

FOR IMMEDIATE RELEASE

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Notice Concerning Entering into Business Alliance to Vitalize Reuse Market

Leopalace21 Corporation (Headquarters: Nakano, Tokyo; President and CEO: Bunya Miyao; the “Company”) announces that the Company entered into a business alliance with MarketEnterprise Co., Ltd. (Headquarters: Chuo, Tokyo; President: Yasushi Kobayashi; “MarketEnterprise”) to jointly vitalize the reuse market by providing benefit to utilize MarketEnterprise’s price estimate service for unnecessary items (service name: “Oikura”, a Japanese phrase meaning “how much would a purchaser pay for?”) to the customers who visit the Company’s leasing offices to search for rooms and existing tenants in the apartments managed by the Company. The Company aims to improve customer satisfaction and contribute to the society by reusing unnecessary items, the first case in the real-estate service industry in offering “Oikura” service nationwide for the benefit of the customers and tenants.



The Company holds about 570,000 apartment rooms under its management and offers leasing service of rooms to mainly single-person households with standard equipment of furniture and home appliances. As the majority of the customers relocate at the time of the varied changes in their lives, such as freshly joining colleges and companies, being transferred to another place due to company business, or utilizing an apartment rooms for teleworking, we came to understand that many of the customers and tenants consider disposal of unnecessary items at move-in and move-out, hence they are potential users of “Oikura” service. In preparation for a few busy months for relocation to the spring season, the Company determined to tie up with MarketEnterprise which holds one of the country’s leading secondhand shop networks, and to offer the benefit as a value added service to the tenants and to increase touchpoint with the new customers. In parallel the collaboration helps MarketEnterprise to expand its customer base.

The Company recognizes that the alliance brings about following additional benefits to the society as a whole.

- Give increased awareness to the reuse practices and behavioral changes to help reduce the CO₂ emission in the process of waste disposal.
- There are many home appliances which contain useful metal resources such as gold, silver and rare metals which is called an “urban mine” and recognized as a social problem. The alliance will help judge whether to reuse or to dispose of to make the contained metal resources recycled instead of stockpiled at home.

We hope to contribute to the society through the synergy effect of MarketEnterprise’s “Oikura” service using about 1,000 secondhand shop network and the Company’s tenants’ behavioral characteristics in achieving the UN’s SDGs for Goal 12 – Responsible Consumption and Production, and Goal 17 – Partnerships for the Goals.



Outline of “Oikura” tie-up service with the Company

Start Date	February 2, 2021
Service contents	MarketEnterprise’s reuse platform service comprised of about 1,000 secondhand shops across Japan. Users can make price estimate requests for unnecessary items via e-mail or telephone so that they can obtain the estimate by up to 20 secondhand shops in the their proximity.
Benefit	Give a voucher of 300 yen per request for price estimate
Target users	The customers who visit the Company’s leasing offices The tenants who live in the apartment rooms managed by the Company
How to use	Apply for use via Leopalace21 dedicated website

Outline of the Company

Company Name	Leopalace21 Corporation
Established	August 17, 1973
Headquarters address	2-54-11 Hon-cho, Nakano-ku, Tokyo 164-8622
Representative	President & CEO Bunya Miyao
Company website	http://eg.leopalace21.com/
Leasing Business website	https://en.leopalace21.com/

Outline of MarketEnterprise

Company Name	MarketEnterprise Co., Ltd.
Established	July 7, 2006
Headquarters address	Tokyo Tatemono Kyobashi Bldg.3F, 3-6-18, Kyobashi, Chuo-ku, Tokyo, 104-0031
Representative	President Yasushi Kobayashi
Company website	https://www.marketenterprise.co.jp/ir/en/index.html

As a leading company in the industry, the Company will continue to strive to improve the customer convenience and build a sustainable society through providing high-quality services and supporting affluent living in the following newly introduced services as well, such as (i) OKIPPA, a new way of receiving packages, (ii) Multi-language support for leasing website, and (iii) offering a healthcare professional support plan.

(i) OKIPPA, a new way of receiving packages, originally announced on October 12, 2020

The Company employed OKIPPA, a compact lockable home delivery bag and system offered by Yper, Inc., as recommendable service to the apartments totaling 570,000 rooms across Japan. The Company considered the tenants' requirement of receiving delivered items while they are away from home and determined to help resolve the social challenge of courier's re-delivery problem. OKIPPA has got popular for the heavy users of internet shopping and those who live in apartments without fixed delivery lockers. More than 160,000 OKIPPA bags have been sold nationwide as of end of November 2020. OKIPPA can also work as an effective measure against COVID-19 as it prevents face-to-face personal contact.

Outline of Yper, Inc. and OKIPPA service system tied up with the Company

Company Name	Yper, Inc.
Established	August 3, 2017
Headquarters address	13-15 Nanpeidai-cho, Shibuya-ku, Tokyo, 150-0036
Representative	Co-founder and CEO Tomoharu Uchiyama
Corporate website	https://www.yper.co.jp/
OKIPPA service system	https://www.okippa.life/ (in Japanese language only)
Service Start Date	October 12, 2020
Benefits	The Company offers OKIPPA bags at a 5% discount on the special price of 3,980 yen for the tenants in Leoplace21 managed properties. (Regular price: 4,980 yen)
Target users	Tenants of apartment rooms managed by the Company
How to use	Apply the specified coupon code in the OKIPPA purchasing website

(ii) Multi-language support for leasing website, originally announced on November 25, 2020

The Company has introduced room search services on the website in five languages: English, Chinese (in both simplified and traditional Chinese characters), Korean and Vietnamese utilizing WOVN.io, a website translation solution service provided by Wovn Technologies. It enables foreign national customers in and outside Japan to look for the rooms by specifying their conditions for the rooms. It is in line with the Company's initiatives in promoting DX solutions to cater to the needs of customers' apartment hunting in parallel to the non-face-to-face services such as web-based contract conclusion, customer interactions via internet and on-line room viewing.

The Company intends to provide enhanced convenience for the foreign national customers and to make the business transactions seamless at the Company's end.

Wovn Technologies has its mission of making all data accessible by people in the world in their own languages and operates WOVN.io and WOVN.app, which localize the websites and applications in up to 43 languages and 76 combinations of languages and regions to meet the need of developing foreign markets as well as supporting foreign nationals in Japan. WOVN.io has been employed in more than 18,000 websites.

Outline of Wovn Technologies

Company Name	Wovn Technologies, Inc.
Established	March 5, 2014
Headquarters address	FBR Mita Bldg.8F, 4-1-27, Mita, Minato-ku, Tokyo, 108-0073
Representative	Founder, CEO Takaharu Hayashi
Capital	1,750.81 million yen (incl. capital reserve) as of end of December, 2019
Business	Provision of WOVN.io, a multi-language translation solution for websites Development and operation of WOVN.app, a multi-language translation solution for software applications
Company website	https://en.wovn.io/ja/about/

(iii) Offering a healthcare professional support plan, originally announced on January 19, 2021

The Company has rolled out a dedicated nationwide rental plan for healthcare professionals to be used as a temporary accommodation and medical institutions as an assistance to secure healthcare staffs who may live away from the commutable area in December 2020.

The healthcare professionals suffer not only from the tough workplace conditions but from the anxiety of transmitting infections to their family members, expectation to accommodate urgent request of providing helping hand, and work shift which may necessitate late-night going home due to overtime work. The Company has been supporting the healthcare professionals on a one-by-one basis with no intermediary fees or discounted monthly rental fees since April 2020.

The Company launched the support plan in a full scale in December 2020 having considered the medical institutions' immediate requirements for additional healthcare staffs to cope with the rapid increase of COVID-19 patients in the end of December 2020 and increased number of inquiries from the healthcare professionals and medical institutions. In the wake of the declaration of a state of emergency, the Company received more-than-expected number of inquiries and the users in 35 prefectures out of 47 are contracted as of middle of January 2021.

The Company operates sub-leasing business for the apartments with which the Company provides management services, hence it can offer a nationwide blanket

campaign without individual apartment owners' consent. The Company has tackled the social challenges in similar conditions through offering a plan to support affected employees who were forced to vacate the company-owned dormitories at the time of Lehman's fall, and a plan to support the victims of earthquakes and typhoons and other natural disasters.

Outline of Healthcare Professional Support Plan

Start Date	December 1, 2020
Benefits	In case of Chintai (long-term) plan, no intermediary fees and no penalty charges if terminated shorter than 12 months In case of Monthly plan for a use from 30 days up to 100 days, 50% discount on normal rent
Target users	Healthcare professionals and medical institutions A certifying document is required to prove the employer
How to use	Refer to the healthcare professional support plan at the time of inquiry
Related website	https://www.leopalace21.com/osirase/medical.html (in Japanese language only)

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