### We supply the best use of space.

# Results Briefing

Third Quarter, Fiscal Year Ending December 2017

October 27, 2017

**Exciting Company** 



Securities code: 8914

# Part- I Results Overview

■ Note: Figures in this report presented in units of billions have been rounded off, while figures in units of millions have been rounded down

# **Summary of FY17 3Q**



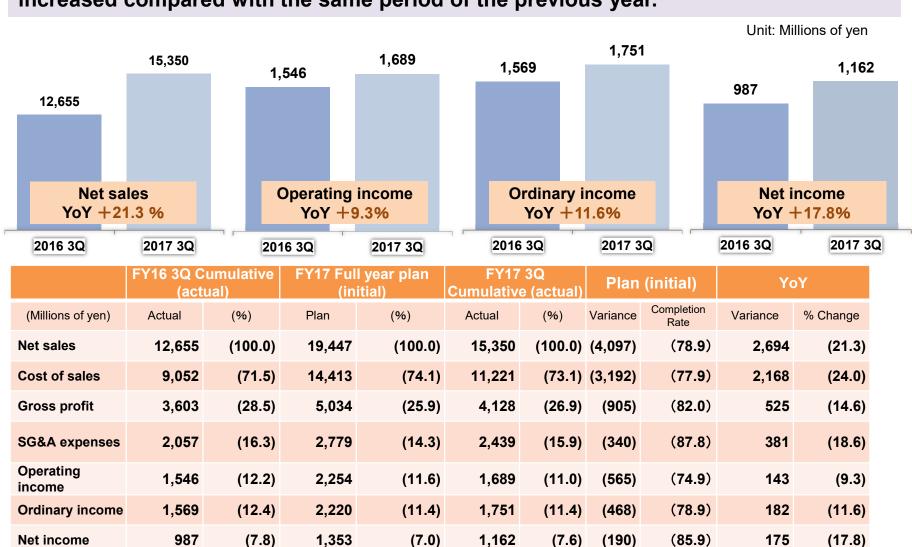
## Steady advancement of business measures

- ✓ Increase to a total 78,273 units (+7,622 units compared to end-FY12/16)
- Total of 13 self-storage locations with accompanying land
  - →Nine locations sold during the 9-month cumulative period
- Steady growth in the Property Revitalization & Liquidation Service business, centered on land rights

# Overview of FY17 3Q



As a result of concentrating on the self-storage business, both revenue and earnings increased compared with the same period of the previous year.



### **Exciting Company**



# **Profit Margin by Segment**

In the Property Management Service business, gross profit margin and operating income margin exceeded initial forecasts, and are expanding overall.

Unit: Millions of ven

							Offic. IVII	illons of yen
			FY16 30	Q (actual)	FY17 (init	tial budget)	FY17 30	(actual)
			Actual	Profit margin	Initial budget	Profit margin	Actual	Profit margin
0.15		Net sales	6,332		9,654		7,351	
	Self-storage management	Gross profit	1,692	26.7%	2,580	26.7%	1,921	26.1%
	management	Operating income	1,171	18.5%	1,805	18.7%	1,316	17.9%
g	Solf otorogo	Net sales	3,978		7,003		5,023	
	Self-storage brokerage	Gross profit	1,109	27.9%	1,428	20.4%	1,171	23.3%
Other pro managem	brokerage	Operating income	515	13.0%	754	10.8%	515	10.3%
	Other property	Net sales	1,430		1,889		1,497	
	management	Gross profit	514	36.0%	580	30.7%	519	34.7%
	service	Operating income	369	25.9%	408	21.6%	395	26.4%
		Net sales	11,741		18,547		13,873	
Property Ma		Gross profit	3,316	28.3%	4,589	24.7%	3,612	26.0%
Service Tota	31	Operating income	2,056	17.5%	2,968	16.0%	2,226	16.1%
		Net sales	914		900		1,476	
•	vitalization &	Gross profit	286	31.4%	444	49.4%	516	35.0%
Liquidation	Service	Operating income	229	25.1%	352	39.2%	382	25.9%
Other		Net sales	0		_		0	
Other (Headquarter expenses)		Gross profit	0		_		0.	
		Operating income	(740)		(1,066)		(919)	
Total		Net sales	12,655		19,447		15,350	
Iotai		Gross profit	3,603	28.5%	5,034	25.9%	4,128	26.9%
		Operating income	1,546	12.2%	2,254	11.6%	1,689	11.0%

# Quarterly Net Sales, Gross Profit, and Operating Income by Segment Arealink Co., Ltd.



### Property Management Service business is growing steadily, and is expected to continue contributing to earnings.

Unit: Millions of yen

FY15   FY16   FY16   FY17   FY17   FY15   FY16   FY17   FY18   FY18   FY18   FY19													
Net sales   1,999   456   491   482   486   1,916   491   528   477   1,497     Property   Management   Service   Total   Operating income   2,376   750   752   553   678   2,735   776   738   712   2,226     Property   Net sales   1,2980   4,000   4,080   3,659   4,079   15,820   4,533   4,647   4,691   13,873     Property   Net sales   4,192   331   437   446   172   1,087   549   663   264   1,476     Property   Net sales   4,192   331   437   446   172   1,087   549   663   264   1,476     Property   Net sales   4,192   331   437   446   172   1,087   549   663   264   1,476     Property   Net sales   4,192   331   437   446   172   1,087   549   663   264   1,476     Property   Net sales   4,192   331   437   446   172   1,087   549   663   264   1,476     Property   Net sales   4,192   331   437   446   172   1,087   549   663   264   1,476     Property   Net sales   4,192   331   437   446   172   1,087   549   663   264   1,476     Property   Net sales   4,192   331   437   446   172   1,087   549   663   264   1,476     Property   Net sales   4,192   331   437   446   172   1,087   549   663   264   1,476     Property   Net sales   4,192   331   437   446   172   1,087   549   663   264   1,476     Property   Net sales   4,192   331   437   448   438   448   208   248				FY15			FY16				FY	<u>′1</u> 7	
Net sales   7,455   2,034   2,125   2,172   2,245   8,578   2,348   2,458   2,545   7,351				(Full year)									
Self-storage management   Gross profit   1,955   576   587   528   549   2,241   616   610   694   1,921				Cumulative	1Q	2Q	3Q	4Q	Cumulative	1Q	2Q	3Q	3Q Cumulative
Management   Cross profit   1,955   576   587   528   549   2,241   616   610   694   1,921	management		Net sales	7,455	2,034	2,125	2,172	2,245	8,578	2,348	2,458	2,545	7,351
Net sales   3,525   1,509   1,464   1,004   1,347   5,325   1,693   1,660   1,668   5,023			Gross profit	1,955	576	587	528	549	2,241	616	610	694	1,921
Self-storage brokerage   Gross profit   1,054   416   400   292   423   1,533   448   410   311   1,171		Operating income	1,320	399	411	360	351	1,522	441	399	475	1,316	
Drokerage   Drok		E _4	Net sales	3,525	1,509	1,464	1,004	1,347	5,325	1,693	1,660	1,668	5,023
Other property management service		•	Gross profit	1,054	416	400	292	423	1,533	448	410	311	1,171
Property management service         Net sales         12,980         4,000         4,080         3,659         4,079         15,820         4,691         13,873           Property Management Service Total         Operating income         2,376         750         752         553         678         2,735         776         738         712         2,226           Property         Net sales         4,192         331         437         146         172         1,087         549         663         264         1,476           Property         Net sales         4,192         331         437         146         172         1,087         549         663         264         1,476	Other property management		Operating income	509	223	203	88	213	728	219	181	115	515
Property Management Service Total         Net sales Operating income         12,980         4,000         4,080         3,659         4,079         15,820         4,533         4,647         4,691         13,873           Service Total         Operating income         2,376         750         752         553         678         2,735         776         738         712         2,226           Property         Net sales         4,192         331         437         146         172         1,087         549         663         264         1,476           Property         Net sales         4,192         331         437         146         172         1,087         549         663         264         1,476			Net sales	1,999	456	491	482	486	1,916	491	528	477	1,497
Property         Net sales         12,980         4,000         4,080         3,659         4,079         15,820         4,533         4,647         4,691         13,873           Management         Gross profit         3,739         1,166         1,172         977         1,126         4,443         1,223         1,221         1,167         3,612           Service Total         Operating income         2,376         750         752         553         678         2,735         776         738         712         2,226           Property         Net sales         4,192         331         437         146         172         1,087         549         663         264         1,476			Gross profit	729	174	184	155	152	667	158	200	160	519
Management Service Total         Gross profit         3,739         1,166         1,172         977         1,126         4,443         1,223         1,221         1,167         3,612           Property         Net sales         4,192         331         437         146         172         1,087         549         663         264         1,476			Operating income	546	127	138	104	113	483	116	157	121	395
Management Service Total         Gross profit         3,739         1,166         1,172         977         1,126         4,443         1,223         1,221         1,167         3,612           Service Total         Operating income         2,376         750         752         553         678         2,735         776         738         712         2,226           Property         Net sales         4,192         331         437         146         172         1,087         549         663         264         1,476           A 234         4324	Property		Net sales	12,980	4,000	4,080	3,659	4,079	15,820	4,533	4,647	4,691	13,873
Service Total         Operating income         2,376         750         752         553         678         2,735         776         738         712         2,226           Property         Net sales         4,192         331         437         146         172         1,087         549         663         264         1,476           Observation         4,324         4,3		t	Gross profit	3,739	1,166	1,172	977	1,126	4,443	1,223	1,221	1,167	3,612
Property 4 224 424 422 42 44 220 224 204 77 546	_		Operating income	2,376	750	752	553	678	2,735	776	738	712	2,226
0	Property		Net sales	4,192	331	437	146	172	1,087	549	663	264	1,476
REVILATION &	Revitalization	n &	Gross profit	1,334	121	122	43	41	328	234	204	77	516
Liquidation Service Operating income 1,170 104 95 28 16 246 185 160 36 382	Liquidation S	Service	Operating income	1,170	104	95	28	16	246	185	160	36	382
Net sales — — — 0 — — — 0 0			Net sales	_	_	_	0	_	_	_	_	0	0
Other         Gross profit         —         —         —         —         —         —         —         0         0	Other		Gross profit	_	_	_	0	_	_	_	_	0	0
Operating income (889) (220) (259) (260) (305) (1,046) (291) (294) (334) (919)			Operating income	(889)	(220)	(259)	(260)	(305)	(1,046)	(291)	(294)	(334)	(919)
Net sales         17,173         4,331         4,518         3,805         4,252         16,908         5,083         5,310         4,956         15,350			Net sales	17,173	4,331	4,518	3,805	4,252	16,908	5,083	5,310	4,956	15,350
Total         Gross profit         5,073         1,288         1,294         1,020         1,167         4,771         1,458         1,245         1,245         4,128	Total		Gross profit	5,073	1,288	1,294	1,020	1,167	4,771	1,458	1,425	1,245	4,128
Operating income 2,657 634 589 322 389 1,935 670 603 414 1,689			Operating income	2,657	634	589	322	389	1,935	670	603		

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# **Completion Rate for Net Sales and Gross Profit Targets by Segment**



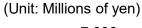
Unit: Millions of yen

						Offic. Willions of year			
			FY16 (	actual)	FY17 (ini	itial plan)	FY	17 3Q (actu	ıal)
			3Q Cumulative	Component Ratio	Initial full-year budget	Component Ratio	3Q Cumulative	Component Ratio	Completion Rate
	Property		11,741	92.8%	18,547	95.4%	13,873	90.4%	74.8%
	Management Service	Storage management	6,332	50.0%	9,654	49.6%	7,351	47.9%	76.1%
	Service	Storage liquidation	3,978	31.4%	7,003	36.0%	5,023	32.7%	71.7%
N <sub>e</sub>		Parking	75	0.6%	_	_	_	_	_
Net sales		Asset	766	6.1%	991	5.1%	726	4.7%	73.3%
les		SOHO	568	4.5%	786	4.0%	583	3.8%	74.3%
		Other	19	0.2%	112	0.6%	187	1.2%	167.0%
	Property Revitalization & Liquidation Service		914	7.2%	900	4.6%	1,476	9.6%	164.0%
	Total		12,655	100.0%	19,447	100.0%	15,350	100.0%	78.9%
	Property Managemer	nt Service	3,316	92.0%	4,589	91.2%	3,612	87.5%	78.7%
		Storage management	1,692	47.0%	2,580	51.3%	1,921	46.5%	74.5%
		Storage liquidation	1,109	30.8%	1,428	28.4%	1,171	28.4%	82.0%
Gross		Parking	54	1.5%	_	-	_	_	_
ss p	ss p	Asset	285	7.9%	334	6.7%	247	6.0%	73.8%
profit		SOHO	163	4.5%	151	3.0%	140	3.4%	93.2%
		Other	11	0.3%	94	1.9%	131	3.2%	139.3%
	Property Revitalization & Liq	uidation Service	286	7.9%	444	8.8%	516	12.5%	116.2%
	Total		3,603	100.0%	5,034	100.0%	4,128	100.0%	82.0%

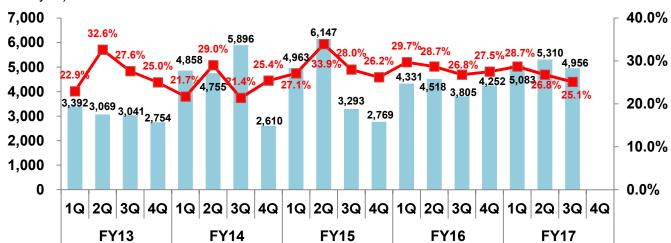
# **Quarterly Net Sales and Operating Income**



### Revenue and earnings trends in line with plan, including profitability

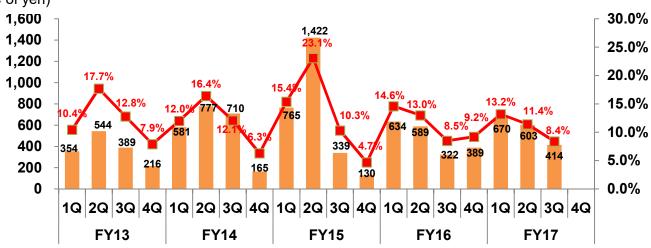


Trends in net sales and gross profit margin



### (Unit: Millions of yen)

Trends in operating income and operating income ratio

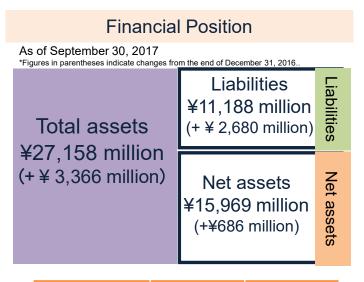


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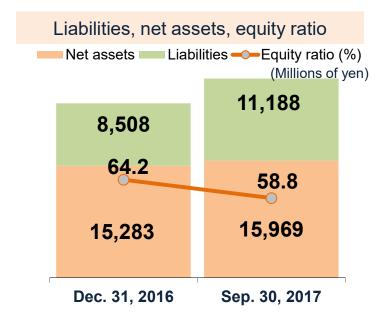
## **Financial Position**



### Sound financial condition maintained



(Millions of yen)	Dec. 31, 2016	Sep. 30, 2017	
<b>Current assets</b>	12,168	14,801	
Noncurrent assets	11,622	12,356	
Total assets	23,791	27,158	1
Current liabilities	4,959	4,427	
Noncurrent liabilities	3,548	6,761	
Total liabilities	8,508	11,188	
Net assets	15,283	15,969	4



Decrease in cash and deposits Increase in real estate for sale in process Increase in real estate for sale	¥ 0.89 billion ¥ 3.00 billion ¥ 0.42 billion
Increase in long-term loans payable Decrease in short-term loans payable	¥ 2.83 billion ¥ 0.45 billion
Increase in net income Decrease in dividend payments income	¥ 1.16 billion ¥ 0.48 billion

# **FY17 Earnings Outlook**



For the Property Management Service segment, the representative core self-storage business, Arealink is forecasting steady gains, with net sales rising 17.2% year on year. For the Property Revitalization & Liquidation Service segment, we will focus on sales of land rights for lease-land properties.

\*The self-storage business belongs to Property Management Service segment in the following table.

	FY2	016	FY2	017	FY2	017	YoY (B	s)—(A)
(Millions of yen)	Actual (A)	(%)	Initial forecast	(%)	Revised forecast (B)	(%)	Variance	(%)
Net sales	16,908	(100.0)	19,447	(100.0)	19,447	(100.0)	2,539	15.0%
Property Management Service	15,820	_	18,547	_	18,547	_	2,726	17.2%
Property Revitalization & Liquidation Service	1,087	_	900	_	900	_	(186)	(17.2)%
Operating income	1,935	(11.4)	2,254	(11.6)	2,354	(12.1)	419	21.6%
Property Management Service	2,735	_	2,968	_	3,028	_	293	10.7%
Property Revitalization & Liquidation Service	246	_	352	_	392	_	146	59.5%
Elimination & Corporate	(1,046)	_	(1,066)	_	(1,066)	_	(20)	(2.0)%
Ordinary income	1,968	(11.6)	2,220	(11.4)	2,320	(11.9)	352	17.8%
Net income	1,142	(6.8)	1,353	(7.0)	1,416	(7.3)	274	24.0%

# **Dividends and Payout Ratio**



Pay dividends in response to increased earnings, with a minimum payout ratio of 30%.

### **Dividends and Payout Ratio**

	FY2015	FY2016	FY2017 (Forecast)
Cash dividends per share	3.9 yen	39 yen	40 yen
Payout ratio	30.9%	41.9%	34.6%

# Part-II

Priority Measures for FY12/17 and Second Half Strategies

# Develop new type of storage with accompanying land

- ✓ Aim for future securitization (investment funds / REITs)
- ✓ Develop self-storage locations with land, including 2x4 trunk locations with parking and other facilities\*, and three-story steel frame types
- ✓ In high-demand areas, seek to open locations under a wide range of conditions (site, area)
- ✓ Accentuate advertising effects by utilizing visual identity (VI), mainly in urban centers where recognition is high
  - \* Received "Tanaka Keiichi Prize" from the Japan Association for Real Estate Sciences



Hello Storage Funabashi Sakae-machi Opened August 2015



Hello Storage Miyanoki Premium Opened December 2015 (night scene)



Hello Storage Matsudo Tokiwadaira
Premium Container
Opened March 2017
Page-13

- Develop new type of storage with accompanying land (continued)
  - Secure land along main roads in highly popular urban centers
  - ✓ Set women and elderly as main target
  - Enhance customer appeal and achieve profitability at an early stage
  - Designed specifically for Hello Storage, with improved convenience and design
  - ✓ Offer to investors as new type of asset



Interior of the Hello Storage Funabashi Sakae-machi Iocation



Security monitor in the Hello Storage Miyanogi Premium location



Hand-washing area at the
Hello Storage Miyanogi
Premium location Page-14

### **Exciting Company**

## **Examples of storage with accompanying land**



Hello Storage Funabashi Sakae-machi



**Hello Storage Miyanogi Premium** 



Hello Storage Kashiwa Aobadai Premium



Hello Storage Saitama Higashi-Koshigaya Premium



Hello Storage Mukougaokayuen



- Full-fledged launch of the contracted storage management business
  - Expand the contracted storage management business
    - Utilize brand power and expertise to provide user recruitment and guarantee services for properties owned by other companies.
    - Establish a dedicated team for new business development.
    - Gain existing and new properties of other companies.
    - High earnings structure (¥30,000/month per site in initial year, ¥80,000/month from second year).
    - Target of 50 properties under management in 2017.



- Efforts to achieve a global standard in the contracted storage management business
  - **✓** Acquisition of U.S. properties
    - Acquire the contracted management expertise of CubeSmart, the No.4 company in the U.S. market.
    - Purpose: Analyze composition of more developed overseas market, and accumulate new expertise.
       Strengthen sales in Japan, and expand our market share.
    - Investment amount: ¥750 million in 2016
    - Return: 6% (Phase II construction project underway, return of 7% after expansion)

### Overview of CubeSmart

- Head office: Malvern, Pennsylvania
- Third largest storage company in U.S.
- Total 762 properties with 483,000 units, of which 33% (153 properties, 163,000 units) are managed under contract
- One of six listed storage-related REITs in the U.S.
   Source: Self Storage Almanac 2017



### Property holdings managed under contract by U.S. firm CubeSmart



**Property managed by CubeSmart** 



Second phase of construction starting in November

Aerial photograph







Internal hallway

### **Summary of Owned Properties**

- College Station, Texas
- Total 477 units 361 storage units,
   114 parking spaces (for large RVs),
   2 other (office and warehouse)
- Approx. 3,636 m² (39,141 ft²)



View of premises



- Strengthen marketing (continued)
  - ✓ Strengthen appeals to property owners for direct order sales through sign-based marketing
    - Strengthen relationships with property owners
    - Signs placed on more than 300 sites (as of end-June 2017)







# Priority Measures for FY12/17 (4) :Other Businesses : Second Half Strategies



- Land rights business: Land rights management
  - Acquire land rights from landowners
  - Sell to leaseholders at ideal timing
  - ✓ Annual return of 3%, with 20% gain on sale (after 1-2 years)
  - Estimated investment of ¥6-8 billion over next three years, with around ¥2.0 billion profit on sales

### **Condition for entry into new business**

Establish businesses that lead to better relations with existing investors (wealthy persons, real estate owners)

# Part-Ⅲ

Medium-term Business
Plan – Overview of
Main Measures

## Goal: 50% share of the self-storage market

### Main Measures

- Establish brand image
- Expand the contracted storage management business
- Acquire overseas self-storage facilities, accumulate expertise
- Packaging of "direct orders"
- Incorporate self-storage sales business in investment funds or REITs in the future



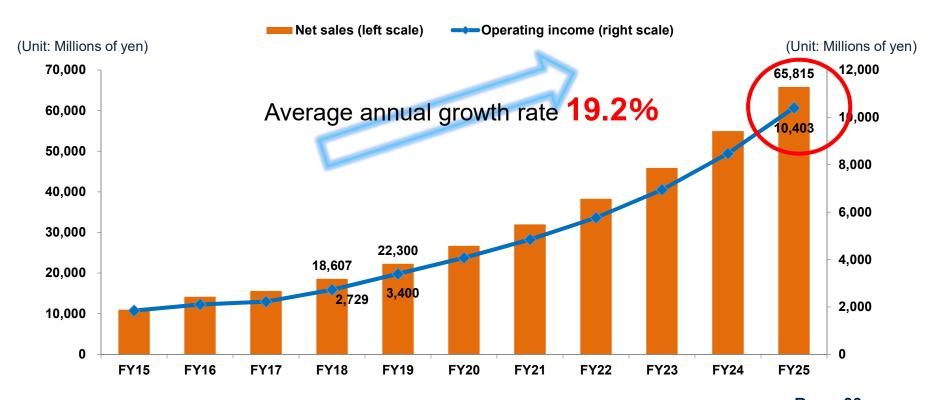
- ✓ By 2025, ¥10 billion in ordinary income with 100 employees
- ✓ Make steady progress to meet target of ¥100 million in ordinary income per employee

\*

In the mainstay self-storage business, average annual revenue growth of 19.2% By 2025, this business will have ¥65.8 billion in sales with operating income of ¥10.4 billion.

\* The self-storage business represents "Self-storage management" and "Self-storage brokerage".

### Outlook for net sales and ordinary income in the Self-Storage Business



# **Exciting Company**

Bringing the world convenience, enjoyment, and excitement

# Part-IV Reference Material



# Business Model (No. 1 in a Growth Market)



## Human Resources (Personnel Training)



# Management (Organization and Business)

Strengthening our storage business, a market where growth is expected, and aiming for the No. 1 market A small group of highly capable people focusing on practical creative work

All departments aim to be tops in Japan as specialists and differentiated service providers

- Snare Storage facilities with land
- Contracted storage management business

- Arealink Master
- Training with overnight stays, etc.
- Effective utilization of advanced outsourcing and capabilities of athome part-time workers

Combining management of leading European and U.S. companies and Japanese management Incorporate ideas from overseas OTT



Future-oriented ideal company in 2025
Ordinary income 10 billion yen, Employees 100
Combining the best aspects of European/U.S. and
Japanese management

Arealink provides proposals, operation/administration, and consulting

# **Growth Business Self-Storage Business**

Follow-up business on investors and real estate owners

Land rights management business (limited land rights) Ownership and administration of income-generating real estate

Arealink Consulting



Maximize satisfaction of investors (high net worth asset owners and real estate owners)

### **Exciting Company**



# **Major Indicators for the Past Six Years**

(Unit: Millions of yen)

	FY11	% Change	FY12	% Change	FY13	% Change	FY14	% Change	FY15	% Change	FY16
Net sales	10,603	-4.5%	10,124	+21.1%	12,256	+47.8%	18,120	(5.2)%	17,173	(1.5)%	16,908
Gross profit	2,365	+11.2%	2,629	+26.8%	3,306	+31.9%	4,360	+16.3%	5,073	(6.0)%	4,771
Gross profit margin (%)	22.3	+3.5pt	26.0	+1.2pt	26.9	(2.8)pt	24.1	(3.9) pt	29.5	(1.3)pt	28.2
SG&A expenses	1,320	+10.9%	1,464	+24.9%	1,800	+16.3%	2,125	+13.7%	2,415	+17.4%	2,835
Operating income	1,044	+11.6%	1,165	+29.2%	1,505	+48.5%	2,235	+18.9%	2,657	(27.2)%	1,935
Operating income ratio (%)	9.8	+1.7pt	11.5	+0.8pt	12.3	+0.0pt	12.3	+2.4pt	15.5	(4.1)pt	11.4
Ordinary income	953	+12.8%	1,075	+33.3%	1,433	+45.6%	2,087	+17.0%	2,442	(19.4)%	1,968
Net income	772	+22.7%	948	+42.0%	1,346	+14.4%	1,541	+1.0%	1,550	(26.3)%	1,142
ROA (%)	4.3	+1.0pt	5.3	+1.2pt	6.5	+0.7pt	7.2	+0.8pt	8.0	(2.7)pt	5.3
ROE (%)	8.0	+1.1pt	9.1	+2.5pt	11.6	+0.4pt	11.9	(0.8) pt	11.0	(0.4)pt	7.6
Interest-bearing debt	5,206	+6.5%	5,545	+41.3%	7,837	(35.1)%	2,759	(52.5)%	1,311	+265.6%	4,793
Total assets	17,266	+7.8%	18,612	+23.7%	23,017	(15.1)%	19,539	(1.2)%	19,312	+23.2%	23,791
Net assets	9,987	+9.5%	10,935	+12.3%	12,282	+10.0%	13,514	+8.3%	14,626	+4.5%	15,283
Shareholders' equity ratio (%)	57.8	+1.0pt	58.8	(5.4)pt	53.4	+15.8pt	69.2	+6.6pt	75.7	+6.6pt	64.2
Net income per share (Yen)	6.29	+22.7%	7.72	+42.0%	10.97	+14.4%	12.55	+1.0%	12.63	(26.3)%	93.06
Net assets per share (Yen)	81.35	+9.5%	89.08	+12.3%	100.05	+10.0%	110.09	+5.7%	119.14	+4.5%	1,245.09
Number of employees	73	+12.3%	82	+19.5%	98	+8.2%	106	+16.0%	123	+1.6%	125

Note: On July 1, 2013, the Company conducted a stock split at a ratio of 100 shares for each of the Company's common shares. Also with an effective date of July 1, 2016, the Company conducted a consolidation of its common shares at a ratio of 1 share for 10 outstanding shares. Accordingly, the figures for per share information before 2015 have been calculated assuming that the stock split and consolidation were conducted at the beginning of the previous fiscal year.

# **Self-storage Market Forecast in Japan**



The Japanese self-storage market is expected to expand to ¥77.79 billion by <u>2020</u>. Arealink expects to maintain its leading <u>market share of 14.0%</u>.

> Scale of the Japanese self-storage market (2016 estimate)

¥61.49 billion

Arealink's self-storage net sales (2016 actual)

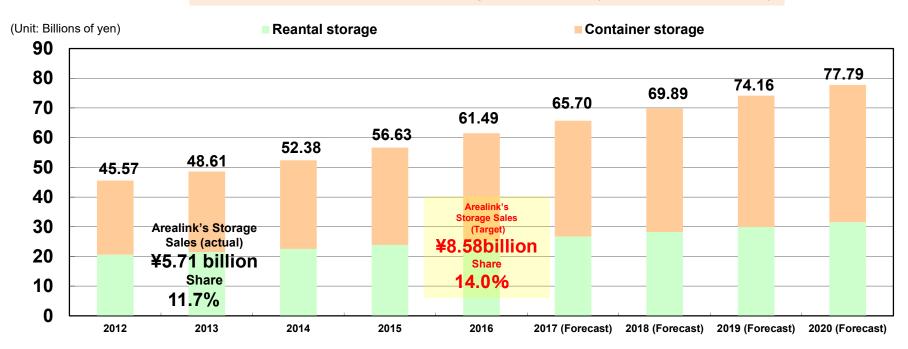
¥8.58 billion

\*Storage management sales

Arealink's market share (net sales)

14.0% (No.1 in Japan)

### Market scale of the self-storage business (Japan nationwide)



Source: Yano Research Institute, "Thorough Survey of the Growing Self-Storage Business" 2016 Edition (Japan)
Figures for the scale of Japan's storage market are the combined total of moderate-range projections for rental storage and container storage using our own calculation method.

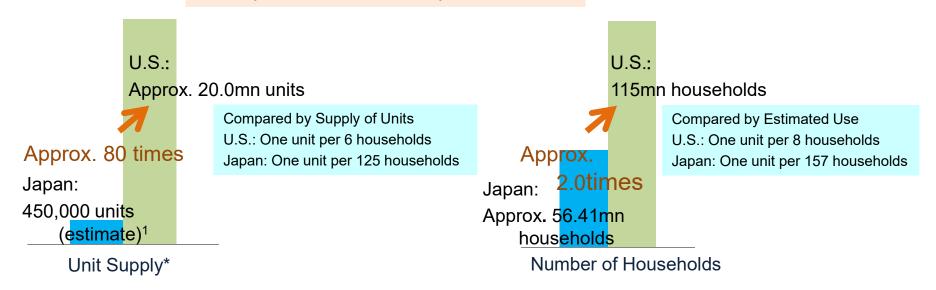
## **Storage Business (1): Market Scale Forecasts**



Japan's storage market is expected to grow to be on a par with the U.S. in the future.

- Supply of units per household is less than one-tenth that of the U.S.
- The U.S. market is worth approximately ¥1.76 trillion, around 40 times that of Japan
- > We will uncover latent demand with expectations of market growth

### Comparison between Japan and U.S.



# **Storage Business (2): Competitive Environment**



### ■ Top Three Companies in the U.S. Self-Storage Market (Fiscal 2016)

Rank	Company Name	No. of Locations	No. of Units	Market Share (by No. of Units)
1	Public Storage	2,310	N/A	5.5%
2	Extra Space Storage	1,412	946,406	3.4%
3	CubeSmart	762	513,234	1.8%
Top 6 I	isted companies total	7,005	2,620,081	16.7%

Ref: Self-Storage Almanac 2017

### ■ Overview of Public Storage, the Largest Self-Storage Company in the U.S.

Founded in 1972, Selected for the S&P 500 and FT Global 500

- ●Operating revenue ¥284.2 billion (YoY+7.5%)
- Net income allocable to shareholders ¥161.3 billion (YoY+10.9%)

Source: Company's Annual Report 2016 (Currency converted at ¥111 USD

### ■ Arealink's Position in Japan's Self-Storage Market

	Company Name	No. of Locations	No. of Units	Market Share (by No. of Units)
No.1	Arealink	1,208	63,391	14.5%
No.2	Company A	1,045	50,460	11.5%
No.3	Company B	50	30,244	6.9%
No.4	Company C	327	18,124	4.1%
No.5	Company D	276	11,969	2.7%
	Total	9,479	437,814	100%

Source: Yano Research Institute, "Thorough Survey of the Growing Self-Storage Business" 2016Edition (Japan)









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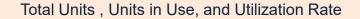
<sup>\*</sup> Public Storage does not disclose unit figures, so these have been excluded from the calculation.

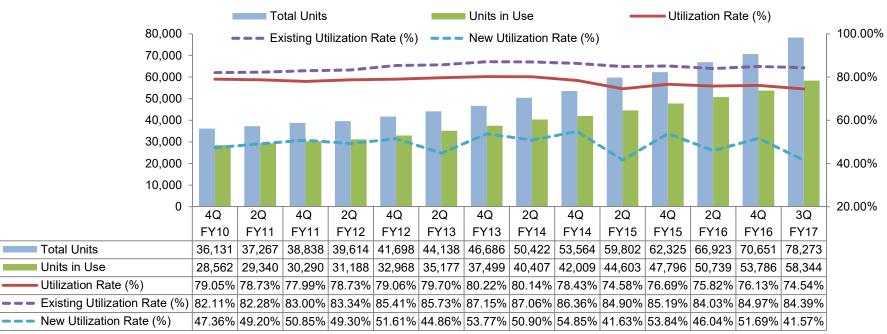
# Storage Business (3): Total Units, Units in Use, and Utilization Rate



# Utilization rate remains high as a result of accelerated location openings and effective marketing.

- •FY12/17 3Q: 8,073 units opened and 451 closed, for a net gain of 7,622 units from the end of the previous fiscal year.
- •FY12/16: 9,246 units opened and 920 closed, for a net gain of 8,326 units from the end of the previous fiscal year.





<sup>\*</sup> Existing: Units after more than two years since they opened New: Units after less than two years since they opened New for FY 2017: Newly opened in 2016 and 2017

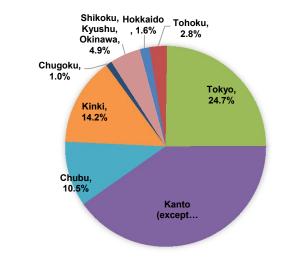
# Storage Business (4): Openings by Region



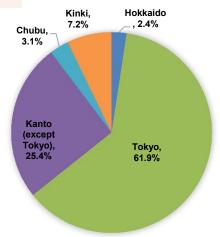
Number of units: as of September 30, 2017

Prefecture	Containers	Storage Rooms	Total	Proportion of Total
Hokkaido	998	422	1,420	1.8%
Miyagi	1,695	0	1,695	2.2%
Ibaraki	745	0	745	1.0%
Tochigi	142	0	142	0.2%
Gunma	337	0	337	0.4%
Saitama	7,428	1,044	8,472	10.8%
Chiba	9,365	745	10,110	12.9%
Tokyo	14,937	10,827	25,764	32.9%
Kanagawa	6,502	2,639	9,141	11.7%
Niigata	69	0	69	0.1%
Toyama	116	0	116	0.1%
Ishikawa	204	0	204	0.3%
Fukui	90	0	90	0.1%
Yamanashi	67	0	67	0.1%
Nagano	58	0	58	0.1%
Gifu	582	0	582	0.7%
Shizuoka	1,184	0	1,184	1.5%
Aichi	3,775	498	4,273	5.5%
Mie	290	50	340	0.4%
Shiga	154	0	154	0.2%
Kyoto	1,057	152	1,209	1.5%
Osaka	3,431	991	4,422	5.6%
Hyogo	3,441	106	3,547	4.5%
Nara	577	0	577	0.7%
Wakayama	27	0	27	0.0%
Tottori	32	0	32	0.0%
Okayama	218	0	218	0.3%
Hiroshima	316	0	316	0.4%
Kagawa	147	0	147	0.2%
Ehime	84	0	84	0.1%
Fukuoka	1,692	0	1,692	2.2%
Saga	79	0	79	0.1%
Nagasaki	118	0	118	0.2%
Kumamoto	156	0	156	0.2%
Oita	106	0	106	0.1%
Miyazaki	109	0	109	0.1%
Kagoshima	367	0	367	0.5%
Okinawa	104	n	104	በ 1%





## Storage rooms



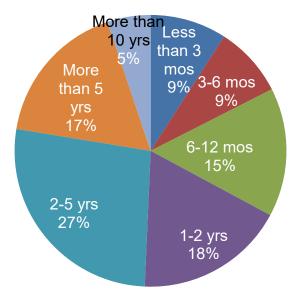
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# **Storage Business (5): User Analysis**

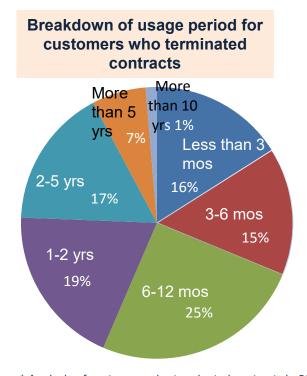


- Average usage period for current contract customers is 38 months (at February 2017).
- Average usage period for customers who have terminated contracts is 20 months (2016 result).
- Average monthly usage fee is ¥12,165 for a container type, and ¥13,707 for trunk type.

### Breakdown of usage period for current contract customers



<sup>\*</sup> Analysis of customers with contracts at February 2017



<sup>\*</sup> Analysis of customers who terminated contracts in 2016

# **Terminology**

### **Property Management Service**

This business manages Arealink's core businesses of Hello Storage space rental business as well as its holdings of income-generating properties in the Hello Office and Hello Rental Meeting Room businesses.

### **Storage Management Business**

In this business, Arealink offers "Hello Storage" rental storage space nationwide in Japan.

### **Self-storage Type with Accompanying Land**

Arealink offers indoor trunk rooms in houses built by the 2 x 4 construction method or steel construction method, mainly in suburban areas in the Tokyo metropolitan area, as part of its Hello Storage services. The exteriors of the houses as a whole feature the Hello Storage brand color.

### **Property Revitalization & Liquidation Service**

This service includes the selling of properties owned by Arealink after providing added value through renovation as well as selling leased land where rights issues are complicated.

### **Storage Liquidation Business**

For business investors and owners of real estate, Arealink proposes Hello Storage as an effective method for investing their funds and making use of their assets.

#### Hello Limited Proprietary Rights and Leased Land

Arealink's Hello Limited Property Right and Leased Land business includes settling problems related to such rights that require complicated negotiation with a large number of related parties. By acting as a negotiating agency and/or buying up such land, Arealink assists in the revitalization of land through this business for both landowners and lease holders to reach satisfactory agreements.

The earnings forecasts, predictions, strategies, and other information presented in this report are as of the time of preparation. The report was prepared based on information reasonably available to the Company, with determinations made within foreseeable bounds.

However, there are risks that that actual performance may differ from the earnings forecasts in this report as a result of unforeseeable events and results.

The Company makes an effort to proactively disclose information considered important to investors, but readers are strongly advised to avoid decisions that place undue reliance solely on the earnings forecasts presented in this report.

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