



Kotohira hot spring Onyado Shikisimakan



Natural hot spring Ryouun no Yu Onyado Nono Aasakusa

Consolidated Financial Results for FY3/20 Q1

August 2019

Takumi Ueda
President

KYORITSU
HOTELS & DORMITORIES
9616

FY3/20 Q1 Consolidated Financial Results

Executive Summary

- **Newly opened facilities in FY3/20 Q1 (April - June)**
 - ✓ **Dormitory business** 13 facilities (1,451 rooms)
 - ✓ **Dormy inn business** 2 facilities (382 rooms)
 - ✓ **Resort business** 1 facility (86 rooms)
- **Robust growth both in revenue and profit in FY3/20 Q1 and reached the highest-ever profit for the first quarter**
- **Dormitory business : Occupancy rate at the beginning of FY3/20 was 98.7%, an increase of 1.0pp vs. PY**
- **Revenue in 10-day Golden Week in 2019 grew by +27.5%* compared to the same period of the previous year**

* Excl. the impact of facilities that have been opened on and after April 1, 2018 to compare 2 periods of revenue on a common basis
(Note) oku yen=100 MM yen

FY3/20 Q1 consolidated financial results

(Unit: oku yen=100 MM yen)

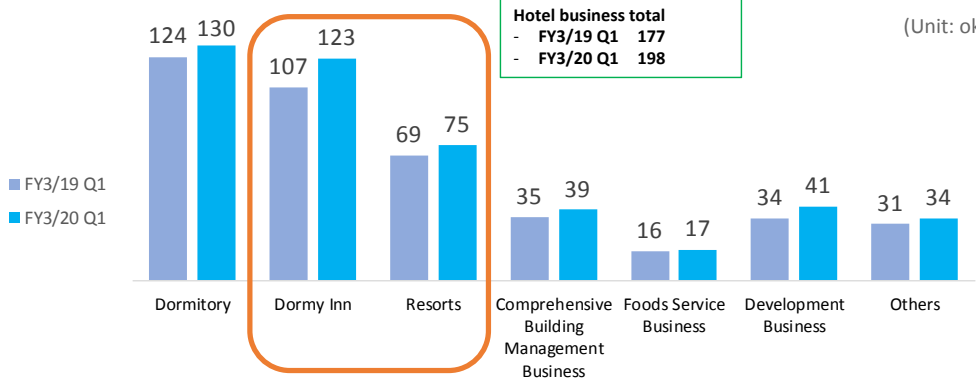
| | FY3/19 Q1 Act | FY3/20 Q1 Act | vs. PY | |
|-----------------------------|------------------|------------------|--------|--------|
| | | | | |
| Revenue | 368.8 | 421.6 | +52.8 | +14.3% |
| Operating Profit | 25.4 | 31.5 | +6.0 | +23.7% |
| Ordinary Profit | 24.1 | 30.1 | +5.9 | +24.8% |
| Net Profit | 15.7 | 20.7 | +5.0 | +32.1% |
| EPS(Yen) | 40.3 | 53.2 | +12.9 | +32.1% |
| Depreciation Expense | 10.9 | 12.2 | +1.2 | +11.2% |
| Cash Flow* | 26.7 | 33.0 | +6.2 | +23.5% |

* Net profit + Depreciation expense

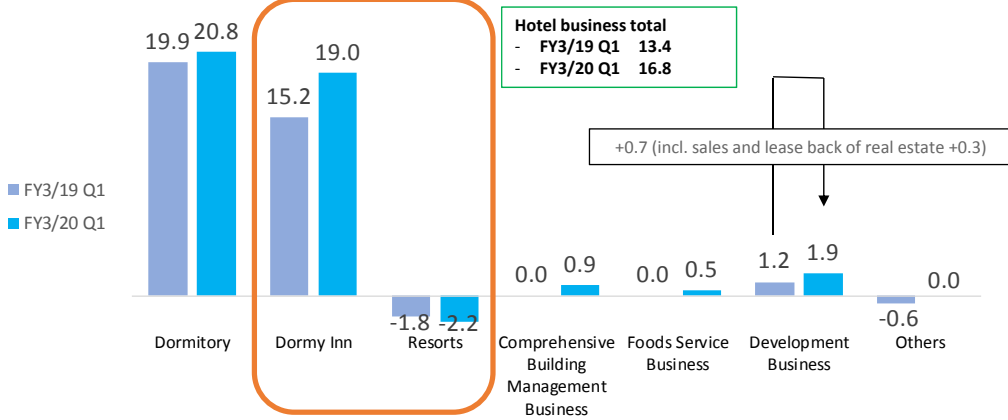
FY3/20 Q1 Revenue and Operating profit by business segment

(Unit: oku yen=100 MM yen)

Revenue



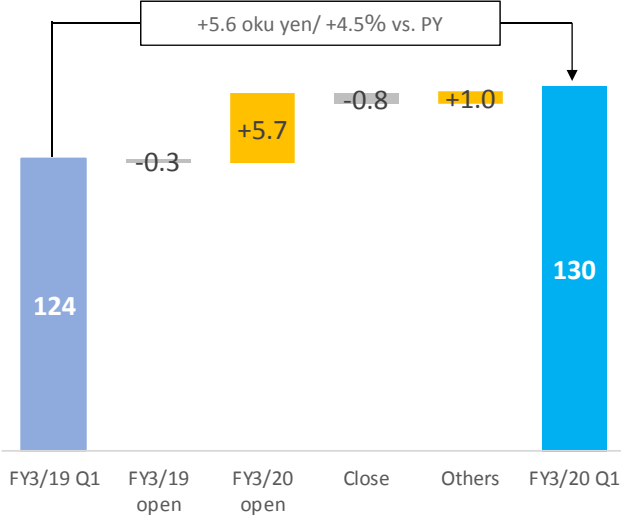
Operating Profit



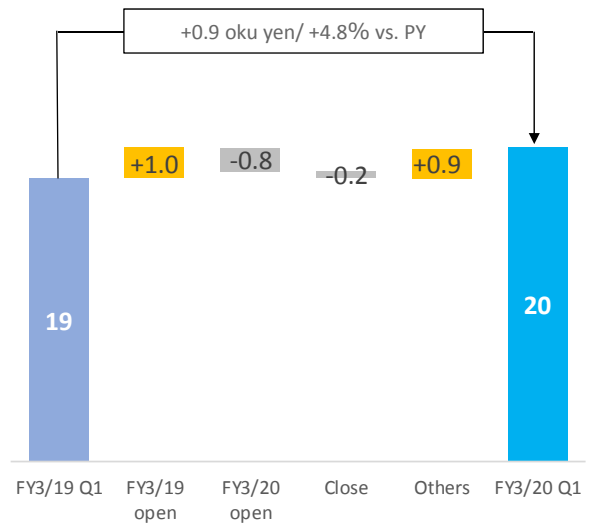
Dormitory Business: FY3/20 Q1 Revenue and Operating profit

(Unit: oku yen=100 MM yen)

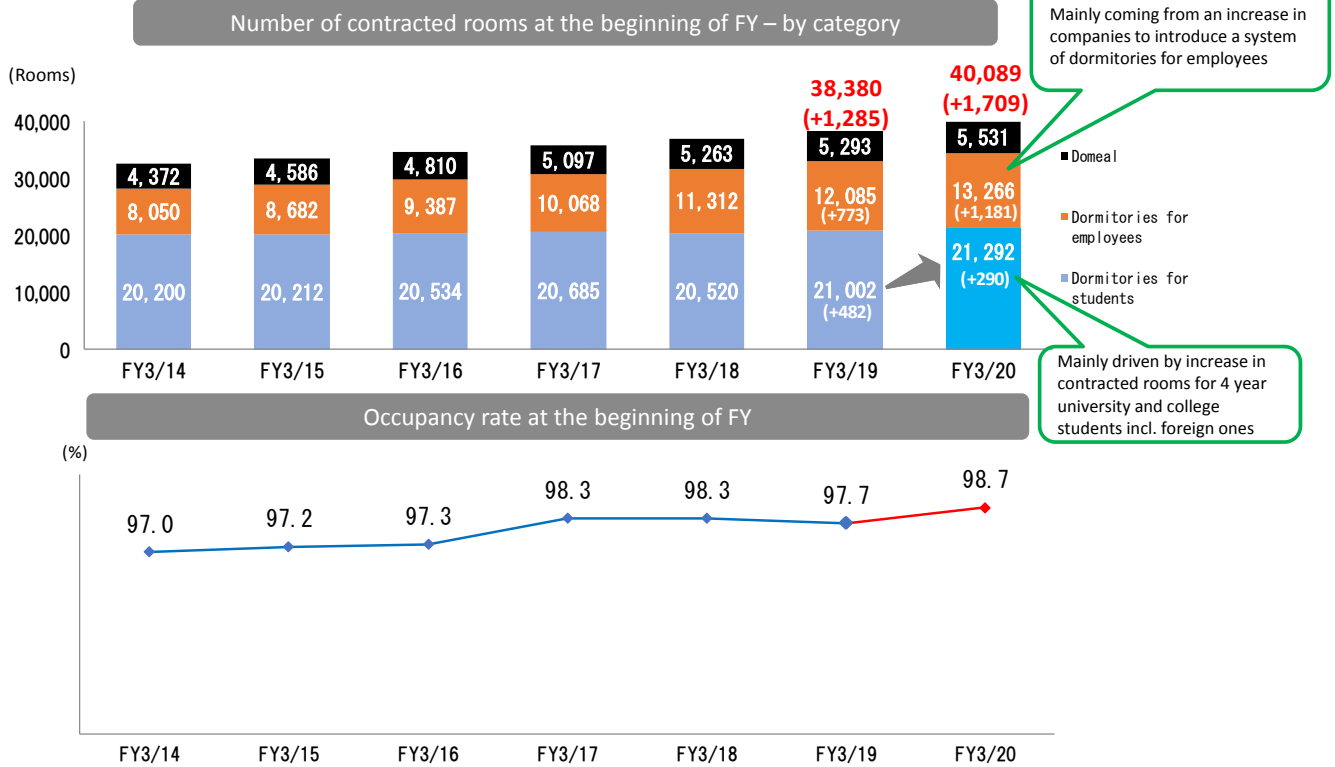
Revenue



Operating Profit

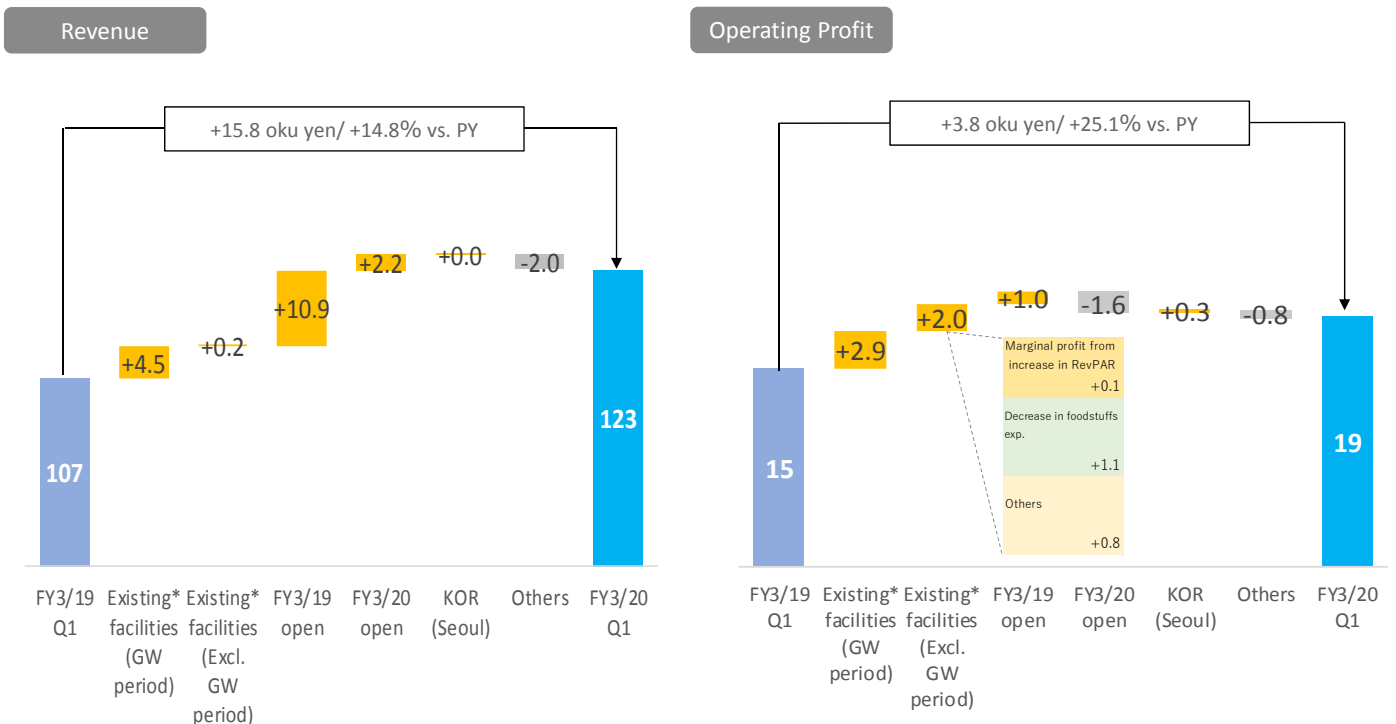


Dormitory Business: Number of contracted rooms and occupancy rate at the beginning of FY (Historical data)



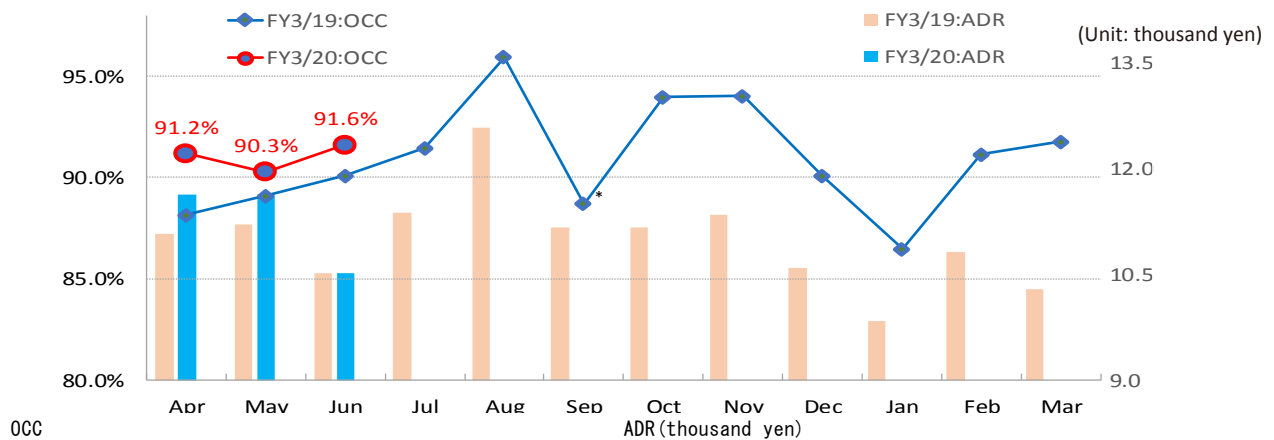
Dormy Inn Business : FY3/20 Q1 Revenue and Operating profit

(Unit: oku yen=100 MM yen)



Dormy Inn Business: Occupancy rate and ADR

Occupancy rate and ADR data by month



OCC

| | Q1 | Q2 | Q3 | Q4 | Full year |
|-----------------|--------|-------|-------|-------|-----------|
| FY3/19 Act | 89.1% | 92.1% | 92.7% | 89.7% | 90.9% |
| FY3/20 Forecast | 90.8% | 93.4% | 92.8% | 89.8% | 91.6% |
| FY3/20 Act | 91.0% | | | | |
| vs. PY | +1.9pp | | | | |
| vs. Forecast | | | | | |

ADR (thousand yen)

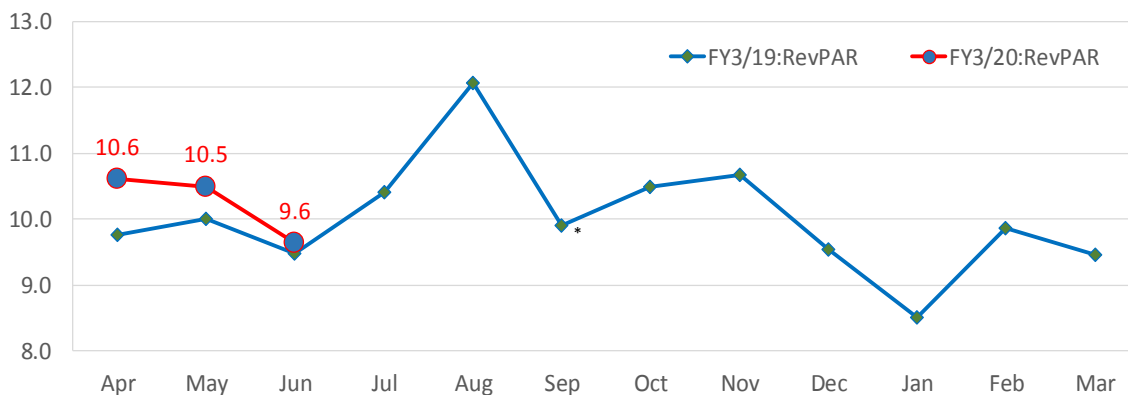
| | Q1 | Q2 | Q3 | Q4 | Full year |
|-----------------|------|------|------|------|-----------|
| FY3/19 Act | 10.9 | 11.7 | 11.0 | 10.3 | 11.0 |
| FY3/20 Forecast | 11.3 | 12.0 | 11.2 | 10.5 | 11.3 |
| FY3/20 Act | 11.3 | | | | |
| vs. PY | +0.3 | | | | |
| vs. Forecast | +0.0 | | | | |

* OCC in Sep 2018 was significantly lower than the previous month due to natural disasters (Hokkaido earthquake and Typhoon No.21) which were occurred in Sep 2018
 (Note) Above figures are excl. the impact of facilities that have been opened on and after April 1, 2018 to compare 2 periods of occupancy rate and ADR on a common basis

Dormy Inn Business: RevPAR

RevPAR data by month

(Unit: thousand yen)



RevPAR (thousand yen)

| | Q1 | Q2 | Q3 | Q4 | Full year |
|------------|------|------|------|-----|-----------|
| FY3/19 Act | 9.7 | 10.8 | 10.2 | 9.3 | 10.0 |
| FY3/20 Act | 10.3 | | | | |
| vs. PY | +0.5 | | | | |

| | Q1 | Q2 | Q3 | Q4 | Full year |
|-----------------|------|------|------|-----|-----------|
| FY3/20 Forecast | 10.2 | 11.2 | 10.4 | 9.4 | 10.3 |
| FY3/20 Act | 10.3 | | | | |
| vs. Forecast | +0.1 | | | | |

* RevPAR in Sep 2018 was significantly lower than the previous month due to natural disasters (Hokkaido earthquake and Typhoon No.21) which were occurred in Sep 2018
 (Note) Above figures are excl. the impact of facilities that have been opened on and after April 1, 2018 to compare 2 periods of RevPAR on a common basis

Dormy Inn Business: Inbound tourism (FY3/20 Q1 vs. PY)

The number of
inbound hotel guests

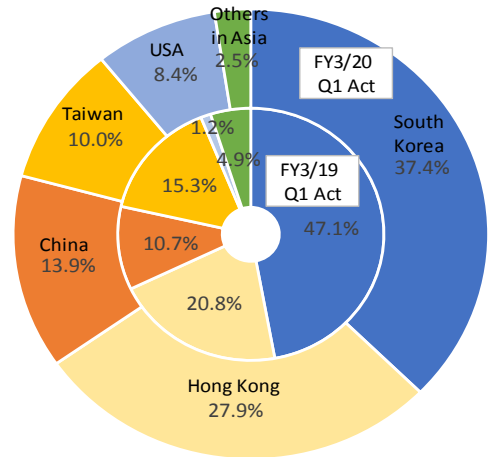
Share by country in inbound
tourism on a revenue basis

■ South Korea ■ Hong Kong ■ China ■ Taiwan ■ USA ■ Others in Asia

FY3/19 Q1
410
thousand people

➔

FY3/20 Q1
510
thousand people

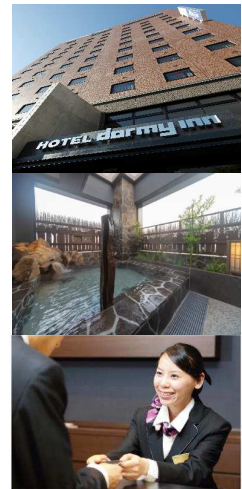


Dormy Inn Business: Third-party evaluation

Dormy Inn attained first place for the business hotel department at JCSI in FY3/20

Score of Customer Satisfaction in the Business Hotel Dept.

| Ranking | FY2019 | FY2018 | FY2017 |
|---------|-------------------------------|-------------------------------|-------------------------------|
| 1 | ↑ Dormy Inn 81.7 | → Richmond Hotels 81.8 | → Richmond Hotels 81.2 |
| 2 | ↓ Richmond Hotels 81.0 | ↑ Dormy Inn 80.0 | ↑ Super Hotels 80.7 |
| 3 | → Comfort Hotels 79.1 | ↑ Comfort Hotels 79.0 | ↑ Daiwa Roynet Hotels 79.4 |
| 4 | → Super Hotels 78.5 | ↓ Super Hotels 78.3 | ↓ Dormy Inn 79.2 |
| 5 | → Daiwa Roynet Hotels 77.4 | ↓ Daiwa Roynet Hotels 77.3 | → Comfort Hotels 76.6 |

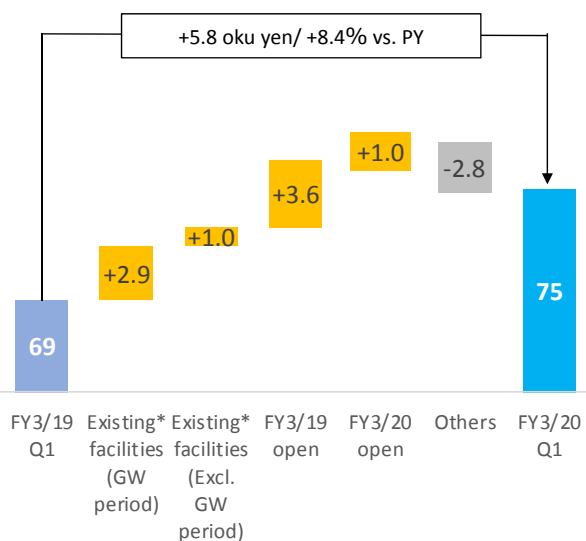


"JCSI(Japanese Customer Satisfaction Index)" is a survey of the customer satisfaction index in the service industries. Japan Productivity Center is conducting a survey at six times per year, approximately 30 industries, about 400 companies are targeted.

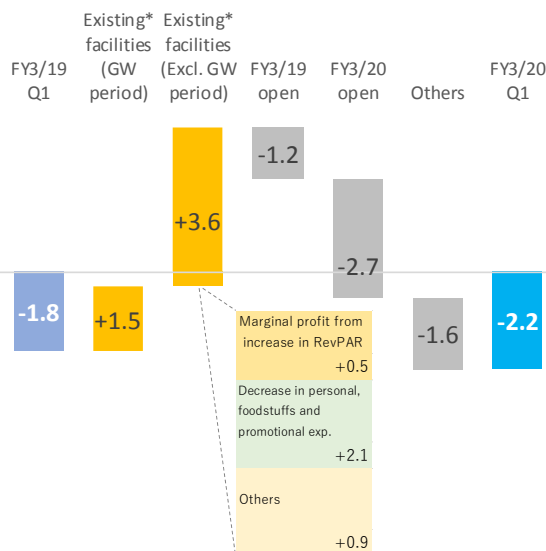
Resort Business: FY3/20 Q1 Revenue and Operating profit

(Unit: oku yen=100 MM yen)

Revenue

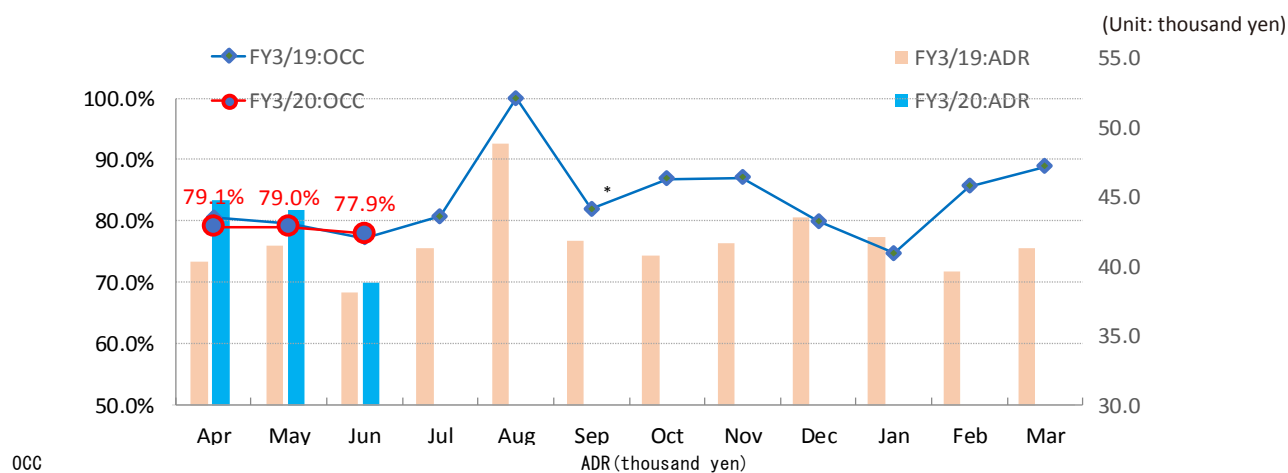


Operating Profit



Resort Business: Occupancy rate and ADR

Occupancy rate and ADR data by month



OCC

ADR (thousand yen)

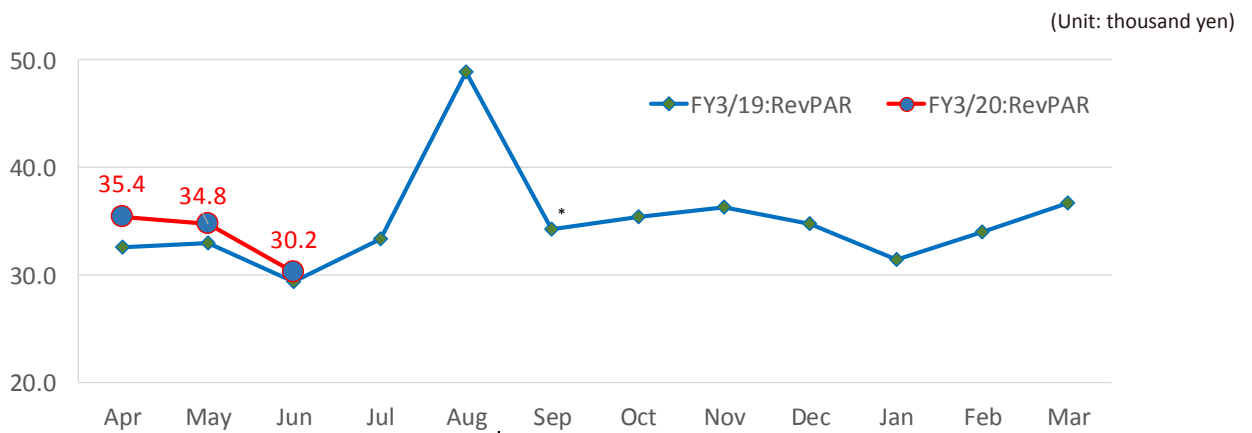
| | Q1 | Q2 | Q3 | Q4 | Full year |
|-----------------|--------|-------|-------|-------|-----------|
| FY3/19 | 79.2% | 87.6% | 84.6% | 83.0% | 83.6% |
| FY3/20 Forecast | 79.3% | 88.9% | 84.7% | 83.1% | 83.9% |
| FY3/20 Act | 78.7% | | | | |
| vs. PY | -0.5pp | | | | |
| vs. Forecast | | | | | |

| | Q1 | Q2 | Q3 | Q4 | Full year |
|-----------------|------|------|------|------|-----------|
| FY3/19 | 40.0 | 44.4 | 42.0 | 41.0 | 41.9 |
| FY3/20 Forecast | 42.4 | 46.7 | 43.6 | 41.9 | 43.7 |
| FY3/20 Act | 42.7 | | | | |
| vs. PY | +2.7 | | | | |
| vs. Forecast | +0.3 | | | | |

* OCC in Sep 2018 was significantly lower than the previous month due to natural disasters (Hokkaido earthquake and Typhoon No.21) which were occurred in Sep 2018
(Note) Above figures are excl. the impact of facilities that have been opened on and after April 1, 2018 to compare 2 periods of occupancy rate and ADR on a common basis

Resort Business: RevPAR

RevPAR data by month



RevPAR (thousand yen)

| | Q1 | Q2 | Q3 | Q4 | Full year |
|------------|------|------|------|------|-----------|
| FY3/19 | 31.7 | 38.9 | 35.5 | 34.0 | 35.1 |
| FY3/20 Act | 33.6 | | | | |
| vs. PY | +1.9 | | | | |

| | Q1 | Q2 | Q3 | Q4 | Full year |
|-----------------|------|------|------|------|-----------|
| FY3/20 Forecast | 33.6 | 41.5 | 36.9 | 34.8 | 36.7 |
| FY3/20 Act | 33.6 | | | | |
| vs. Forecast | +0.0 | | | | |

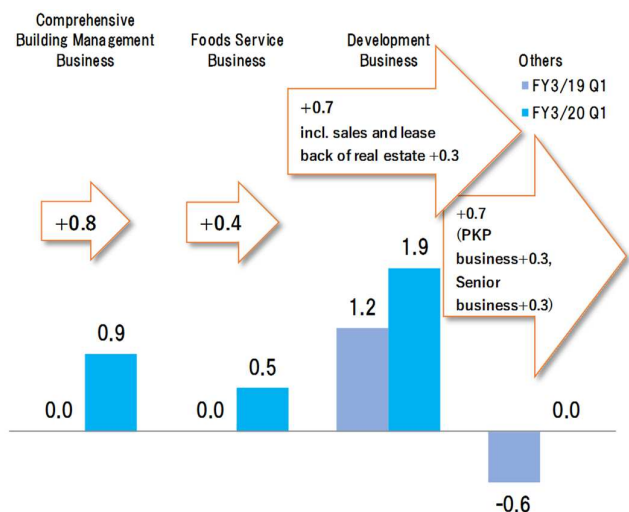
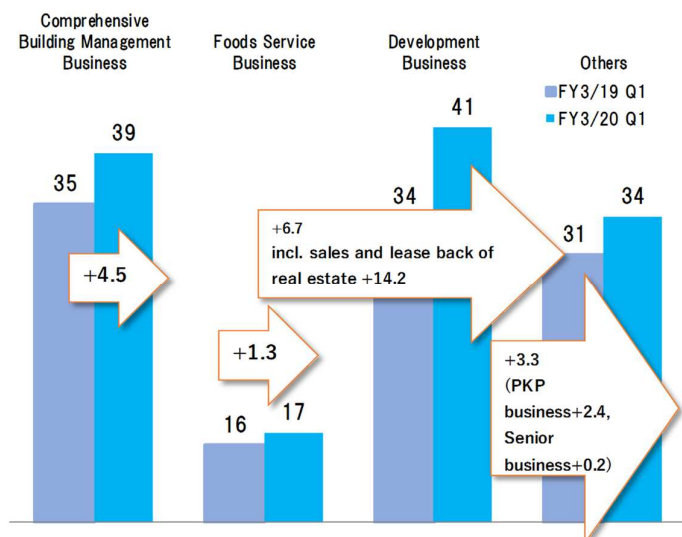
* RevPAR in Sep 2018 was significantly lower than the previous month due to natural disasters (Hokkaido earthquake and Typhoon No.21) which were occurred in Sep 2018
 (Note) Above figures are excl. the impact of facilities that have been opened on and after April 1, 2018 to compare 2 periods of RevPAR on a common basis

Other Business: FY3/20 Q1 Revenue and Operating profit

(Unit: oku yen=100 MM yen)

Revenue: +13.7% vs. PY

Operating Profit : +413.8% vs. PY



FY3/20 Consolidated Financial Forecast

FY3/20 Consolidated Financial Forecast and KPIs

(Unit: oku yen=100 MM yen)

| | FY3/19 | FY3/20 | vs. PY | |
|------------------|---------|----------|--------|--------|
| | Act | Forecast | | |
| Revenue | 1,628.1 | 1,830.0 | +201.8 | +12.4% |
| Operating Profit | 145.6 | 157.0* | +11.3 | +7.8% |
| Ordinary Profit | 143.2 | 154.0 | +10.7 | +7.5% |
| Net Profit | 95.6 | 102.0 | +6.3 | +6.6% |
| EPS(Yen) | 245.4 | 261.6 | +16.1 | +6.6% |

| | | | | |
|----------------------|-------|-------|--------|--------|
| Capital Investments | 174.8 | 153.4 | -21.4 | -12.3% |
| Depreciation Expense | 47.5 | 50.0 | +2.4 | +5.0% |
| Cash Flow* | 143.2 | 152.0 | +8.7 | +6.1% |
| DPS (Yen) | 45 | 47 | +2.0 | +4.4% |
| DPR | 18.3% | 18.0% | -0.4pp | - |

Key assumptions in FY3/20 Forecast

Dormitory Business

- Occupancy rate at the beginning of FY3/20: 98.7%, +1.0pp vs. PY
- Number of contracted rooms at the beginning of FY3/20: 40,089, +4.5% vs. PY

Dormy Inn Business

- Number of hotels/rooms planned to open in FY3/20:
 - 8 hotels/ 1,842 rooms (+13.9%)
- RevPAR (thousand yen): 10.3, +3.0% vs. PY

Resort Business

- Number of hotels/rooms planned to open in FY3/20:
 - 3 hotels/ 241 rooms (+9.2%)
- RevPAR (thousand yen): 36.7, +4.8% vs. PY

* Incl. negative impact of 14.5 oku yen vs. PY – opening expense +4.5oku yen, huge renewal expense, etc. +8.0 oku yen and system modification fee +2.0 oku yen for customer satisfaction improvement

Underlying growth of Revenue and Operating Profit (vs. PY)

(Unit: oku yen=100 MM yen)

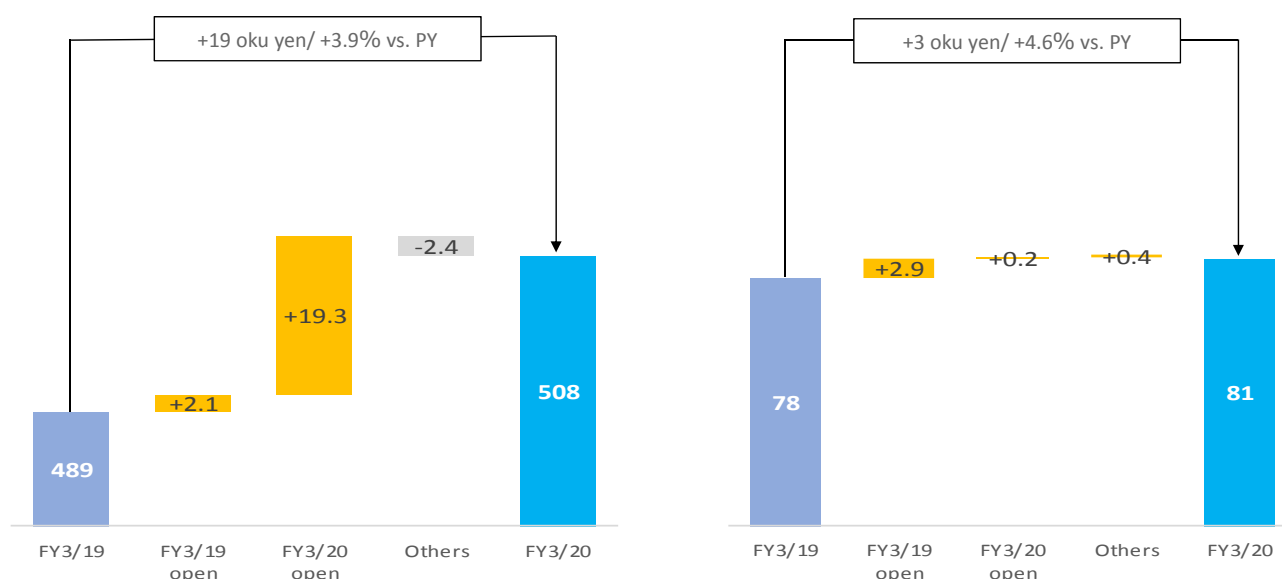
| | FY3/19 Act | FY3/20 Forecast | vs.PY | |
|--|----------------|-----------------|---------------|---------------|
| Reported Revenue | 1,628.1 | 1,830.0 | +201.8 | +12.4% |
| -) Real estate securitizations | -82.0 | -106.9 | -24.8 | |
| Underlying Revenue (excl. above item) | 1,546.0 | 1,723.0 | +176.9 | +11.4% |
| Reported Operating Profit | 145.6 | 157.0 | +11.3 | +7.8% |
| +) Opening expense | +18.6 | +23.1 | +4.5 | +24.1% |
| +) Negative impact due to huge renewal | +2.9 | +10.9 | +8.0 | +274.1% |
| +) System modification fee | - | +2.0 | +2.0 | - |
| For customer satisfaction improvement | | | | |
| Total of above special factors | +21.6 | +36.1 | +14.5 | +67.1% |
| Operating Profit excl. special factors | 167.2 | 193.1 | +25.8 | +15.4% |
| -) Real estate securitizations | -12.0 | -13.0 | -0.9 | |
| Underlying Operating Profit (excl. above items) | 155.2 | 180.0 | +24.8 | +16.0% |

FY3/20 Dormitory Business: Revenue and Operating Profit

(Unit: oku yen=100 MM yen)

Revenue

Operating Profit

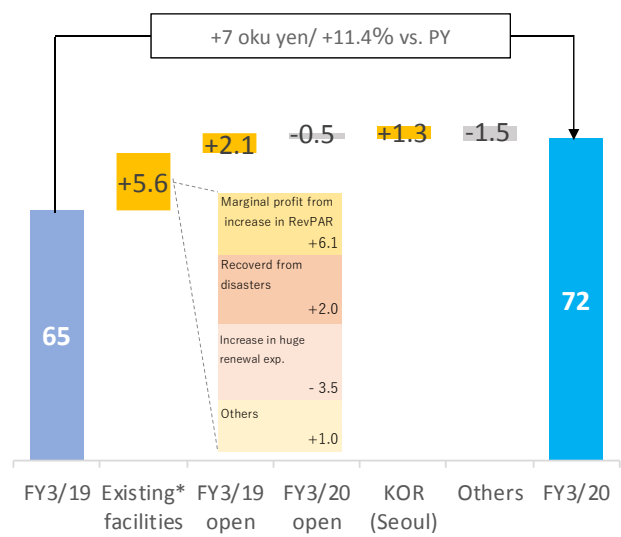
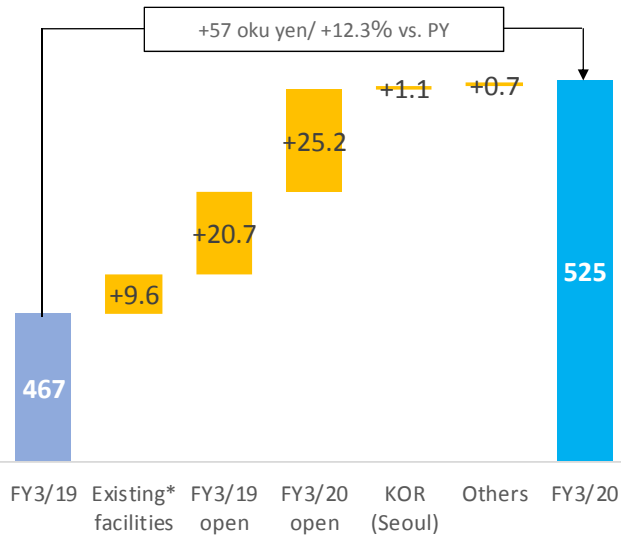


FY3/20 Forecast - Dormy Inn Business: Revenue and Operating Profit

(Unit: oku yen=100 MM yen)

Revenue

Operating Profit

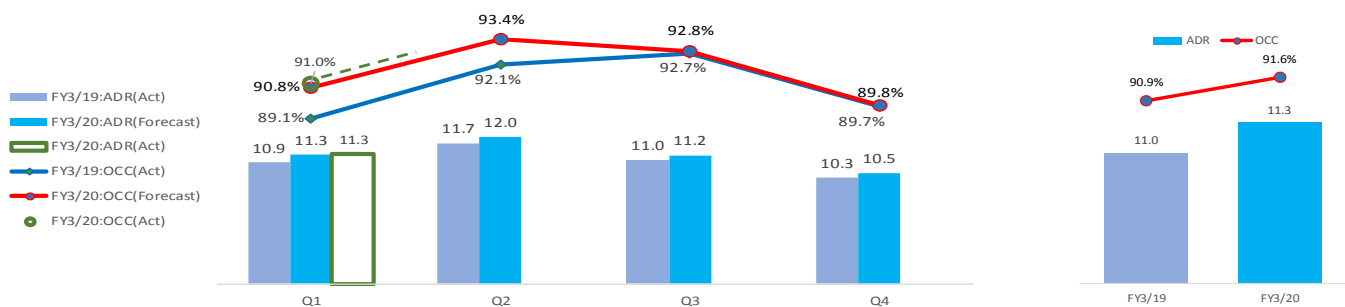


* At the end of March, 2018

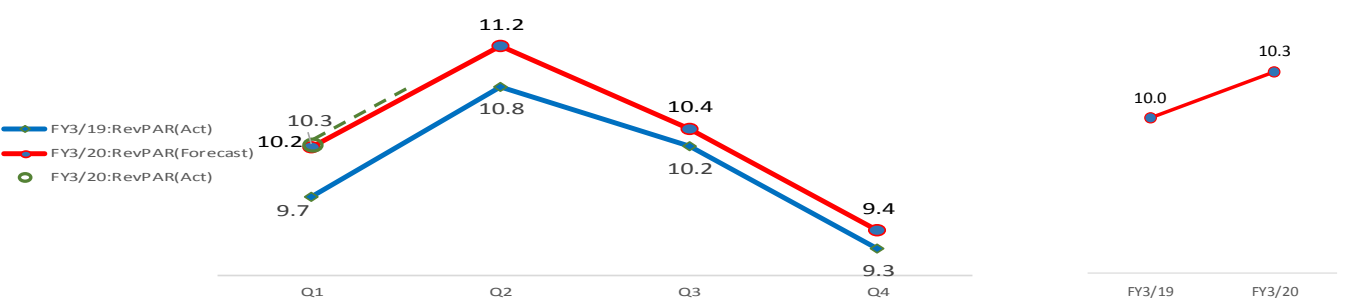
FY3/20 Forecast - Dormy Inn Business: Occupancy rate, ADR and RevPAR

(Unit: thousand yen)

Occupancy rate and ADR estimate by quarter vs. PY



RevPAR estimate by quarter vs. PY

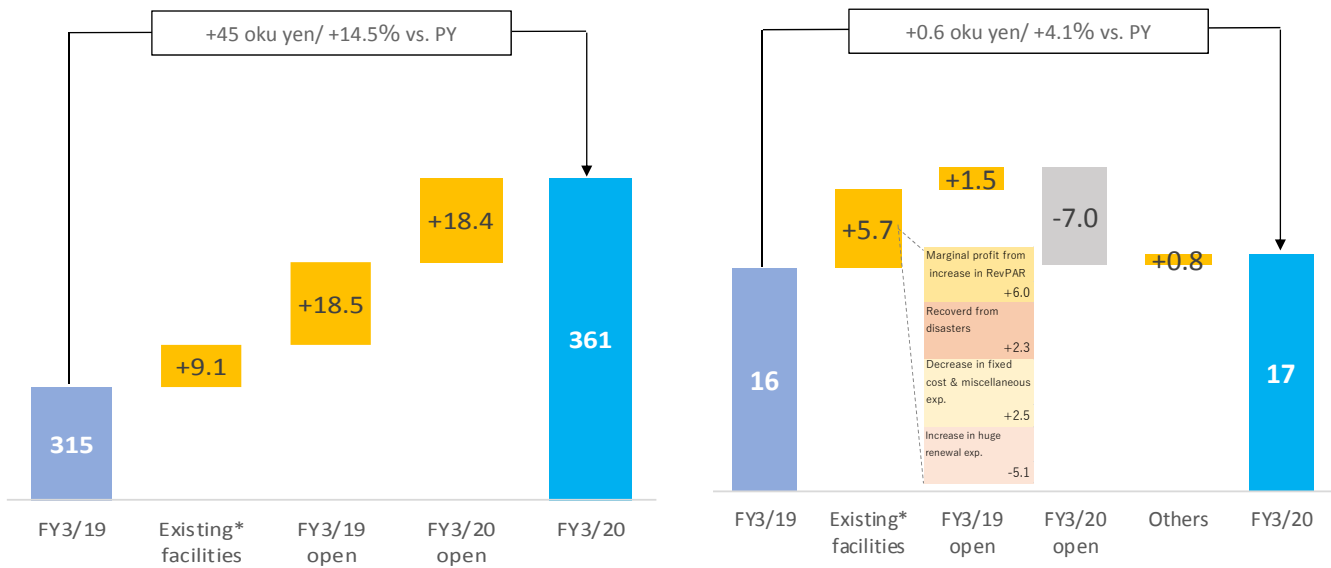


FY3/20 Forecast - Resort Business: Revenue and Operating Profit

(Unit: oku yen=100 MM yen)

Revenue

Operating Profit

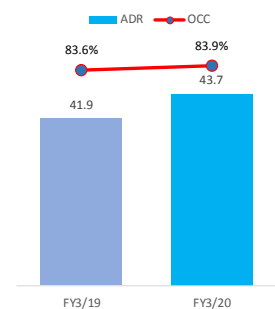
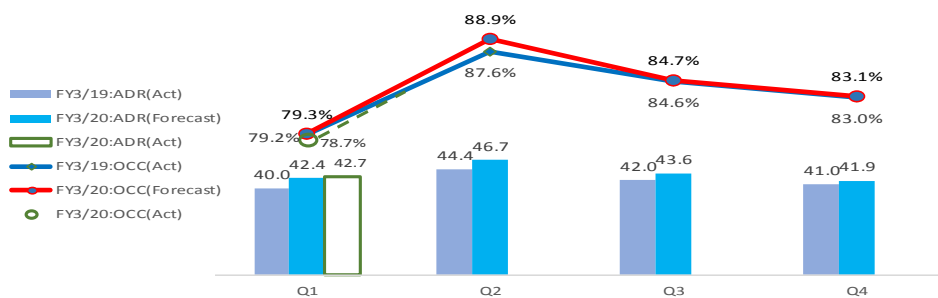


* At the end of March, 2018

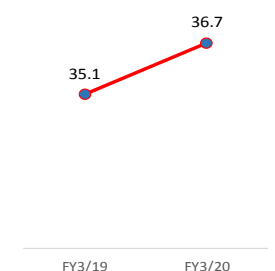
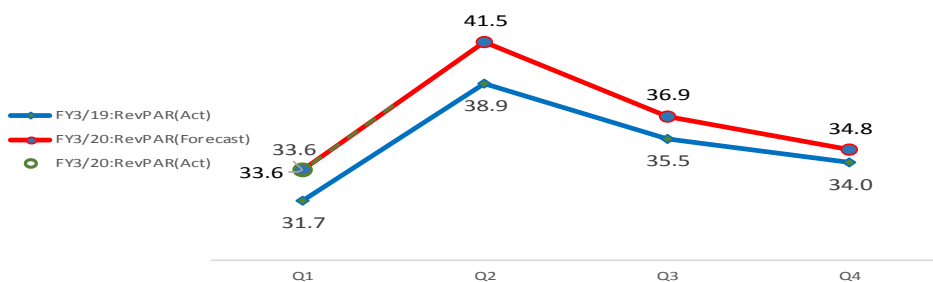
FY3/20 Forecast - Resort Business: Occupancy rate, ADR and RevPAR

(Unit: thousand yen)

Occupancy rate and ADR estimate by quarter vs. PY



RevPAR estimate by quarter vs. PY

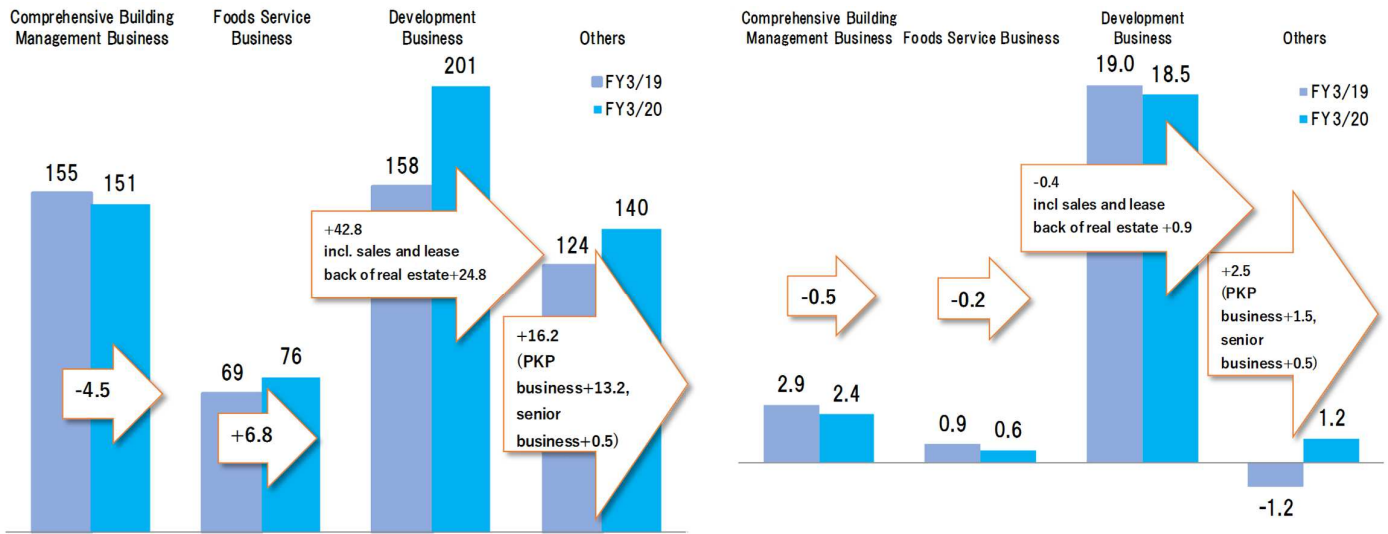


FY3/20 Forecast - Other Business: Revenue and Operating

(Unit: oku yen=100 MM yen)

Revenue: +12.1% vs. PY

Operating Profit : +6.2% vs. PY



Progress in Mid-term Management Plan (FY3/18-FY3/22)

Key quantitative targets of mid-term management plan and progress report

Name of MMP

Kyoritsu Jump Up Plan

Outline

1. Customer satisfaction improvement

- Produce products and services that lead to better customer satisfaction, raise customers' assessment of the Company and get greater trust

2. Advanced development

- Expand business bases and build a solid business foundation

Key Quantitative Targets / Development Plan

| Key Quantitative Targets | Starting FY for Mid-term Management Plan (FY3/17) |
|--------------------------|---|
| Revenue | 1,358 oku yen |
| Operating Profit | 118 oku yen |
| Net D/E Ratio | 0.9x |
| DPR | 16.8% |
| ROE | 11.7% |

| Development Plan | Starting point for Mid-term Management Plan (At the end of Mar. 2017) |
|------------------|---|
| Dormitory | 37,000 rooms |
| Dormy Inn | 9,800 rooms |
| Resort | 2,200 rooms |

| Progress at the end of FY3/17 |
|-------------------------------|
| 1,628 oku yen (CAGR: +10%) |
| 146 oku yen (CAGR: +11%) |
| 0.8x |
| 18.3% - projection |
| 12.6% |

| Progress at the end of FY3/20 Q1 (FY3/18 - FY3/20 Q1 cumulative) |
|--|
| - Opened: 4,194 rooms |
| - Already decided: Around 5,100 rooms (Progression rate: 73%) |
| - Opened: 3,483 rooms |
| - Already decided: Around 9,000 rooms (Progression rate: 100%) |
| - Opened: 510 rooms |
| - Already decided: Around 1,300 rooms (Progression rate: 93%) |

| Final FY of Mid-term Management Plan (FY3/22) |
|--|
| 2,200 oku yen (CAGR: +10%) |
| 190 oku yen (CAGR: +10%) |
| Maintain lower than 1.0x for securing financial health |
| Advance gradually to more than 20% |
| More than 10% |

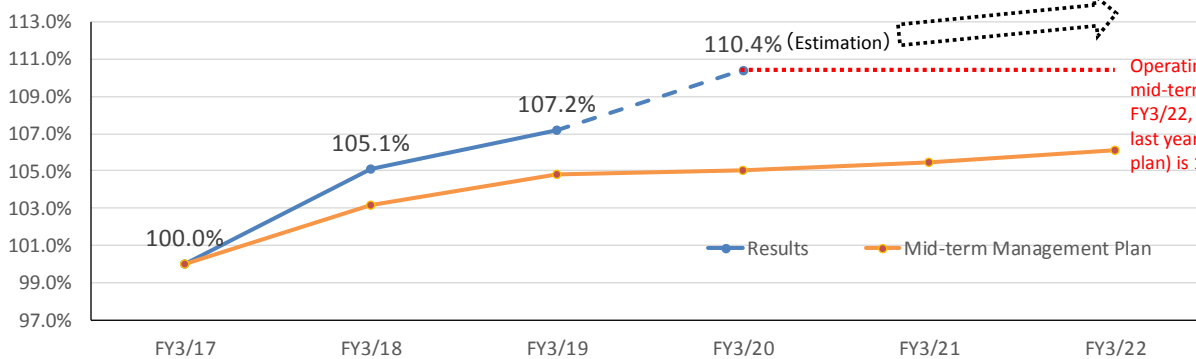
| Final FY of Mid-term Management Plan (At the end of Mar. 2022) |
|--|
| 7,000 rooms |
| 9,000 rooms |
| 1,400 rooms |



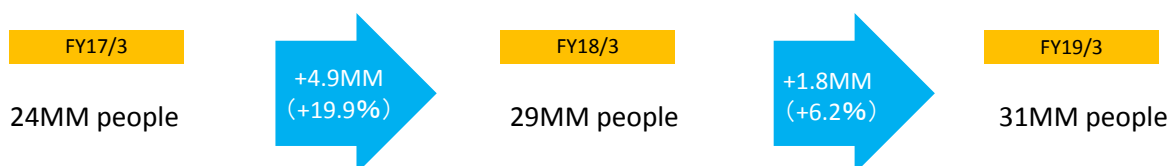
Note: oku yen=100 MM yen

Dormy Inn Business: RevPAR exceeding mid-term management plan across the board

RevPAR



Visitors arrivals



Development plan of dormitories and hotels leading to sustainable growth

Development Plan

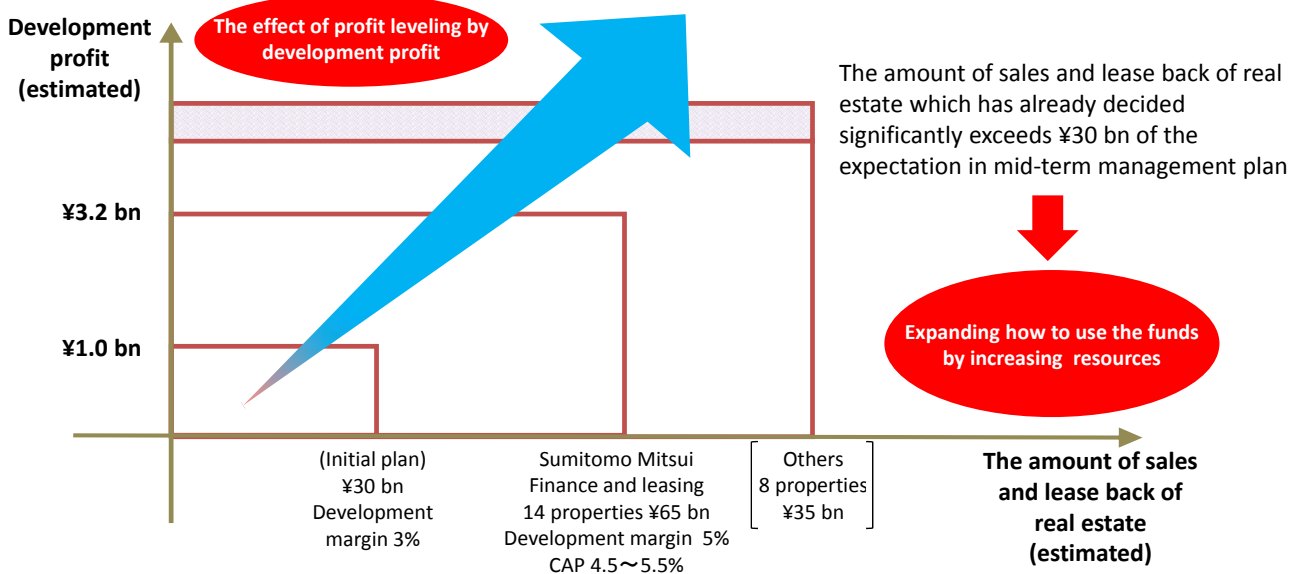
| | FY3/18 Results | | FY3/19 Results | | FY3/20 Plan | | FY3/21 Plan | | FY3/22 Plan | |
|---|---|---|--|--|---|--|--|--|--|--|
| Dormitory | +10 facilities* | +963 rooms* | +15 facilities* | +1,852 rooms* | +14 facilities* | +1,506 rooms* | +6 facilities* | +474 rooms* | +4 facilities | +401 rooms |
| FY3/17: 463 facilities /37,000 rooms | Available facilities 473 facilities Lease ratio 88.5% | Available facilities 485 facilities Lease ratio 88.5% | Available facilities 494 facilities Lease ratio 87.4% | Available facilities 498 facilities Lease ratio 87.5% | Available facilities 502 facilities Lease ratio 87.4% | Available facilities 502 facilities Lease ratio 87.4% | Available facilities 498 facilities Lease ratio 87.5% | Available facilities 498 facilities Lease ratio 87.5% | Available facilities 502 facilities Lease ratio 87.4% | Available facilities 502 facilities Lease ratio 87.4% |
| MTMP**7,000 rooms | Noda ANNEX, [L]Senjunakamachi, [L]Tsunashimaeikimae, Higashiosaka, [L]Maihama, [L]Minamikoshigaya, [L]Irinaka II, [L]Koroen etc. | [L]Waseda, [L]Hikifune, [L]Keiotsunashima, [L]Tsurugashima, Omoromachi, [L]Kaihinmakuhari, [L]Tokorozawa, [L]Hakataekiminami II, [L]Kokuraekimae etc. | [L]Sendaihigashiguchi V, [L]Motoyama, [L]Kobe, [L]Osakatenmangu, [L]Kagoshima, [L]Ichigaya, Meidai global village, [L]Komagome, [L]Setagayatodoroki etc. | [L]Sapporokita, [L]Sapporekhhigashi, [L]Nippori, [L]Sendaihigashiguchi, [L]Nagoyanishin, [L]Hamadayama | [L]Sakado II, Niigata II, [L]Kyoto Kuinabashi, [L]Hiraokimae | | | | | |
| ---Already decided Around 5,100 rooms Progression rate 73% | | | | | | | | | | |
| Dormy Inn | +9 facilities | +1,571 rooms | +9 facilities* | +1,530 rooms* | +8 facilities | +1,842 rooms | +11 facilities | +2,437 rooms | +8 facilities | +1,647 rooms |
| FY3/17: 64 facilities /10,200 rooms | Available facilities 72 facilities Lease ratio 98.8% | Available facilities 80 facilities Lease ratio 98.9% | Available facilities 88 facilities Lease ratio 99.1% | Available facilities 99 facilities Lease ratio 99.2% | Available facilities 107 facilities Lease ratio 99.3% | Available facilities 107 facilities Lease ratio 99.3% | Available facilities 99 facilities Lease ratio 99.2% | Available facilities 99 facilities Lease ratio 99.2% | Available facilities 107 facilities Lease ratio 99.3% | Available facilities 107 facilities Lease ratio 99.3% |
| MTMP**9,000 rooms | [L]PREMIUM Kanda, [L]Miyazaki, [L]GLOBAL CABIN Suidobashi, [L]Kofumarunouchi, [L]Izumo, [L]EXPRESS Sendai-Seaside, [L]Nono Nara, [L]Kochi, [L]Matsuyama | [L]Honhachinohe, [L]Osakatanimachi, [L]Korakuen, [L]Oita, [L]GLOBAL CABIN Hamamatsu, [L]GLOBAL CABIN Yokohamachukagai, [L]Takamatsuchukoenmae, [L]PREMIUM Namba ANNEX, [L]PREMIUM Osakitahama | [L]Maebashi, [L]Fukui, [L]Morioka, [L]Nono Asakusa, [L]Kawasaki, [L]Furano, [L]Mito, [L]Nono Kanazawa | [L]Nono Kyotoshichijo, [L]Kobe, [L]PREMIUM Ginza, [L]Ikebukuro, [L]Nagasakiekimae, [L]Toyohashi, [L]Nono Asakusabettei, [L]Gotenba, [L]Nono Matsue, [L]Yokohama, [L]Fukuyama | [L]Nono Matsumoto, [L]Nono Sendai, [L]Tokyo bay(Toyosu), [L]Hiroshima ANNEX, [L]Nono Yodoyabashi, [L]Okayama, [L]Nono Kumamoto, [L]Enoshima | | | | | |
| ---Already decided Around 9,000 rooms Progression rate 100% | | | | | | | | | | |
| Resorts | +4 facilities | +253 rooms | +2 facilities | +171 rooms | +3 facilities | +241 rooms | +6 facilities | +486 rooms | +3 facilities | +197 rooms |
| FY3/17: 24 facilities /2,200 rooms | Available facilities 29 facilities Lease ratio 58.7% | Available facilities 31 facilities Lease ratio 60.2% | Available facilities 34 facilities Lease ratio 61.7% | Available facilities 40 facilities Lease ratio 60.4% | Available facilities 43 facilities Lease ratio 67.1% | Available facilities 43 facilities Lease ratio 67.1% | Available facilities 40 facilities Lease ratio 60.4% | Available facilities 40 facilities Lease ratio 60.4% | Available facilities 43 facilities Lease ratio 67.1% | Available facilities 43 facilities Lease ratio 67.1% |
| MTMP**1,400 rooms | Keiun (Izumo), Tsukiyo no Usagi (Izumo), [L]Le Chien Kyu-Karuizawa, [L]Suiun (Gora) | [L]La Vista Kirishima (Kagoshima), [L]Shirakawago (Gifu) | [L]Echigo-yuzawa (Niigata), [L]Kotohira (Kagawa), Inazumi (Akita) | [L]La Vista Kusatsu (Gunma), [L]Nasushiohara Rengetsu(Tochigi), [L]Wakuraonsen (Ishikawa), Kikuyabettei Suigetsu (Shizuoka) etc. | [L]Kawadsu Onsen (Shidzuoka), [L]Ninnaji (Kyoto), [L]La Vista Hakodate bay ANNEX | | | | | |
| ---Already decided Around 1,300 rooms Progression rate 93% | | | | | | | | | | |
| Lease ratio (Total) | 89.4% | 89.7% | 89.1% | 89.3% | 89.8% | | | | | |

* The number of increase in development facilities/rooms (not available facilities/rooms at the end of FY) ** Mid-term Management Plan

(Note) Red-highlighted parts mean the development facility with higher inbound ratio than our average. Underlined parts mean the developing facilities for sales and lease back of real estate not only complied with but also planned. [L] parts mean the facilities for lease.

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Act and Estimation of Sales and Lease Back of Real Estate



| | Number of properties | Revenue (bn yen) | Profit (bn yen) |
|--------------------------------|----------------------|------------------|-----------------|
| FY3/18 Act | 1 | 1.59 | 0.28 |
| FY3/19 Act | 3 | 8.20 | 1.20 |
| FY3/20 Plan | 4 | 10.69 | 1.30 |
| Estimation on and after FY3/21 | 12 | 31.14 | 2.74 |

(Note) Development margin above shown is initially anticipated base. This margin may be fluctuate greatly depending on each contract timing and property.

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Stable hiring of personnel

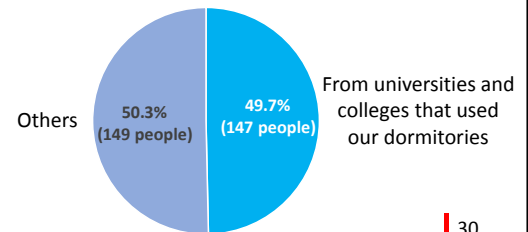
| | April 2019 | April 2020 | April 2021 |
|---|---|---|--|
| Hiring of new graduates | 296(Act) | 300(Plan) | 300~320(Plan) |
| | Comprehensive work: 31 Hotel: 260 Senior Life Business: 5 | Comprehensive work: 22 Hotel: 270 Senior Life Business: 8 | Comprehensive work: 20 Hotel: 290 Senior Life Business: 10 |
| Incl. foreign students: (Nepal, Vietnam, China, Republic of Korea) | 57 | | |

No restriction in the number of foreigners hired
Hiring talented foreigners actively

Hiring route

We can get universities and colleges to introduce many graduates to us with good relationship that we have been building through our dormitory business with them

Breakdown of new employees in April 2019



Awareness of our company

- Distributed corporate TV commercials to live broadcasting of the Hakone Ekiden and Izumo Ekiden – undoubtedly one of the well-known Ekiden races held in Japan
- Distributed corporate radio commercials to TBS radio through the program we sponsored
- Distributed TV commercials of Kyoritsu Resort “La Vista” in Hokkaido and Kyushu areas
- Broadcasting the PR video of Kyoritsu Resort
- Acting as an official sponsor of the Japan Women’s Football League in 2019,



We have signed an official sponsorship agreement with the “Nadeshiko League”, where strong and healthy women shine brightly. We will eagerly support popularization activities meant to convey dreams of achievement and feelings of inspiration from the hard-playing athletes in the “Nadeshiko League” to as many people as possible.



- Enhancement of IR activities – participating in various IR events

- IR activities for domestic investors: Some briefing sessions for individual and institutional investors, participating in IR fairs and one-on-one meeting with investors, etc.
- IR activities for overseas investors: IR Road Show, participating in some IR conferences - 5 times in FY3/19

Further improvement in customer satisfaction

■ Setting up and enhancement of comprehensive customer network

- Utilization of comprehensive customer database that leads to very kind hospitality
 - ✓ Customer data makes it possible to provide each customer with higher-quality service
 - ✓ Use historical information on usage by customer as an effective way of marketing and take thorough countermeasures to secure customer information
- Designing a membership program so that customers can use our company over an extended period of time
 - ✓ Make most valued customers understand our business and service better/ Grant some privileges/services to them
- Starting point program so that our customers can enjoy the benefits by using of our site to reserve our hotels. The number of members of our site at the end of FY6/19 was 700 thousand people, increasing +29.2% compared to the end of FY3/18.
 - ✓ Arranged a tie-up with “d point” program produced by NTT DOCOMO – very easy to earn and use “points”
 - ✕ Made “earning” and “using” d point service available in “November 2018” and “April 2019”, respectively

■ Developed the application of “Domico” for residents of our dormitories

- Gradually expanded this operation from FY3/20

- Made it possible to apply for and cancel the board service at our dormitories on the day with simple method “by mobile phone”
- In addition, made it possible to file the notification of sleepover with dormitory “by mobile phone”

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Further accelerating priority measures of FY3/18-FY3/22 Mid-term Management Plan and delivering stellar results

Thank you!

