

# Financial results briefing Materials

(Briefing event was held on 24 May in Japanese  
This is English translation materials)

(Our Business Model and Strategy 2022)

***Property Data Bank, Inc.***

**2022/5/24**

**Securities code 4389**

(2022/4~2023/3)

- Summary for Fiscal Year March 2022
- Topics of Fiscal Year March 2022
- Mid-term management plan
- Appendix

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Both amount of sales and stage profit increased compared to the previous fiscal year

Achieved the highest profit since we founded

Because our target market tends to recover investment for IT strategies, which had temporarily refrained under uncertain situation due to the spread of COVID-19, both amounts of sales and profits at each stage have increased compared to the previous fiscal year.

Average monthly Cloud service fees increased stably (+11.3% year-on-year, 143 million)

# Income statement (Year-on-year)

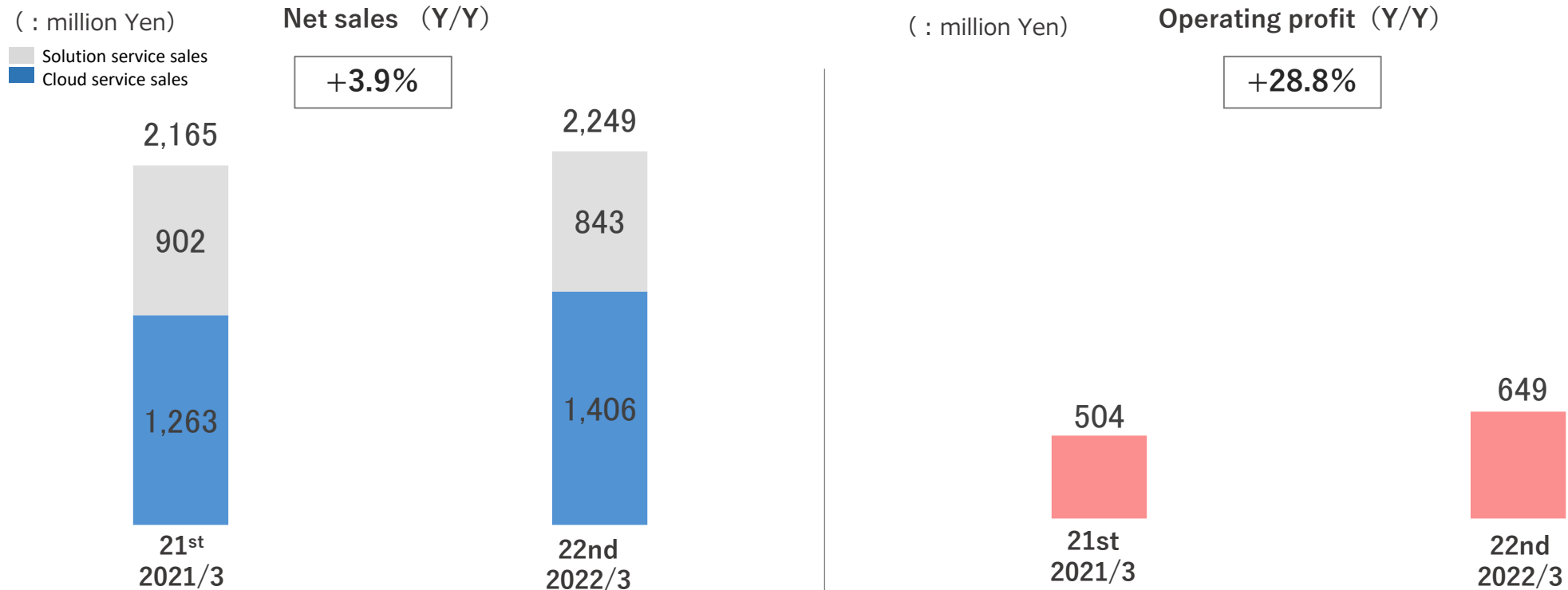
	2021/3	2022/3		
( : Million Yen)	2020/4 - 2021/3	2021/4 - 2022/3	Change	Ratio
<b>Net Sales</b>	<b>2,165</b>	<b>2,249</b>	+83	+3.9%
Cloud services	1,263	1,406	+143	+11.3%
Solution services	902	843	△59	△6.6%
<b>Gross profit</b>	<b>1,068</b>	<b>1,274</b>	+206	+19.3%
Gross profit margin	49.3%	56.7%	-	-
Selling, general and administrative expenses	<b>564</b>	<b>625</b>	+61	+10.9%
<b>Operating profit</b>	<b>504</b>	<b>649</b>	+144	+28.8%
Operating profit on sales	23.3%	28.9%	-	-
<b>Ordinary Income</b>	<b>519</b>	<b>652</b>	+132	+25.5%
<b>Net income</b>	<b>350</b>	<b>448</b>	+98	+28.0%

※ Truncated less than a Million

# Net sales and Gross profit

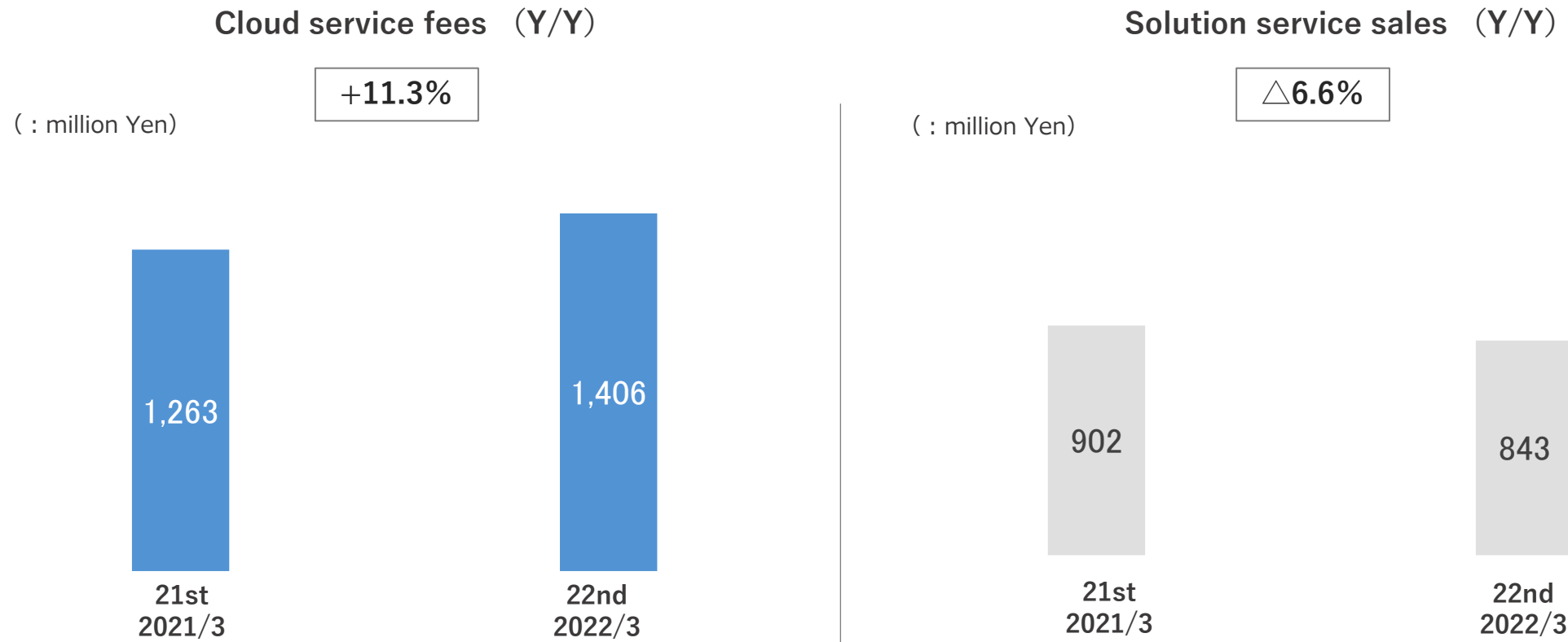
Net sales were +83 million yen (up 3.9%) and operating profit was +144 million yen (up 28.8%)

- Sales of cloud services steadily increased by 143 million (up 11.3%)
- Solution service sales decreased in sales -59 million yen (down 6.6%) due to prolonged impact of the spread of COVID-19 infections in some projects
- Operating income increased by ¥144 million (up 28.8%)



# Cloud service fees and Solution service sales *Property Data Bank, Inc.*

Cloud service fees +143million Yen, +11.3% year-over-year  
Solution service sales was  $\triangle$ 59million Yen,  $\triangle$ 6.6% year-over-year

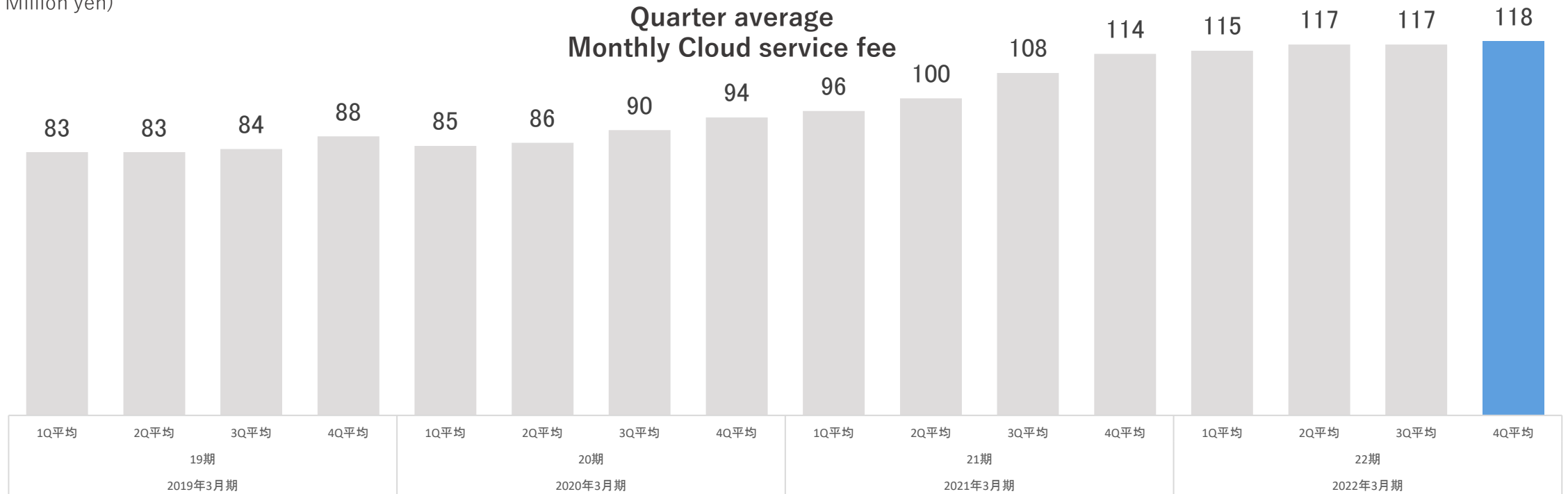


※ Truncated less than a Million

# 【KPI】 Monthly Cloud service fee (Quarter average) *Property Data Bank, Inc.*

Monthly Cloud service fee increased steady

( : Million yen)



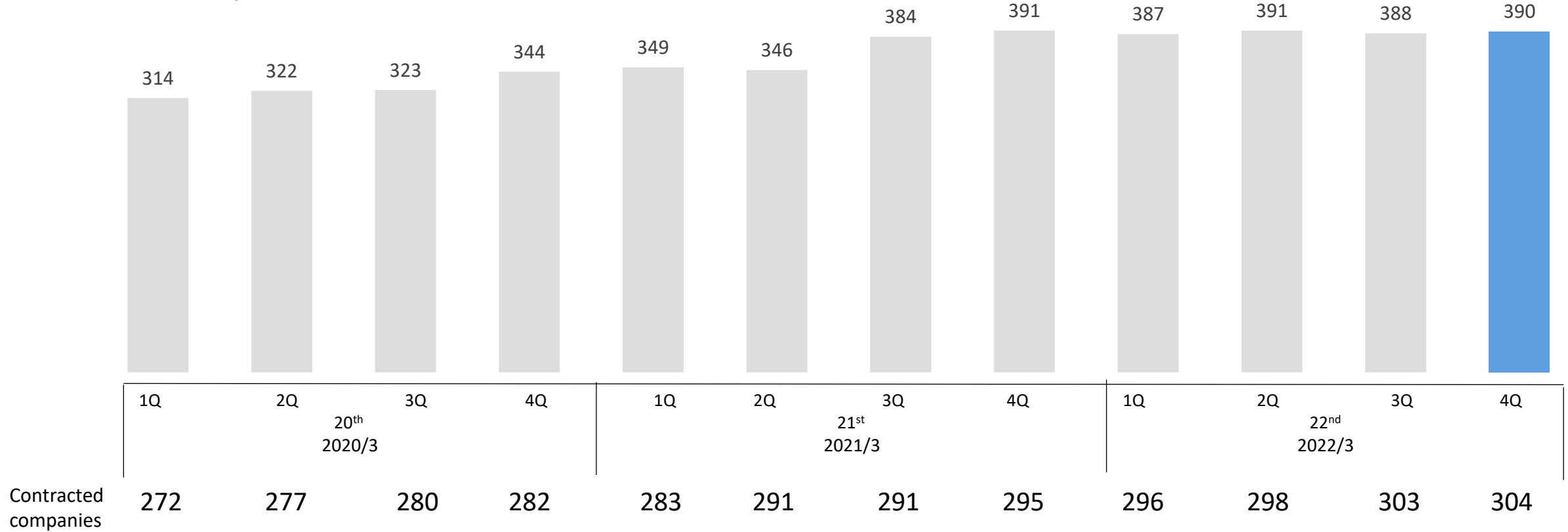


# Monthly Cloud service per company

Average of Monthly Cloud service per company  $\Delta 0.2\%$   
 +2 thousands yen (+0.7%) from previous Quarter

Monthly Cloud service per company

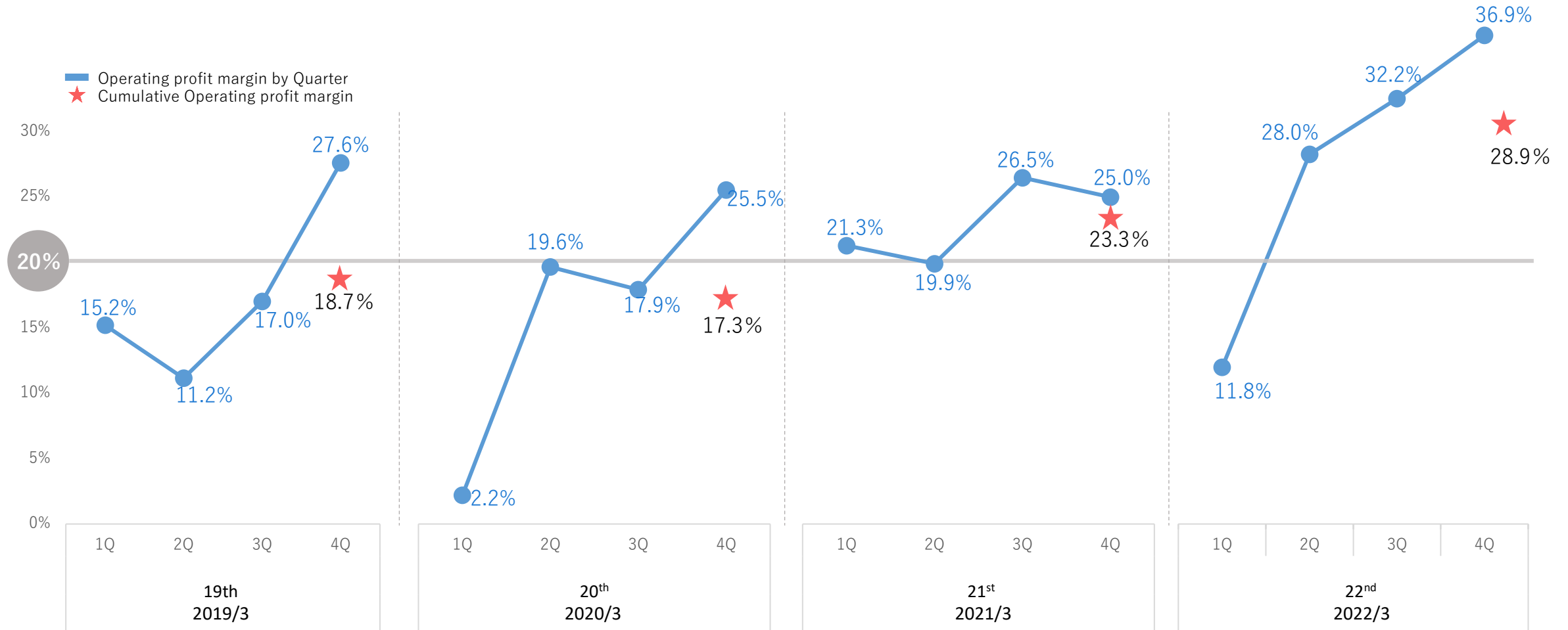
( : Thousand yen)



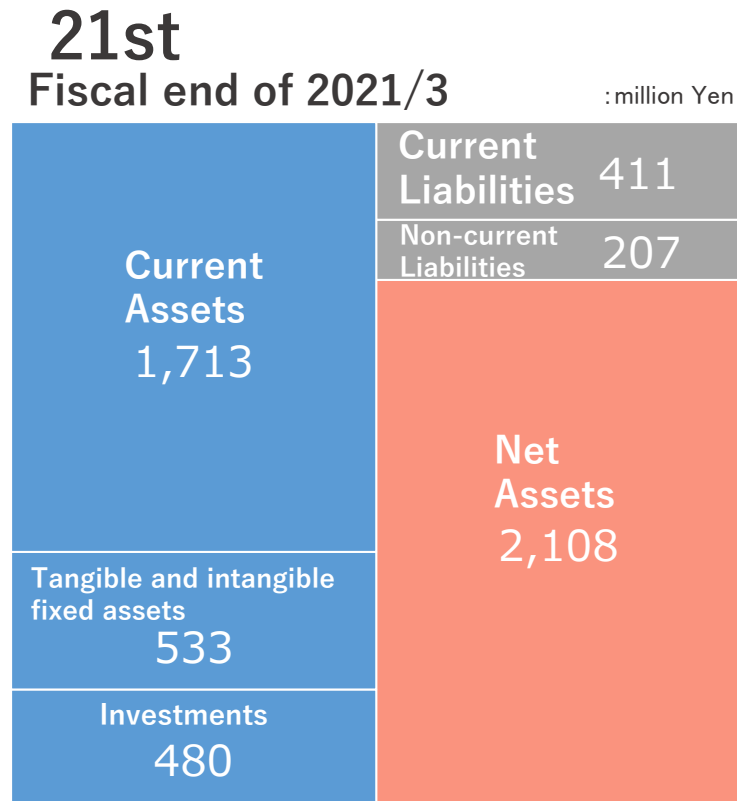
※ Truncated less than a Million

# 【KPI】 Operating profit margin by Quarter

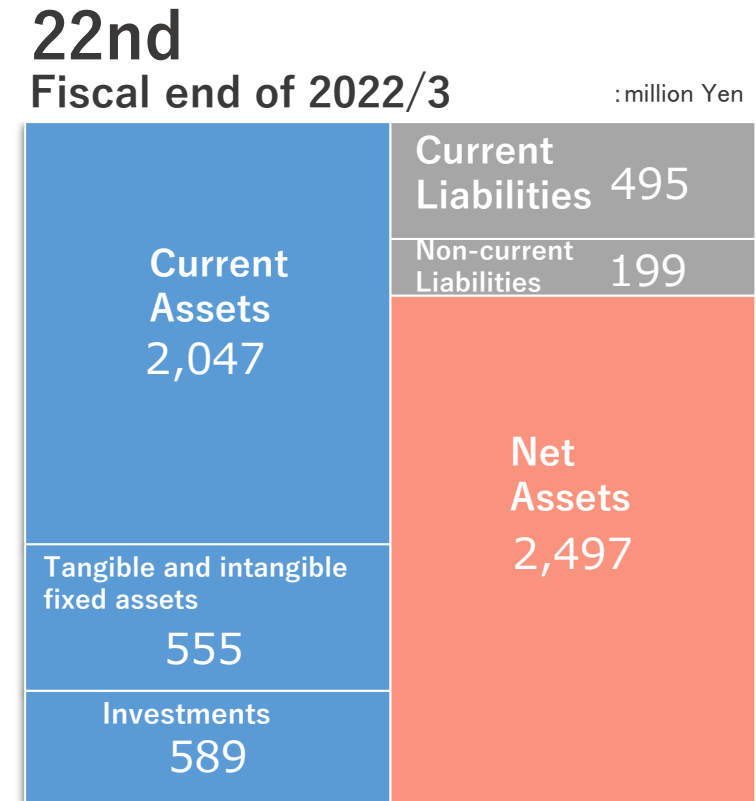
Operating profit margin for the Forth quarter 2022/3 was 36.9%  
A cumulative operating profit margin keeps target figure of 20%.



Equity ratio keeps stable level as 78.2%



**Total Assets 2,727**  
**Equity ratio 77.3%**

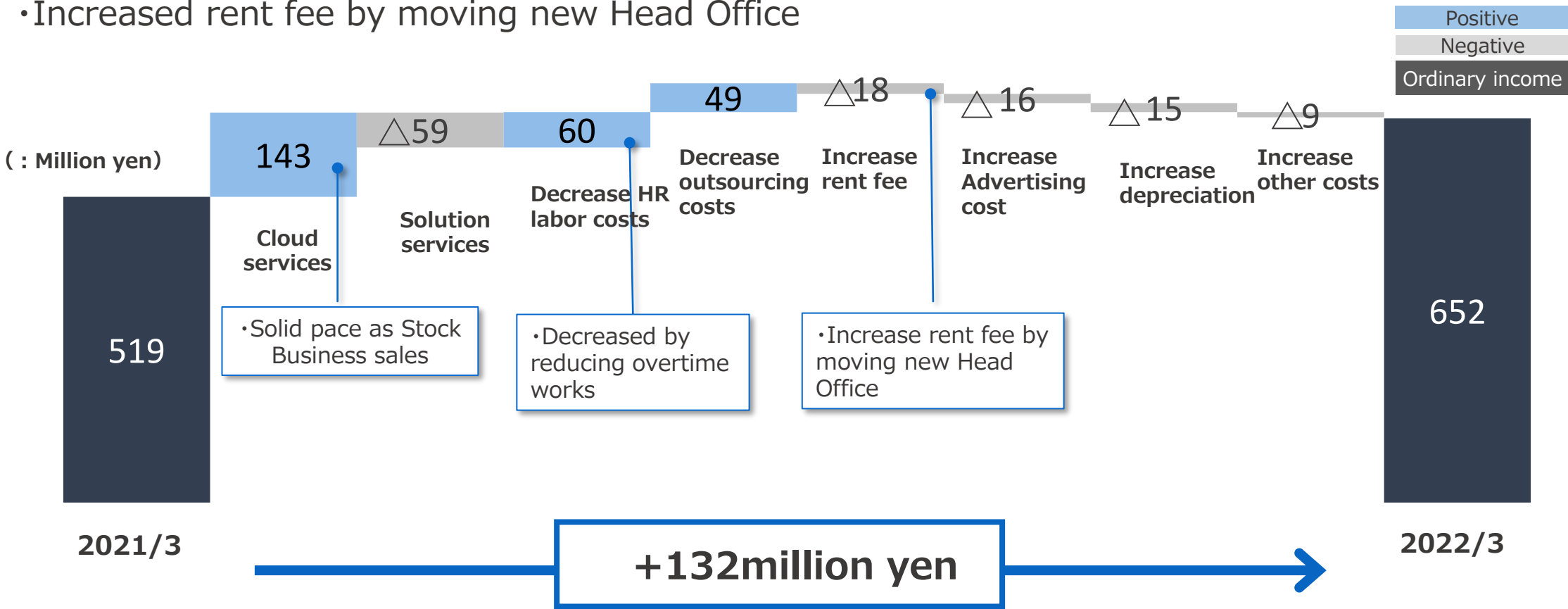


**Total Assets 3,192**  
**Equity ratio 78.2%**

# Waterfall chart of Ordinary income

## Ordinary income increased +132million yen(+25.5%)

- Increased Cloud services sales by increasing new customer and additional orders from existing customer
- Decreased Solution services sales affected by Covid-19 impacts
- Decreased outsourcing fees by cost control
- Increased rent fee by moving new Head Office



※ Truncated less than a Million

# Statement of Cash Flows

**Property Data Bank, Inc.**

(: Million yen)	21st	22nd
	2021/3	2022/3
Cash and cash equivalents, beginning of the year	934	1,412
CF from Operating activities	1,025	411
CF from Investing activities	△386	△352
CF from Financing activities	△161	△82
Cash and cash equivalents	1,412	1,388

Details:		2022/3
CF from Operating activities	Quarter net profit before Tax	652
	Increase in receivables	△385
	Depreciation	261
CF from Investing activities	Acquisition of intangible fixed assets	△246
CF from Financing activities	Dividends paid	△69

While securing internal reserves for strengthening the management base and actively developing business, will decide returning profits to shareholders, taking into account the financial situation, business results, and cash flow

## Year-end dividend forecast

<b>2022/3 (Plan)</b>	<b>16.00 Yen per share</b>	<b>Dividend Payout Ratio 20.6%</b>
<b>2023/3 (Forecast)</b>	<b>18.00 Yen per share</b>	<b>Dividend Payout Ratio 19.9%</b>

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## Multiple asset management companies chose our service

Multiple asset management companies with various types of real estate chose our service @Property. Despite Covid-19 disasters, real estate fund management needs remain high, and seamless business-to-business collaboration at @Property is valued

The trend of DX promotion by companies is also a tailwind for the introduction of our services.

## CASA COLOR JAPAN Inc. has started to use "Speed ANSWER"

The company has developed a hair color specialty store "CASA COLOR" and has achieved 100 stores at a speed in the first two years since its establishment, mainly opening stores in commercial facilities, and now has more than 108 stores nationwide, and is establishing the industry's no. 1 position.

For the company, which aims to further expand its business in the future, started full-scale use of its services with the aim of realizing "speedy and low-risk store opening judgment" in store development operations

## Concluded a basic agreement on consideration of business alliance with RESTAR, Inc.

We have started to consider service collaboration with REMETIS, an information platform for real estate operators and investors provided by RESTAR, Inc. Through service collaboration, we will consider new services and functions in earnest in the future by mutually utilizing the function that can quickly and easily check and analyze surrounding land price information, public notice information, property sales information, etc. on a map basis of "REMETIS" and databases such as managed property information accumulated in large quantities at "@Property" according to customer's wishes

## BIM collaboration function started for the next generation Real Estate management

BIM data linked to "@Property" from "Autodesk ® Revit ®" provided by Autodesk, Inc. Launched as a new optional feature and started to introduce to customers



Topics of Fiscal Year March 2022/Establishment of a subsidiary **Property Data Bank, Inc.**

## Establishment of a jointly funded subsidiary "Property Data Science, Inc."

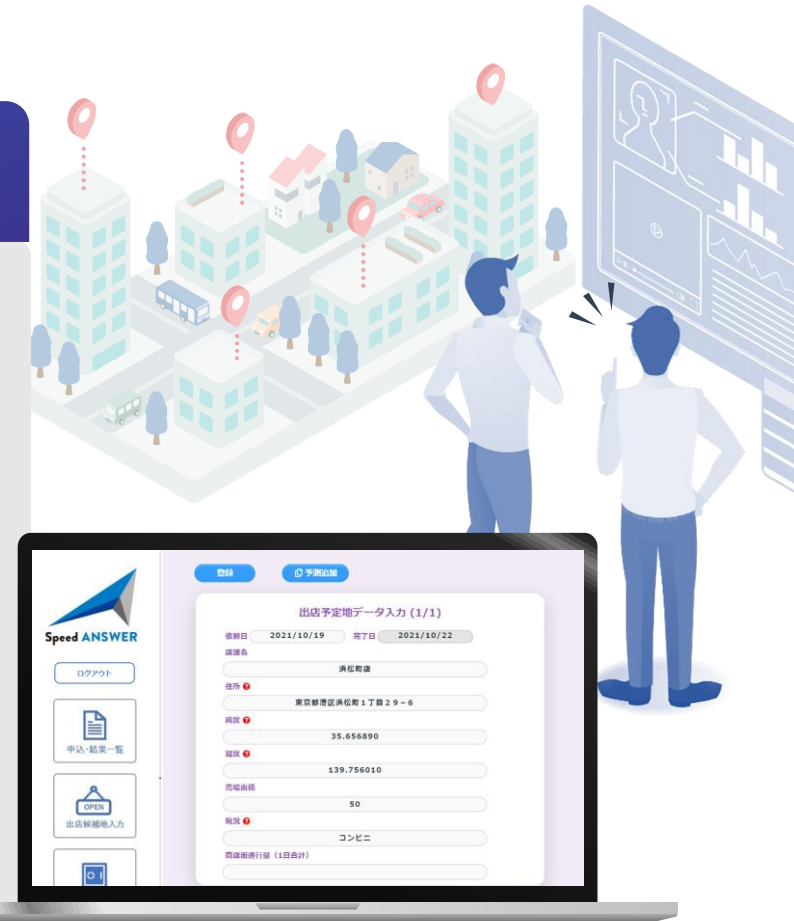
Providing "Speed ANSWER" to dramatically improve the efficiency of forecasting store openings for companies with multiple stores

### Affinity with cloud service know-how cultivated over many years

We have established a subsidiary specializing in data analysis for the purpose of providing new value with cloud operation obtained with Property Data Bank to meet increasing data-driven demand utilizing our know-how.

We have started to provide sales prediction cloud services using exclusive data scientists and AI, etc., and plan to release services utilizing real estate data of @property in the future.

As a consolidated subsidiary, we expect synergies with Property Data Bank and aim to expand our business.



## Notice Regarding Acquisition of FUJI TECHNOS Co. Ltd. (new subsidiary)

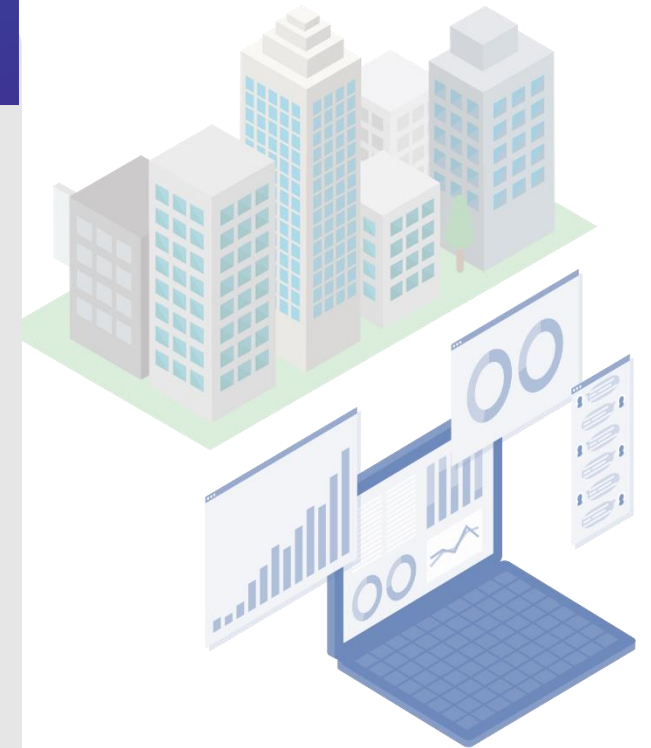
Fuji Technos Co., Ltd. has abundant experience and advanced technology related to the digitization of real estate-related documents.

From April 2022, the company name has been changed to Property Data Technos Co., Ltd. and will develop real estate document management solutions in various fields.

### Responding to the need for digitalization of real estate document management

DSmartPro, a real estate document management solution, is our target market used by many clients of real estate investment management companies (REITs, funds).

Document digitization is the cornerstone of all DX drives, and the need is growing rapidly. The real estate market requires enormous work and knowledge of real estate documents which created in the past. Such a deep knowledge also is needed to digitize documents. Under these circumstances, we believe that the synergistic effect of Property Data Technos' abundant experience and technology, our knowledge of the operation and management of real estate and facilities, and our deep customer base will contribute to further improvement of customer convenience and further promotion of the real estate DX platform.



## Head office relocation and Osaka workplace opened

### Establishment of bases to expand business and strengthen customer response capabilities

#### ● Head Office relocation

Expand floor space in anticipation of business expansion and consolidate functions on the same floor for further improve productivity

#### ● Workplace opened

In response to the increase in orders for large-scale projects in the western Japan area, we newly opened Osaka Workplace with the aim of further strengthening our customer response capabilities. Aiming to further improve customer satisfaction and acquire new customers



Head Office : 1-30-5 Hamamatsucho,  
Minato-ku, Tokyo  
Hamamatsucho Square

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Target and highlight
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**Changed the Medium-term Management from a 3-year rolling to a 5-year fixed**

**In addition to further expanding the functions provided through the PDB Group, we will expand into new fields.**

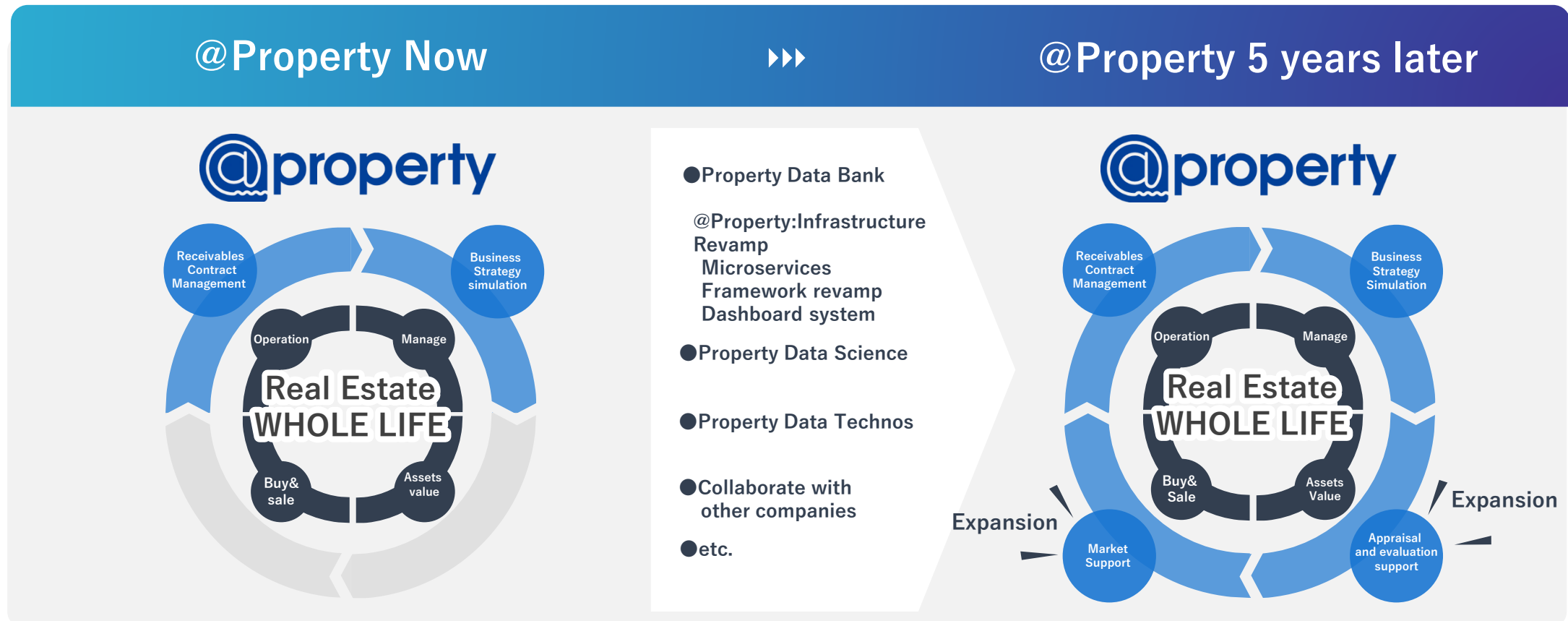
**Fully covered “Real Estate WHOLE LIFE ”**

**Aiming for sales 7.5 billion yen and operating profits 1.7 billion yen in five years**

**PDB creates “Real Estate DX Platform” which can support basic of customer business by digitalize all Real Estate information**

## @Property and Real Estate WHOLE LIFE

Full coverage of real estate WHOLE LIFE \* with @Property representing the life until "acquisition, management, and sale" of real estate assets held by companies, etc. Challenging to be a real estate DX platform that supports the business from the foundation, closely related to the life of customers' real estate assets. In addition to revamping the foundation of @Property, we will expand our business through synergies with group companies and cooperative companies



\* Real Estate WHOLE LIFE = represents the life of real estate assets. Whole Life Cost, a new concept to replace LCC(Life Cycle Cost), is based on an international concept that manages and evaluates expenses and income over the life of real estate assets held by companies, etc., and evaluates efforts to improve the value of assets.

## Real Estate Market Support Platform for Corporations

Realize a highly transparent corporate real estate market support platform by utilizing the amount of real data accumulated in @Property

### Development of real estate market support for corporations

- **Property Data Science**

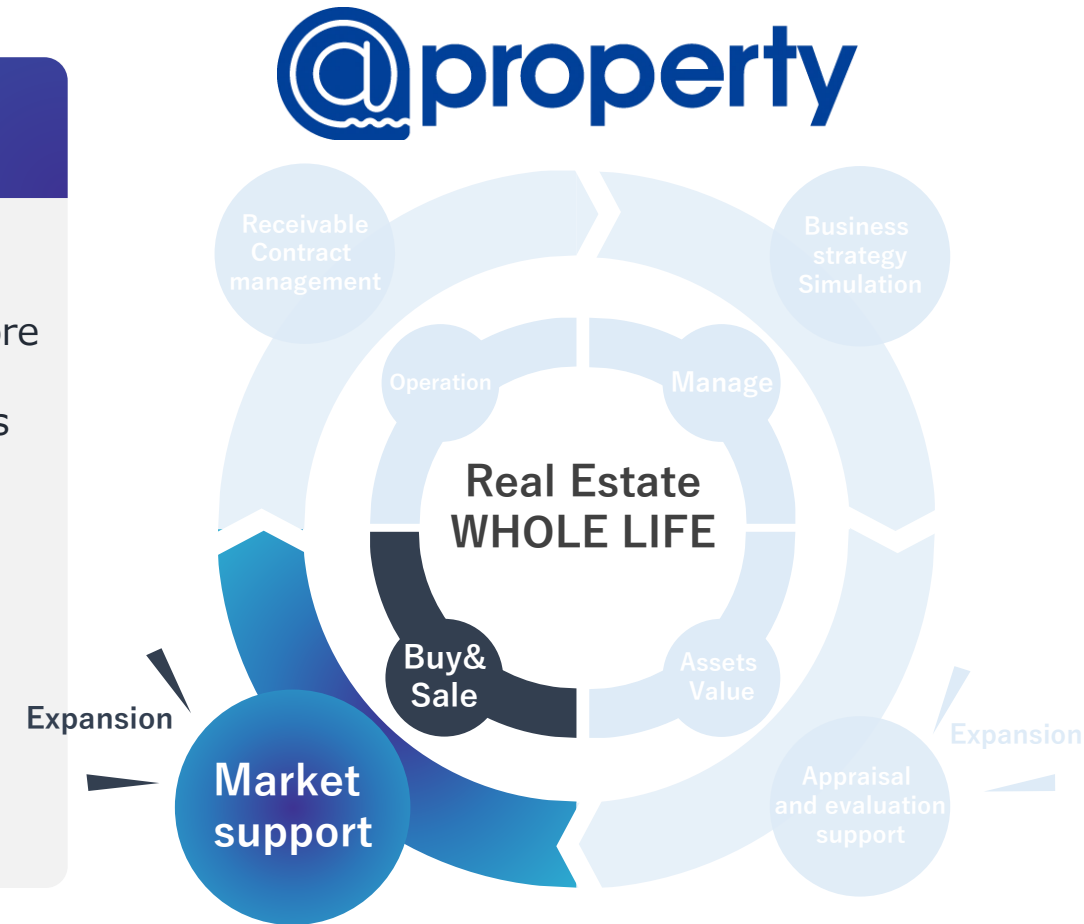
Utilizing the know-how cultivated in appropriate price analysis, store opening forecast analysis, business forecast analysis, etc., we estimate highly transparent real estate prices and create synergies with @property

- **Property Data Technos**

Supporting the smooth distribution of real estate information through the digitization of real estate management documents

- **etc.**

Establish a new business category and a new company that fully covers Real Estate WHOLE LIFE





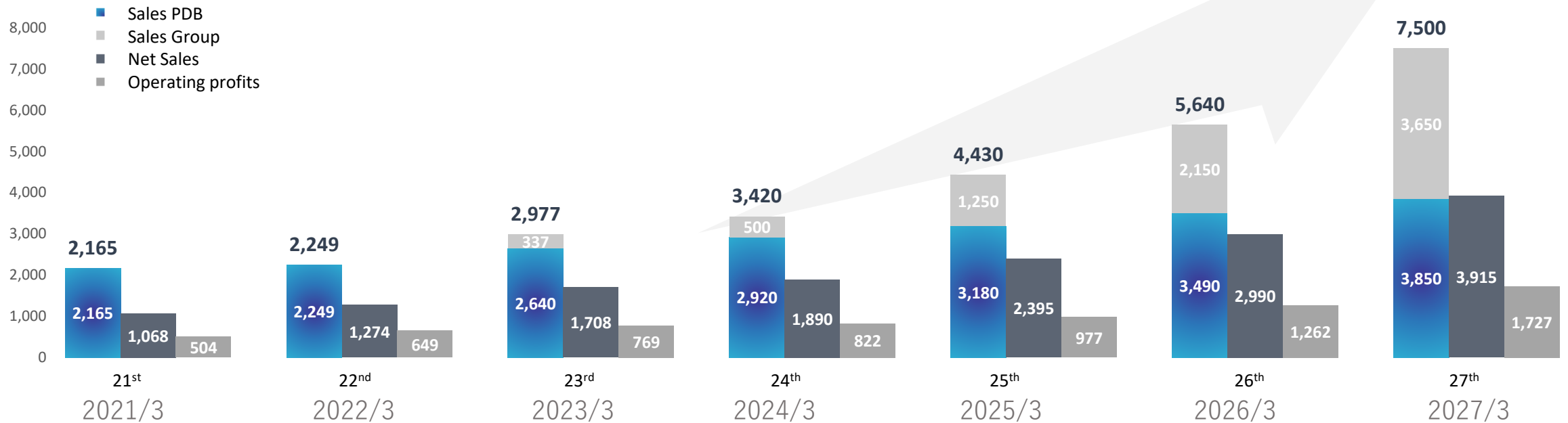
## Five years from now, we will aim to exceed sales of 7.5 billion yen and operating profits of 1.7 billion yen

Property Data Bank (PDB) continues to grow at an average annual rate of more than 10% over five years through expanding its customer base

On the other hand, Group companies including Property Data Science and Property Data Technos, which will become consolidated subsidiaries from this fiscal year, will accelerate their customer expansion pitch against the backdrop of promoting collaboration with PDB and expanding the market environment. In addition, we have expanded the function to fully cover the real estate WHOLE LIFE\* with @ Property, which realize a real estate distribution support platform.

\* Real Estate WHOLE LIFE = represents the life of real estate assets. Whole Life Cost, a new concept to replace LCC(Life Cycle Cost), is based on an international concept that manages and evaluates expenses and income over the life of real estate assets held by companies, etc., and evaluates efforts to improve the value of assets.

( : Million Yen)



Results(Non-consolidated)

Mid-term management plan 5year(Consolidated)



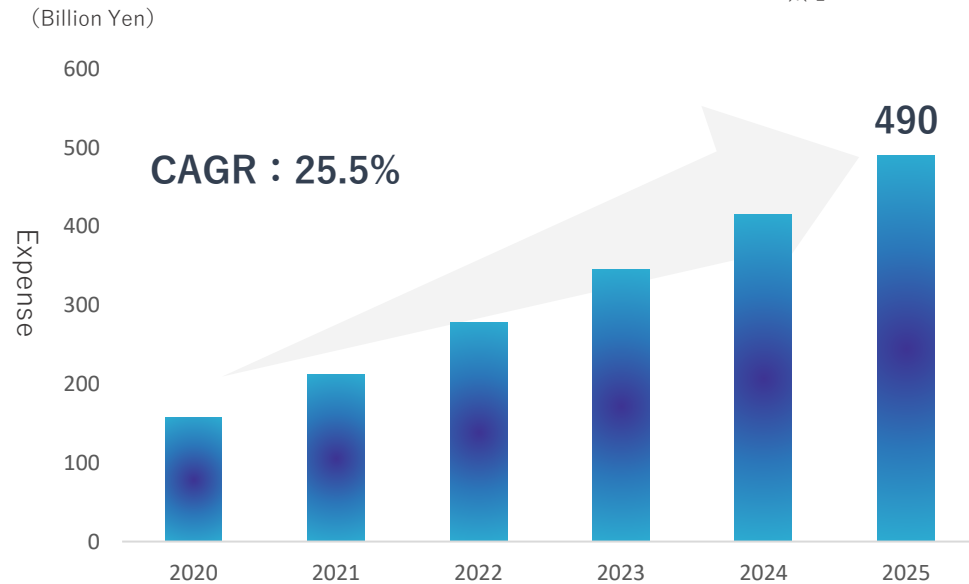
# Assumption of Consolidated Performance Targets *Property Data Bank, Inc.* (Market Growth Potential)

Domestic Artificial Intelligence (AI) Market is expected to expand centered on Data Management and Analytics  
Digitalization is progressing rapidly from analog management mainly based on paper, and it is a tailwind for DX

## Property Data Science, Inc.

### Growing domestic AI system market

Domestic AI system market Expenditure: 2020~2025  
※ 1



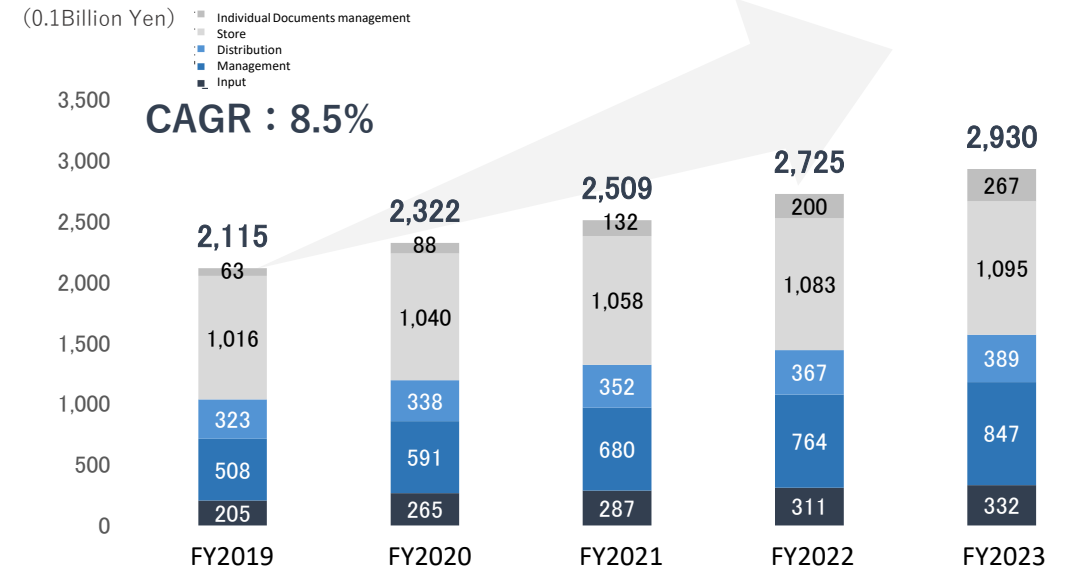
※1 IDC Japan 「AI System Market forecast , 2021~2025」 (2021/6/2)

※2 (2021)report from JIIMA

## Property Data Technos, Inc.

### The market size for document information management is Approaching 300 billion yen in fiscal 2023

Document Information Management Products, Services and  
Solutions Market (Actual Results and Forecasts) ※ 2



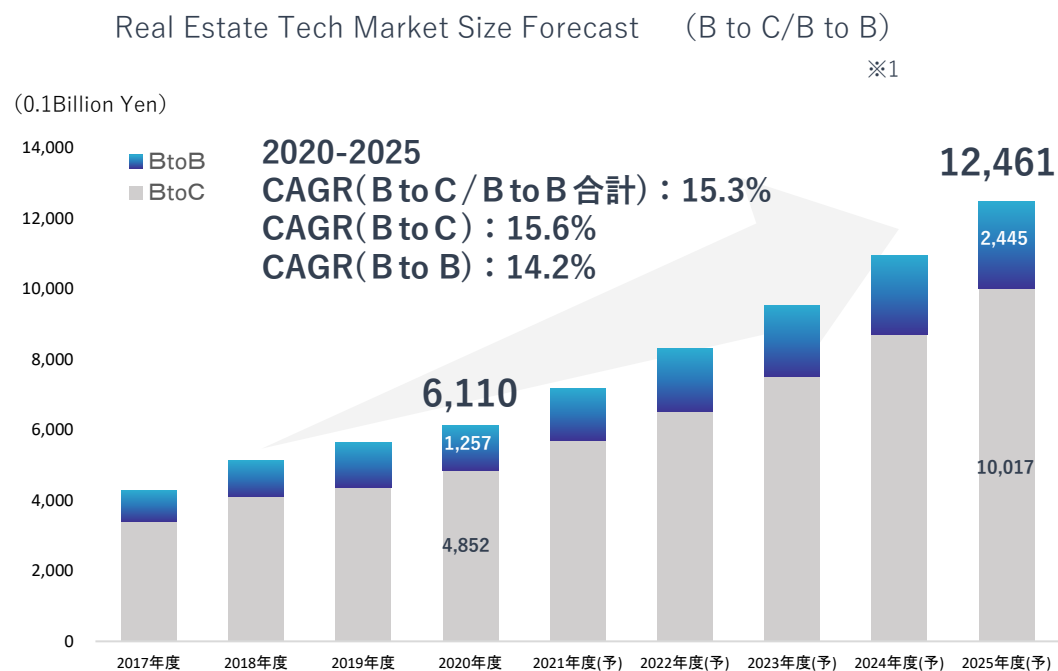
# Assumption of Consolidated Performance Targets *Property Data Bank, Inc.* (Market Growth Potential)

There are already players who are growing rapidly in the field of real estate brokerage in the United States, and it is estimated that the wave will come to Japan in the future.

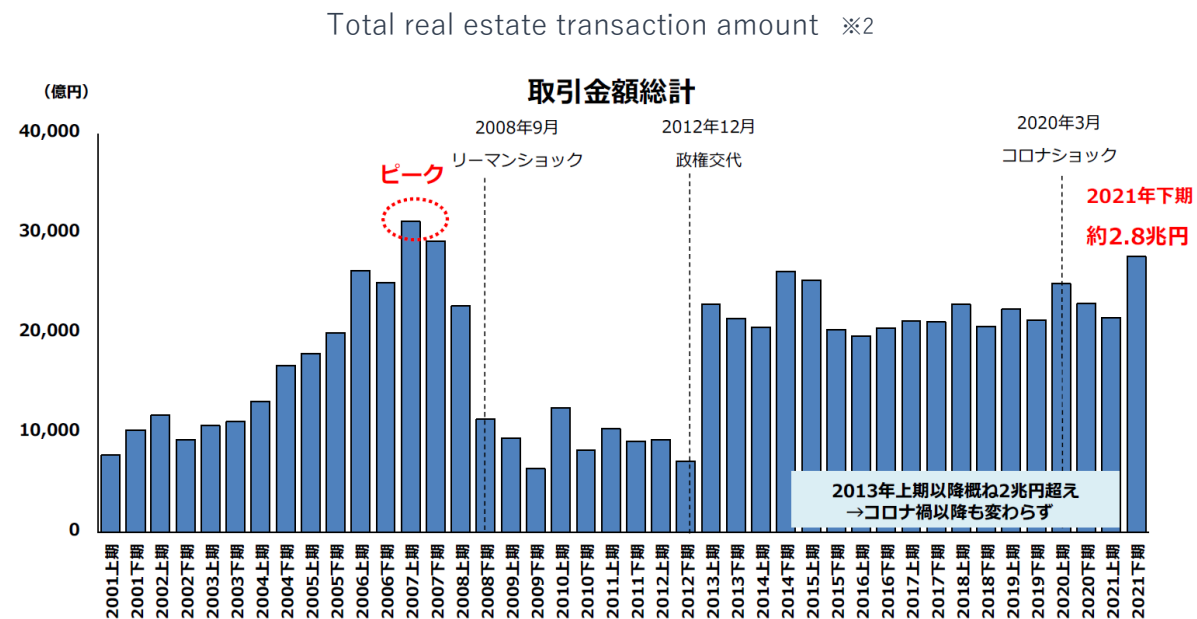
Since the scale of the BtoC real estate tech market (including the real estate matching market) is expected to expand, similar movements are expected in BtoB as well.

## Real Estate Market support

### Expansion of the BtoB Real Estate Tech Market



### The transaction amount of investment real estate and business real estate is Moving at around 2 trillion yen for half a year



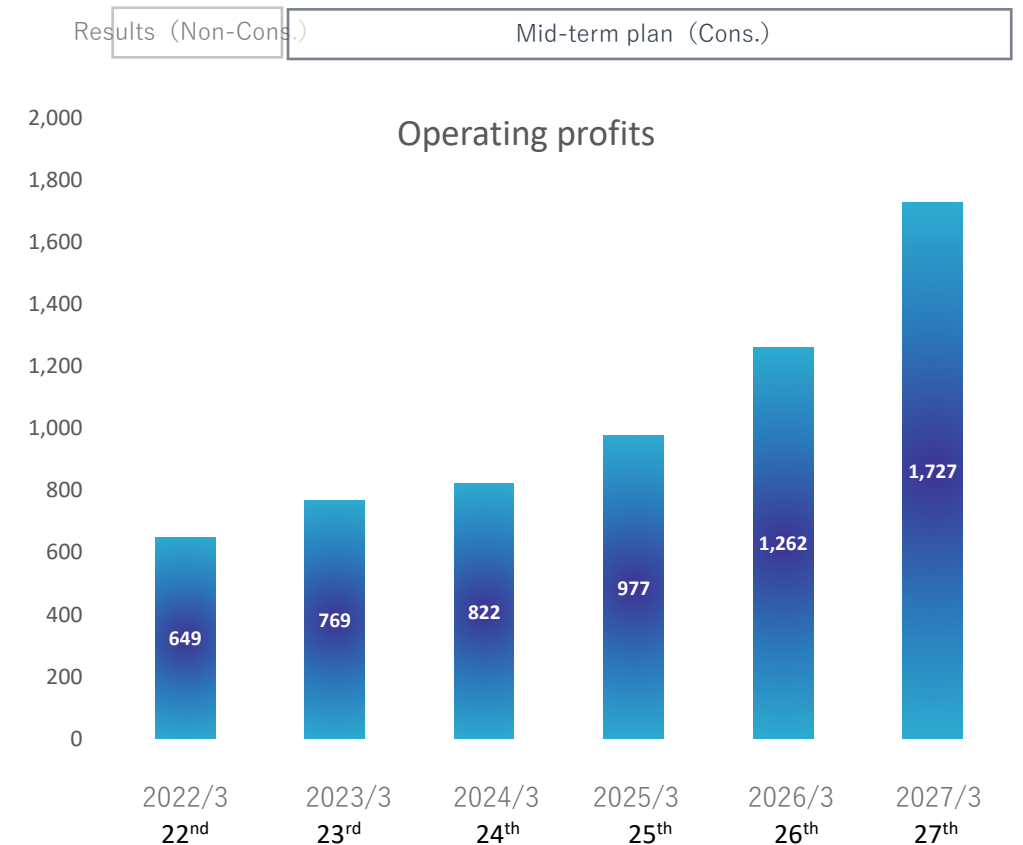
※1 Report from Yano Research Institute Inc. (2021/7)

※2 Report from Japan Institute of Real Estate Research (2022/3/31)

# Consolidated Performance Targets (profit at each stage)

**Increase our corporate value by expanding its functions and enlarging into new areas**

	Results (Non-Cons.)	Mid-term plan (Cons.)				
( : Million Yen)	22nd 2022/3	23rd 2023/3	24th 2024/3	25th 2025/3	26th 2026/3	27th 2027/3
<b>Net Sales</b>	1,274	1,708	1,890	2,395	2,990	3,915
<b>Selling, general and administrative expenses</b>	625	939	1,067	1,417	1,727	2,187
<b>Operating profits</b>	649	769	822	977	1,262	1,727
<b>Ordinary incomes</b>	652	769	822	977	1,262	1,727
<b>Net income</b>	448	523	559	664	858	1,174



# 5-year Consolidated Statements of Income

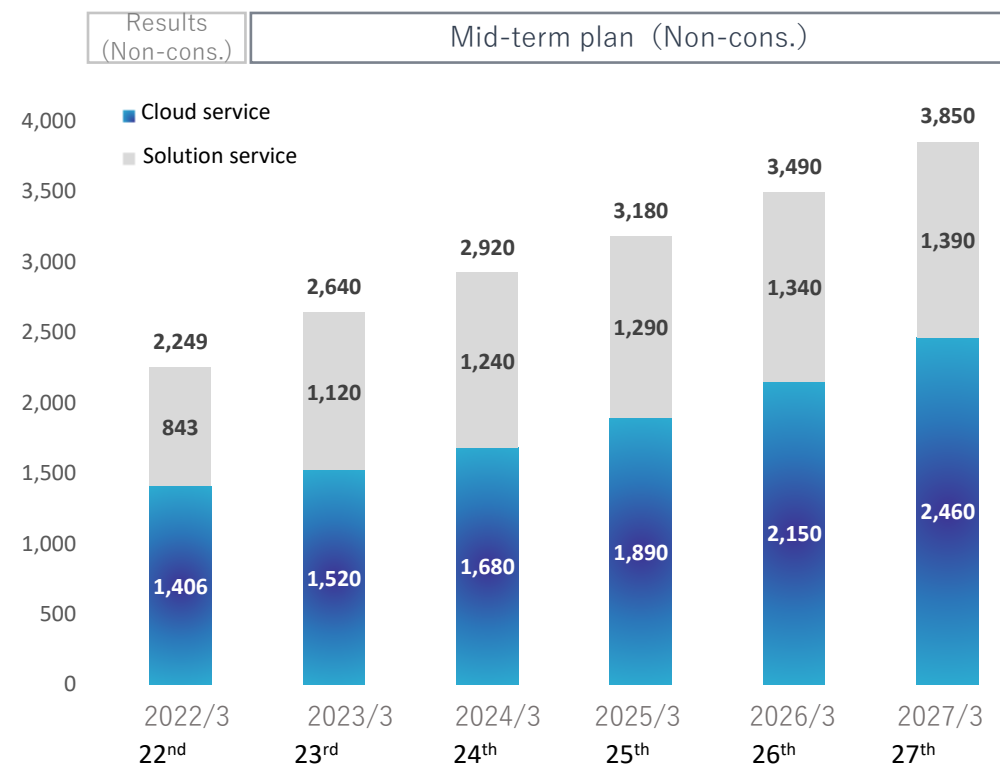
**Implement various measures from a medium- to long-term perspective and expand the scale of profits**

		Results (Non-Cons.)		Mid-term plan (Cons.)									
		22nd 2022/3		23rd 2023/3		24th 2024/3		25th 2025/3		26th 2026/3		27th 2027/3	
(: Million Yen)		Results	Change	Plan	Change	Plan	Change	Plan	Change	Plan	Change	Plan	Change
<b>Sales</b>		<b>2,249</b>	<b>+83</b> <b>+3.9%</b>	<b>2,977</b>	<b>+728</b> <b>+32.4%</b>	<b>3,420</b>	<b>+442</b> <b>+14.9%</b>	<b>4,430</b>	<b>+1,010</b> <b>+29.5%</b>	<b>5,640</b>	<b>+1,210</b> <b>+27.3%</b>	<b>7,500</b>	<b>+1,860</b> <b>+33.0%</b>
<b>PDB Only</b>	Cloud service	1,406	<b>+143</b>	1,520	<b>+113</b>	1,680	<b>+159</b>	1,890	<b>+210</b>	2,150	<b>+260</b>	2,460	<b>+310</b>
	Solution service	843	<b>△59</b>	1,120	<b>+276</b>	1,240	<b>+120</b>	1,290	<b>+50</b>	1,340	<b>+50</b>	1,390	<b>+50</b>
<b>PDB Group</b>		—	—	337	<b>+337</b>	500	<b>+162</b>	1,250	<b>+750</b>	2,150	<b>+900</b>	3,650	<b>+1,500</b>
<b>Cost of Sales</b>		<b>975</b>	<b>△122</b>	<b>1,269</b>	<b>+294</b>	<b>1,530</b>	<b>+260</b>	<b>2,035</b>	<b>+505</b>	<b>2,650</b>	<b>+615</b>	<b>3,585</b>	<b>+935</b>
<b>Gross Profits</b>		<b>1,274</b>	<b>+206</b>	<b>1,708</b>	<b>+433</b>	<b>1,890</b>	<b>+181</b>	<b>2,395</b>	<b>+505</b>	<b>2,990</b>	<b>+595</b>	<b>3,915</b>	<b>+925</b>
(Gross Profit margin)		56.7%		57.4%		55.3%		54.1%		53.0%		52.2%	
<b>Selling, general and administrative expenses</b>		<b>625</b>	<b>+61</b>	<b>939</b>	<b>+313</b>	<b>1,067</b>	<b>+127</b>	<b>1,417</b>	<b>+350</b>	<b>1,727</b>	<b>+310</b>	<b>2,187</b>	<b>+460</b>
(Expenses ratio on sales)		27.8%		31.5%		31.2%		32.0%		30.6%		29.2%	
<b>Operating profits</b>		<b>649</b>	<b>+144</b>	<b>769</b>	<b>+120</b>	<b>822</b>	<b>+53</b>	<b>977</b>	<b>+155</b>	<b>1,262</b>	<b>+285</b>	<b>1,727</b>	<b>+465</b>
(Operating profits on sales)		28.9%		25.8%		24.1%		22.1%		22.4%		23.0%	
<b>Ordinary income</b>		<b>652</b>	<b>+132</b>	<b>769</b>	<b>+116</b>	<b>822</b>	<b>+53</b>	<b>977</b>	<b>+155</b>	<b>1,262</b>	<b>+285</b>	<b>1,727</b>	<b>+465</b>
(Ordinary income margin)		29.0%		25.8%		24.1%		22.1%		22.4%		23.0%	
<b>Net income</b>		<b>448</b>	<b>+98</b>	<b>523</b>	<b>+74</b>	<b>559</b>	<b>+36</b>	<b>664</b>	<b>+105</b>	<b>858</b>	<b>+193</b>	<b>1,174</b>	<b>+316</b>
(Net income ratio)		20.0%		17.6%		16.4%		15.0%		15.2%		15.7%	

As needs for IT in the real estate field become more sophisticated, we promote more systematic and activities for receiving continuous order on large-scale projects.

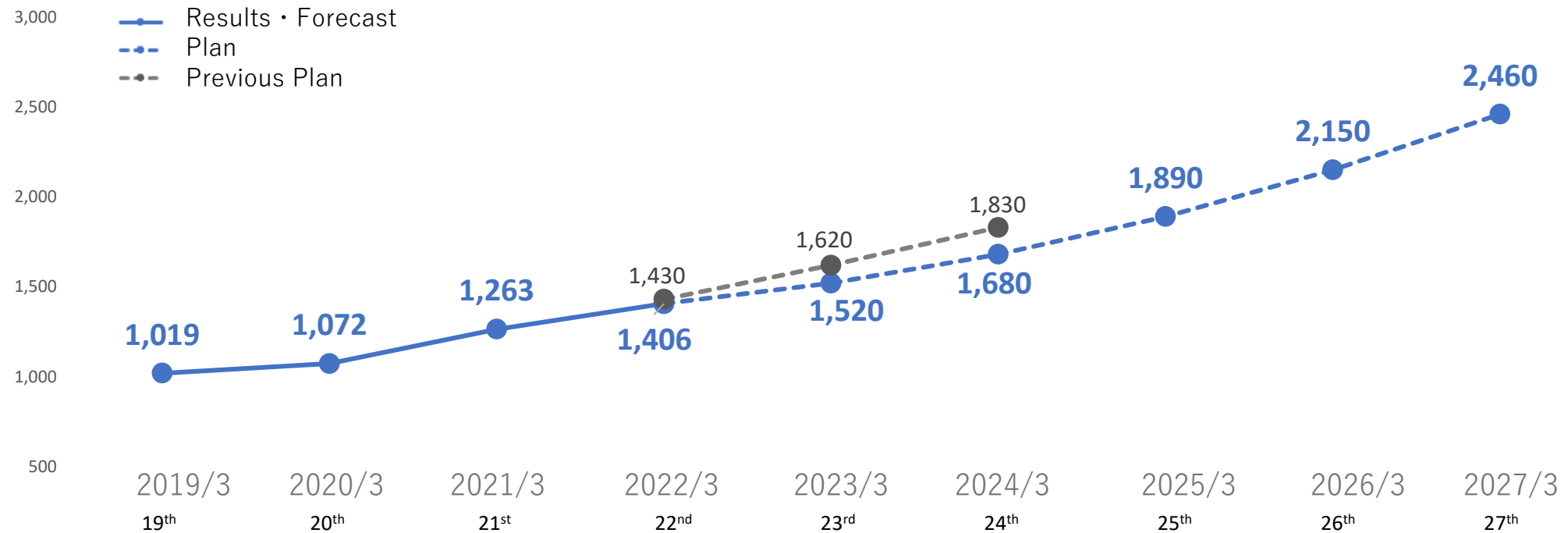
Aiming to renew sales for each fiscal year after the FY23rd following the FY22nd.

(: Million Yen)	Results (Non-cons.)	Mid-term plan (Non-cons.)				
	22nd 2022/3	23rd 2023/3	24th 2024/3	25th 2025/3	26th 2026/3	27th 2027/3
<b>Sales</b>	2,249	2,640	2,920	3,180	3,490	3,850
Cloud service	1,406	1,520	1,680	1,890	2,150	2,460
Solution service	843	1,120	1,240	1,290	1,340	1,390



**We will focus on further improving competitiveness in existing fields and developing strategic priority areas, Continuous expansion of revenue-driven our cloud services.**

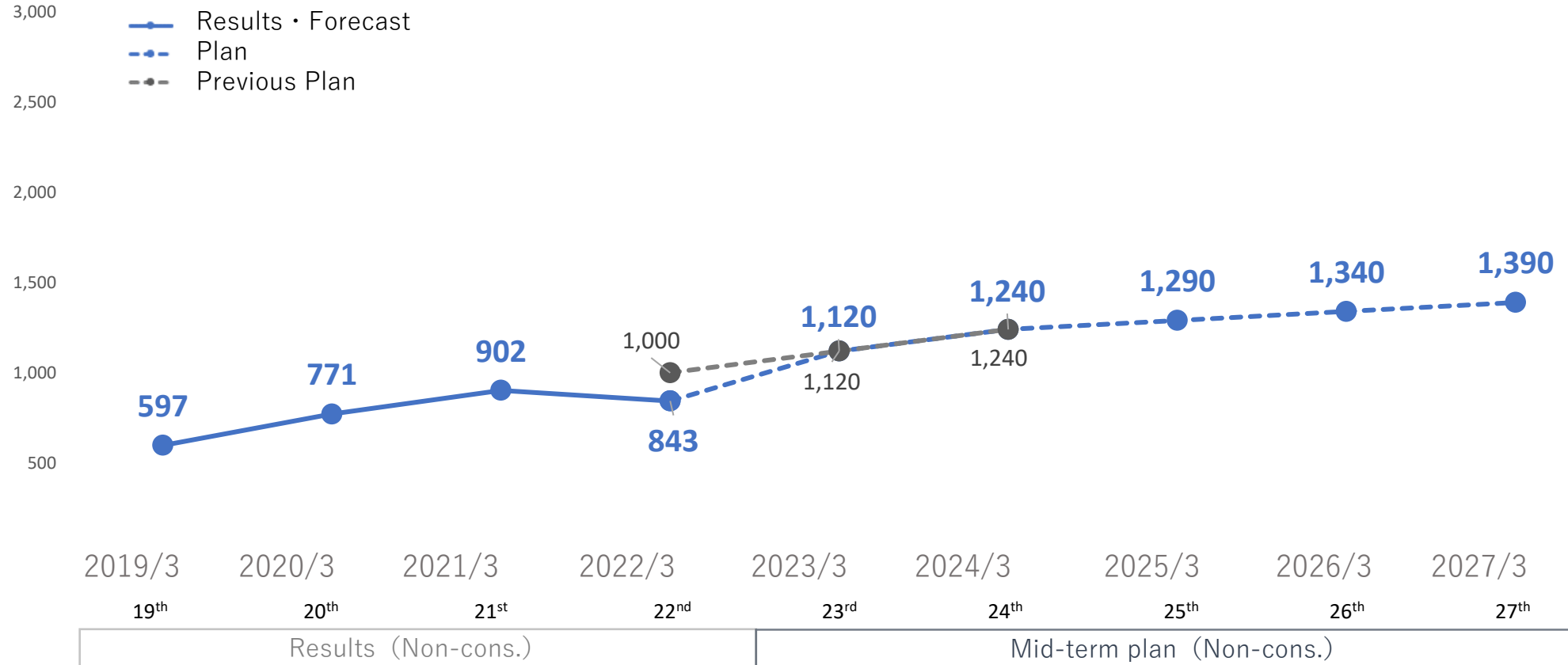
( : Million Yen)



Results (Non-cons.)	Mid-term plan (Non-cons.)
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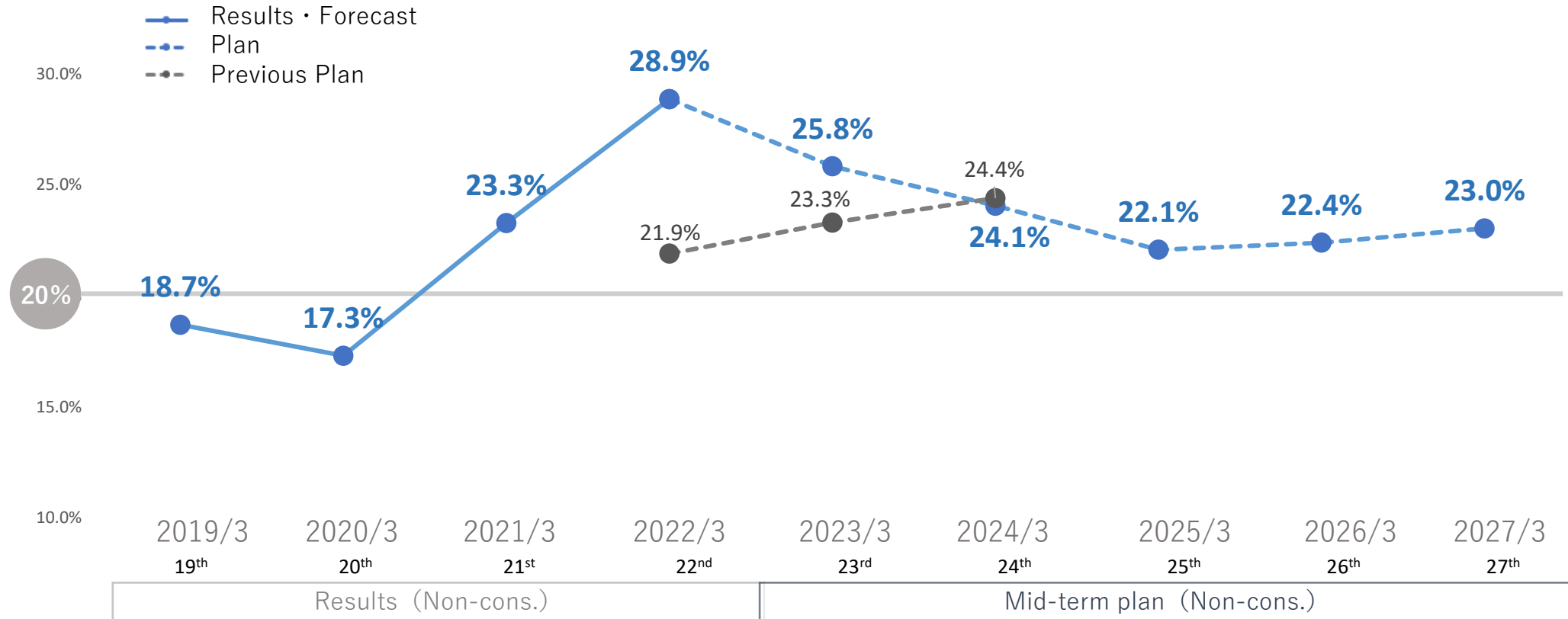
## Expand solution services and accelerate cloud service growth

( : Million Yen)



# 【KPI】 Operating profit margin accumulated at the end of the fiscal year

**Operating margin for the fiscal year ending March 31, 2027 will be 23.0%**  
**Securing a cumulative operating margin in the 20% range**

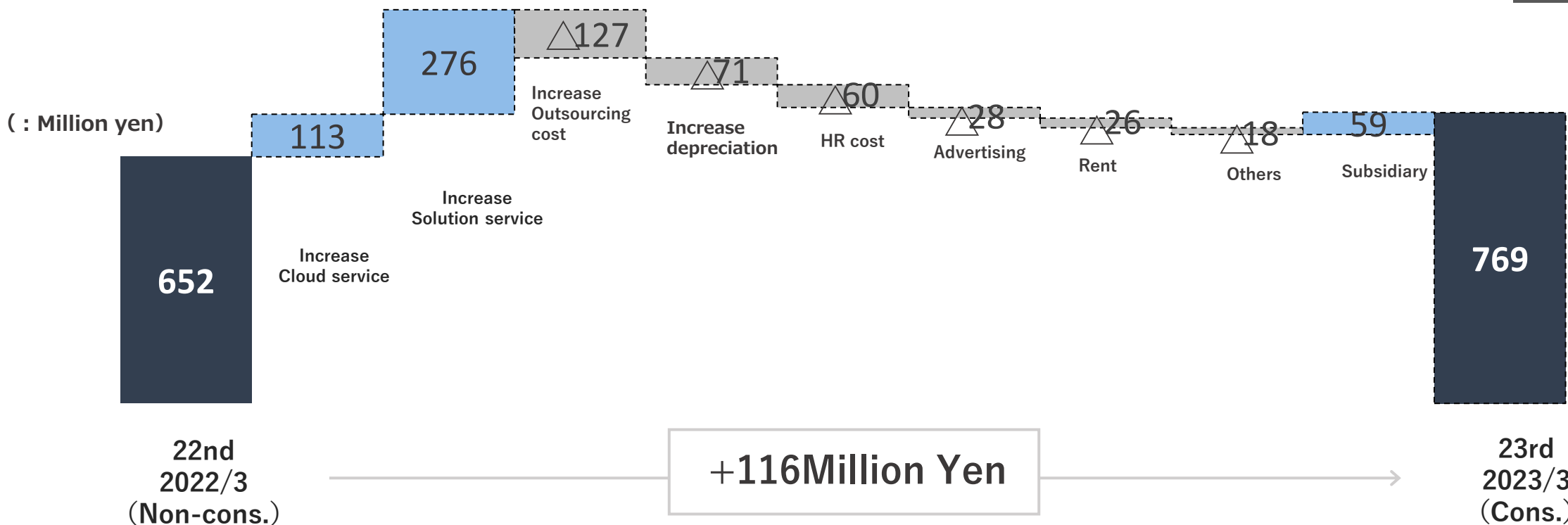
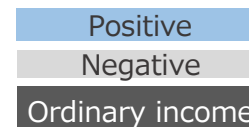




# Factors Contributing to Changes in Ordinary Income in the Earnings Forecast for the Fiscal Year 2022

**Ordinary income was 116 Million Yen (up 17.9%) year on year (compared to individual and consolidated) year on year.**

- Increased outsourcing costs due to increased solution services revenue
- Increase in depreciation and amortization expenses due to the development of new services and the upgrading of existing services
- Increase recruitment costs to continuously strengthen the organization
- Inclusion of profit and loss of subsidiaries accompanying the transition to consolidated financial results



※ Truncated less than a Million

## Roadmap for achieving the Medium-Term Management Plan

Based on infrastructure renovation of @Property, further enhancements and new functions will be developed to meet market needs.

We plan to develop innovation through synergies with Group companies and support for real estate distribution for corporations that we have never dealt with before.

	PRESENT 2023/3 >>>	FUTURE 2027/3 >>>
Enhancement New Feature Development	<ul style="list-style-type: none"> <li>▶ Response to ordinances and tax reforms</li> <li>▶ Strengthen management of business facilities</li> <li>▶ Enhanced leasing report</li> </ul>	<ul style="list-style-type: none"> <li>▶ Version up of @Knowledge</li> <li>▶ Project Management Features</li> <li>▶ Release Comfort version</li> </ul>
Real estate market Support platform for corporations	<ul style="list-style-type: none"> <li>▶ Release required functions sequentially</li> </ul>	<ul style="list-style-type: none"> <li>▶ New functions</li> </ul>
Data Science	<ul style="list-style-type: none"> <li>▶ Store opening forecast analysis</li> <li>▶ Store opening area search</li> </ul>	<ul style="list-style-type: none"> <li>▶ Appropriate price analysis, business forecast analysis, management maintenance analysis, AI management analysis, etc.</li> <li>▶ Synergies within the PDB Group</li> </ul>
@Property Infrastructure renovation	<ul style="list-style-type: none"> <li>▶ @Property framework renewal</li> <li>▶ Micro service (Containerization)</li> </ul>	<ul style="list-style-type: none"> <li>▶ Dashboard system</li> <li>▶ New @ Property Design Revamped</li> </ul>
Business alliances, etc.	<ul style="list-style-type: none"> <li>▶ Business alliances</li> <li>▶ M &amp; A</li> </ul>	

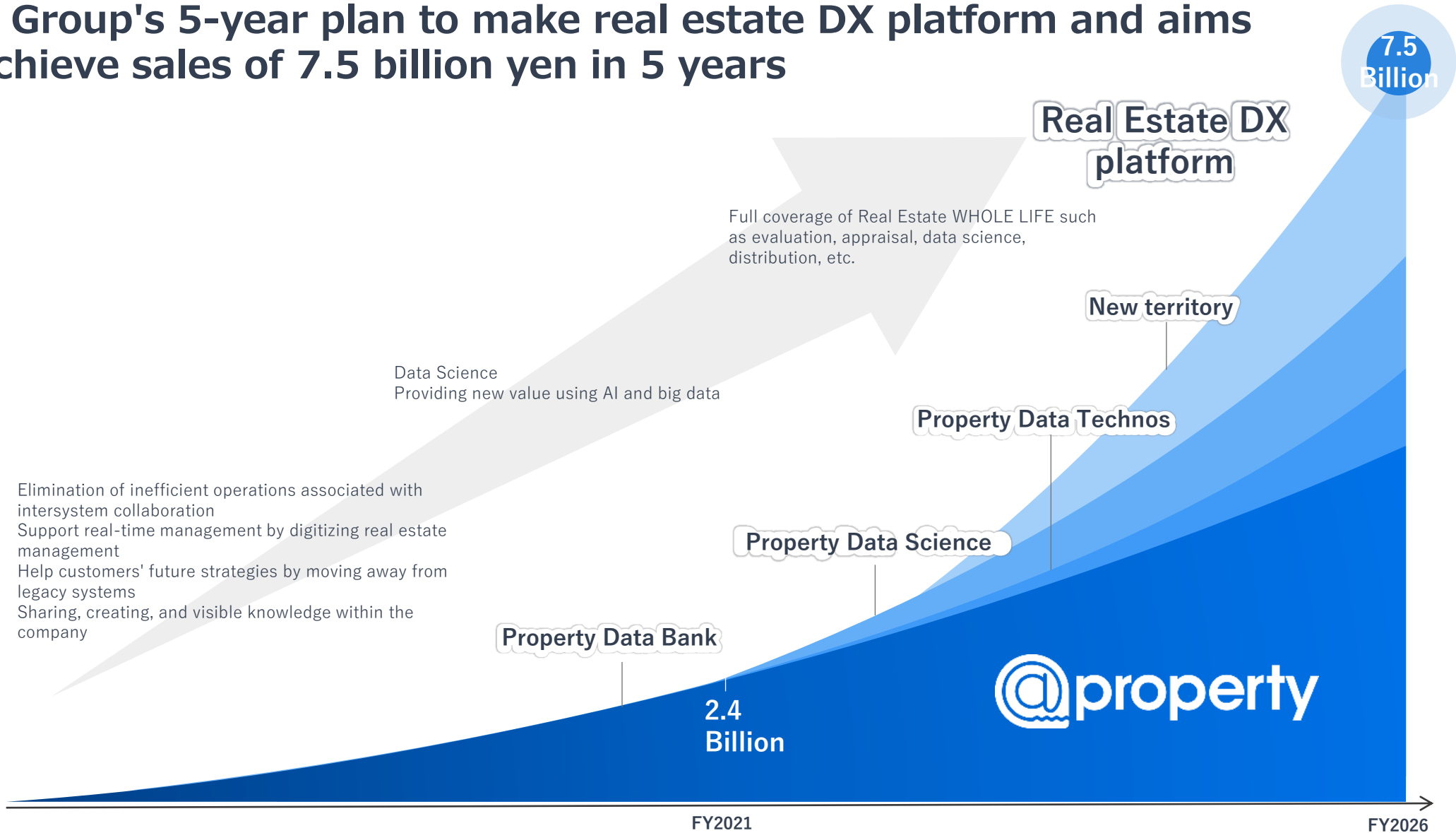
**Digitize all information related to real estate management**

**Supporting customers' businesses from the ground up**

**Aiming for a**

**Real Estate DX Platform**

PDB Group's 5-year plan to make real estate DX platform and aims to achieve sales of 7.5 billion yen in 5 years



- Summary for Fiscal Year March 2022
- Topics of Fiscal Year March 2022
- Mid-term management plan
- **Appendix**

### Mission

Become a leader to create a new knowledge society by providing ever greater number of customers with our services.

### Aspiration

Aspire to maintain our venture spirit and inquiring mind to seek technological innovation as well, and we would like to promptly reflect our customers' needs in our services. Evolving our services beyond simple business areas such as data processing and management into the most sought-after service available in a knowledge society.

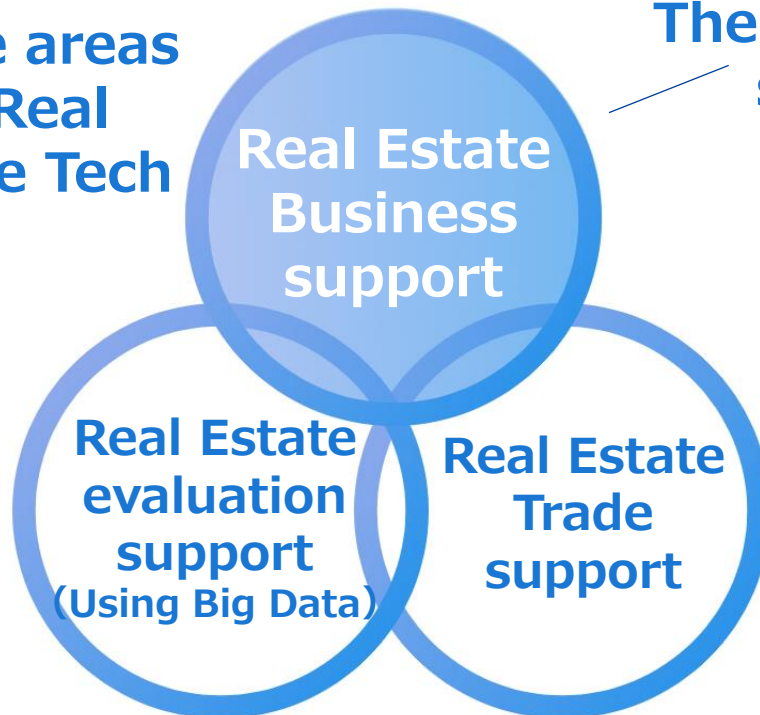
<b>Corporate Name</b>	Property Data Bank, Inc.
<b>President</b>	Sadahisa Takeno
<b>Date of Establishment</b>	October 2, 2000
<b>Location</b>	Hamamatsucho Square, 1-30-5, Hamamatsucho, Minato-ku, Tokyo
<b>Main Business Activities</b>	Cloud services business in relation to the operations and management of assets, facilities and real estate Information management work in relation to the operations and management of assets, facilities and real estate System integrator work in relation to cloud services
<b>Capital</b> ※	332 million Yen
<b>Listed</b>	Tokyo Stock Exchange Mothers (4389)
<b>Number of staff</b> ※	55

※2022/3/31

[B to B Real Estate Tech company] to streamline a variety of real estate-related operations

Real Estate  $\times$  Technology = Real Estate Tech

Three areas  
of Real  
Estate Tech



The area of our  
services

The areas of correspondences

Real Estate Funds  
Property Management  
Building Management  
Corporate Real Estate(CRE)

**Front / Back office  
management**

- \*Provide advanced software as a service (SaaS-Public Cloud)
- \*Support to streamline a variety of real estate-related operations and assets management

Land Building management

Property management



Real Estate accounting

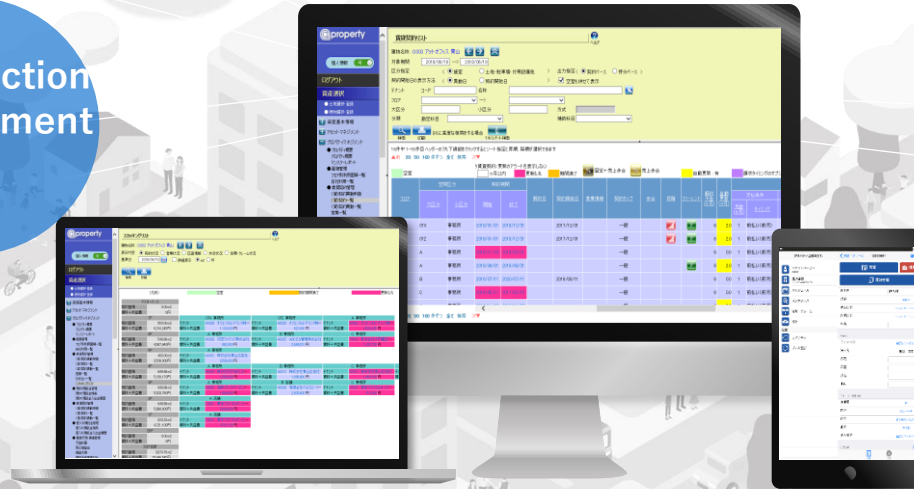
Billing-Payment (Payment management)

Lease contract management

Construction management

Outsourcing management

Management analysis

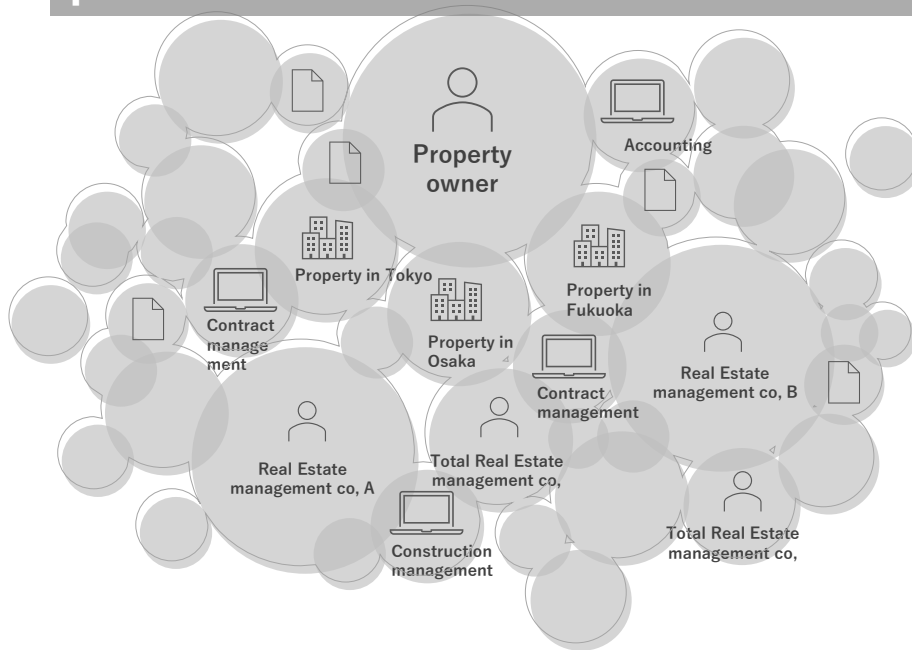


※ The public cloud is defined as computing services over the public Internet, making available to anyone (Companies, organizations) who wants to use.



Consolidate into “ONE CLOUD” from all operations related to real estate  
Elimination of inefficient operations associated with inter-system cooperation  
Supporting real-time management by digitizing real estate management

Data management by separated platforms



Install



“ONE CLOUD”



Full coverage of real estate management operations such as Real Estate Funds and General Companies

Established a solid earnings with both stock-type sales and flow-type sales by targeting customers seeking advanced Real Estate management

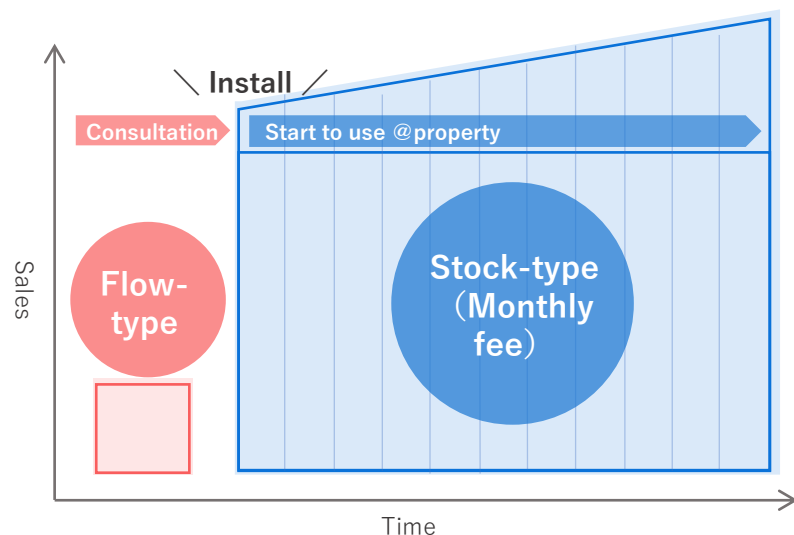
## Standard project introduction pattern

### Solution service sales

- @property
- Introduction consulting

### Cloud service sales

- @property
- Monthly fee



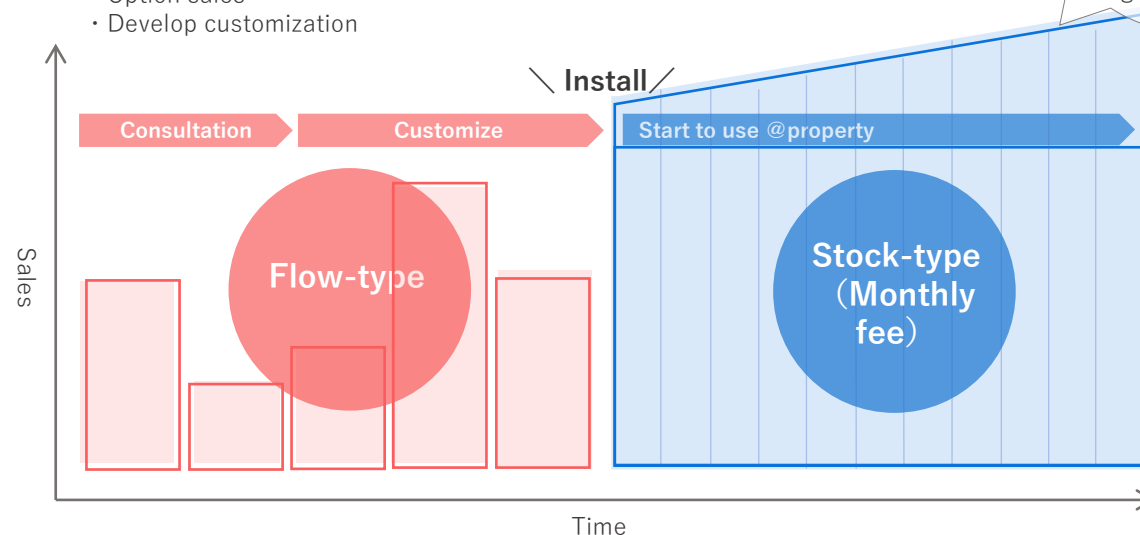
## Large-scale project introduction pattern

### Solution service sales

- @property
- Introduction consulting
- Option sales
- Develop customization

### Cloud service sales

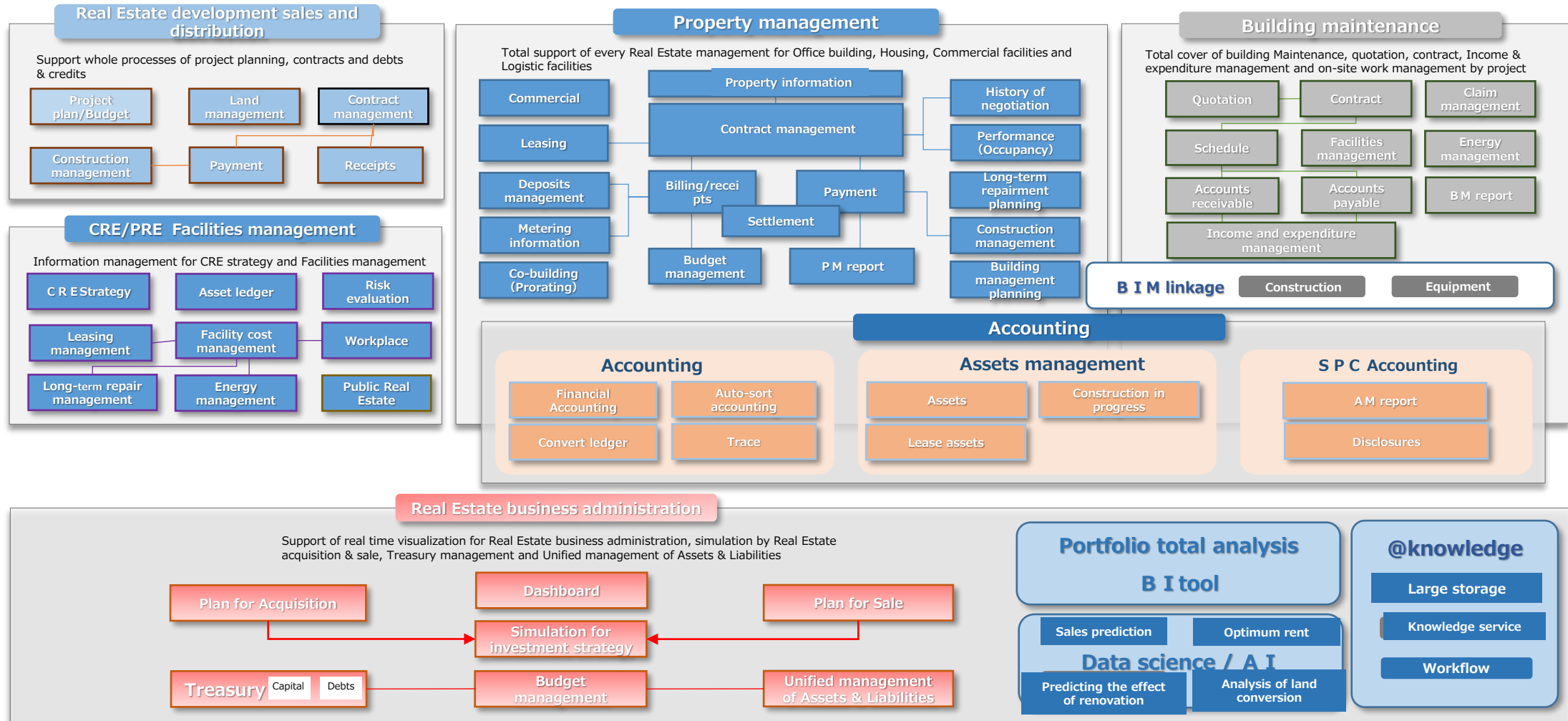
- @property
- Monthly fee



Increase  
New customer  
Increase services  
Increase number of registration

Decrease  
Cancel  
Decrease number of registration

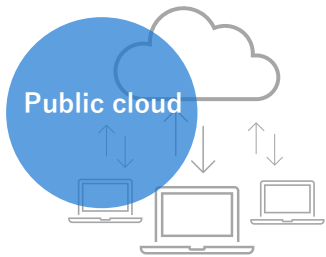
## Provide solutions for Real Estate Business needs



Improving service quality with users since its inception as a pioneer of public cloud-based services in Real Estate management

As the number of users increases, the utility value of the service increases, so it is easier to form a large barrier to entry compared to another package software

## As a pioneer of public cloud services

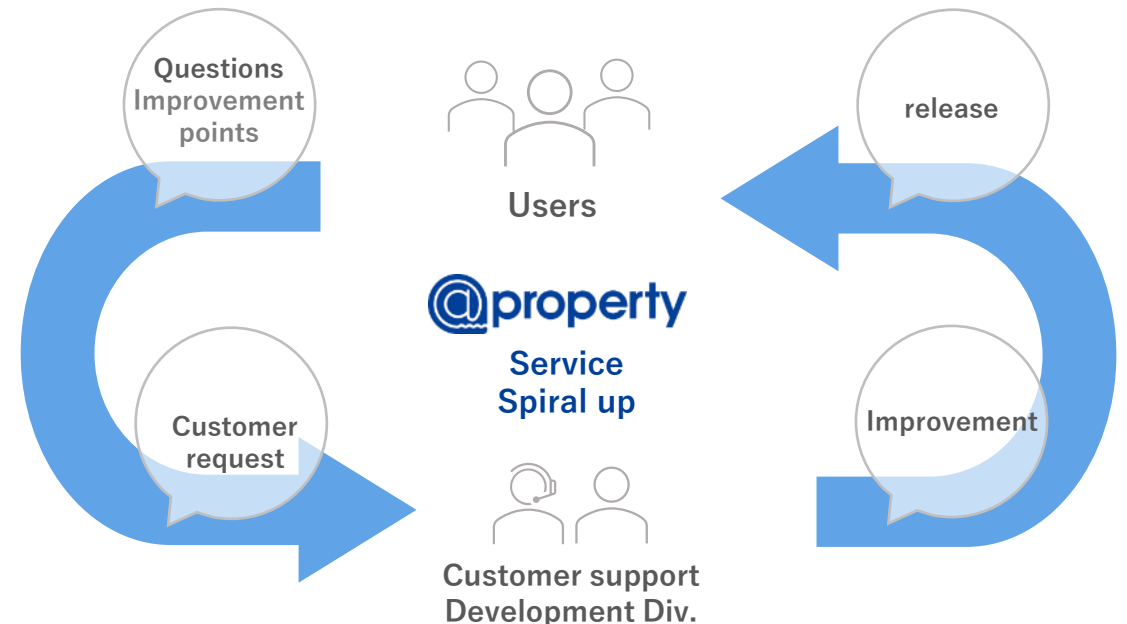


- No need to install
- Maintenance by PDB
- Version up by PDB
- Solid security environment base (ISO/IEC 27017)



- Need to set up and install
- Need to maintenance
- Need to version upgrade
- Need to establish security environment

## As a public cloud services evolves to reflect the voice of users

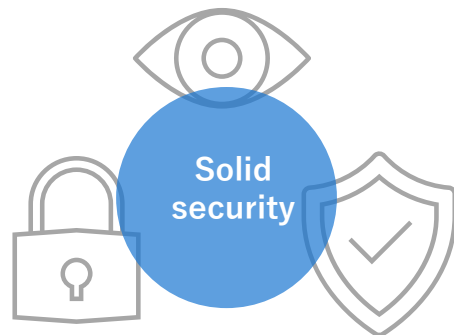


Obtained ISO27001 certification by applying Information Security Management System (ISMS) for business related to @property  
Transfer data to a remote data center and perform real-time backup in case of a disaster

## Solid security system

Managed by Solid security system

- collecting daily security info.
- 24/7 manned monitoring service
- Obtained ISO27001
- Perform regular vulnerability diagnosis



## Using 3 remote data centers in Japan

Configuration without data loss

- Using 3 data centers
- Redundant system at each site
- Select highly reliable equipment

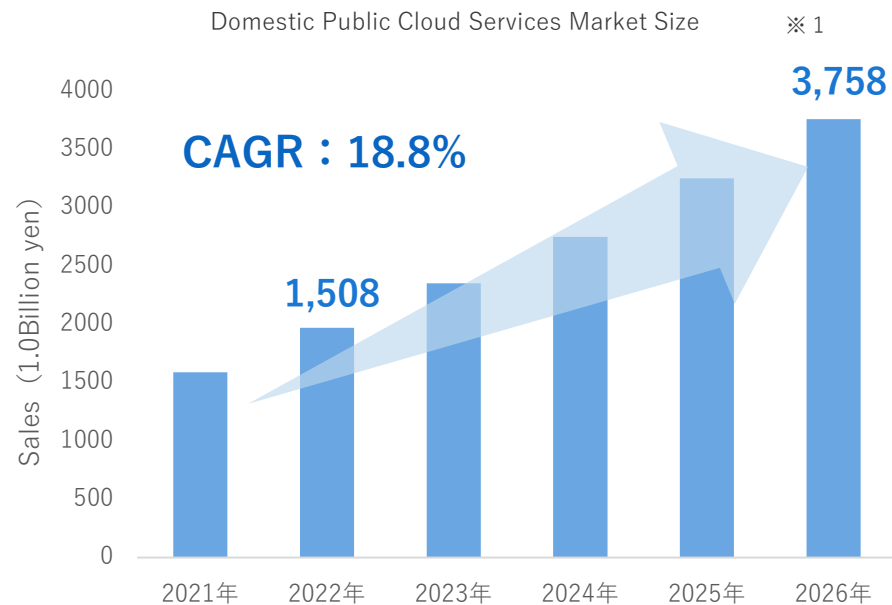


Increasing number of companies recognize DX as a high priority management issue in order to respond to the changing era

Driving high growth in the public cloud services market

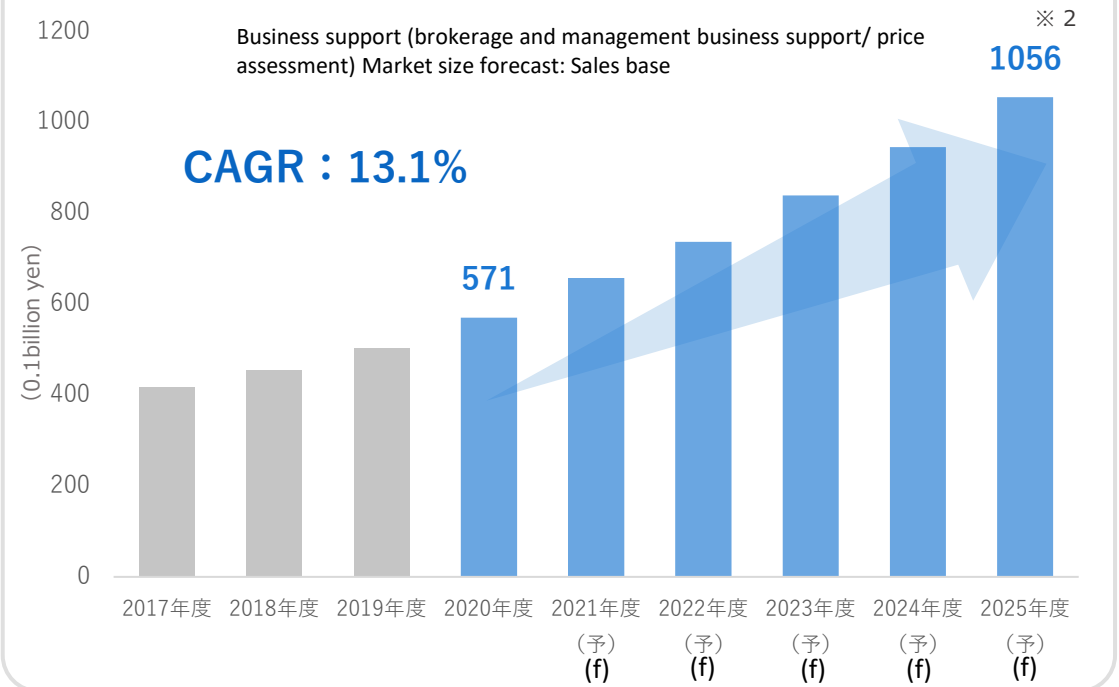
Business support real estate tech market is also expected to expand in the long term

### Growth Power of the Public Cloud Services Market



※1 IDC Japan press release "Domestic Public Cloud Services Market Sales Forecast, 2021-2026" (31, March 2022)

### Growth potential of the business support real estate tech market for B to B

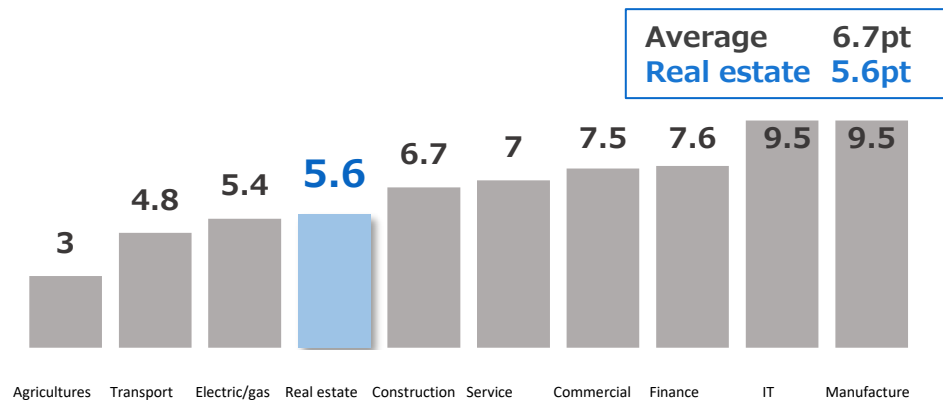


※2 Yano Research Institute, Inc. "2021 Real Estate Tech Market Reality and Outlook" (28 July 2021)

Using of ICT in domestic real estate market has left behind from other industries, then there is a room to improve productivity and efficiency  
 Idea of Digital Transformation※1 (DX) accelerates IT of real estate business.  
 Trend is reviewing legacy systems ※2 & changing the systems.

## Use of ICT situation in real estate market has left behind

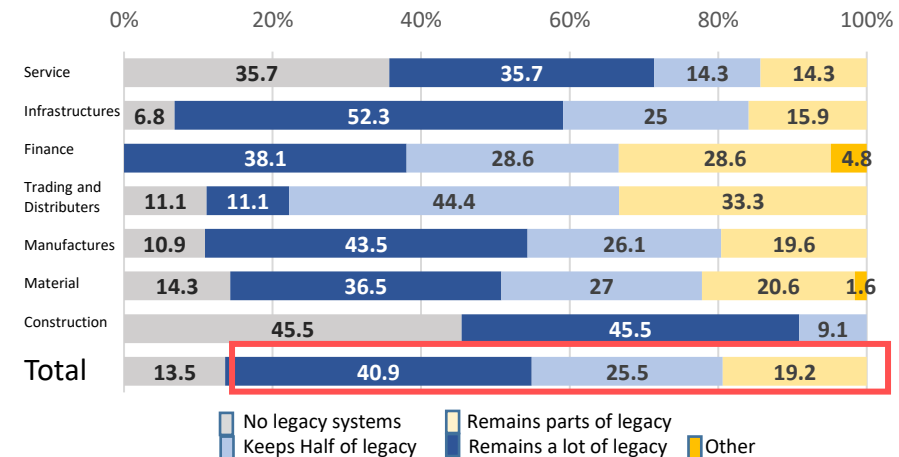
Use of ICT by industries(Score) ※3



There is a room to improve efficiency

## Many companies keep legacy systems

80% companies keep legacy systems ※4

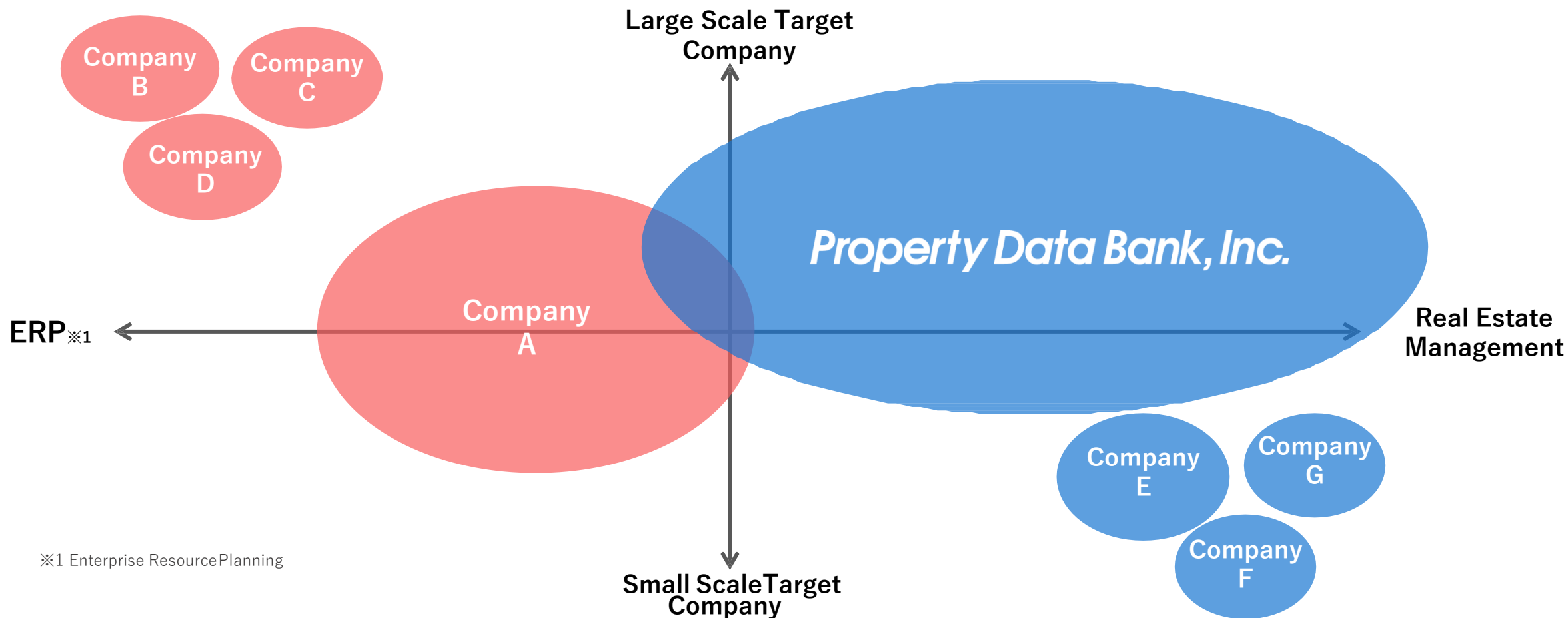


DX accelerates ICT from legacy systems

The sources ※1 Digital transformation is the process of using digital technologies to create new — or modify existing — business processes, culture, and customer experiences to meet changing business and market requirements.  
 ※2 Legacy system is the outdated and non-efficiency system  
 ※3 Making graph by using database of Ministry of Internal Affairs  
 ※4 Making graph by using database of Ministry of Economy, Trade and Industry

# Services for customers who need advanced real estate management

Comprehensive real estate management service for companies in various industries and business types related to real estate such as J-REIT, real estate fund, real estate company, real estate management company, developer, life insurance company, electric railway company, electric power company, etc.. System integration is possible with any accounting system.



※1 Enterprise Resource Planning

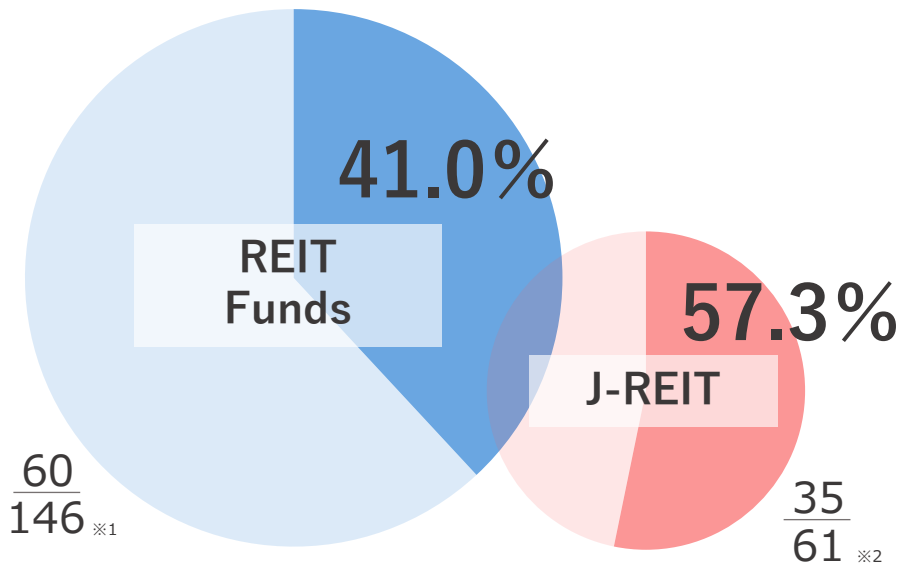


# Targeted market and potential

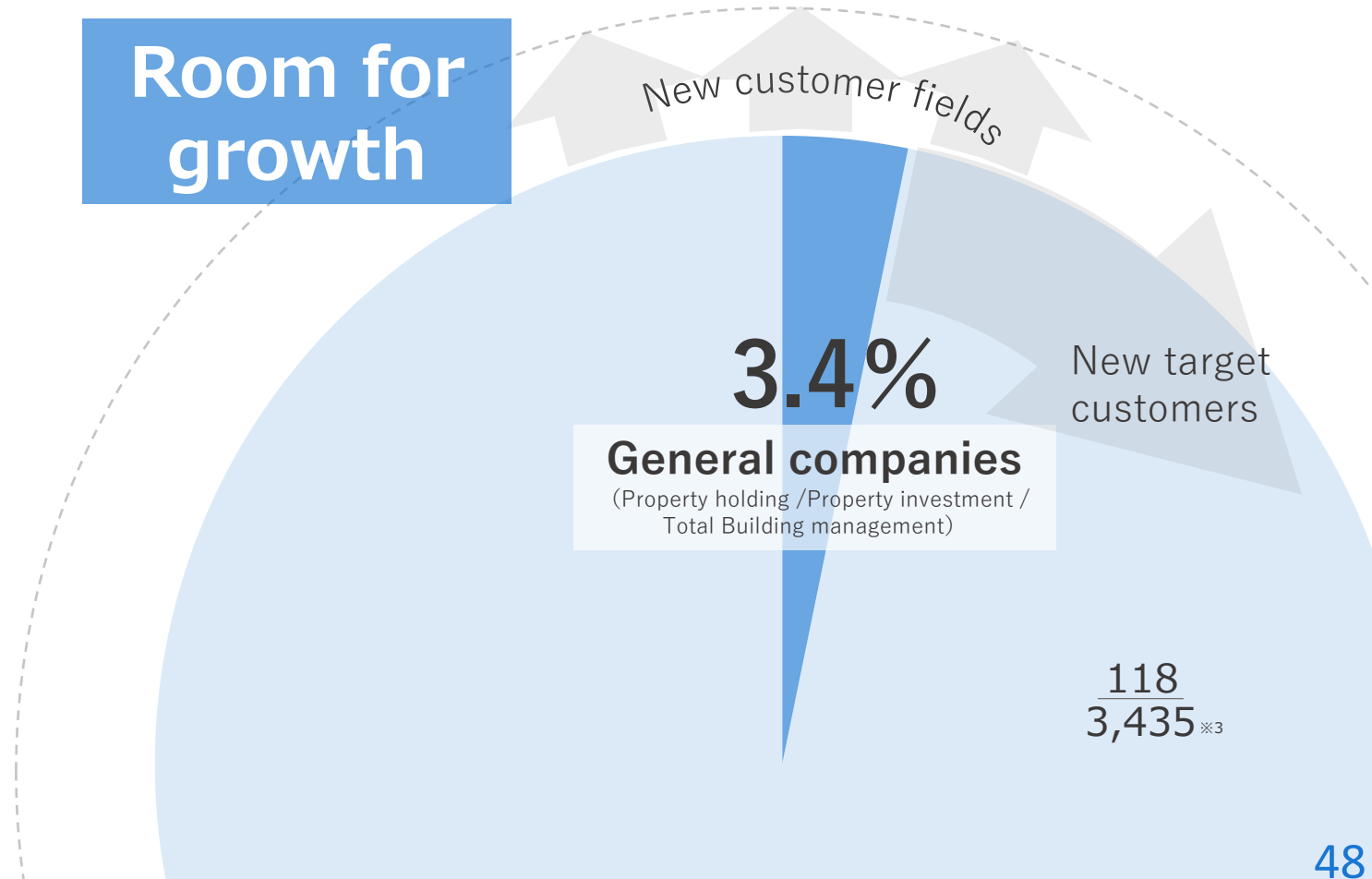
Establish de fact standard in REIT・Funds market

There is a room to expand market share in General companies for CRE needs

## Market leader



## Room for growth



Source : calculated by PDB using following sources

※1 「Monthly Property Management」

※2 「ARES Monthly report(2021 Sep.)」

※3 (Selecting existing 47 business areas, Sales 3billion yen or more and Profits 100million yen or more)

Critical Risks	Possibility of Manifestation/ Period	Effects on execution of Business plan	Measures against Risks
Competitor Trends (New entrants of companies with financial and brand power, etc.)	Medium /medium and long term	<ul style="list-style-type: none"> <li>•A decline of market Share</li> <li>•A drop unit price of orders</li> <li>• There is a possibility that the business and results be adversely affected.</li> </ul>	We always strive to improve the quality of our service by reflecting the opinions of our clients so as to maintain an edge against competitors.
Information Management Information Leakage System Failure	Medium /short-term	<ul style="list-style-type: none"> <li>•We may lose status. And it will damage the brand image.</li> <li>•A reduction in Revenue due to decline usage fee.</li> <li>•There is a possibility that we are claimed for damages.</li> </ul>	We strive to preserve our Information asserts, maintain and improve the security level of our service. As part of this process, we acquired ISO27001 certification and ISO27017 certification. We maintain safety and soundness of our service by multiplexing equipment and securing three data centers in Japan.
There is slowing of offer a Service in response to the Needs of our Client.	Medium /medium and long term	<ul style="list-style-type: none"> <li>• A reduction in Revenue due to cancel a contract</li> <li>• There is a possibility that the business and results be adversely affected.</li> </ul>	We put effort into researching on the needs of our clients and modifying our service to suit their needs so that we improve the level of our cloud service.

Please refer to Annual Securities Report (Japanese Language) in regard to Business Risk and Other Risk Factors.

# *Property Data Bank, Inc.*

**For more IR information, please feel free to contact**

**Tel: 81-3-5777-3468**

**Mail: [PDB\\_IRinquiries@propertydbk.com](mailto:PDB_IRinquiries@propertydbk.com)**

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These forward-looking statements contain uncertainties, and actual results may differ substantially from these statements.

These risks and uncertainties include general industry and market conditions. *Property Data Bank, Inc.* has no obligation to update or correct the forward-looking statements contained in this material, regardless of any new information, future events, etc.