

Prime Market of Tokyo Stock Exchange
Premier Market of Nagoya Stock Exchange

Ticker : 2453

JBR

JAPAN BEST RESCUE SYSTEM Company Presentation

FY2022/Q2

Notice: This document is a translation of the original Japanese document and is only for reference purposes. In the event of any discrepancy between this translated document and the original Japanese document, the latter shall prevail.

June 8, 2022

Japan Best Rescue System Co., Ltd.

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What is JBR?

A leading company of Housing-related services

We continue to grow with membership-based services that provide reassurance to our customers

Mission

We help people in need

Vision

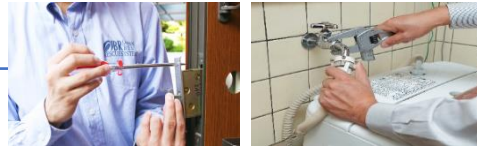
Value

- Be fair: Stay loyal to customers, colleagues, and yourselves
- Be generous: Respect others, don't be conceited, be humble
- Be a challenger: To cherish advancing ahead, not to be afraid of failure

We create the Best Rescue System

We create the best framework and services for giving people peace of mind by getting close to their daily lives

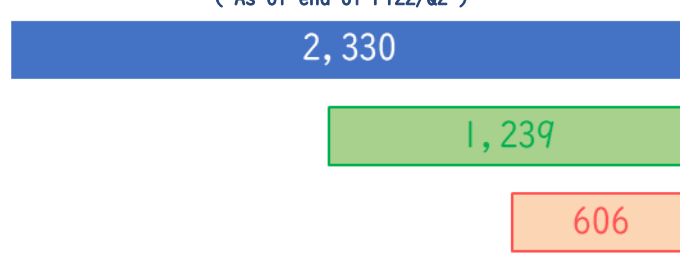
Service example



Subscribers

4,175k

(As of end of FY22/Q2)



People we helped

176,772

(As of FY22/1H)

QR service*

Warranty Extension

Insurance



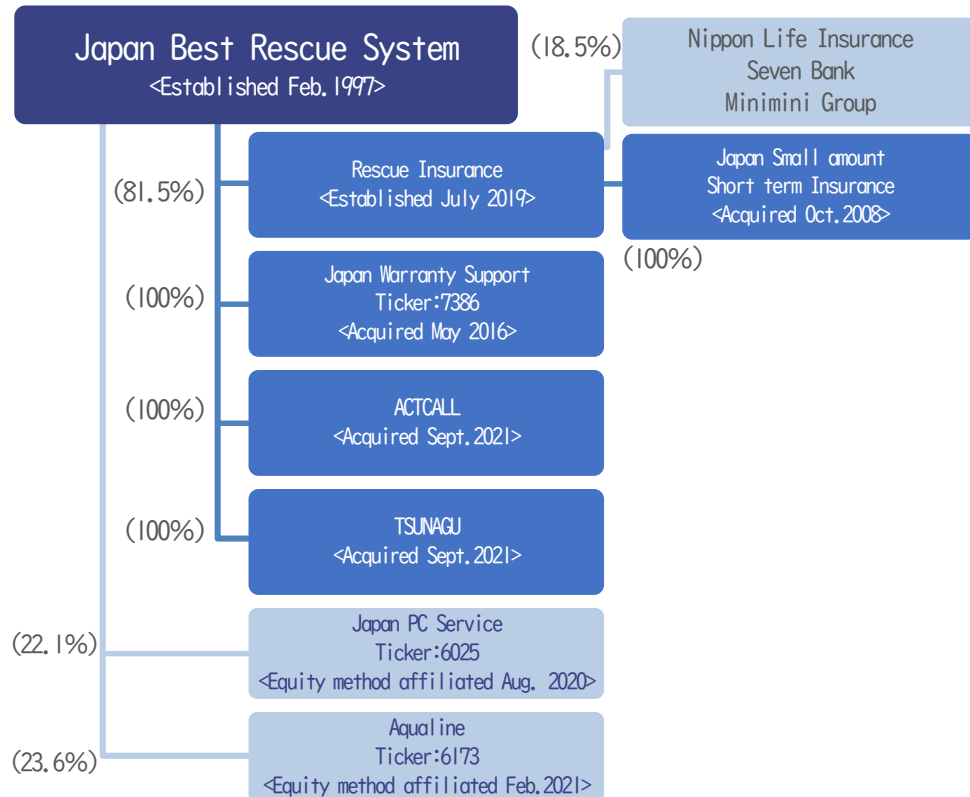
*Quick Response for daily life trouble

Organization

Developing business under top-level governance system in Japan

“We help people in need” is our unchanging management philosophy for 25 years

Group Structure



(Shareholding ratio as of end of FY22/Q2)

Executives

Companies with a majority of outside directors are only 10.3%* of companies on the 1st section of the TSE

Name	Title
Mr. Nobuhiro Sakakibara	Representative Director, CEO
Mr. Mitsuhiro Wakatsuki	Director, COO
Mr. Norio Shiraishi	Director (Outside) (Independent)
Mr. Housei Iwamura	Director (Outside) (Independent)
Mr. Akio Hamaji	Director (Outside) (Independent)
Mr. Masakatsu Sawada	Director Audit & Supervisory Committee Member
Mr. Tetsuro Yoshioka	Director A&S C Member (Outside) (Independent)
Mr. Hiroyuki Oshida	Director A&S C Member (Outside) (Independent)
Ms. Kumiko Urayama	Executive Officer, GM of Operations Div.
Mr. Kei Ebata	Executive Officer, GM of Sales Div.
Mr. Fumitaka Kondo	Executive Officer, GM of Administration Div.
Mr. Yuki Matsushita	Executive Officer, GM of Management Strategy Div.

*Japan Association of Corporate Directors
“Corporate Governance Survey of Listed Companies” (Aug. 2021)

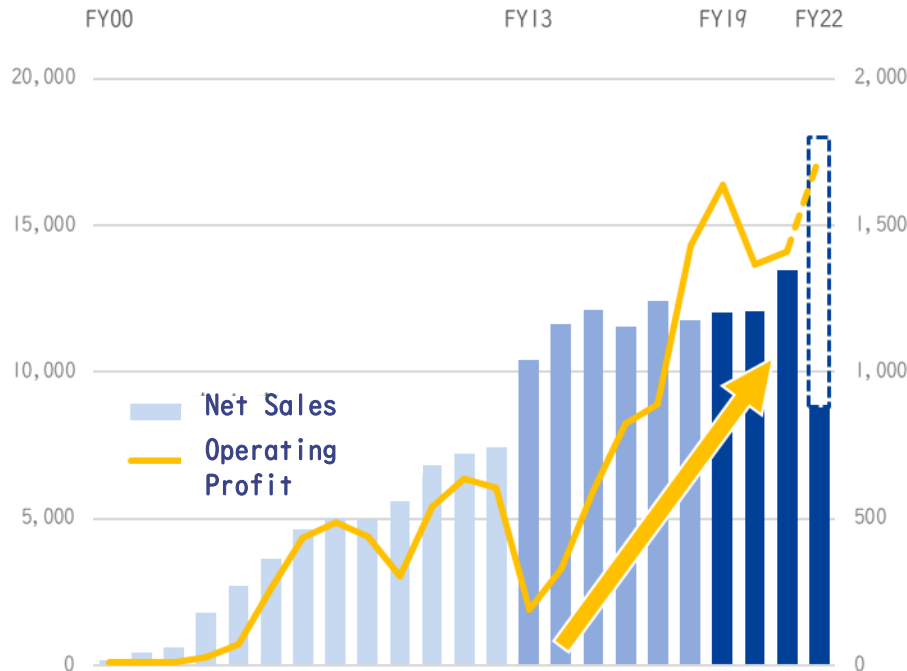
Business Trend

Build a profitable structure after a reorganization phase

Stable revenue structure with over 90% of revenue coming from stock-type products

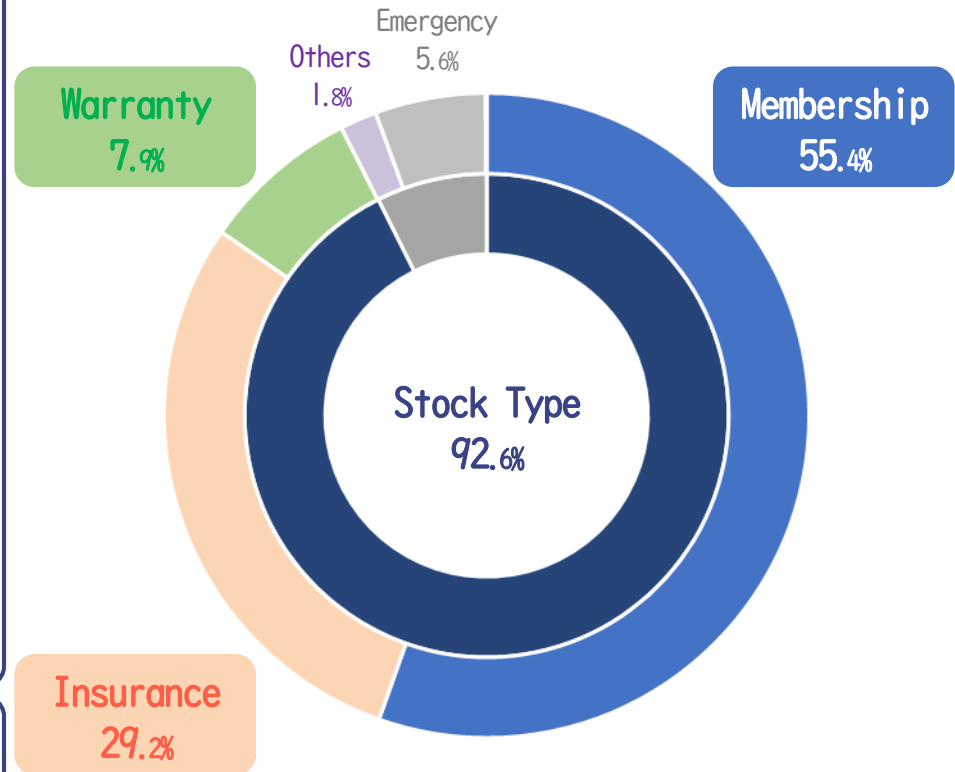
History

<Phase>	
Start ~ Expansion	Established core business through alliance and M&A
Reorganization	Disposed unprofitable business under new management
2 nd foundation	JBR has been reborn and moved into next phase



Sales Composition

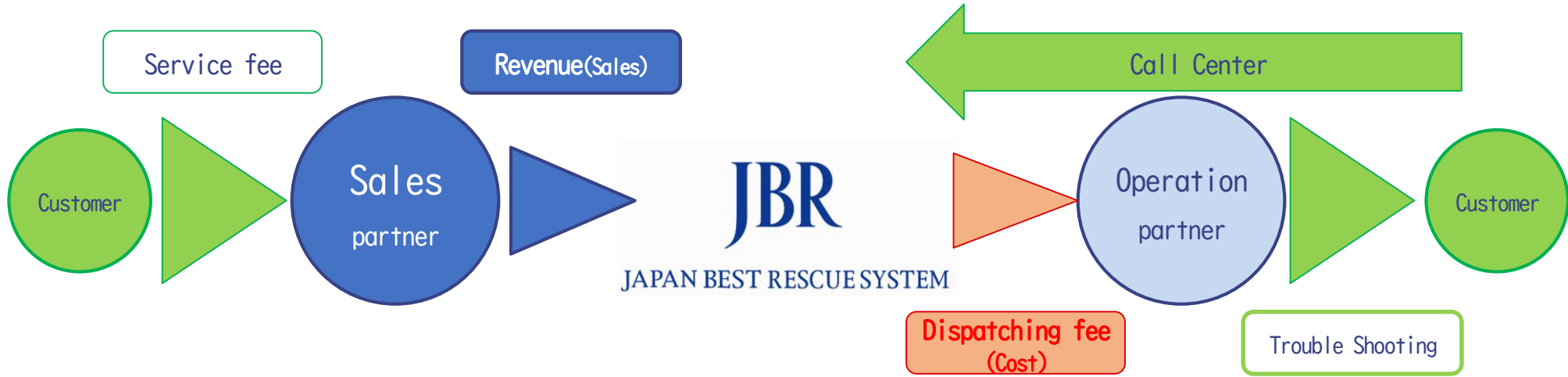
FY22/IH Net Sales: **8,806** JPY million



Business Model

Achieving high OPM while working behind the scene with our partners

JBR provides peace of mind before our customer gets in trouble



What is a Sales partner?

Benefit for Stakeholders

As of end of FY22/Q2 **7,410** stores

To leave no one behind, JBR is expanding partner industries

Real Estate Agency	DIY store	Financial Agency
University Co-op	Electronics Retailor	Power company etc.

More than twice the number of the major hamburger stores in Japan

JBR

Can minimize sales resource

e.g.) Advertising cost(sales ratio) Competitor:45% >> JBR:1%

Sales Partner	Can improve unit price & competitiveness of their own service through referral commission & service from JBR
Operation Partner	Can ensure a workload and receive instruction on the latest techniques & manners from JBR
Customer	Can reduce sudden payment and live with peace of mind

Membership/Warranty Business

Entered high growth phase

Progress in improving the profitability of ACTG realized profit contribution earlier than expected

Service Detail

QR Service

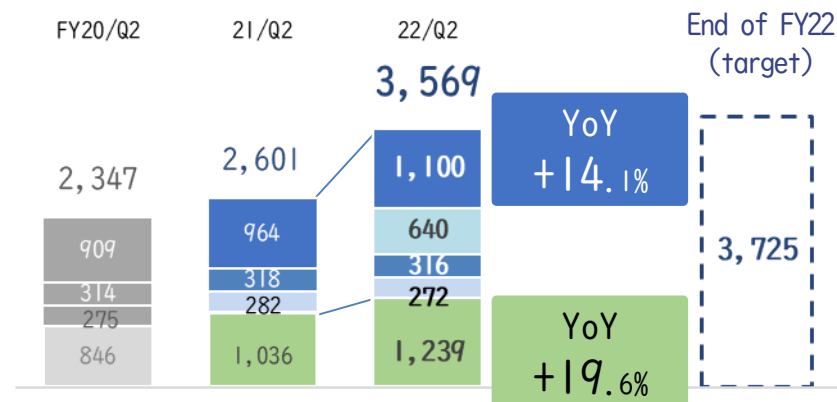
<Legend>	<Sales Partner>	<Notes>
Collective Housing	Real estate Agency	OPM 20%(approx.)
ACTG*	Agency	OPM 6.9%(target)
University	University Co-op	Partnered with almost all university co-ops
Others	Subscription Services etc.	Accelerating development for homeowners

*ACTCALL & TSUNAGU

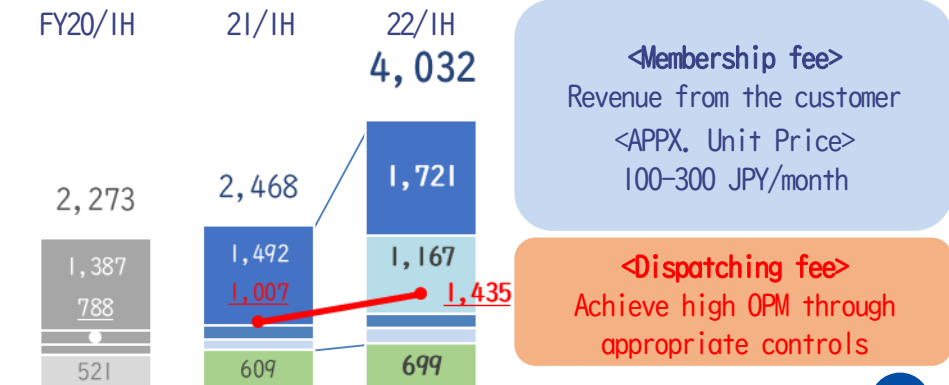
Warranty Extension

<Legend>	<Sales Partner>	<Notes>
Remodeling House	Electronics Retailors	Contributing to the growth strategy of a major partner, transferred from competitor
	DIY store	Partnered with almost all major companies
New House	Housing Manufacturer	Tie-up to offer "10-year warrantied house"

Number of Subscribers(thousand)



Membership & Dispatching Fee(JPY million)



Insurance Business

Stable growth with home contents insurance as the core business

leveraging product development capabilities, accelerating growth by launching new products

Service Detail

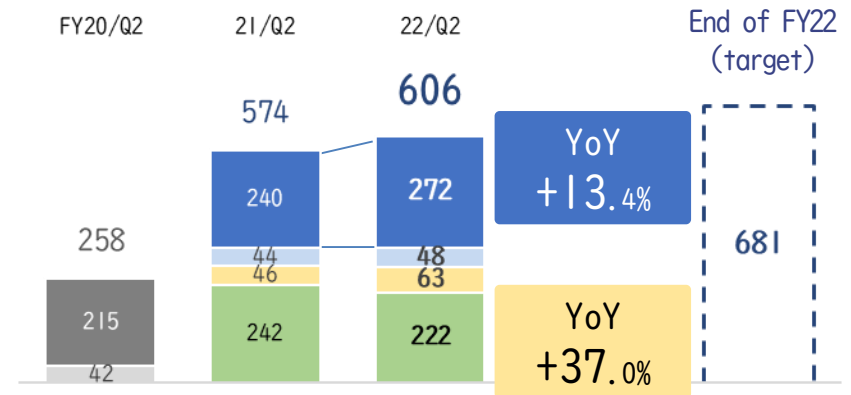
Small Amount Short Term Ins.

<Legend>	<Sales Partner>	<Notes>
Home contents Insurance	Real estate Agency	Utilizing same sales channel with membership QR service
Others	Travel Agency Wedding hall etc.	A number of ordinary ins. policies:12 shall be the top level in Japan

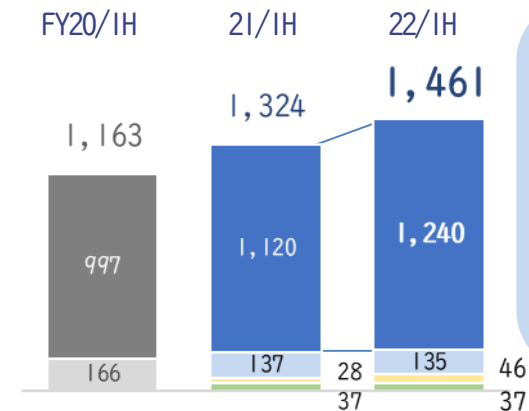
Casualty Ins.

<Legend>	<Sales Partner>	<Notes>
Smartphone Insurance	Paid Wi-Fi (Electronics retailer)	Sales promotion by stimulating replacement demand
Sports club Insurance	Sports club Operators	Efficient contract acquisition through group contracts

Number of Subscribers(thousand)



Insurance Premium(JPY million)



<Insurance Premium>
Revenue from the customer
<APPX. Unit Price>
Varies as well as ins. coverage
Profit margins are almost at the same level

Home contents 700 JPY/month
Smartphone 130 JPY/month
Sports club 30 JPY/month

Capabilities of Core Business

Business competence has grown beyond the disclosed value

Calculated “Actuality Profit” below by excluding Rapid growth + Portfolio restructuring impact

Membership Segment

(unit: JPY million)	FY20/IH	21/IH*	22/IH
Operating Profit	752	788	465
YoY	+4.0%	+4.8%	-40.9%
① Warranty Business -	237	248	-
② Restructuring -	-	-	21
③ Allocated Cost +	445	447	671
Actuality Profit	959	987	1,115
YoY	+3.1%	+2.9%	+13.0%

Changes

① Warranty Business	Since JWS, the group company of JBR engaged in the business goes public in June, we decided to exclude the business from the membership segment.
② Restructuring	Life-tech segment, which was engaged in PPS business was discontinued at the end of FY21. Its organization was incorporated into the membership segment.
③ Allocated Cost	JBR allocates expenses in proportion to sales and headcount, etc. As shown in ②, JBR's sales and headcount were concentrated in the membership business, resulting in an increased burden.

*Figures in FY21/IH results disclosure

Insurance Segment

(unit: JPY million)	FY20/IH	21/IH	22/IH
Operating Profit	169	203	188
YoY	+5.6%	+20.1%	-7.4%
① Policy Reserves -	-2	+7	-46
② Allocated Cost +	3	1	2
Actuality Profit	175	197	236
YoY	+4.9%	+12.8%	+19.4%

Changes

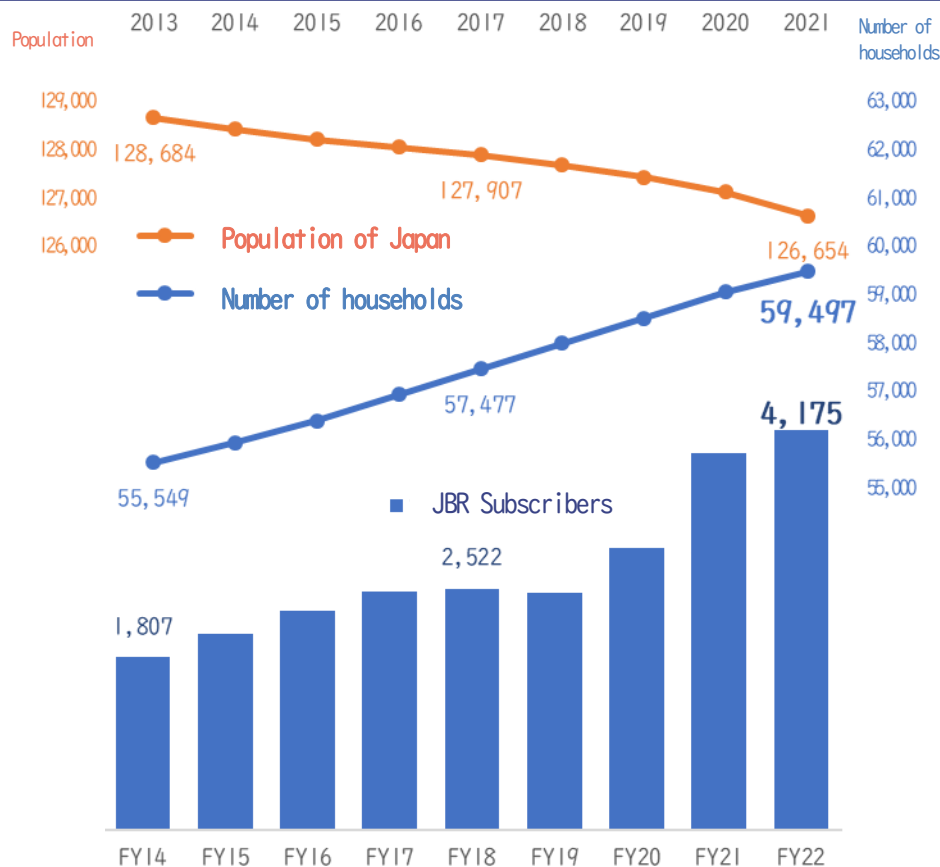
① Policy Reserves	Increase/decrease in preparation for future claims payments →The more active the contract acquisition is, the more likely it is to have a negative impact, to build up reserves for payment. • Gives positive/negative impact on operating income each quarter • Rapid subscribers increase may be Negative(=increase in reserves)
② Allocated Cost	The burden shall stay minimal while operated by the group companies

Market Conditions

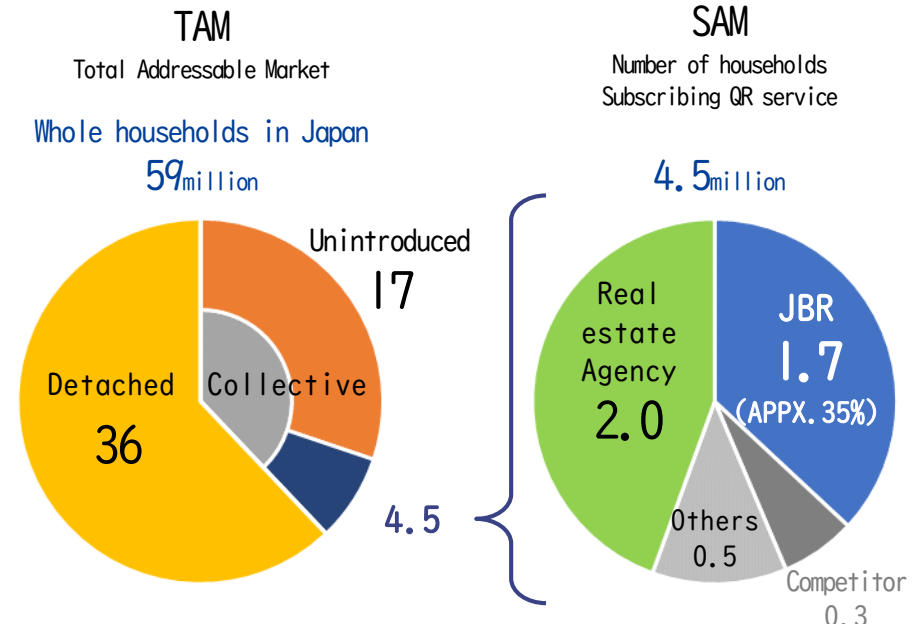
Social changes are strongly driving our business growth in Japan

Declining birthrate & Aging population, rising needs and increasing number of households are major tailwinds

Trend of Market Size*1 (thousand)



Market Share*2 (million)



<Legend>

Detached Housing	Attaching JBR services to services in other industries (mortgage loan, subscription service, others)
Real estate Agency	Responding to outsourcing demand from major companies
Unintroduced	Continue to expand sales to real estate agency

<Development policy>

*2 An internal investigation

*1 Ministry of Internal Affairs and Communications
*Population, demographics, and number of households based on the Basic Resident Ledger” (As of January 1 2021)

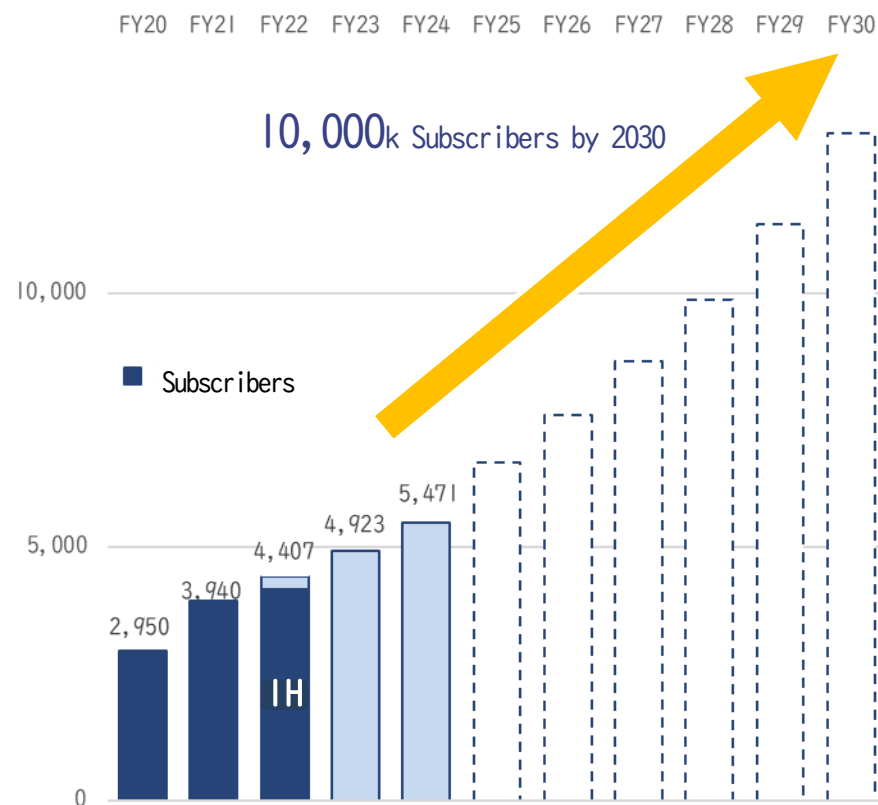
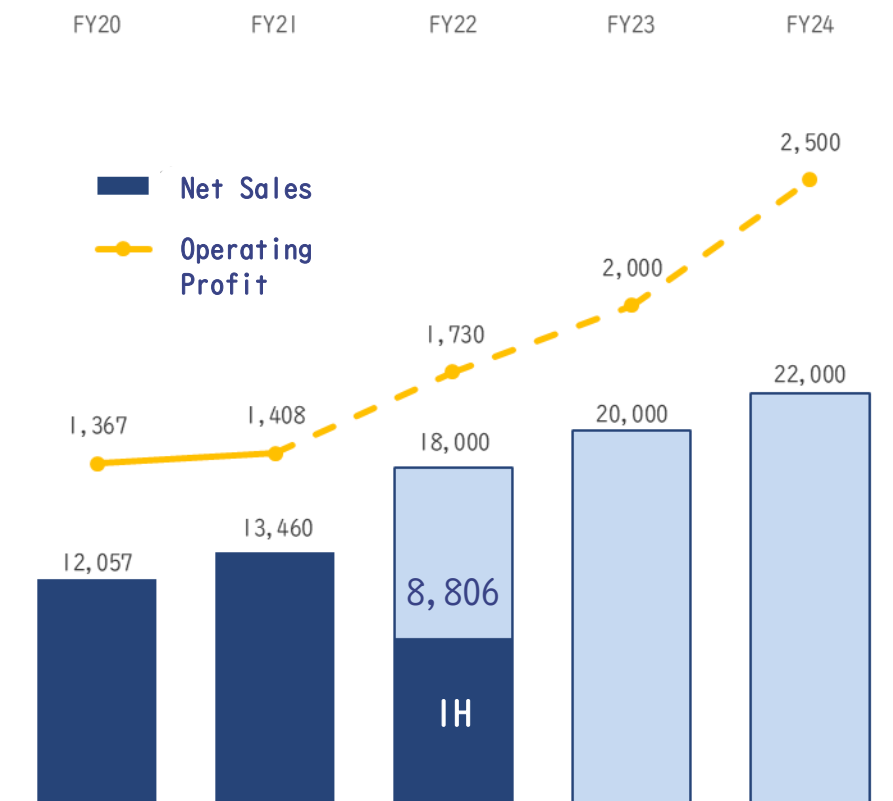
Medium-term Business Plan

Continuous Growth from existing business & investment effects

Aiming at the acquisition of new projects & realizing investment effects

Business Performance (JPY million)

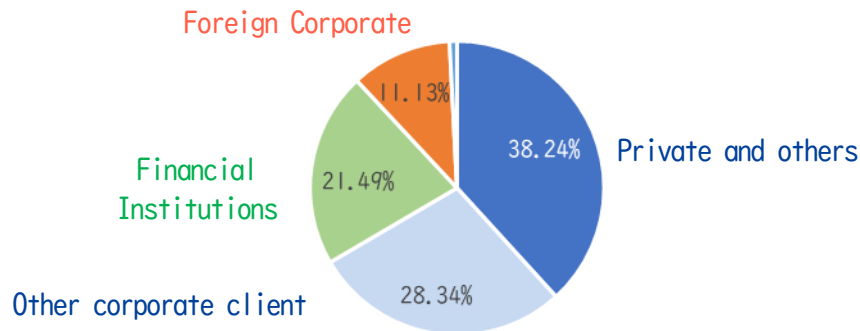
KPI (thousand)



Shareholders Data

Continuing to increase dividends for 8 consecutive fiscal years (plan)
Actively promoting approach to overseas investors

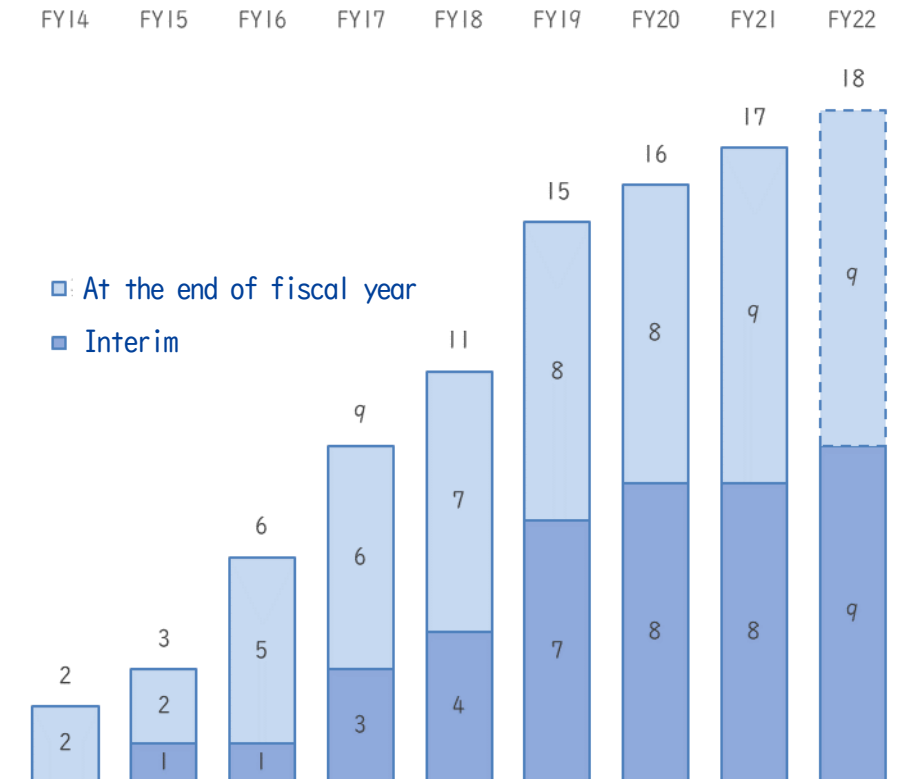
Shareholder Composition (as of end of March 2022)



Major Shareholders

	Ratio
1 Nobuhiro Sakakibara	27.57%
2 The Master Trust Bank of Japan, Ltd. (trust account)	9.65%
3 CHIC holdings INC.	8.67%
4 Custody Bank of Japan (trust account)	7.73%
5 NOMURA PB NOMINEES LIMITED OMNIBUS-MARGIN(CASH/PB)	4.29%
6 HIKARI TSUSHIN, INC.	3.79%
7 UH Partners 2, Co, Ltd.	3.51%
8 ITOCHU Corporation	2.94%
9 Japan Best Rescue System Co., Ltd.	2.93%
10 Sumitomo Realty & Development Co., Ltd.	2.88%

Dividend Trend (JPY/share)



1. What is your important KPI?

The number of subscribers for the Membership, Warranty & Insurance business is the important KPI. As of the end of March 2022, we have 4,175k subscribers.

2. What is your medium and long-term management goal?

We have set the goal to acquire 5 million subscribers by FY24.
We have also shown an image of the goal by 2030 (the details are on slide 10)

3. Business impact from COVID-19?

No impact on our existing core business, but new projects were delayed.
There were positive effects by orders received from local government.

4. JBR's Shareholder return policy?

The return of profits to our shareholders is an important management issue.
We have a dividend payout ratio of 50% as our shareholder return policy.

5. How many sell-side analysts cover JBR?

1 analyst coverage by Mr. Kurahasi of Ichiyoshi Research Institute as of the end of March 2022.

6. Do you publish an Integrated report?

The report in English shall be available during June.
https://www.jbr.co.jp/cms/wp-content/themes/jbr-cojp/pdf/ir_info/integrated-report01_2022.pdf

7. Where are the Business Results Summary?

Please refer to the link below.
<https://ssl4.eir-parts.net/doc/2453/tdnet/2116806/00.pdf>

8. JBR's disclosure policy?

In principle, we disclose information in JPN & ENG simultaneously.
We have also started a YouTube program this term.
<https://www.youtube.com/channel/UCAeFJXoFnGdlIo04eAHoiBQ>

9. Any help for better understanding?

Please find the report below by Shared Research Inc.
The report review JBR from the third party's point of view.
<https://sharedresearch.jp/en/companies/2453>

10. Contact for unclear matters?

Any inquiries, please contact us on the final page.

JBR

Disclaimer

Forecasts and estimates described in this presentation material are based on JBR's judgement supported by the information currently available and contain risks and uncertain factors. Therefore, please bear in mind that actual results and business performance may differ from those forecasts and estimates.

Inquiry on this presentation material

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