

# News Release

Oct 14, 2020

## Shinoken drives development of “Trust DX” By entering a Business Alliance with Scala, Inc.

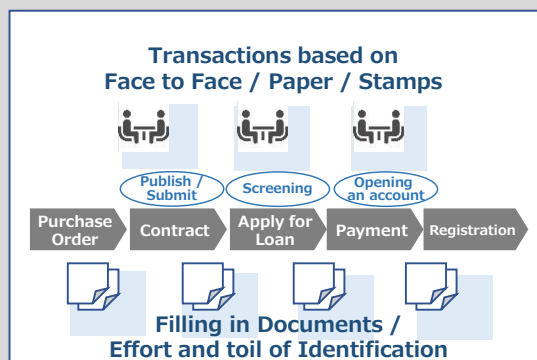
Shinoken Group Co., Ltd. (Tokyo Headquarters: Minato-ku, Tokyo, President Hideaki Shinohara, TSE Ticker 8909, further referred to as Shinoken, including the whole group) has entered a Business Alliance Agreement with Scala, Inc. (Headquarters: Shibuya-ku, Tokyo, President Norikatsu Nagino, TSE Ticker 4845, further referred to as Scala), which specializes in SaaS/ASP Business, in the attempt to develop “Trust DX”.

### “Trust DX” which Shinoken visualizes

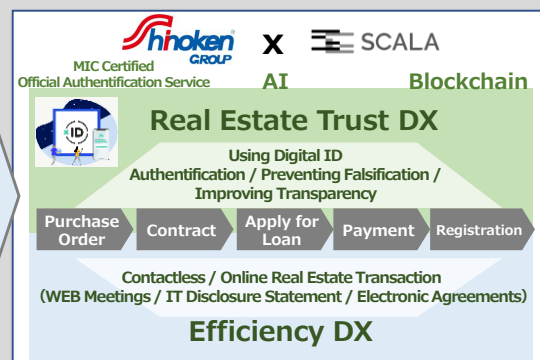
Currently, the Japanese government is attempting to drive DX (Digital Transformation), by establishing the Digital Agency, abolishing stamps, and infiltrating Individual Number Cards.

Shinoken is also driving DX, under our mission of REaaS<sup>\*1</sup>(Real Estate as a Service). Based on our 30 years of experience, we believe that the true DX in the Real Estate industry cannot end in only rationalization and adding value, but must reach a safer “Trust Service”, which makes Real Estate transactions clearer, resolving the tasks of personal authentication and preventing falsification.

#### Conventional Real Estate Transaction



#### Real Estate Trust DX Platform Jointly Developed



\*1) REaaS (“Real Estate as a Service”): A concept advocated by Shinoken, where more people can easily, safely take place in Real Estate Transaction from a small amount of money, by combining business model innovation and technology.

\*2) Trust Service: A comprehensive system, not only for confirming and authenticating the legitimacy of the person or organization that is the communication partner, but also the data to realize the authentication of things connected to the network and the integrity of data flowing on the network (Data Integrity) that guarantees legitimacy, tampering prevention, and integrity. It has already been institutionalized in Europe and the United States (ex. in the EU, trust services have been comprehensively stipulated in July 2016, in order to ensure certainty in electronic transactions and promote the efficiency of economic activities of citizens and companies.)

## “Trust DX”, using the Digital ID application (First in Japan)

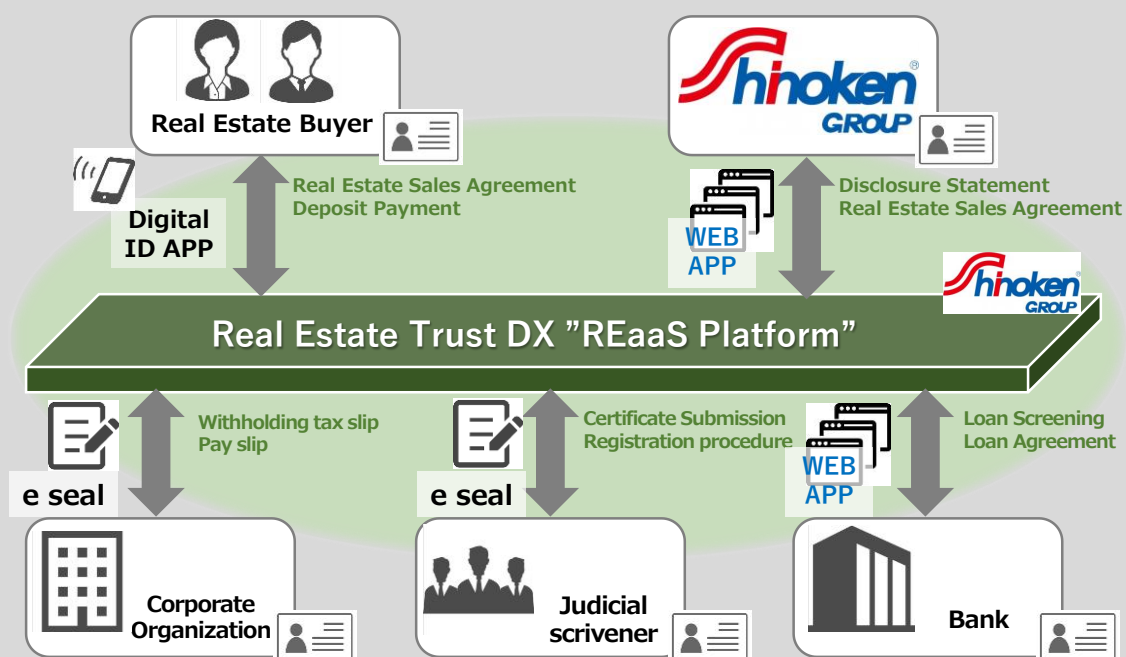
Scala centers on SaaS/ASP business, and advocates Value co-creation Platform, based on AI/IoT and value creation theory. Scala develops trust services with xID (Headquarters: Chiyoda-ku, Tokyo, President Hikaru Kusaka) which created the digital ID application (An official authentication service certified by MIC: Ministry of Internal Affairs and Communications) which interacts with the official personal certification system (J-LIS: Japan Agency for Local Authority Information Systems) within a smartphone application, using Blockchain technology.

xID also has a business base in Estonia, a country where 99% of government services are online, and they have continued the research and accumulated vast knowledge and technology.

Shinoken, as a registered business operator of the “Social experiment for using IT in Disclosure Statements”, drives DX in Real Estate transactions, such as electronic agreements.

To bring DX to the next level, based on Shinoken’s 30 years of experience in the business field mainly regarding Real Estate, Scala can use the UX developed through SaaS/ASP business, and xID can use the advanced knowledge and technology used in Estonia, adapting digital ID to Real Estate business, thus collaborating in developing a “Trust DX platform” and realizing “Real Estate Trust Service”. This potential is the reason why we decided to start this alliance.

### <Image of Real Estate Trust DX>



## **“Real Estate Trust Service” that can create a next-level UX**

“Real Estate Trust Service”, for instance, once a customer registers the Individual Number Card to their smartphone (Digital ID), authentication will be instantly possible, without having to carry one’s driver’s license or Individual Number Card, and only their smartphone with the application installed will be required. The trouble of filling in mortgage application documents, acquiring authentication papers upon agreement, uploading pictures will be unnecessary.

Also, we aim to complete the registration process online, using the Digital ID of the Individual Number Card. Not only will this make it possible to prevent falsification in income proof or contract documents, but also rising the clearness of the transaction, and safety, along with manpower reduction for financial institutes and other related institutes.

The “Trust DX Platform” produced from the collaboration of Shinoken, Scala and xID, by providing the environment for safer and easier Real Estate Transaction, will strongly drive REaaS forward. Shinoken will continue to fulfil the mission of driving REaaS, and resolving the tasks of people and society.

---

**Shinoken has the vision of being a**

**“Life Support Company for various generations across the world”  
that provides value throughout the lifetime of our customers.**

**We initiate Asset development solutions for an era of 100-year life span, Construction Business, Energy Business, managing elderly care facilities, providing care for people with disabilities, Real Estate Fund Business, both domestic and overseas.**

**Also, we will thrive to resolve various social tasks by driving REaaS.**

**Inquiries regarding this release**

Group PR & IR Office, Shinoken Group Co., Ltd.

2-3-1, Hamamatsu-cho, Minato-ku, Tokyo

TEL +81-3-5777-0089 FAX +81-3-5777-0108

**WEB** <https://www.shinoken.co.jp/en/> **MAIL** [skg\\_pr@shinoken.co.jp](mailto:skg_pr@shinoken.co.jp)