

August 30th, 2024

STYLE PORT Inc.

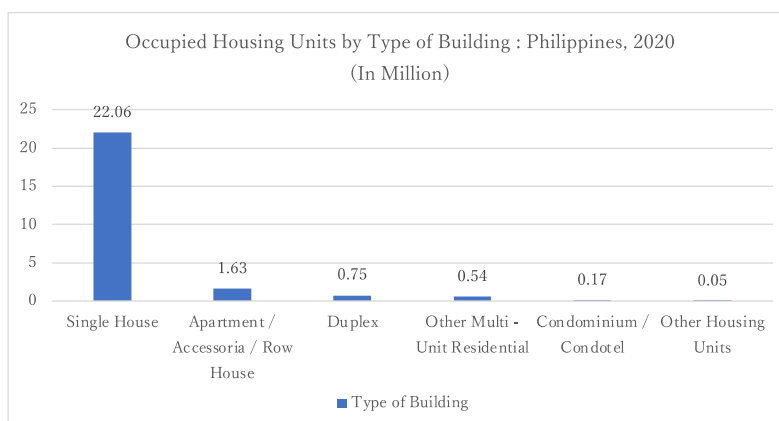
**“ROOV” 3D Communication Platform Secured First Overseas Adoption
Supporting Housing Sales DX for Hankyu Hanshin Properties’ JV in the Philippines**

STYLE PORT Inc. (Headquarters: Shibuya, Tokyo; CEO: Akihiko Madokoro; hereinafter "STYLE PORT") announces that its 3D communication platform "ROOV" (<https://styleport.co.jp/roov/>) has secured its first overseas adoption. ROOV will support the digital transformation (DX) of housing sales for P.A. PROPERTIES HANKYU HANSHIN TWO, INC., a local joint venture of Hankyu Hanshin Properties Corporation (Headquarters: Kita-ku, Osaka; President: Yasuki Fukui) in the Philippines.



R O O V

The Republic of the Philippines (hereinafter "Philippines") is an archipelagic country in Southeast Asia with over 7,500 islands and a population exceeding 125 million (as of 2022). The population is projected to increase to 140 million by 2050 (*1), making it a country with remarkable economic development. In terms of housing preferences, single houses are the most common (87.6%), followed by apartments (6.5%) and duplexes (3.0%), indicating the highest demand for single houses. (*2)



However, the sales of single houses often occur simultaneously with land development, forcing potential buyers to make purchase decisions based on imagination without being able to see the actual buildings. To address this challenge, P.A. PROPERTIES HANKYU HANSHIN TWO, INC. has adopted "ROOV walk," a cloud-based VR viewing system accessible from any devices connected to the internet. This

system allows customers to virtually walk through and realistically experience the interior spaces of uncompleted houses using 3D CG created from architectural drawings. As the properties are sold before interior work is completed, sample interior designs are displayed to help visualize post-occupancy living. Furthermore, "ROOV walk" recreates not only the interiors but also the building exteriors and neighborhood, allowing users to virtually walk through the entire IDESIA HEIGHTS project streetscape.

The adoption of "ROOV walk" is particularly significant in the Philippines, where smartphone ownership far exceeds that of expensive PCs, and users spend considerable time on their devices. (*3) The system's user-friendly interface, which requires no app downloads and allows for smooth VR experiences directly through web browsers with just a URL click, was a key factor in its adoption. Additionally, with many Filipino families having members working overseas (OFWs: Overseas Filipino Workers), "ROOV walk" offers the convenience of sharing the virtual experience with family members in countries like the United States, facilitating remote communication on property purchases.

<IDESIA HEIGHTS Project Overview>

Location: Dasmariñas City, Cavite Province

Number of units: 300

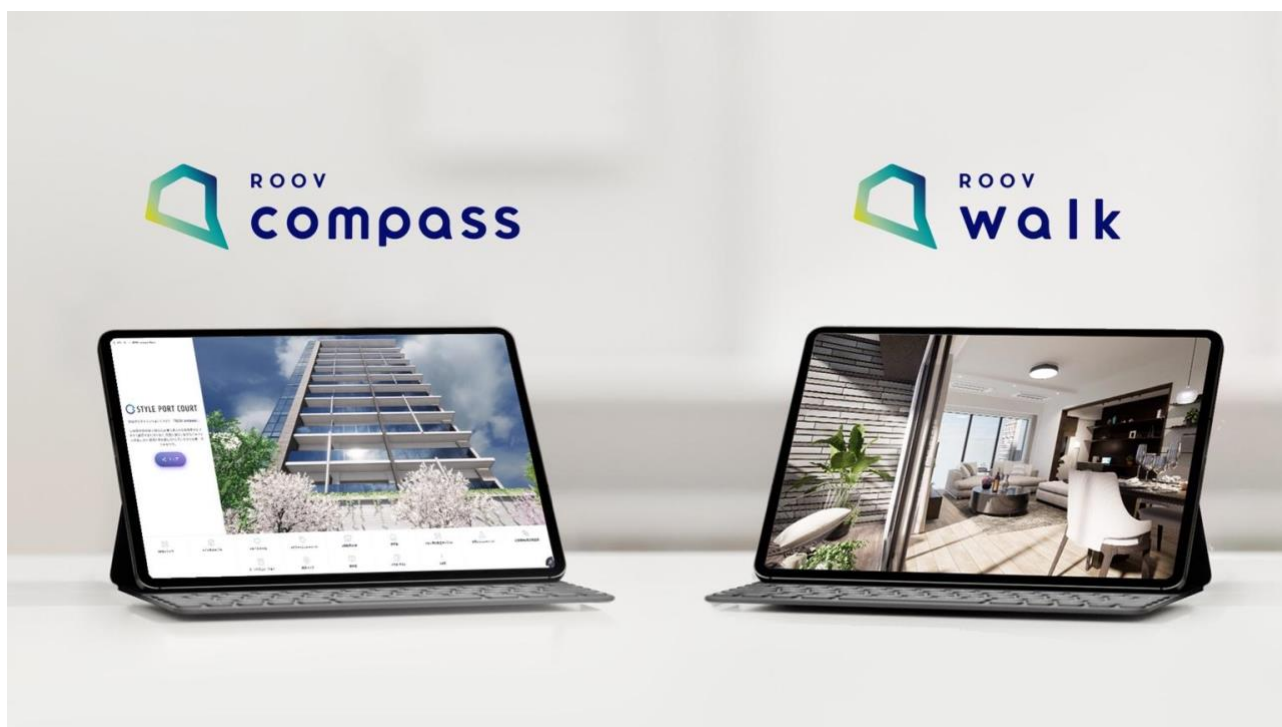
Comments from P.A. PROPERTIES HANKYU HANSHIN TWO, INC.: "P.A. PROPERTIES HANKYU HANSHIN TWO, INC. is developing the 'IDESIA HEIGHTS' single house project in the Dasmariñas area of the Philippines. This project aims to harmonize nature and urban living, providing a comfortable and sustainable living environment. We have incorporated parks and shared facilities to ensure a safe environment for families. The location also offers convenient access to Metro Manila."

*1: https://www.murc.jp/wp-content/uploads/2024/07/report_240703_01.pdf

*2: <https://psa.gov.ph/content/housing-characteristics-philippines-2020-census-population-and-housing>

*3: <https://www.sunryse.co/posts/survey-filipinos-are-more-open-to-creating-bank-accounts-via-smartphones-compared-to-foreigners>

<About "ROOV" 3D Communication Platform>



ROOV digitally recreates buildings before or under construction or those in inconvenient locations as digital twins in virtual space, allowing users to easily share spatial images anytime, anywhere, and with anyone. It removes the constraints of time, location, and experience that have been barriers to spatial understanding, expanding communication possibilities. Currently, ROOV boasts the No. 1 adoption rate in new condominium sales in Japan. (*4) Since October 2022, it has also been offered as a solution to streamline communication from business negotiations to design phases in the single housing sector. Its application is expanding beyond residential areas to offices, logistics warehouses, and even arenas. STYLE PORT Inc. will continue to develop and improve its services to realize its mission of "reducing regrets associated with spatial choices to zero."

*4: Ranked No.1 in Japan in cumulative implementation results as an online 3DCG viewing service for new condominiums (according to Tokyo Shoko Research)

<Company Profiles>

Company Name: P.A. PROPERTIES HANKYU HANSHIN TWO, INC.

Established: 2018

Representative: Romarico T. Alvarez

Location: 3rd Floor P.A Properties Bldg. A. Mabini St. Bragy. Pblacion, San Pedro, Laguna

Business: Sales of single houses, shop houses, and commercial lots

URL: <https://staging.idesia.com.ph/>

Company Name: STYLE PORT Inc.

Established: October 2017

Representative: CEO Akihiko Madokoro

Location: Tokyo Central Omotesando 322, 4-3-15 Jingumae, Shibuya-ku, Tokyo 150-0001

Business: Development and provision of IT solutions for the real estate market

URL: <https://styleport.co.jp/>

Recruitment: <https://styleport.co.jp/careers/>

For inquiries regarding this release PR: Ayako Endo

TEL: 03-6812-9555 FAX: 03-6812-9556 E-mail: <https://styleport.co.jp/contact/>