

News Release



2025.5.12

Shinoken Group and PKSHA Technology Jointly Develop the first Generative AI Avatar for Sales Agents!

Resolving Information Asymmetry using Generative AI and Offering Full Support for First-Time Real Estate Investment

Shinoken Group Co., Ltd. (Tokyo headquarters: Minato-ku, Tokyo, President and Representative Director: Takashi Tamaki, hereinafter referred to as "our group") and PKSHA Technology Inc. (Headquarters: Bunkyo-ku, Tokyo, Representative Director: Katsuya Uenoyama, hereinafter referred to as "PKSHA") are pleased to announce that we have concluded a basic agreement for the purpose of joint development, etc., of a generative AI avatar for sales agents (hereinafter referred to as "this service").

This service is built upon the sales expertise gained from our group's 35 years of experience and achievements since our founding, and we aim to launch the service this autumn.

—About PKSHA—

PKSHA Technology Inc. is a startup from Matsuo Lab U-Tokyo, dedicated to research and development of artificial intelligence technology, AI solutions, and provision of AI SaaS in Japan. The company is listed on the Tokyo Stock Exchange Prime Market.



■ About the Generative AI Avatar for Sales Agents

This service is being jointly developed by our group, PKSHA Technology (hereinafter referred to as "PKSHA"), and its group company Xtone. The service is accessible online 24/7 from anywhere and utilizes a generative AI avatar to provide company and product explanations, answer to questions regarding real estate investment, and more. Leveraging the negotiation expertise cultivated by our group since our founding in 1990 through the sale of over 7,000 apartment buildings, this service systematizes this know-how. Utilizing PKSHA's natural language processing technology, based on over 750 million dialogue results, it achieves natural language communication capable of handling industry-specific terminology and linguistic variations.

In the development of this service, our group has shared materials, data, and negotiation know-how. PKSHA is currently analyzing use cases and negotiation history and advancing machine learning. The service is

planned for release following a Proof of Concept (PoC).

Post-release, we will continue to leverage the capabilities of generative AI for further learning, aiming to become a personal AI agent that considers the diverse needs and backgrounds of each customer, proposes the most suitable properties, and facilitates applications.

Furthermore, this generative AI avatar, available 24/7 from anywhere and capable of providing company and product explanations, is the first* service of its kind in the real estate industry.

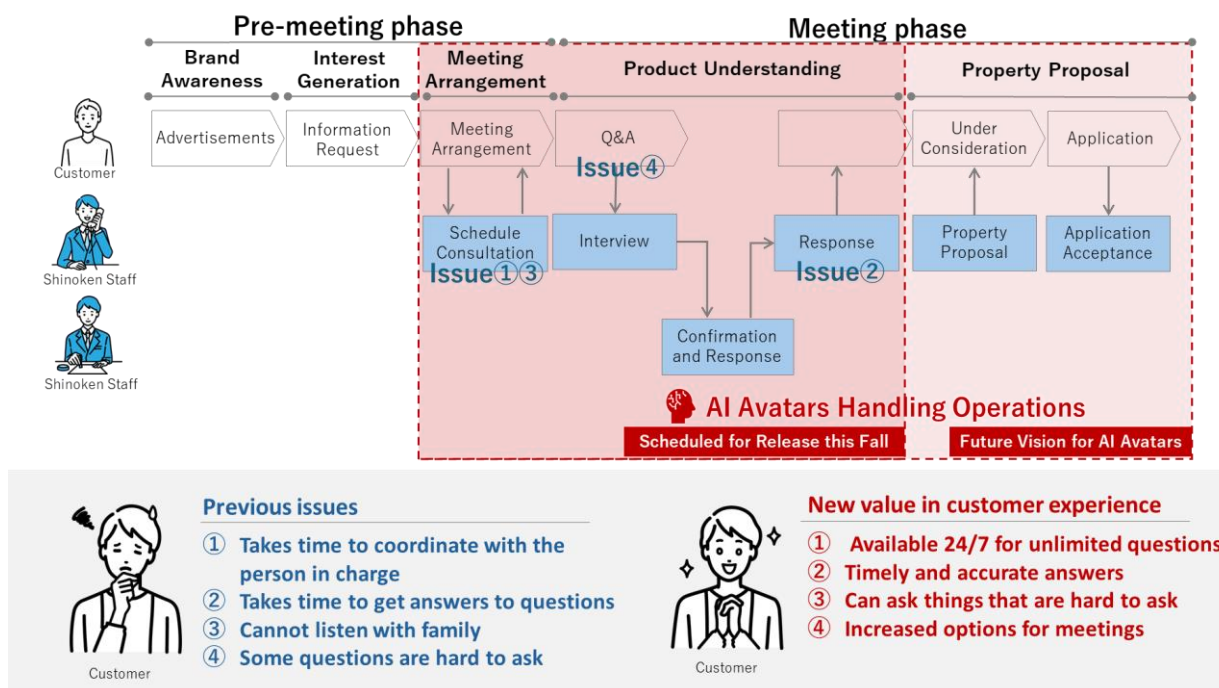
■ Background

Our group offers "Apartment Management as a Means of Asset Building," an investment product designed for company employees and public employees who do not own land. To facilitate purchases, we arrange meetings to ensure potential buyers to fully understand and be comfortable with our unique business model, which allows ownership of land and buildings as assets with minimal initial capital.

In recent years, customer needs and lifestyles have diversified, alongside rapid changes in market and the environment. Consequently, challenges have arisen, including the time required to answer various questions and difficulties in coordinating meeting schedules that suit customers, their families, and our sales representatives, resulting in increased waiting times for customers.

This service allows for meetings 24/7, enabling customers to engage until they are fully satisfied. It introduces the option of a "generative AI avatar," supplementing existing communication channels which were previously limited to web or in-person interactions. Furthermore, we believe that the generative AI avatar will allow users to ask questions they might feel hesitant to pose in-person, fostering more open and comfortable communication.

< Issues Addressed by Generative AI Avatars and New Customer Experience Value >



■ Reforming Customer Experience Through the Business Application of Generative AI

Our group is committed to enhancing the customer experience through DX (Digital Transformation). This includes obtaining certification as a "DX Certified Operator" from the Ministry of Economy, Trade and Industry in April 2022, and developing "Trust DX," an electronic contract platform utilizing My Number cards, in conjunction with the revision of the Building Lots and Buildings Transaction Business Act in May 2022.

We believe this collaboration with PKSHA will significantly contribute to realizing our group's vision of "a world where everyone has access to real estate investment." It will achieve this by promoting business improvement within the analog real estate industry and by resolving information asymmetry (lack of transparency).

Moving forward, this service will serve as the first phase in the successive deployment of AI agent-driven services. This expansion will include handling inquiries from residents and providing various proposals to property owners. The business utilization of generative AI will be promoted through collaboration across all group companies. This will lead to a review of significantly changing internal operations, allowing employees to concentrate on enhancing service quality, making improvements, and developing new services. This focus is expected to strengthen competitiveness and contribute to the creation of new customer experiences and the further improvement of customer satisfaction.

— About PKSHA Technology

PKSHA's mission is "Shaping Future Software." With this mission, the company develops AI solutions and provides AI SaaS utilizing proprietary machine learning and deep learning algorithms, aiming to build future relationship between businesses and individuals. Leveraging a diverse range of technologies, including automated response powered by natural language processing, image/video recognition, and predictive modeling, PKSHA delivers solutions tailored to specific customer issues. Furthermore, through the deployment of AI SaaS addressing common issues, the company multifacetedly supports the social implementation of software, striving for a prosperous society where people and software evolve together.

<Company Profile>

Company Name: PKSHA Technology Inc.

Representative: Katsuya Uenoyama, Representative Director

Location: Hongo Segawa Bldg., 2-35-10 Hongo, Bunkyo-ku, Tokyo

Business Activities: Algorithm licensing business

Listing Market: Tokyo Stock Exchange Prime Market

— About Shinoken Group

With the vision of being a "Life Support Company for All Generations Worldwide," our group operates as a company dedicated to solving social challenges, providing services that support the lives and lifelong journeys of our customers. These services include safe and secure housing, essential life infrastructure such as energy supply, nursing care services, and after-school day services, for children, youth, seniors, and individuals with disabilities and their families.

< Company Profile >

Company Name: Shinoken Group Co., Ltd.

Representative: Takashi Tamaki, President and Representative Director

Location:

Tokyo Headquarters: Nippon Life Hamamatsucho Crea Tower, 2-3-1 Hamamatsucho, Minato-ku, Tokyo

Fukuoka Headquarters: Acros Fukuoka, 1-1-1 Tenjin, Chuo-ku, Fukuoka City

Business Activities: Management of subsidiaries (Pure holding company)

*) Based on our company's research, April 2025

A life support company for every generation across the world



Inquiries regarding this release

PR office, Shinoken Group, Co., Ltd.

2-3-1, Hamamatsucho, Minato-ku, Tokyo

TEL. +81-3-5777-0089

MAIL. skg_pr@shinoken.co.jp