damages from rental property defacement, etc. arising from the accident

 Rent Management Support Insurance

Loss Insurance for Rental Income, etc.

Compensate for loss of rental income occurring from "a property that experienced an accident"

About the limit on the amount to be paid 30% of 3 years (36 months) of rent **Actual compensation of 10.8 months of rent

Insurance for Restoration Costs to Restore the Site to its Original Condition

Compensate for costs of restoring to its original form a rental property that experienced an accident, such as cleaning / deodorizing, maintenance, and cleaning up of mementos after passing

Compensate for six months of rent as a

Owners "Can Rent Rooms with Peace of Mind"

payment limit

Company in Charge

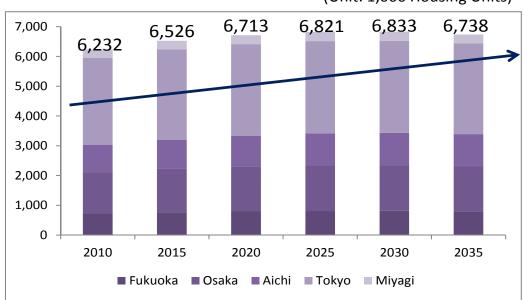
JICC SSI



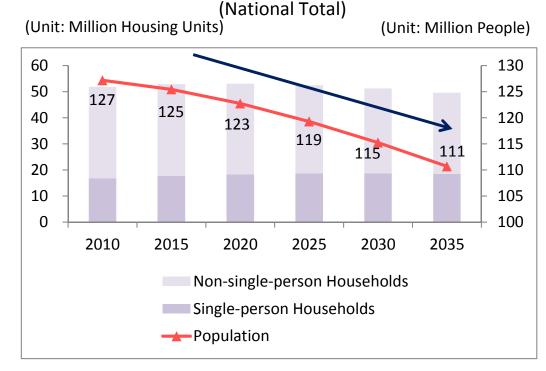
Reference Materials: Business Environment – Real Estate Sales Business

- Single-person households in the five cities in which Shinoken supplies real estate are trending upwards
- Despite the total population trending downwards, the occupancy rate is expected to remain stable as singleperson households which Shinoken targets are trending upwards
- Increasing single-person households is a positive factor for making decisions regarding real estate investments

Trends in Single-person Households
(The Main Target of Shinoken)
(Unit: 1,000 Housing Units)



Trends in Population and Single-person Households



Source: National Institute of Population and Social Security Research

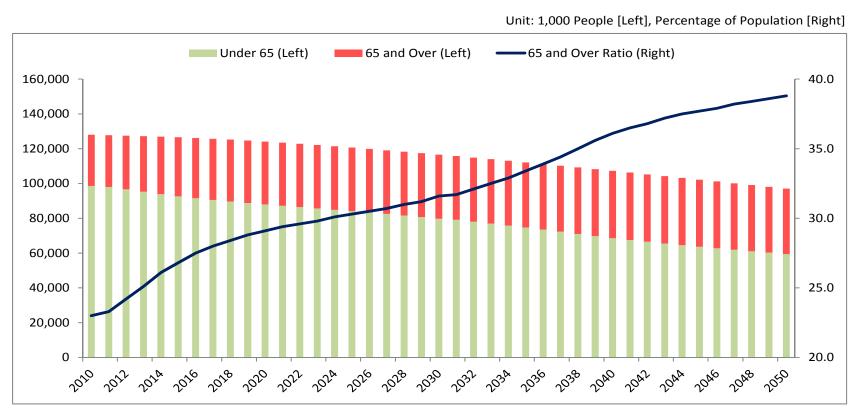
Source: National Institute of Population and Social Security Research



Reference Materials: Business Environment – Long-term Care Business

- The population of people over 65 in Japan is projected to increase to 38,782 by 2042 and decrease thereafter
- The ratio of elderly in Japan is projected to continue to rise every year from 2010 to 2050 and reach 28.8% by 2050

Projections for Trends in the Population Ratio of the Elderly (65 and Over) in Japan



Source: National Institute for Population and Social Security Research, "Population Projections for Japan" January 2012 and "Projections for Birth Medium Estimate (Death Medium Estimate)"



7. Inquiries



Disclaimer

This document includes estimations that are based on presumptions, forecasts and plans concerning the future of Shinoken business using March 5, 2016 as the date of reference. Thus, actual business results may greatly differ from any estimations contained herein due to a variety of unforeseen reasons and circumstances such as economic trends and the changing states of business environments.

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