

JASDAQ Ticker 8909

2019.1Q Business Overview









Side by side with the long lives of our customers

Life Support Company Shinoken









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Appendix











1. Highlights2019.1Q









1. Highlights ~Entire Summary

General

- Despite the negative news in the real estate industry, profits exceeded the previous 1Q (Setting Record High for 1Q Ordinary Income and Profit Attributable to Owners of Parent)
 Proceeded better than planned. Monthly watch on the situation is still necessary
- The first "Sakura Terrace" Opened in Indónesia, further expanding the integrated business structure
- Pursuing our original business concept, and organizing personnel, process and technology to drive business transformation

Domestic Apartment Sales

- Highly exceeding our conservative plan
- Although mortgages for individual customers are in a down trend in the industry, Shinoken is still sustaining the same business

Condominium Sales

General Contractor

Real Estate Service

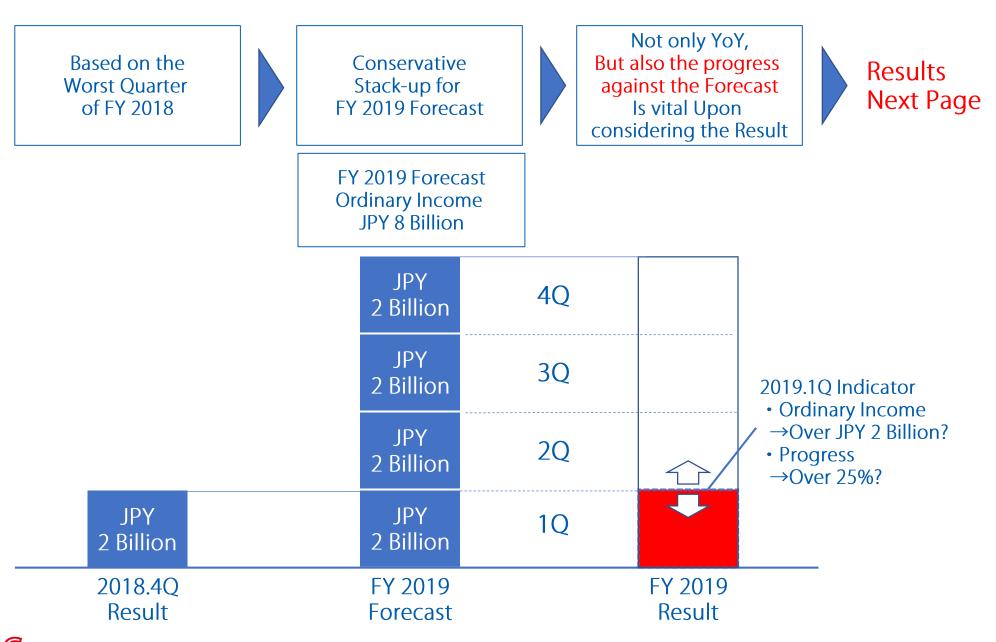
Energy

Elderly Care Oversease Ftc.

- **Both Sales and** Income exceeded the results YoY and moved favorably
- More than 80% of the total sum of each segment Operation Income
- **Integrated Business** Development in Indonesia proceeded, and local awareness of Shinoken increased

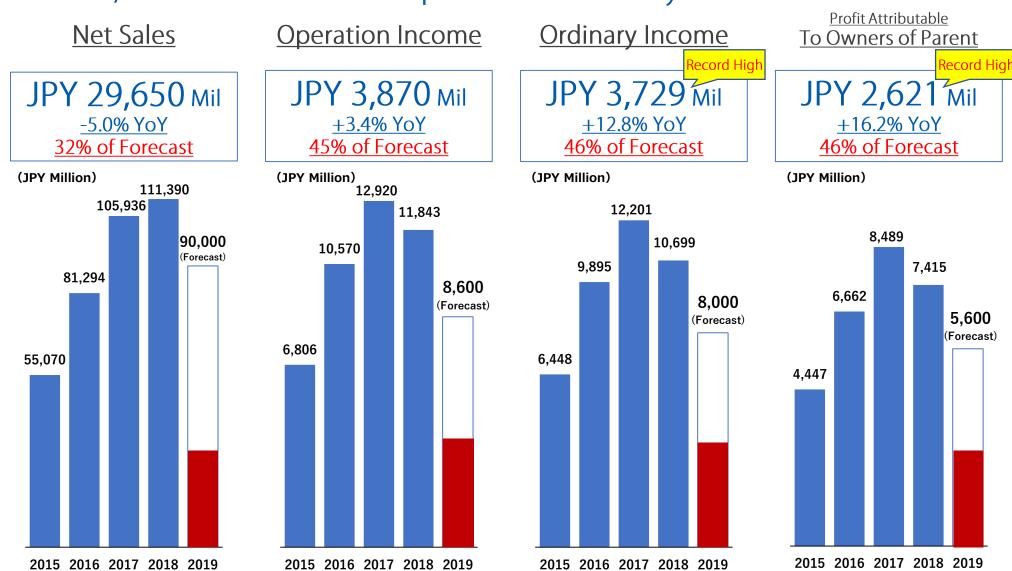
- Sales (Handovers) proceeded well
- Continuous effort to make it a more stable and firm revenue basis
- Steadily achieving orders, mainly for condominium constructions
- Technical personnel exchange with Indonesia
- Proceeded well, rent management exceeding 35,000 rooms
- Occupancy rate reaching over 99% as of Mar.31 2019
- Stable increase of LP Gas and Electricity supply
- Maintaining high occupancy level = 99% (As of Mar.31 2019)
- Opened the first "Sakura Terrace" in Jakarta, Indonesia. Achieving high occupancy

1. Highlights ~How to consider the Forecasts



1. Highlights ∼Results

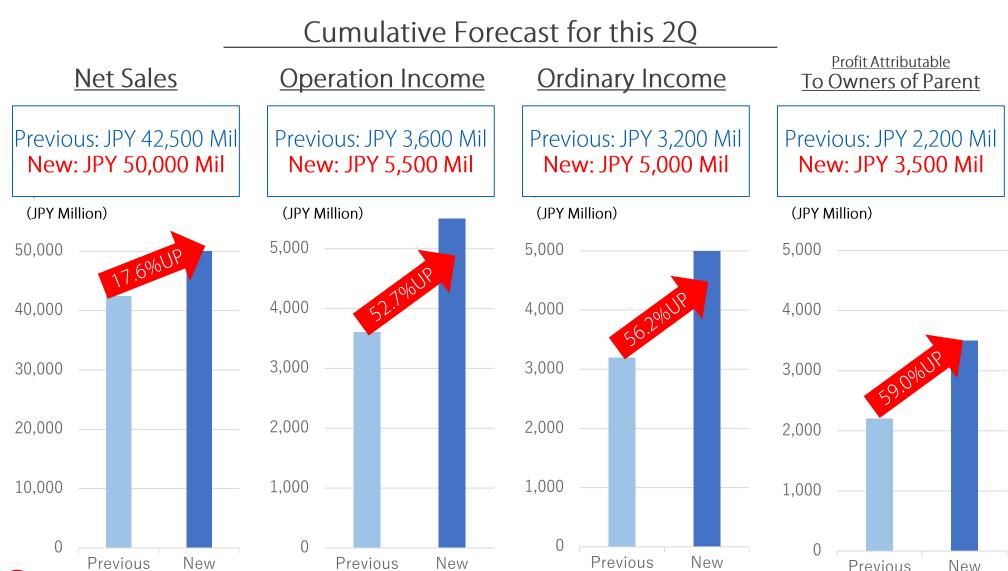
Sales decreased and Income increased YoY. As for the Progress against our Forecast, both Sales and Income proceeded favorably



Upward Amendment

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Given the result of this 1Q, The Previous Cumulative Forecast for this 2Q (Announced Feb 15, 2019) has been amended upward on Mey 15, 2019



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1. Highlights ~Summary of Business Segments

Each segment proceeded more rapidly than we planned for this 1Q

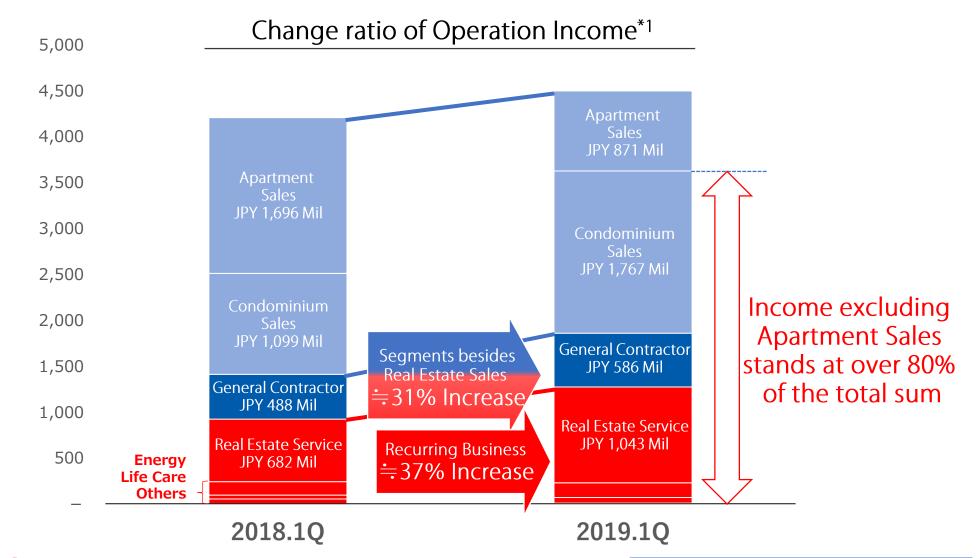
(JPY Thousand)

	1 Q FY 2018		1Q FY 2019		Sales/Income	Compared with	
	Net Sales	Ordinary Income	Net Sales	Ordinary Income	YoY	Our 1Q Plan	
Real Estate Sales	22,859,740	2,795,706	19,569,949	2,638,729	(Apartement) DOWN • DOWN (Condominiums) UP • UP	Both Sales and Income Exceeded	
Real Estate Service	3,201,261	682,536	4,182,495	1,043,693	UP • UP	Sales: As Planned Income: Exceeded	
General Contractor	5,130,478	488,547	6,181,782	586,706	UP • UP	Sales and Income were both As Planned	
Energy	522,994	145,041	694,764	160,696	UP • UP	Sales and Income were both above our plan	
Lifecare	350,555	42,853	380,792	62,738	UP • UP	Sales: As Planned Income: Above our plan	
Consolidation Adjustments, etc	▲839,685	▲ 412,376	▲ 1,358,840	▲ 621,664	-	-	
TOTAL	31,225,345	3,742,311	29,650,945	3,870,900	DOWN • UP	Both Sales and Income Exceeded	



1. Highlights ~Segment Income Ratio (Ordinary Income Based)

Recurring Business, our key strategic business field increased by 37% YoY. Income excluding Apartment Sales stands at over 80% of the total sum



1. Highlights ~Liabilities and Assets

By restricting Apartment land purchase and driving sales from the inventory, Inventory decreased and the capital adequacy ratio rose to more than 36%

Assets

JPY Million	2017.12 End	2018.12 End	2019 1Q End	Increase Decrease	
Cash and Deposits	23,502	22,886	25,401	2,515	
Real Estate for Sale	28,631	38,441	36,290	▲ 2,151	
Costs on Real Estate Business	19,285	17,656	12,588	▲ 5,067	
Other Inventories	21	1	1	0	
Property, Plant and Equipment	6,881	7,542	7,732	189	
Other Assets	12,649	14,602	13,554	▲ 1,047	
Total Assets	90,972	101,130	95,569	▲ 5,561	

Others(General Contractor etc.) -- + 109 Million

Liabilities and Net Assets

JPY Million	2017.12 End	2018.12 End	2019 1Q End	Increase Decrease
Current Portion of Bonds	925	802	867	65
Short-term Loans payable	23,611	27,015	23,497	▲3,518
Bonds	1,585	1,566	1,290	▲276
Long-term LoansPayable	22,400	22,117	22,280	163
Total of Liabilities with intrest	48,521	51,500	47,935	▲3,565
Other Liabilities	16,060	17,047	12,814	▲ 4,233
Total Liabilities	64,582	68,548	60,750	▲ 7,798
Total Net Assets	26,390	32,582	34,819	2,236
Total Liabilities and Net Assets	90,972	101,130	95,569	▲ 5,561
Capital adequacy Ratio	29.0%	32.1%	36.3%	+4.2pt

By strengthening risk management given the recent situation of the industry, land purchase was restricted and sales of inventory were strengthened, resulting in an even stronger financial position









2. Business Segments





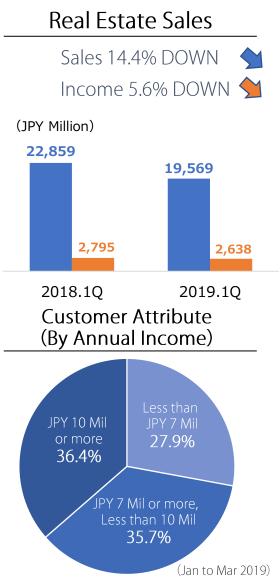




2. Business Segments ~Real Estate Sales

Decrease in Sales / Income

- Apartment Sales: Though Sales and Income Dropped YoY, Results Exceeded the Forecast
- ■Condominium Sales: High performance especially in the YoY Income

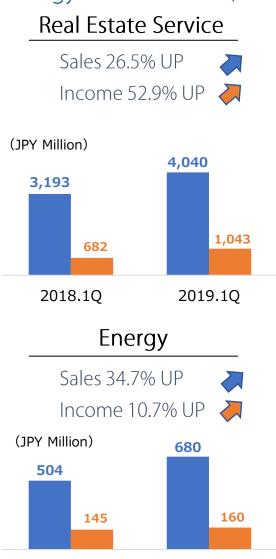


- ✓ The lengthening of Credit Review Period has given a certain effect on Apartment Sales, but not on Condominium Sales
- ✓ Though there had been some concern about Apartment Sales, appropriate pricing continues for our products and the Income is maintaining the same level as last year
- Business is moving faster than our plan, but we will continue to keep a close eye on the market environment and strengthen risk management
- ✓ The record of over 99% Occupancy (As of Mar.31 2019), including the earliest property from 29 years ago shows the trust, thus Shinoken is still sustaining exclusive mortgage plans with financial companies, and is keeping the same business
- ✓ In a time that more anxiety for retirement life grows, our products and services enjoy high reviews from various types of customers

2. Business Segments ~Real Estate Service / Energy

Sales / Income Increase

- ■Rent Management: Exceeded 35,000 rooms, with the Occupancy rate over 99%
- ■Energy: LP Gas to 34,366 Households, Electricity to 18,497 Households

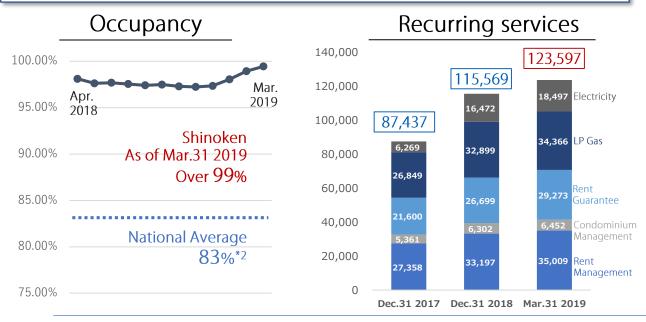


2019.10

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2018.10

- ✓ Strong leasing ability resulting in high Occupancy (Over 99% (As of Mar 31, 2019))
- ✓ High competitiveness in Rent guarantee service (Overdue Rate 0.4% vs. Monthly average 3% in the industry*1)
- ✓ The total number of recurring services are growing at approximately 30% each year. Electricity, which has been 2 years since we started providing, also increased

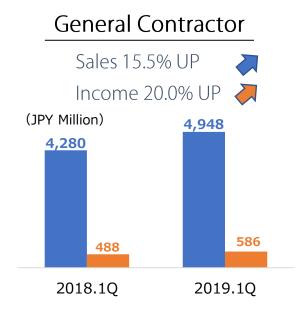


^{*1} Japan Property Management Association "Market sentiment research on rental homes" (Dec. 2018)

14

^{*2} The Statistics Bureau 2018 survey for Land and Housing (Apr.26, 2019)

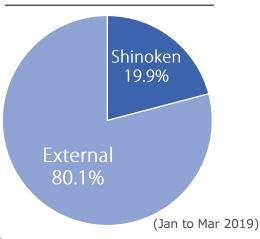
- Domestic: Strong demand. Orders not only from Shinoken but also from leading trading companies.
- ■Indonesia Personnel exchange, contributing to Overseas Business Development





- ✓ Orders for 2020 and beyond are steadily adding up
- ✓ Self-resourced "Sakura Terrace" sees completion of the first project, through Personnel exchange with Indonesia, and technical guidance to PT Mustica, a local general contractor, while accumulating knowledge

Customer Attribute

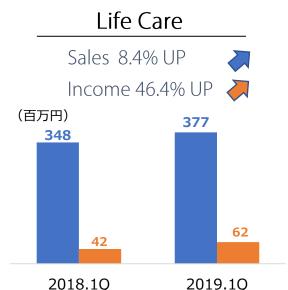


- ✓ Founded 1909, 110 years of Business, earning trust from existing customers with repetitive orders and new customers
- ✓ 80% of sales are external, which indicates that the revenue basis is independent of the group

2. Business Segments ~Life Care

Sales / Income Increase

- Housing with Services for the Elderly: Occupancy 100% (As of Dec.31 2018), 99.3% (As of Mar.31 2019)
- ■Group Home: 98.6% (As of Mar.31 2019)



- ✓ Covers the uprising demand for facilities and services for the elderly in almost every direction
- ✓ Life Care is generally high demand, so we are groping for business expansion
- ✓ In addition to products / services for the elderly, we are considering to develop life care services that fit any generation





Housing with Services for the Elderly 301 Rooms



Fukuoka City Ju-Life Aqua-Villa Kashiihama



Tokyo (Itabashi-ku) Ju-Life Tokiwadai



Tokyo (Itabashi-ku) Ju-Life Takashimnadaira Applife Takashimadaira



Day Service and Home Help, Care Management

Fukuoka Prefecture (Kasuya-gun) Applife Higashi Fukuoka

Group Home 144 Rooms





Higashiosaka City Friend Higashiosaka



















3. Topics









3. Topics ~Business Development in Indonesia

"Planting the seeds" is steadily in progress in Indonesia, an attractive enormous market of the next generation in both Production and Consumption



What is attractive about Indonesia

- Population is 4th place in the world (≒260 Million)
- Demographic dividend that will continue until 2040
- Broad land (5 times larger than Japan)
 Vast resources (Oil, Gas, Mineral ores)
- Steady Economic Growth (Normal GDP 5%)
- Pro-Japanese Country



First—mover advantage and competitiveness

- Founded a local company, Acquired a local General Contractor (PT Mustica)
- Achieved licenses before market entering regulations for foreign companies became more strict
 - Construction Service (DONE)
 - Large and middle scale Construction (DONE)
 - Property Management / Sales (DONE)
 - Service apartment hotel management (DONE)
 - Investment Management (In Progress)
- Taking root in the local area and formulating a fully in-house business model from Purchase, Construction to Management within the group, accumulating knowledge of business customs, etc.
- Securing and training personnel, promoting interacting with Japan



3. Topics ~Indonesia business The first "Sakura Terrace" Opens

Transplanting the concept of "Harmony Terrace" in Japan. Japan Quality from the design phase in a fully in-house project, "Sakura Terrace" completed and residences started moving in

Location

- Center of the Jakarta CBD (Central Business District)
- Excellent public transport access (9 min on foot from new subway station)



Quality

- Construction initiated by Local General Contractor PT Mustica, transplanting Shinoken's Vertically Integrated business model
- Best location, Japan Quality, high class design resulted in inquiries and move in request even before opening



3. Topics ~Indonesia business The first "Sakura Terrace" Opens

Achieving / Maintaining local Licenses with high Entry Barriers for foreign companies, also realizing exit strategy within our Group

Real Estate Development / **Construction Business**

No.3

No.4

No.6

Large and middle

scale Construction

License

No.2

No.5

IUJK

Construction Service

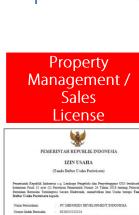
License

No.1

Real Estate Management **Business**

Real Estate Finance (Planning)

- Starting project No.2 and more.. Full scale start in Real Estate Management Business
 - Achieved Licenses for Property Management / Sales, Service apartment hotel management







- PT Shinoken Asset Management Indonesia (SAMI) was founded
- Aiming to form a platform to receive Indonesian Real Estate Investment from around the world



Management License



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4. Business Transformation







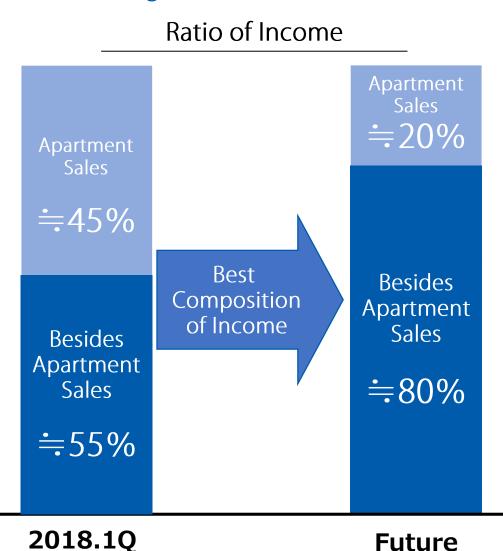


4. Business Transformation ~Outline

Business Platform of "Life support" Concept Elements **Previous Future** Philosophy Provide products & services • Meeting the expanding / more variating **Apartment Sales** Domain Throughout the lifetime demands of all generations, for safe, convenient services of the customer Strengthening the Sustainable and stable Flow business **Profit** Expanding base of revenue generation, such as (One time business) Recurring Business Model Tenant Management, Infrastructure, **Elderly Care** • Expansion of B2B, by the composition of Channel B₂B Real Estate Funds B₂C Multi-channel Widening the range to Small amount Configuration Investment Channel, etc. • Formulating a revenue basis, especially in Strengthen Market Domestic Emerging Countries, even when the **Overseas** domestic business declines • R & D of the latest technology Generous Technology Technology • Aim to become the Life Support Business Sales Platformer for the next generation

4. Business Transformation \sim Reorganizing the Income Structure

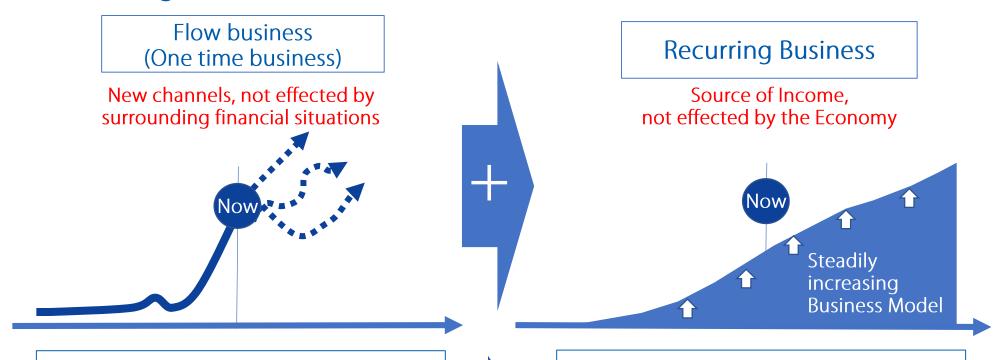
Income was too dependent upon Apartment sales due to extreme growth, but we aim to evolve to a position where Apartment Sales Income is kept around 20%, and steadily producing Income trough other business, such as recurring business



Future

4. Business Transformation ~Balance of the source of income

Pro-actively adopting technology and Expand the range, more strengthening the recurring business



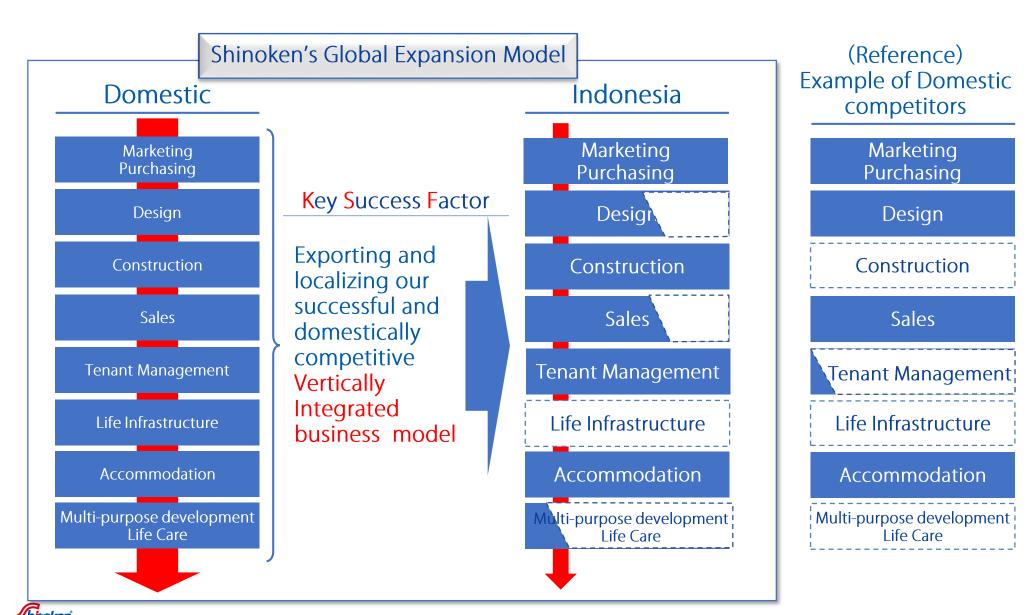
Driving our growth
by increasing our customers through
Apartment and Condominium Sales

Steadily Expanding the Range through Real Estate Funds, Real Estate Tech / Fintech development Producing
Long-term and steady Income
by providing rental management
services after handover



4. Business Transformation \sim Overseas expansion strategy

Exporting our domestic competitive business model to Growing, Emerging Countries

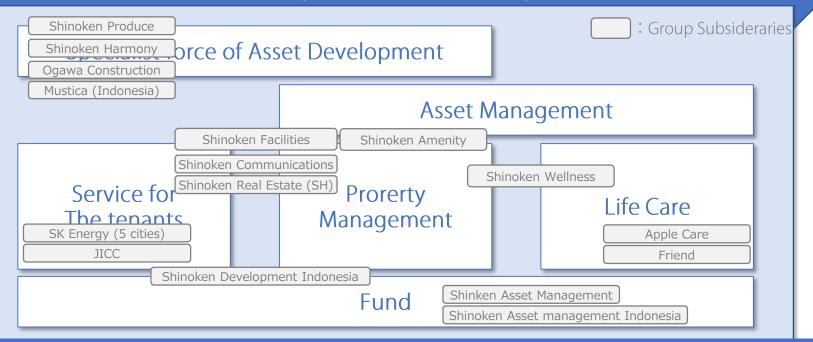


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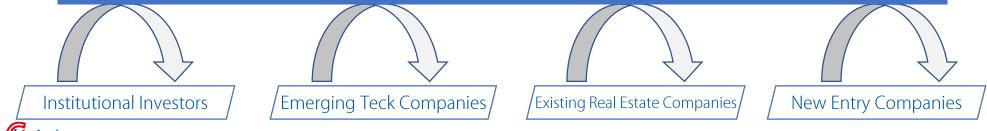
4. Business Transformation ~Next Generation Business Platform

Our Life Support Platform, which has been formed mostly by B2C, shall be opened to B2B, given the experience of mortgage rate, high occupancy, Steady Yield and knowledge. And drive the development of "Platform Business"

"Life Support Platform" Side by side with the long lives of our customers

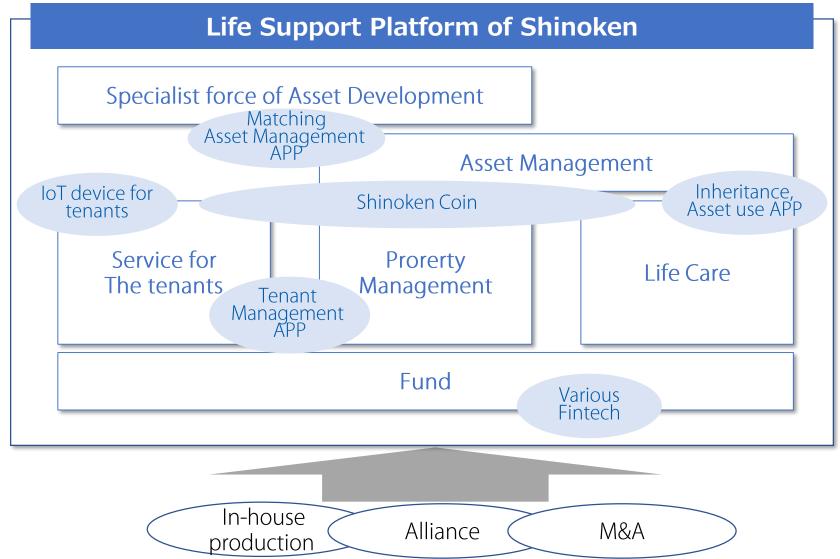


Business Platform that supports B2B Life support related business



4. Business Transformation ∼Technology

Pro-actively adopting Real Estate technology, also taking Alliance and M&A in to consideration, to cultivate potential markets











5. Policies for this year









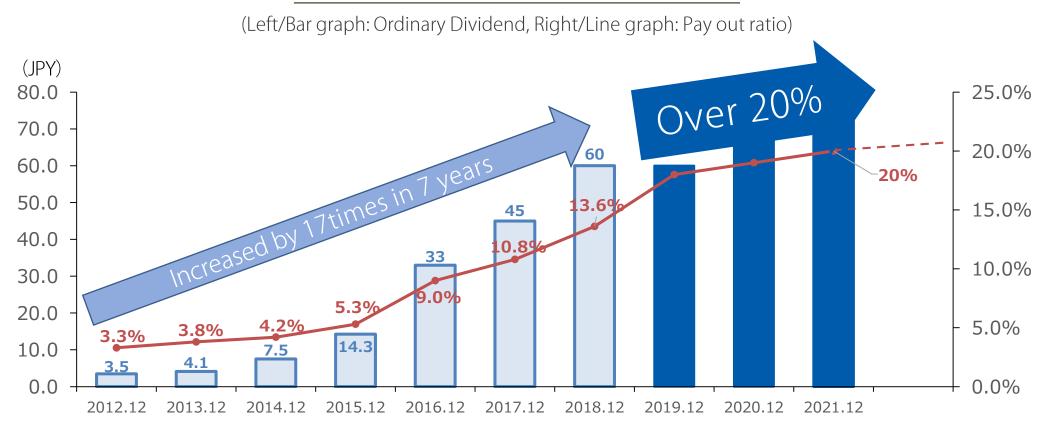
5. Policies for this year ~Sales Policy

- Continue close monitoring of the changes in External Environment
- Considering the right timing to re-strengthen Apartment Land Purchase that has been suppressed. To meet the customer demand that is already picking up more than planned
- Driving the growth of Recurring Business and maintaining high Occupancy
- Productizing domestic and overseas Real Estate Funds and Developing New Sales Channels
- Expansion of Indonesian Business, predominantly devoting our resources

5. Policies for this year ~Shareholder Return Policy

Hereafter, our aim for Dividend payout ratio will be over 20%. We will make our best effort for Shareholder Returns

Ordinary Dividend and Payout Ratio*1











Appendix









Appendix ~About our Group



Shinoken Group

(Holding Company)

(Established)

Jun.5, 1990

(Capital)

1,094.83 Million (As of end of Mar, 2019)

(Business Areas)

<u><Domestic></u> Tokyo, Fukuoka, Nagoya, Osaka, Sendai, Sapporo

<Overseas>

Indonesia, Hong Kong, Shanghai, Singapore

Shinoken Office Service

Equity-method affiliate

Properst (19.6%) JASDAO Ticker: 3236

Real Estate Sales

Apartment Sales / Condominium Sales

Shinoken Produce

Shinoken Harmony

Real Estate Service

Rental / Condominium Management Guarantee of Rent etc. Real Estate Fund Business Small-amount Short-term insurance

Shinoken Facilities

Shinoken Amenity

ShinokenCommunications

Shinoken Asset Management

JICC SSI (50%)

General Contractor

Contracts for Corporate, Individual and Government related customers and Shinoken

Ogawa Construction

Ogawa Building

Energy Business

Retail of LP Gas / Electricity

SK Energy (Fukuoka)

SK Energy Nagoya

SK Energy Tokyo

SK Energy Sendai

SK Energy Osaka

Life Care Business

Possess & Run Serviced Housing for the Elderly Day Service / Group Home

Shinoken Wellness

Apple Care

Friend

Other Business

Overseas business

SKG INVEST ASIA (HONG KONG)

Shinoken Real Estate (Shanghai)

PT. Shinoken Development Indonesia (Indonesia)

PT. Shinoken Asset Management Indonesia (Indonesia)

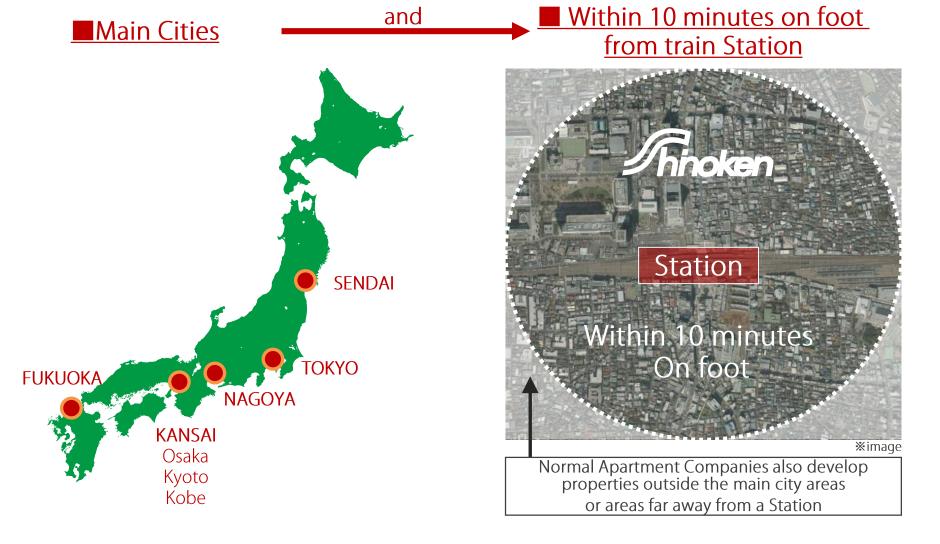
PT. Mustica Cipta Kharisma (Indonesia)

Shinoken & Hecks Pte Ltd. (Singapore) (34%)



Appendix ~Carefully selected land

We focus on Locations that Enable High Occupancy and Steady Rent Income, which are Essential



Appendix ~Our Product

Compact but spacy Unique Design

GOOD DESIGN AWARD

New Standard "BRICK" / "PLATFORM" J Achieving 2 Good Design Awards





Adjusted to the area and the land Shape Planning and Product Range



Enabling Stable Rent Management
Rent Rate Setting

10 min from Station Designers Apartment

It may be possible to set a high Rent Rate (Especially while the building is new)

Shinoken sets the rent rate according to the market

 \downarrow

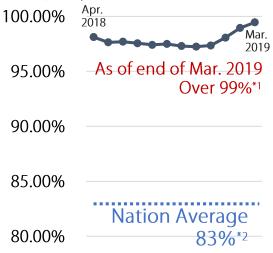
To enable long term steady management, not temporary high yield

Appendix ~High Occupancy

Including rooms that exist from our establishment in 1990

Location X Design Ability X Continuous R&D ↓ Long Term High Occupancy

Occupancy of the past 12 months



^{*1} For Property developed by Shinoken

To provide property that Will be more selected

Reflecting the needs of our customers

Initiating a survey
Towards more than 30,000 of our
residences



Understanding their needs, Immediately reflecting them to our products



Intercom with color display



Independent sink



Staircase with Storage

「Shinoken Smart Apartment」

Device "Shinoken Smart Kit" Available from 1 room

No Running Cost Needed Higher security, convenience, and more safe and comfortable stylish lifestyle through one Smartphone



^{*2 2018} survey for Land and Housing Disclosed by The Statistics Bureau on Apr.26, 2019

Appendix ~Small amount Short term Insurance

For Residents to "Live in their Rooms without worries"

Developed Original products (First in Japan) for the Residents and started selling them in Jul. 2014.

Solitary Death Insurance

Covers expenses for: Repairs and cleaning of stains/soiled interiors in order to return the room to its

Stalker Expense Insurance

Covers expenses for: Necessary costs upon dealing with stalkers; such as Cameras (to provide proof) or lawyer fees etc.

Pet Expense Insurance

Covers expenses for:

Expenses for Pet hotels or other expenses related to the death or injury and damage of/caused by a pet

Home Helper Expense

Covers expenses for:

Expenses for home helpers to temporarily come and assist with house work when necessary

For Owners to "Rent out their Rooms without worries"

Developed Original product "Rent management support insurance" and started selling it from Sep. 2015

Insurance for Restoration

Covers expenses for:

Restoring the state of the Room to its original condition

- Cleaning / deodorizing,
- Maintenance

original state

 Cleaning up of mementos of the deceased after "Becoming a property that experienced an accident"

Limit of the amount to be paid: 6 Months worth of rent

Loss Insurance for Rental Income, etc.

Covers expenses for:

- Loss of rental income
- Costs for taking care of soiled parts that occur from "Becoming a property that experienced an accident"

Limit of the amount to be paid: 30% of 3 years (36 months) worth of rent **Actual compensation: 10.8 months worth of rent

For generating new values

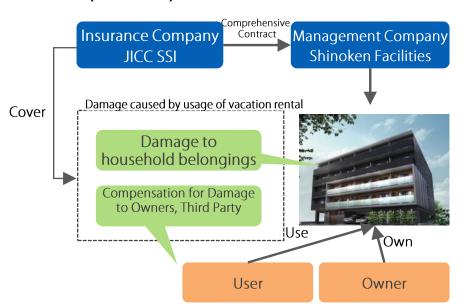
Started the sales of 「Special Contract regarding Comprehensive Contract」 from May. 2017

First for SSI: Applicable to Vacation Rental

If the Management Company enters a Comprehensive insurance contract, the insured (Owner and Users of the Vacation Rental) do not have to go through any insurance procedures.

- Damage to household belongings Limit: ¥1 Million
- Also covers damage caused to owners or third party,

through the usage of vacation rental by the users (travelers). Limit: ¥5 Million



Appendix ~Condominiums

Purchase decent land within the Capital area, Plan and Develop Condominiums for single households

Condominiums are relatively lower price than Apartments, therefore work as introductory products

[Newly built]







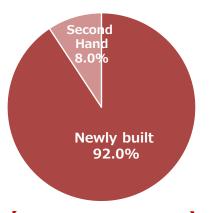












Renovation × Condominium Our new strategy in Minato, Chiyoda, Chuo wards, etc.

Second hand Condominiums For Lower Prices

Carefully selecting High-Quality establishments that are old but high demand for renting out

Not a mare "Repair"

Full-Renovation Initiated by Shinoken

Meets both demands of Owner and Tenant

Ideal as a property for Investment **Good Location and High Revenue**





Appendix ~Elderly Care (Life Care) Business Facilities





Ju-Life Plan

- Practical usage of vacant rooms
- ·Homes possible to be provided with safety and low price
- $\hbox{$^\bullet$Coordinating with caretaking/medical/catering vendors etc.}\\$

Housing with Services for the Elderly

 ${\bf 3}$ facilities with a total of ${\bf 301}$ rooms in Tokyo and Fukuoka

Occupancy: 99.3% (As of End of Mar, 2019)

Day Service and Home Help, Care Management

2 facilities in Tokyo and Fukuoka

Group Home

7 facilities with a total of 144 rooms in

Tokyo, Osaka and Fukuoka

Occupancy: 98.6% (As of End of Mar 2019)

Multifunctional Small Group Home

2 facilities in Osaka and Fukuoka



GOOD

Housing with Services for the Elderly



Tokyo (Itabashi-ku)
Ju-Life Tokiwadai

Housing with Services for the Elderly

Day Service Home Help, Care Management



Tokyo (Itabashi-ku)

<u>Ju-Life Takashimnadaira</u>

Applife Takashimadaira

Group Home

Multifunctional Small Group Home



Fukuoka City Friend Kasumigaoka

Group Home



Higashiosaka City Friend Higashiosaka

Group Home



Osaka City (Nishinari-ku) Friend Tengachaya

Group Home



Osaka City (Tennoji-ku) <u>Friend Tennoji</u>

Group Home



Osaka City (Tennoji-ku) Friend Fudegasaki

Group Home

Multifunctional Small Group Home



Osaka City (Chuo-ku) Friend Osaka Chuo

Group Home



Tokyo (Itabashi-ku) Friend Takashimadaira



Appendix ~Asset Management Business

Apartment Fund limited within Tokyo 23 wards (First in Japan) "HTT(Harmony Terrace Tokyo)-1 Fund" produces High dividend even when compared with other REIT

Our Fund

Other Companies *3

Product Feature

Only Tokyo 23 wards

comparative advantage

Similarity

comparison

Other Listed REIT*4

Tokyo 23 wards and Rural city property partially included

Mainly residencial purpose

5.9% - 6.6%*4

Gross yield*1

NOI yield*1

6.4%

Only Shinoken Apartments

5.7%

4.4% - 4.9%*4

Second fund and REIT in preparation, following the success of the First Fund



^{*1:}Based on appraisal price

^{*2:}Based on Results trough Apr 2018 to Mar 2019

^{*3:}From Annual Reports of several companies that have listed Residential REIT in main cities including Tokyo *4:REIT Products that finished its fiscal year during 2018

Appendix ~Overseas Bases

China and Singapore : Real Estate / Rental Brokerage

Indonesia: Construction and Real Estate Development

Singapore

Real Estate / Rental Brokerage

Shinoken & Hecks Pte Ltd

- Real Estate / Rental Brokerage
- Rental brokerage for Japanese expats
- Real Estate sales for local wealthy consumers





Real Estate / Rental Brokerage SHINOKEN REAL ESTATE (SHANGHAI)

- Rental brokerage for Japanese expats
- Real Estate sales for local wealthy consumers





Construction

Real Estate Development, Planning, Sales, Finance

PT Mustica Cipita Kharisma

PT. Shinoken Development Indonesia

- Advisary to Local General Contractors
- PT. Shinoken Asset Management Indonesia
- JO for Government/Private projects



DISCLAIMER

This document includes estimations that are based on presumptions, forecasts and plans concerning the future of Shinoken business using May 15th, 2019 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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