



To Whom It May Concern in the Media Industry

JP1-20160210 - 21

## Invested in the company operating the cloud funding platform, “Shooting Star”

~ Aligned to build a platform for real-estate investment ~

NEXT Co., Ltd. (Head office: Minato-ku, Tokyo; President and CEO: Takashi Inoue; Listed on the First Section of the Tokyo Stock Exchange: 2120) has made an investment in JG MARKETING Co., Ltd. (Head office: Chiyoda-ku, Tokyo; President and CEO: Daigo Sato), an operator of the cloud funding platform called “Shooting Star.” Aiming to build a platform for real-estate investment, NEXT Co., Ltd. and JG MARKETING Co., Ltd. will be aligned with each other.

### ■ Background and goal of this investment

The statistical survey of housing and land conducted in 2013 by the Ministry of Internal Affairs and Communications shows that the number of vacant houses in Japan is 8.2 million with the ratio of vacant houses being 13.5%, which is the highest figure ever registered. Since an increasing number of vacant houses pose social issues in terms of crime and disaster prevention and the landscape, the Ministry of Land, Infrastructure, Transport and Tourism has stipulated “*The basic guidelines for comprehensive and systematic implementation of policies relating to vacant houses*” to promote measures against such issues.

NEXT Co., Ltd. has designated the transformation and revitalization of the real-estate industry through IT as one of the pillars of its midterm management plan and has been trying to find a business that can help solve the issues of vacant houses. We have then come to the idea of adapting a method of cloud funding to make the best use of vacant houses, or unused assets, and decided to invest in JG MARKETING Co., Ltd., which is experienced in this field with achievements.

An estimation made by the Ministry of Land, Infrastructure, Transport and Tourism (\*) indicates that the number of earthquake-resistant vacant houses without any deterioration or damage is about 1.03 million in Japan, out of which 480,000 houses are said to be located within 1 km of a train station and usable with a simple cleanup and/or repair. Aiming to build a platform that connects owners of such vacant houses, entrepreneurs who are studying the possibility of a business that utilizes vacant houses, and investors who desire to utilize their assets through real-estate investment, NEXT Co., Ltd. and JG MARKETING Co., Ltd. will be aligned with each other to contribute to the revitalization of the industry.

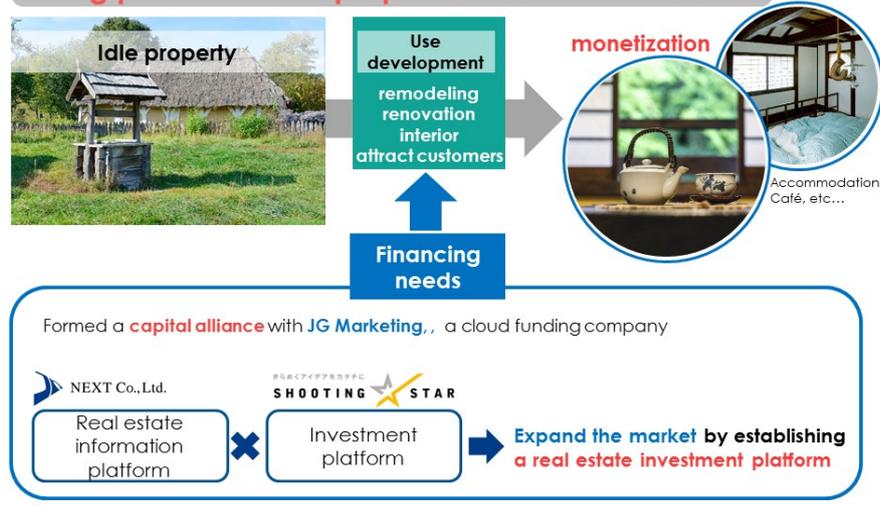
\*This estimation is sourced from “*The current situation and points at issue for vacant houses*,” a material used at the 42nd subcommittee meeting about housing and housing land of the advisory council for social infrastructure development.

### ■ For further information, please contact:

Public Relations, Corporate Communication Group, Management Headquarters, NEXT Co., Ltd.  
PHONE: 03-5783-3604 FAX: 03-5783-3737 E-MAIL: [press@next-group.jp](mailto:press@next-group.jp)

## Initiatives for market expansion

a business model to **solicit investment** and **bring profit from idle properties** needs to be established



### ■ Overview of the invested company

JG MARKETING Co., Ltd. (URL: <http://shootingstar.jp/company/profile>)

Head office: Kojimachi Flats 2F, 2-6-10, Kojimachi, Chiyoda-ku, Tokyo

Representative: Daigo Sato

Establishment: October 2012

Business area: Operation of the cloud funding platform, "Shooting Star"

Holding as our corporate message "*Designing delightful encounters,*" the NEXT Group will continuously provide the information right for each of you.

■ NEXT Co., Ltd. (Listed on the First Section of the Tokyo Stock Exchange: 2120;

URL: <http://www.next-group.jp/>):

NEXT Co., Ltd. was established in 1997 on the principle of "aspiration to bring change to the structure of the real estate industry."

Its major service, "HOME'S," is a real estate/ housing information site with the most number of properties listed in Japan (\*).

NEXT Co., Ltd. is currently providing services in 46 countries worldwide, including the operations of "HOME'S" in Asian countries and of the world's largest aggregation site, "Trovit."

It also operates various services relating to general areas of our life under the service brand of "Lifull," which was launched in 2014 to support each person's way of life by remaining true to themselves.

Based on our corporate message of "*Designing delightful encounters,*" NEXT Co., Ltd. will continuously provide the information right for each of you by taking the people's side and being honest and considerate at all time, with the aim of creating a world where everyone can proceed with confidence.

\* Based on the survey conducted by Sankei Medix (announced on February 2, 2016)

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Public Relations, Corporate Communication Group, Administrative Division, NEXT Co., Ltd.  
PHONE: 03-5783-3604 FAX: 03-5783-3737 E-MAIL: [press@next-group.jp](mailto:press@next-group.jp)