



NASDAQ Listing Commemoration Global Strategy Press Conference

SYLA Technologies Co., Ltd.

April 18, 2023

Forward-Looking Statements

This presentation contains forward-looking statements. All statements other than statements of historical facts included in this presentation are forward-looking statements. In some cases, forward-looking statements can be identified by words such as "believe," "expect," "anticipate," "plan," "potential," "continue" or similar expressions. Such forward-looking statements include risks and uncertainties, and there are important factors that could cause actual results to differ materially from those expressed or implied by such forward-looking statements. These factors, risks and uncertainties are discussed in the Company's filings with the Securities and Exchange Commission. Investors should not place any undue reliance on forward-looking statements since they involve known and unknown uncertainties and other factors which are, in some cases, beyond the Company's control which could, and likely will, materially affect actual results, levels of activity, performance or achievements. Any forward-looking statement reflects the Company's current views with respect to future events and is subject to these and other risks, uncertainties and assumptions relating to operations, results of operations, growth strategy and liquidity. The Company assumes no obligation to publicly update or revise these forward-looking statements for any reason, or to update the reasons actual results could differ materially from those anticipated in these forward-looking statements, even if new information becomes available in the future.

March 31, 2023

NASDAQ Capital Market IPO

Listing
by founder

First in
Japan and U.S.

Listing of real
estate company

First in
Japan



Trade name	SYLA Technologies Co., Ltd.
Location	7F Ebisu Prime Square, 1-1-39 Hiroo, Shibuya-ku, Tokyo
Representative	Hiroyuki Sugimoto Chief Executive Officer (CEO), Co-President and Director
Capital stock	1,062,396,709 yen (8,060,062USD, 1USD=131.81JPY)
Listed Stock exchange	NASDAQ Capital Market
Business	Prop tech business, centered on the "Rimawari-kun" asset management platform, and development of "Rimawari-kun AI"

- 1. MISSION** Enriching the 100-year life era with technology and asset management
- 2. VISION** Love and technology enduring beyond the century
- 3. TARGET** Real estate asset management through the platform to solve social problems

Past performance is not indicative of future results. There is no guarantee that any specific objective will be achieved. Investments may be illiquid, highly speculative and there is risk of the total loss of your investment. Please see "Forward-Looking Statements" and the Company's filings with the Securities and Exchange Commission.

01

FINANCIAL RESULTS

For the Fiscal Year Ended December 31, 2022

02

BUSINESS

Overview

03

GROWTH STRATEGY

Five Pillars of Our Global Strategy



FINANCIAL RESULTS

For the Fiscal Year Ended December 31, 2022

利回りくん

Rimawari-kun (Crowdfunding business)

利回りくん × マンション経営 

Rimawari-kun Apartment Management (Sales of investment apartment)

利回りくん × プロ 

Rimawari-kun Pro (Sales and brokerage of whole residence and building)

利回りくん × ソーラー 

Rimawari-kun Solar (Sales of solar power plant)



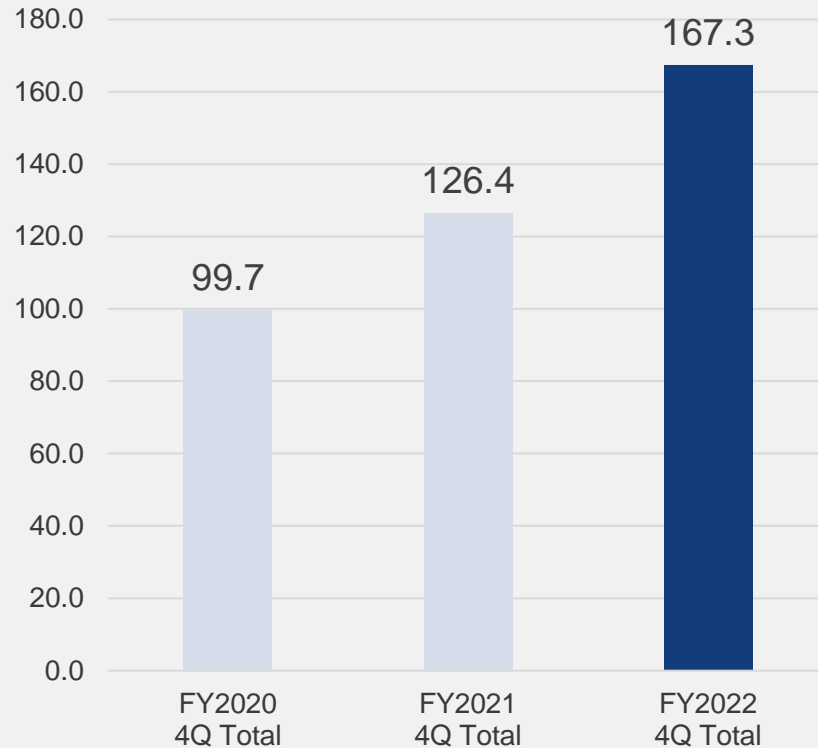
Asset Management Business

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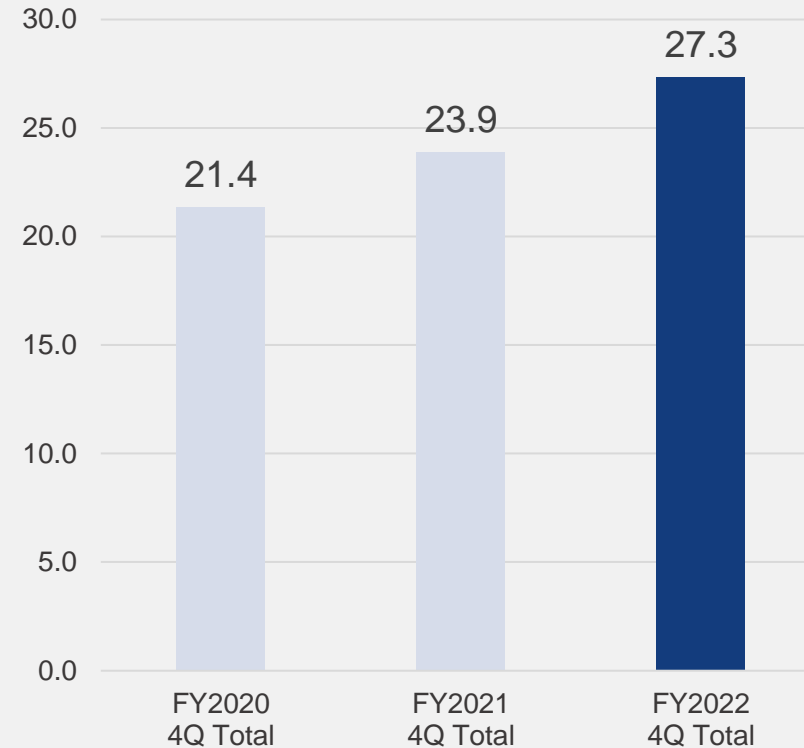
Business Growth through Platform Expansion (Consolidated)

(Unit: Million USD: 1USD=131.81JPY)

Net Revenues



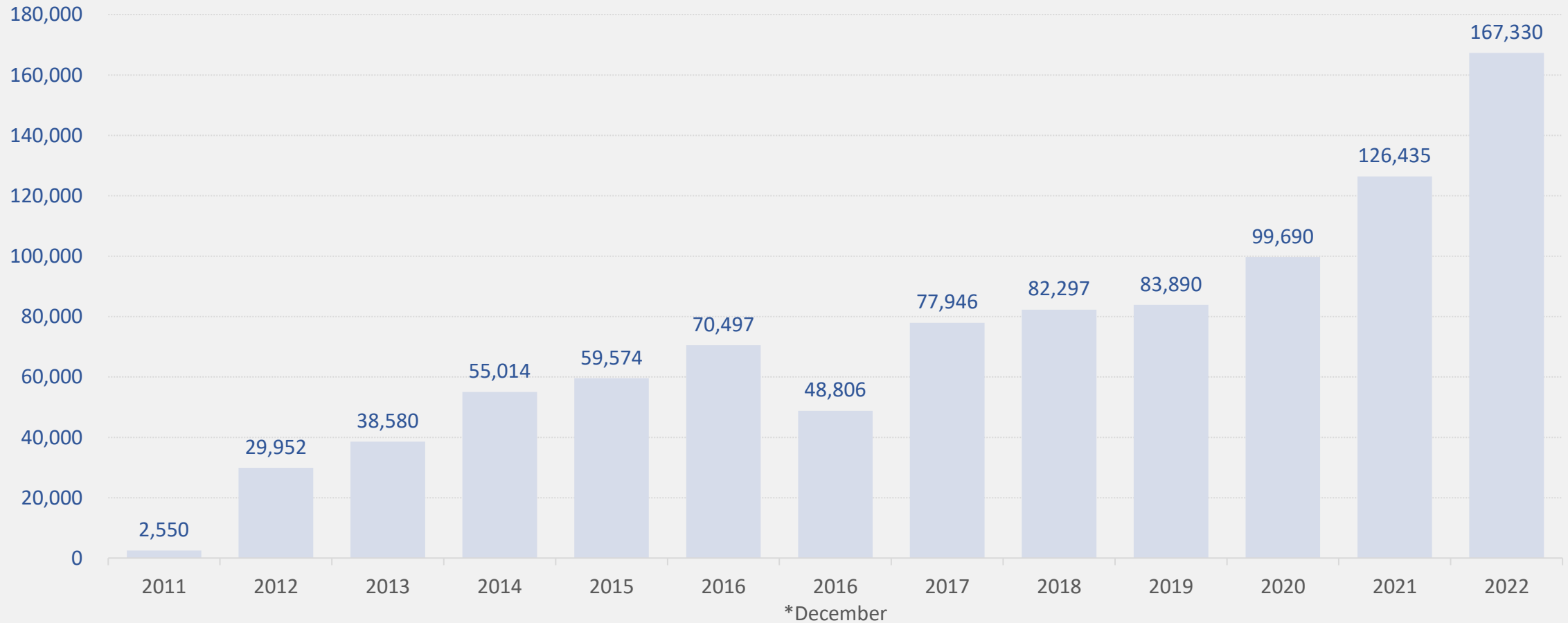
Gross Profit



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SYLA Group Sales Trend (Consolidated)

(Unit: Thousand USD: 1USD=131.81JPY)



Financial statements in or before fiscal year 2019 have not been audited by an independent auditing firm.

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Condensed Income Statement (Consolidated)

(Unit: Thousand USD: 1USD=131.81JPY)

	FY 2021	FY 2022	Variance
Net Revenues	126,435	167,330	32.34%
Cost of revenues	102,544	139,989	36.52%
Gross profit	23,891	27,341	14.44%
Gross profit margin	21.42%	18.90%	—
Selling, general and administrative expenses	18,714	* 21,433	14.53%
Income from operations	5,177	5,908	14.12%
Net income attributable to SYLA Technologies Co., Ltd.	2,105	2,996	42.33%

* \$2,810 thousand in legal and professional expenses including the costs for IPO to NASDAQ

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Condensed Balance Sheet (Consolidated)

(Unit: Thousand USD: 1USD=131.81JPY)

	FY 2021	FY 2022	Variance (2021 vs 2022)
Current assets	67,854	108,489	59.89%
Cash and deposits*	22,024	21,785	-1.09%
Inventories	38,552	79,791	106.97%
Non-current assets	94,986	117,540	23.74%
Property, plant and equipment	63,384	80,362	26.79%
Intangible assets	484	1,475	204.75%
Goodwill	3,170	5,521	74.16%
Total assets	162,840	226,030	38.80%
Current liabilities	31,472	38,938	23.72%
Short-term debt**	17,296	14,070	-18.65%
Non-current liabilities	89,017	137,272	54.21%
Long-term debt***	69,278	117,312	69.34%
Equity	42,351	49,819	17.63%
Capital stock	1,176	1,226	4.25%
Capital surplus	20,558	22,667	10.26%
Retained earnings	18,086	20,992	16.07%

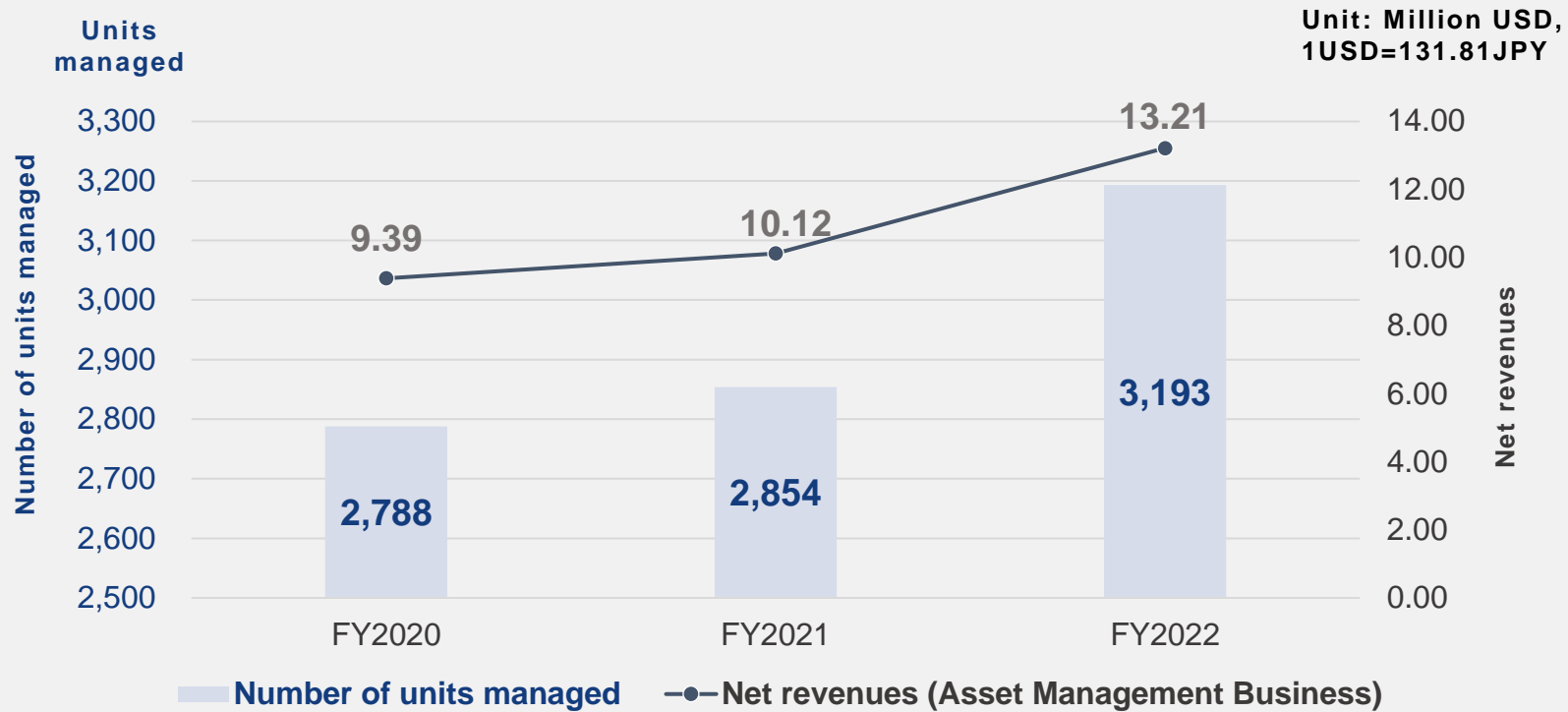
* Cash and deposits includes cash and cash equivalents and restricted cash and Term deposits

** Short-term debt includes current portion of long-term loans and long-term bonds

*** Long-term debt includes long-term loans and long-term bonds

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Asset Management Business: Number of Units Managed / Net Revenues



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BUSINESS

Overview

Number of registered members

FUNDRISE

387k*

REALTY MOGUL

274k*

SYLA
Technologies

252k

*based on our research

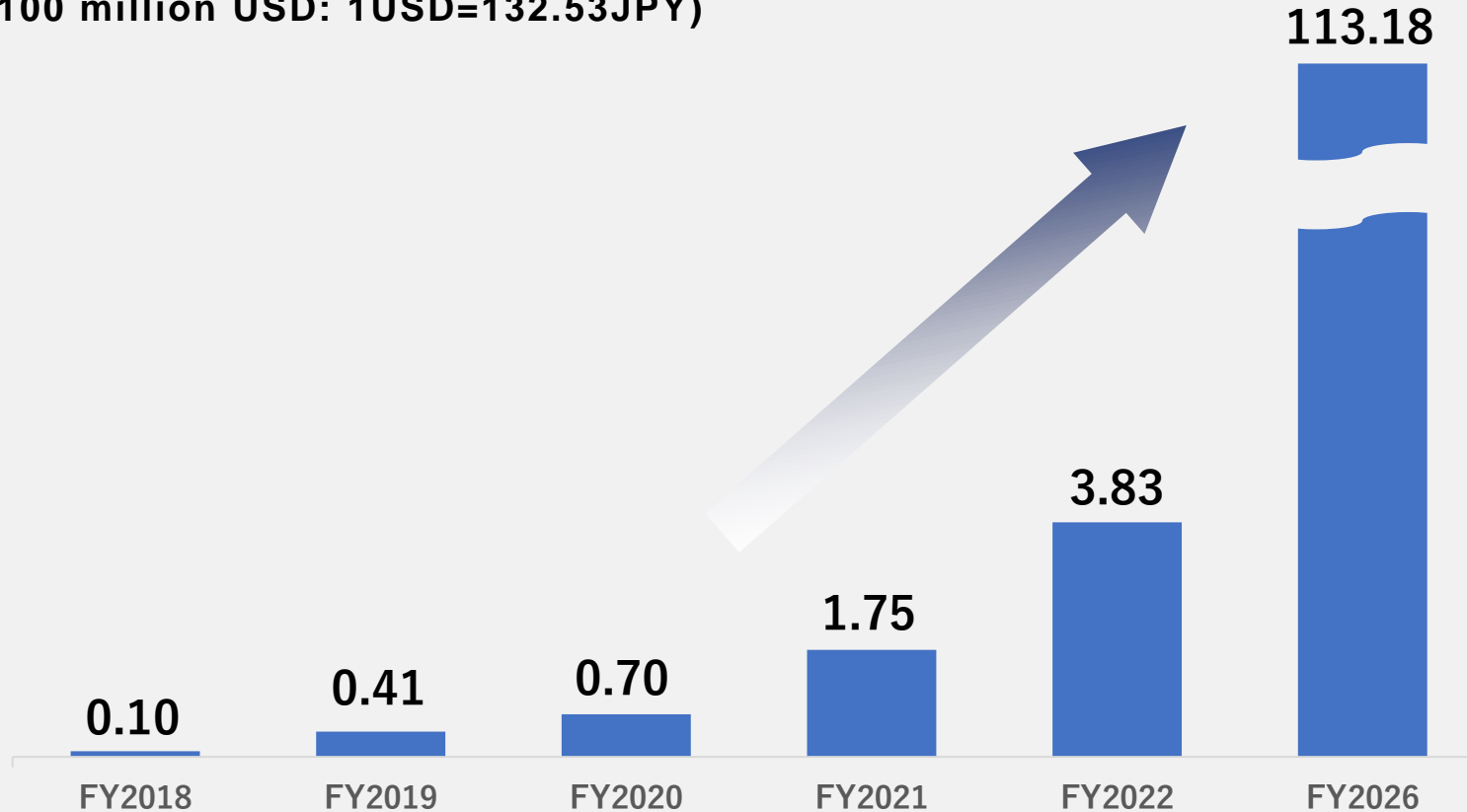
<https://fortune.com/2022/07/09/rental-property-homes-recession-proof-investment-fundrise-ben-miller/>

<https://www.goodfinancialcents.com/best-fundrise-alternatives/#2-realtymogul>

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Growth Potential of the Real Estate Crowdfunding Market

(Unit: 100 million USD: 1USD=132.53JPY)

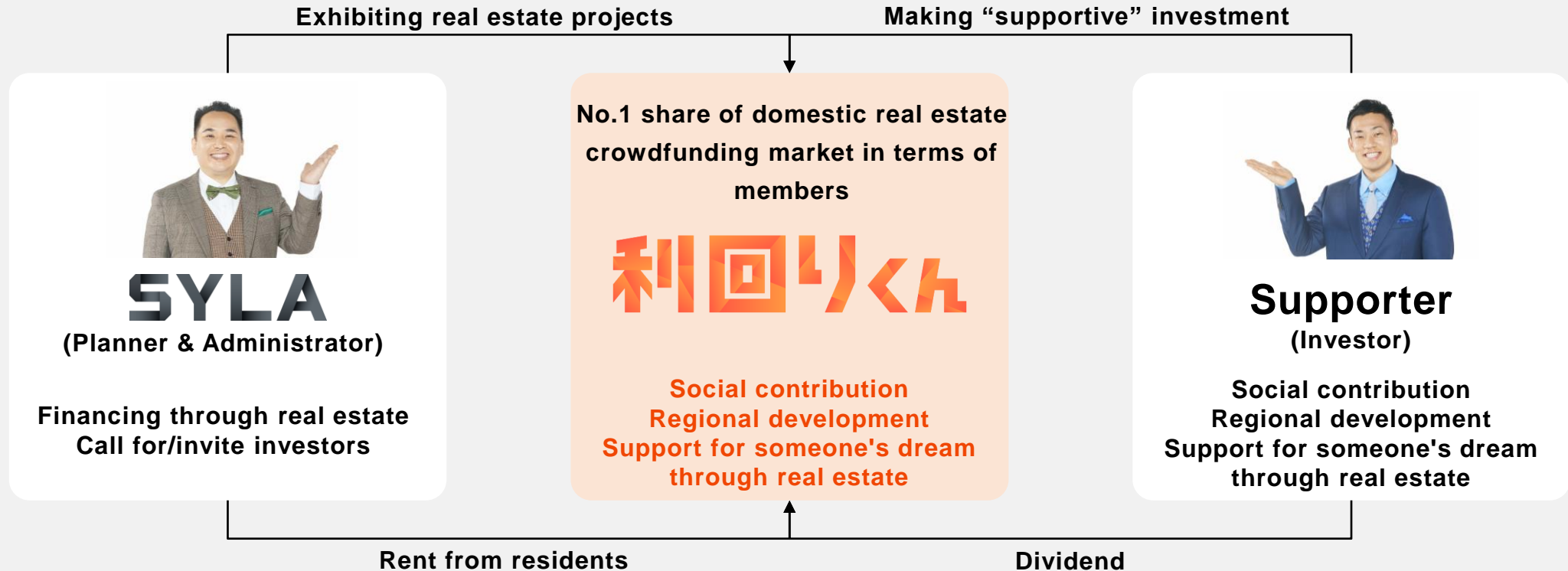


The real estate investment crowdfunding market is expected to grow at a high rate globally

*GrowShip Partners Co.,Ltd. Website

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“Rimawari-kun” – a Platform for “Supportive” Real Estate Crowdfunding



Rimawari-kun is a real estate fundraising platform is a real estate-based financing platform with the No. 1 membership in Japan (255,000 members), enabling realization of financing for businesses with the concept of “social contribution, regional development, and “supportive” investment in someone's dreams.” Investors can complete all transactions online. Investment can be made from as low as 75.5 USD per investment unit. (1USD=132.53JPY)

Features of the “Rimawari-kun” Asset Management Platform

01


Unique Marketing

- AI-based marketing by tier of financial asset holdings
- Crowdfunding for the masses, “Rimawari-kun” Pro for corporations and high net worth individuals

02


Linkage with Rakuten Points

- Reach 100 million people by linking with Rakuten Points
- Exclusive marketing collaboration in the real estate industry

03


Focused Content

- Developing products that resonate with investors, such as support funds
- Disseminating attractive content such as social contribution, regional development, and experiential UX

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Case Study 1: Taiki Town Rocket Factory Fund

01

Rocket Venture, a project funded by Takafumi Horie Interstellar Technologies, Inc. project

(1USD=132.53JPY)

- Support groundbreaking space exploration through real estate investment
- Funds totaling approx. 6.3 million USD raised in a total of approximately 14 days
- ROI = 5.71%



SPECIAL SUPPORTER



Takafumi Horie

Japanese businessman, author, investor and TV personality. Founder of Interstellar Technologies Inc. Takafumi has been involved in a wide range of activities including space-related businesses, authoring, and producing popular apps.

Phase 1
Welding and assembly shop



Part 2
Structural Test Building



Part 3
Fuel Test Building



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Case Study 2: INUNEKO Hills Animal Safety Fund

02

Project to support and invest in Yusaku Maezawa's dreams and challenges

(1USD=132.53JPY)

- Investment to support Yusaku Maezawa's initiative to save domestic pets.
- Contribute to society by supporting activities to shelter stray or left-behind dogs and cats.

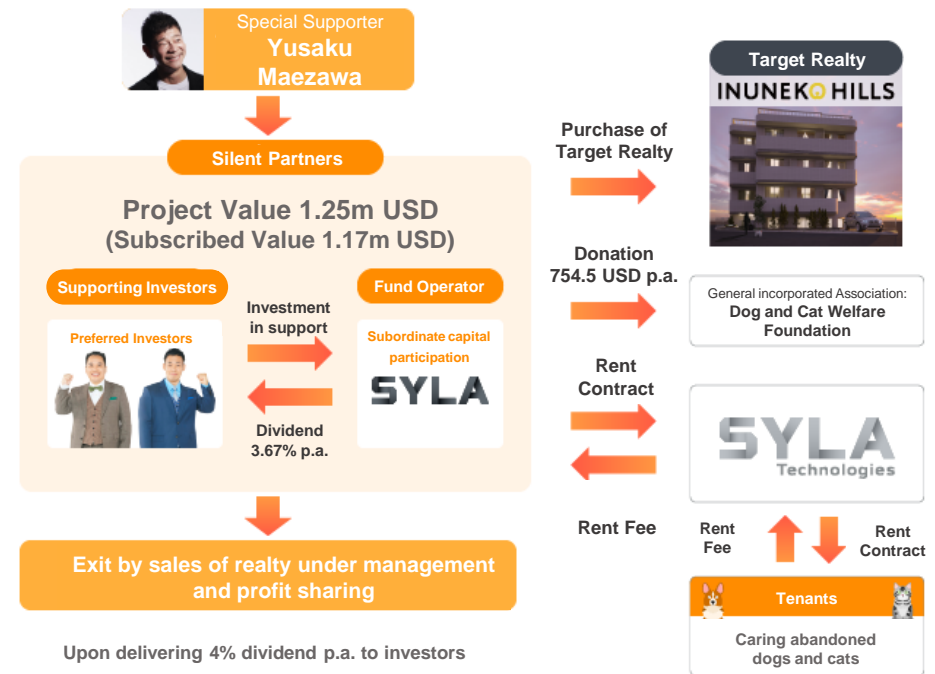


SPECIAL SUPPORTER

Yusaku Maezawa



Founder of the ZOZO Corporation, 7.5 billion USD market cap company in 2018, Yusaku became the first Japanese private citizen to travel to and stay on the International Space Station. In 2023 he plans to be the first private citizen to orbit the moon aboard the Starship, a large rocket being developed by SpaceX-Elon Musk.



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(1USD=132.53JPY)

01



\$15.1 trillion USD in personal financial assets, of which 54.2% are cash and deposits

- Heightened interest in Asset Management because of inflation
- Deregulation in government policies support shift from saving to investing

02



Government debt 2.5 times Gross Domestic Product in Japan

- Increased tax burden due to higher social security costs
- Pension reductions make personal asset formation a MUST

03



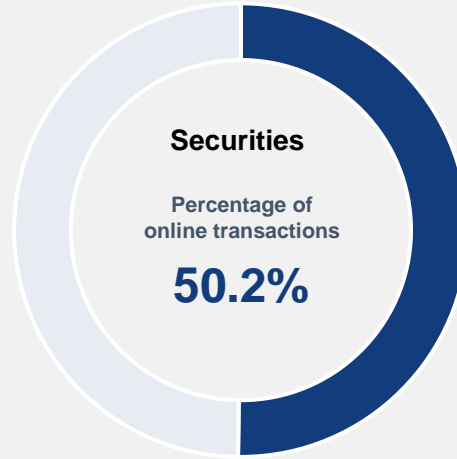
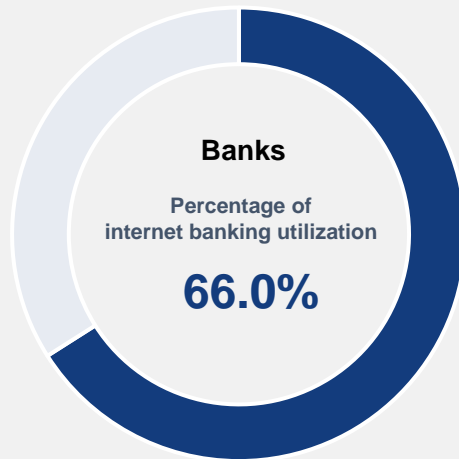
The real estate industry has 0 online transactions

- With the law change in 2022, an increase in the percentage of online real estate transactions is expected
- Real estate IDs are expected to increase transparency of information

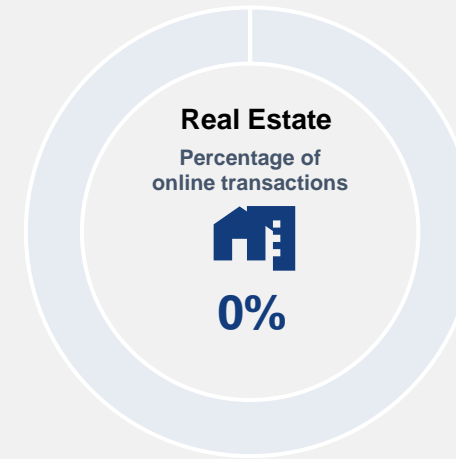
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Online Real Estate Transactions Expected to Increase

Percentage of Online Transactions in each Industry



Online Transaction Ratio in the Real Estate Industry



*Online reservation ratios for beauty, travel, food and beverage, etc. exceed 40%.

**The percentage of online transactions is expected to increase as the law was amended on May 16, 2022, to allow online transactions.

**MyBoscom's "Survey on Internet Banking" (2021)

The Japan Securities Dealers Association's "National Survey on Securities Investment (Summary of Survey Results)" (2021)

**Website of Japanese Ministry of Land, Infrastructure, Transportation and Tourism (April 27th, 2022)

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Establishment of Investment Business Division

GA TECHNOLOGIES

 **tsukuruba inc.**

 **Dualtap**

 **FANTAS**
technology


GARNET


Nexus Agent


TAPP

 **unito**

 **TRUSTY PARTNERS**


STAR MOVING
スター引越センター


Color & Decor


EsTRUTH

 **SYNS**

 **YOKOHAMA**
.STYLE

 **ACTICE ASSET MANAGEMENT.CO.,LTD**


Taberu
Taberu Technologies Inc.


SPACE AGENT

*Trademarks are owned by the respective companies.



Five Pillars of Our Global Strategy

01 Introduction of Rakuten ID Connect Option

Rakuten

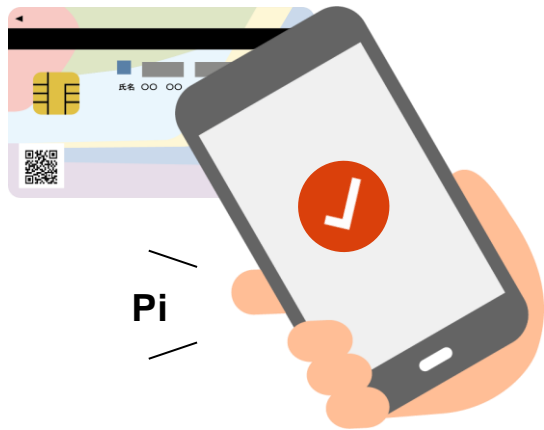


- Customers can register as a member of Rimawari-kun using their Rakuten ID
- Significantly reduces entry work at registration
- Such usability improvements accelerate Rimawari-kun member acquisition

*Use of Rakuten ID is based on customer consent.

02 Release of Rimawari-kun App

Just hold your phone over your Individual Number Card



Pi

Registration

Identity confirmation

Start of investment

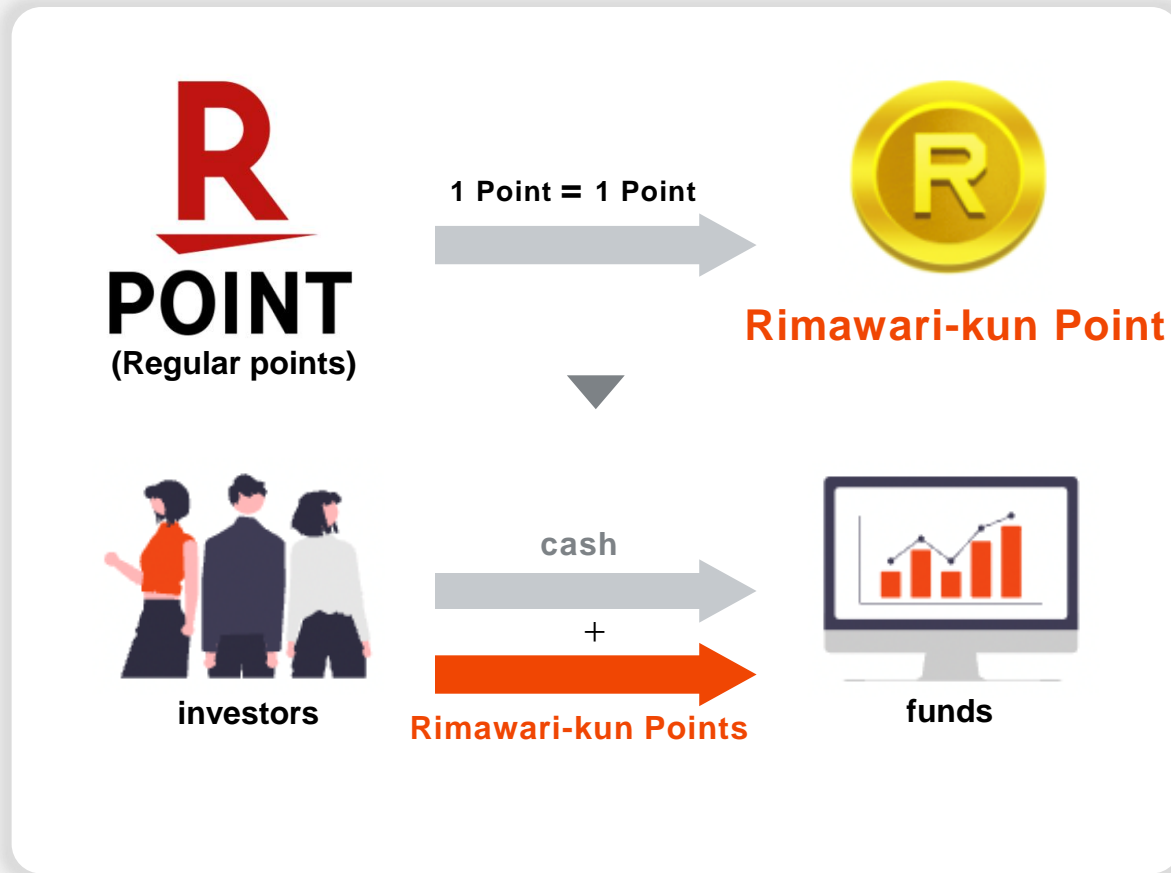
Minimum of 1 minute
from registration to investment

The screenshot is for reference only.



Scheduled to be released in Mid-June 2023

03 Conversion from Rakuten Points to Rimawari-kun Points



**Utilizing Rimawari-kun Points
allows for better returns**

*Exchanges can be made in increments of 1,000 points.

04 GRCF Initiative (Government Real Estate Crowdfunding)

National/local government



Advantages

Released from needing to manage idle assets
Reduced fiscal burden

PR/City Promotion

Offering Benefits of more than just financial return on investment

Investment

Deduction of 20% of investment

Helping public finances
Social contribution

Growing Interest in investing

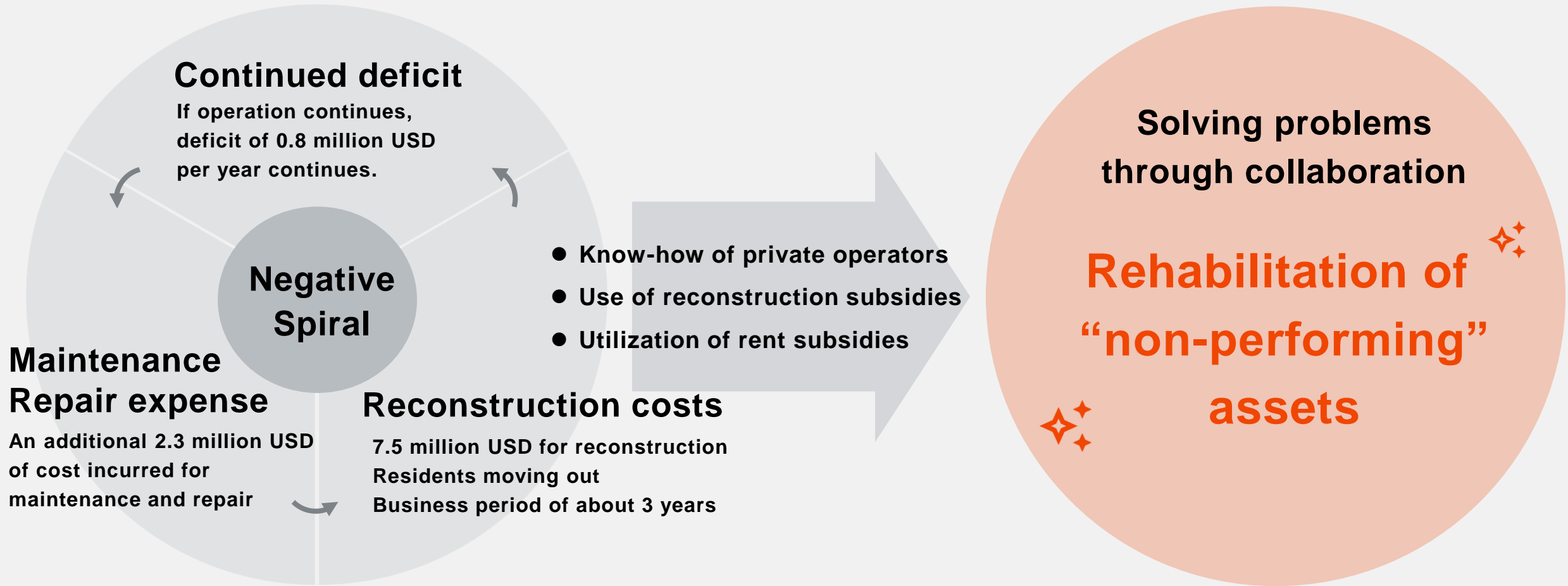
Supporting investors



Advantages

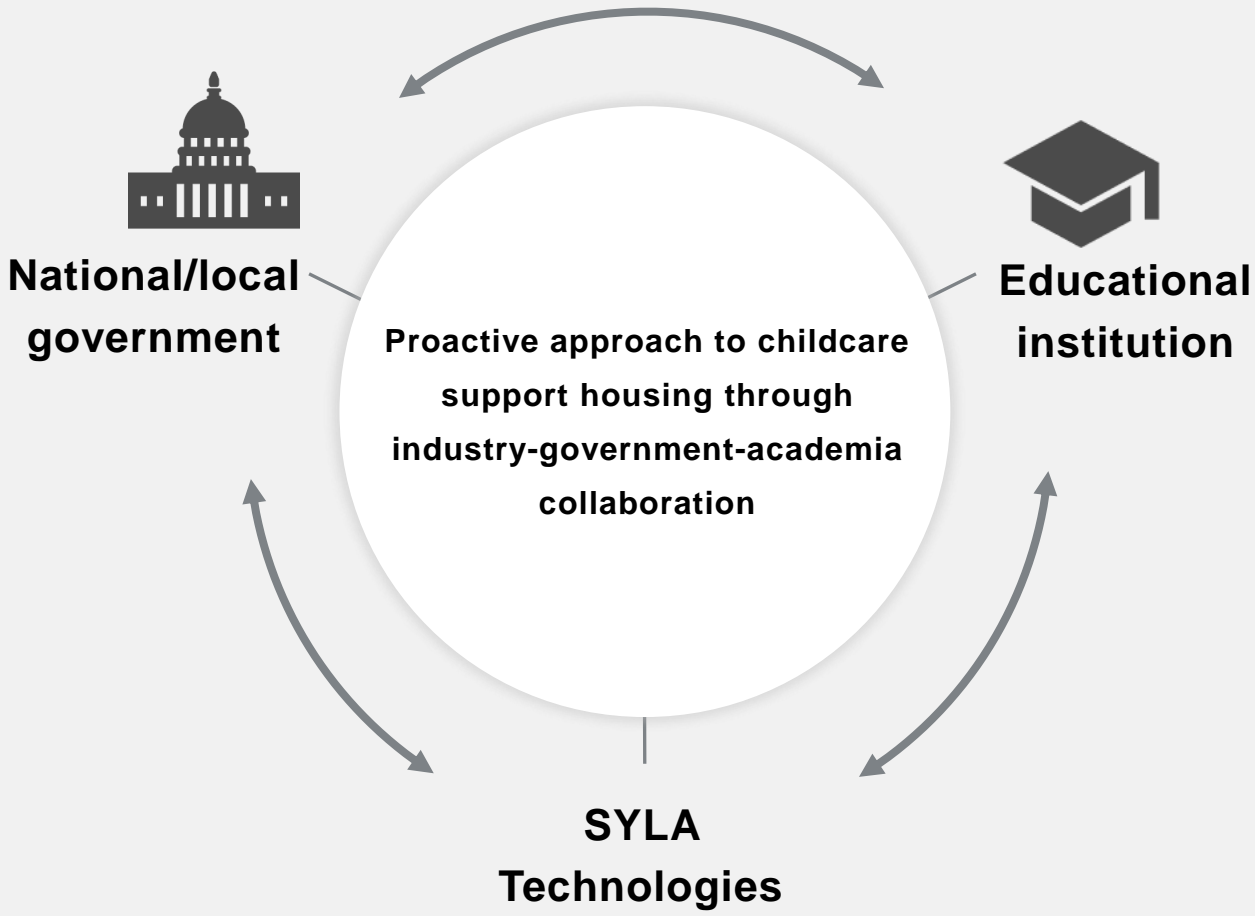
Dividends/Returns

04 GRCF Initiative (Government Real Estate Crowdfunding)



(1USD=132.53JPY)

05 Research on Childcare Support Housing through Industry-Government-Academia Collaboration



Started collaborative research from April 10th

The block contains the logos for Okayama University and SYLA Technologies. The Okayama University logo consists of a blue square with a white vertical bar and the text "岡山大学" and "OKAYAMA UNIVERSITY". The SYLA Technologies logo is in a grey, 3D-style font. A large grey "X" is placed between the two logos, indicating a collaboration.

The first 200 customers who subscribe to Rakuten Mobile will receive 5,000 points!



SYLA 上場記念!
Technologies
利回りくん × 楽天モバイル!
利用者限定キャンペーン

The banner features a vibrant pink background with several gold coins, each marked with a 'P', and yellow starburst graphics. On the left and right sides, there are portraits of two men in suits. The central text is prominently displayed in white and yellow, with the main title 'SYLA 上場記念!' in large, bold characters. Below it, 'Technologies' is written in white, followed by '利回りくん × 楽天モバイル!' in white, and '利用者限定キャンペーン' in pink text inside a white rectangular box.

Democratizing real estate investment around the world
Toward a globally recognized company

SYLA
Technologies