H1 FY2023

Financial Results Briefing Materials

November 15, 2023



Ticker 4389

(April 2023-September 2023)

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H1 FY2023 Earnings Summary

H1 FY2023 Earnings Summary (Consolidated)



Net sales rose 9.5% YoY on the back of firm cloud service sales. Operating profit fell 8.0% YoY as SG&A expenses rose due to increases in various expenses, including labor costs.

Net Sales 1,240 million yen (+9.5% YoY)

Operating

Profit

198 million yen (-8.0% YoY)

Ordinary Profit

200 million yen (-7.3% YoY)

Net Profit

135 million yen (-33.8%)

*Rounded down to nearest million yen

FY2023 Business Strategy



Property Data Bank



Achieve stable expansion of "@property"

- Continue to increase the size of solution service projects though BPR projects
- Aim to increase the size of cloud service projects through ERP proposals
- Expand proposals to general companies

New services

■ Launch new service development

- Develop multiple new services
 - Currently developing Speed ANSWER for web (tentative name)
 - Develop DX platform
- Fully update @knowledge this summer
- Move forward with commercialization of BIM

Property Data Technos

Document management solution

- Expand digitalization services for real estate documents
- Expand document management solution proposals
- Enter the BPO business

Property Data Science



 Focus on increasing sales by transforming "Speed ANSWER" into a comprehensive store operation and management service that extends from the store opening stage to post-opening operation and management.

^{*} Business process outsourcing (BPO) refers to outsourcing a range of operation processes, from planning and design through implementation, to a specialized service provider.

H1 FY2023 Summary



Property Data Bank



■ Achieve stable expansion of @property

- Continued to increase the size of solution service projects though BPR projects
- Aimed to increase the size of cloud service projects through ERP proposals
- Expanded proposals to general companies

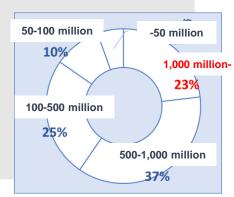
New Services

■ Launch new service development

- Developed multiple new services
 - Currently developing Speed ANSWER for web (tentative name)
 - Develop DX platform
- Fully updated @knowledge this summer
- Move forward with commercialization of BIM



- Start major projects
 - → Major general real estate company A: Two-year project started in the second half.
 - → Major Energy company B: Two-year project started.
 - → Conducting business discussions regarding several possible projects that are highly likely to come through. Value of these projects are 3.0 billion yen over the next three year.
- Capture larger projects through upselling
 - → Last minute orders to become compliant with Electronic Books Act.



New services

- Speed ANSWER for Web (tentative name)
 - → Changed name to @commerce (tentative name)
 - → Release this winter, Exhibits in JAPAN BUILD(Dec 13–15).
- Online storage service : @knowledge
 - \rightarrow Running β version
- Announced operational tie-up with REIVO, Inc (Sep)

H1 FY2023 Summary



Property Data Technos

Document management solution

- Expand digitalization services for real estate documents
- Expand document management solution proposals
- Enter the BPO business.

Property Data Science



 Focus on increasing sales by transforming Speed ANSWER into a comprehensive store operation and management service that extends from the store opening stage to post-opening operation and management.



Property Data Technos

- Fully launched document management BPO business and started to take orders
 - · Handles all operations from operation flow design and management operation
 - Introduced by KJR Management
- Increase in inquiries between July and September
 - Increase in inquiries after full launch
 - Holding business discussions regarding orders in H2 and after



Property Data Science

- Turned into wholly-owned subsidiary
 - Make prompt management decisions and search for ways to expand sales
 - Currently reviewing operations
- Speed ANSWER
 - · Holding business discussion after receiving praise for sales forecast reports
 - Expects increase orders in H2

^{*} Business process outsourcing (BPO) refers to outsourcing a range of operation processes, from planning and design through implementation, to a specialized service provider.

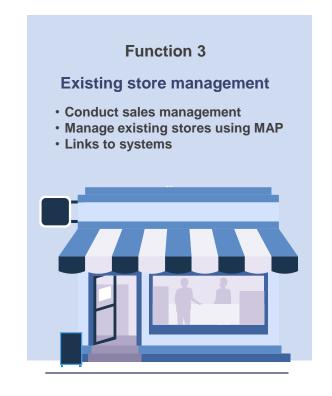
@commerce, Store Development Support Cloud



"@commerce" is a cloud service that integrates all the functions necessary for a store developement business, which range from property information, candidate site management, data analysis and existing store management.

Function 1 Property information management Manage candidate properties Manage status Visualize using MAP

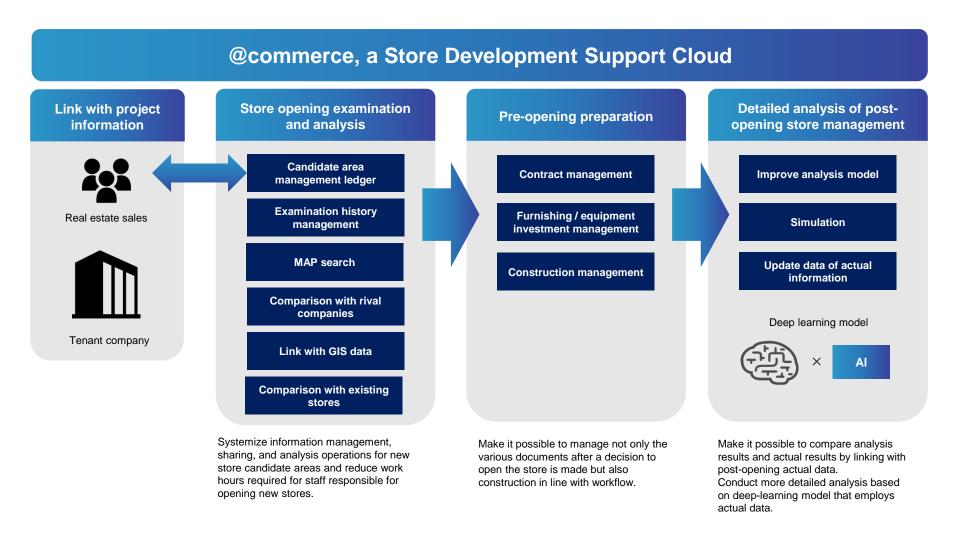




@commerce, Store Development Support Cloud



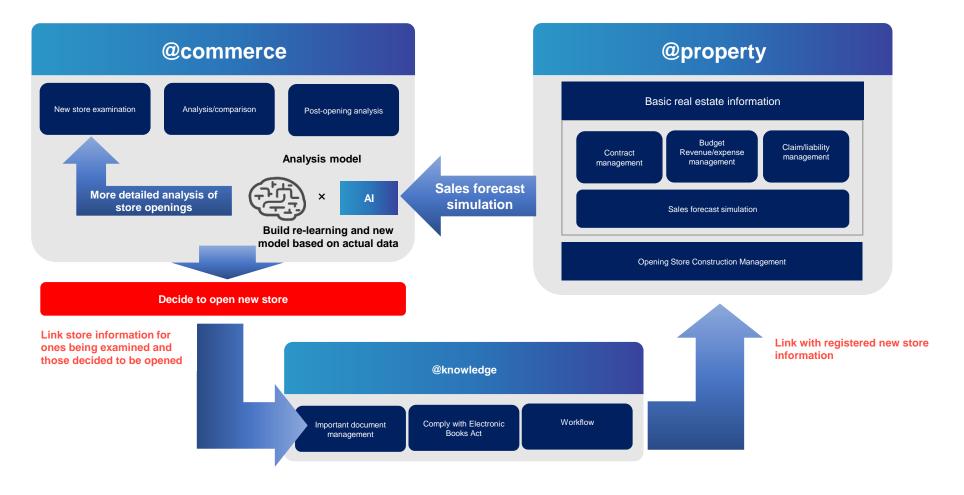
Supports new stores through various analysis and management functions necessary for a range of activities from examining store opening to post-opening management



@commerce, Store Development Support Cloud



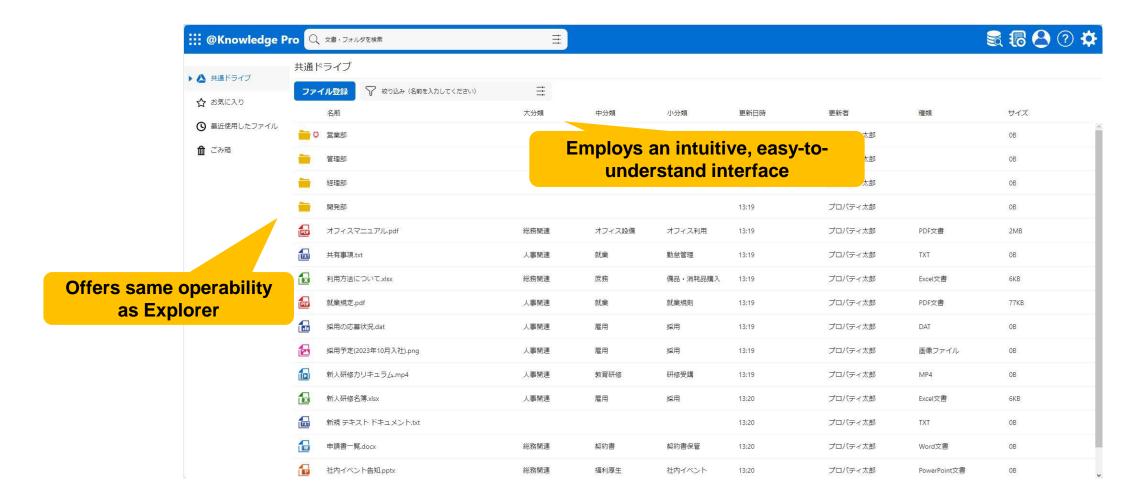
Provide seamless management through service tie-up between @property and @knowledge Interlinking data makes it possible to conduct sales forecast analysis based on latest data on actual sales.



@knowledge, Online Storage Service



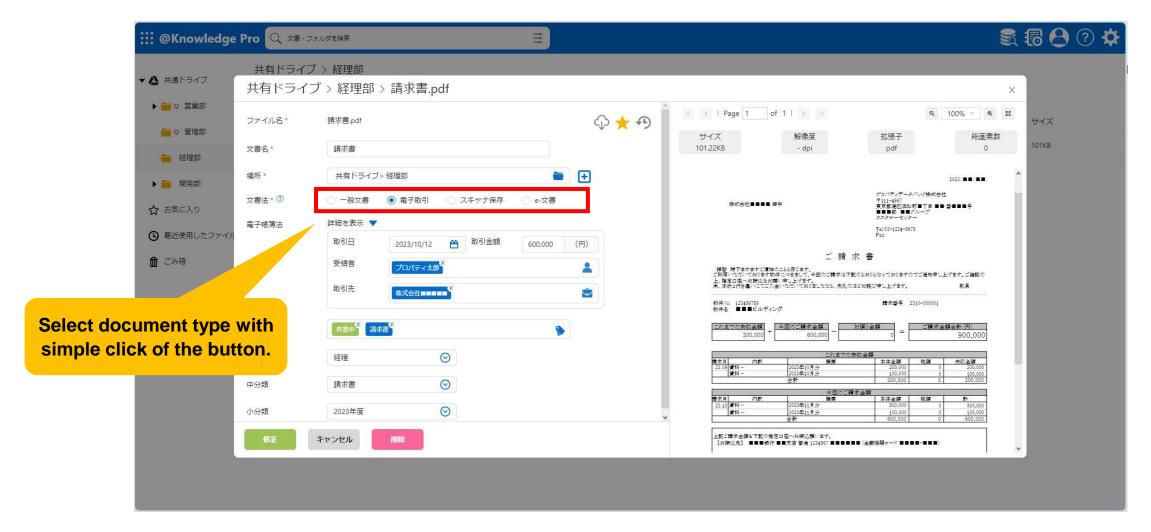
Introduce β version with dramatically improved UI/UX







Compliant with Act on Electronic Preservation System for Books and Documents related to National Taxes ("Electronic Books Act")







H1 FY2023 Results

Highlight of Consolidated Financial Results for H1 FY2023 (YoY)



Cloud services are steadily expanding

- Expansion of cloud services was the greatest factor behind growth in net sales. Sales of Property Data Technos, which was excluded from the scope of consolidation in the previous fiscal year, also made contributions.
- On the other hands, solution services sales fell short of expectations as they will be recorded in the next fiscal year.

(Million Yen)		H1 FY2022 Results (consolidated)	H1 FY2023 Results (consolidated)	YoY
Net sales (consolidated)		1,132	1,240	+9.5%
	Cloud services	731	810	+10.8%
Property Data Bank	Solution services	345	310	-10.3%
Property Data Technos		51	111	+115.8%
Property Data Science		6	9	+52.9%
Operating profit		215	198	-8.0%
Ordinary profit		215	200	-7.3%
Profit attributable to shareholders of the parent company		204	135	-33.5%

^{*} Rounded down to nearest million yen

H1 FY2023 Full-Year Forecasts



FY2023 forecasts are the forecasts appearing in the Medium-term Management Plan because it is a fixed plan.

- Being the second year of the Medium-Term Management Plan, it is an important year for generating strong profit growth for the next fiscal year and beyond.
- We will actively invest in human capital, system development, and advertising/marketing to grow the business from a medium-term perspective.

		FY2022	FY2023	YoY	
(Million Yen)		Results	Forecast		
Net sales (consolidated)		2,832	3,420	120.7%	
	Cloud services	1,514	1,680	111.0%	
Property Data Bank	Solution services	1,150	1,240	107.7%	
Property Data Technos	Property Data Technos		300	193.8%	
Property Data Science		14	200	1,382.4%	
Operating profit		822	822	100.0%	
Ordinary profit		823	822	99.9%	
Profit attributable to shareholders of the parent company		626	559	89.2%	

^{*} Before elimination of inter-segment business

^{*} Although only included in the scope of consolidation for April—December of last year, Property Data Technos was included in the scope of consolidation for the full year this year.

Difference Between Forecasts and Results



Achievement rate was slightly low.

- Progress rate for cloud service net sales was on par with that for the previous fiscal year. However, that for solution service net sales was less than expected.
- Progress rates for the two subsidiaries fell short of expectations.

(Million Yen)		1H FY2023 Results	FY2023 Full fiscal year forecast Forecast	Progress rate
Net sales (consolidated)		1,240	3,420	36.2%
	Cloud services	810	1,680	48.2%
Property Data Bank	Solution services	310	1,240	25.0%
Property Data Technos		111	300	37.2%
Property Data Science		9	200	4.8%
Operating profit		198	822	24.1%
Ordinary profit		200	822	24.3%
Profit attributable to shareholders of the parent company		135	559	24.2%

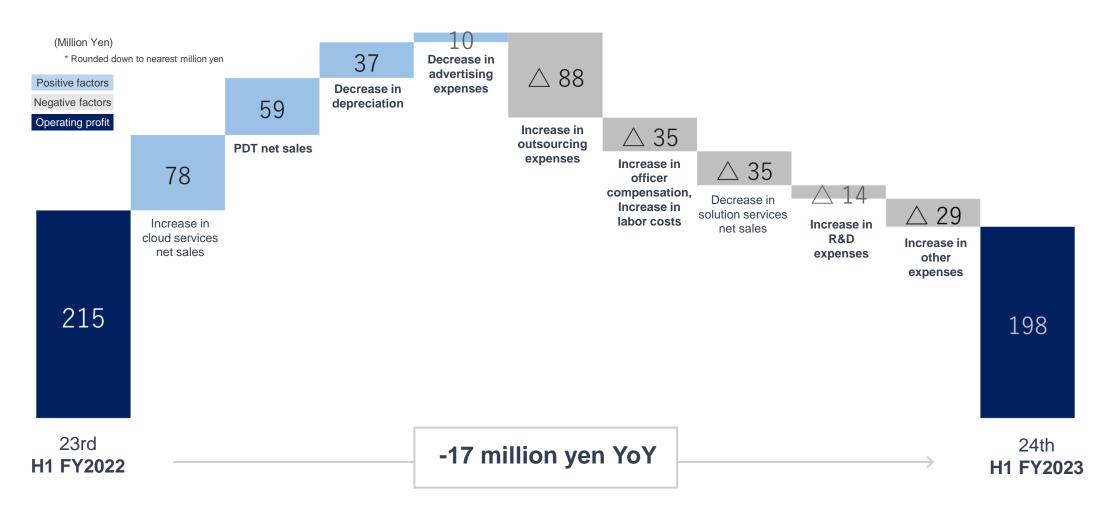
^{*} Rounded down to nearest million yen*

^{*} Before elimination of inter-segment business

Factors Effecting Operating Profit



Operating profit fell 8.0% YoY. Outsourcing expenses rose as a result of aggressive efforts to use multiple outsourcing services providers in order to eliminate the risk of relying one particular one.

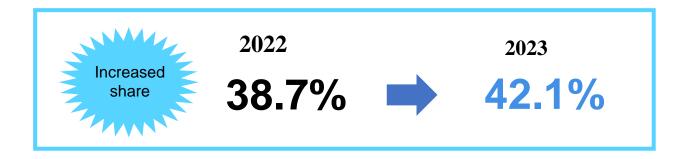


[KPI] @property Market Share



Recorded dramatic increase in market share

Adoption rate for main operation management systems 2023 2022 Excel @property Own system Company E Company D Company C Company B Company A 50.0% 30.0% 40.0% 60.0% Company Company Company Own Company @property Excel system 10.2% 42.1% 51.8% 2023 7.1% 8.6% 17.3% 7.1% 29.4% 6.9% 8.8% 9.3% 15.7% 27.9% 38.7% 52.9% **2022**



- Maintained commanding share in the real estate asset management field
- For @property, not only maintained top share for operation management systems in the industry but also achieved a dramatic increase in share according to monthly magazine Property Management
- More than 800 companies have adopted @property

Source: Operation Management System Survey, Monthly magazine Property Management (Share in share for specialized tools target real estate management but excluding items such as inhouse made systems and MS excel-based management)

KPI @property Churn Rate



Churn rate on a property basis was 1.27%, and on a monthly fee rate, 0.27%. Customers making little use of @property and not paying much in month fee tend to cancel their contracts.



O3 Appendix

Major Recognized Business Risks



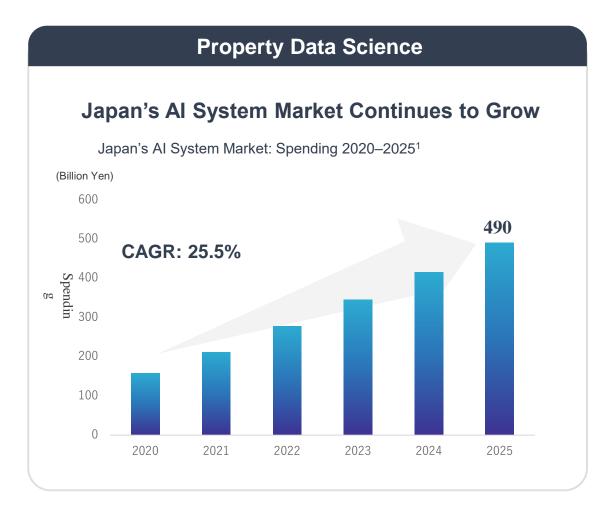
Main Risks	Possibility/when may materialize	Impact on achieving growth and implementing management plan	Response
Trends among rivals (e.g., new entry of companies with financial and brand strength) medium/medium to long)	medium/ medium to long term	 Decline in market share Decline in value of individual orders Impact on business and earnings 	Working to differentiate the Company by increasing the quality of cloud services that reflect the opinions of users and always evolves.
Information management, information leaks, and system problems	medium/ short term	 Undermines social credibility and brand image Decline in sales due to a fall in service fee Possibility of claims for compensation for damages 	Working to protect information assets and maintain and raise the security level through efforts such as obtaining ISO27001 and ISO27017 certification. Adding redundancy for devices, securing three data centers in Japan, and ensuring the safety and soundness of services.
Proving services that meet the needs of customs (e.g. being late to provide services that meet customer needs, or providing services that do not meet the needs of customers)	medium/ medium to long term	 Decline in sales due to cancellation of contracts Impact on business and earnings 	Working to improve cloud services by ascertaining customer needs through support services and following up with customers.

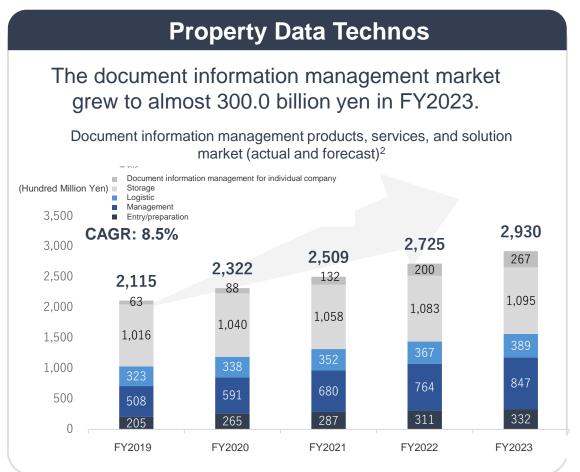
Refer to the Business Risk section of the Securities report for information on other risks.

Assumptions Underlying Consolidated Earnings Target (Market Growth)



Japan's Al market is forecast to grow, particularly for data management and analysis. Rapid shift from analog management of traditional paper items to digital management, a tailwind for DX.





Source

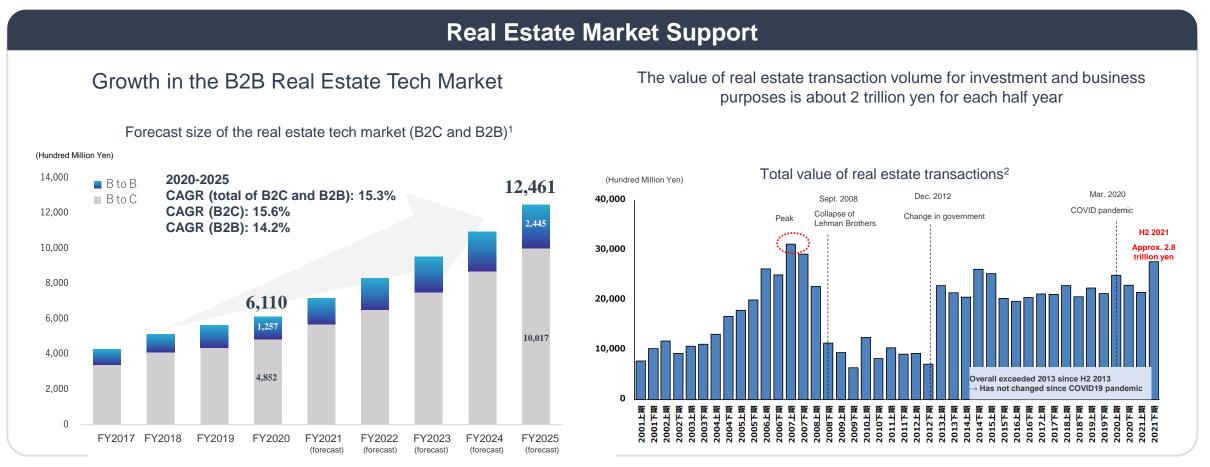
^{*1 &}quot;Japan Al System Market Forecast 2021–2025", IDC Japan Press Release (June 2, 2021)

^{*2 &}quot;Document Information Management Product/Service Market Trend Survey 2021," issued by the Japan Image and Information Management Association (JIIMA).

Assumptions Underlying Consolidated Earnings Target (Market Growth)



Real estate tech market continues to grow, not only in the U.S. but also in Japan. Both the B2C and B2B real estate tech markets are expected to grow.



Sources 1 2021 Real Estate Tech Market Current State and Outlook," Yano Research Institute Ltd. (July 2021)

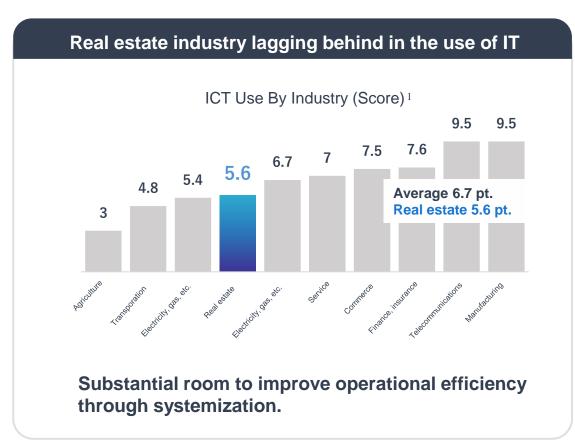
^{2 &}quot;Real Estate Transaction Market Survey (H2 2021)," Japan Real Estate Institute (March 31, 2022); (The reports covers J-REIT and transactions involving real estate for investment and business purposes that real estate parties are involved in and used for securitization.)

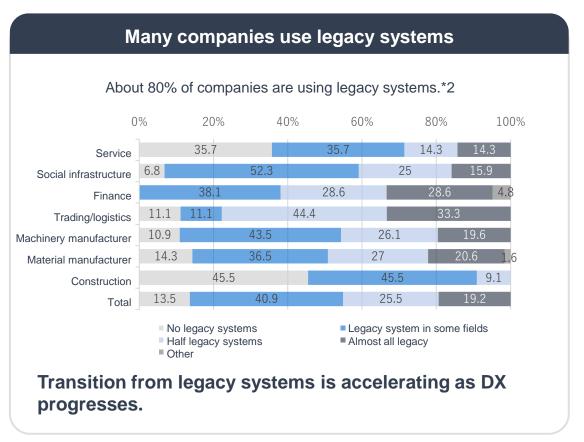
External Environment (Real Estate Industry and DX)



Japan's real estate industry is lagging behind in the use of IT, and there is substantial room to increase productivity and improve operational efficiency.

Reviews of and transitions from existing legacy systems is expected to increase in the future.





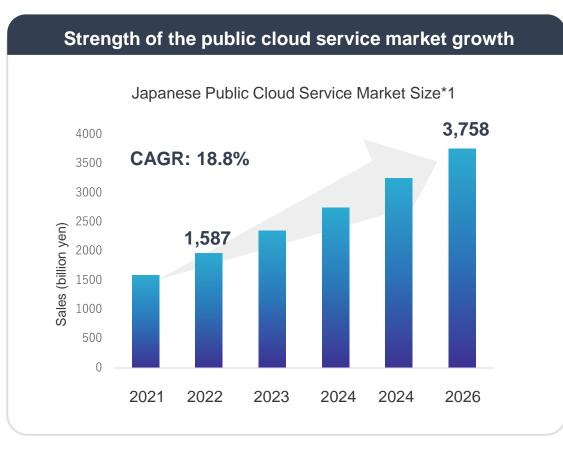
^{*1} Created by PDB based on "Research on Problems and Solutions to Accelerated Economic Growth Through ICT (2014)," (Ministry of Internal Affairs and Communications)

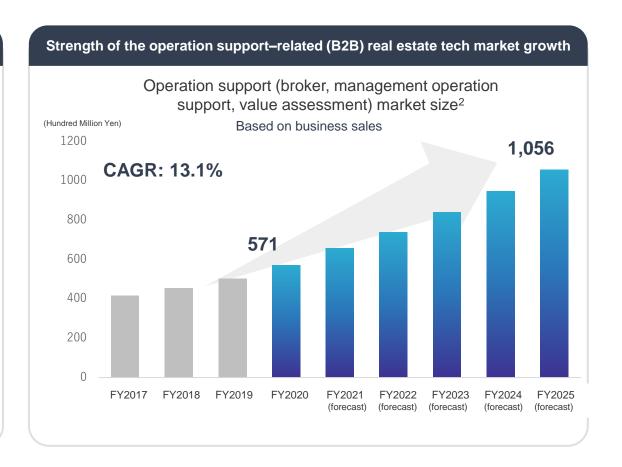
^{*2} Created by PDB based on "Digital Transformation Report IT System Overcoming the 2025 Crisis and Full Introduction of DX-September 7, 2018" (Ministry of Economy, Trade and Industry) (http://www.meti.go.jp/press/2018/09/20180907010/20180907010-3.pdf)

External Environment (Market Growth Potential)



Promotion of DX will drive strong growth in the public cloud service market. The market for operation support-related real estate tech is expected to grow in the medium and long term.





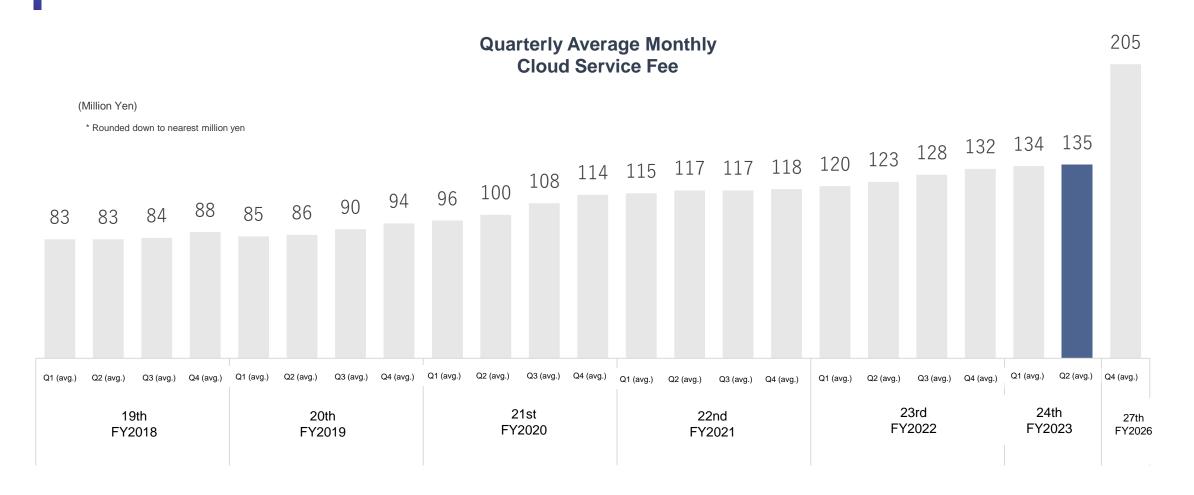
^{1 &}quot;Japan Public Cloud Service Market Sales Forecast 2021–2026," IDC Japan press release (March 31, 2022)

^{2 &}quot;2021 Real Estate Tech Market Current State and Outlook," Yano Research Institute Ltd. (July 2021)

Monthly Cloud Service Fee (Quarterly Average)



Monthly cloud service fee is increasing moderately quarter on quarter because no major projects were fully launched.



Monthly cloud service fee per company



Rose 30,000 yen (+7.6%) YoY as a result of capturing large projects for general companies, mainly railway companies.

Quarterly Average Monthly Cloud Service Fee per Client

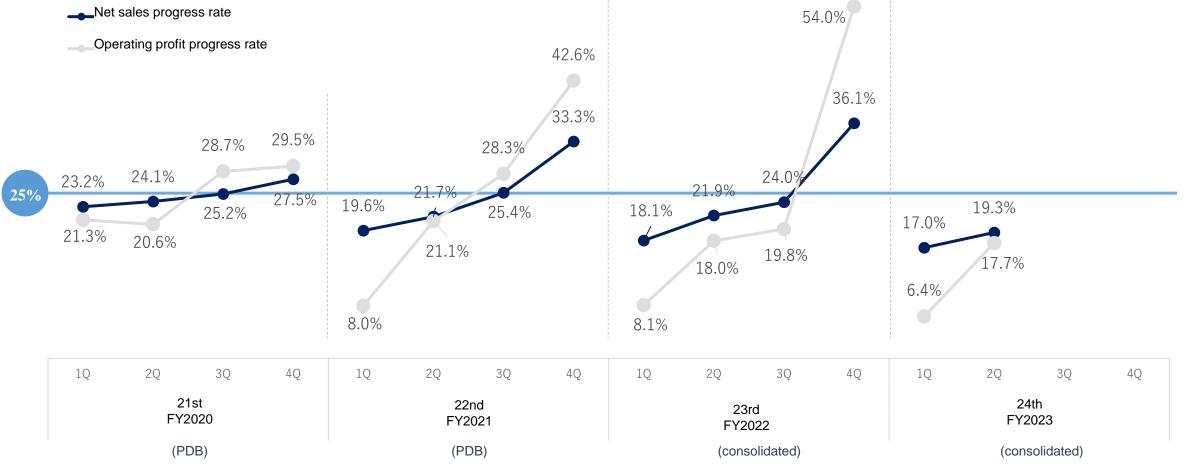


Quarterly progress rate



Progress rate is low through H1 as business is concentrated in H2.

- The progress rate for solution services and two subsidiaries fell short of expectations.
- Increase in SG&A expenses due to the increase in such items as labor costs was within expectations.







Medium-term Management Plan

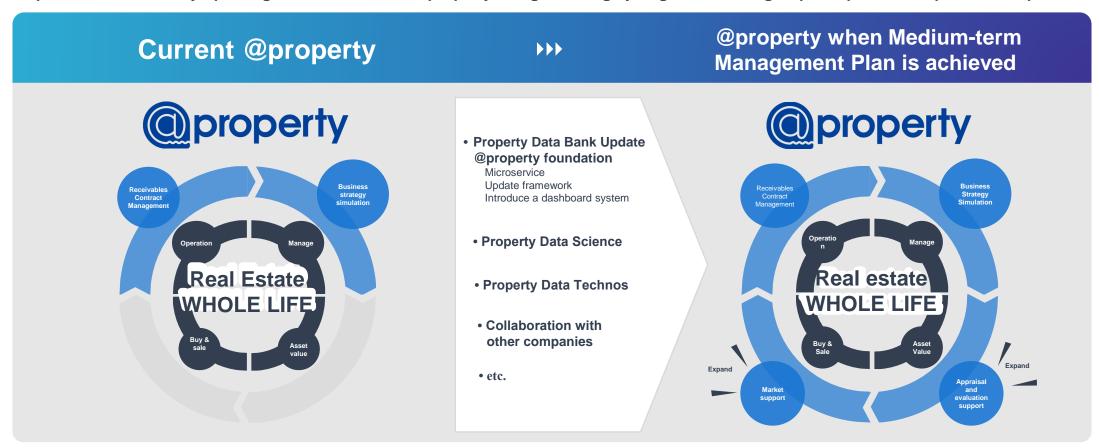
Vision of Property Data Bank Group After Medium-term Management Plan Implemented



@property and Real Estate WHOLE LIFE

Fully cover real estate WHOLE LIFE,* which represents the whole life of real estate held by a company or other entity, from acquisition, management and operations, and disposal, with @property.

Aim to create a **real estate DX platform** for the whole life of real estate held by customers and support businesses from the foundation. **Expand the business by updating the foundation of @property and generating synergies between group companies and partner companies.**



Real Estate WHOLE LIFE = Real Estate Whole Life Cost is a new concept that replaces life cycle cost (LCC) that is based on the international idea of managing and evaluating expenditures and revenue over the whole life of real estate that a company or other entity owns and that also takes into consideration efforts to raise the value of the real estate.

Vision in Medium-Term Management Plan



Achieve Real Estate WHOLE LIFE with @property

■ What is Real Estate WHOLE LIFE?

Aims to raise the value of real estate assets over their whole life. In other words, it aims to raise the lifetime value (LTV) from construction through sale.

■ How do we implement Real Estate WHOLE LIFE?

Until now, the scope of @property was "operation" and "management." We will now expand the support to "maintain/raise asset value" and "transactions (buy and sell)".

■ How will we maintain and raise asset value and market (buy and sell)?

New proposals that leverage actual data

Leverage actual data from @property.

Create a DX platform

Establish a one-stop service that supports WHOLE LIFE.

Property Data Bank, Inc.

Real Estate WHOLE LIFE Previous Initiatives and Current Expansion

Real estate market support platform for companies

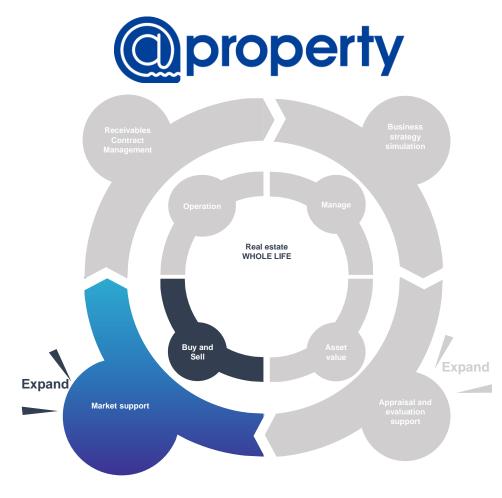
Expand real estate market support for corporations

Property Data Technos

Expand document management solutions and BPO business and reduce hassle related to exchanging many documents when buying and selling real estate.

Property Data Science

Provide integrated support from the real estate information collection stage through the decision-making and post-opening operation and management through Speed ANSWER for Web (tentative name).





Real Estate WHOLE LIFE Previous Initiatives and Current Expansion

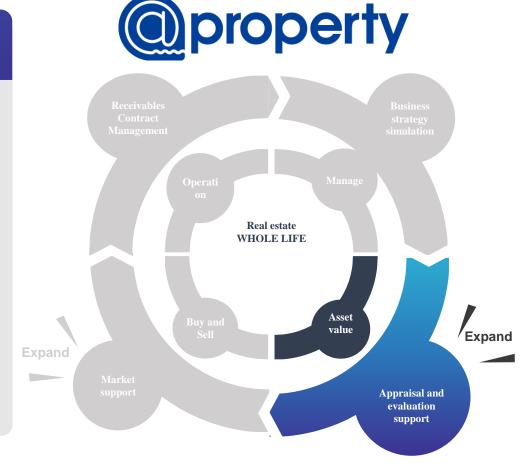
Initiatives to maintain and increase asset value

Propose value added by leveraging @property data

Property Data Bank

Leverage real big data within @property Build a DX platform to realize one-stop services

During the current fiscal year, move to the implementation stage for the above and create a foundation for commercialization during the current Medium-Term Management Plan.



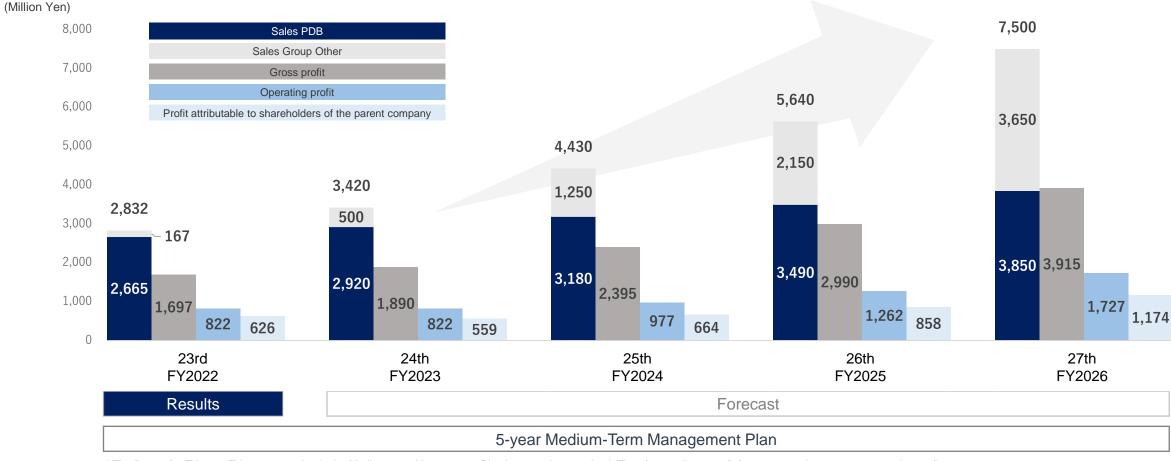
Consolidated Performance Targets



Aim to surpass net sales of 7.5 billion yen and operating profit of 1.7 billion yen

Continue to record five-year average annual growth of 10% for Property Data Bank.

Key to strong growth is expanding Property Data Science, Property Data Technos, and new services.



^{*} The figures for FY2023–FY2026 appearing in the Medium-term Management Plan have not been revised. Therefore, ordinary profit forecasts are the sames as operating profit.



Set growth in sales and operating profit margin as KPIs in the current Medium-Term Management Plan

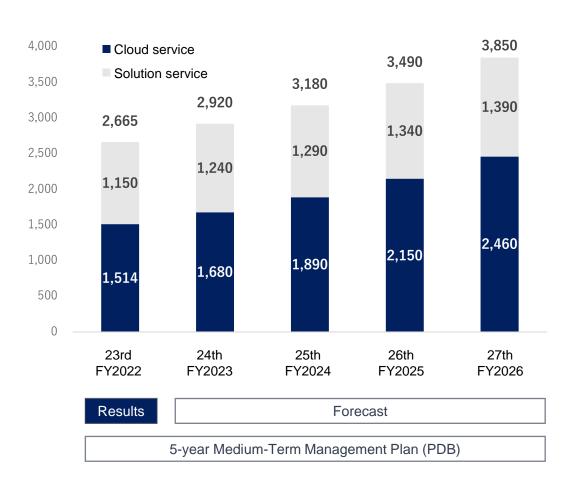
		5-year Medium-Term Management Plan				
(Million yen)		23rd FY2022 (Results)	24th FY2023	25th FY2024	26th FY2025	27th FY2026
Total sale		2,832	3,420	4,430	5,640	7,500
Property Data Bank	Cloud	1,514	1,680	1,890	2,150	2,460
	Solution	1,150	1,240	1,290	1,340	1,390
Property Data Science		14	200	400	700	1,000
Property Data Technos		154	300	350	450	650
New services		-	-	500	1,000	2,000
Operating profit margin		29.0%	24.1%	22.1%	22.3%	23.0%

- Most important indicators in Medium-Term Management Plan are sales and operating profit margin.
- Aim to expand business scale and stabilize finances by maintaining the profit margin.
- Set achieving sales targets in Medium-Term Management Plan and maintain an operating profit margin of at least 20% as KPI
- Make aggressive investments in new services, advertising/marketing, and human resources to expand sales while maintaining an operating profit margin.

Property Data Bank Sales 5-year Forecasts



Property Data Bank (parent level) focuses on expanding cloud services Aim to increase recurring income by steadily completing large-scale projects.



■ Place greater weight on expanding cloud services (recurring income) than solution services (one-time income) as the core of the Medium-Term Management Plan

<Growth Strategy for Cloud-derived earnings>

- Focus on large projects (strengthen ERP proposals)
- Seek tie-ups with services provided by consolidated subsidiaries
- Aggressively invest in system development

Consolidated Subsidiaries and New Services



Consolidated subsidiaries and introduction of new services are necessary to implement Medium-Term Management Plan.

Start-up phase through this fiscal year. Earnings start to grow next fiscal year.

5-year Medium-Term Management Plan (PDB)

(Million yen)	23rd FY2022 (Results)	24th FY2023	25th FY2024	26th FY2025	27th FY2026
Other	167	500	1,250	2,150	3,650
Property Data Technos	154	300	350	450	650
Property Data Science	14	200	400	700	1,000
New services		-	500	1,000	2,000

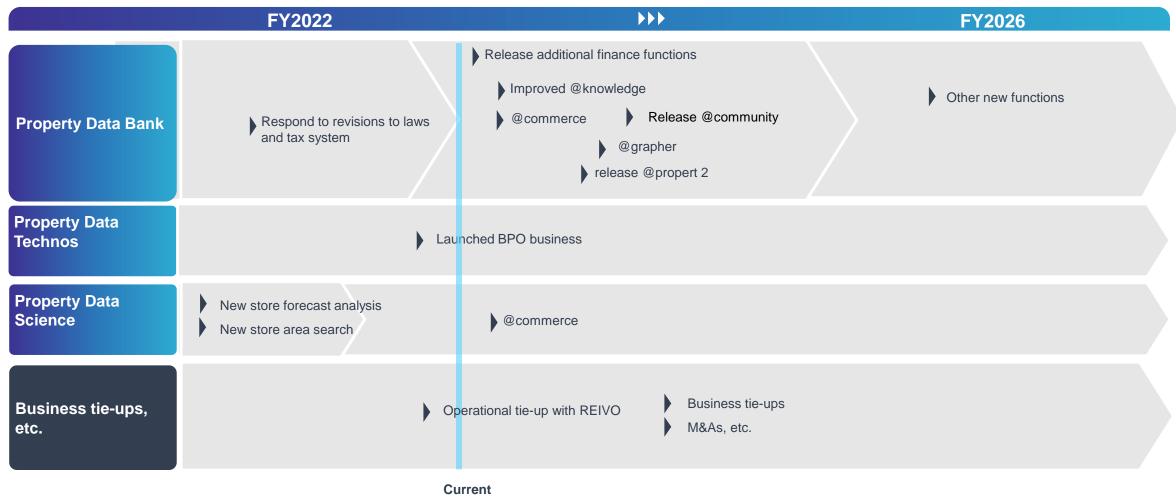
- Expand earnings of subsidiaries and introduce new services are important to implement Medium-Term Management Plan.
- Property Data Science
 Transform into a wholly-owned subsidiary and invest in system developments.
- Property Data Technos
 Propose document management solutions and reinforce BPO business proposals.
- New services
 Decide on the direction during this fiscal year.

Property Data Bank Group Road Map



Roadmap for Implementing Medium-Term Management Plan

Plan to further reinforce functions and develop new functions that meet market needs by updating the foundation of @property.



Real Estate DX Platform

@viewer (tentative name)

Operation system

@Account (tentative name)

Account Managing System

@WorkFlow

(tentative name)

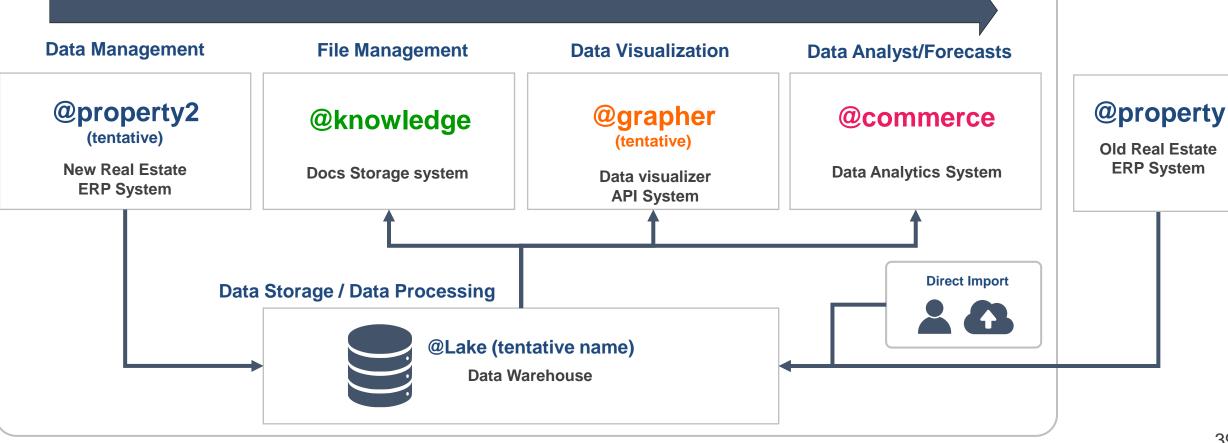
Workflow system

@BIM

(tentative name)

Link to BIM tie-up module

Data work road model



Property Data Bank Group Growth Roadmap



Move forward with creating a real estate DX platform over the five years of the Medium-Term Management Plan

7.5 billion yen

Full cover real estate WHOLE LIFE through evaluation, appraisal, data science, markets, etc., beyond @property

New field

Real Estate DX
Platform

Data science field
Propose new value using AI and big data.

Property Data Technos

Eliminate inefficient operations.

Support real-time management by digitalizing real estate management.

Support the future strategy of customers by getting rid of the legacy systems.

Share, create, and make visible in-house knowledge

Property Data Science

Property Data Bank

2.88 billion yen

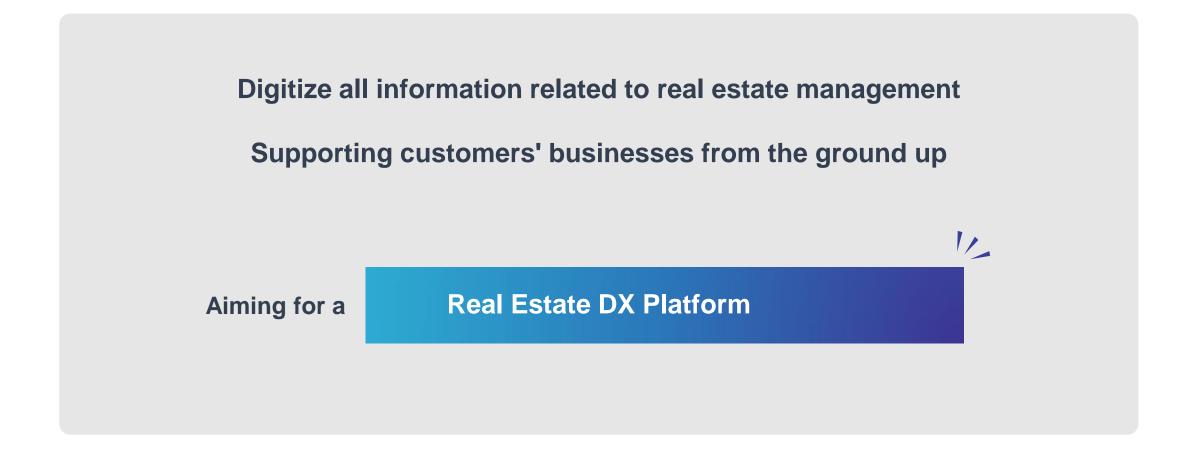




Business Model

Corporate Policy

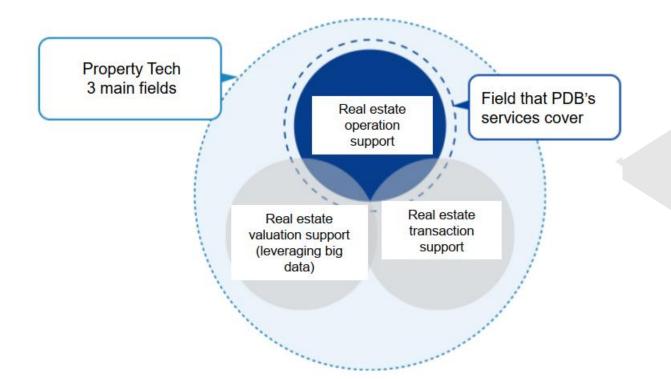






"B2B real estate tech company" that increases the efficiency of real estate related operations

Real estate × Technology = Real Estate Tech



Operations our services target

- Real estate fund operations
- Property management operations
- Building management operations
- Corporate real estate management operations

We handle both front office and back office operations including



Realizing a "real estate DX platform" through Property Data Bank Group

Property Data Bank



- Land and building information management
- **■** Property management
- Lease agreement management
- Construction management
- Real estate accounting
- Billing/payments (claim management)
- Outsourced operation management
- Management analysis

Property Data Technos

Document management solution

- Digitalization of real estaterelated documents
- Classification and creation of database of digital documents

- Extraction and submission of necessary documents
- Handling Financial Services Agency inspections
- Monthly report management
- Construction history management
- **■** PM-AM tie-up services

Property Data Science



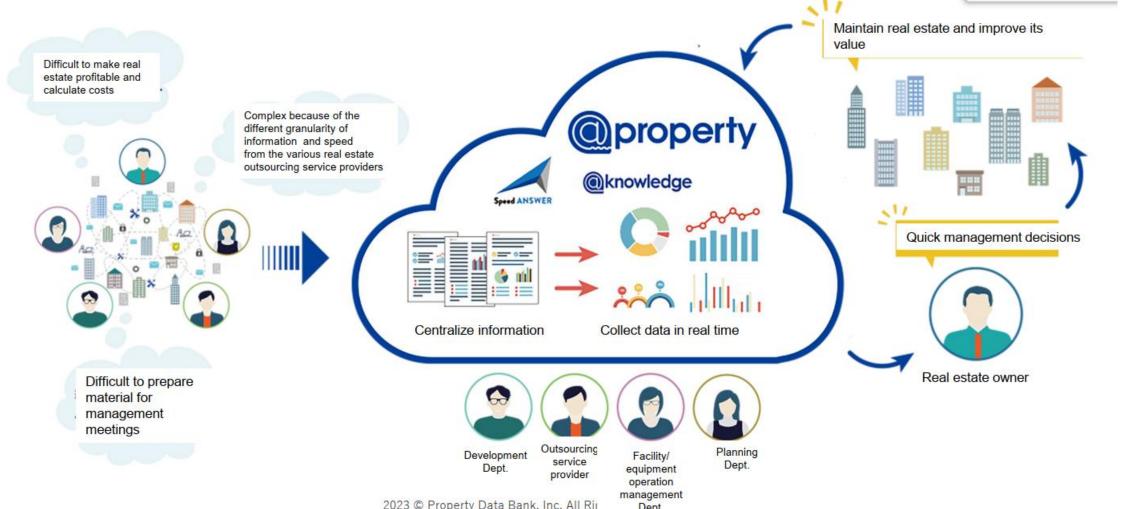
■ Estimate for new store openings

Target area marketing data

Sales forecasts (average percent error 10%–18%)



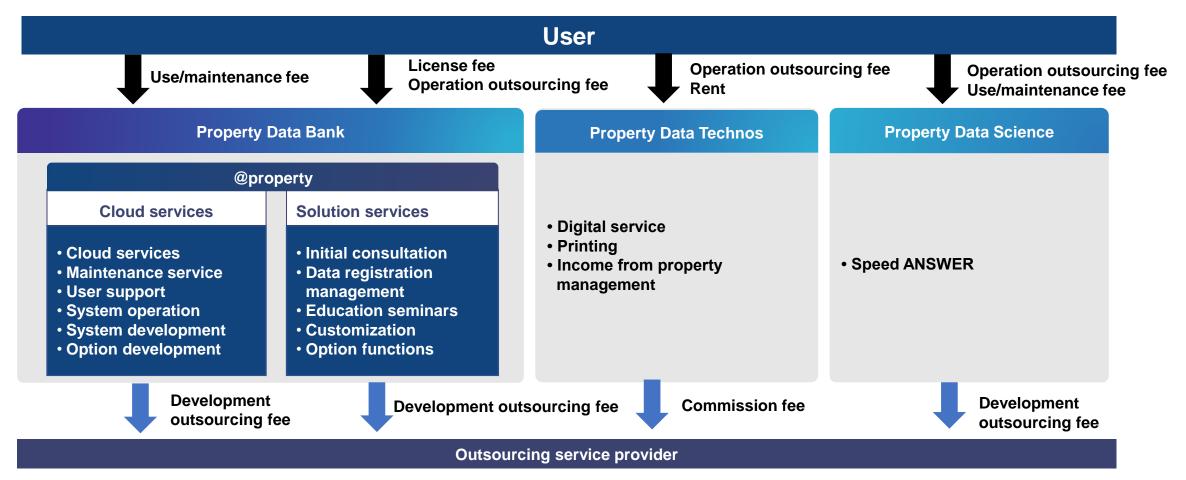
Centralize all real estate operations into "ONE CLOUD" Eliminate inefficient operations when linking systems Support management in real-time through property management digitalization



Business Model



Users do not need to link various systems because all real estate-related operations can be carried out in one place.



o6 About us

Company Outline



We are a "B2B real estate tech company" that streamlines real estate-related operations.

Mission

- Create a new knowledge society
- Make a revolution in the customers' operations through knowledge aggregation
- Increase the value of customers' assets

Vision

- Make a revolution in the customers' operations through knowledge aggregation
- Increase the value of customers' assets

Name of Company	Property Data Bank, Inc.
Representative	Toshimasa Itaya, Sadahisa Takeno
Established	October 2, 2000
Head office	Hamamatsucho Square, 1-30-5, Hamamatsucho, Minato-ku, Tokyo
Business	Providing real estate and facility management software and conducting related operations.
Capital	332 million yen*
Market	Tokyo Stock Exchange Growth Market (4389)
Number of employees	81 (including subsidiaries)*

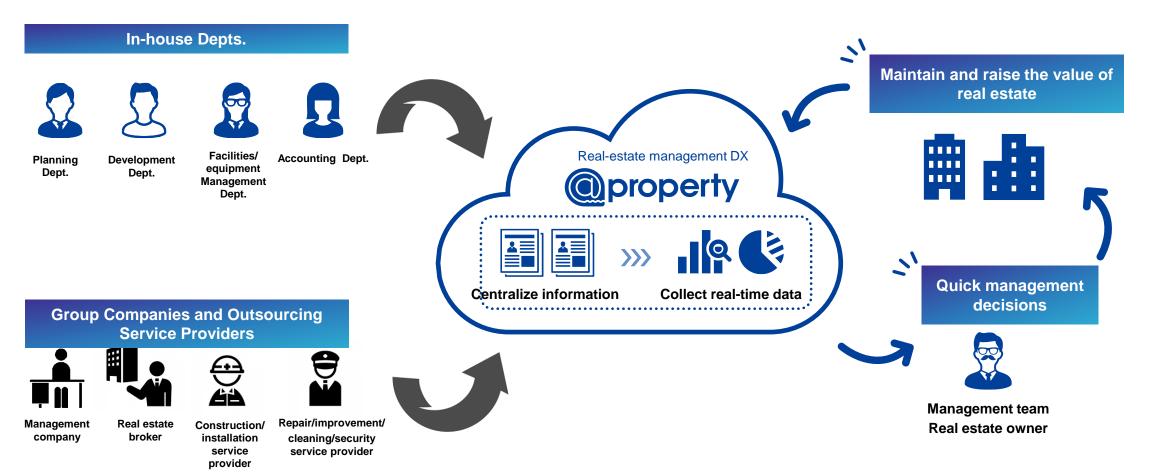
^{*} As of March 31, 2023

Businesses



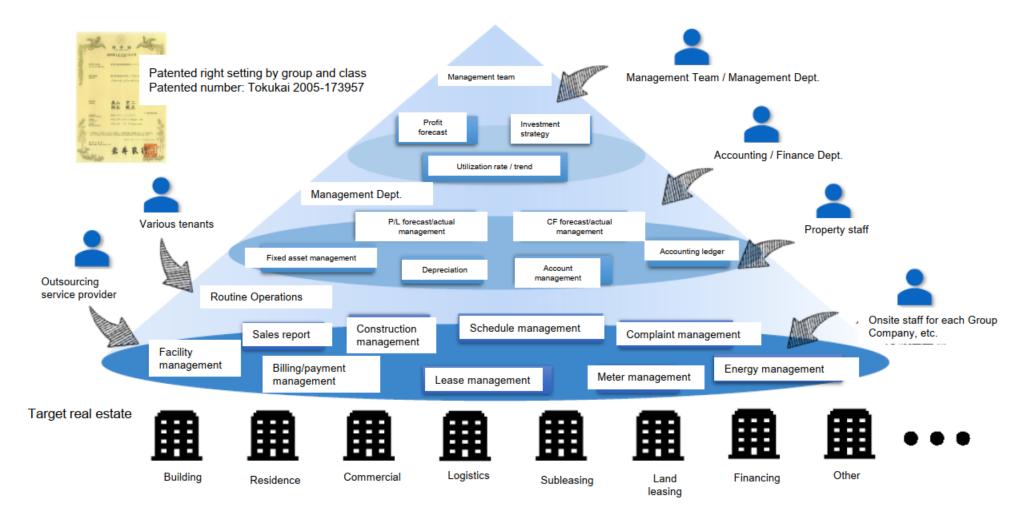
Provide @property, a real estate cloud service for managing real estate and facilities

Achieving integrated management on various fronts by digitalizing all real estate-related information and operations in the cloud.





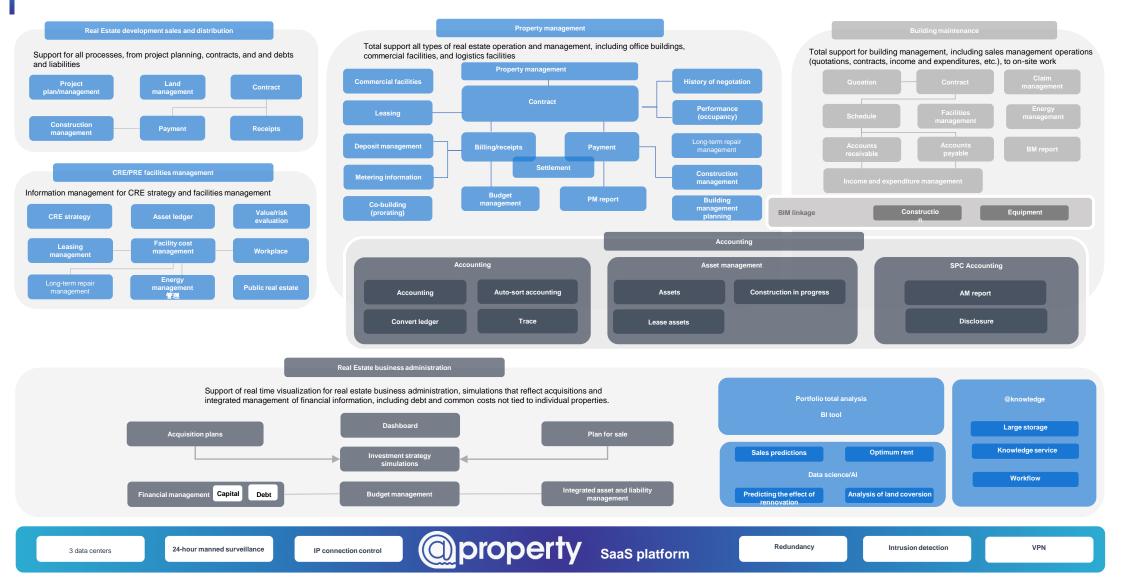
Makes it possible to share and extract precise managed information that is centrally managed. Achieve both greater operation efficiency and internal controls.



A full set of @property functions



Provide solutions for Real Estate Business needs





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Earnings forecasts in this material are based on our judgement based on available information at the timing of preparation of this material, therefore potential risks and uncertainties would be included.

Please be aware that due to various factors such as changes in the business environment, actual results would differ significantly from the forward-looking statements mentioned or described.