



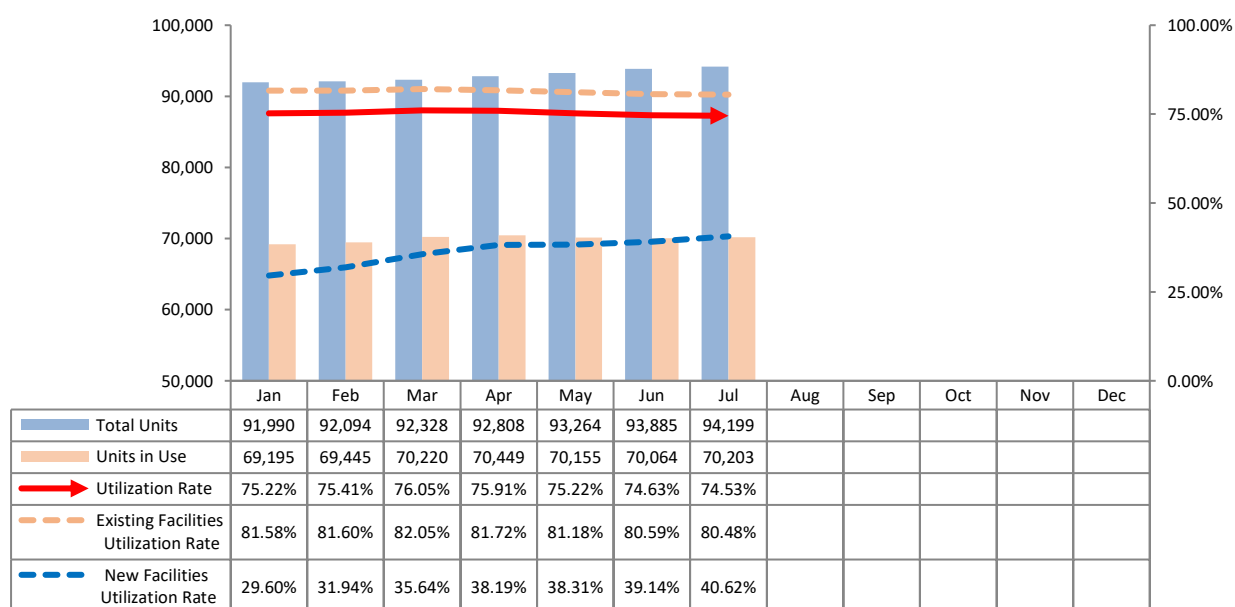
## Current Status of Hello Storage Locations

Arealink Co., Ltd. (Headquarters: Chiyoda-ku, Tokyo; President and CEO: Naomichi Hayashi) updates information on the current status of Hello Storage locations each month. The following is the status at the end of July 2019.

- The **total number of units** at end-July 2019 amounted to **94,199 units** (up 314 units from the previous month). Total **units in use** amounted to **70,203 units** (up 139 units). The number of units is increasing steadily in line with the location opening plan.
- The **utilization rate** was **74.53% for all facilities**, 80.48% for existing facilities, and 40.62% for new facilities.\* The number of units in use increased slightly as a result of the new pricing policy which has been implemented since the beginning of this year. The policy limits the amount of promotional discount so as to further improve the profitability.

Ref: At end-July 2018, there were 85,681 total units with 65,260 units in use, with utilization rate of 76.17% (existing facilities 83.50%, new facilities 45.74%)

**Status of Hello Storage Facilities at end-July 2019 (FY12/19)**



\* New facilities are locations opened within the last two years. For 2019 (FY12/19), new facilities are those opened in 2018 and 2019.

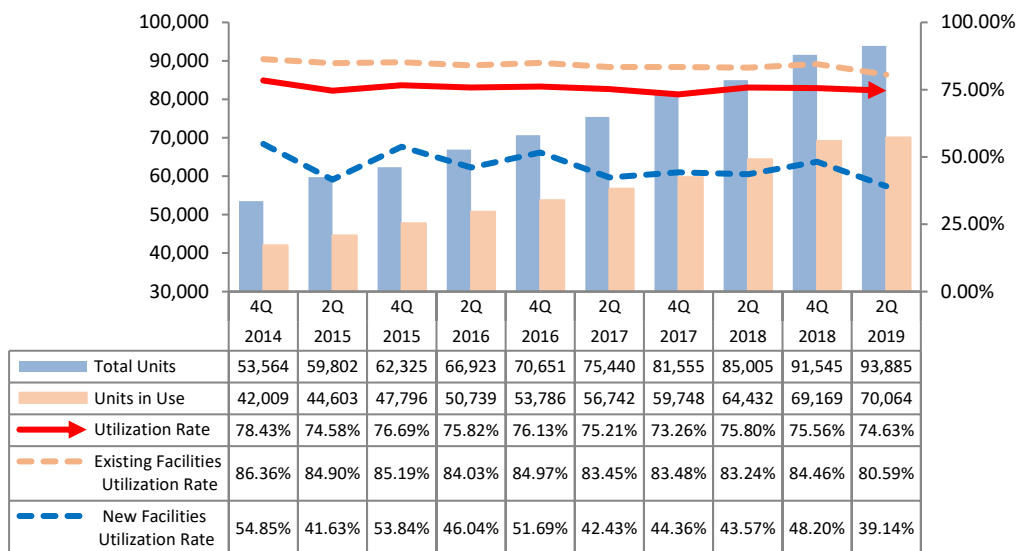
**Asset-type Indoor Self-storage  
(Self-storage w/Land)**



**Outdoor-type Self-storage**



**Change over the Last Five Years**



**About the Self-storage (Rental Storage Space) Business**

The self-storage (rental storage space) business is **a service used by about 10% of households in the United States, with a market size of approximately 1.76 trillion yen.\*** Self-storage began to be widely used in Japan from around 2000, and **the market is expanding (2018: ¥70.43bn, 2025: ¥100.78 billion)**

\* Sources: "2015 Self-Storage Almanac" (US), 2011 estimate JPY80/US\$ (yearly average), Yano Research Institute "Thorough Survey of the Growing Self-Storage Business" 2019/Nationwide Edition

## Utilization Examples

Customers use these facilities to store items that are difficult to keep at home or the office (**infrequently used items, items that require substantial space such as clothing, camping equipment or other hobby goods, winter tires, furniture and appliances, books, etc.**).



Self-storage video: <https://www.hello-storage.com/beginner/movie/>

Customer feedback/interviews (Japanese): <https://www.hello-storage.com/voice2/moving/>

## Contact

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### **Arealink has the largest market share for self-storage (rental storage space) in Japan.\***

Arealink was established in April 1995, and listed on the Mothers section of the Tokyo Stock Exchange in August 2003. The first Hello Storage location was opened in Chiba Prefecture in 1999, and today Arealink is Japan's leading self-storage brand, with locations nationwide. Since its founding, Arealink has continued to focus on meeting the needs of real estate owners by adding value and revitalizing idle properties, while at the same time offering new value to users.

\* Source: Yano Research Institute "Thorough Survey of the Growing Self-Storage Business" 2019/Nationwide Edition

### **FY12/19 Results Forecast**

Net sales:	¥29 billion
Operating income:	¥2.8 billion
Ordinary income:	¥2.7 billion
Net income:	¥1.5 billion

"Notice Concerning Revisions to Earnings Forecasts" was released on July 25, 2019.