



[Translation]

September 9, 2020
Company Name: Prospect Co., Ltd.
Representative: Chairman and Representative
Director Nobuyoshi Fujisawa
(Security Code: 3528 TSE 2nd Section)
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Notice regarding changes in corporate name and directors of subsidiary

Keynote Co., Ltd. (hereinafter “Keynote”), a consolidated subsidiary of Prospect Co., Ltd. (hereinafter “Company”) held an Extraordinary General Meeting of Shareholders on September 9, 2020 after a Board of Directors Meeting held on September 7, 2020 to propose changing its corporate name and directors (hereinafter the “Proposal”). The Proposal was approved at the Company’s Board of Directors Meeting held on September 9, 2020.

Note

1. Reasons

Under the new management system, the Company adopted a policy of aggressively promoting acquisition of companies through M&A, and as announced in “(Progress disclosure) Notice regarding the completion of making Keynote Co., Ltd. a wholly owned subsidiary through a simplified share exchange” on September 3, 2020, Keynote, a company engaged in the real estate business as well as the commercial facility construction business became a subsidiary of the Company.

Keynote's new corporate name “Gro-Bels” (English notation: Gro-Bels Co., Ltd.) originated from “Grow” and “Best Life Stage”. It shows the Company’s management philosophy of providing customers with a stage of living a fulfilling life. “Gro-Bels” also derived from the Company’s former corporate name “Gro-Bel” and the brand name of the condominium that we develop. It also reaffirms the Company’s management philosophy on business restructuring under the new management.

Measures taken to realize the Company’s philosophy are not limited to conventional business scopes such as designing and developing condominiums and detached houses for sales. But the main age group of home buyers will be the so-called “digital native generation” and based on this



view, the Company believes that customer satisfaction can be improved by adding value from creating the IoT residences (a home implemented with IoT technologies to create Smart Living).

Specifically, implementing 1) a system that can remotely control the security and home appliances by using smart devices, 2) paperless and procedures automation between residents and management companies (in the case of a detached house, the construction company) in the condominiums and detached houses developed by the Company. Therefore, Keynote has formed a business alliance with IoT product supplier Robot Home Co., Ltd. (headquarters: Shibuya-ku, Tokyo; Representative Director: Katsuki Matsuzono) on September 9, 2020, a subsidiary of TATERU Co., Ltd. (Headquarters: Shibuya-ku, Tokyo; Representative Director: Daisaku Furuki), which is listed on the First Section of the Tokyo Stock Exchange.

In addition, actress Rina Ikoma is appointed as a brand ambassador of our group to increase name recognition to younger generation.

For the above reasons, the Company has decided to change Keynote's corporate name and its directors.

2. Overview of Keynote

1. Name	Keynote Co., Ltd.
2. Head office location	1-7-12 Toranomon, Minato-ku, Tokyo
3. Title and name of representative	President, Kenichi Fujita
4. Business content	Real estate business, commercial facility construction business
5. Amount of capital	100,000 thousand yen
6. Major shareholders and shareholding ratio	Prospect Co., Ltd., 100%

3. New corporate name (scheduled change date: October 1, 2020)

Gro-Bels Co., Ltd.

4. Change of directors (scheduled change date: October 1, 2020)

1) New directors

Directors: Masaru Oka, Mitsuharu Iida



Auditor: Nobuhiko Izumi

2) Retired directors

Directors: Akiko Inaba, Yushi Ohide

Auditor: Toru Arai

* The Board of Directors system after October 1, 2020 will be decided at the Board of Directors Meeting held on that day.

End



Supplementary material

Rina Ikoma became the brand ambassador

The Company is developing condominiums and detached houses for sale under the “Gro-bels” brand. Meanwhile, the Company decided to appoint actress Rina Ikoma as a brand ambassador to promote IoT residence.

1. Background for using a brand ambassador

The Company plans to develop and sell condominiums equipped with IoT technologies as standard through business alliance with Robot Home Co., Ltd. (headquarters: Shibuya-ku, Tokyo; Representative Director: Katsuki Matsuzono), and expects high level of appeal to customers who are of the digital native generation.

Rina Ikoma played an active part as a core member of Nogizaka46 and has been active as an actress with considerable popularity after graduating from the group in 2018.

The Company expects to improve sales to the targeted customer group through increasing name recognition of the Gro-bels brand from having Rina Ikoma as the brand ambassador and distinguishing ourselves by implementing the IoT technologies.

2. Profile of Rina Ikoma



Born December 29, 1995. Debuted as Nogizaka46 member in 2011, was a core member of the group and took the center position for 6 singles. After graduating from the group in 2018, she has been active as an actress in the theater, films, and television dramas.



<Comments from Rina Ikoma>

The word "IoT" is unfamiliar to me, but I learned that you can easily turn on the air conditioner, open and close the curtain, and unlock the auto lock with a smartphone. It suits the future and I find that very appealing!

"I would love a comfortable and secure Smart Living!"