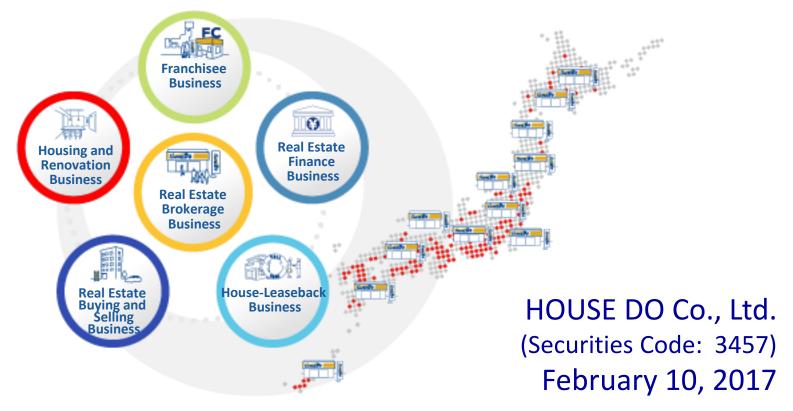




# Financial Results for the First Half of the Fiscal Year Ending June 2017



Contents



# First Half of FY6/17

Consolidated Results Summary

р3

# 

# July 2016 to June 2019 Medium-term Plan and Goals

p29

# 

# Supplementary Material



Analysis of the House-Leaseback Business p47



# First Half of FY6/17 Consolidated Results Summary



Central goal of the medium-term plan
 Steady progress with shifting emphasis to businesses
 generating consistent revenue streams (steady-income businesses): Franchisee Business, House-Leaseback
 Business, Real Estate Secured Loans

# Strong earnings growth

First half ordinary income was 27.8% higher than planned

## First Half of FY6/17 Summary of Consolidated Statement of Income



#### (Year-on-year comparison)

(Millions of yen)

## Gross profit: + 5.3% YoY Gross profit ratio: + 2.3%

	1H F\	/6/16	1H F\	(6/17	YoY change	1H FY6/17	
		% to sales		% to sales	(%)	plan	Vs. plan
Net sales	Note 1 8,676	100.0%	8,579	100.0%	-1.1%	7,965	<u>+7.7%</u>
Gross profit	Note 1 3,085	35.6%	3,248	37.9%	+5.3%	3,179	<u>+2.1%</u>
SG&A expenses	2,379	27.4%	2,607	30.4%	+9.6%	2,658	-1.9%
Operating income	706	8.1%	640	7.5%	-9.3%	521	+22.7%
Ordinary income	673	7.8%	552	6.4%	-18.0%	432	<u>+27.8%</u>
Profit	446	5.1%	Note 2 <b>357</b>	4.2%	-20.0%	281	<u>+27.1%</u>

Note 1: Real Estate Buying and Selling Business timing difference for FY6/15 affected FY6/16 sales by about ¥530 million and earnings by about ¥120 million

Note 2: Accumulated earnings tax is about ¥22 million



(Millions of yen)

(Millions o	■ Net sales f yen)	Ordinary incom	(Millions c		1H FY6/17 Results	1H FY6/17 (forecast)	Progress ratio for 1H	FY6/17 (forecast)	Progress ratio for FY
18,000 16,000	Full year: 16,322		1,600 1,400	Net sales	8,579	7,965	107.7%	16,322	52.6%
14,000 12,000		Full year: 1,100	1,200 1,000	Operating income	640	521	122.7%	1,247	51.3%
10,000 8,000	First half: 8,579 <b>52.6%</b>	First halft 552	800 600	Ordinary income	552	432	127.8%	1,100	50.2%
6,000 4,000		50.2%	400 200	Profit	357	281	127.1%	715	50.0%
2,000 0	Net sales	Ordinary income	0	Earnings per share (Yen)	42.18	33.18	-	84.45	-

Net sales: ¥8.57 billion ⇒ +7.7% vs. plan; progress ratio of 52.6% toward FY targets
 Ordinary income: ¥0.55 billion ⇒ +27.8% vs. plan; progress ratio of 50.2% toward FY targets
 Planning on gradual earnings growth quarter to quarter due to expansion of steady-income businesses

## First Half of FY6/17 Sales by Business Segment

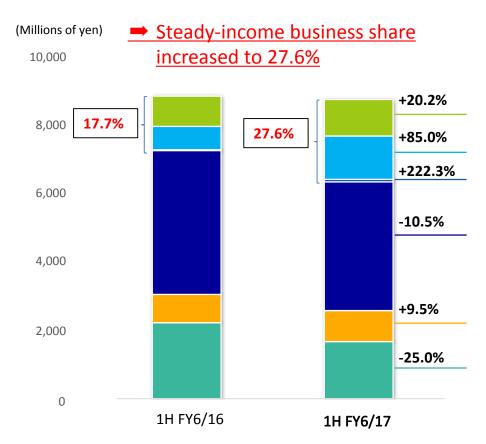


Sales by Segment

(Year-on-year comparison)

	(Millions of yen)				
	1H FY6/16	1H FY6/17	YoY change		
Franchisee Business	885	1,064	+20.2% 🦊		
House-Leaseback Business	684	1,265	+85.0% 🦊		
Real Estate Buying and Selling Business	4,200	3,759	-10.5% 🔦		
Real Estate Brokerage Business	828	907	+9.5% 🥕		
Housing and Renovation Business	2,221	1,666	-25.0% 🔦		
Real Estate Finance Business, other	24	79	+222.3% 🦟		
Adjustment	-168	-162	-		
Total	8,676	8,579	-1.1% 🔪		

### Changes in Segment Sales



## First Half of FY6/17 Operating Income by Business Segment

/. ....

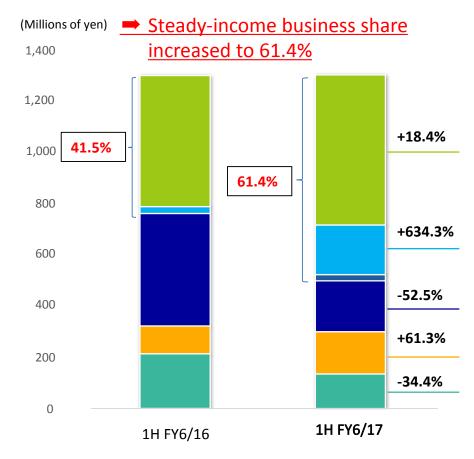


### **Operating Income by Segment**

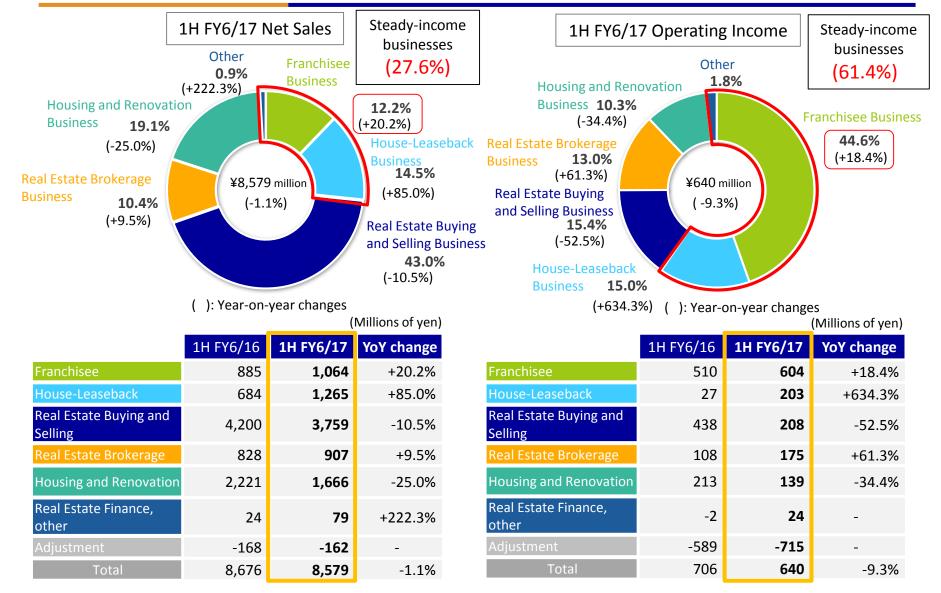
#### (Year-on-year comparison)

	(Millions of yen)				
	1H FY6/16	1H FY6/17	YoY change		
Franchisee Business	510	604	+18.4%		
House-Leaseback Business	27	203	+634.3%		
Real Estate Buying and Selling Business	438	208	-52.5%		
Real Estate Brokerage Business	108	175	+61.3%		
Housing and Renovation Business	213	139	-34.4%		
Real Estate Finance Business, other	-2	24	- 🧭		
Adjustment	-589	-715	-		
Total	706	640	-9.3%		

### Changes in Segment Operating Income

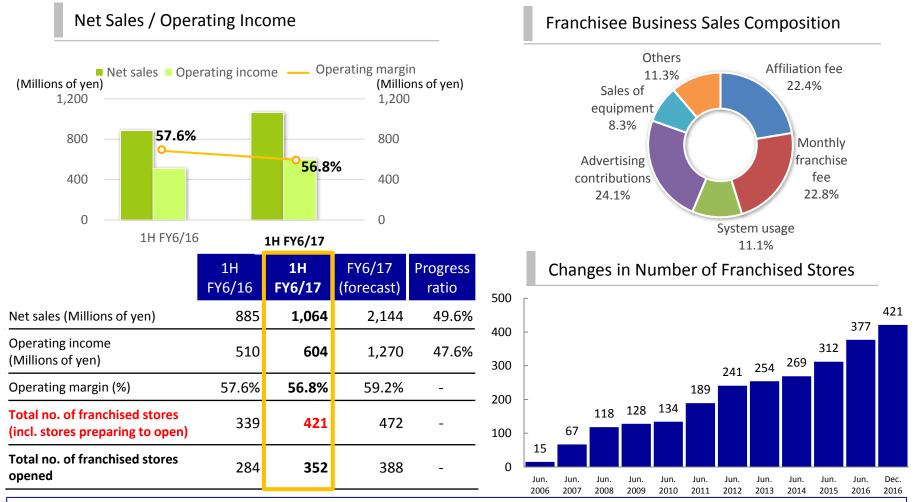


# First Half of FY6/17 Composition of Segment Sales and Operating Income









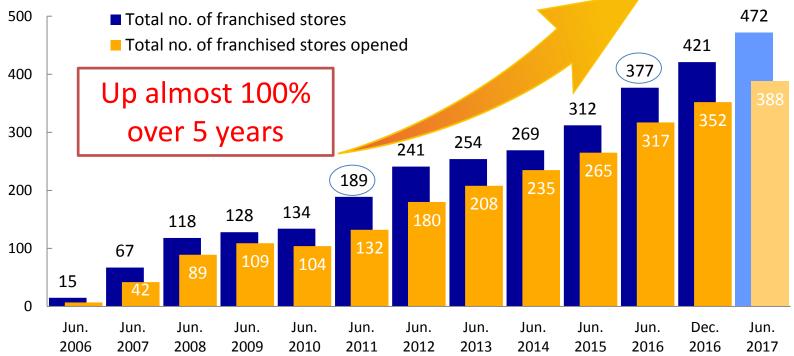
Advertising investments and TSE first section listing helped attract more franchisees.
 Steady growth – 64 new franchisee contracts and 54 franchised stores opened during the first half

Growth in Number of Franchised Stores

FC



At the end of 2016, there was a total of 421 franchised stores (404 stores franchised to third parties and 17 stores franchised to group companies) \*including 69 stores preparing to open

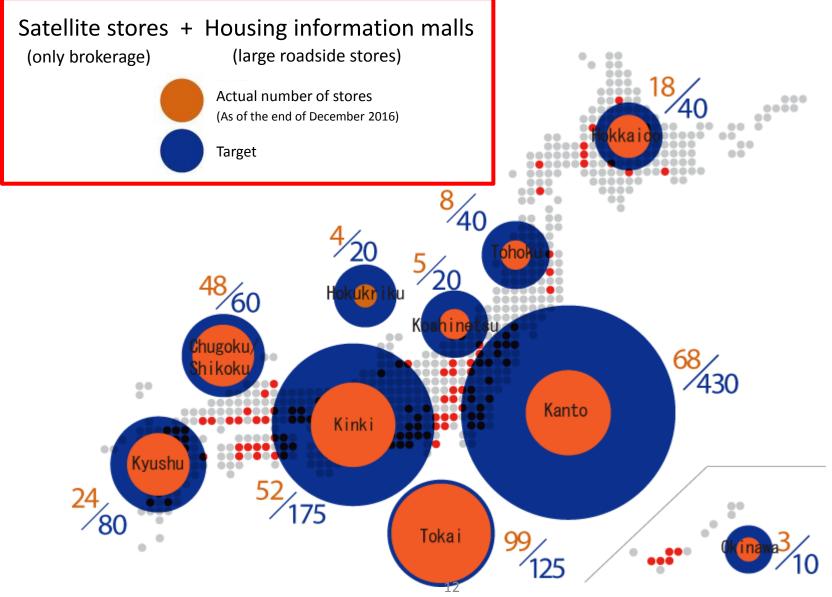


(fct.)

	Satellite stores	Stores specializing in buying houses and other real estate	Housing information malls	Total
Stores franchised to third parties	318	86	0	404
Stores franchised to group companies	5	6	6	17
Total	323	92	6	421

# A Nationwide Network of Franchised Stores





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Net sales (Millions of yen)

**Operating income** 

Operating margin (%)

No. of house-leaseback

No. of properties purchased

Total no. of properties owned

Total amount of properties

owned (Millions of yen)

(Millions of yen)

contracts

FY6/17

(forecast)

1,306

10.1%

131

288

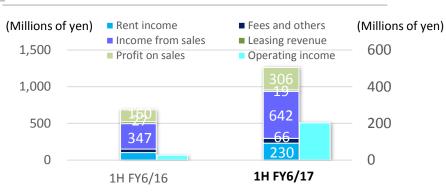
288

522

7,861



#### Net Sales / Operating Income



1H FY6/16 **1H FY6/17** 

1,265

16.1%

203

150

140

397

6,044

684

27

4.1%

104

104

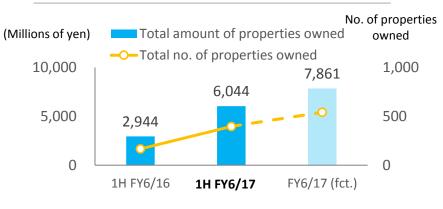
167

2,944

# Changes in Number of Contracts and Properties Purchased



#### Changes in Total Number and Amount of Properties Owned



■ Contracts: 150 ■ Properties purchased: 140 ■ Properties sold: 17, ¥642 million ■ Properties owned: 397; total amount: ¥6.0 billion

Progress

ratio

96.9%

154.3%

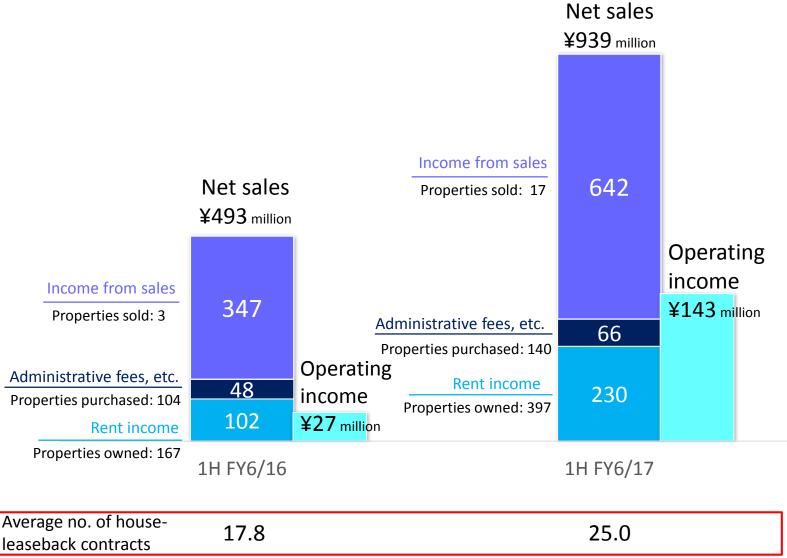
52.1%

48.6%

\_







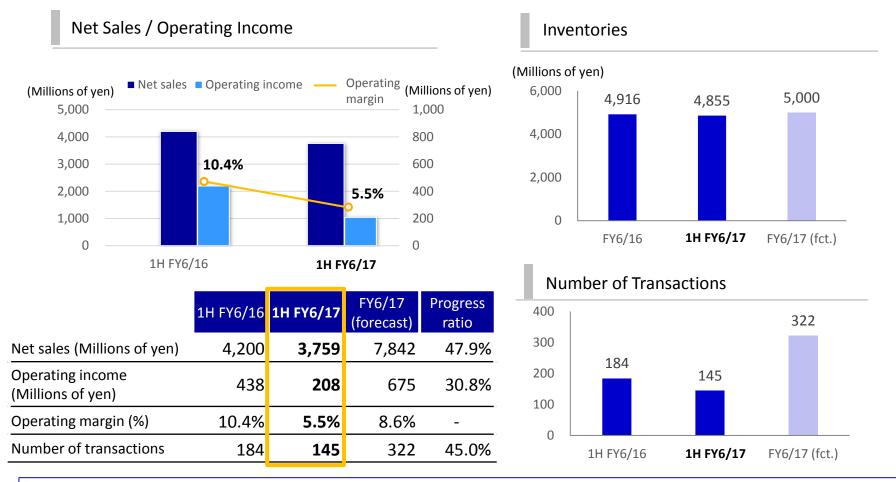






# **Real Estate Buying and Selling Business**





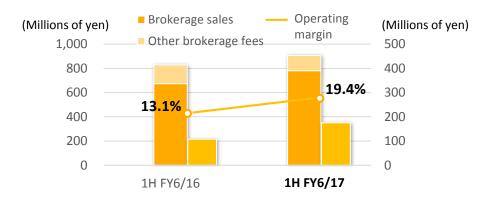
FY6/16 includes the recognition of sales and earnings from activity in FY6/15 due to timing differences for properties where recognition of sales and earnings was pushed forward from FY6/15 and large properties, including two valued at more than ¥200 million each; approximate effects of about ¥530 million on sales and ¥120 million on earnings.

Stepping up purchasing activity in areas covered by directly operated stores



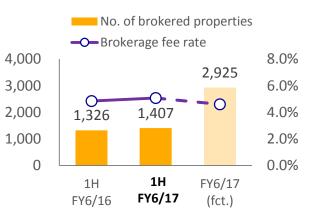


#### Net Sales / Operating Income



	1H FY6/16	1H FY6/17	FY6/17 (forecast)	Progress ratio
Net sales (Millions of yen)	828	907	1,797	50.5%
Operating income (Millions of yen)	108	175	209	83.9%
Operating margin (%)	13.1%	19.4%	11.6%	-
No. of brokered properties	1,326	1,407	2,925	48.1%
Brokerage fee rate	4.85%	5.07%	4.60%	_

#### Changes in Number of Brokered Properties and Brokerage Fee Rate





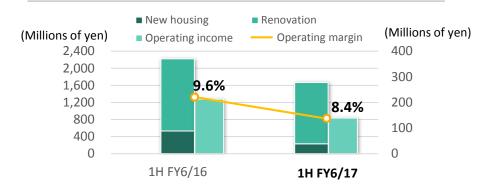
Brokered properties increased 6.1% from one year earlier to 1,407
 More profitable due to benefits of TSE 1st section listing, more franchised stores and TV commercials



# Housing and Renovation Business



#### Net Sales / Operating Income

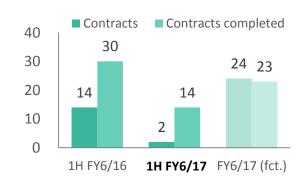


#### **Renovation Contracts**



	1H FY6/16	1H FY6/17	FY6/17 (forecast)	Progress ratio
Net sales (Millions of yen)	2,221	1,666	3,374	49.4%
Operating income (Millions of yen)	213	139	204	68.5%
Operating margin (%)	9.6%	8.4%	6.0%	-
Renovation contracts	1,199	1,057	2,180	48.5%
Renovation contracts completed	1,288	1,079	2,143	50.3%
New housing contracts	14	2	24	8.3%
New housing contracts completed	30	14	23	60.9%

#### New Housing Contracts



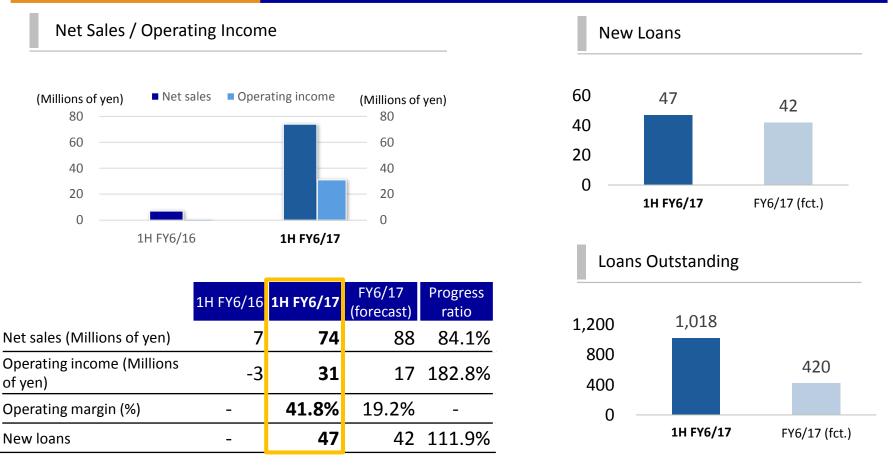
Decline in orders for building new houses caused sales to decreaseOrders are currently solid due to existing housing brokerage/renovation packaging



## Other Businesses

## (Real Estate Finance Business)



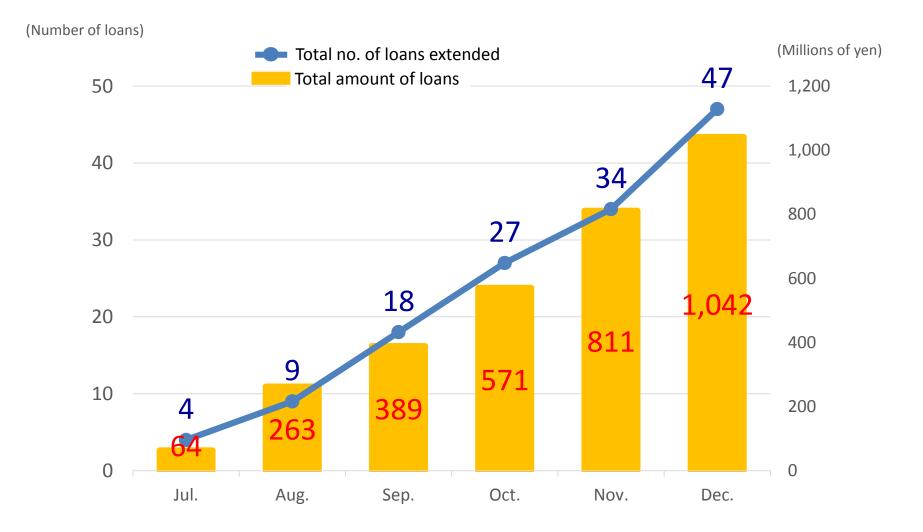


■ Real estate secured loans: Far above the target with 47 new loans and ¥1,018 million outstanding

Helping invigorate the real estate loan market by combining real estate and finance to meet the needs of Japan's aging population

■ Also benefiting from synergies as a supplementary business for the House-Leaseback Business

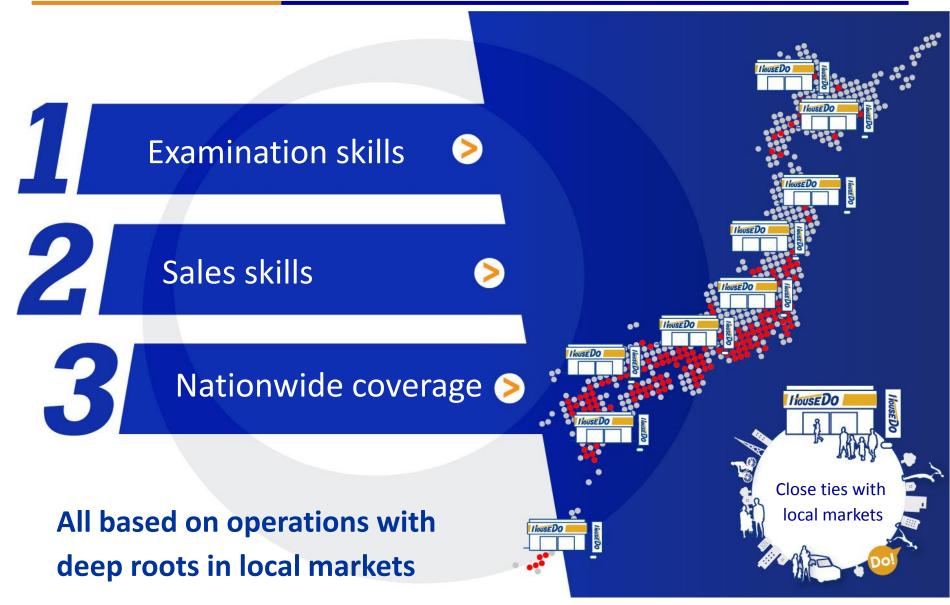
# Total Number and Amount of Real Estate Secured Loans



**HOUSEDO** 

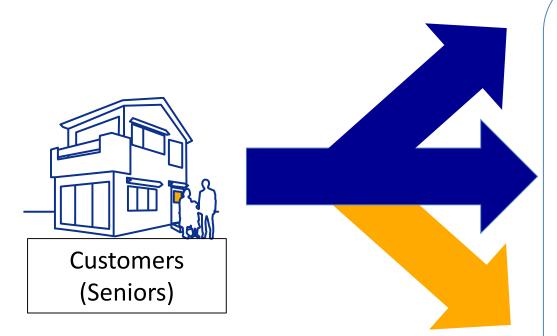
# The Strengths of HOUSEDO





HOUSEDO Group's Combination of Real Estate and Finance





# Real estate + Finance

## (HOUSEDO + Financial Do)

Real estate liquidation to produce funds needed by seniors involving life style changes and relocating to a different residence

# <u>House-leaseback</u>

(Purchase + Leasing) Homeowner sells the house but remains by leasing the house

# Real estate secured loans

- App examines applications in ten seconds
- Loan examination and sales skills of the nationwide HOUSEDO network are key strengths

## **Reverse mortgages**

(Examinations/Sales)

Alliances with regional financial institutions

# Financial institutions

(Provide funds)

# Selling, General and Administrative Expenses



SG&A Expenses						
	1H FY	6/16	1H FY	6/17	(Millions of yen)	
		% to sales		% to sales	YoY change	
SG&A Expenses	2,379	27.4%	2,607	30.4%	+9.6%	
Personnel	1,249	14.4%	1,333	15.5%	+6.7%	
Advertising and promotion	504	5.8%	554	6.5%	+9.8%	
Office maintenance	97	1.1%	105	1.2%	+8.6%	
Others	527	6.1%	614	7.2%	16.4%	
Gross profit	3,085	35.6%	3,248	37.9%	+2.3%	

- SG&A expenses increased to 37.9% of sales from 35.6% one year ago.
- Shifted existing employees to businesses with the most potential in order to target opportunities for earnings growth
- Advertising expenses increased due to a higher budget reflecting the larger number of stores and to faster growth of the Franchisee Business and House-Leaseback Business.
- Fees for selling income properties, the cost of shareholder benefits and management fees for IT system maintenance were mainly responsible for the increase in other expenses.

# **Consolidated Balance Sheet**



		(Mi	llions of yen)
	FY6/16	2Q FY6/17	Change
Current assets	7,393	8,664	+1,270
Cash and deposits	2,001	2,363	+361
Inventories	4,916	4,855	-61
Other	475	1,445	+969
Non-current assets	5,501	6,873	+1,372
Property, plant and equipment	5,207	6,571	+1,363
Intangible assets	72	69	-3
Investments and other assets	220	232	+11
Total assets	12,895	15,537	+2,642

Inventories are mostly property for sale in the Real Estate Buying and Selling Business.

- Other current assets increased mainly because of loans to customers of ¥1,018 million in the Real Estate Finance Business.
- Property, plant and equipment increased mainly because of the larger number of house-leaseback transactions.

		(Ⅳ	lillions of yen)
	FY6/16	2Q FY6/17	Change
Liabilities	10,725	13,143	+2,417
Current liabilities	6,003	6,398	+395
Non-current liabilities	4,722	6,745	+2,022
Net assets	2,169	2,393	+224
Shareholders' equity	2,168	2,391	+222
Accumulated other comprehensive income	-0	0	+1
Subscription rights to shares	1	2	0
Total liabilities and net assets	12,895	15,537	+2,642
Shareholder's equity ratio	: 16.8%	→ 15.4%	-

Interest- bearing debt

Short-term loans payable Long-term loans payable Total ¥4,725 million ¥5,572 million ¥10,297 million

Shareholders' equity increased because of higher retained earnings resulting from first half profit.

## **Inventories and Non-current Assets**



				(Millions of yen)
	FY6/15	FY6/16	2Q FY6/17	FY6/17 (fct.)
Inventories	4,265	4,916	4,855	5,000
Non-current assets (Buildings, land)	2,329	5,174	6,547	8,500
Assets for House-Leaseback Business	1,227	4,427	6,044	7,861
Assets for rent income, etc.	1,102	746	503	639
Total no. of house-leaseback properties owned	68	274	397	522
(Millions of yen) 15,000			(†	louse-leaseback prop
10,000				
5,000				
0	FY6/15	FY6/16	2Q FY6/17	FY6/17 (fct.)

■ Real estate for sale is inventories in the Real Estate Buying and Selling Business.

Property acquisitions continue while using synergies with directly operated store brokerage operations to assess risk accurately. Inventory turnover is the key performance indicator.

■ Non-current assets increased because of properties owned in the House-Leaseback Business.

House-leaseback purchases and the number of properties owned increased due to investments in people and advertising and promotion activities.

# Dividends



Dedicated to increasing corporate value through sustainable growth of business operations and improving profitability

Plan to pay dividends with a payout ratio of at least 20%

	FY6/16	FY6/17 Forecast
Dividend per share (Yen)	16	17
Total dividends (Millions of yen)	135	144
Earnings per share (Yen)	88.31	84.45
Dividend payout ratio (%)	18.1	20%+



More shareholder benefit points
Shareholder benefits are a means of thanking shareholders for their support, making HOUSE DO stock even more appealing, and increasing the number of medium- and long-term shareholders.

#### ■Summary

(1) Eligible shareholders

Shareholders who are listed in the shareholder register as of June 30 and own at least one trading unit (100 shares) are eligible to receive these benefits.

(2) Benefits and distribution

Shareholders receive points based on the number of shares held that can be used at the HOUSE DO shareholder benefit website. Shareholders can exchange points for food products, electronics, gift items, Quo Cards, and original HOUSE DO items. Points can also be used to make donations to charities.

Shareholder benefit points			(One point is about ¥1)			
Shares owned	Cur	rent	After revision			
Shares Owned	One year	One year Two years or more (Note)		Two years or more (Note)		
100-299 shares	1,500 pt	1,650 pt	1,500 pt	1,650 pt		
300-499 shares	3,000 pt	3,300 pt	3,000 pt	3,300 pt		
500-699 shares	5,000 pt	5,500 pt	5,000 pt	5,500 pt		
700-999 shares	7,000 pt	7,700 pt	7,000 pt	7,700 pt		
1,000-1,999 shares		9,900 pt	9,000 pt	9,900 pt		
2,000-2,999 shares	9,000 pt		11,000 pt	12,100 pt		
3,000 shares or more			13,000 pt	14,300 pt		
Note: Two years or more is defined as being listed in the shareholder register as of June 30 for at least two consecutive years with the same shareholder number.						

# FY6/17 Second Quarter Investor Relations/Public Relations Announcements

Date	Subject				
Oct. 4	Start of real estate secured loans for foreigners				
Oct. 5	Franchisee information meeting for the HOUSE DO National Franchisee Conference				
Oct. 13	Upgraded housing idea service targeting Japan's 8 million households with dogs				
Oct. 31	Distribution of real estate assessment smartphone app using real estate technology				
Nov. 1	HOUSE DO store franchise contracts surpass 400				
Nov. 7	Third Hawaii Real Estate Tour held to explain consumer protection measures				
Nov. 17	Announcement of auction sale of HOUSE DO stock				
Nov. 17	Approval of Tokyo Stock Exchange first section listing				
Nov. 30	Measures to strengthen nationwide store network ties within individual regions				
Dec. 5	Start of after hours sale of HOUSE DO stock				
Dec. 6	Completion of after hours sale of HOUSE DO stock				
Dec. 8	Announcement of change in listing to Tokyo Stock Exchange first section				
Dec. 12	Start of service to increase the safety and convenience of real estate transactions				
Dec. 27	Announcement of selection of HOUSE DO stock for margin trading				
More information about these releases (in Japanese Japquage) is available on the HOUSE DO website					

More information about these releases (in Japanese language) is available on the HOUSE DO website(http://www.housedo.co.jp/).28Copy right(c)2017 HOUSE DO Co., Ltd. All rights reserved



# Supplementary Material-1 July 2016 to June 2019 Medium-term Plan and Goals



(Announced on August 22, 2016)

**Growth Strategy HOUSEDO**  Invest in Steady-income Businesses Labor-intensive income **Real Estate Brokerage** Business Housing and Renovation **Real Estate Buying** and Selling Business **Business** Steady income **Franchisee Business** House-Leaseback **Real Estate Secured** Loans Business **Business** 



# Goals for FY6/17

- Shift weighting of the business portfolio
- More investments in steady-income businesses



# Focus investments on the Franchisee, House-Leaseback and Real Estate Secured Loans Businesses



(Millions of yen)

	FY6/16	FY6/17 plan	FY6/18 plan	FY6/19 plan	
Net sales	17,275	16,322	15,087	16,215	
Gross profit	6,153	6,683	7,127	7,936	
SG&A expenses	4,875	5,435	5,603	6,026	
Operating income	1,277	1,247	1,524	1,909	
Operating margin (%)	7.4%	7.6%	10.1%	11.8%	
Ordinary income	1,182	1,100	1,400	1,700	
Ordinary income ratio (%)	6.8%	6.7%	9.3%	10.5%	
YoY change in ordinary income	+130.4%	-6.9%	+27.2%	+21.4%	

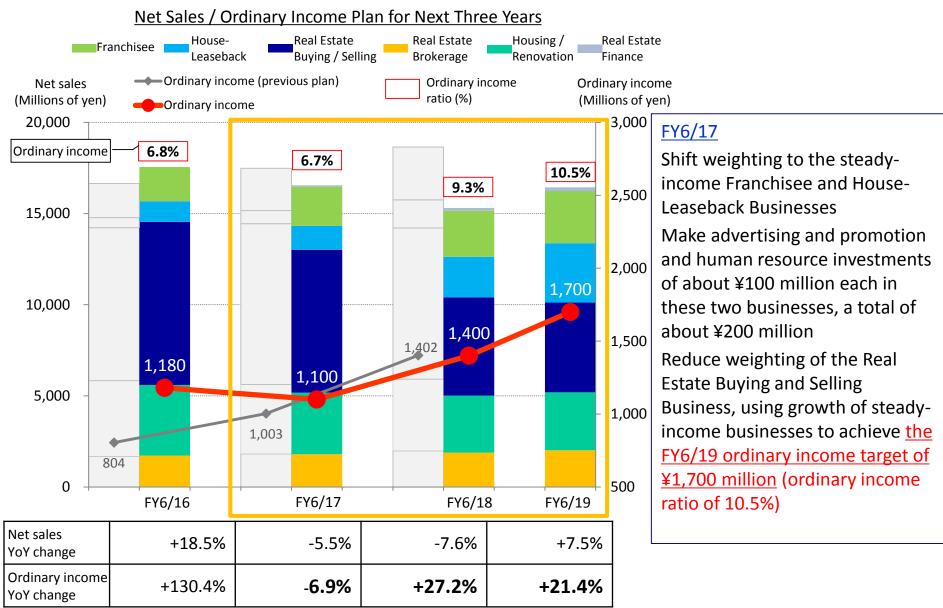


(Millions of yen)

	Franchisee	Real Estate Buying and Selling	House- Leaseback	Real Estate Brokerage	Housing and Renovation	Real Estate Finance	Other	Adjustment	Total
Net sales	2,144	7,842	1,306	1,797	3,374	88	14	-245	16,322
Gross profit	1,929	1,254	650	1,797	1,094	81	14	-140	6,683
SG&A expenses	659	579	518	1,588	890	64	10	1,124	5,435
Operating income	1,270	675	131	209	204	17	4	-1,265	1,247

# Medium-term Plan (toward FY6/19)

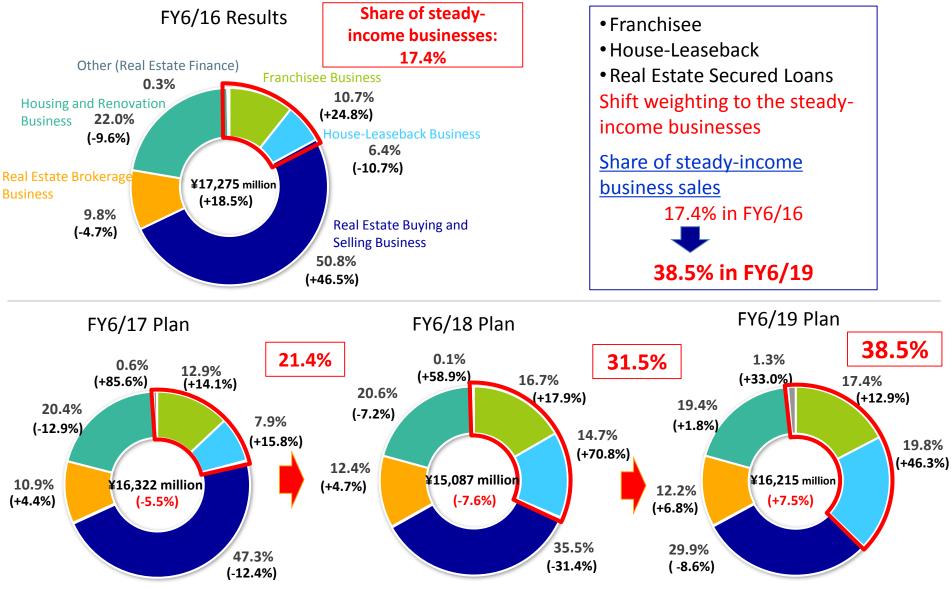




34

## Medium-term Plan (toward FY6/19) Composition of Segment Sales

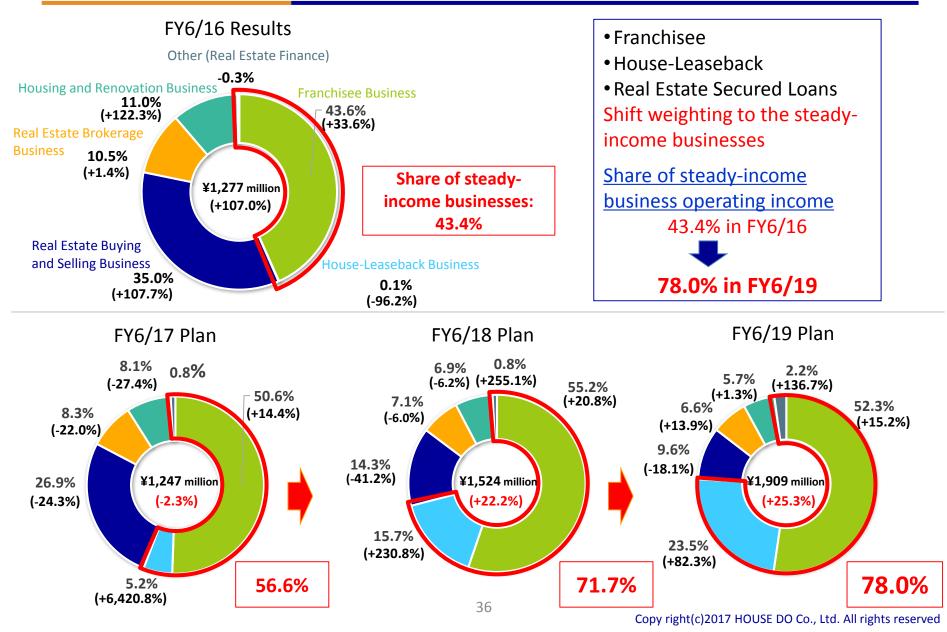




(): Year-on-year changes

## Medium-term Plan (toward FY6/19) Composition of Segment Operating Income





### Franchisee Business – Medium-term Plan Goals



### Total number of franchised stores: 472 in FY6/17; 583 in FY6/18; 699 in FY6/19

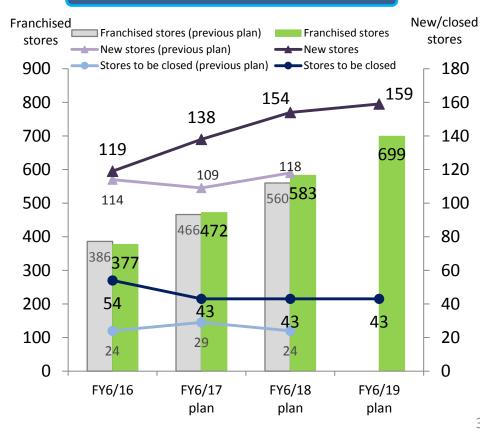
 New stores
 (100 to 108 to 108) ~

 Increase
 (18 to 24 to 28)

 Dual stores
 (20 to 22 to 23)

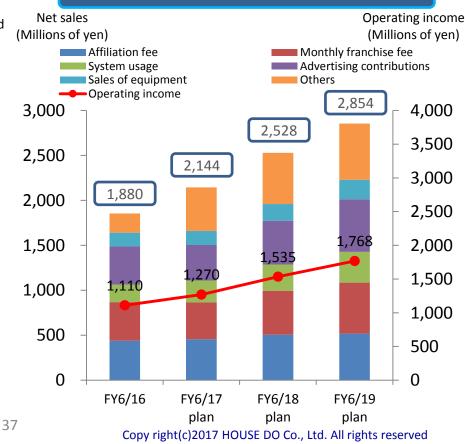
 Stores opened
 (388 to 469 to 556)

#### Planned Growth in Franchised Stores

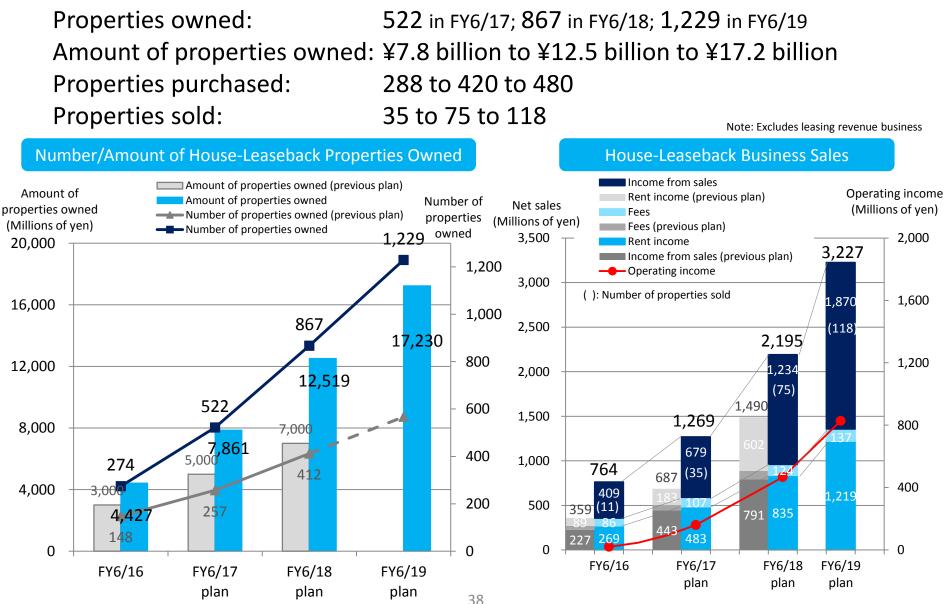


Total (138 to 154 to 159)

Planned Growth in Franchisee Business Sales



## House-Leaseback Business 1–Medium-term Plan Goals

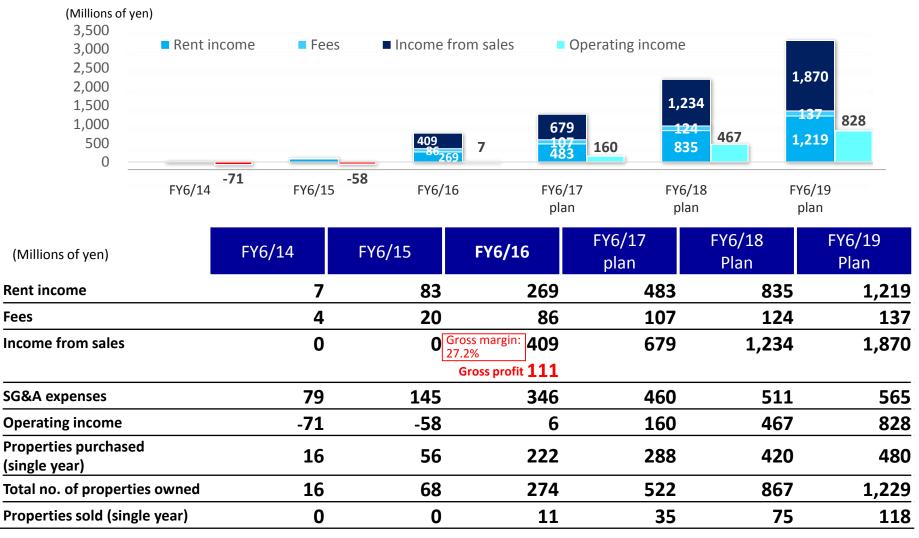


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### Net Sales and Operating Income of House-Leaseback Business (excluding leasing revenue)



Note: Figures for FY6/14 and FY6/15 includes SG&A expenses and are provided solely for reference.

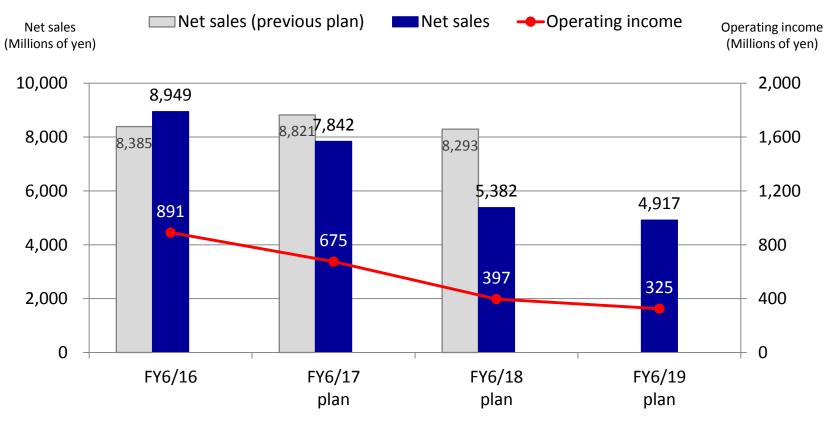
## Real Estate Buying and Selling Business –Medium-term Plan Goals

**HOUSEDO** 

The Real Estate Buying and Selling Business will carefully select properties in the range of sales of ¥5,000 million to ¥8,000 million

This business continues to use collaboration with brokerage operations to steadily purchase properties in areas served by directly operated stores

Planned Growth in Real Estate Buying and Selling Business Sales

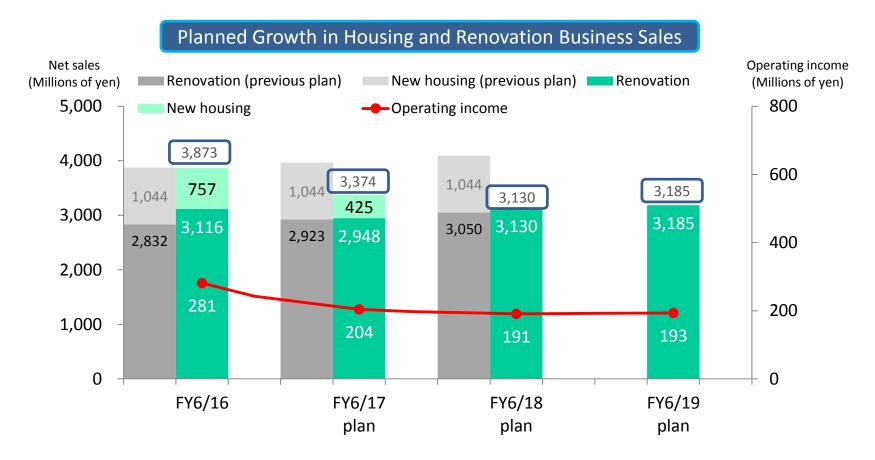


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## Housing and Renovation Business –Medium-term Plan Goals



- Focusing on packaging existing housing sales and renovations to offer ideas for remodeling while concentrating on renovation work using natural materials
- Strengthening home inspection and earthquake reinforcement services (Collaboration with real estate brokerage and House-Leaseback operations)



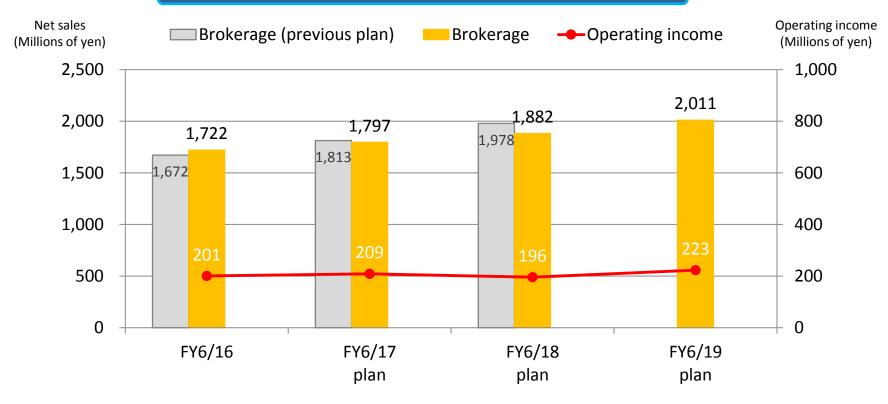
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### Real Estate Brokerage Business –Medium-term Plan Goals



- Use government policies for increasing existing housing transaction volume to support growth of real estate brokerage/renovation packages
- Use brokerage contracts as an opportunity to sell renovation, housing loan, fire insurance and other associated HOUSE DO Group services

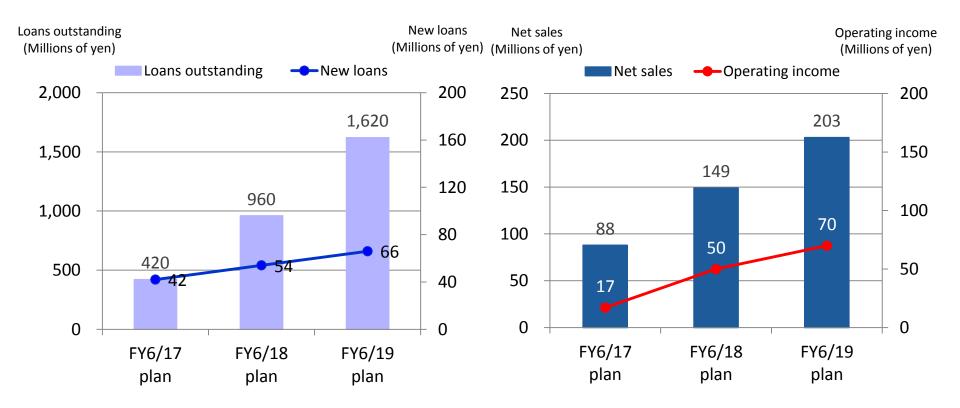
### Planned Growth in Real Estate Brokerage Business Sales



## Real Estate Finance Business –Medium-term Plan Goals

> A supplementary business for the House-Leaseback Business (Financial Do Co., Ltd.)

Loans outstanding: ¥420 million in 2017; ¥960 million in 2018; ¥1,620 million in 2019 Number of loans: 42 in 2017; 54 in 2018; 66 in 2019



**HOUSEDO** 



#### (Millions of yen) FY6/17 FY6/18 FY6/19 FY6/16 plan plan plan **Current assets** 7,393 8,881 7,783 8,803 Cash and deposits 2,001 3,011 2,553 2,893 Inventories 4,916 5,000 3,800 3,800 Short-term loans receivable 43 420 960 1,620 432 Other 450 470 490 5,501 8,785 13,559 18,233 Non-current assets 5,207 Property, plant and equipment 8,534 13,301 17,967 Intangible assets 72 74 77 79 220 175 180 186 Investments and other assets 12,895 17,666 21,343 **Total assets** 27,036 123.2% 135.8% 145.4% 168.5% **Current ratio**

## Consolidated Balance Sheet (Liabilities and net assets section)



(Millions of yen)

				(Millions of yen)
	FY6/16	FY6/17 plan	FY6/18 plan	FY6/19 plan
Liabilities	10,725	14,917	17,826	22,596
Current liabilities	6,003	6,538	5,352	5,223
Non-current liabilities	4,722	8,378	12,473	17,372
Net assets	2,169	2,749	3,516	4,439
Shareholders' equity	2,168	2,748	3,516	4,439
Accumulated other comprehensive income	0	0	0	0
Total liabilities and net assets	12,895	17,666	21,343	27,036
Shareholders' equity ratio	16.8%	15.6%	16.5%	16.4%



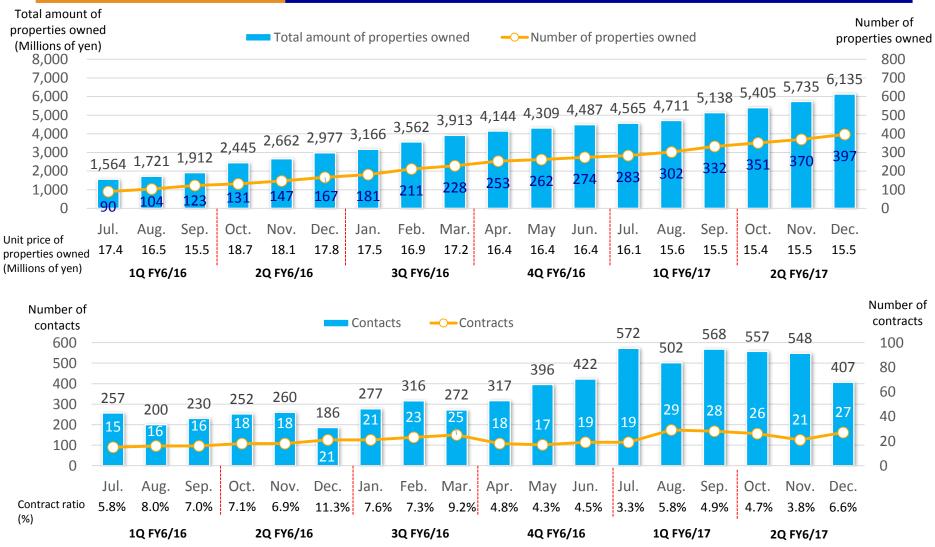
	FY6/17 plan	FY6/18 plan	FY6/19 plan
Ordinary income (Millions of yen)	1,100	1,400	1,700
Profit (Millions of yen)	715	910	1,105
Dividend payout ratio (%)	20%+	25%+	30%+



## Supplementary Material-2 Analysis of the House-Leaseback Business

(July 1, 2015 – December 31, 2016)

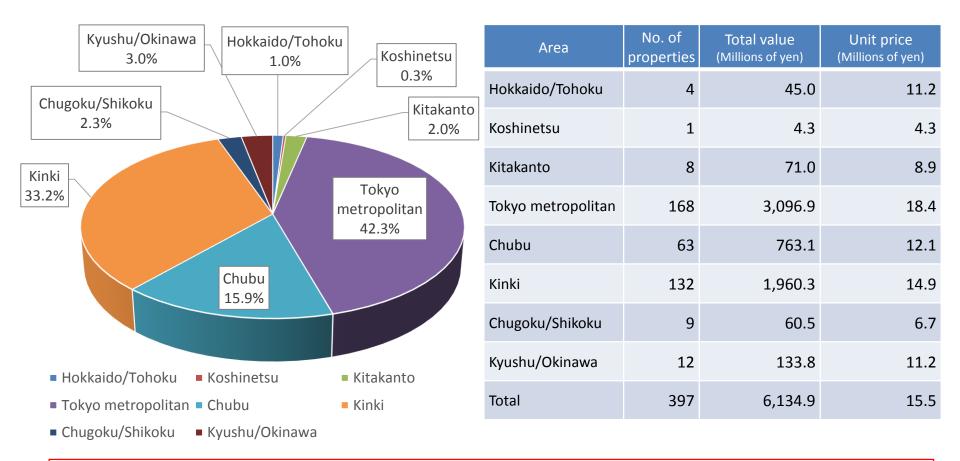
## Analysis 1 Contacts and Contracts/Value and No. of Properties Owned



5% to 10% of contacts lead to contracts; demand for real estate secured loans and other funding is very strong

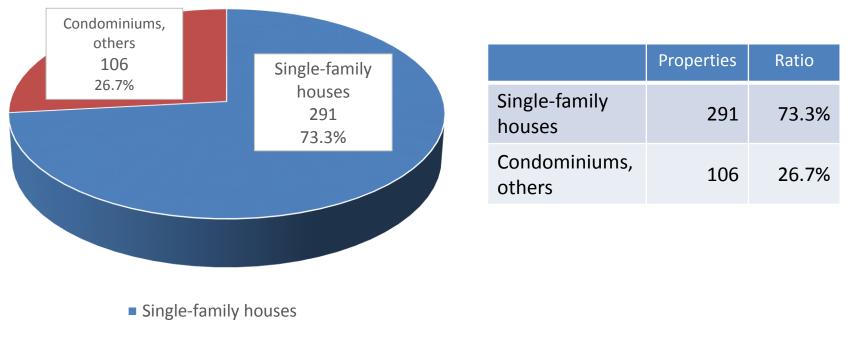
## Analysis 2 Regional Distribution of Properties Owned (at the end of 2016)

### **Regional Distribution of Properties Owned**



# 42.3% in the Tokyo area – 91.4% in Japan's big three metro areas of Tokyo, Nagoya (Chubu) and Osaka (Kinki)





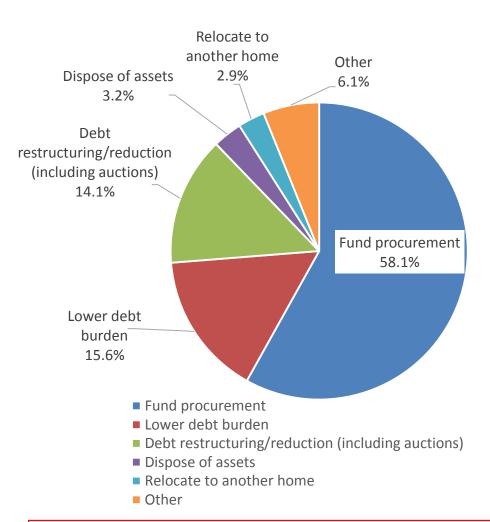
Condominiums, others

73.3% of properties are single-family houses and 26.7% are condominiums

## Analysis 4 – Reasons for Using House-Leaseback

### (July 2015 to December 2016 contracts)





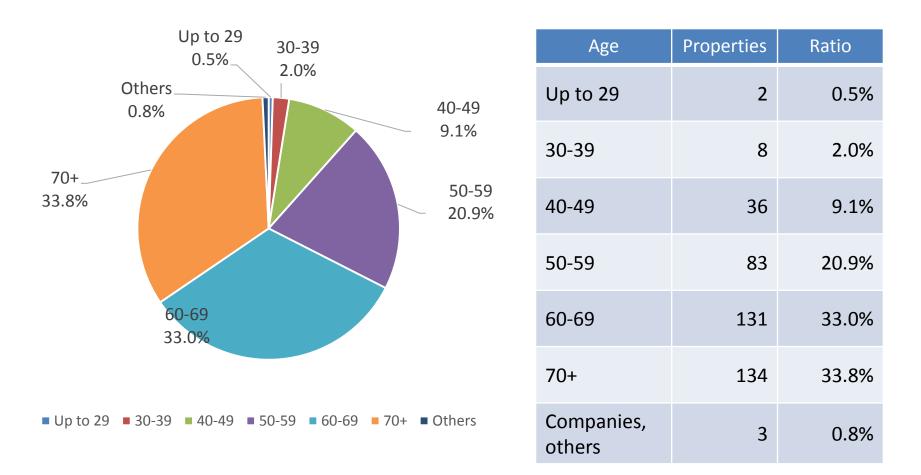
Fund procurement is 58.1%, lower debt burden is 15.6%, debt restructuring/reduction is 14.1% and asset disposal is 3.2%

Reason	Contracts	Ratio
Fund procurement	219	58.1%
Lower debt burden	59	15.6%
Debt restructuring/ reduction (including auctions)	53	14.1%
Dispose of assets	12	3.2%
Relocate to another home	11	2.9%
Other	23	6.1%

### Analysis 5 – Customer Age Segment Composition

(for properties owned at the end of 2016)





Most sellers are in older age segments: 66.8% of customers are at least 60 years old and 87.7% are at least 50

## **Innovate the Industry**

### Making real estate an industry that benefits customers



### The HOUSE DO website contains a variety of information for investors.

Housedo english page



Forward-looking Statements

Materials and information provided in this announcement contain forward-looking statements. These statements are based on expectations, forecasts and assumptions incorporating risk and uncertainties that may cause actual performance to differ from these statements.

Risk factors and other uncertainties include general economic conditions in Japan and other countries, such as industry and market conditions, and changes in interest rates and foreign exchange rates.

Even in the event of new information, a future event or some other event, the HOUSE DO Group has no obligation to update or revise the forward-looking statements in this announcement.