

JASDAQ Ticker 8909

2019.2Q Business Overview

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- 2. Business Segments
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1. Highlights2019.2Q









1. Highlights ~Entire Summary

General

- In comparison to the upward revised 2Q forecast disclosed on May 15, actual results for Net Sales, Operation Income, Ordinary Income and Profit Attributable to Owners of Parent Exceeded
- Pursuing our original business concept, and organizing personnel, process and technology to drive business transformation

Domestic Apartment Sales

- Though Net sales slightly unachieved, Operating Income exceeded the internal forecast
- Re-started aggressive land purchases for Apartments, preparing for the next fiscal year
- Mortgages for individual customers of Shinoken continue, despite the general down trend

Condominium Sales

 Both Sales and Income exceeded the results YoY

General Contractor

Both Sales and Income exceeded the upward forecast of 2Q

Real Estate Service

More than 80% of the total sum of each segment Operation

Energy

 Recurring business, produced steady income

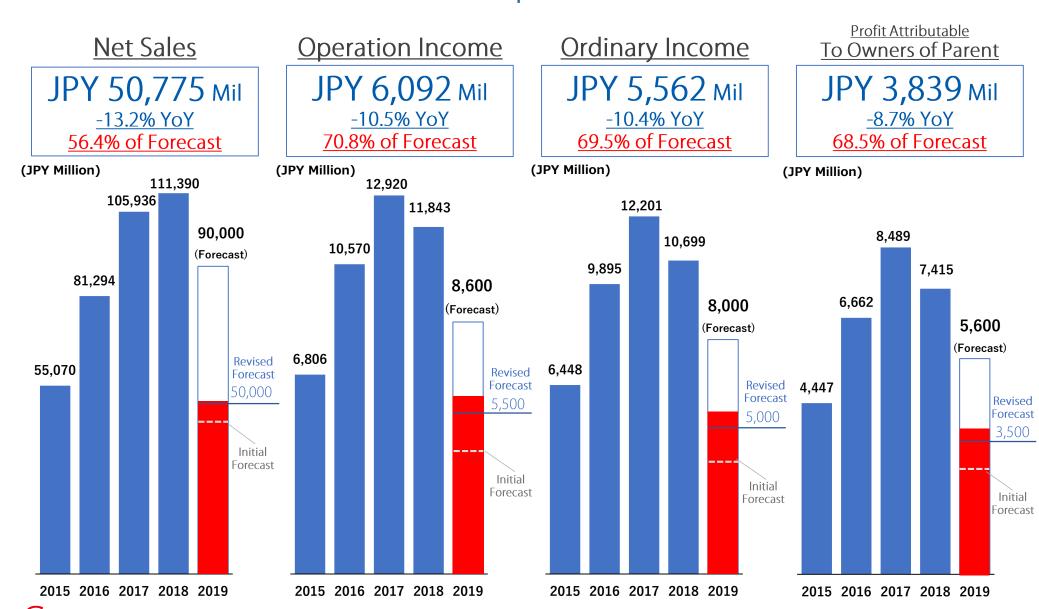
Income

Elderly Care Overseas Ftc.

- Achieved high revenue from not only B2C but also B2B sales
- Steadily achieved orders from outside of the group, both government and private projects, independent of orders from within the group
- Proceeded well
- Occupancy rate reaching over 98% as of Jun.30 2019
- Stable increase of LP Gas and Electricity supply
- Management of the first "Sakura Terrace" started in Jakarta, Indonesia.

1. Highlights ∼Results

Both Sales and Income exceeded the upward revised Cumulative 2Q Forecast



1. Highlights ~Summary of Business Segments

Each segment proceeded more rapidly than we planned for this 2Q

(JPY Thousand)

	2Q FY 2018		2Q FY 2019		Sales/Income	Compared with
	Net Sales*1	Ordinary Income	Net Sales ^{*1}	Ordinary Income	YoY	Our 2Q Forecast
Real Estate Sales	42,569,263	5,233,208	31,471,368	3,924,679	(Apartments) DOWN • DOWN (Condominiums) UP • UP	Both Sales and Income Exceeded
Real Estate Service	6,372,714	1,273,510	8,222,158	1,851,612	UP • UP	Both Sales and Income Exceeded
General Contractor	9,721,470	760,686	11,364,110	942,982	UP • UP	Both Sales and Income As Planned
Energy	1,006,098	262,034	1,372,355	325,840	UP • UP	Both Sales and Income Exceeded
Lifecare	702,553	86,742	765,235	113,147	UP • UP	Both Sales and Income Exceeded
Consolidation Adjustments, etc	▲ 1,831,207	▲802,186	▲2,419,553	▲ 1,066,139	-	-
TOTAL	58,540,892	6,813,996	50,775,675	6,092,123	DOWN • DOWN	Both Sales and Income Exceeded

1. Highlights ~Liabilities and Assets

Restricted Apartment land purchase, resulting in inventory and liability shrink Capital adequacy ratio approaching 40%

Assets

JPY Million	2017.12 End	2018.12 End	2019 2Q End	Increase Decrease
Cash and Deposits	23,502	22,886	27,185	4,299
Real Estate for Sale	28,631	38,441	29,754	▲8,686
Costs on Real Estate Business	19,285	17,656	13,187	▲ 4,468
Other Inventories	21	1	1	▲ 0
Property, Plant and Equipment	6,881	7,542	7,610	67
Other Assets	12,649	14,602	12,724	▲1,877
Total Assets	90,972	101,130	90,465	▲10,665

[Includes]	
Apartment Sales····· ▲9,817	
Condo Sales	Million
Others(Overseas etc.) ·····+93	Million

■ Liabilities and Net Assets

JPY Million	2017.12 End	2018.12 End	2019 2Q End	Increase Decrease
Current Portion of Bonds	925	802	757	▲45
Short-term Loans payable	23,611	27,015	19,250	▲ 7,764
Bonds	1,585	1,566	1,215	▲351
Long-term Loans Payable	22,400	22,117	21,131	▲ 986
Total of Liabilities with interest	48,521	51,500	42,354	▲9,146
Other Liabilities	16,060	17,047	12,017	▲ 5,030
Total Liabilities	64,582	68,548	54,371	▲14,177
Total Net Assets	26,390	32,582	36,094	3,511
Total Liabilities and Net Assets	90,972	101,130	90,465	▲10,665
Capital adequacy Ratio	29.0%	32.1%	39.8%	+7.7pt

The Shrinking of Inventory and Liabilities resulted in higher Capital adequacy ratio









2. Business Segments









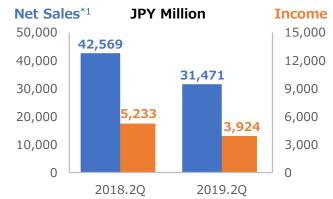
2. Business Segments ~Real Estate Sales

Decrease in Sales / Income

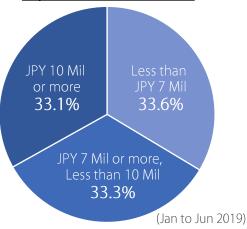
- Apartment Sales: Though Sales and Income Dropped YoY, Income Exceeded Forecast
- ■Condominium Sales: High performance due to B2B sales in addition to B2C sales

Real Estate Sales

Sales 26.0% Down Income 25.0% Down



Customer Attribute (By Annual Income)



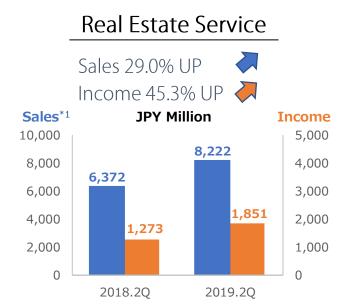
- ✓ Apartment sales exceeded the planned income due to sales maintaining fair price
- ✓ Favorable Apartment sales resulted in inventory decrease, thus leading to Re-strengthening land purchase from July
- ✓ Condominium sales maintains good trend, exceeding in both sales and income YoY

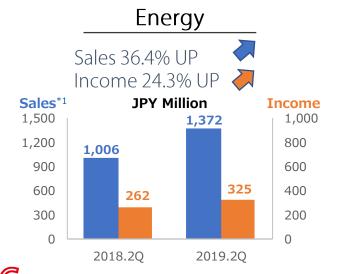
- ✓ The record of over 98% Occupancy (As of end of June 2019), including the earliest property from 29 years ago shows the trust, thus Shinoken is still sustaining exclusive mortgage plans with financial companies, and is keeping the same business
- ✓ In a time that more anxiety for retirement life grows, our products and services enjoy high reviews from various types of customers

2. Business Segments ~Real Estate Service / Energy

Sales / Income Increase

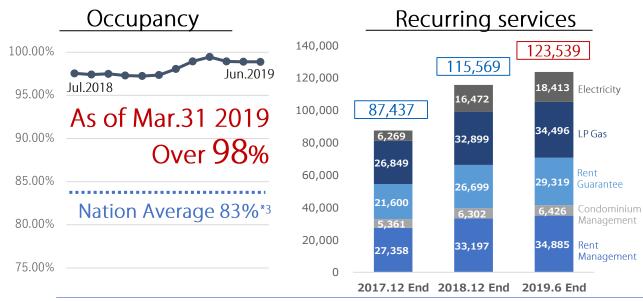
- ■Real Estate Service: Continuous high Occupancy of over 98% (As of end of June, 2019)
- ■Energy: LP Gas to 34,496 Households, Electricity to 18,413 Households





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- Strong product ability (Design rent rating) and leasing ability resulting in high Occupancy (Over 98% (As of End of Jun, 2019))
- ✓ High competitiveness in Rent guarantee service (Overdue Rate 0.3% vs. Monthly average 2.6% in the industry*1)
- The total number of recurring services are steadily growing



^{*1} Including internal sales between segments

10

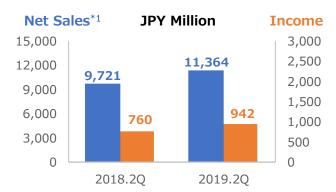
^{*2} Japan Property Management Association "Market sentiment research on rental homes" (Jun. 2019)

^{*3} 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 our Overseas Business

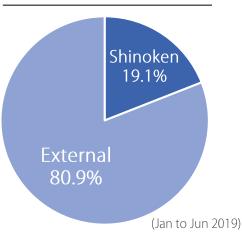
General Contractor

Sales 16.8% UP Income 23.9% UP



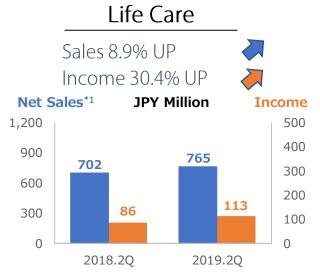
- ✓ Despite the increase in Material Price and Labor Cost in the Construction industry, Sales and Income and Income ratio grew YoY
- ✓ Orders for 2020 and 2021 are steadily adding up
- ✓ Supporting to produce Japanese Quality through Technical guidance toward PT Mustica, our local subsidiary general contractor

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

- Housing with Services for the Elderly: Occupancy 97.6% (As of End of June 2019)
- ■Group Home: 99.3% (As of End of June 2019)



- ✓ Use of Safety housing with Services (Ju-Life Plan) moving favorably
- High Occupancy in other facilities also
- ✓ In addition to products / services for the elderly, we are considering to develop life care services that fit any generation







Ju-Life Tokiwadai



46 Rooms



Applife Higashi Fukuoka





Higashiosaka City Friend Higashiosaka











Day Service and Home Help, Care Management









3. Topics









3. Topics

1) First in Indonesia as a foreign company License Obtained for Real Estate Fund Management

2 Re-strengthening Apartment land purchase

3 Standardizing Intelligent Apartments

3. Topics①~License Obtained for Real Estate Fund Management

Obtained the license for Investment Management regarding Real Estate Funds by the Indonesian FSA. Completing the exit strategy of Sakura Terrace





Approved by the Indonesian FSA!

Construction

IUJK License for Construction Service

SBU License for Large and Mědium Construction





PT. Mustica Cipta Kharisma





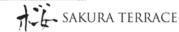
Real Estate Development/Management

License for Real Estate Rent/Sales/ Management







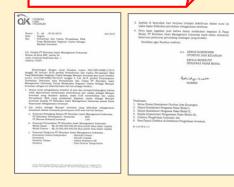


License for Apartment Hotel Management



Real Estate Finance

License for Investment Management





3. Topics①~License Obtained for Real Estate Fund Management

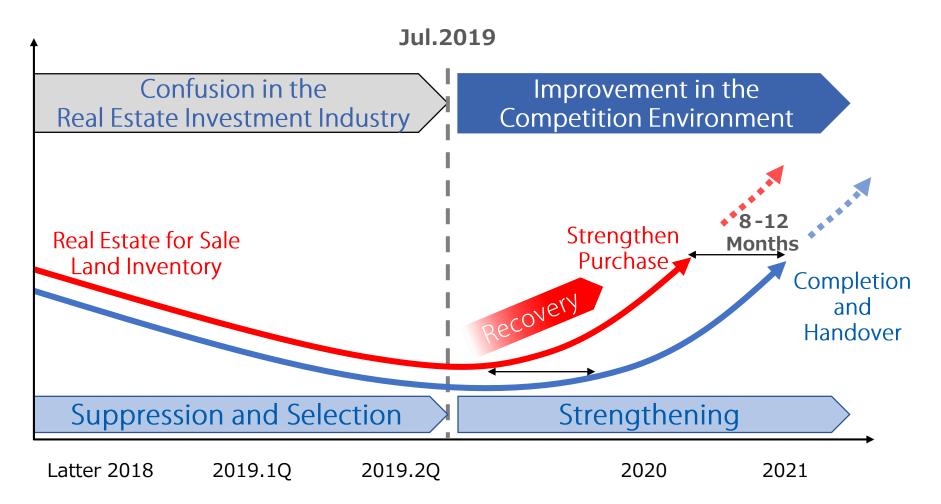
Securitizing property not only those developed by Shinoken, but also highly growing Indonesian Real Estate and selling it worldwide as REIT



3. Topics② ~ Re-strengthening Apartment land purchase

Suppressed land purchase and shrunk the inventory in the latter 2018 Re-strengthening land purchase from Jul.2019

Image of Re-strengthening land purchase and beyond next fiscal year



3. Topics③ ~ Standardizing Intelligent Apartments

Starting to receive orders for Intelligent Apartments, Installing IoT sensors in each room and entire building without any monthly costs





Realizing the 3 User Experience (UX)

UX1 "Safety & Security"

By Smart lock
Preventing unlocked door
by Sensors
Notifying via smartphone in the case of any trespassing



UX2 "Comfort"

By Smartphone
Controlling the Air conditioner
Opening the front door
Controlling the lights, etc



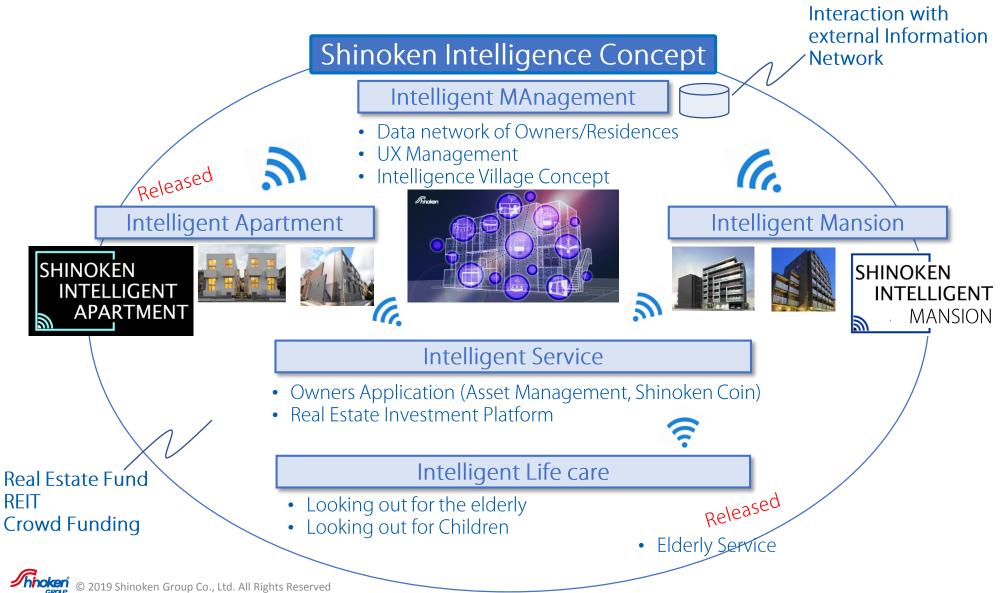
UX3 "Stylish"

Good Design Award Quality
Residence satisfaction,
Long term usage
Maintaining High Occupancy
A new level of convenience



3. Topics^③ ∼ Standardizing Intelligent Apartments

Following Apartments, installing Intelligence in Shinoken's products and services, making use of on-line data, thus producing additional value











4. Business Transformation







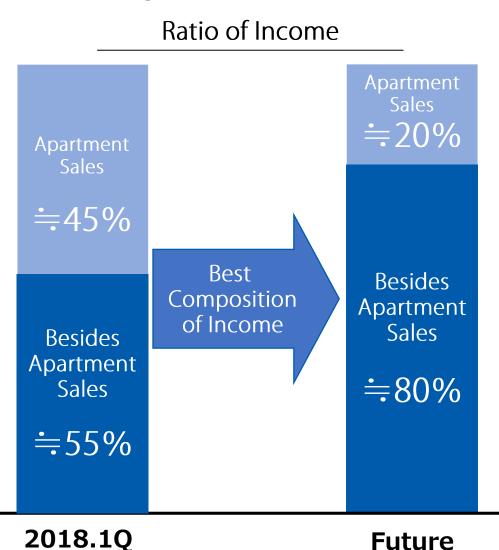


4. Business Transformation ~Outline

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

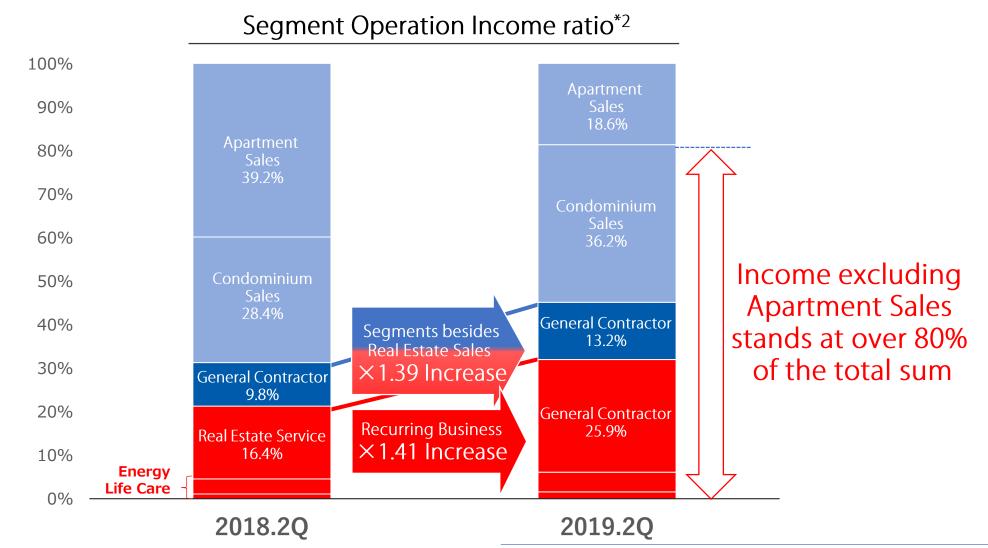
4. Business Transformation \sim Reorganizing the Income Structure

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



4. Business Transformation \sim Recent Income Structure *1

Recurring Business, our key strategic business field increased by 1.41 times Income excluding Apartment Sales stands at over 80% of the total sum



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^{*1:} Not considering consolidation adjustments

^{*2:} Not including the 「Others」 segment, due to small impact on cumulative results

4. Business Transformation \sim B2B Channel, Technology

In addition to the Synergy within the existing Business, launch Real Estate Fund Management Business and Real Estate Technology Business, to create more synergy effects

Life Support Value Chain of Shinoken Purchase • Design Sales Management **Elderly Care** Brokerage, Construction Shinoken Harmony Shinoken Facilities Shinoken Wellness Apple Care Shinoken Shanghai Shinoken Produce Friend Shinoken Communications **Ogawa Construction** Shinoken Amenity SK Energy PT. Mustica Cipta Kharisma New Synergy Field Fund • REIT Shinoken Asset Management PT. Shinoken Asset Management Indonesia Real Estate Technology









5. Policies for this year









5. Policies for this year ~Sales Policy

Re-strengthen Apartment Land Purchase

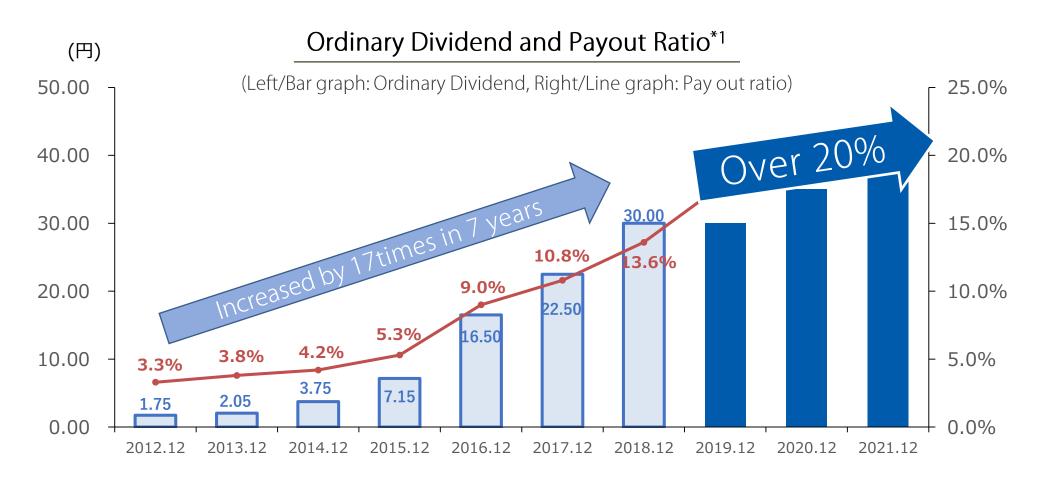
Acceleration of Indonesian REIT

Acceleration of Real Estate Technology Installment

> Driving the growth of Recurring Business

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













Appendix









Appendix ~About our Group



Shinoken Group

(Holding Company)

(Established)

Jun.5, 1990

(Capital)

1,094.83 Million (As of end of Jun 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)

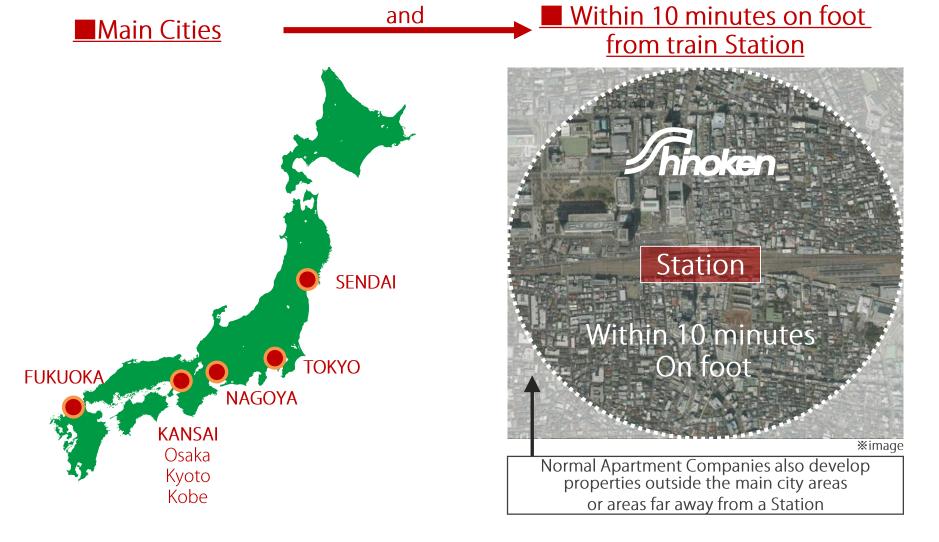
PT. Mustica Cipta Kharisma (Indonesia)

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

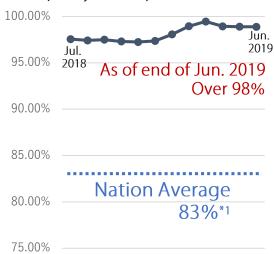
Continuous R&D

↓

Long Term

High Occupancy

Occupancy of the past 12 months



^{*1 2018} survey for Land and Housing Disclosed by The Statistics Bureau on Apr.26, 2019

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 Intelligent Apartment



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



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]











(Second Hand)

[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 Potential

(Partial)



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 original state

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

Stalker Expense Insurance

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

Home Helper Expense Insurance

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
- 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

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

3 facilities with a total of 301 rooms in Tokyo and Fukuoka

Occupancy: 97.6% (As of End of Jun, 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: 99.3% (As of End of Jun, 2019)

Multifunctional Small Group Home

2 facilities in Osaka and Fukuoka



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 ~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



Indonesia

Construction

PT Mustica Cipita Kharisma

- Advisary to Local General Contractors
- JO for Government/Private projects

Real Estate Development, Planning, Sales

PT. Shinoken Development Indonesia

Real Estate Fund

PT. Shinoken Asset Management Indonesia



Shinoken's office is located in the blue building in the middle

DISCLAIMER

This document includes estimations that are based on presumptions, forecasts and plans concerning the future of Shinoken business using Aug 7th, 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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