



H1 of Financial results briefing Materials

(English translation materials for the briefing event held in Japanese on 17th November)

(Our Business Model and Strategy 2022)

Property Data Bank, Inc.

2022/11/17

Securities code 4389

(2022/4~2022/9)

- Summary for H1 of Fiscal Year March 2023
- H1 of topics of Fiscal Year March 2023
- Appendix1 : Mid-term management plan
- Appendix2

- Summary for H1 of Fiscal Year March 2023
- H1 of topics of Fiscal Year March 2023
- Appendix1 : Mid-term management plan
- Appendix2

Q2 & H1 sales and profit up Y/Y after consolidated accounting Sales of Cloud services up steadily and that of Solution services up significantly

- Under the normalization process of economic activities despite the prolonged impact of the Covid-19 infection, the investment needs to IT which accelerate corporate DX (digital transformation) continue to recover more apparently
- Cloud services posted steady sales growth of 33 million yen (up 4.8%) due to acquisition of new customers
- Solution services sales significantly increased by +113 million yen (up 48.7%) backed by strong orders together with large-scale projects

Income statement (Year-on-year)

Property Data Bank, Inc.

※Shift to consolidated accounting from the FY2022

※ Truncated less than a Million

(: Million Yen)

	<Ref.>22 nd 2022/3 2021/4 - 2021/9(PDB)	23 rd 2023/3 2022/4 - 2022/9(Cons.)	Change	Ratio
Net Sales	929	1,132	+203	+21.8%
Cloud services	697	731	+33	+4.8%
Solution services	232	345	+113	+48.7%
Other	-	56	+56	-
Gross profit	479	614	+134	+28.1%
Gross profit margin	51.6%	54.3%	-	-
Selling, general and administrative expenses	290	399	+108	+37.3%
Operating profits	188	215	+26	+14.1%
operating profit on sales	20.3%	19.0%	-	-
Ordinary Income	189	215	+26	+13.9%
Profit attributable to shareholders of the parent company.	128	204	+76	+59.5%

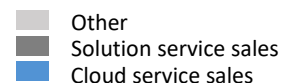
*Based on the Practical Guidelines for Capital Consolidation Procedures in the Consolidated Financial Statements, cumulated financial information of Property Data Technos is taken in from the second quarter of FY2022.

Increase of net sales was 203 million yen (up 21.8%) and that of operating profit was 26 million yen (up 14.1%)

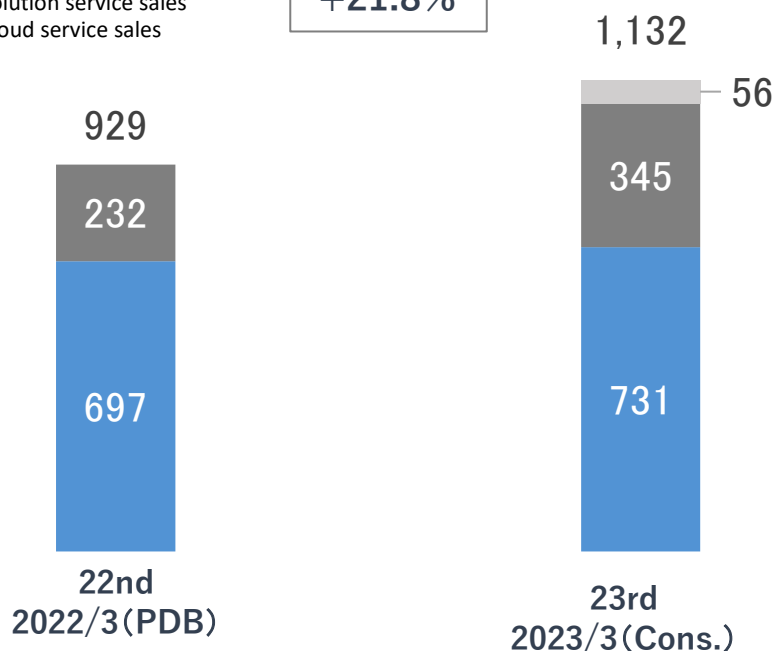
- Cloud services posted steady sales growth of 33 million yen (up 4.8%) due to acquisition of new customers
- Solution services significantly increased in sales +113 million yen (up 48.7%) backed by strong orders and large-scale projects
- Operating income increased only by +26 million (up 14.1%) due to sales increase as well as cost increase

(: million Yen)

Net sales (Q2)



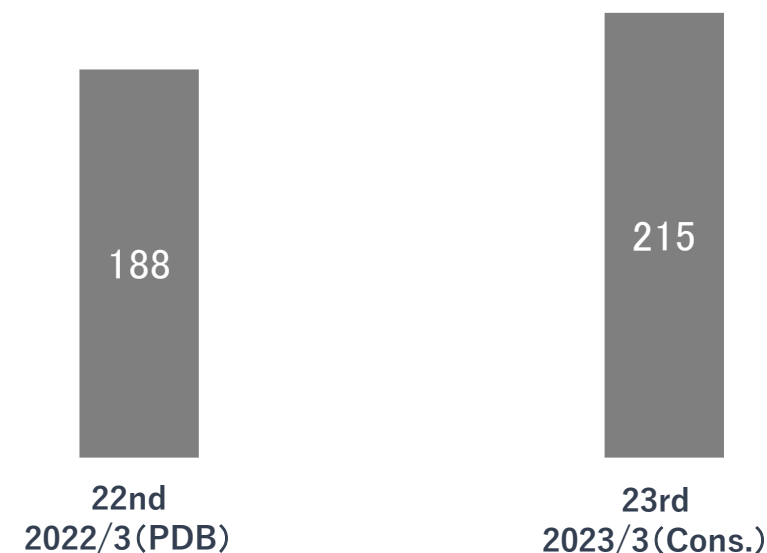
+21.8%



(: million Yen)

Gross profit (Q2)

+14.1%



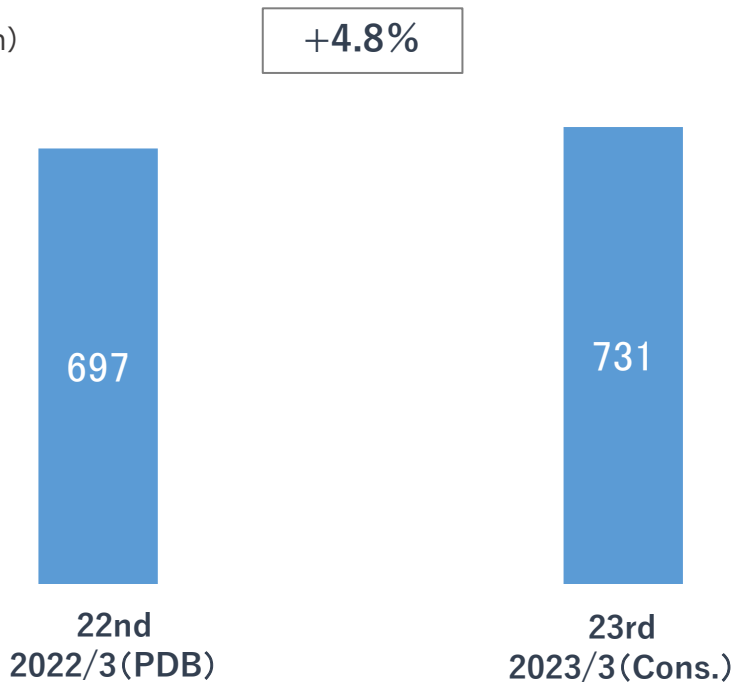
※ Truncated less than a Million

Cloud services sales up by 33million Yen(+4.8%) (Year-on-year)

Solution services increased significantly in sales +113million Yen(+48.7%) (Year-on-year)

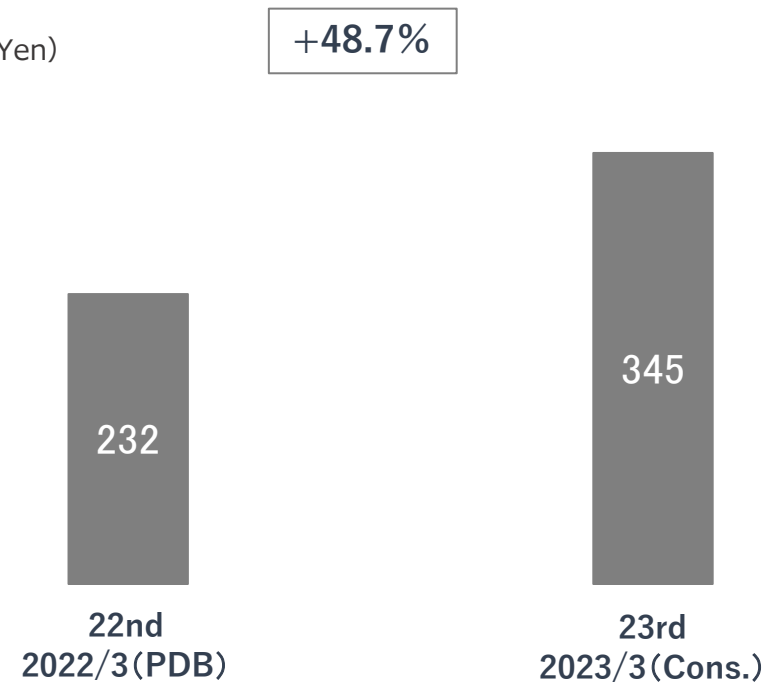
Cloud service sales (Q2)

(: million Yen)



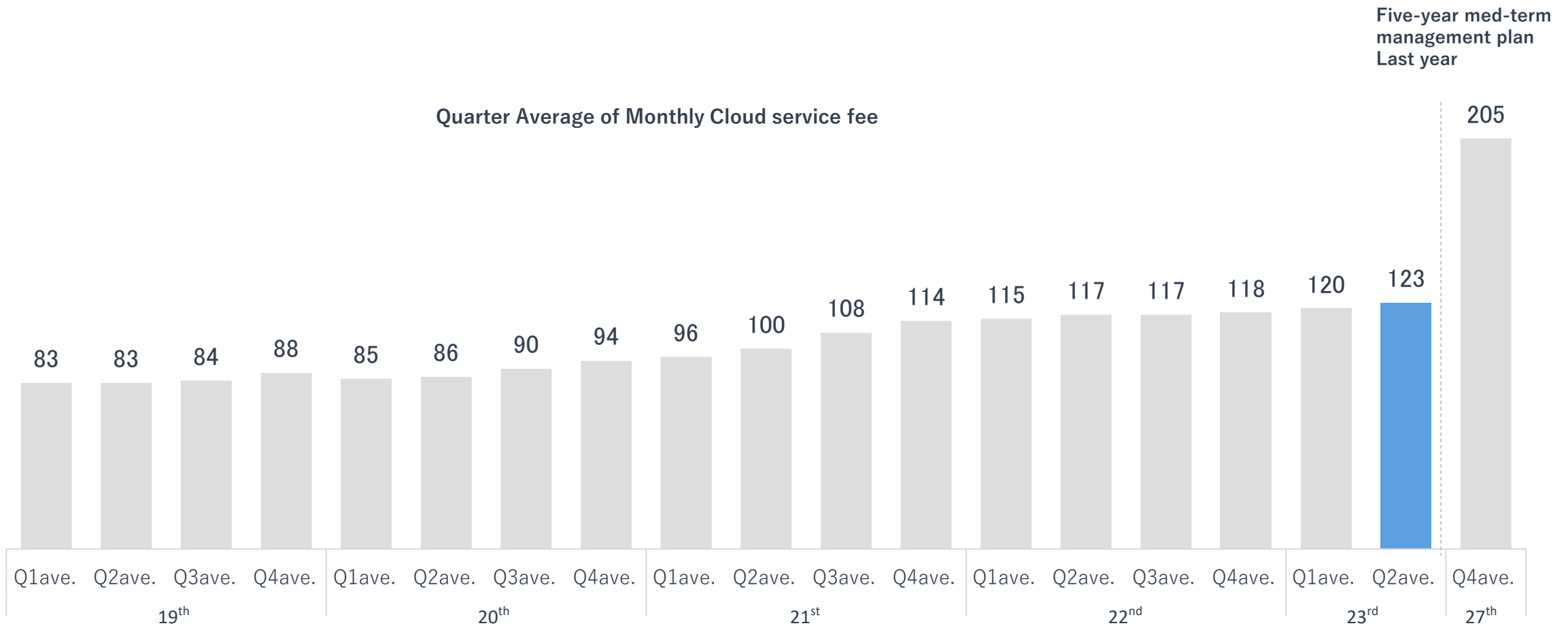
Solution service sales (Q2)

(: million Yen)



※ Truncated less than a Million

Monthly Cloud service fee increased steadily due to increase of large-scale projects



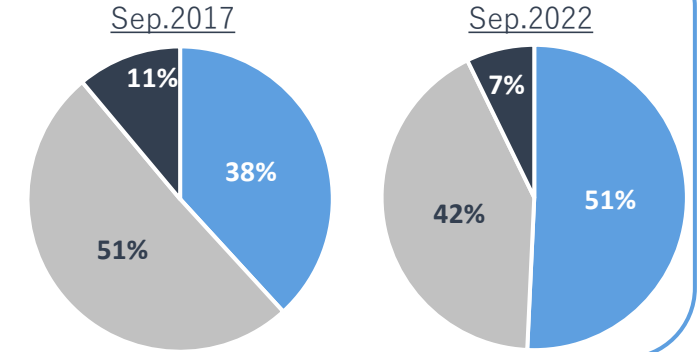
Monthly Cloud services per company

Average of Monthly Cloud services per company was +3.7% +7 thousands yen (+1.8%) compared with previous Quarter

Reference : Change of composition on Monthly Cloud service fees

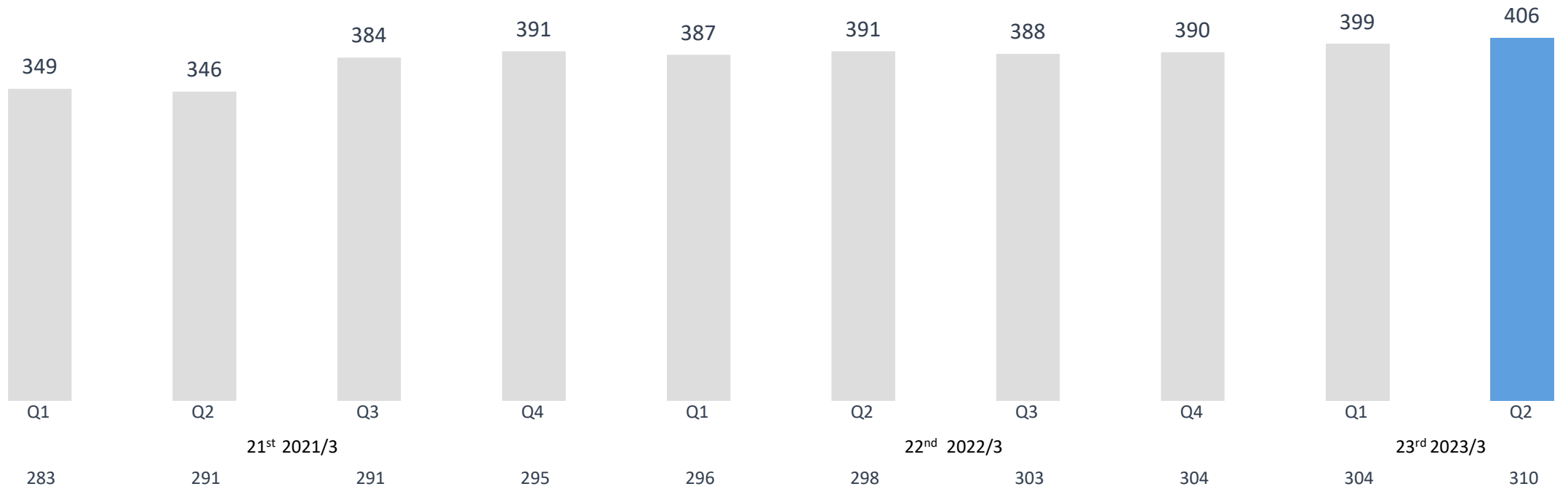
Composition of revenue from clients with JPY1M+ of the monthly fees increased from 38% to 51% for 5 years

- JPY1M~ per month
- JPY250K~ per month
- ~JPY250K per month



(: Thousand yen)

Average of Monthly Cloud service per company



Contracted companies

Q1

Q2

Q3

Q4

Q1

Q2

Q3

Q4

Q1

Q2

21st 2021/3

22nd 2022/3

23rd 2023/3

283

291

291

295

296

298

303

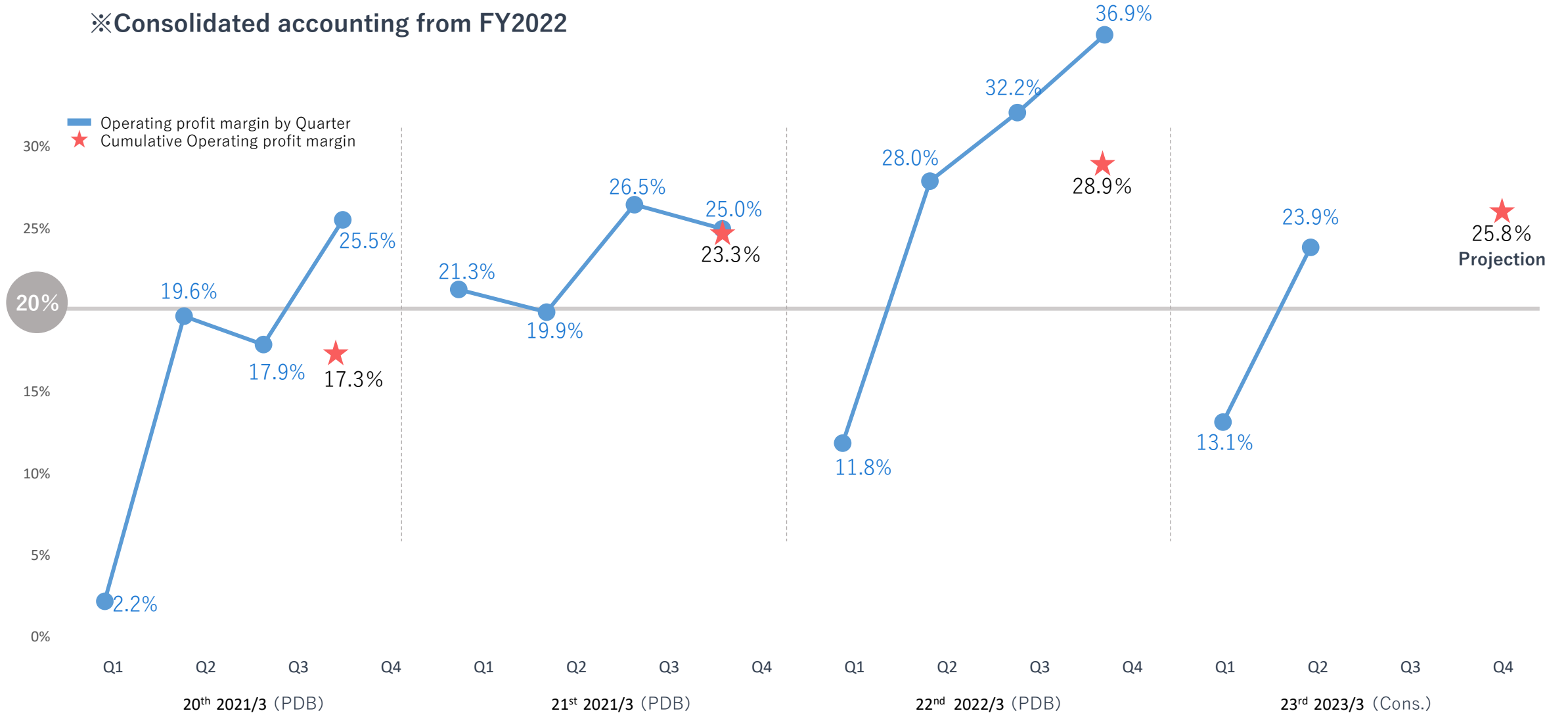
304

304

310

Operating profit margin for the Second quarter of FY2022 was 23.9%

※ Consolidated accounting from FY2022



Level of equity ratio remains stable as 77.1%

22nd (PDB)
2022/3

(Million Yen)

Current Assets 2,047	Current Liabilities 495
	Non-current Liabilities 199
Net Assets 2,497	
Tangible and intangible fixed assets 555	
Investments 589	

Total Assets 3,192
Equity ratio 78.2%

23rd (Cons.)
2023/3 (Q2)

(Million Yen)

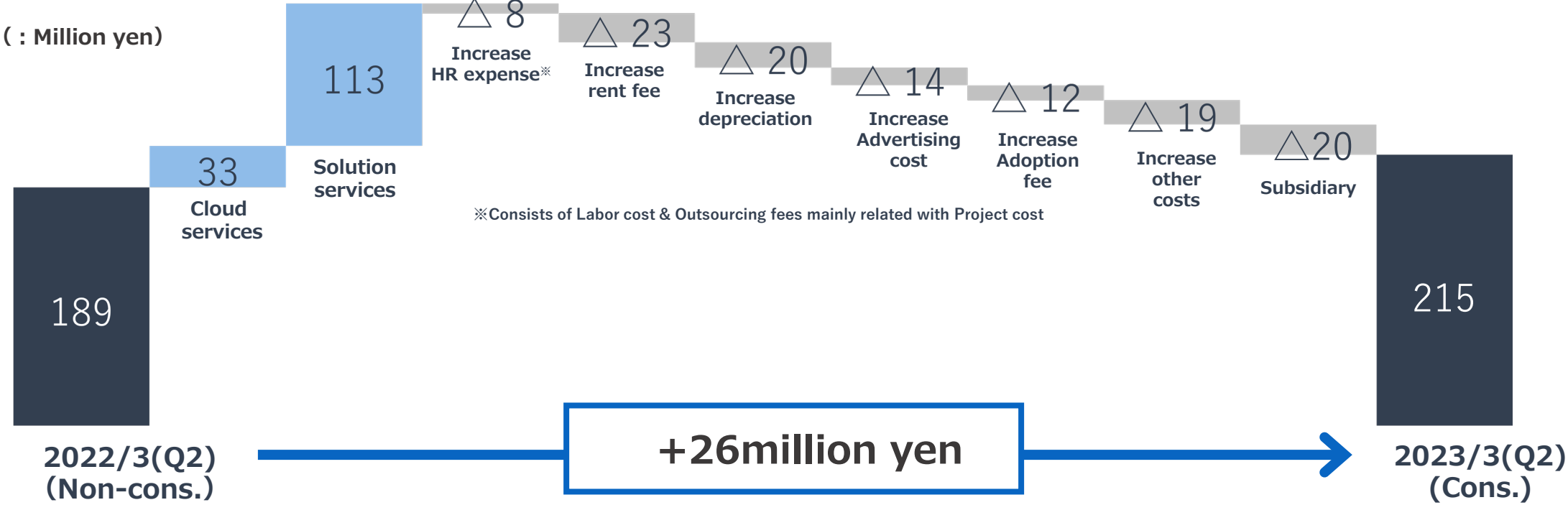
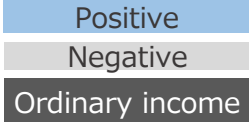
Current Assets 2,177	Current Liabilities 481
	Non-current Liabilities 286
Net Assets 2,639	
Tangible and intangible fixed assets 596	
Investments 633	

Total Assets 3,407
Equity ratio 77.1%

Waterfall chart of Ordinary income

Ordinary income increased +26million yen(+13.9%)

- Increased Cloud services sales by incremental new customers and big clients as well as additional orders from existing customers
- Significantly increased Solution sales affected by incremental orders and large-scale projects of corporate customers such as railways company
- Controlled the HR expense by replacing internal labor cost to outsourcing fees despite increase of fees for employment
- Increased rent fees by new Head Office and Working Place in Osaka in addition to advertising expense for strengthening marketing activities



※ Truncated less than a Million

Cash Flow statement

(: million Yen)	< Ref. >	
	22nd (PDB)	23rd (Cons.)
	2022/3 (Q2)	2023/3 (Q2)
Cash and cash equivalents, beginning of the year	1,412	1,388
CF from Operating activities	255	653
CF from Investing activities	△175	△180
CF from Financing activities	△76	△100
Cash and cash equivalents, end of Q2	1,415	1,796

Details:

		2023/3(Q2)
CF from Operating activities	Decrease of account receivables	371
	Quarter net profit before Tax	280
	Depreciation	149
CF from Investing activities	Payments for purchases of fixed Intangible assets	△82
	Acquisition of shares from subsidiary	△80
CF from Financing activities	Dividends paid	△92

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

2022/3 (Result)	16.00 Yen per share	Dividend Payout Ratio 20.6%
2023/3 (Forecast)	18.00 Yen per share	Dividend Payout Ratio 19.9%

The forecast of FY2022 unchanged

Under the normalization process of economic activities despite the prolonged impact of the COVID-19 infection, the investment needs to IT which accelerate corporate DX (digital transformation) continue to recover more apparently.

(: Million Yen)	<Ref.>22 nd 2022/3 2021/4 - 2022/3(PDB)	23 rd 2023/3 2022/4 - 2023/3(Cons.)	Change	Ratio
Net Sales	2,249	2,977	+ 728	+ 32.4%
Cloud services	1,406	1,520	+ 113	+ 8.1%
Solution services	843	1,120	+ 276	+ 32.8%
Other	—	337	+ 337	-
Gross profit	1,274	1,708	+ 433	+ 34.0%
Gross profit margin	56.7%	57.4%	-	-
Selling, general and administrative expenses	625	939	+ 313	+ 50.2%
Operating profits	649	769	+ 120	+ 18.5%
operating profit on sales	28.9%	25.8%	-	-
Ordinary Income	652	769	+ 116	+ 17.9%
Profit attributable to shareholders of the parent company.	448	523	+ 74	+ 16.5%

- Summary for H1 of Fiscal Year March 2023
- **H1 of topics of Fiscal Year March 2023**
- Appendix1 : Mid-term management plan
- Appendix2

~Global company / Diversification of customer's sector

1 Commencement of @Property by Shiseido

The company has introduced our services in order to manage data of facility management as whole for domestic and overseas CRE.

2 Commencement of @Property by Yoku Moku Holdings

Our services has been selected for effective and cost-friendly management of their CRE since their core business is sweets' production and sales but not management of leasing real estate asset.

~To be De facto Standard among major railways companies' groups

3 Commencement of several new corporate customers such as railway company

@Property has been on boarded by the several new corporate clients, e.g. railway company, who are keen to utilize their own CRE effectively.

Became the de facto standard by acquiring around 70 % of market share among major railway companies' groups

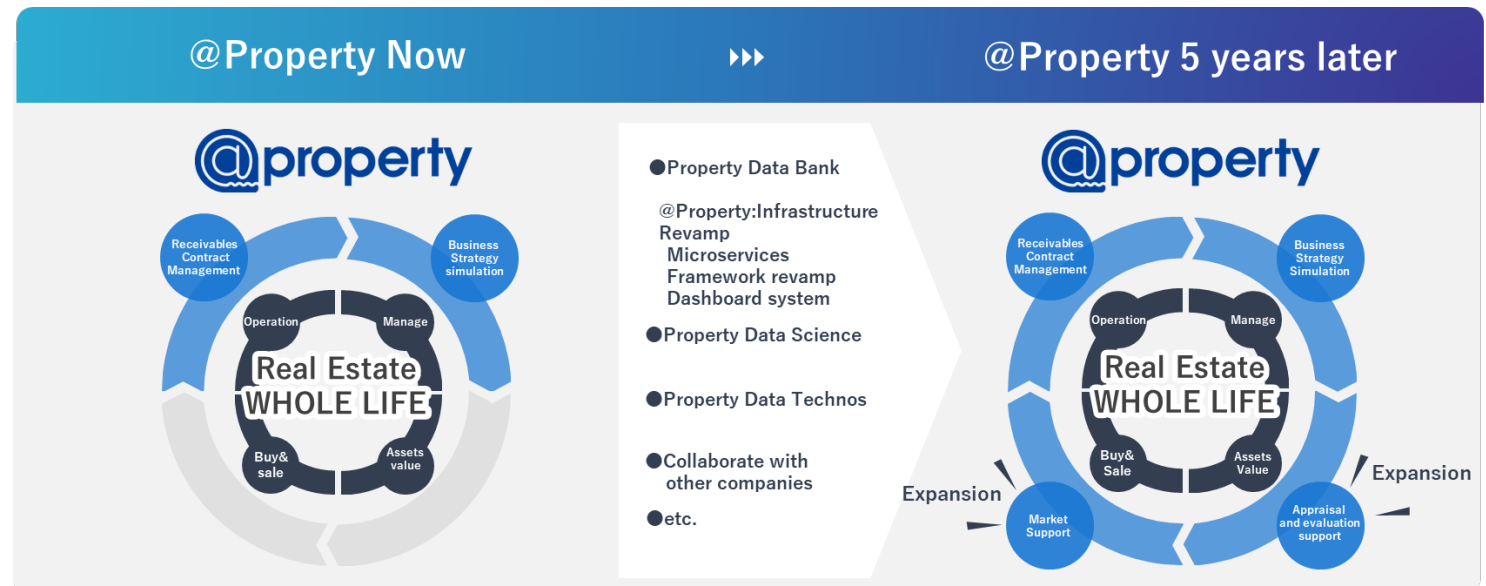
DX promotion and IT investment by the companies who evaluate our service which enables them to connect the relatives seamlessly under the normalization process of domestic economic activities.

~Initiatives to achieve the Mid-term management plan

4 3 strategic business projects kick-started for future growth as well as making @Property more competitive

For the purpose of achieving the current mid-term management plan and making our cloud services for CRE management, @Property, more competitive, 3 strategic business projects are established under the 3 executive directors as follows;

1. Strategic project for the next generation who will create new strategies on IT services, corporate planning, HR and PR
2. Project for promotion of frontier businesses who will boost BIM/Building Information Module/ businesses and realize synergy among PDB Group
3. Project for strategic product design who will drive object, system, drawings and design drawings for @Property and other new services



- Summary for H1 of Fiscal Year March 2023
- H1 of topics of Fiscal Year March 2023
- **Appendix1 : Mid-term management plan**
- Appendix2

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.

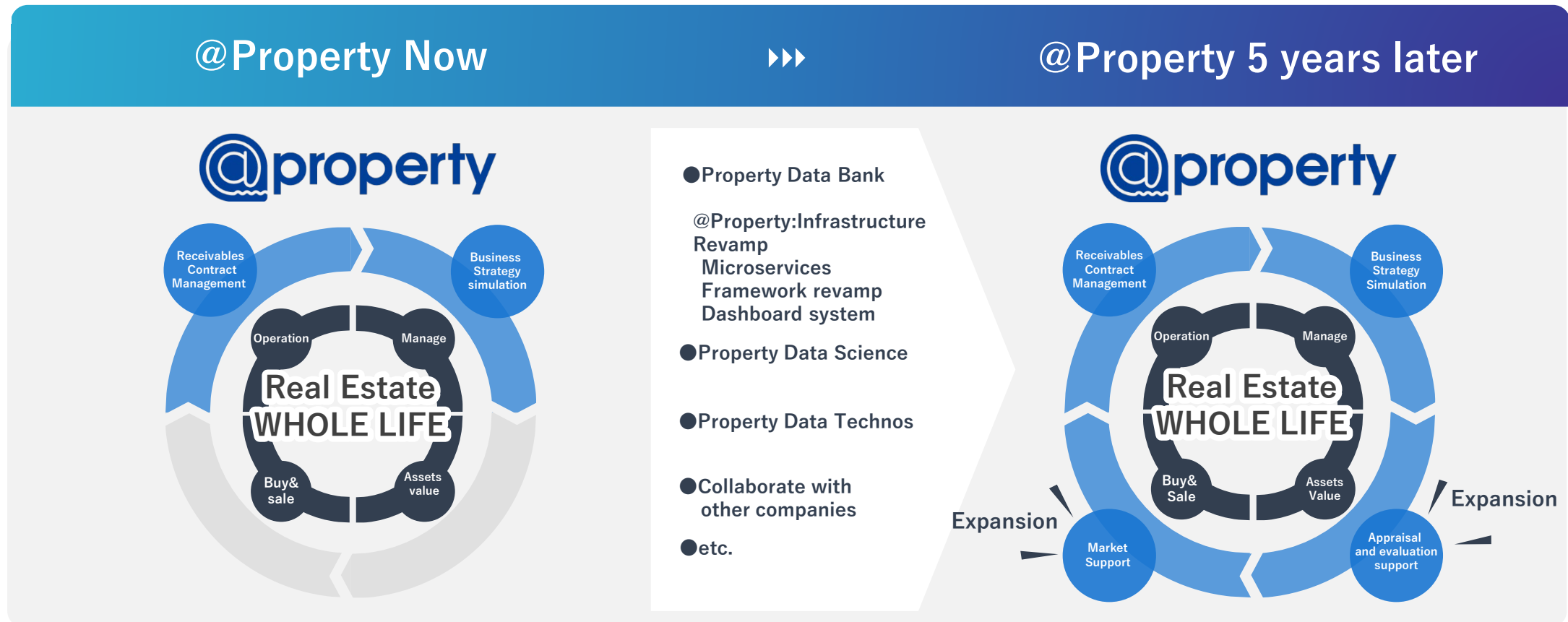
Fully covered “Real Estate WHOLE LIFE ”

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**

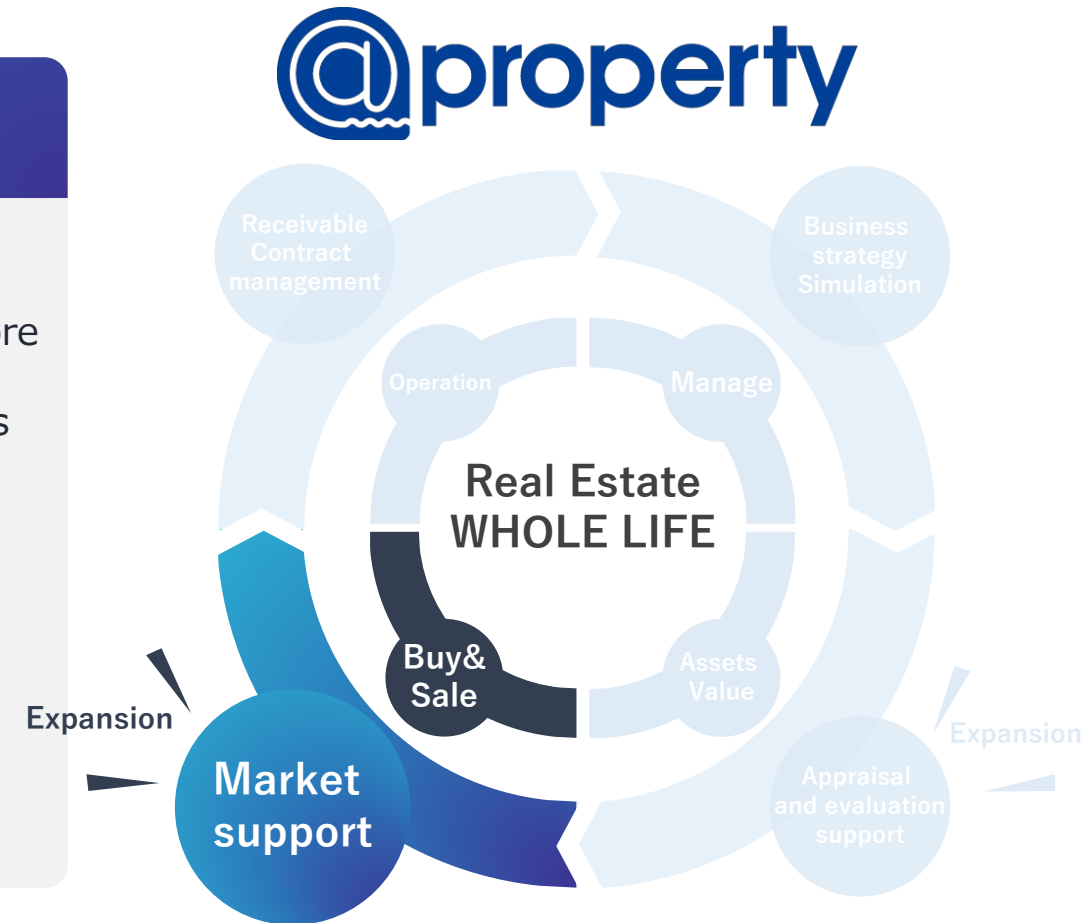
Utilizing the know-how cultivated in appropriate price analysis, store opening forecast analysis, business forecast analysis, etc., we estimate highly transparent real estate prices and create synergies with @property

- **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



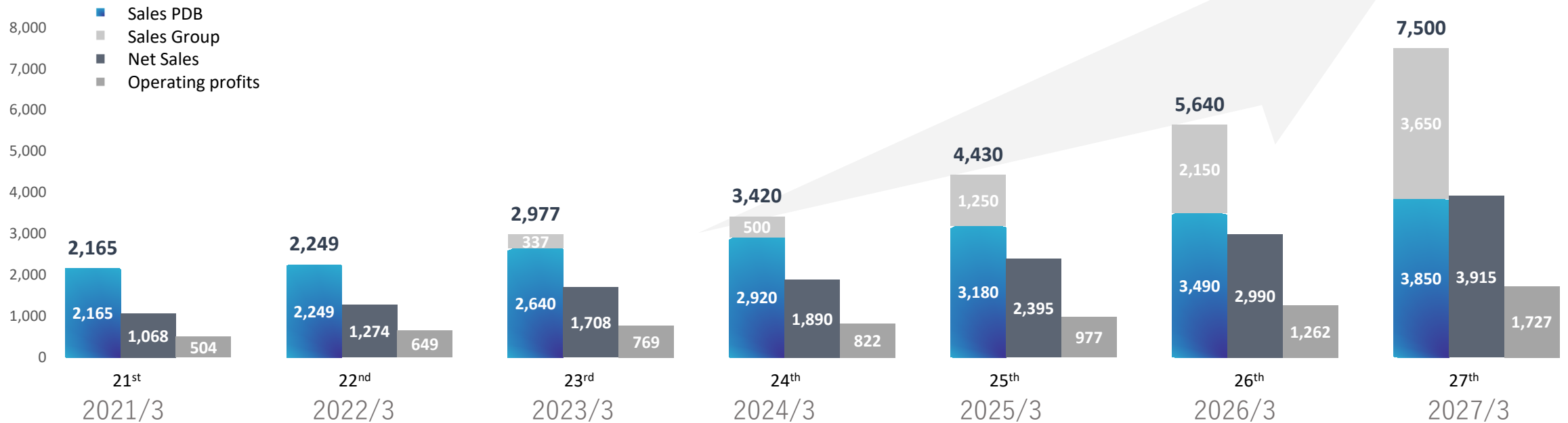
Five years from now, we will aim to exceed sales of 7.5 billion yen and operating profits of 1.7 billion yen

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)

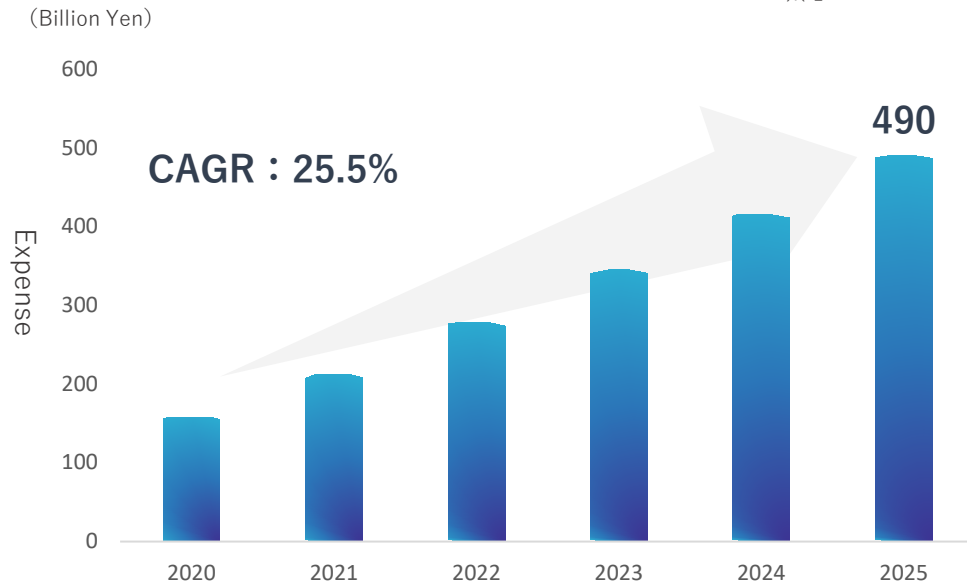
Assumption of Consolidated Performance Targets *Property Data Bank, Inc.* (Market Growth Potential)

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



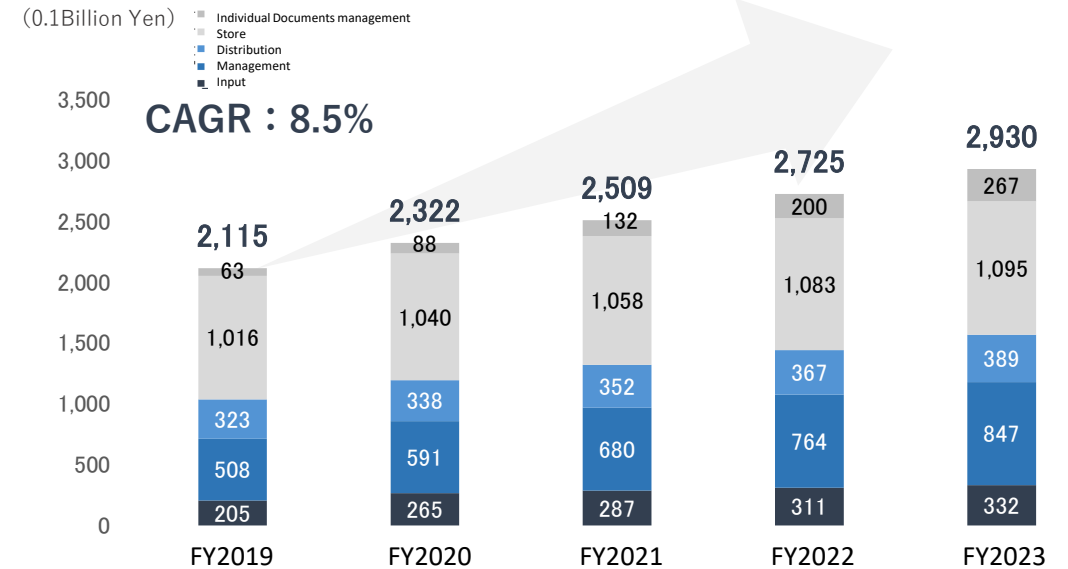
※1 IDC Japan 「AI System Market forecast、2021~2025」 (2021/6/2)

※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



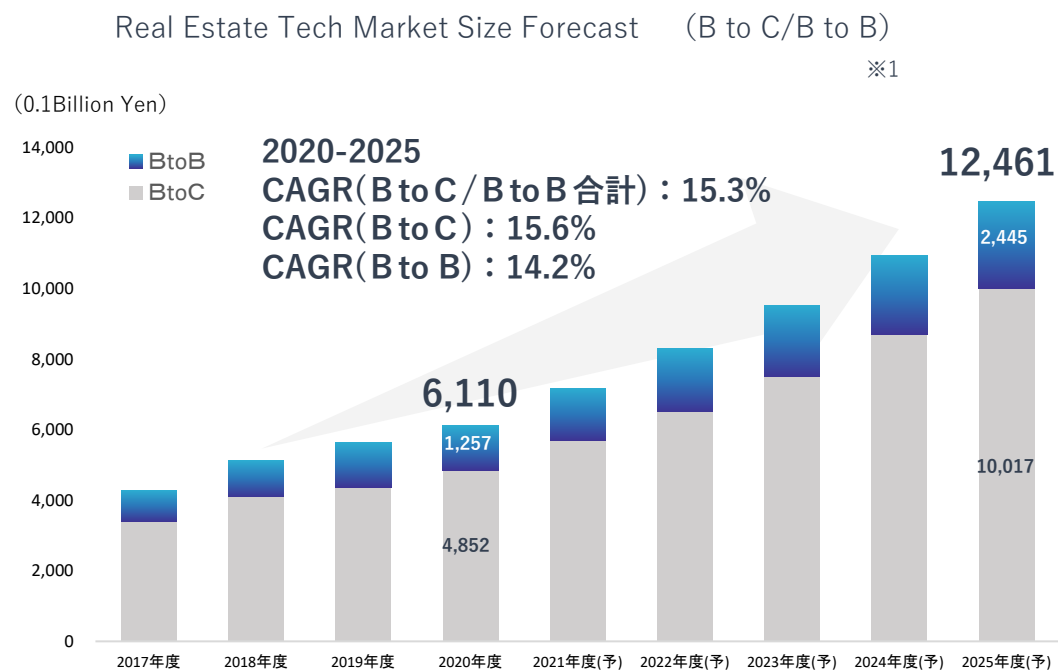
Assumption of Consolidated Performance Targets *Property Data Bank, Inc.* (Market Growth Potential)

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.

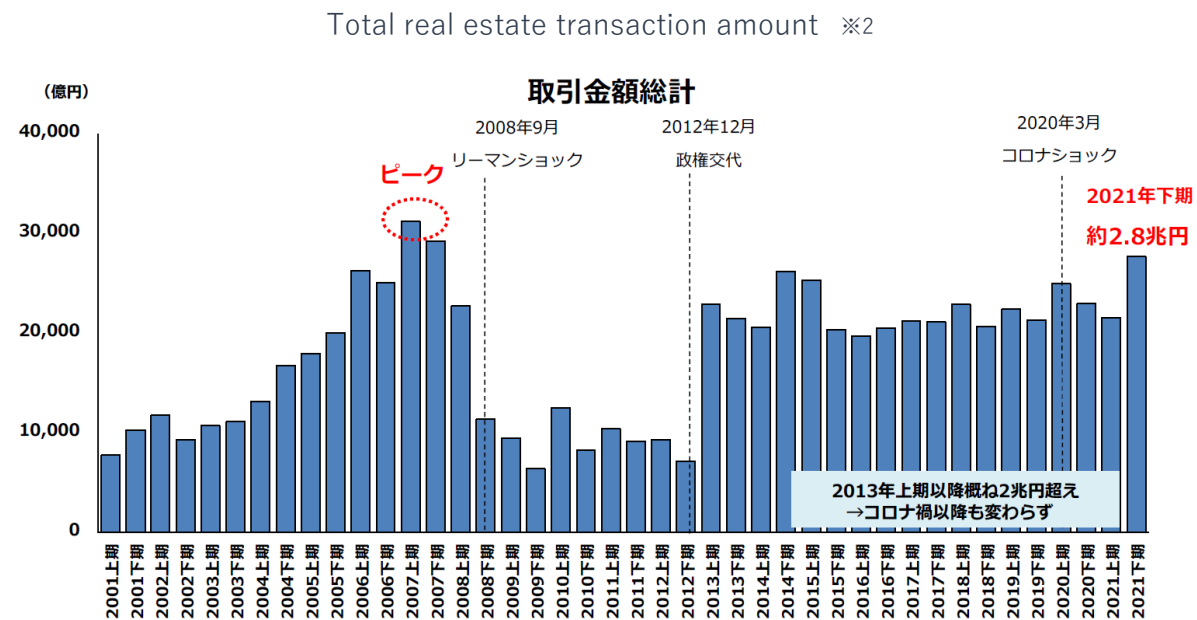
Since the scale of the BtoC real estate tech market (including the real estate matching market) is expected to expand, similar movements are expected in BtoB as well.

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
Net Sales	1,274	1,708	1,890	2,395	2,990	3,915
Selling, general and administrative expenses	625	939	1,067	1,417	1,727	2,187
Operating profits	649	769	822	977	1,262	1,727
Ordinary incomes	652	769	822	977	1,262	1,727
Net income	448	523	559	664	858	1,174



5-year Consolidated Statements of Income

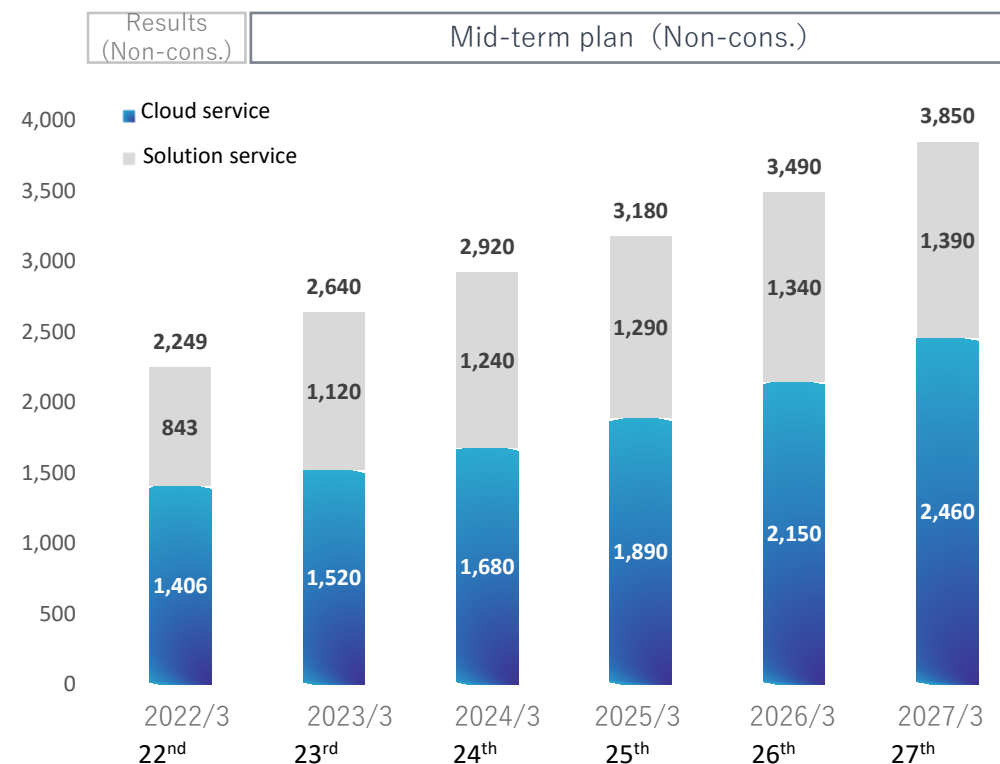
Implement various measures from a medium- to long-term perspective and expand the scale of profits

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

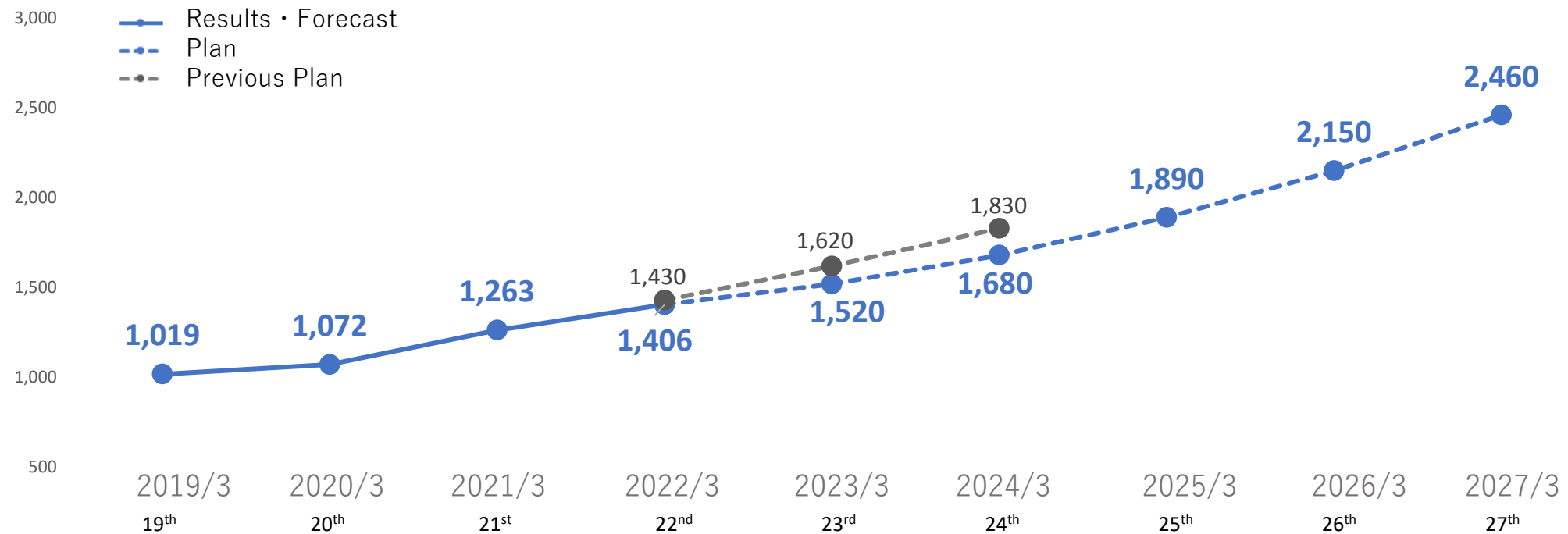
Aiming to renew sales for each fiscal year after the FY23rd following the FY22nd.

(: 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
Sales	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.

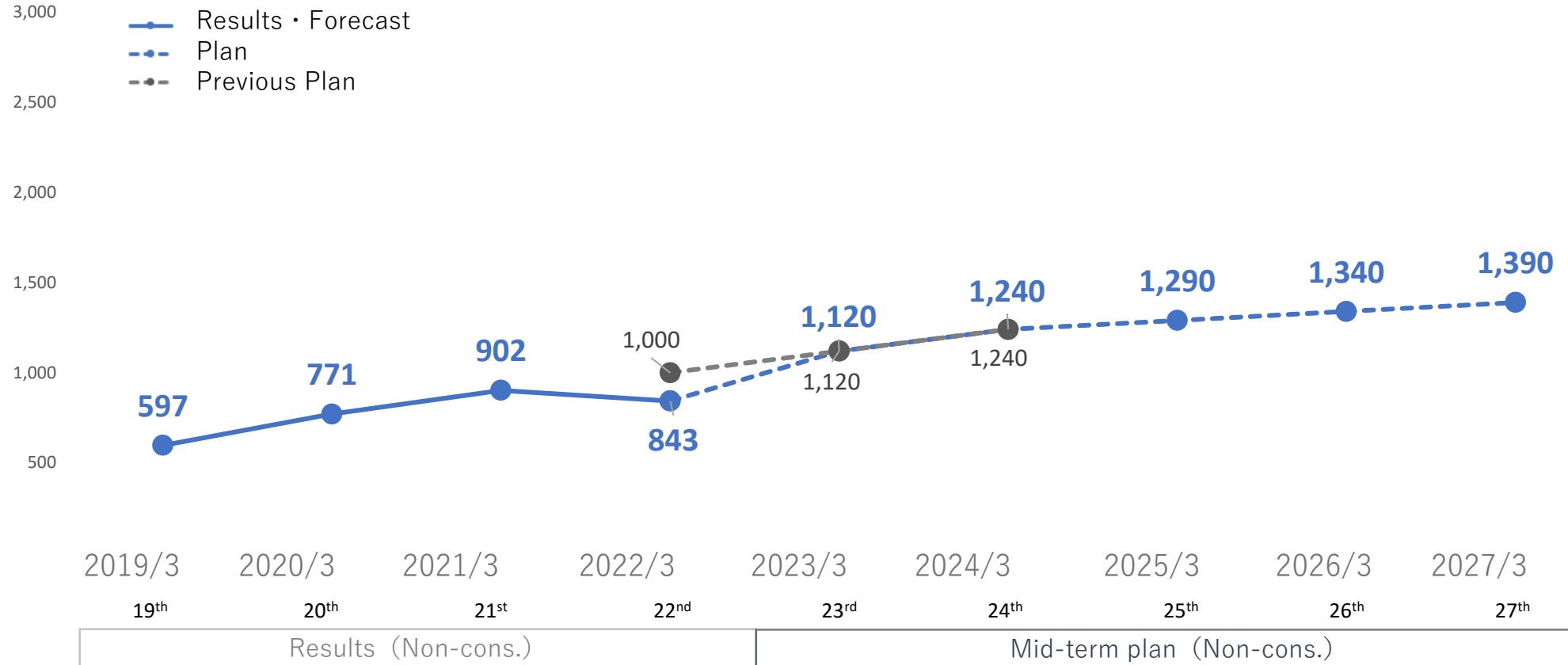
(: Million Yen)



Results (Non-cons.)	Mid-term plan (Non-cons.)
---------------------	---------------------------

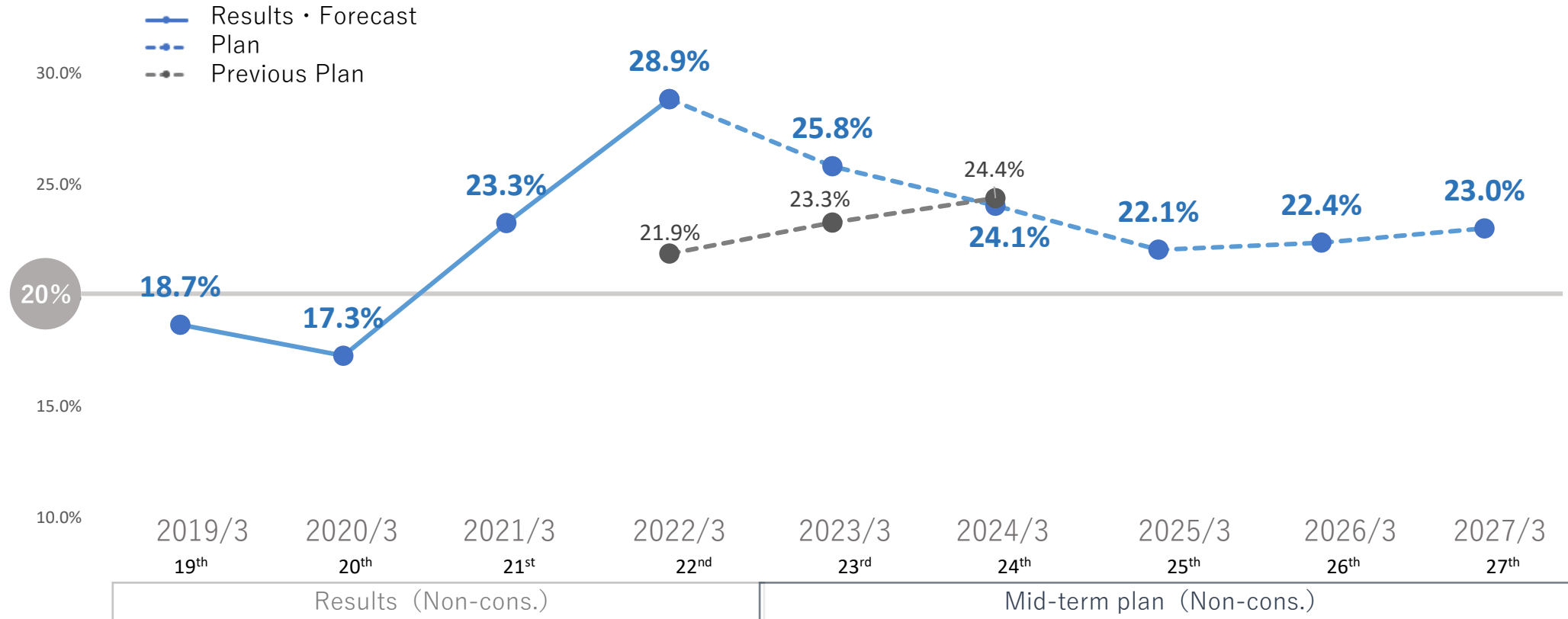
Expand solution services and accelerate cloud service growth

(: Million Yen)



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

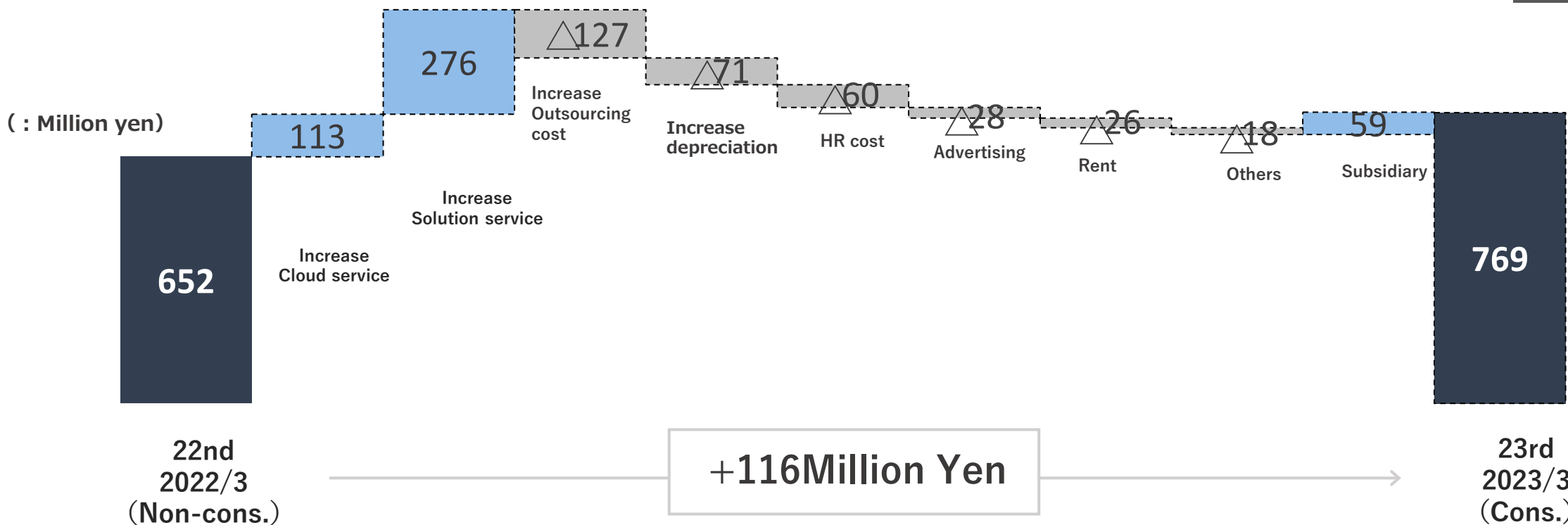
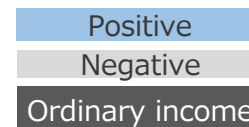
Operating margin for the fiscal year ending March 31, 2027 will be 23.0%
Securing a cumulative operating margin in the 20% range



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

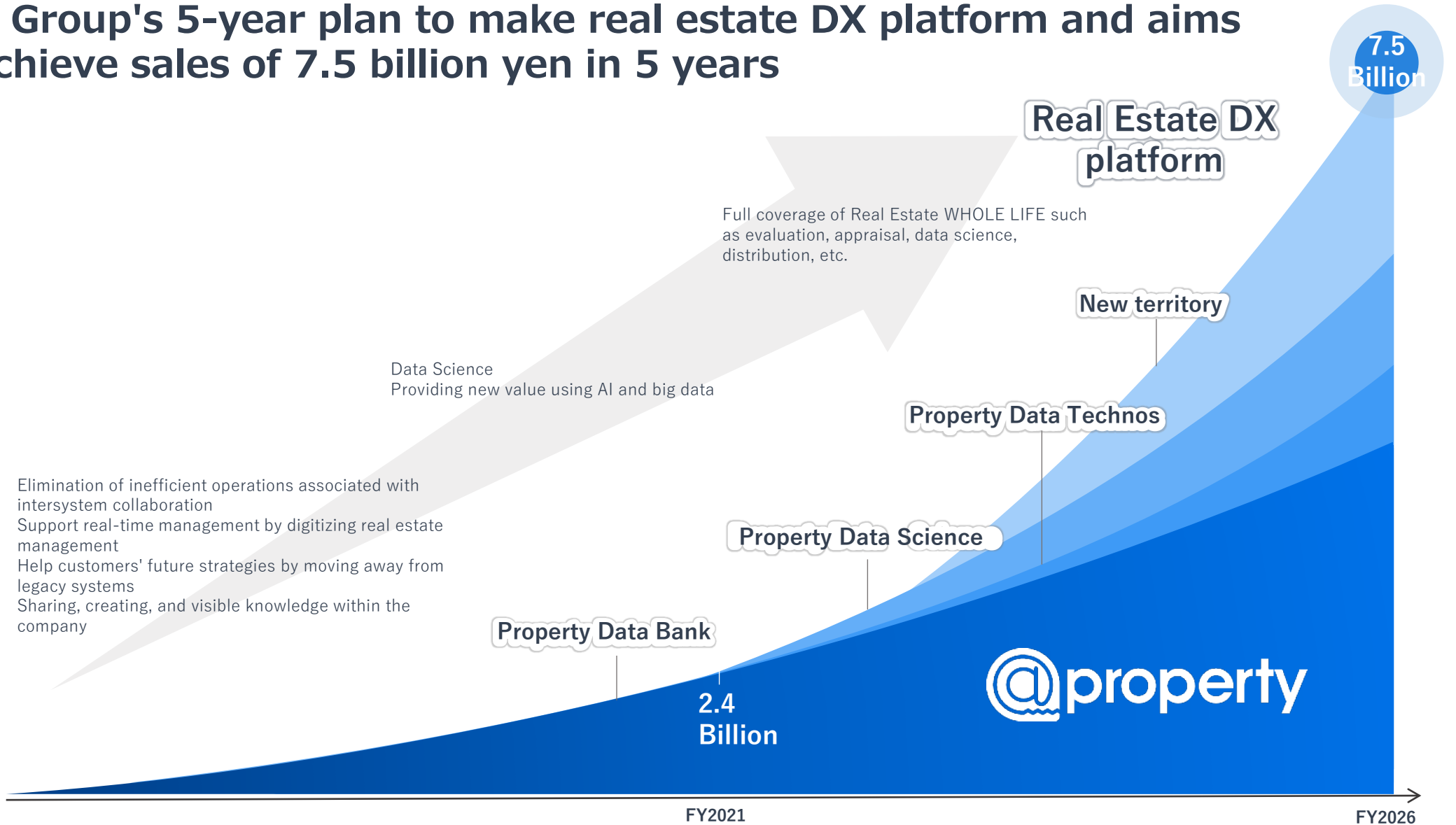
Digitize all information related to real estate management

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 H1 of Fiscal Year March 2023
- H1 of topics of Fiscal Year March 2023
- Appendix1 : Mid-term management plan
- **Appendix2**

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.

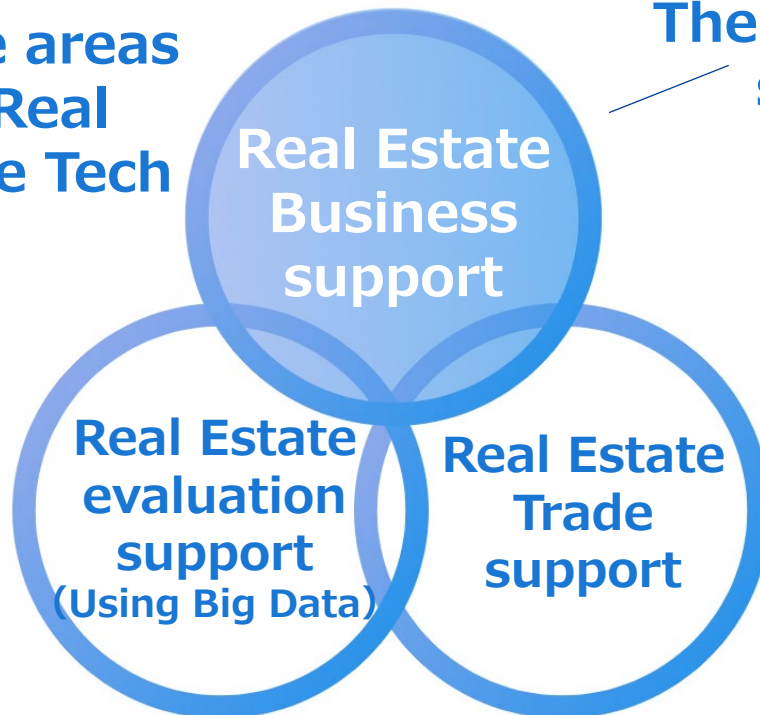
Corporate Name	Property Data Bank, Inc.
President	Sadahisa Takeno
Date of Establishment	October 2, 2000
Location	Hamamatsucho Square, 1-30-5, Hamamatsucho, Minato-ku, Tokyo
Main Business Activities	Cloud services business in relation to the operations and management of assets, facilities and real estate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

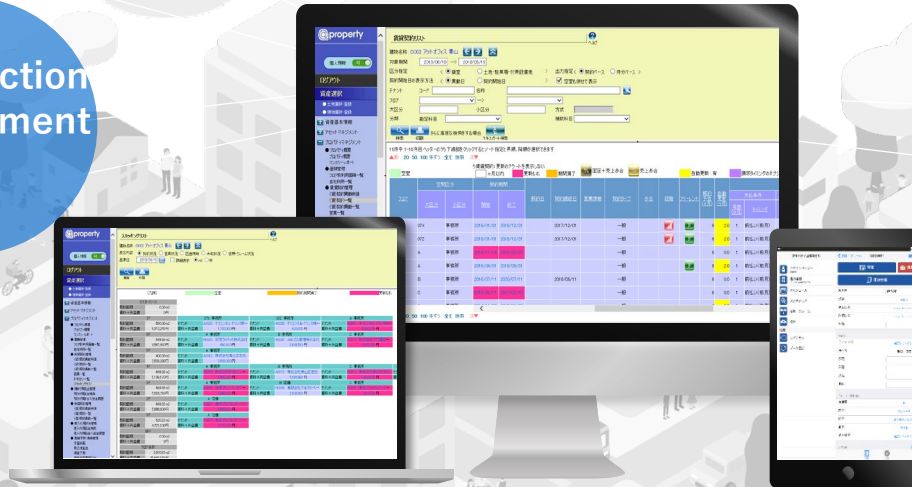
Billing-Payment (Payment management)

Lease contract management

Construction management

Outsourcing management

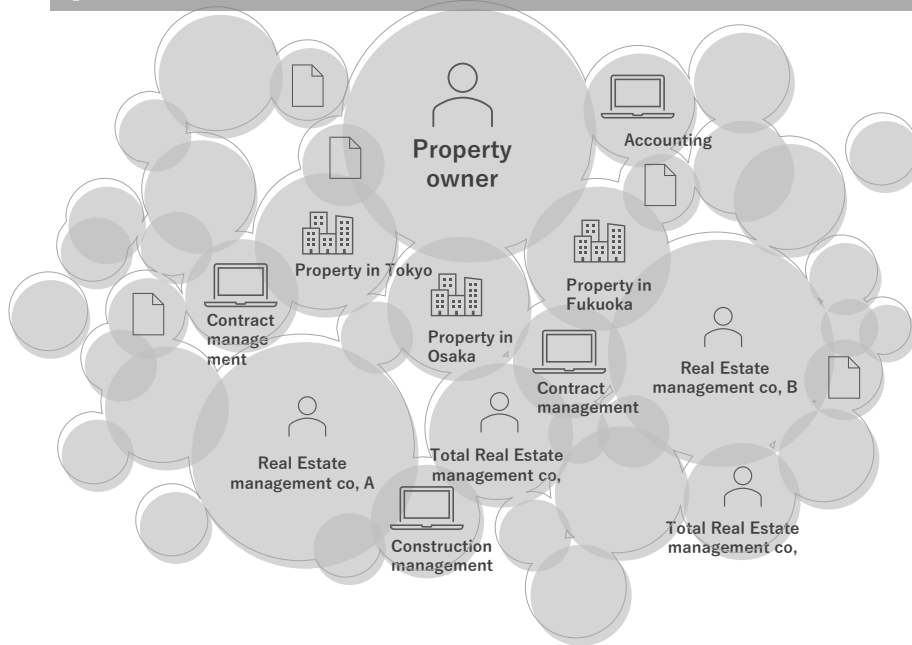
Management analysis



※ 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

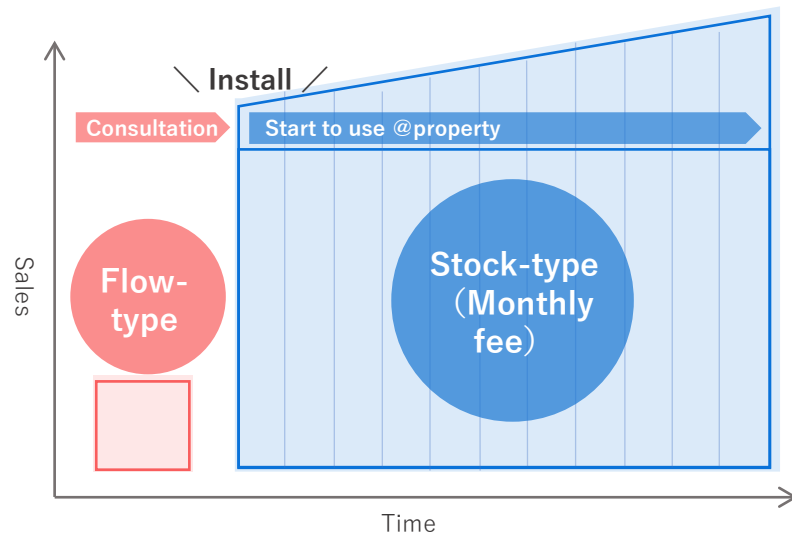
Standard project introduction pattern

Solution service sales

- @property
- Introduction consulting

Cloud service sales

- @property
- Monthly fee



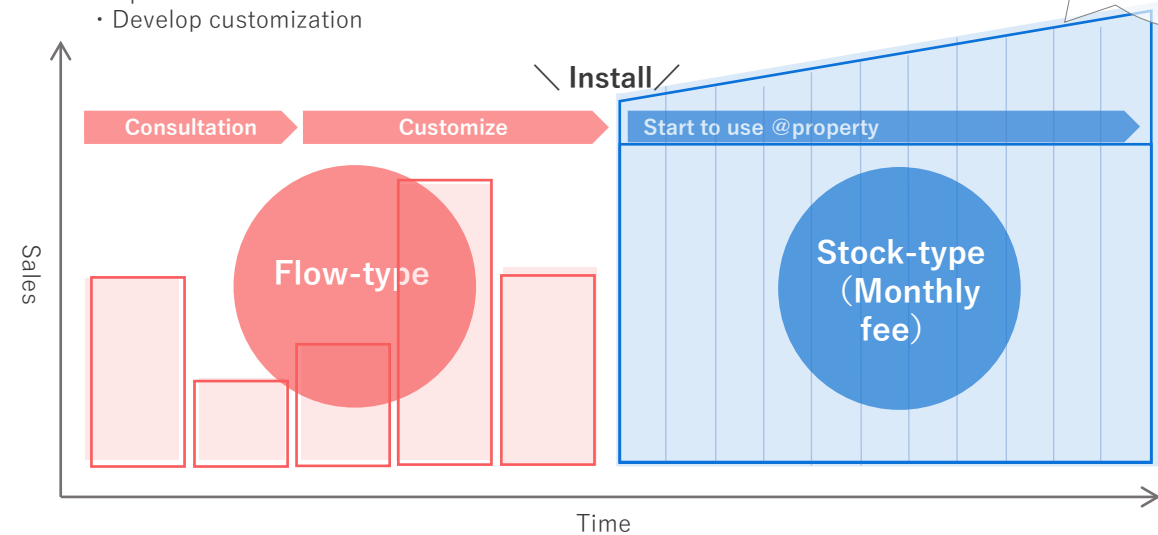
Large-scale project introduction pattern

Solution service sales

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

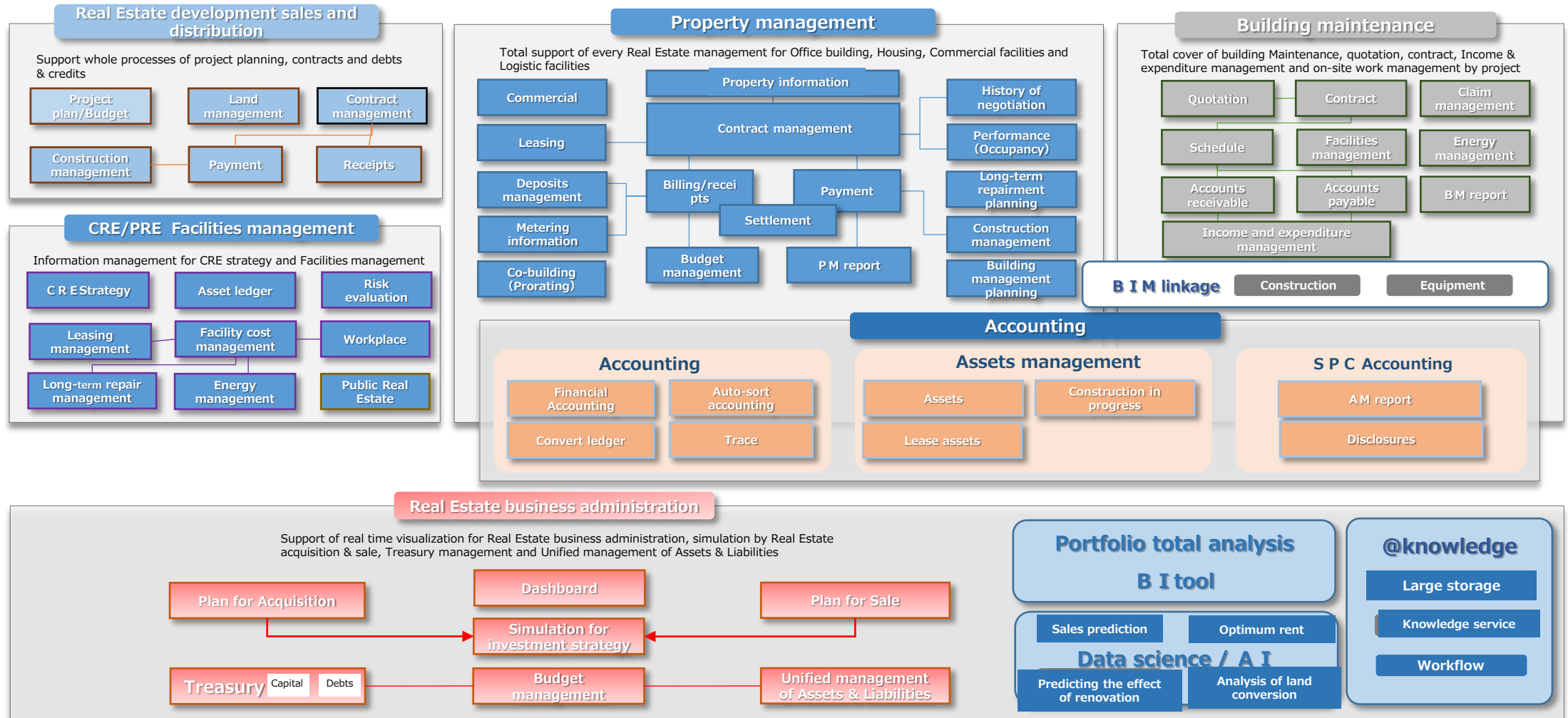
Cloud service sales

- @property
- Monthly fee



- Increase New customer
- Increase services
- Increase number of registration
- Decrease Cancel
- Decrease number of registration

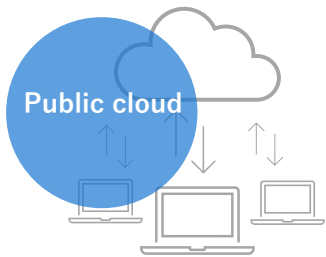
Provide solutions for Real Estate Business needs



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

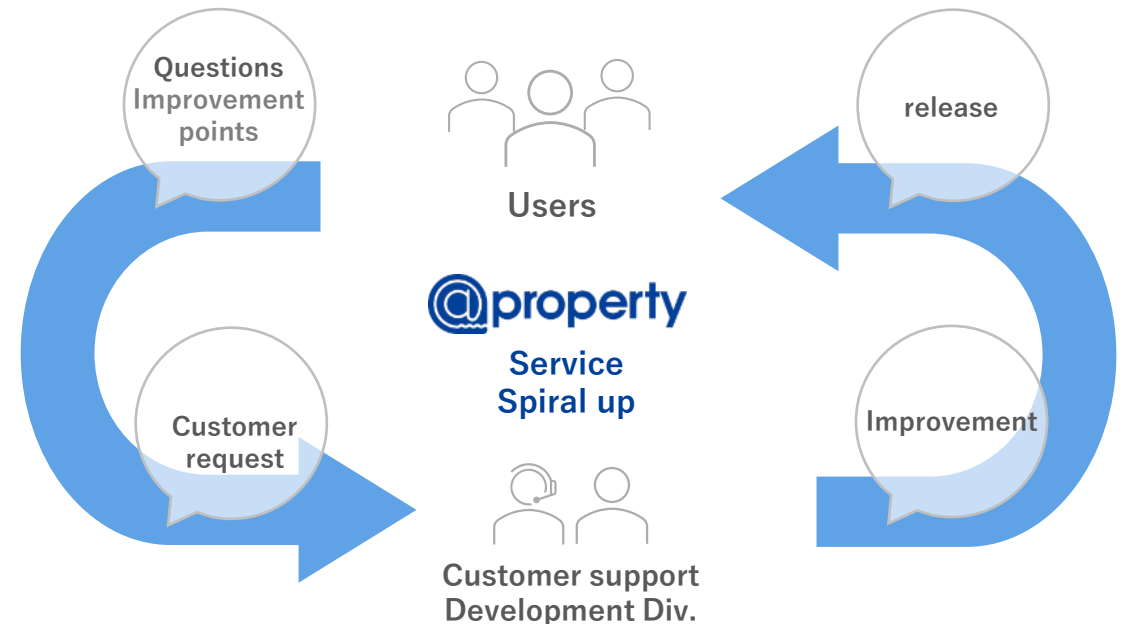


- No need to install
- Maintenance by PDB
- Version up by PDB
- Solid security environment base (ISO/IEC 27017)



- 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

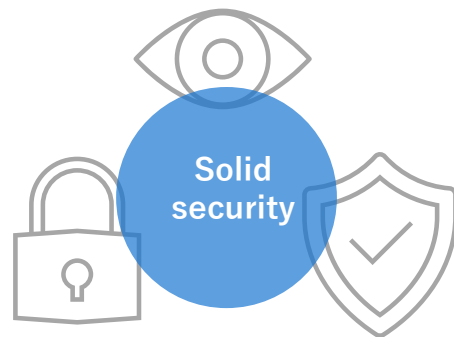


Obtained ISO27001 certification by applying Information Security Management System (ISMS) for business related to @property
Transfer data to a remote data center and perform real-time backup in case of a disaster

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

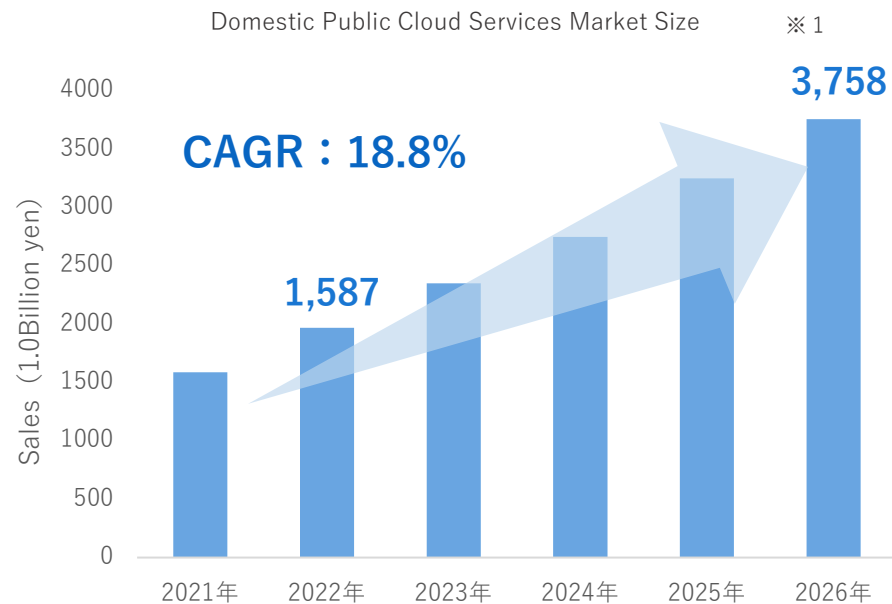
Configuration without data loss

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



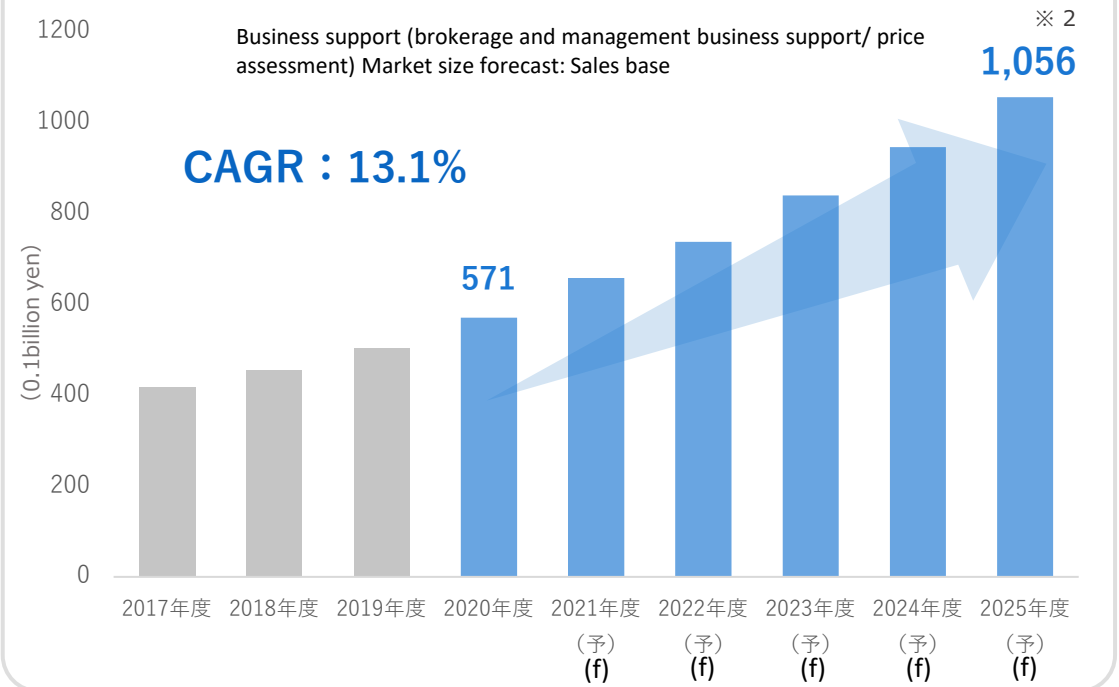
Increasing number of companies recognize DX as a high priority management issue in order to respond to the changing era
 Driving high growth in the public cloud services market
 Business support real estate tech market is also expected to expand in the long term

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

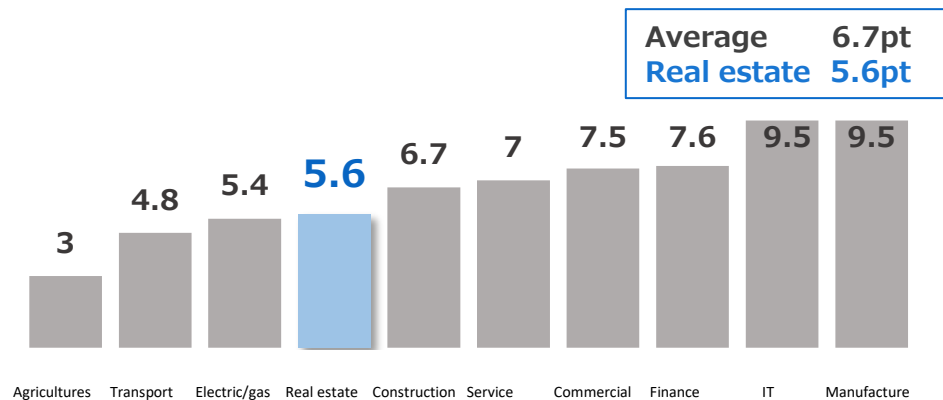


※2 Yano Research Institute, Inc. "2021 Real Estate Tech Market Reality and Outlook" (28 July 2021)

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

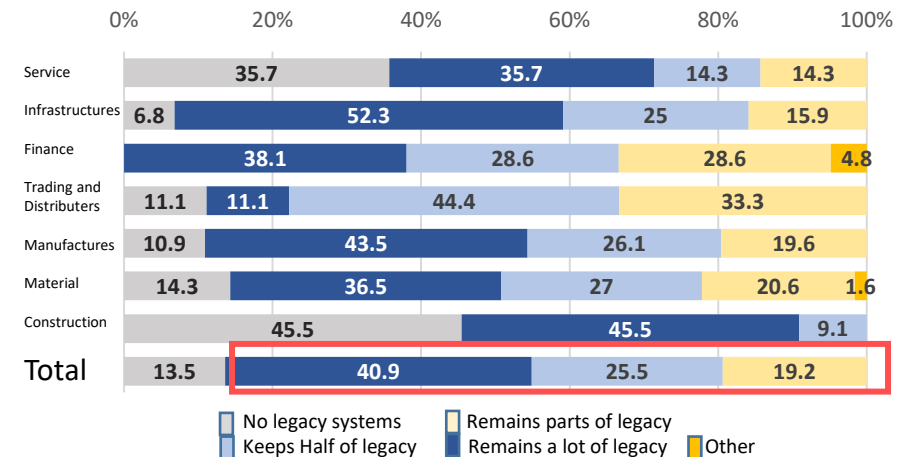
Use of ICT by industries(Score) ※3



There is a room to improve efficiency

Many companies keep legacy systems

80% companies keep legacy systems ※4

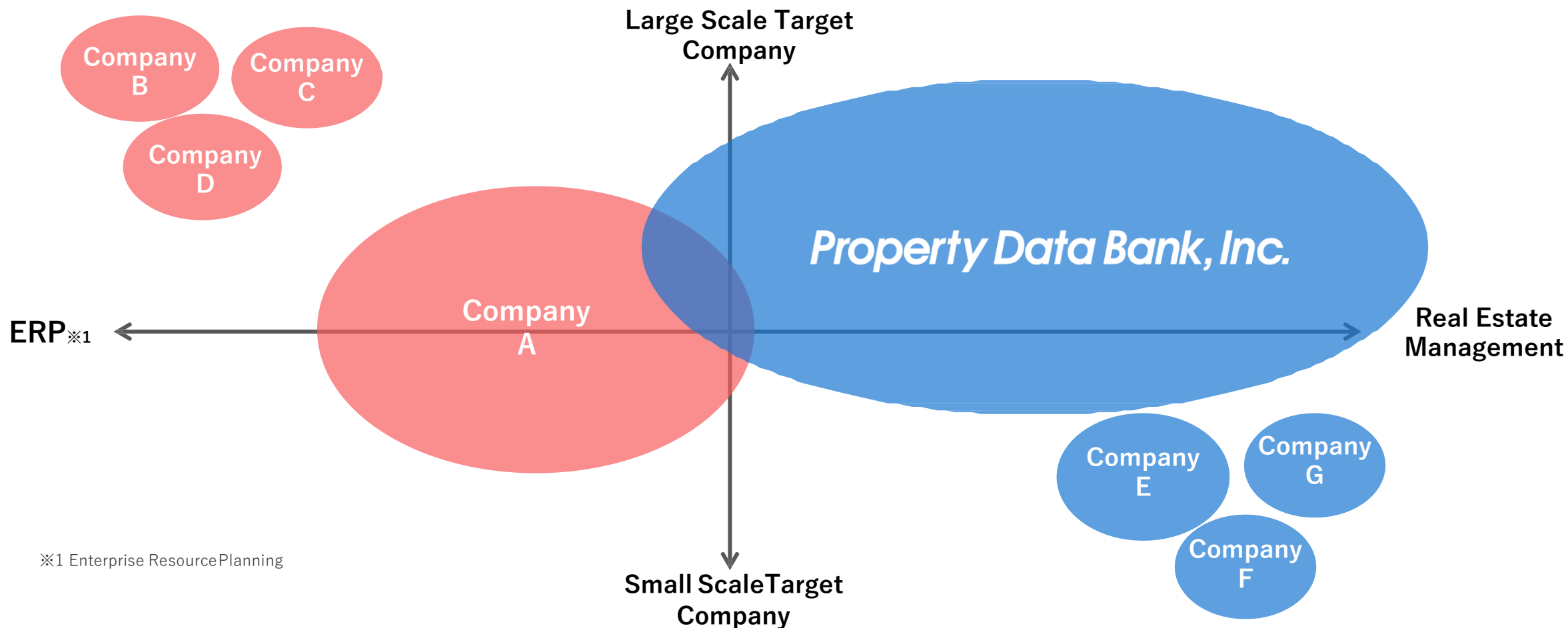


DX accelerates ICT from legacy systems

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.



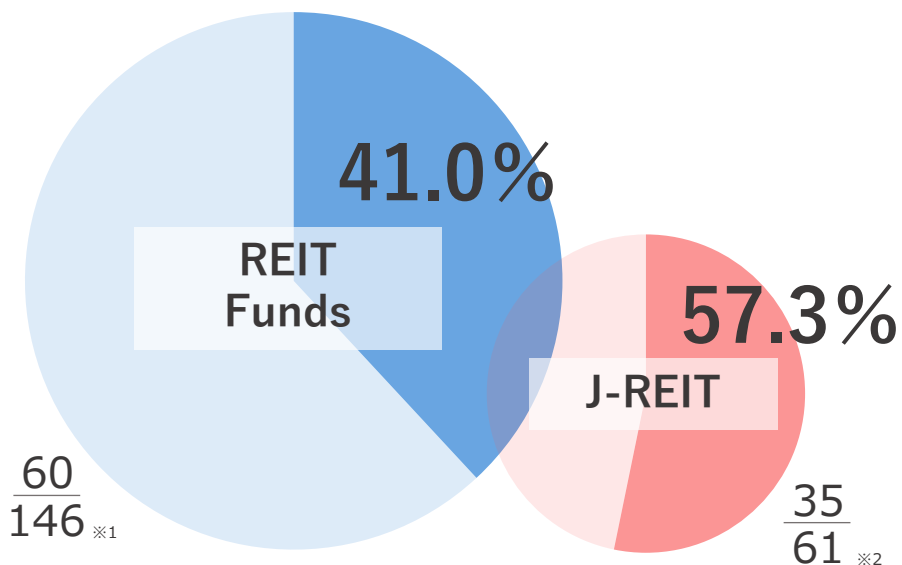
※1 Enterprise Resource Planning

Targeted market and potential

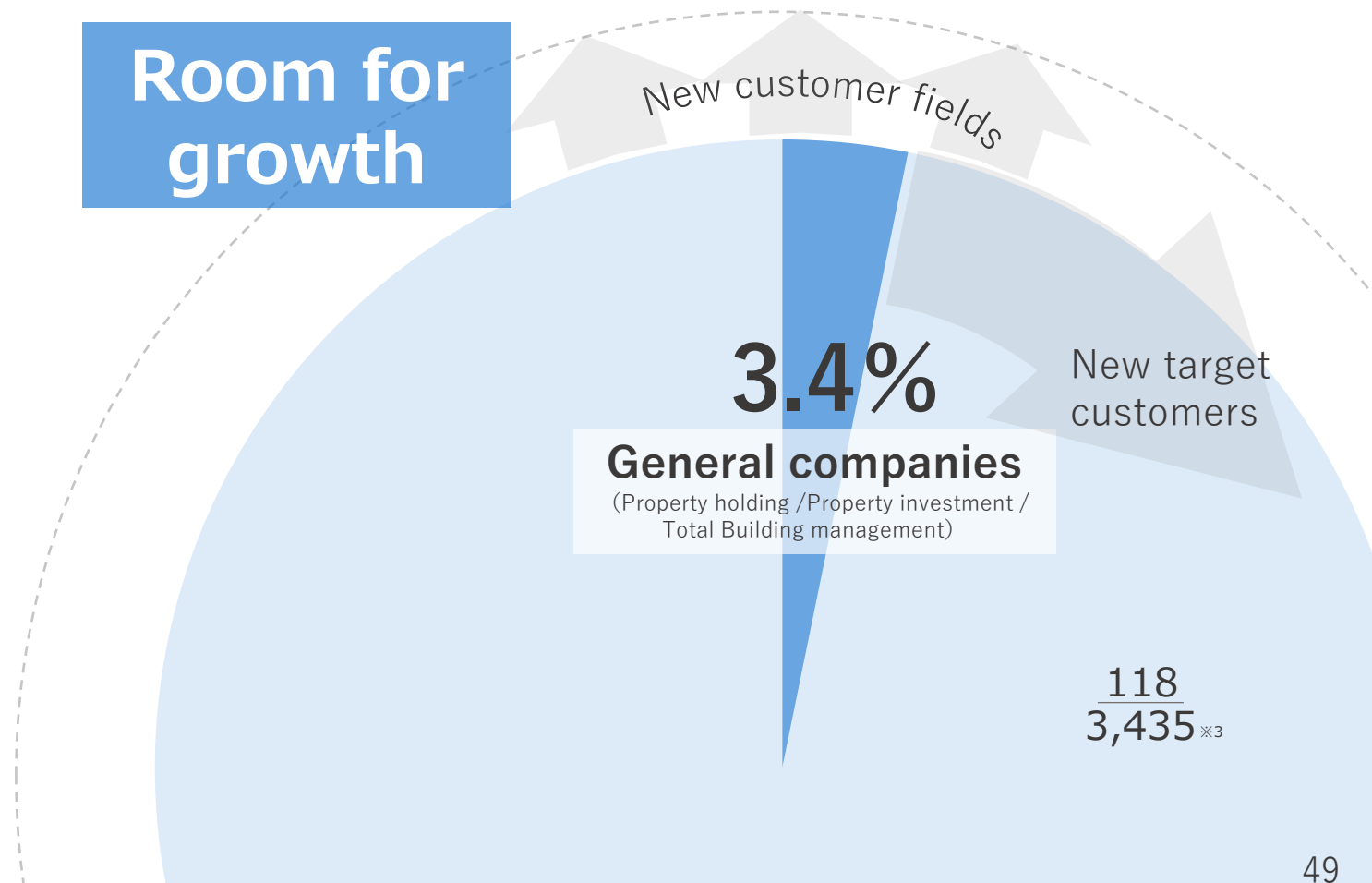
Establish de fact standard in REIT•Funds market

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"> •A decline of market Share •A drop unit price of orders • There is a possibility that the business and results be adversely affected. 	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"> •We may lose status. And it will damage the brand image. •A reduction in Revenue due to decline usage fee. •There is a possibility that we are claimed for damages. 	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"> • A reduction in Revenue due to cancel a contract • There is a possibility that the business and results be adversely affected. 	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

This material contains forward-looking statements, which are based on current expectations, forecasts and assumptions that involve risks.

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.