



Our corporate brand, "UniLife."

"U" represents "a room," "i" "the person who lives there (a student)," and also "U" represents "a flow line of the person walking into the room," which portrays our unchanging attitudes since the birth of our business as a bridge between students and their housing.

In our brand name, "UniLife," we include two meanings: "University Life" = to support one's university life, and "Universe" = to help create one's harmonious lifestyle.

It is not only a living space that what we can offer. Now we also look to the services that can fulfill students' everyday living needs. We have cast an attitude that we will continue to support and shape university lives from a broad perspective.



## To realize and fulfill our dreams for all our customers, we, as the specialist in student apartment housing, intend to produce new corporate values.

Since the establishment in 1976, J.S.B. has been making efforts in concentrating on this business that the real estate industry had never undergone, believing that our mission is to provide all students with a safe and ideal environment for studying. J.S.B. has since grown to become one of Japan's top 10 real estate companies in the area of rental service among Japanese independent companies and ranks number one under the category of student apartment rental management.

Based on the accumulation of experiences and expertise since the establishment, other than meeting the minimum dwelling requirements, but by taking all students' needs more flexibly, J.S.B. has built a unique property management system that allows to create a stable and long-term profit for customers who are seeking the effective use of their properties.



J.S.B. promotes the "LS10 project", a strategy for expanding our main business of student apartment projects. The project aims to manage 100,000 rooms throughout Japan by 2013. Based on this business model, we also deploy our operations worldwide. Furthermore, J.S.B. will aggressively tackle new business projects to respond to the changing times, such as other possible market ventures relating to the student's lifestyle surrounding dwelling facilities.

As a company not only pursuing business but also contributing to society, J.S.B. intends to improve its operations for the benefit of students and our business partners, that is, corporations and owners.

Your kind interest and continued support is greatly appreciated.

Masato Oka, Chairman & CEO