



**Arealink Co., Ltd.**

**July 30, 2025**  
**Results Briefing**  
**Second Quarter, Fiscal Year**  
**Ending December 2025**

- **FY12/25 2Q Business Results** **3-21**
- **Medium-Term Management Plan** **22-39**
- **Human Capital Management and  
Growth Strategies**  
**The Future of Arealink** **40-55**
- **Appendix** **56-71**

# **FY12/25 2Q Business Results**

**Yasuaki Ootaki**  
**Director, Head of Administrative Division**

### Company Updates

- Both sales and profit rose as the result of growth and expansion of the self-storage business despite a decline in sales and profit under plans to shrink the land rights consolidation business, resulting in year-on-year double-digit growth in all types of profit

### Self-Storage Business

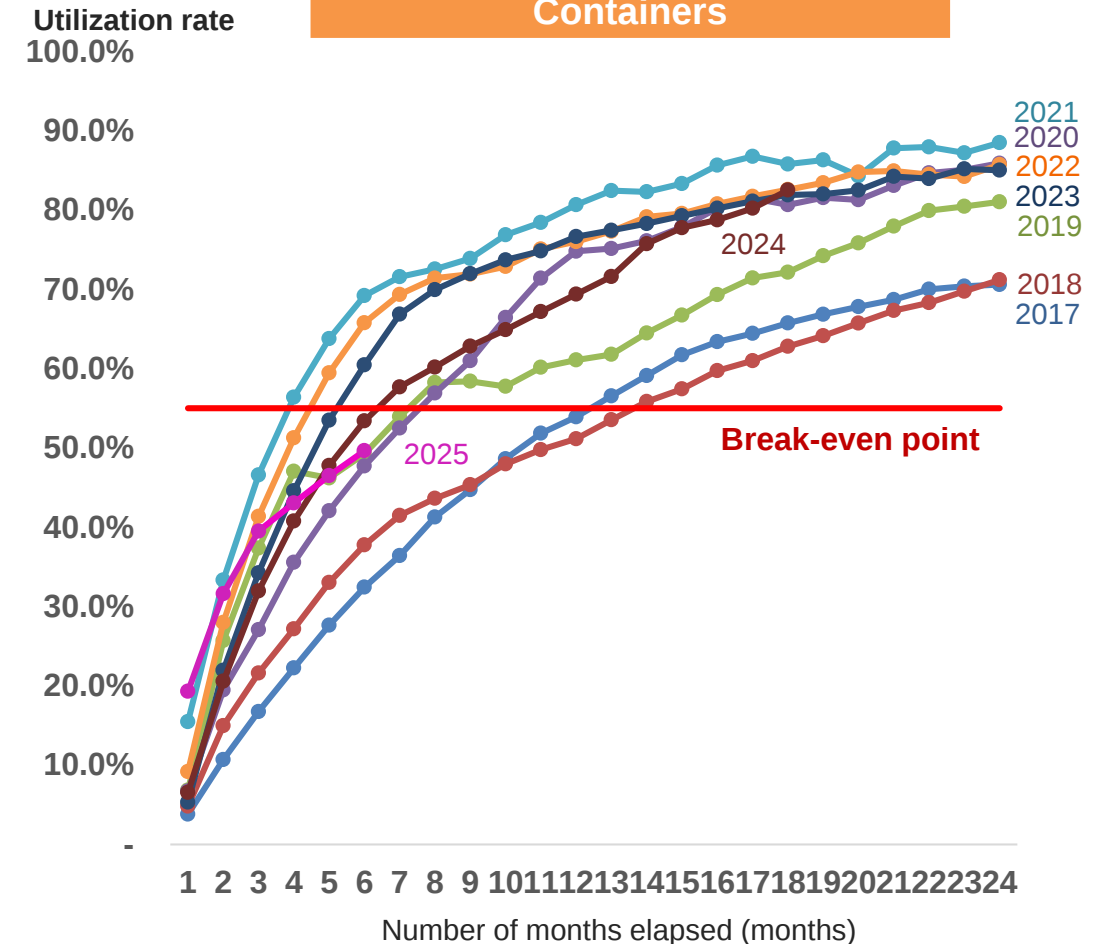
Sales rose 19.3%YoY and business profit increased 22.9% YoY

- Opened 9,446 new units compared to target of 15,000 units for the whole FY12/25
- Newly opened properties in 2024–2025 had steady utilization
- 14 building types (self-storage minis) were sold in FY12/25 2Q

### Land Rights Consolidation Business

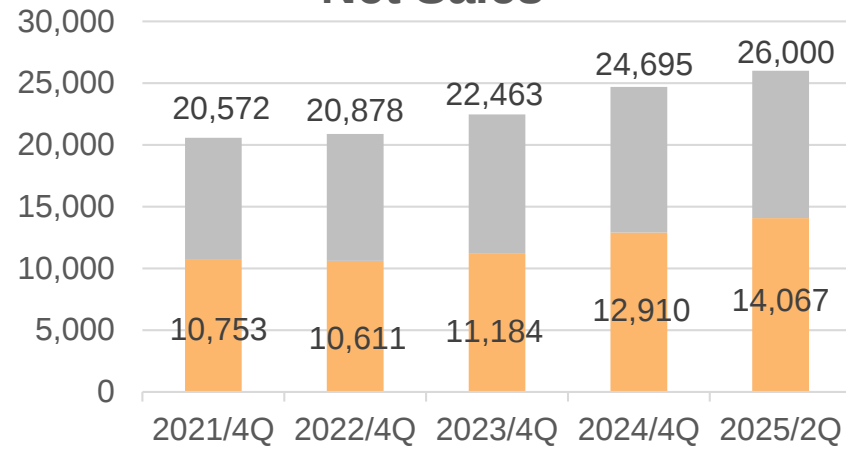
- Both sales and profit fell substantially in line with plans to shrink the business

Utilization rate trends by year of opening of new properties  
Containers



In Millions of yen

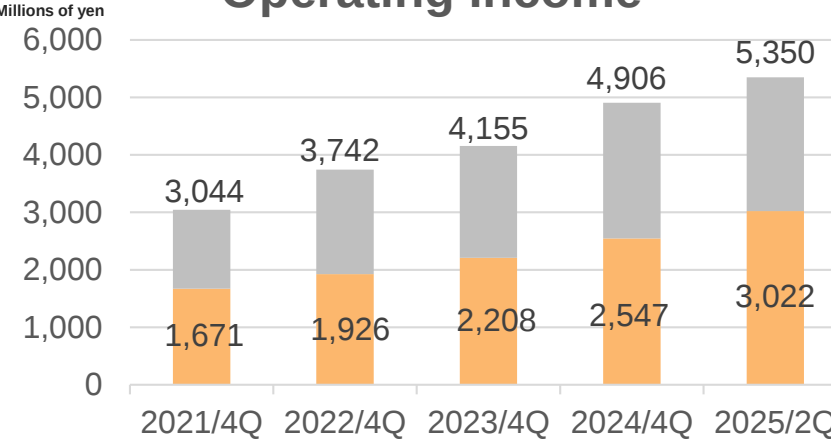
## Net Sales



**+9.0% YoY, 54.1% achievement in FY12/25**

In Millions of yen

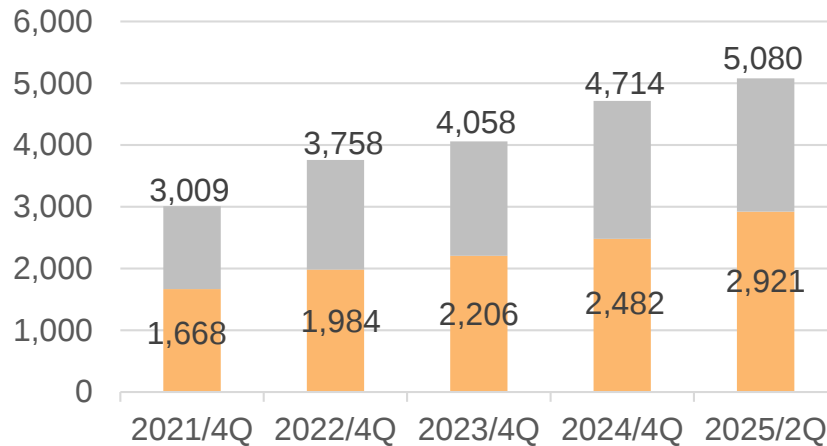
## Operating Income



**+18.6% YoY, 56.5% achievement in FY12/25**

In Millions of yen

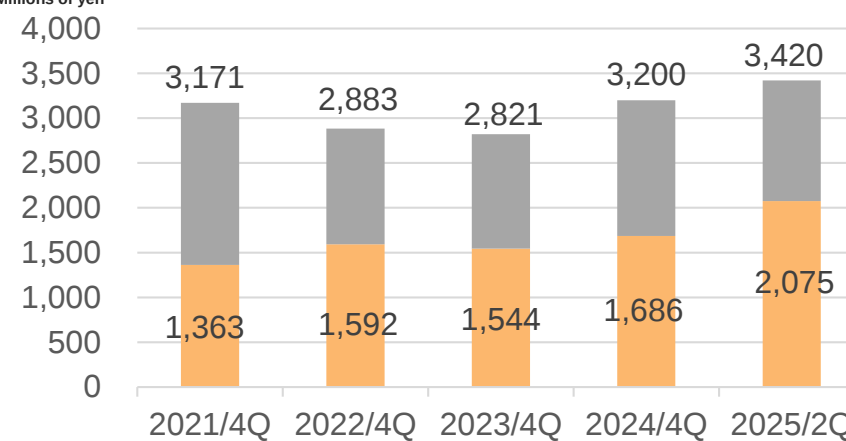
## Ordinary Income



**+17.7% YoY, 57.5% achievement in FY12/25**

In Millions of yen

## Net Income

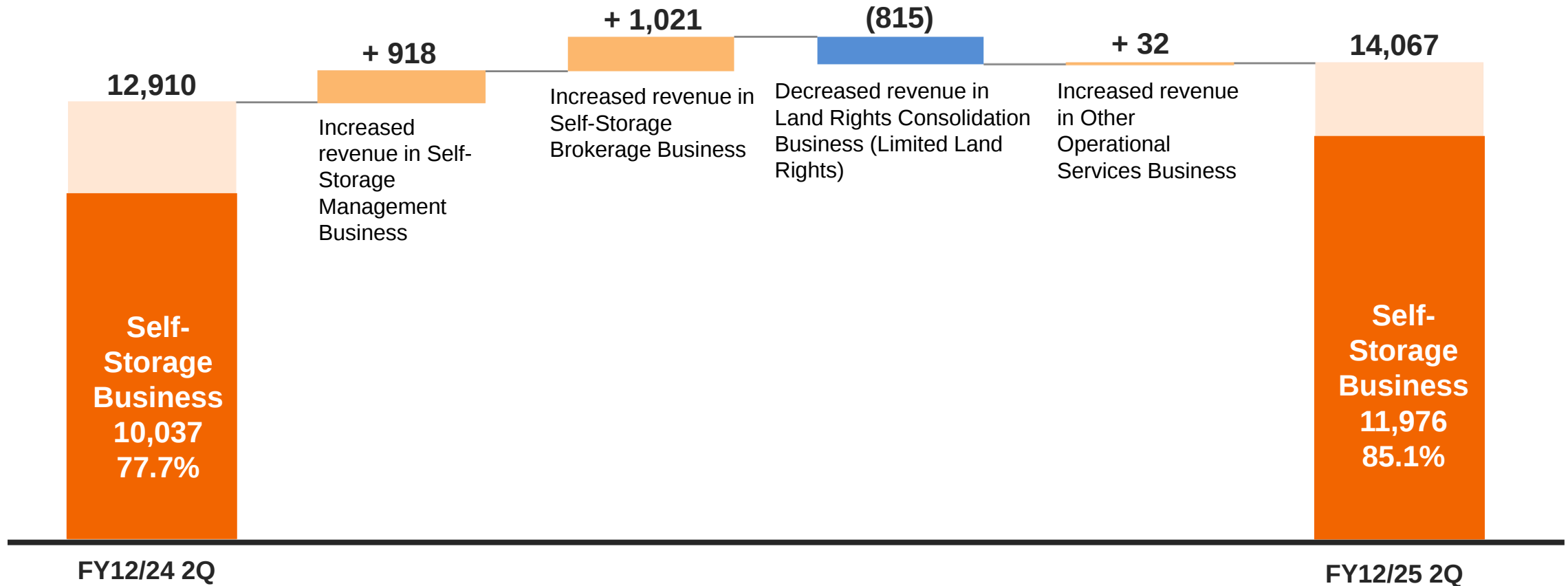


**+23.0% YoY, 60.7% achievement in FY12/25**

**Overall Sales Increased by +9.0% due to Steadily Progress, Particularly in the Self-Storage Business**

**Increase/Decrease in Net Sales**

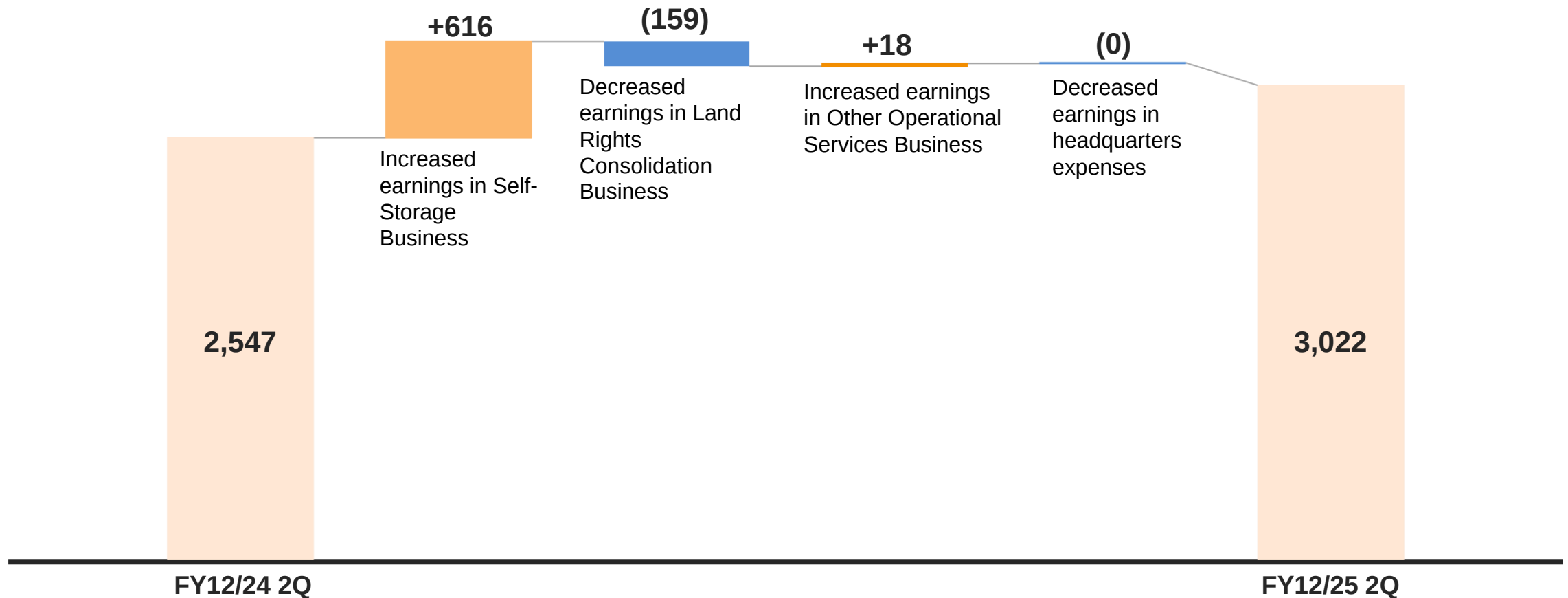
In Millions of yen



**Profits Grew due to New Unit Expansion and Continued High Utilization Rate in the Self-Storage Business, Etc.**

**Increase/Decrease in Operating Income**

In Millions of yen



**Recorded Double-Digit YoY Growth in All Types of Profit as Increase in Self-Storage Business Profit Compensated for Decline in Land Rights Consolidation Business Profit**

| In millions of yen | FY12/24          |        | FY12/25        |        |                  |         |
|--------------------|------------------|--------|----------------|--------|------------------|---------|
|                    | Full-year Result | 2Q     | Full-year Plan | 2Q     | Relative to Plan | YoY     |
| Net sales          | 24,695           | 12,910 | 26,000         | 14,067 | 54.1%            | + 9.0%  |
| Operating income   | 4,906            | 2,547  | 5,350          | 3,022  | 56.5%            | + 18.6% |
| Ordinary income    | 4,714            | 2,482  | 5,080          | 2,921  | 57.5%            | + 17.7% |
| Net income         | 3,200            | 1,686  | 3,420          | 2,075  | 60.7%            | + 23.0% |

## Compensation for Relocation Due to Withdrawals from Storage Properties, Etc. Are Recorded

| In Millions of yen         | FY12/24 2Q | FY12/25 2Q | Increase<br>(Decrease) |
|----------------------------|------------|------------|------------------------|
| Operating income           | 2,547      | 3,022      | 475                    |
| Non-operating income       | 127        | 144        | 17                     |
| Non-operating expenses     | 191        | 244        | 53                     |
| Ordinary income            | 2,482      | 2,921      | 439                    |
| Extraordinary income       | 1          | 28         | 27                     |
| Extraordinary loss         | 6          | 0          | (5)                    |
| Income before income taxes | 2,478      | 2,950      | 472                    |
| Income taxes — current     | 720        | 943        | 222                    |
| Income taxes — deferred    | 70         | (68)       | (139)                  |
| Net income                 | 1,686      | 2,075      | 388                    |

Non-operating income  
Compensation for relocation    ¥129 million

Non-operating expenses  
Interest expenses                    ¥155 million  
Commission expenses                ¥76 million

Extraordinary income  
Gain on sales of investment securities  
                                                  ¥28 million

## Continued Aggressive Measures to Increase Salaries in Order to Practice Business Operations with a Small Workforce

| Millions of yen                 | FY12/24 2Q | FY12/25 2Q | Increase<br>(Decrease) | Rate of change |
|---------------------------------|------------|------------|------------------------|----------------|
| Directors' Compensation         | 93         | 111        | 17                     | +19.2%         |
| Salary and allowances           | 495        | 532        | 37                     | +7.5%          |
| Advertising and publicity costs | 138        | 150        | 12                     | +9.1%          |
| Commission expenses             | 347        | 289        | (58)                   | − 16.8%        |
| (Sales commissions)             | (163)      | (97)       | (66)                   | − 40.8%        |
| Compensation expenses           | 203        | 212        | 8                      | +4.3%          |
| Taxes and public dues           | 133        | 117        | (15)                   | − 11.6%        |
| Others                          | 481        | 462        | (19)                   | − 4.0%         |
| Total SG&A expenses             | 1,893      | 1,876      | (17)                   | − 0.9%         |

\* The amount of sales commissions within commission expenses is the commission expenses for real estate transactions, etc. (variable cost).

# Arealink Overview of FY12/25 2Q Business Results (by segment)

| In Millions of yen                                       |                         |                  | FY12/24 2Q |                  | FY12/25 2Q |                  |         |
|----------------------------------------------------------|-------------------------|------------------|------------|------------------|------------|------------------|---------|
|                                                          |                         |                  | Actual     | Percent of Sales | Actual     | Percent of Sales | YoY     |
|                                                          | Self-Storage Management | Net sales        | 8,704      | —                | 9,623      | —                | + 10.6% |
|                                                          |                         | Gross profit     | 3,426      | 39.4%            | 3,894      | 40.5%            | + 13.6% |
|                                                          | Self-Storage Brokerage  | Net sales        | 1,332      | —                | 2,353      | —                | + 76.7% |
|                                                          |                         | Gross profit     | 227        | 17.1%            | 450        | 19.2%            | + 97.9% |
| Self-Storage Business                                    |                         | Net sales        | 10,037     | —                | 11,976     | —                | + 19.3% |
|                                                          |                         | Gross profit     | 3,654      | 36.4%            | 4,345      | 36.3%            | + 18.9% |
|                                                          |                         | Business profit  | 2,688      | 26.8%            | 3,304      | 27.6%            | + 22.9% |
| Land Rights Consolidation Business (Limited Land Rights) |                         | Net sales        | 2,122      | —                | 1,306      | —                | — 38.4% |
|                                                          |                         | Gross profit     | 538        | 25.4%            | 288        | 22.1%            | — 46.4% |
|                                                          |                         | Business profit  | 339        | 16.0%            | 180        | 13.8%            | — 46.9% |
| Other Operational Services Business                      |                         | Net sales        | 751        | —                | 783        | —                | + 4.3%  |
|                                                          |                         | Gross profit     | 247        | 33.0%            | 264        | 33.8%            | + 7.1%  |
|                                                          |                         | Business profit  | 206        | 27.5%            | 224        | 28.7%            | + 8.7%  |
| Headquarters expenses                                    |                         | Business profit  | (687)      | —                | (687)      | —                | + 0.0%  |
| Total for All Businesses                                 |                         | Net sales        | 12,910     | —                | 14,067     | —                | + 9.0%  |
|                                                          |                         | Gross profit     | 4,440      | 34.4%            | 4,898      | 34.8%            | + 10.3% |
|                                                          |                         | Operating income | 2,547      | 19.7%            | 3,022      | 21.5%            | + 18.6% |

## Steady Increase in Revenue and Profits in Management While Stably Increasing New Units

| Self-Storage Business                  |               |               |                |                 |                     |
|----------------------------------------|---------------|---------------|----------------|-----------------|---------------------|
| In Millions of yen                     | FY12/24<br>2Q | FY12/25<br>2Q | YoY            | FY12/25<br>Plan | Compared<br>to plan |
| Net sales (Self-storage management)    | 8,704         | 9,623         | + 10.6%        | 19,400          | 49.6%               |
| Net sales (Self-storage brokerage)     | 1,332         | 2,353         | + 76.7%        | 3,300           | 71.3%               |
| <b>Net sales</b>                       | <b>10,037</b> | <b>11,976</b> | <b>+ 19.3%</b> | <b>22,700</b>   | <b>52.8%</b>        |
| Gross profit (Self-storage management) | 3,426         | 3,894         | + 13.6%        | 7,800           | 49.9%               |
| Gross profit (Self-storage brokerage)  | 227           | 450           | + 97.9%        | 530             | 85.1%               |
| <b>Gross profit</b>                    | <b>3,654</b>  | <b>4,345</b>  | <b>+ 18.9%</b> | <b>8,330</b>    | <b>52.2%</b>        |
| <b>SG&amp;A expenses</b>               | <b>966</b>    | <b>1,040</b>  | <b>+ 7.7%</b>  | <b>—</b>        | <b>—</b>            |
| <b>Business profit</b>                 | <b>2,688</b>  | <b>3,304</b>  | <b>+ 22.9%</b> | <b>6,040</b>    | <b>54.7%</b>        |

### Self-Storage Management

- Both sales and profit rose steadily as the utilization rate remained high at 83.16% despite an increase in the number of new unit openings.

### Self-Storage Brokerage

- Both sales and profit rose substantially due to the sale of 14 building types (self-storage minis)

## Land Rights Consolidation Business on Track Despite Sharp Decline in Revenue and Profits

| Land Rights Consolidation Business (Limited Land Rights) |               |               |         |                 |                     |
|----------------------------------------------------------|---------------|---------------|---------|-----------------|---------------------|
| In Millions of yen                                       | FY12/24<br>2Q | FY12/25<br>2Q | YoY     | FY12/25<br>Plan | Compared to<br>plan |
| Net sales                                                | 2,122         | <b>1,306</b>  | — 38.4% | 1,800           | 72.6%               |
| Gross profit                                             | 538           | <b>288</b>    | — 46.4% | —               | —                   |
| SG&A<br>expenses                                         | 199           | <b>108</b>    | — 45.6% | —               | —                   |
| Business<br>profit                                       | 339           | <b>180</b>    | — 46.9% | 310             | 58.1%               |

| Other Operational Services Business |               |               |        |                 |                     |
|-------------------------------------|---------------|---------------|--------|-----------------|---------------------|
| In Millions of yen                  | FY12/24<br>2Q | FY12/25<br>2Q | YoY    | FY12/25<br>Plan | Compared to<br>plan |
| Net sales                           | 751           | <b>783</b>    | + 4.3% | 1,500           | 52.2%               |
| Gross profit                        | 247           | <b>264</b>    | + 7.1% | —               | —                   |
| SG&A<br>expenses                    | 40            | <b>39</b>     | — 1.5% | —               | —                   |
| Business<br>profit                  | 206           | <b>224</b>    | + 8.7% | 400             | 56.2%               |

### Land Rights Consolidation Business (Limited Land Rights)

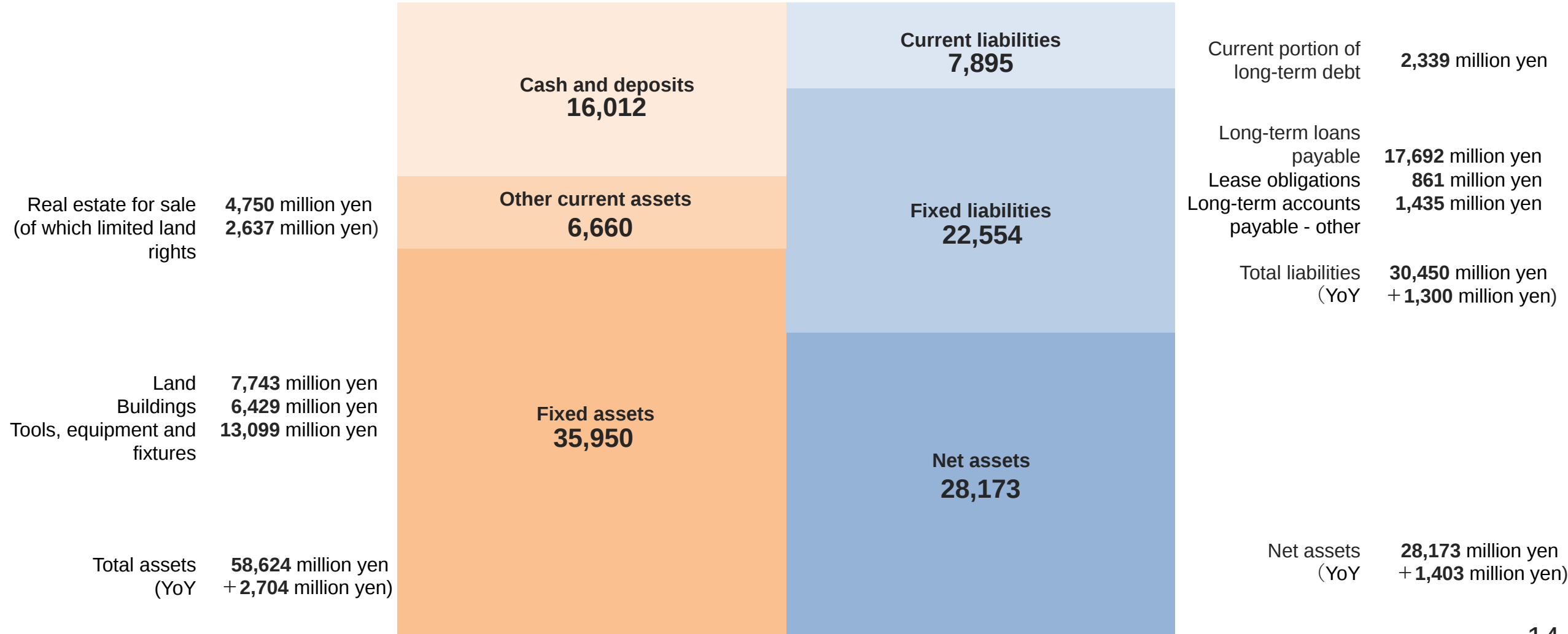
- Plan to shrink the business starting in FY12/25
- Inventory was 2,637 million yen, a decrease of 300 million yen compared to the end of the previous fiscal year

### Other Operational Services Businesses

- Steadily progressing above plan

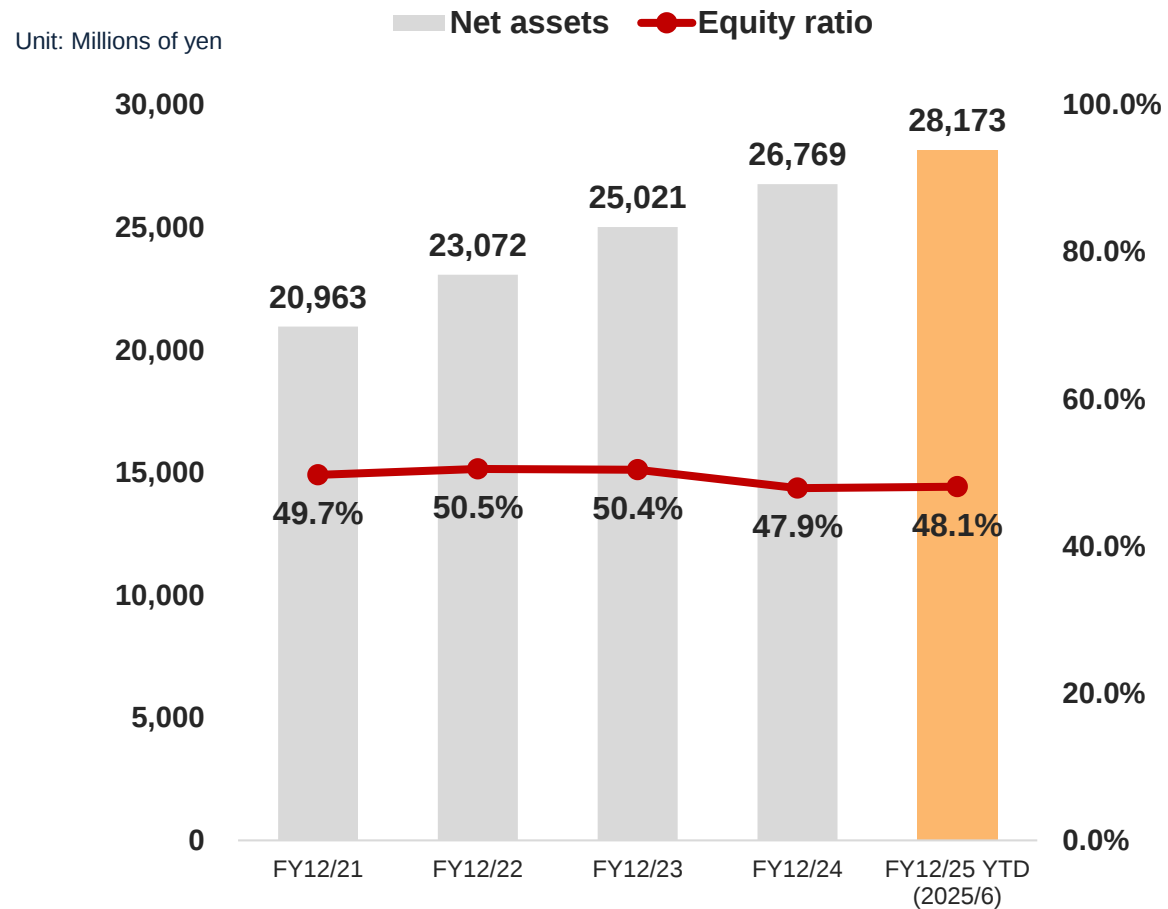
# Stable Financial Base With Cash Deposits of 16.0 Billion Yen

In Millions of yen

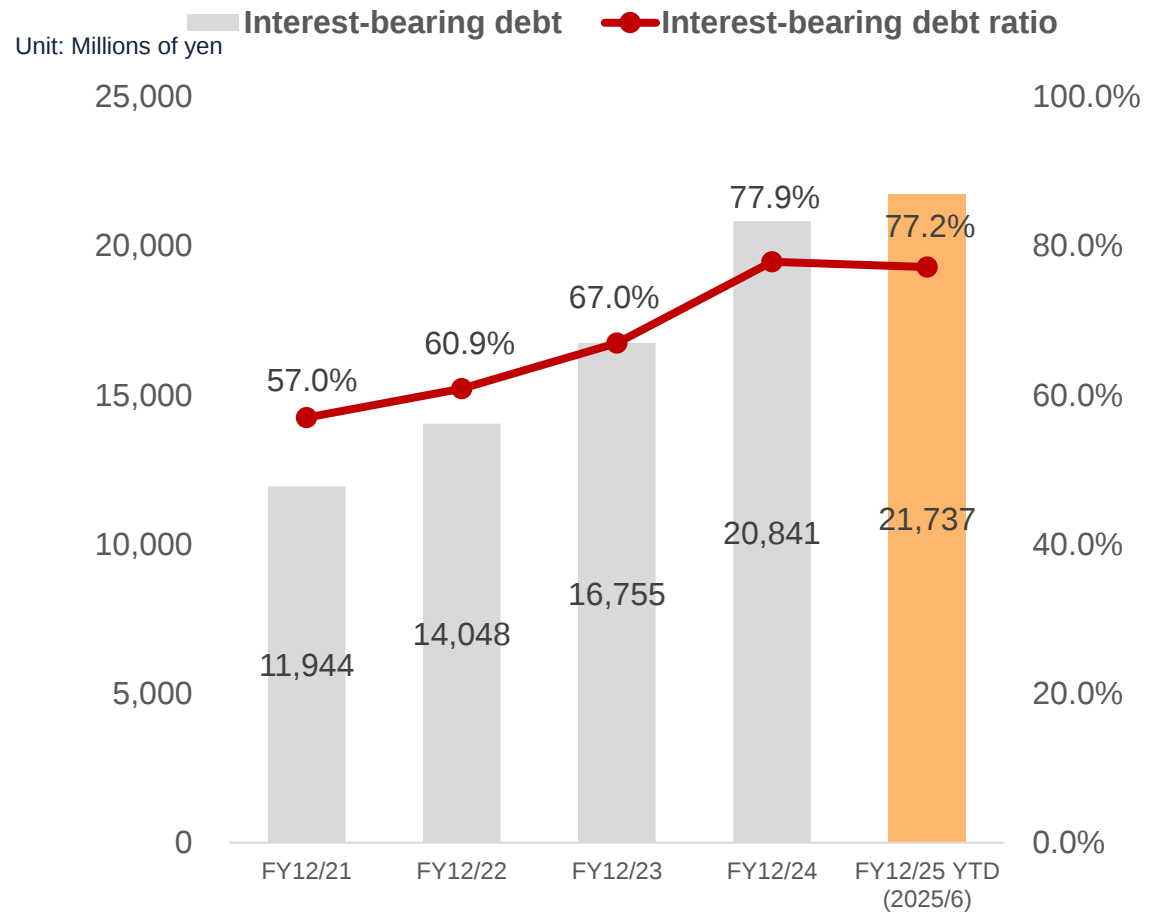


## Equity Ratio Remained Stable at 48.1%

### Equity Ratio



### Interest-Bearing Debt



Interest-bearing debt: Short-term loans payable + bonds payable (including current portion of bonds) + long-term loans payable (including current portion of long-term loans payable) + lease obligations  
 Interest-bearing debt ratio= Interest-bearing debt/Net assets × 100

## Maintained a Cash and Deposits Balance of 16 Billion Yen and Achieved Stable Profitability in Operating CF

Unit: Millions of yen

|                                              | FY12/24<br>2Q | FY12/25<br>2Q |                                                                                                                                                                                 |
|----------------------------------------------|---------------|---------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Cash flows from operating activities         | 3,849         | 3,811         | Income before income taxes 2,950 million yen<br>Depreciation and amortization 848 million yen<br>Decrease in inventories 848 million yen<br>Income taxes paid (546) million yen |
| Cash flows from investing activities         | (3,900)       | (3,688)       | Purchase of noncurrent asset (3,673) million yen                                                                                                                                |
| Cash flows from financing activities         | 861           | 690           | Proceeds from long-term loans payable 3,872 million yen<br>Repayment of long-term loans payable (3,046) million yen<br>Cash dividends paid (633) million yen                    |
| Cash and cash equivalents at the end of year | 15,852        | 16,012        |                                                                                                                                                                                 |

| In Millions of yen | FY12/24 |                  | FY12/25 |                  |        |
|--------------------|---------|------------------|---------|------------------|--------|
|                    | Actual  | Percent of Sales | Plan    | Percent of Sales | YoY    |
| Net sales          | 24,695  | —                | 26,000  | —                | + 5.3% |
| Operating income   | 4,906   | 19.9%            | 5,350   | 20.6%            | + 9.0% |
| Ordinary income    | 4,714   | 19.1%            | 5,080   | 19.5%            | + 7.8% |
| Net income         | 3,200   | 13.0%            | 3,420   | 13.2%            | + 6.8% |

## The Difference from the Previous MTMP is due to the Impact of the Land Rights Consolidation Business

- Revised the company-wide plan due to the impact of the policy of downsizing the Land Rights Consolidation Business
- Decrease in company-wide plan contraction due to growth and expansion of Self-Storage Business

| In Millions of yen                                       |                  | FY12/25                          |                  |                                  |                  |                                                          |
|----------------------------------------------------------|------------------|----------------------------------|------------------|----------------------------------|------------------|----------------------------------------------------------|
|                                                          |                  | Before revision                  |                  | After revision                   |                  |                                                          |
|                                                          |                  | (Announced on February 14, 2023) |                  | (Announced on February 14, 2025) |                  |                                                          |
|                                                          |                  | Plan                             | Percent of sales | Plan                             | Percent of sales | Comparison with the previous medium-term management plan |
| Total for All Businesses                                 | Net sales        | 28,100                           | —                | 26,000                           | —                | (2,100)                                                  |
|                                                          | Operating income | 5,500                            | 19.6%            | 5,350                            | 20.6%            | (150)                                                    |
| Land Rights Consolidation Business (Limited Land Rights) | Net sales        | 3,868                            | —                | 1,800                            | —                | (2,068)                                                  |
|                                                          | Business profit  | 622                              | 16.1%            | 310                              | 17.2%            | (312)                                                    |

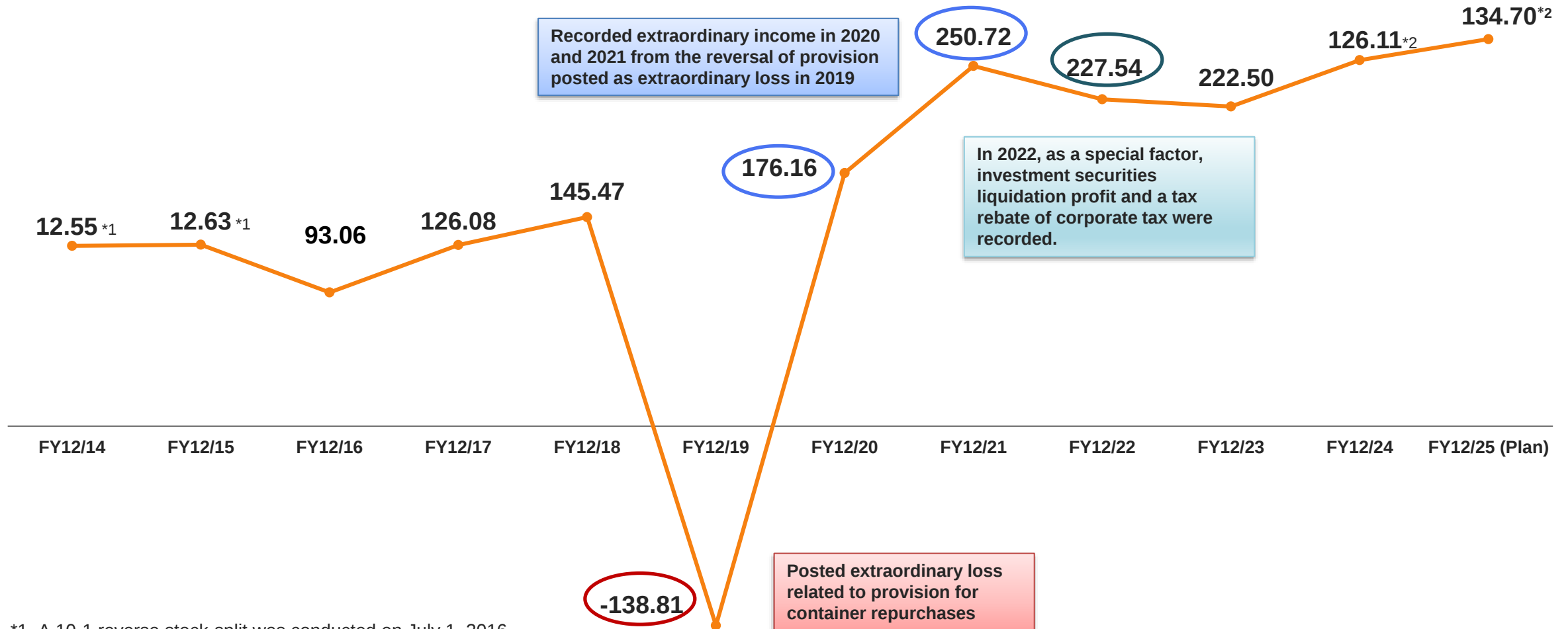
# FY12/25 Earnings Outlook (by Segment)

| In Millions of yen                  |                                                          |                  | FY12/24         |                  | FY12/25 |                  |          |         |
|-------------------------------------|----------------------------------------------------------|------------------|-----------------|------------------|---------|------------------|----------|---------|
|                                     |                                                          |                  | Actual          | Percent of Sales | Actual  | Percent of Sales | YoY      |         |
|                                     | Self-Storage Management                                  | Net sales        | 17,830          | —                | 19,400  | —                | + 8.8%   |         |
|                                     |                                                          | Gross profit     | 7,043           | 39.5%            | 7,800   | 40.2%            | + 10.7%  |         |
|                                     | Self-Storage Brokerage                                   | Net sales        | 1,637           | —                | 3,300   | —                | + 101.5% |         |
|                                     |                                                          | Gross profit     | 307             | 18.8%            | 530     | 16.1%            | + 72.1%  |         |
|                                     | Self-Storage Business                                    |                  | Net sales       | 19,468           | —       | 22,700           | —        | + 16.6% |
|                                     |                                                          |                  | Business profit | 5,387            | 27.7%   | 6,040            | 26.6%    | + 12.1% |
|                                     | Land Rights Consolidation Business (Limited Land Rights) |                  | Net sales       | 3,695            | —       | 1,800            | —        | - 51.3% |
|                                     |                                                          |                  | Business profit | 485              | 13.1%   | 310              | 17.2%    | - 36.2% |
| Other Operational Services Business |                                                          | Net sales        | 1,531           | —                | 1,500   | —                | - 2.1%   |         |
|                                     |                                                          | Business profit  | 427             | 27.9%            | 400     | 26.7%            | - 6.5%   |         |
| Headquarters expenses               |                                                          | Business profit  | (1,394)         | —                | (1,400) | —                | - 0.4%   |         |
| Total for All Businesses            |                                                          | Net sales        | 24,695          | —                | 26,000  | —                | + 5.3%   |         |
|                                     |                                                          | Operating income | 4,906           | 19.9%            | 5,350   | 20.6%            | + 9.0%   |         |

|                                      |                     |                 |                     |
|--------------------------------------|---------------------|-----------------|---------------------|
| <b>Self-storage No. of new units</b> | <b>10,545 units</b> | <b>Arealink</b> | <b>10,000 units</b> |
|                                      |                     | <b>Partner*</b> | <b>5,000 units</b>  |
|                                      |                     | <b>Total</b>    | <b>15,000 units</b> |

\*Properties managed by Arealink through contract with existing self-storage providers nationwide

### Following Impact of Extraordinary Income and Loss from 2019 Onwards, Returned to Normal Starting 2023

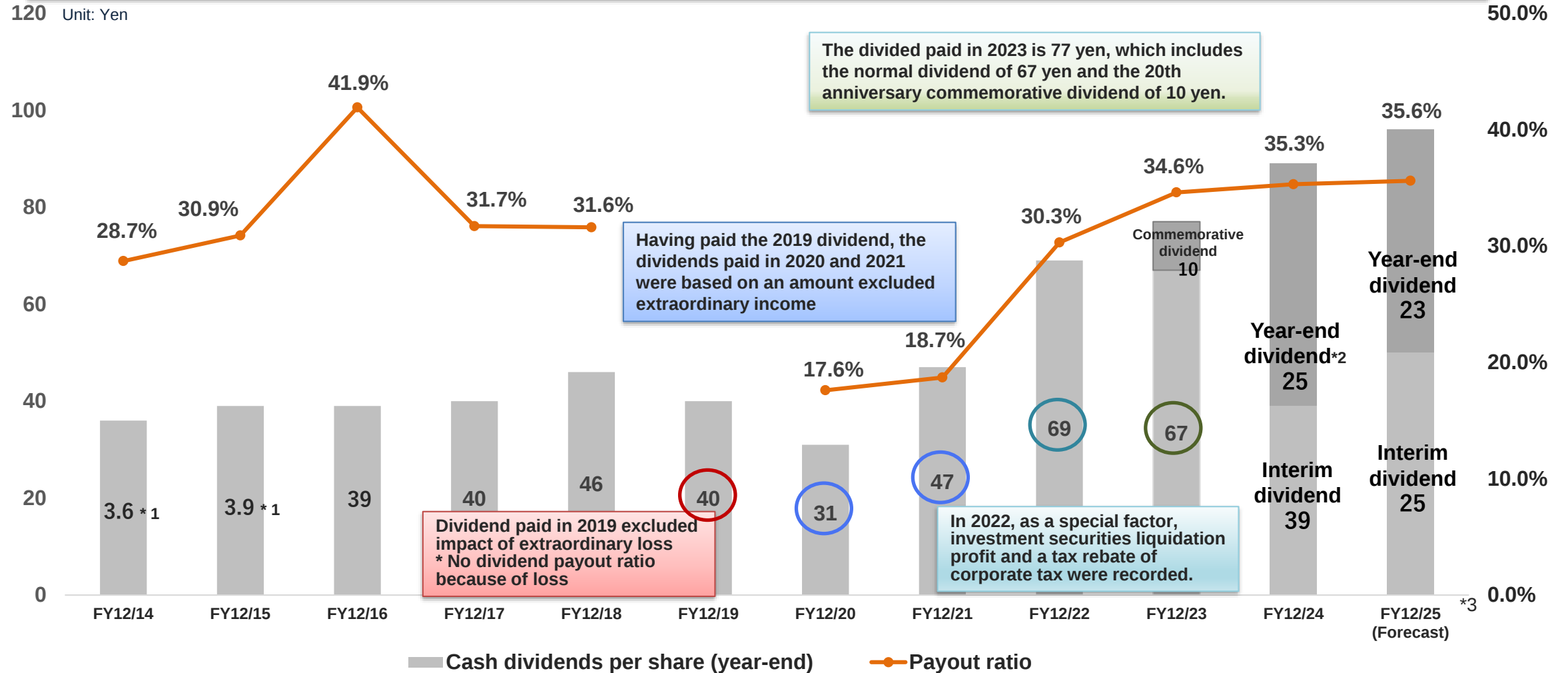


\*1 A 10-1 reverse stock-split was conducted on July 1, 2016.

\*2 The Company carried out a two-for-one share split of common stock effective July 1, 2024.

Earnings per share (EPS) for the fiscal year ending December 31, 2024 and fiscal year ending December 31, 2025, without considering the share split, are 252.22 yen and 269.40 yen (plan), respectively.

# Change the Target of Payout Ratio from 30% to 35% Starting FY12/24



\*1 A 10-1 reverse stock-split was conducted on July 1, 2016.

\*2 The Company carried out a two-for-one share split of common stock effective July 1, 2024.

The year-end dividend per share for the fiscal year ending December 31, 2024, without considering the share split, is 50 yen, and the annual dividend per share is 89 yen.

\*3 The annual dividend per share for the fiscal year ending December 31, 2025 (forecast), without considering the share split, is 96 yen.

# **Medium-Term Management Plan (MTMP)**

**Yoshika Suzuki**  
**Representative Director and President (CEO)**

| Growth Plan                                                                                                                                                                                         | No. of New Units                                                                                                                                           | Profitability                                                                             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Accelerate self-storage location openings</li> <li>Scale back the land rights consolidation business</li> </ul> →Shift to a cumulative-type (stock) business | Accelerate openings through full-fledged utilization of the partner system<br>2022 - 2,915 units    2023 - 5,800 units<br>2024 - 10,545 units    * Results | Raise operating income ratio to 22.3% by 2027 through growth in the self-storage business |

| In Millions of yen | 2025      |               | 2026      |               | 2027      |               |
|--------------------|-----------|---------------|-----------|---------------|-----------|---------------|
|                    | Projected | Profit margin | Projected | Profit margin | Projected | Profit margin |
| Net sales          | 26,000    | —             | 27,500    | —             | 29,400    | —             |
| Operating income   | 5,350     | 20.6%         | 5,850     | 21.3%         | 6,550     | 22.3%         |
| Ordinary income    | 5,080     | 19.5%         | 5,520     | 20.1%         | 6,170     | 21.0%         |

| Self-storage No. of new units         | Opening Scheme | 1H     | 2H    | Full-year | Full-year |
|---------------------------------------|----------------|--------|-------|-----------|-----------|
|                                       | Arealink       | 5,000  | 5,000 | 13,000    | 16,000    |
|                                       | Partner*       | 3,000  | 2,000 | 5,000     | 5,000     |
|                                       | Total          | 8,000  | 7,000 | 18,000    | 21,000    |
| (Unit : Units/Excludes cancellations) |                | 15,000 |       |           |           |

\*Properties managed by Arealink through contract with existing self-storage providers nationwide

## The Self-Storage Business will be the Growth Driver for the MTMP

| In Millions of yen                                       |                  | 2025      |                  | 2026      |                  | 2027      |                  |
|----------------------------------------------------------|------------------|-----------|------------------|-----------|------------------|-----------|------------------|
|                                                          |                  | Projected | Percent of Sales | Projected | Percent of Sales | Projected | Percent of Sales |
| Self-Storage Business                                    | Net sales        | 22,700    | —                | 24,220    | —                | 26,120    | —                |
|                                                          | Business profit  | 6,040     | 26.6%            | 6,610     | 27.3%            | 7,360     | 28.2%            |
| Land Rights Consolidation Business (Limited Land Rights) | Net sales        | 1,800     | —                | 1,800     | —                | 1,800     | —                |
|                                                          | Business profit  | 310       | 17.2%            | 310       | 17.2%            | 310       | 17.2%            |
| Other Operational Services Business                      | Net sales        | 1,500     | —                | 1,480     | —                | 1,480     | —                |
|                                                          | Business profit  | 400       | 26.7%            | 375       | 25.3%            | 375       | 25.3%            |
| Headquarters expenses                                    | Business profit  | (1,400)   | —                | (1,445)   | —                | (1,495)   | —                |
| Total for All Businesses                                 | Net sales        | 26,000    | —                | 27,500    | —                | 29,400    | —                |
|                                                          | Operating income | 5,350     | 20.6%            | 5,850     | 21.3%            | 6,550     | 22.3%            |

Through growth in the self-storage business, Arealink aims to have a total of 200K units under management by 2029

### Whole Company

Net sales

**¥33.5 billion**

Operating income

**¥8.0 billion**

Profit margin

**23.8 %**

### Self-Storage Business

Net sales

**¥30.0 billion**

Management **¥26.7 billion**  
Brokerage **¥3.3 billion**

Business profit

**¥9.0 billion**

No. of units

**200K units**

Arealink **175K units**  
Partner **25K units**

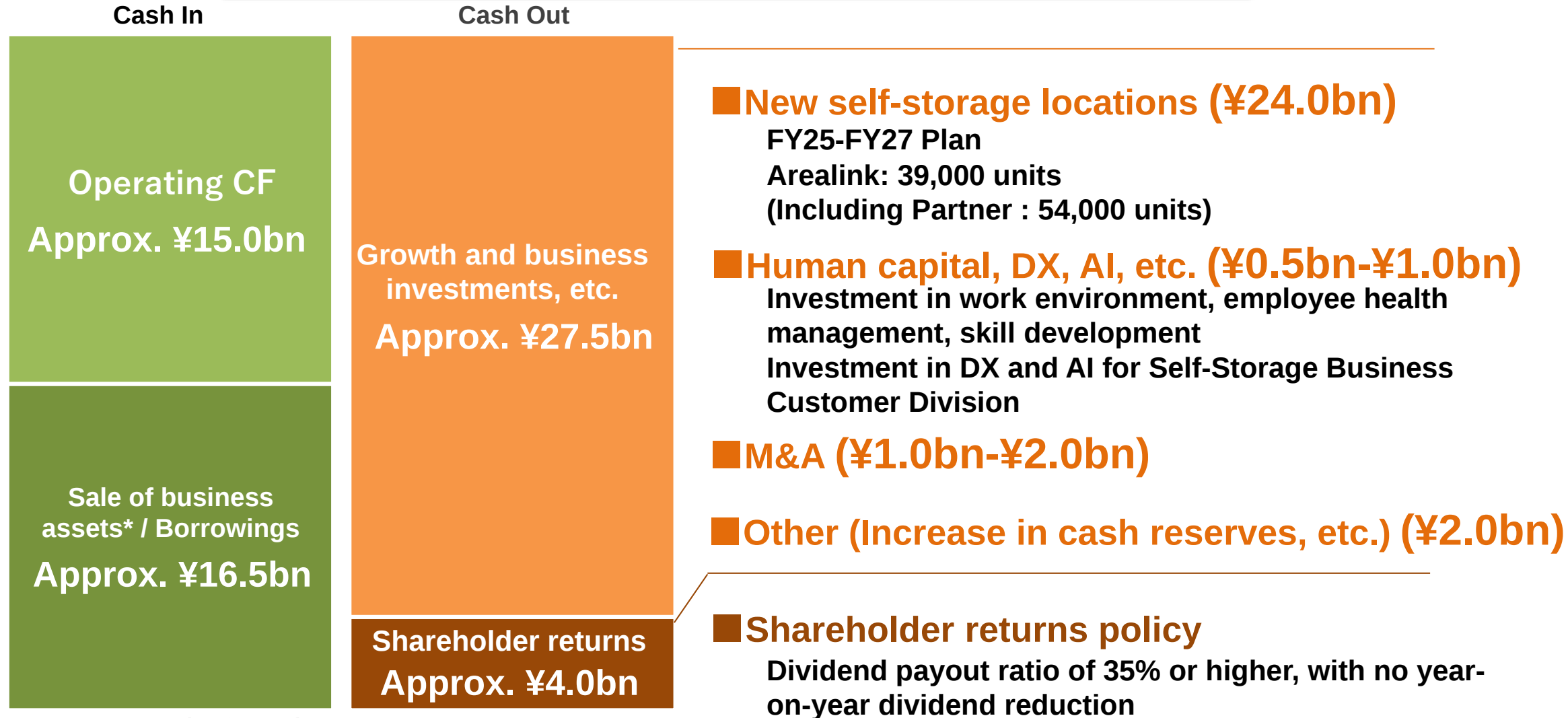
Total utilization rate

**83 %**

\* Excluding Partner

\* Sales and operating income figures for “Total for all businesses” include businesses other than the Self-Storage Business, and headquarters expenses.

## Cash to be Used for Investment in New Self-Storage Locations and Shareholder Returns



\* Sale of containers

### By Classification

\*Unit: Number of units

|          |                                   | FY12/25 |          |               |
|----------|-----------------------------------|---------|----------|---------------|
|          |                                   | Plan    | 2Q Final | Progress Rate |
| Arealink | Container Type                    | 8,300   | 4,693    | 56.5%         |
|          | In-Building Type                  | 600     | 407      | 67.8%         |
|          | Building Type (Self-storage Mini) | 1,100   | 324      | 29.5%         |
|          |                                   | 10,000  | 5,424    | 54.2%         |
| Partner  |                                   | 5,000   | 4,022    | 80.4%         |
| Total    |                                   | 15,000  | 9,446    | 63.0%         |

### By Type

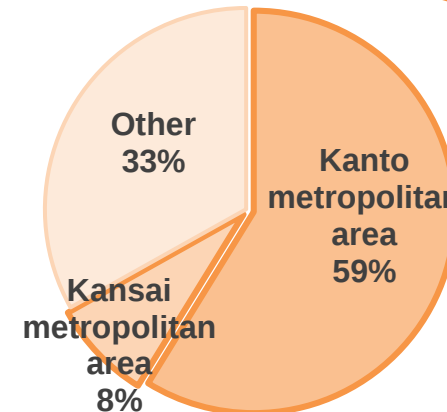
\* Unit: No. of units \* Includes partner locations  
\* Figures in parentheses indicate expansion of existing locations

|                                   | FY12/24         | FY12/25        |
|-----------------------------------|-----------------|----------------|
|                                   | Actual          | 2Q Final       |
| Container Type                    | 8,722<br>(375)  | 6,816<br>(146) |
| In-Building Type                  | 1,187<br>(60)   | 2,306<br>(0)   |
| Building Type (Self-storage Mini) | 636<br>(0)      | 324<br>(0)     |
| Total                             | 10,545<br>(435) | 9,446<br>(146) |

### By Area

\* Unit: No. of units  
\* Includes partner locations  
\* Figures in parentheses indicate expansion of existing locations

|                          | FY12/25 2Q Final |                |
|--------------------------|------------------|----------------|
|                          | Container Type   | All Types      |
| Kanto metropolitan area  | 4,007<br>(65)    | 5,637<br>(65)  |
| Kansai metropolitan area | 552<br>(2)       | 845<br>(2)     |
| Other                    | 2,257<br>(79)    | 2,964<br>(79)  |
| Total                    | 6,816<br>(146)   | 9,446<br>(146) |

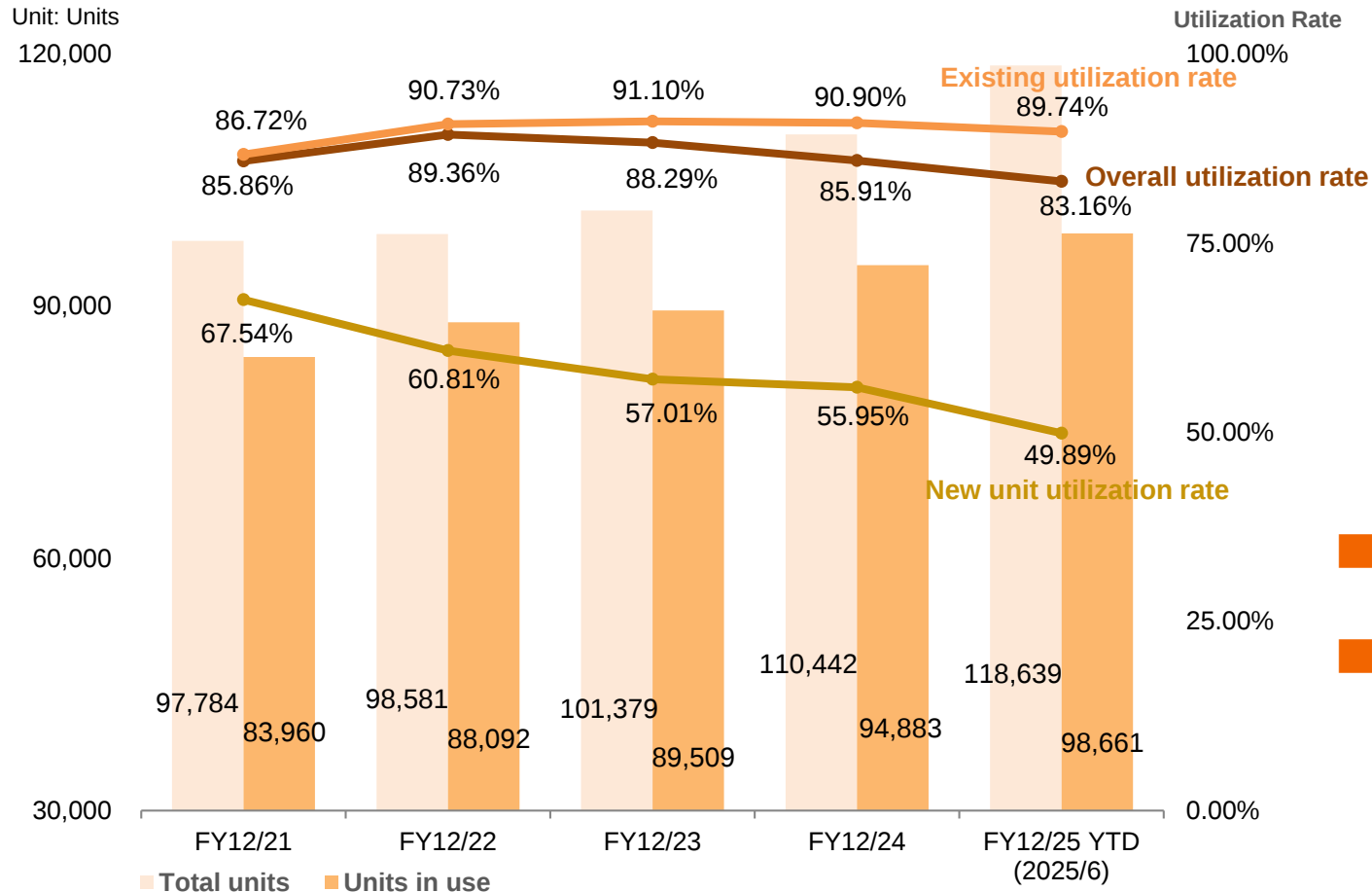


The area for new container-type location openings is about 67% of the total of Kanto and Kansai metropolitan areas

\* Kanto Metropolitan Area: Tokyo, Kanagawa, Chiba, and Saitama prefectures  
\* Kansai Metropolitan Area: Osaka, Hyogo, and Kyoto prefectures

## Utilization Rate Continues to Be High

### Total Units, Units in Use, and Utilization Rate



**Total units  
118,639 units**

**Overall  
utilization rate  
83.16%**

**Existing  
utilization rate  
89.74%**

**New unit  
utilization rate  
49.89%**

*\*As of June 30, 2025*

- Utilization rate of established locations remains high at over 90%
- Effective utilization of new properties at startup remains steady

\*New unit utilization rate: utilization rate of new units opened within the most recent two business years. Covers new units opened since January 2024.

### Net Sales

Self-Storage Business  
**¥19,468** mn  
\*FY 12/24

### No. of Locations

**2,677** locations  
\*At end-June 2025

### No. of Units

**118,639** units  
\*At end-June 2025

### Average Rent per Unit

**13,479** yen  
 (Separate management fee of 2,200 yen)  
\*As of June 2025

Compared to January 2023  
 +1,024 yen  
 (8.2% increase)

### Utilization Rate

Overall  
**83.16** %

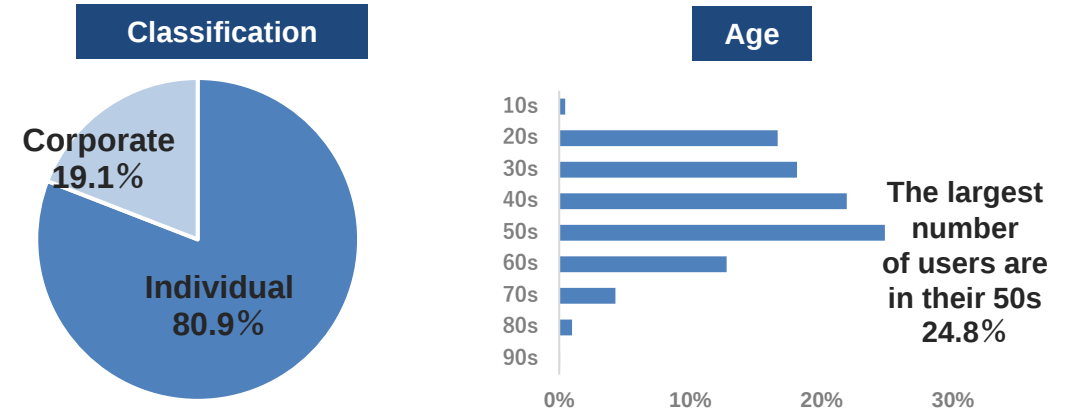
|                |                |
|----------------|----------------|
| Existing       | New            |
| <b>89.74</b> % | <b>49.89</b> % |

\*As of the end of June 2025

### New self-storage locations

FY 12/25 Plan  
**15,000** units  
 (YoY + 4,455 units)

### User Demographics



### Purpose of Use \*Individual users

- |                                              |              |
|----------------------------------------------|--------------|
| 1. Moving/Remodeling/Rebuilding              | <b>34.3%</b> |
| 2. Organizing home                           | <b>22.6%</b> |
| 3. Storage of work tools / organizing office | <b>20.2%</b> |
| 4. Storage of hobby/collection items         | <b>19.1%</b> |

### Contract Period

**Avg. 4 years and 2 months**  
Users at June 1, 2024 \*Including users at newly opened locations

## Expanding Business with Utilizing Independently Developed Cockpit Systems and BI Tools

Data

BI Tools

Analysis

Utilization

### Arealink's proprietary data

Properties in all 47 prefectures nationwide  
Data on hundreds of thousands of customers

- Usage attributes
- Number of responses
- Number of self-storage units

### Competitor data based on independent research

### Statistical Data

- Population
- Number of households
- Income
- Published land prices

### Centralized Management / Alarm Notification / Reporting

#### Customer plot diagram (Arealink and other companies)



#### Utilization and revenue/expenditure data by location



### Contract executions and cancellations

### Website analysis

Page views, conversion rate, conversion path, churn rates, etc.

### Utilization trends

By area / product / type / stratum

### Correlated to customer trends

Pricing / promotions

### New location opening sales

Deal acquisition routes, closing rate, business period, construction period, etc.

### Property-specific solutions

### When opening new locations

Market research

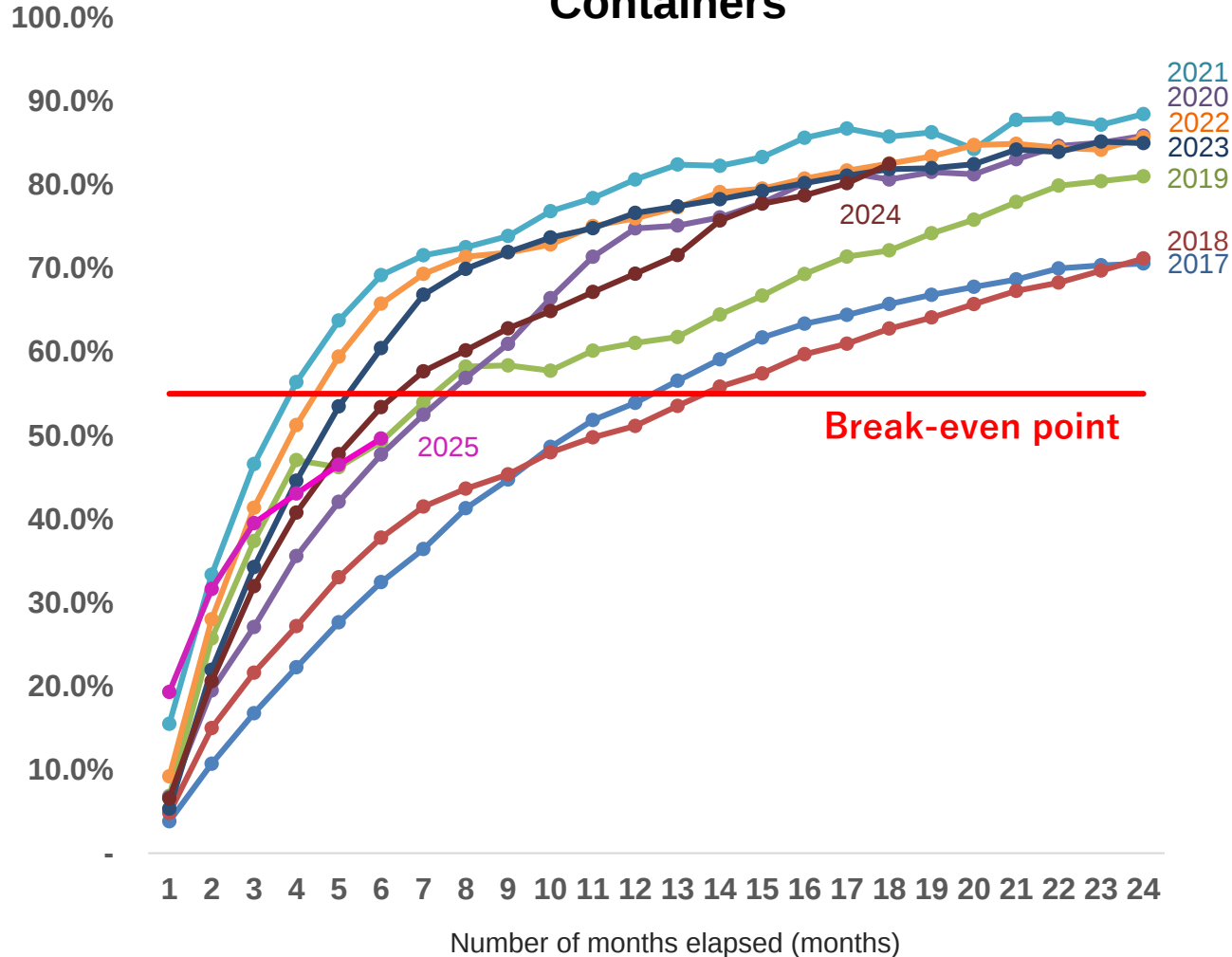
### Dynamic pricing

# Arealink Self-Storage Management – Utilization Rate of Newly Opened Locations by Fiscal Year

## Steady Progress in Utilization After New Openings

Utilization rate

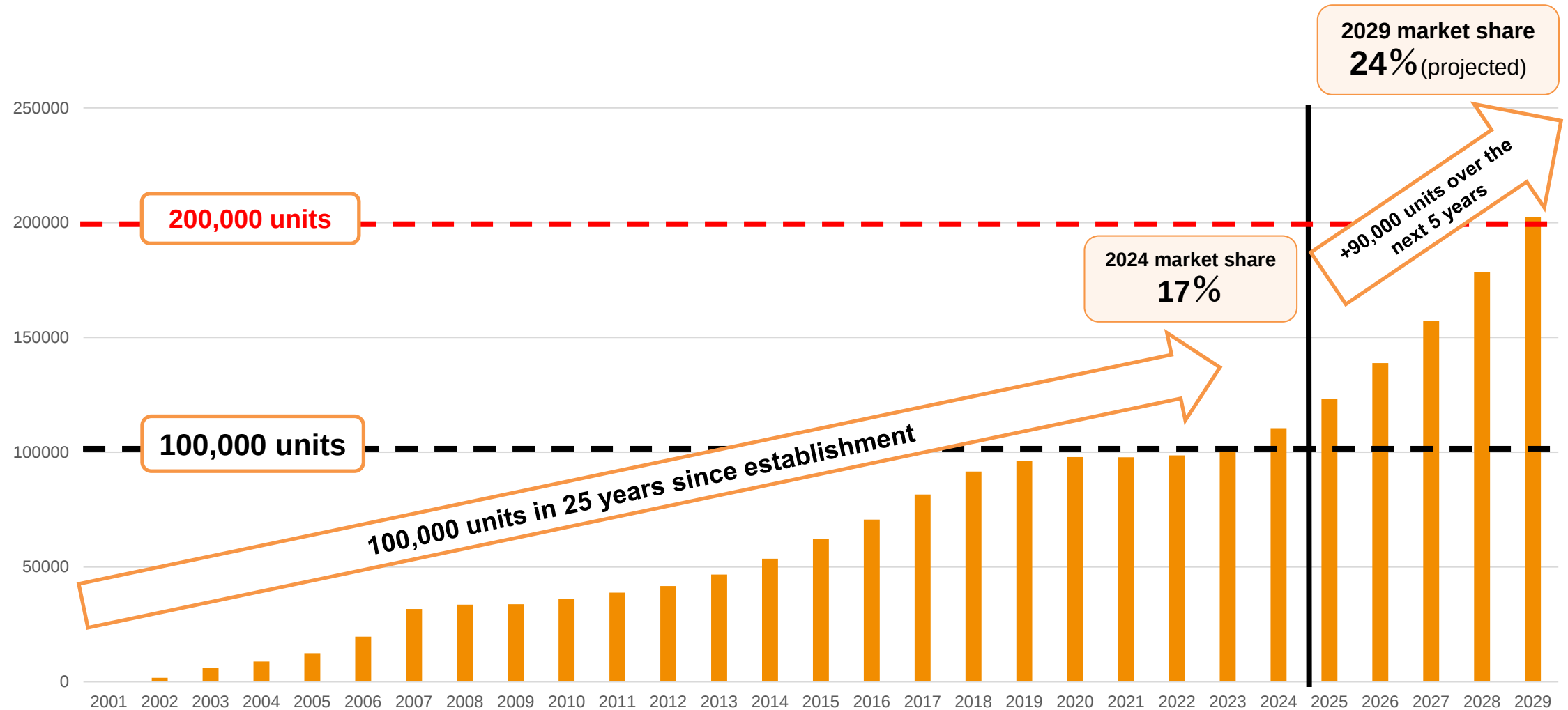
### Containers



### Factors contributing to the increase in the utilization rate

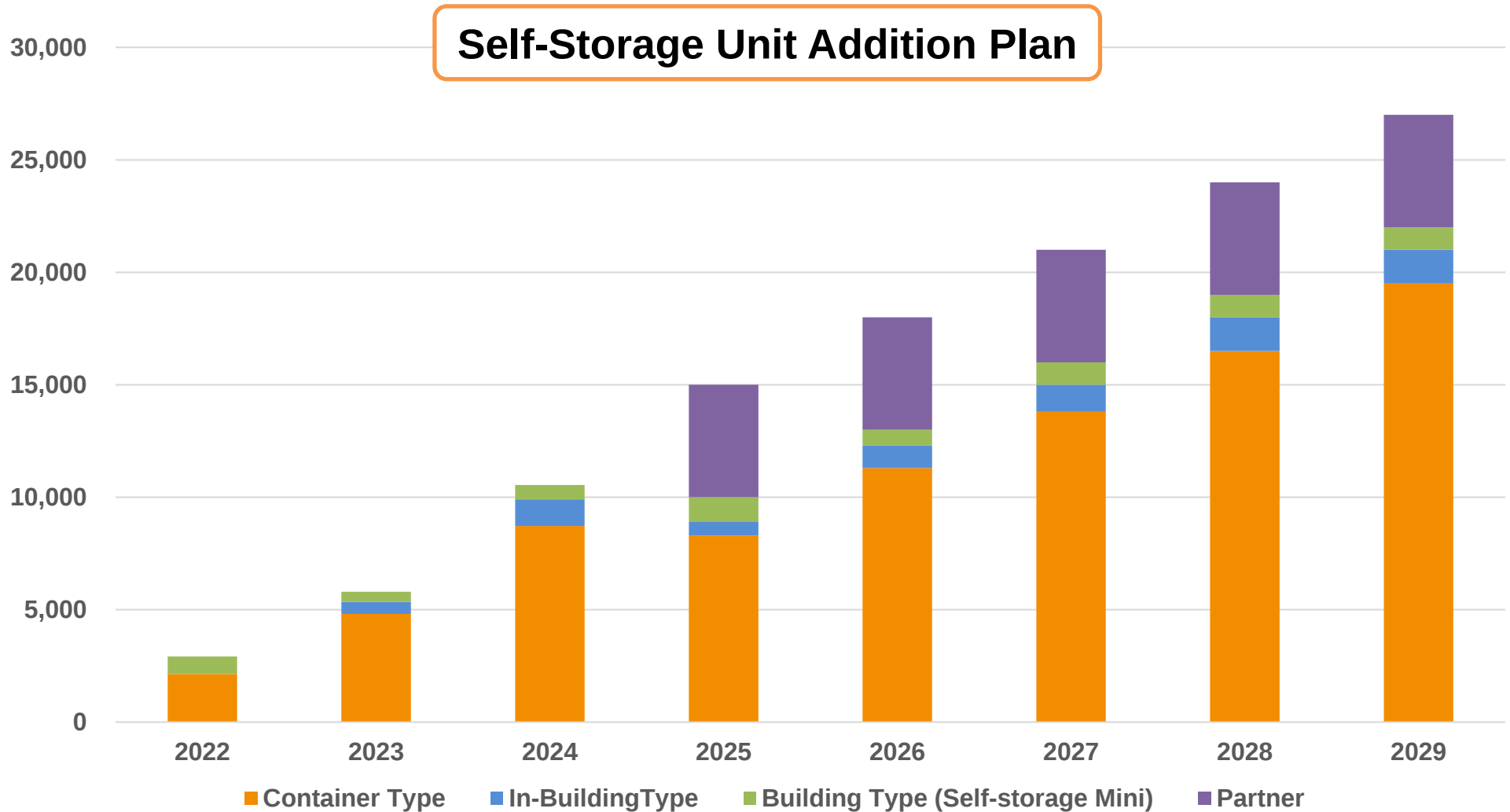
- Greater precision of location opening strategies (type of product, area, number of units, price) from use of databases (population, number of households, income brackets, etc.)
- Development of small-scale properties in multiple locations
- Smaller residential spaces and rising house prices
- Greater awareness of products and services as a focus on PR activities led to wide-ranging media uptake, mainly TV and online

Shift to a strategy of analyzing, verifying, and utilizing past data to improve the utilization rate for existing locations, and enhance the accuracy of new location openings



\*Market share is estimated by Arealink

**Plan to add 15K units in 2025, and 27K units annually by 2029**



\*Properties managed by Arealink through contract with existing self-storage providers nationwide

- ◆ **High profitability, and low cost due to unattended operation (some locations have staff on site)**

Operations are managed centrally by the head office, so even as the number of properties increases, personnel costs are contained.

- ◆ **Operated using leased land and buildings (some properties are owned)**

Sites can be located on leased land far from train stations for a long period at comparatively low cost.

- ◆ **Possible to start operations in short period of time once the land contract is concluded**

Average time to opening is four months (container and in-building types).



- ◆ **Marketing research and site selection are important when opening new locations**

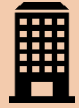
Opening locations without sufficient study increases the risk of a longer deficit period.

- ◆ **A certain level needs to be reached to benefit from economy of scale**

Operating costs and advertising unit costs can be contained in proportion to the business scale.

# Arealink Self-Storage Business – Product Development & Strategies (1)

| Indoor Types                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                              | Outdoor Type                                                                                                                                                                                                                                  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  Building Type<br>(Self-storage Mini)                                                                                                                                                                               |  In-Building Type                                                                                                                                                                                         |  Container Type                                                                                                                                            |
| Purchase of land                                                                                                                                                                                                                                                                                     | Lease of building floor or land                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                               |
|  <p>A single building designed exclusively for self-storage. Full range of facilities including air conditioning, security systems, and private parking lots.</p> <p>Yield: Approx. 8% (while held by Arealink)</p> |  <p>Remodeled floor of a building partitioned make self-storage units. Facilities such as private parking, EV stations, and air conditioning vary depending on the property.</p> <p>Yield: Approx. 18%</p> |  <p>Self-storage using shipping containers. The site can be accessed by car, with parking alongside the unit. Some locations</p> <p>Yield: Approx. 18%</p> |



## In-Building Type

Feature: Located in urban centers  
No. of units: Approx. 30

**Arealink Is the ONLY Company**  
That Offers Three Types of Products



## Building Type (Self-storage Mini)

Feature: Located in  
residential areas  
No. of units: Approx. 50



## Container Type

Feature: Located in suburban and  
regional areas  
No. of units: Approx. 30



## Build a Self-Storage Database to Enable Data-Driven Management

### Self-Storage Database

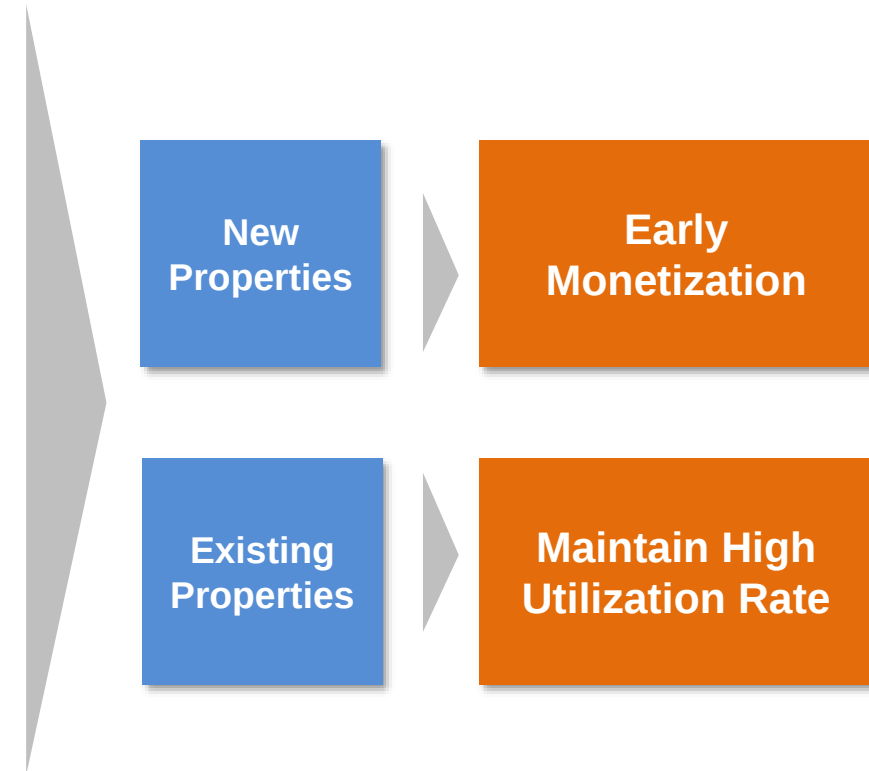
- Accumulation of information on customers and properties nationwide
  - \* Hundreds of thousands of data points, including past cancellations
- High-precision new location openings backed by detailed data
- Data-driven management that excludes personal experience and intuition

### Marketing Strategy

- In consideration of long-term profitability, develop optimal products in areas nationwide
- Optimize advertising strategies centered on web advertising to improve overall efficiency and lower costs

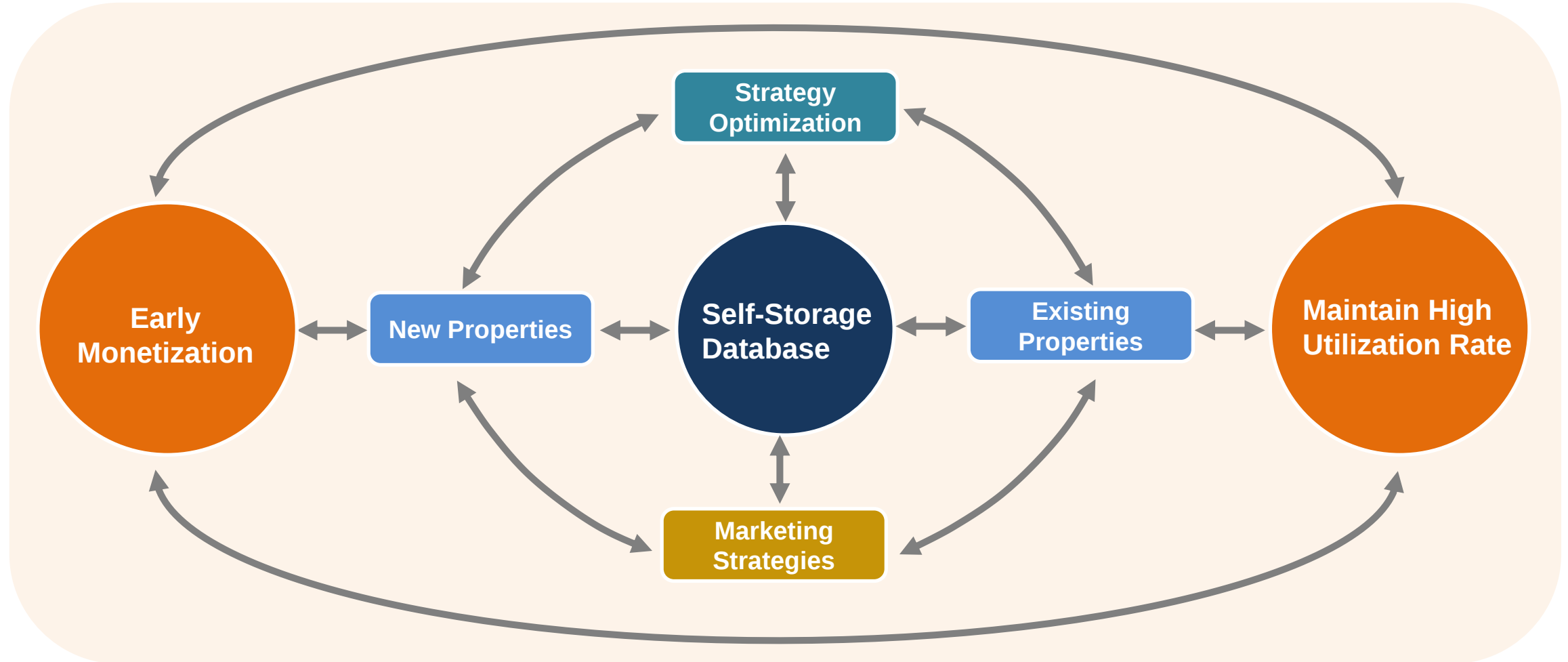
### Strategy Optimization

- Analyze contracts, cancellations, usage periods, rent setting, promotional campaigns, and regional data from various perspectives
- After opening a new property, accumulate new data and further improve precision



## Differentiation Strategies (2)

**Two-pronged strategy of early monetization of new properties, and maintaining high utilization rates for existing properties – We have entered the phase of accelerating store openings.**



### Expanded Media Exposure to Boost Visibility of Self-Storage

#### TV



“Super J Channel”

Mar. 2024

“Super J Channel” (TV Asahi)

Sept. 2024

“DayDay.” (Nippon TV)

Apr. 2025

“news it!” (Fuji TV)

Jun. 2025

“Good! Morning” (TV Asahi)

#### Web

- President’s Dictionary – Media for Direct Connections to Company Presidents
- R.Eport
- tokyo chips
- Magazine Summit
- GZN
- Fudousan Keizai Tsushin
- LOGISTICS TODAY
- Shindachi Housing
- Kabutan
- Jutaku-Shinpo Web
- Building Management Weekly
- IR INFO Navi

#### Print Media

- Nikkan Real Estate Economic News
- National Rental Housing News
- The Reuse Economic Journal
- Jinushi to Yanushi (“Landowner and Landlord”)
- Kabunushitecho
- KENZAI Market
- Nikkei Trendy
- Housing Journal
- Nikkei ESG

#### PR Information

Mar. 2025



KENKO Investment for Health 2025  
First certification in the SME category

Initiatives to create a workplace environment where employees can work in good health and with peace of mind

Apr. 2025

～Publication with hints on how to enrich your life by using self-storage～

**ストレージライフ** First issue  
Self-Storage Life

Published four times a year on the official Hello Storage website and Arealink’s corporate website

Apr. 2025

3D trademark acquired on outdoor-type self-storage property designed to balance the look of the neighborhood and accessibility  
Industry first (Source: Arealink)



May 2025



First place in the ESG Initiative Award, Japan and Asia category at Self Storage Expo Asia 2025, recognizing outstanding self-storage facility operators

～Awarded for providing lessons at elementary schools, switching to green electricity, and introducing paper files～

# **Human Capital Management and Growth Strategies**

## **The Future of Arealink**

**Naomichi Hayashi**  
**Representative Director and Chairman (CEO)**

### Management Philosophy : Provide Convenience, Joy, and Excitement

MISSION

**Change Life in Japan** With  
Self-Storage

By making self-storage available nationwide, we will provide people with opportunities for nostalgia, and enrich their lives.

→ First issue of Self-Storage Life

VISION

**Become a Platform**  
for the Self-Storage Industry

VALUE

**Create Excitement**  
Increase the number of Arealink fans  
(Thorough implementation of our  
management philosophy)

## First issue of Self-Storage Life Newsletter with hints and tips on how to enrich your life with a self-storage unit

First issue April 2025

Published four times a year on the official Hello Storage website and Arealink's corporate website

# ストレージライフ

Self-Storage Life

Focusing on interviews with “Hello Storage” users, presenting examples of how others use self-storage, and stories about their unit

Rather than viewing self-storage as merely storage space, the focus is on self-storage as it relates to the lifestyle of the user, and creates new value.

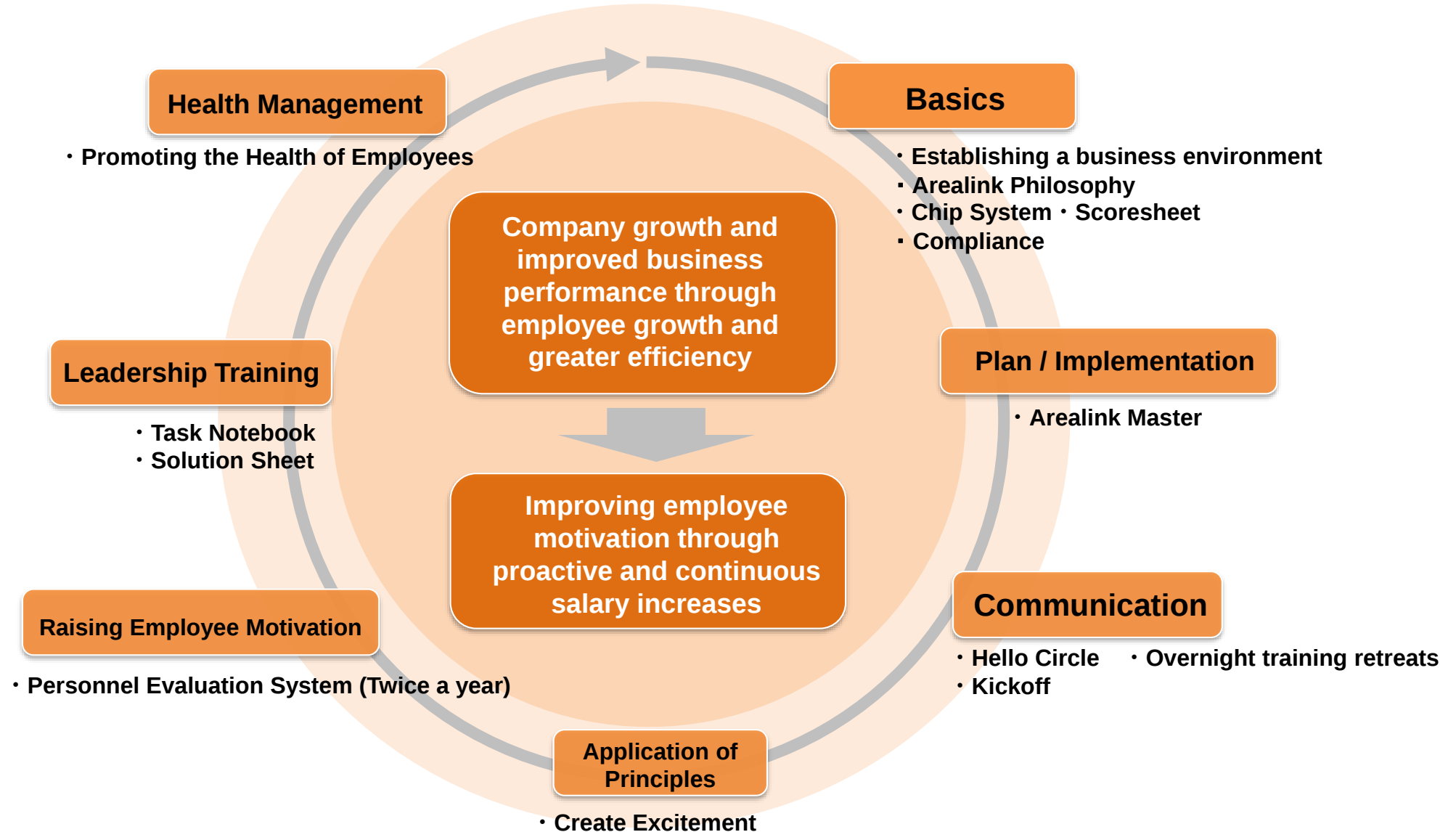


Profiles of people in various situations who are enriching their lives with self-storage, such as for work, hobbies, or clearing out their parents' home.

The first issue features interviews with early adopters living their ideal lives made possible by self-storage.



Implement Arealink's unique employee training method to achieve small-group management



Arealink Ranked **26th** in Toyo Keizai Online's Ranking of the Top 500 Companies in Operating Income per Capita\*

\* Source: *Toyo Keizai Online* "Top 500 companies that dramatically increase operating profit per employee," delivered on July 26, 2022

**2013**

Net sales 12,256 million yen  
Operating income 1,505 million yen  
No. of full-time employees 98  
Per capita profit 15.3 million yen

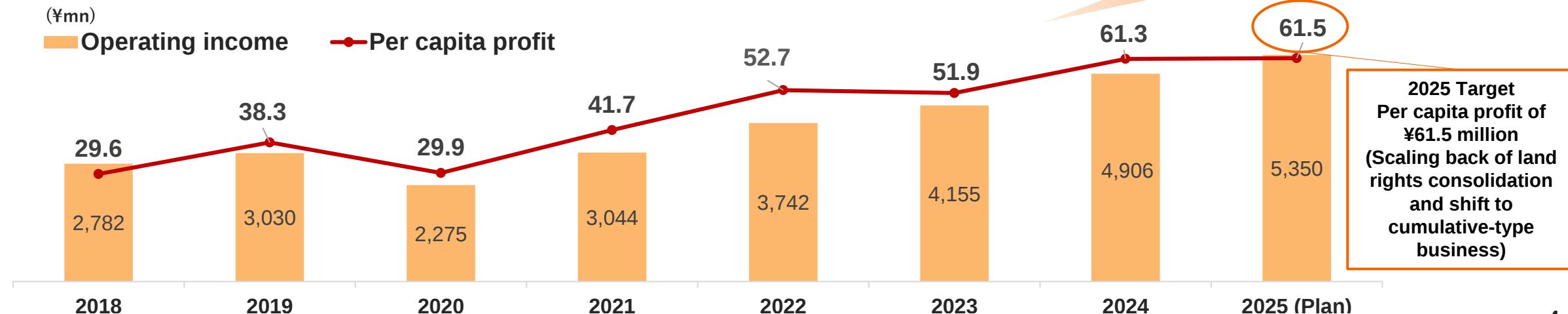
**2024**

Net sales 24,695 million yen  
Operating income 4,906 million yen  
No. of full-time employees 80  
Per capita profit 61.3 million yen

4.0x increase in per capita profit in eleven years

Future aim:

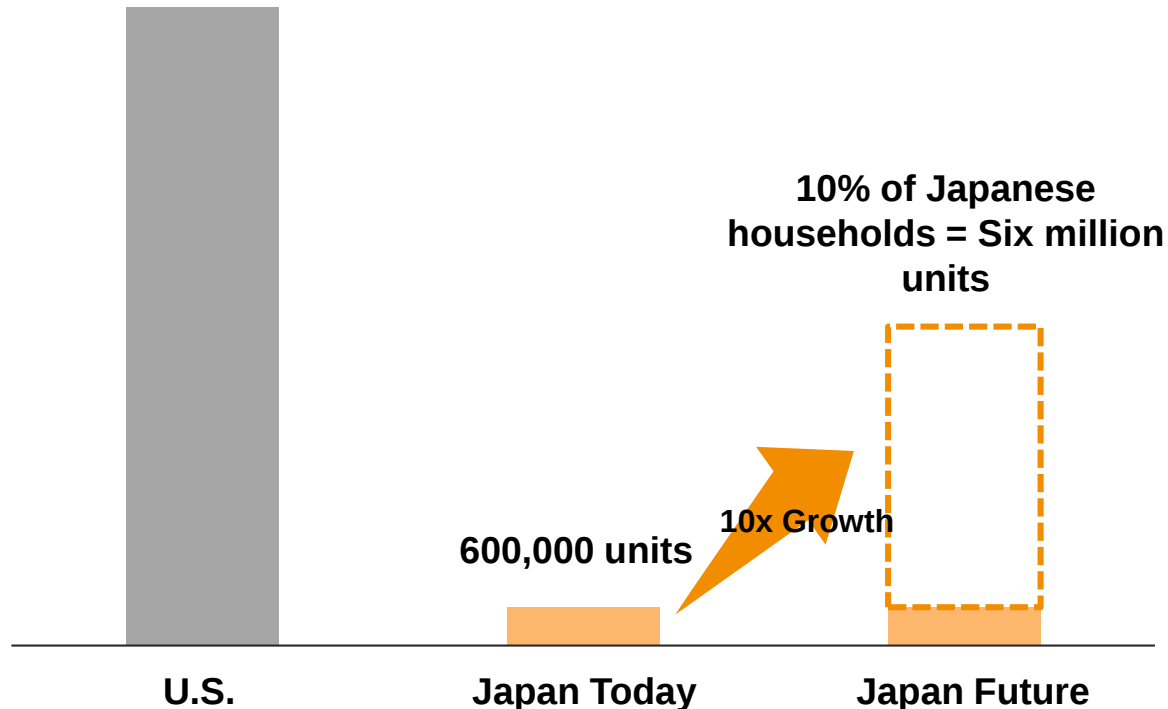
Operating income of 10 billion yen, with per-capita profit of 100 million yen



## Japanese Market Has Potential for Ten-Fold Growth Compared to the U.S.

### Comparison With U.S. Self-Storage Usage

13.5 million units = Used by 10.6% of all U.S. households



No. of units in use in the U.S. (Source Demand Study, Self Storage Association)  
 Current situation in Japan (Source: Arealink)  
 Future situation for Japan: Calculated by Arealink as 10% of all households in Japan\*  
 (\*Reference: 2020 Population Census, Statistics Bureau of Japan)

### Comparison of Scale With U.S. Self-Storage Companies

#### U.S.

#### Public Storage

(Market Cap \$51.4bn, PER 29.8 times, PBR 9.8 times)

#### Extra Space Storage

(Market Cap \$31.2bn, PER 30.7 times, PBR 2.2 times)



#### Japan

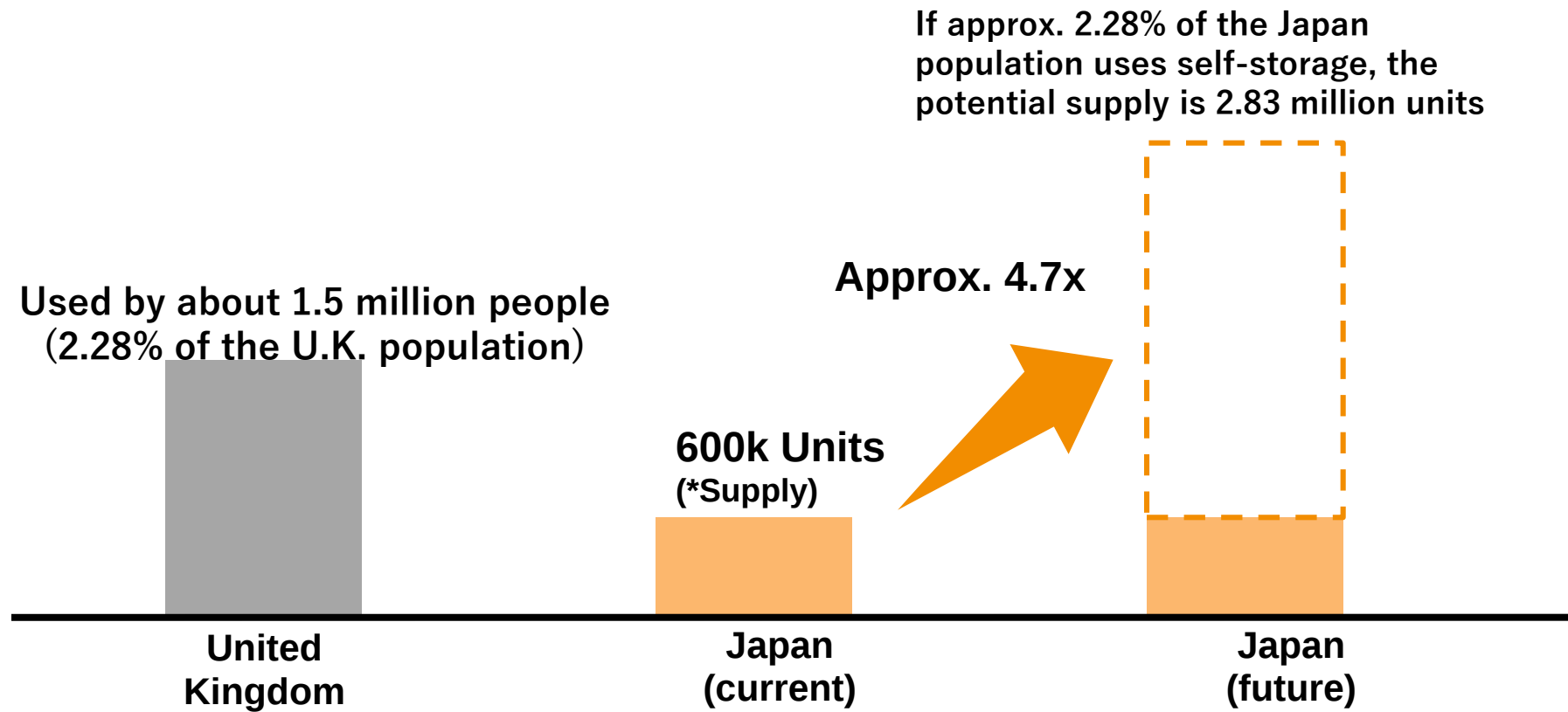
#### Arealink

(Market Cap ¥62.6bn, PER 17.9 times, PBR 2.2 times)

As of June 30, 2025

**Even Compared with the Developing Market in the U.K., Japan Has 4.7 Times More Room for Growth**

## Self-Storage Usage Comparison

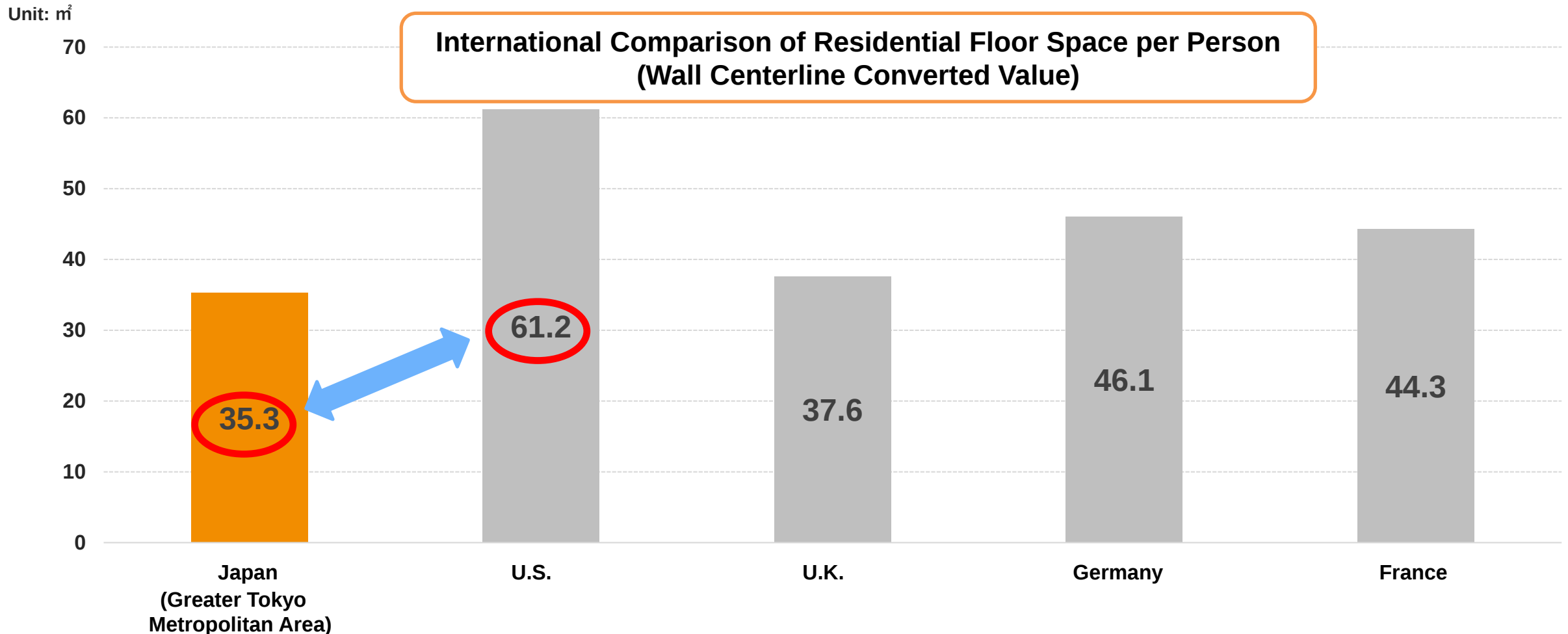


U.K. usage: (Source: 2022 SSA UK Annual Report, 2022 FEDESSA Industry Report, Statista)

Japan (current): (Source: Arealink)

Japan (future): Calculated by Arealink, assuming one unit per person for 2.28% of Japan's population. (Ref.: Statistics Bureau, Ministry of Internal Affairs and Communications)

## Limited Living Space in Japanese Homes Creates Huge Potential Demand For Storage



Ref. Ministry of Land, Infrastructure, Transport and Tourism (MLIT), "2020 Housing Economy Related Data"  
 International Comparison of Housing Standards, 2) International Comparison of Residential Floor Space per  
 Person (Wall Centerline Converted Value)

### Expand Market Share through the Partner System

Full-fledged rollout of the “Partner System” to provide comprehensive support for self-storage businesses nationwide, including new location openings and operational management for existing locations, from attracting customers to contract cancellations.



|                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|-----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Location Opening and Sales</b> | <ul style="list-style-type: none"> <li>• The only company with a comprehensive nationwide network of Container Type, In-Building Type, and Building Type (Self-storage Mini) locations</li> <li>• Reach the break-even point faster through analysis of Big Data</li> </ul>                                                                                                                                                                               |
| <b>Construction</b>               | <ul style="list-style-type: none"> <li>• Encompasses Container Type, In-Building Type, and Building Type (Self-storage Mini) locations</li> <li>• Experience with more than 1,300 applications for verification of container-type locations</li> <li>• Nationwide construction management system</li> </ul>                                                                                                                                               |
| <b>Marketing</b>                  | <ul style="list-style-type: none"> <li>• Operation of an in-house website with two million page views (PVs) annually (listings for more than 110,000 units nationwide)</li> <li>• Handling of more than 2,000 applications, cancellations, inquiries, and customer interactions per month, management know-how, and outcall sales</li> <li>• Operation of the leading portal site in terms of number of listings (more than 12,000 facilities)</li> </ul> |
| <b>Property Management</b>        | <ul style="list-style-type: none"> <li>• Comprehensive network of Container Type, In-Building Type, and Building Type (Self-storage Mini) nationwide</li> <li>• Operational and maintenance know-how based on 25 years of experience</li> </ul>                                                                                                                                                                                                           |
| <b>Data Analysis</b>              | <ul style="list-style-type: none"> <li>• Possession of Big Data on more than 300,000 customers</li> <li>• Boost earnings through dynamic pricing and rent increases</li> <li>• Visualization of Big Data by introducing BI tools</li> </ul>                                                                                                                                                                                                               |

| Opening Scheme   | Arealink                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Partner                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Location Opening | <ul style="list-style-type: none"> <li>• Data-driven new location openings</li> <li>• Break-even point reached within six months on average (container type)</li> <li>• Open in four months on average from date of land contract (container and in-building types)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <ul style="list-style-type: none"> <li>• <b>No upfront investment costs</b></li> <li>• <b>No deficit period</b></li> <li>• Increase in Arealink's market share</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Operation        | <p style="text-align: center;"><b>Arealink</b></p> <p style="text-align: center;">Attracting customers, contracts, cancellations, regular cleaning, dealing with problems, etc.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Profit Structure | <div style="text-align: right; margin-bottom: 5px;">Other fees, etc.</div> <div style="display: flex; align-items: center;"> <div style="margin-right: 10px;">Revenue</div> <div style="border: 1px solid black; background-color: #f4a460; padding: 5px; display: flex; align-items: center; justify-content: space-between;"> <div style="flex-grow: 1; text-align: center;">Rent</div> <div style="text-align: center;">Management fee</div> <div style="width: 10px;"></div> </div> </div> <div style="display: flex; align-items: center; margin-top: 10px;"> <div style="margin-right: 10px;">Cost<br/>Gross Profit</div> <div style="border: 1px solid black; background-color: #a4c6e0; padding: 5px; display: flex; align-items: center;"> <div style="flex-grow: 1; text-align: center;">Land rent</div> <div style="flex-grow: 1; text-align: center;">Depreciation</div> <div style="flex-grow: 1; text-align: center;">Costs</div> <div style="flex-grow: 1; text-align: center;">Gross profit</div> </div> </div> <ul style="list-style-type: none"> <li>• After the depreciation period, the gross profit amount increases</li> </ul> | <div style="text-align: right; margin-bottom: 5px;">Other fees, etc</div> <div style="display: flex; align-items: center;"> <div style="margin-right: 10px;">Revenue</div> <div style="border: 1px solid black; background-color: #d3d3d3; padding: 5px; display: flex; align-items: center; justify-content: space-between;"> <div style="flex-grow: 1; text-align: center;">90% of rent<br/>(Returned to partner company)</div> <div style="text-align: center;">10% of rent</div> <div style="text-align: center;">Management fee</div> <div style="width: 10px;"></div> </div> </div> <div style="display: flex; align-items: center; margin-top: 10px;"> <div style="margin-right: 10px;">Cost<br/>Gross Profit</div> <div style="border: 1px solid black; background-color: #a4c6e0; padding: 5px; display: flex; align-items: center;"> <div style="flex-grow: 1; text-align: center;">Costs</div> <div style="flex-grow: 1; text-align: center;">Gross profit</div> </div> </div> <ul style="list-style-type: none"> <li>• Gross profit margin is high even though revenue is low.</li> </ul> |

### Basic Policy

Based on our management philosophy of “Provide Convenience, Joy, and Excitement,” we at Arealink value dialogue with all stakeholders, including customers, business partners, shareholders and investors, employees, and local communities, and will strive to play an active role in building a sustainable society, and will strive to play an active role in building a sustainable society, and enhance our corporate value.



#### Consideration for the Environment

- Organize one's home by using self-storage, and promote a comfortable and affluent society that values objects (Recycle and reuse to reduce waste)
- Implement the “Container Building 100-Year Utilization Project”
- Reduce paper waste from offices (paperless operations)
- Switch all electricity used in the head office to renewable green power
- Adoption of paper files (reduction of plastic waste)



#### Contribution to Society

- Human resource development (Increase per capita profit by utilizing the Arealink method)
- Support for diverse working styles
- Self-storage utilization in times of disaster



#### Governance

- Appointment of two outside directors (of a total of six) and three outside Audit & Board members
- Establishment of compliance and risk management systems
- Stable shareholder returns with a target dividend payout ratio of 35%



## Consideration for the Environment

- ◆ Utilize self-storage to allow people to experience the uplifting feeling of organization, and encourage a society without excess
- ◆ **“Container Building 100-Year Utilization Project”**  
Arealink makes additional efforts such as painting container at the time of installation, and performs regular maintenance.  
Containers can be used over the long term, saving valuable resources.
- ◆ Long-term use of self-storage mini (Building Type) properties, as they do not have plumbing facilities
- ◆ Reduction of paper waste in offices
- ◆ Switch all electricity used in the head office to renewable green power (solar, wind, hydro, etc.) to contribute to countering global warming.
- ◆ Adoption of eco-friendly paper files  
Can be disposed of as combustible waste, reducing plastic waste

## Containers and Buildings 100-Year Utilization Project

### Introduction of a new self-storage design

Color scheme of gray and orange to blend with residential areas



### Establishment of a maintenance system to support utilization for 100 years

Plans to change all properties to the new design nationwide over the next decade

Before 【Example of maintenance work】



After





## Contribution to Society

- ◆ **Time, Space, Money, and Peace of Mind**  
Greater use of self-storage is environmentally friendly and leads to joyful living
- ◆ **Human Resource Development**  
Working style reforms through systematic implementation of the Arealink Method to bring out the true abilities of ordinary people
- ◆ **Support for Diverse Working Styles (Remote work, shortened hours, hourly wage system, etc.)**
- ◆ **Utilization of Containers in Times of Disaster**  
Arealink's self-storage units can be used to support reconstruction efforts in the event of a large-scale disaster.  
System established to provide self-storage units free of charge to those affected by disaster.



## Governance

- ◆ **Appointment of Two Outside Directors, or One-Third of the Directors**  
Number of outside Audit & Supervisory Board members increased to three persons
- ◆ **Compliance Committee Established**
- ◆ **Risk Management in Preparation for an Inevitable Economic Downturn or Natural Disaster**
- ◆ **Stable Shareholder Returns with a Target Dividend Payout Ratio of 35%, and No Year-on-Year Decrease in Dividend**
- ◆ **Dialogue With Shareholders and Investors**
  - Semi-annual results briefings and small meetings
  - Individual interviews and IR seminars held as needed, with the president and directors attending

# Appendix

### Self-Storage Business

- ▶ **Management:** Rental income from operation of rental storage spaces (trunk rooms)



Container type



In-building type



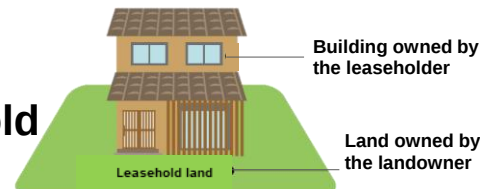
Building type (self-storage mini, interior)



- ▶ **Brokerage:** Contracts and sales of self-storage facilities (land and buildings)

### Land Rights Consolidation Business

Problem resolution service for both landowners and leaseholders through the purchase and sale of leasehold land with complex rights relationships



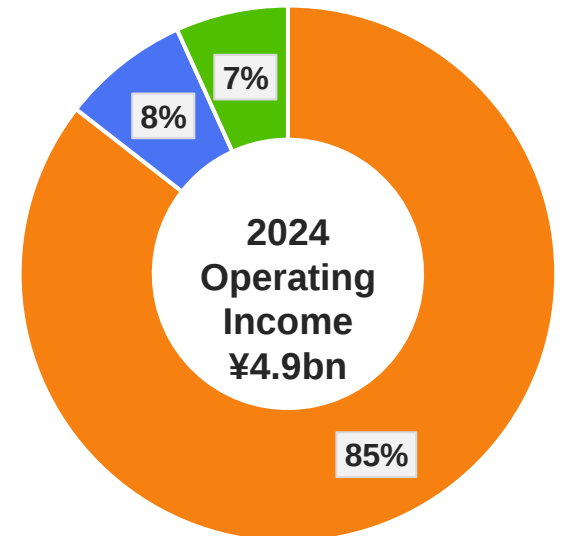
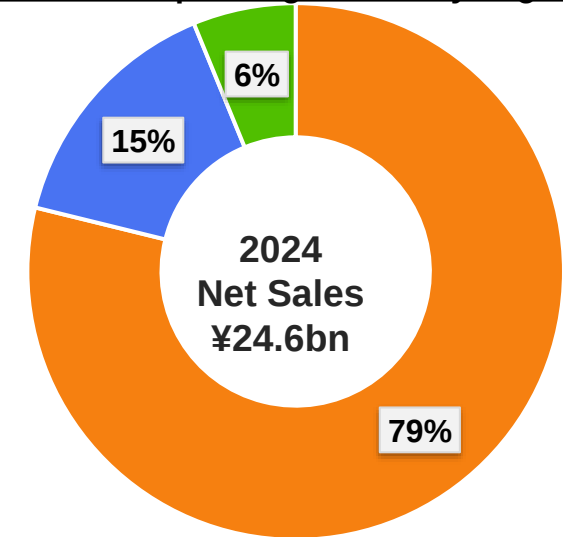
### Other Operational Services Business

Rental income from serviced offices, real estate holdings, etc.



Serviced office

Net Sales and Operating Income by Segment



## Cumulative-Type Business Accounted For 96% Of Earnings in 2024

Business Segments and Association with Cumulative-Type or Flow-Type Business

### Self-Storage Business

- ▶ Self-Storage Management
- ▶ Self-Storage Brokerage

Land Rights  
Consolidation Business

Other Operational  
Services Business

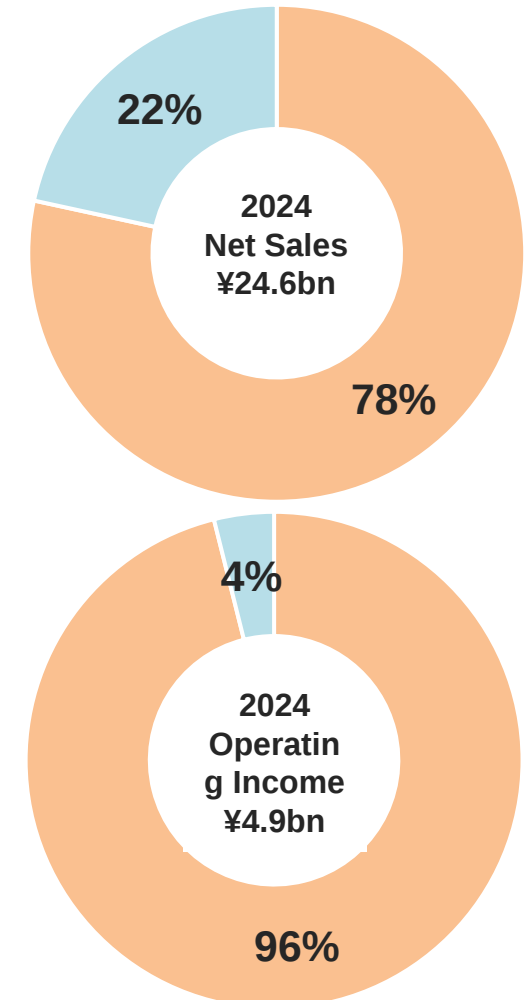
### Cumulative-Type Businesses

- ◆ Self-Storage Management (core business)
- ◆ Other Operational Services Business

### Flow-Type (Sales) Businesses

- ◆ Self-storage Brokerage
- ◆ Land Rights Consolidation Business

Ratio of Cumulative-Type Business Net Sales and Operating Income





- ◆ **Self-Storage Is the Partitioning of Containers or Buildings Into Individual Units, and Providing These Units as Rental Storage Spaces**

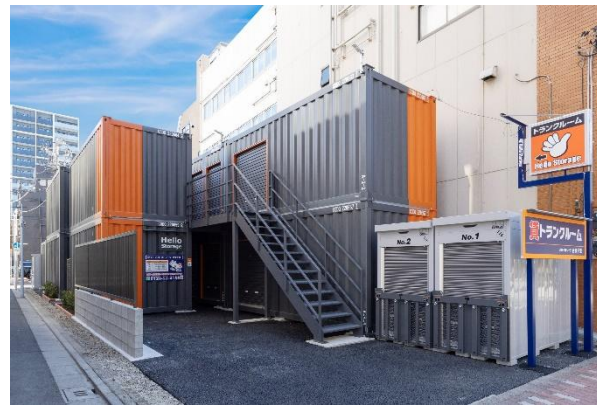
Known as “self-storage” in the United States, and commonly called “trunk rooms” in Japan

- ◆ **Arealink Provides Self-Storage Units Under the “Hello Storage” Brand**

Arealink is a leading company in the domestic market, with locations in 47 prefectures nationwide and a market share of approximately 17%

**Arealink Has approximately 2,677 Properties With approximately 118,000 Units, the Most in Japan**

### New Design for Both Container and Indoor Types Adopted in 2022



**Chic Design That Retains Arealink's Dark Gray and Orange Color Scheme**

## Aim to Resolve Problems by Coordinating Rights Relationships Through the Buying and Selling of Leasehold Land and Leasehold Land Rights



Image of the rights relationship for leasehold land

### Leaseholder Rights

- Need to continue to pay land rent every month
- Landowner consent required for building extension or renovation

### Leasehold Land Rights

- Land cannot be used freely
- Low liquidity, making it difficult to sell
- Low income compared to inheritance valuation

### Basic Policy

- (1) Arealink purchases leasehold land from landowners facing difficulties, such as inheritance of leasehold land  
(Acquisition of the rights shown in orange above)
- (2) After adjusting the rights relationship, leasehold land is sold to the leaseholder  
(Rights shown in brown become 100%)



Image of the Final Goal

### Cumulative-Type Business Comprising Mainly Real Estate Holdings and Serviced Offices

#### ◆ Asset Business

- Mainly rental income from real estate holdings

#### ◆ Serviced Office Business

- Operation of Hello Office, small offices in city centers
- Market with many competitors since the covid-19 pandemic

#### ◆ Business Selection and Concentration

- Dec. 2020: Withdrawal from conference room rental business
- Mar. 2021: Withdrawal from parking business

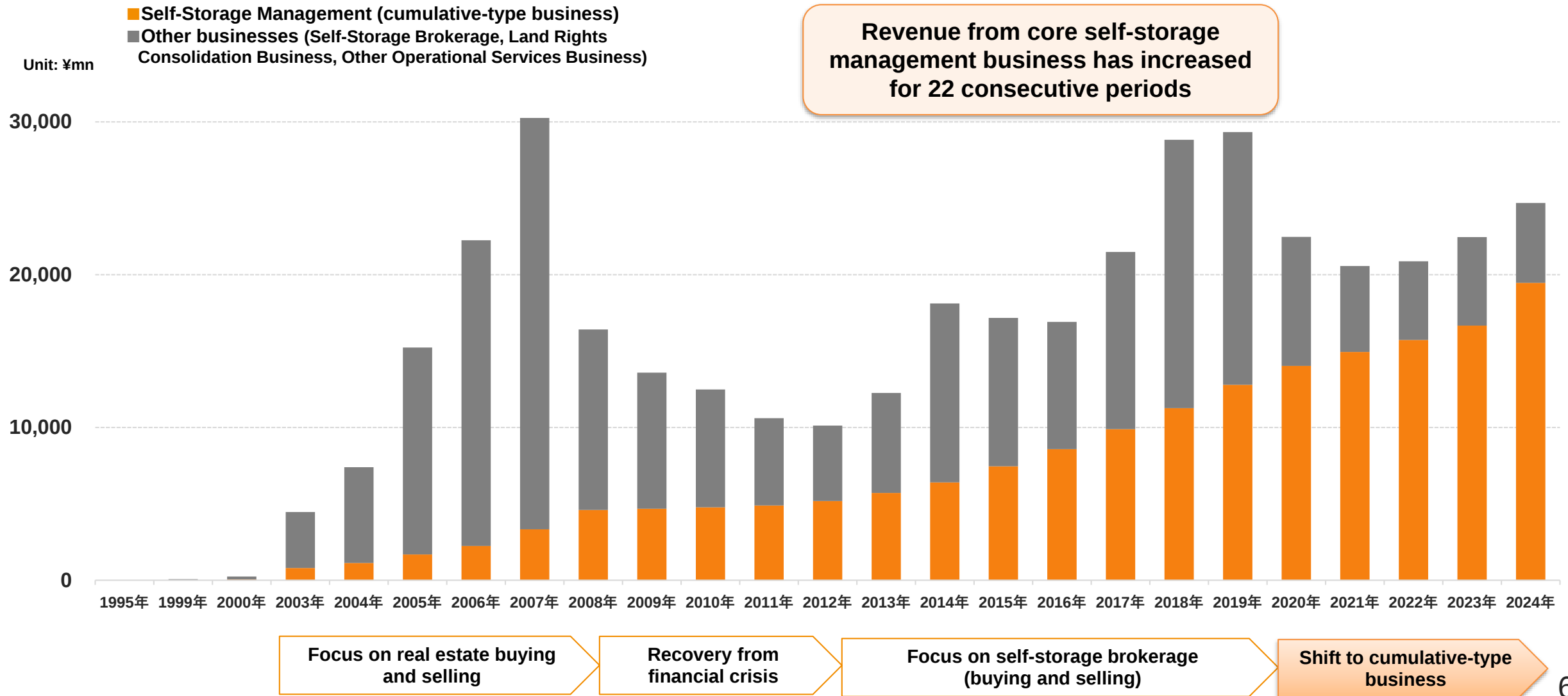


Example of owned property  
(Kanda BM Bldg.)



Hello Office Entrance and Interior

### Fluctuations in Businesses Other Than Self-Storage Management Were a Major Factor Affecting Revenue Until 2019



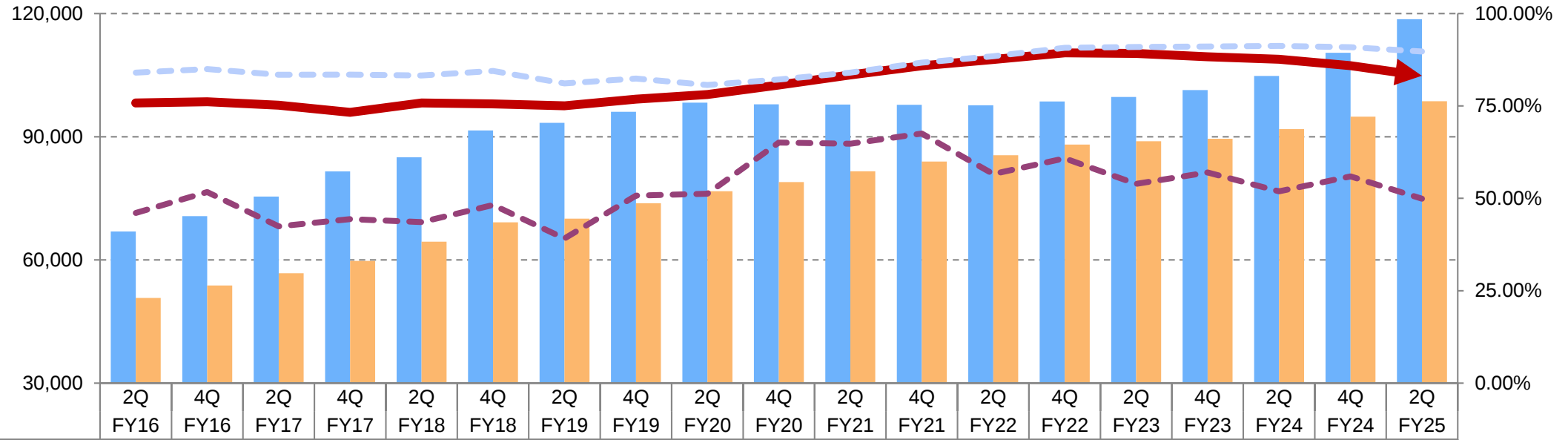
# Business Segments – Quarterly Results

| In Millions of Yen |                                                          |                  | FY12/20 |       |       |       | FY12/21 |       |       |       | FY12/22 |       |       |       | FY12/23 |       |       |       | FY12/24 |       |       |       | FY12/25 |       |    |    |
|--------------------|----------------------------------------------------------|------------------|---------|-------|-------|-------|---------|-------|-------|-------|---------|-------|-------|-------|---------|-------|-------|-------|---------|-------|-------|-------|---------|-------|----|----|
|                    |                                                          |                  | 1Q      | 2Q    | 3Q    | 4Q    | 1Q      | 2Q    | 3Q    | 4Q    | 1Q      | 2Q    | 3Q    | 4Q    | 1Q      | 2Q    | 3Q    | 4Q    | 1Q      | 2Q    | 3Q    | 4Q    | 1Q      | 2Q    | 3Q | 4Q |
|                    | Self-Storage Management                                  | Net sales        | 3,383   | 3,485 | 3,547 | 3,611 | 3,654   | 3,731 | 3,751 | 3,804 | 3,853   | 3,906 | 3,947 | 4,017 | 4,094   | 4,143 | 4,178 | 4,252 | 4,316   | 4,388 | 4,500 | 4,625 | 4,772   | 4,851 |    |    |
|                    |                                                          | Gross profit     | 720     | 773   | 930   | 1,077 | 1,138   | 1,172 | 1,163 | 1,285 | 1,319   | 1,349 | 1,369 | 1,470 | 1,536   | 1,543 | 1,546 | 1,600 | 1,696   | 1,730 | 1,761 | 1,855 | 1,925   | 1,968 |    |    |
|                    | Self-Storage Brokerage                                   | Net sales        | 427     | 142   | 176   | 0     | 482     | 0     | 28    | 16    | 139     | 262   | 235   | 4     | 213     | 109   | 326   | 105   | 848     | 483   | 131   | 174   | 1,584   | 769   |    |    |
|                    |                                                          | Gross profit     | 49      | 25    | 36    | 0     | 55      | (3)   | 16    | 16    | 12      | 15    | 22    | 4     | 11      | 10    | 32    | 7     | 167     | 60    | 20    | 59    | 276     | 174   |    |    |
|                    | Self-Storage Business                                    | Net sales        | 3,811   | 3,627 | 3,723 | 3,611 | 4,136   | 3,731 | 3,780 | 3,821 | 3,992   | 4,169 | 4,183 | 4,021 | 4,307   | 4,252 | 4,504 | 4,357 | 5,165   | 4,871 | 4,631 | 4,799 | 6,356   | 5,620 |    |    |
|                    |                                                          | Gross profit     | 770     | 799   | 967   | 1,077 | 1,194   | 1,168 | 1,180 | 1,302 | 1,332   | 1,364 | 1,391 | 1,474 | 1,548   | 1,553 | 1,578 | 1,608 | 1,863   | 1,790 | 1,781 | 1,915 | 2,202   | 2,142 |    |    |
|                    |                                                          | Business profit  | 405     | 459   | 617   | 702   | 828     | 813   | 829   | 944   | 978     | 996   | 1,018 | 1,090 | 1,166   | 1,122 | 1,146 | 1,128 | 1,389   | 1,298 | 1,288 | 1,411 | 1,680   | 1,624 |    |    |
|                    | Land Rights Consolidation Business (Limited Land Rights) | Net sales        | 2,255   | 1,227 | 1,247 | 1,332 | 834     | 1,359 | 397   | 1,125 | 810     | 947   | 675   | 676   | 441     | 1,494 | 1,046 | 641   | 1,346   | 775   | 1,362 | 210   | 777     | 529   |    |    |
|                    |                                                          | Gross profit     | 843     | 254   | 177   | 86    | 232     | 343   | 81    | 87    | 214     | 266   | 147   | 76    | 110     | 546   | 276   | (105) | 383     | 154   | 398   | (32)  | 152     | 135   |    |    |
|                    |                                                          | Business profit  | 597     | 181   | 110   | (16)  | 133     | 254   | 47    | 7     | 172     | 191   | 81    | 19    | 56      | 317   | 208   | (136) | 243     | 95    | 192   | (46)  | 98      | 81    |    |    |
|                    | Other Operational Services Business                      | Net sales        | 456     | 412   | 391   | 379   | 350     | 340   | 348   | 345   | 341     | 349   | 361   | 347   | 339     | 348   | 360   | 368   | 371     | 379   | 391   | 389   | 388     | 395   |    |    |
|                    |                                                          | Gross profit     | 177     | 142   | 122   | 79    | 115     | 110   | 111   | 107   | 107     | 115   | 112   | 113   | 96      | 102   | 115   | 120   | 121     | 126   | 131   | 133   | 130     | 134   |    |    |
|                    |                                                          | Business profit  | 135     | 111   | 93    | 54    | 98      | 95    | 95    | 93    | 94      | 96    | 90    | 92    | 73      | 82    | 91    | 99    | 102     | 104   | 111   | 109   | 111     | 113   |    |    |
|                    | Headquarters expenses                                    | Business profit  | (343)   | (292) | (266) | (275) | (278)   | (272) | (274) | (370) | (308)   | (294) | (288) | (288) | (290)   | (319) | (298) | (291) | (330)   | (357) | (357) | (349) | (326)   | (360) |    |    |
|                    | Total for All Businesses                                 | Net sales        | 6,523   | 5,267 | 5,362 | 5,323 | 5,321   | 5,431 | 4,526 | 5,293 | 5,145   | 5,466 | 5,220 | 5,046 | 5,088   | 6,095 | 5,911 | 5,367 | 6,883   | 6,026 | 6,386 | 5,399 | 7,521   | 6,545 |    |    |
|                    |                                                          | Gross profit     | 1,791   | 1,196 | 1,267 | 1,243 | 1,542   | 1,622 | 1,373 | 1,497 | 1,655   | 1,746 | 1,651 | 1,664 | 1,755   | 2,203 | 1,970 | 1,623 | 2,369   | 2,071 | 2,312 | 2,016 | 2,485   | 2,413 |    |    |
|                    |                                                          | Operating income | 795     | 460   | 554   | 465   | 781     | 890   | 697   | 675   | 936     | 989   | 901   | 914   | 1,005   | 1,202 | 1,147 | 799   | 1,405   | 1,141 | 1,234 | 1,124 | 1,563   | 1,458 |    |    |

Total 118,000 Units, with Openings Expected to Accelerate in the Future

## Total Units, Units in Use, and Utilization Rate

Unit: Number of units



|                               |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |         |         |         |         |
|-------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|---------|---------|
| Total Units                   | 66,923 | 70,651 | 75,440 | 81,555 | 85,005 | 91,545 | 93,372 | 96,067 | 98,289 | 97,885 | 97,836 | 97,784 | 97,657 | 98,581 | 99,677 | 101,379 | 104,812 | 110,442 | 118,639 |
| Units in Use                  | 50,739 | 53,786 | 56,742 | 59,748 | 64,432 | 69,169 | 70,064 | 73,815 | 76,743 | 78,958 | 81,583 | 83,960 | 85,504 | 88,092 | 88,907 | 89,509  | 91,859  | 94,883  | 98,661  |
| Utilization Rate (%)          | 75.82% | 76.13% | 75.21% | 73.26% | 75.80% | 75.56% | 75.04% | 76.84% | 78.08% | 80.66% | 83.39% | 85.86% | 87.56% | 89.36% | 89.20% | 88.29%  | 87.64%  | 85.91%  | 83.16%  |
| Existing Utilization Rate (%) | 84.03% | 84.97% | 83.45% | 83.48% | 83.24% | 84.46% | 81.10% | 82.40% | 80.68% | 82.17% | 84.03% | 86.72% | 88.46% | 90.73% | 90.96% | 91.10%  | 91.25%  | 90.90%  | 89.74%  |
| New Unit Utilization Rate (%) | 46.04% | 51.69% | 42.43% | 44.36% | 43.57% | 48.20% | 39.14% | 50.73% | 51.26% | 65.10% | 64.78% | 67.54% | 56.58% | 60.81% | 53.92% | 57.01%  | 51.88%  | 55.95%  | 49.89%  |

※新規稼働率：直近 2 事業年度内に出店した物件の稼働率。2024 年 1 月以降の出店物件が対象

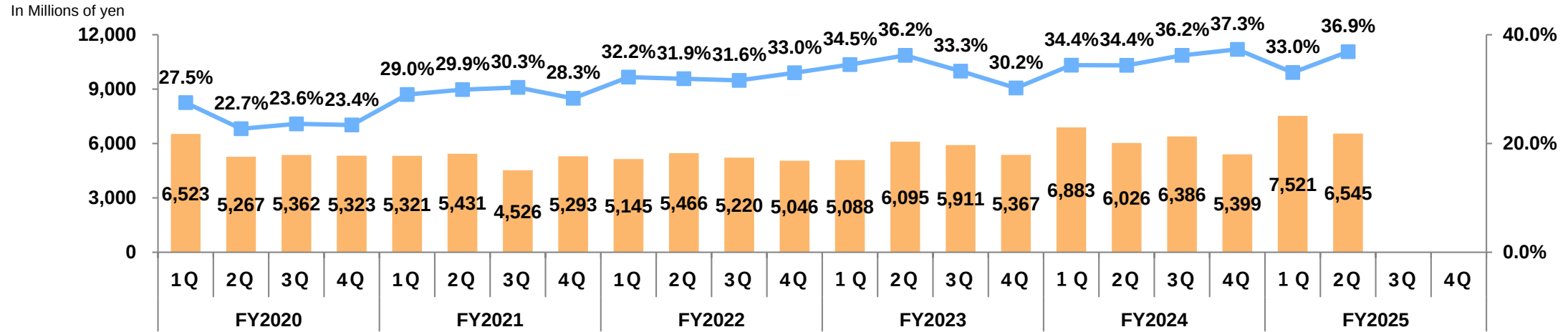
|           | Container Type | In-Building Type | Building Type (Self-storage Mini) | Total  | Proportion of Total |
|-----------|----------------|------------------|-----------------------------------|--------|---------------------|
| Hokkaido  | 1,261          | 605              | 137                               | 2,003  | 1.69%               |
| Aomori    | 129            | 0                | 48                                | 177    | 0.15%               |
| Iwate     | 151            | 38               | 0                                 | 189    | 0.16%               |
| Miyagi    | 1,990          | 66               | 87                                | 2,143  | 1.81%               |
| Akita     | 113            | 0                | 0                                 | 113    | 0.10%               |
| Yamagata  | 218            | 34               | 0                                 | 252    | 0.21%               |
| Fukushima | 302            | 58               | 0                                 | 360    | 0.30%               |
| Ibaraki   | 1,582          | 22               | 0                                 | 1,604  | 1.35%               |
| Tochigi   | 693            | 36               | 0                                 | 729    | 0.61%               |
| Gunma     | 1,453          | 0                | 0                                 | 1,453  | 1.22%               |
| Saitama   | 10,346         | 884              | 1,786                             | 13,016 | 10.97%              |
| Chiba     | 11,157         | 493              | 1,444                             | 13,094 | 11.04%              |
| Tokyo     | 19,486         | 10,560           | 2,965                             | 33,011 | 27.82%              |
| Kanagawa  | 9,774          | 2,982            | 1,319                             | 14,075 | 11.86%              |
| Niigata   | 459            | 29               | 42                                | 530    | 0.45%               |
| Toyama    | 238            | 0                | 0                                 | 238    | 0.20%               |
| Ishikawa  | 397            | 0                | 0                                 | 397    | 0.33%               |
| Fukui     | 166            | 0                | 0                                 | 166    | 0.14%               |
| Yamanashi | 354            | 0                | 0                                 | 354    | 0.30%               |
| Nagano    | 688            | 0                | 0                                 | 688    | 0.58%               |
| Gifu      | 726            | 27               | 0                                 | 753    | 0.63%               |
| Shizuoka  | 2,264          | 42               | 143                               | 2,449  | 2.06%               |
| Aichi     | 5,753          | 498              | 440                               | 6,691  | 5.64%               |
| Mie       | 496            | 75               | 0                                 | 571    | 0.48%               |

|              | Container Type | In-Building Type | Building Type (Self-storage Mini) | Total          | Proportion of Total |
|--------------|----------------|------------------|-----------------------------------|----------------|---------------------|
| Shiga        | 699            | 43               | 0                                 | 742            | 0.63%               |
| Kyoto        | 2,175          | 335              | 119                               | 2,629          | 2.22%               |
| Osaka        | 5,445          | 965              | 448                               | 6,858          | 5.78%               |
| Hyogo        | 4,602          | 288              | 46                                | 4,936          | 4.16%               |
| Nara         | 732            | 0                | 0                                 | 732            | 0.62%               |
| Wakayama     | 47             | 0                | 0                                 | 47             | 0.04%               |
| Tottori      | 140            | 0                | 0                                 | 140            | 0.12%               |
| Shimane      | 92             | 0                | 0                                 | 92             | 0.08%               |
| Okayama      | 297            | 0                | 35                                | 332            | 0.28%               |
| Hiroshima    | 606            | 0                | 0                                 | 606            | 0.51%               |
| Yamaguchi    | 378            | 22               | 47                                | 447            | 0.38%               |
| Tokushima    | 142            | 0                | 0                                 | 142            | 0.12%               |
| Kagawa       | 312            | 101              | 0                                 | 413            | 0.35%               |
| Ehime        | 261            | 0                | 0                                 | 261            | 0.22%               |
| Kochi        | 108            | 0                | 0                                 | 108            | 0.09%               |
| Fukuoka      | 2,834          | 97               | 0                                 | 2,931          | 2.47%               |
| Saga         | 131            | 0                | 0                                 | 131            | 0.11%               |
| Nagasaki     | 164            | 25               | 0                                 | 189            | 0.16%               |
| Kumamoto     | 456            | 0                | 0                                 | 456            | 0.38%               |
| Oita         | 275            | 0                | 0                                 | 275            | 0.23%               |
| Miyazaki     | 276            | 40               | 48                                | 364            | 0.31%               |
| Kagoshima    | 435            | 0                | 0                                 | 435            | 0.37%               |
| Okinawa      | 205            | 60               | 52                                | 317            | 0.27%               |
| <b>Total</b> | <b>91,008</b>  | <b>18,425</b>    | <b>9,206</b>                      | <b>118,639</b> | <b>100.00%</b>      |

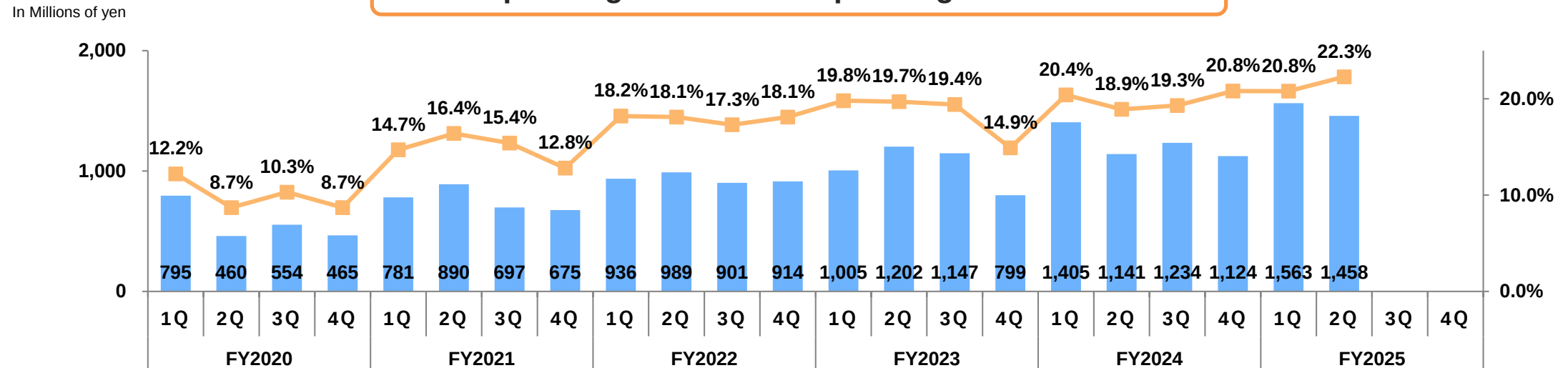
As of June 30, 2025

## Entire Business— Quarterly Results

### In Net Sales and Gross Profit Margin



### In Operating Income and Operating Income Ratio



## Main Implementation Measures This Year

| Issue                               | Measure                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|-------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Improve Visibility                  | Conducted interviews with individual investors, and implemented small meetings                                                                                                                                                                                                                                                                                                                                                                                 |
|                                     | Published external report                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Help Investors Get To Know Arealink | Published self-storage monthly results, published a detailed report written by an external company, and delivered IR emails                                                                                                                                                                                                                                                                                                                                    |
|                                     | Implemented 1-on-1s                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|                                     | Gave property tours                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Approach Foreign Investors          | English translations of financial results (full text), presentation materials, Annual Securities Report (full text), and published report written by an overseas company                                                                                                                                                                                                                                                                                       |
|                                     | Implemented 1-on-1s with foreign investors                                                                                                                                                                                                                                                                                                                                                                                                                     |
|                                     | Overseas IR Road Show <ul style="list-style-type: none"> <li>• Late May to early June 2024 in 4 countries/7 cities (San Francisco, Chicago, Boston, New York, London, Paris, Frankfurt)</li> <li>• Held in two markets in early October 2024 (Hong Kong, Singapore)</li> <li>• Early June 2025 in 2 countries/4 cities (Toronto, Chicago, Boston, New York)</li> </ul> *October 2025 Scheduled for Hong Kong, Singapore<br>*December 2025 Scheduled for Europe |

### Enhancing Information Dissemination to Domestic and Foreign Investors

#### ◆ Shared Research (Japanese/English)

Information dissemination for domestic and foreign investors

<https://sharedresearch.jp/ja/companies/8914>



#### ◆ Fisco (Japanese/English)

Information dissemination for domestic and foreign investors

<https://www.fisco.co.jp/service/report/>



#### ◆ StormResearch (English)

Information dissemination for foreign institutional investors

<https://stormresearch.co.uk/>



## ◆ IR Email Distribution

IR E-mal Distribution is a service that provides timely IR information, including the latest news releases, via e-mail.

Emails will be sent to your registered email address through the RIMSNET service operated by the Transfer Agent Department of Mitsubishi UFJ Trust Banking Corporation.

Access here to sign up → <https://rims.tr.mufg.jp/?sn=8914>

## ◆ Information Site On Living and Storage “kurasul”

Continuously proposing affluent lifestyles through self-storage

<https://kurasul.hello-storage.com/>

Scan this QR code  
to visit “kurasul”



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.

This report may not be duplicated or forwarded without permission for any purpose.