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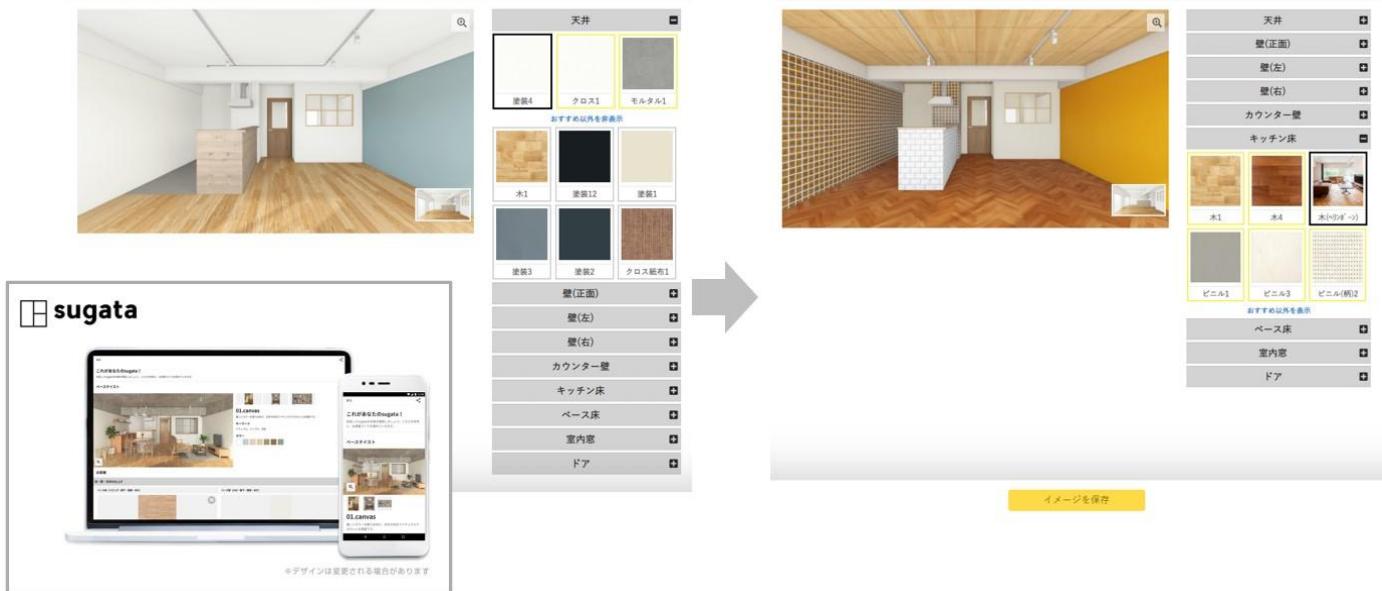
September 29, 2021  
Renoveru, Inc.

FOR IMMEDIATE RELEASE

## Sugata, an Online Home Autosuggestion Service Implementing a Feature for Visualizing Interior Design Image Customizations

Enabling users to better experience the best part of renovation—the fun of customization

Renoveru, Inc. (Headquarters: Minato-ku, Tokyo; Founder & CEO: Tomohiro Yamashita; hereinafter "Renoveru") is Japan's top company that offers a one-stop service for finding resale apartments, renovation, and creating renovation platforms using technology. In late October, Renoveru will implement a visualization feature to their online home autosuggestion service, Sugata. This feature allows users to view a CG image of the materials they choose when customizing the style of their home on Sugata applied to an image of an LDK (an apartment that comprises a living and a dining area and a kitchen). This enables them to visualize the customizations they make to their interior design image.



Sugata is an online home autosuggestion service that can be used by the customers of the one-stop renovation service, Renoveru. In the version updated in March 2021, more styles were added to Sugata and the material variations increased by 10 times, improving the customization feature.

On the other hand, we would sometimes receive feedback from users saying that it was difficult for them to choose the material because they found it hard to imagine how the materials would look when combined with the style they had already chosen. They also said that even if they chose the material in Sugata, they could not get a clear picture of the end result because the material was not applied to the style and image.

The new feature, which visualizes the interior design customization images, applies the selected materials to a CG image of an LDK in real-time. This has made it easier for the users to get a

### Inquiries regarding this press release

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picture of the end result, and allowed them to better enjoy the customization process, where the real joy of renovation lies.

We exclusively released this feature to a selected group of our customers in July 2021 in an alpha version and received their valuable feedback. The majority agreed that this feature helped them visualize their home, which is the main purpose of Sugata. However, some stated that there are only a few styles and parts that can be visualized, making the customization feature less satisfying. In the beta version that we plan to release in late October, we will double the number of styles available and add more variations to expand the customization range.

The Sugata project has two main aspects: improving the quality of the home building experience for customers and solving problems in the design and construction industry. Using technology, Renoveru will continue to strive toward achieving its mission of helping people take a smart approach to creating an enjoyable home life.

## Comments from the manager

**Renoveru, Inc., Customer Experience and Technology Division, Product Management Department**

**Masahiro Shibata**

There are still not many people who consider renovation as an option when buying a new home. This is because some people find renovation to be a hassle or find it difficult. However, renovation comes with the great added value of customization, a feature that is not available in built-for-sale homes. I believe that enjoying this feature is one of the great benefits of renovation.

We will continue to improve Sugata's features to have our customers experience the joy of easily customizing their homes and support building homes that best suit them.

## Renoveru, Inc. Profile

Renoveru is a one-stop service for finding and renovating resale apartments launched in 2010. It operates showrooms with renovated areas across Japan, and provides one-stop support for the entire process from finding a resale apartment to renovating it, spanning everything from property search to mortgaging, designing renovations, construction, and interiors. In addition, as part of its "urban creation business," the company engages in the real estate revitalization business for enterprises, including renovation and conversion of entire buildings, and design of commercial facilities and offices. Renoveru hopes to design places where people will gather, enhance the charms of the neighborhood, and bring people and the neighborhood together.

The company supports planning, architectural design and construction to create value that will last into the future.

Having renovated over 3,000 units, Renoveru has gained expertise, built a network that covers real estate agencies, building contractors, and financial institutions across Japan, and has been proactively utilizing technology. Leveraging these strengths, the company has become Japan's top one-stop service for finding resale apartments and renovation. Moreover, based on the data and knowledge it has gained from this, Renoveru operates a platform service that develops and offers the industry products that are specifically designed for the renovation industry. It promotes the utilization and openness of technology in the fields of real estate, construction, and finance.

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Company name: Renoveru, Inc.

Founder & CEO: Tomohiro Yamashita

Capital and capital surplus: 2,439,860,000 yen

Established: April 2010

Address: Headquarters Tatsumura Aoyama Building, 5-4-35 Minami-Aoyama, Minato-ku, Tokyo

Business: Technology-driven renovation platform business, renovation of apartments and stand-alone houses, single building renovation, design and construction of stores, offices, and commercial facilities, as well as consulting.

Corporate website URL: <https://renoveru.co.jp/>

Renoveru URL: <https://www.renoveru.jp/>

URL for the Urban Development Business Service website: <https://renoveru.co.jp/citycreate/>

\* Number of one-stop renovations (Ranked the top one-stop service company in the Japan Journal of Remodeling: Apartment Reform Profit Ranking 2020)