

[Provisional Translation Only]

This English translation of the original Japanese document is provided solely for information purposes.

Should there be any discrepancies between this translation and the Japanese original, the latter shall prevail.

December 12, 2018

Ichigo Inc. (Tokyo Stock Exchange First Section, 2337)
Representative: Scott Callon, Chairman
Inquiries: Takeyuki Yoshimatsu, Executive Managing Director
Telephone: +81-3-3502-4818 www.ichigo.gr.jp/en

Launch of Ichigo Sustainable Lab

Ichigo is committed to growing long-term value for Ichigo shareholders by contributing to a sustainable society. Consistent with this mission, Ichigo has launched the Ichigo Sustainable Lab (“ISL”). Given its strategic importance, the ISL reports directly to Ichigo President Takuma Hasegawa.

1. ISL Overview

Ichigo believes in open innovation and collaboration, so the ISL partners with other organizations that share Ichigo’s goal of building a sustainable society. The ISL’s first partner is Cost Science, a startup with significant expertise in open innovation and supporting startups that address real-world problems.

The ISL is comprised of three sub-labs, each pursuing a distinct research and development (R&D) agenda:

a. Community Lab

The Community Lab recognizes that a highly functional, community-oriented built environment is critical to supporting a high quality of life. It therefore has as its central R&D theme investigating how real estate and physical infrastructure can foster interconnected and supportive communities as a foundation of a sustainable society.

In collaboration with other sustainability-oriented organizations, the Community Lab is developing an open community platform to foster social networks that will work towards these sustainability goals.

b. 100-Year Real Estate Lab

Preserving and improving real estate is fundamental to Ichigo’s mission and social purpose. The ISL will further deepen Ichigo’s capabilities via the 100-Year Real Estate Lab, which will collaboratively develop long-life technologies for buildings to last beyond 100 years.

While it is the norm in the US and Europe to renovate and retrofit major buildings such that they are fully functional for 50 or 100 years, the prevailing model in Japan’s real estate industry has been to tear these buildings down within 40 years. Ichigo believes that this approach is no longer sustainable, because the world faces growing pressure on its environmental, social, and financial resources. In addition, developing 100-year buildings will address a key challenge facing Japan: the deterioration of its aging public infrastructure.

c. Incubation Lab

Consistent with its core value of nurturing entrepreneurial spirit and diversity, Ichigo has a culture that fosters the establishment and growth of internal startups. The Incubation Lab supports Ichigo employees in launching new ventures that are both sustainable and address important societal needs.

2. Ichigo Organizational Structure (as of December 1, 2018)

