

News Release

Apr. 1, 2020

Shinoken Intelligent Technology (SKiT) Subsidiarizes POINT EDGE

~Strengthening Real Estate Tech services to drive Shinoken's REaaS~

Shinoken Intelligent Technology Co., Ltd. (Further referred to as SKiT) , a Real Estate Tech specialized subsidiary of Shinoken Group Co., Ltd. (Tokyo Headquarters: Minato-ku, Tokyo, President Hideaki Shinohara, TSE 8909, further referred to as Shinoken, including the whole group) has decided to acquire 100% of the shares of POINT EDGE, Inc. (Headquarters: Shibuya-ku, Tokyo, CEO Tetsuya Tomomatsu, further referred to as POE). Hereafter, POE will be in charge of the development of UX (User Experience) design, using Real Estate Tech to promote Shinoken's REaaS (Real Estate as a Service).



Strengthening our structure to realize REaaS

"REaaS" is a new business concept advocated by Shinoken, where more people can safely and conveniently use Real Estate as a service, by adding the element of technology to the business model that Shinoken has accumulated and developed. POE, the company we have acquired in order to accelerate REaaS, holds strong basis in the field of UX based business, Brand design, community management, and has initiated many projects such as web design for large corporations, New business kick-off, Application development, Brand design, and DX. SKiT will take charge in planning and development of products and services, and POE will take charge in developing applications and software through UX design, Branding and community management.

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【Concept of Shinoken's REaaS】



For 30 years since its establishment, as a leading company in Apartment investment for future asset development, Shinoken has mainly supported paid workers and public servants who become owners of the Apartments. Now that POE joined the group, we will make it possible for everybody to access Shinoken's competitive products and services, through the development of new business models, usage of technology and enrichment of UX.

【Company outline of POINT EDGE】

Name	POINT EDGE Inc.
Headquarters	2-22-6 Shibuya, Shibuya-ku, Tokyo
Representative	Tetsuya Tomomatsu
Founded	January 11, 2017
Business	<ul style="list-style-type: none"> • Business Design, Web Design, Application Development • Managing community service for free creators
WEB site	https://pointedge.work/

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