

Press Release

“iSmile” credit card rent payment and guarantor service launches in Japan with major credit card companies

iThinkRent Co., Ltd (Main office: Shibuya-ku, Tokyo; CEO: Toru Yamada) is pleased to announce the launch of an innovative new rent payment and rent guarantor service, created in partnership with three major credit card companies, JCB Co., Ltd., Mitsubishi UFJ NICOS Co., Ltd., and Citi Cards Japan Inc., and through collaboration with prominent real estate agencies in Japan. The new service “iSmile” is available as of January 15, 2013, and is immediately applicable to properties owned by Orix Real Estate Corporation, with plans to rollout extensively with additional properties and agencies.

What is “iSmile”?

The “iSmile” system allows individuals to pay rent by using a credit card and also to use “iThinkRent” as a rental guarantor service. The objective of this new service is to create an efficient and mutually beneficial system for both tenants and property owners, in order to meet the needs surrounding the real estate community.

“iSmile”website: <http://www.ismile.jp>

Acceptable Credit Card Brands

JCB, American Express, Diners Club Card, Visa, and MasterCard



Benefits for the Tenant

By using one of the participating credit cards to pay rent and enlisting in the rent guarantor service, the tenant can pay rent conveniently and also avoid the process of finding a rent guarantor. Rather than paying a large fee to secure a guarantor, the tenant will be charged an incremental guarantor fee on a monthly basis, and only for the months the tenant is actually living in the property. By

Press Release

reducing the amount of effort and paperwork involved in renting a property, the process becomes streamlined and much more efficient. Furthermore, the user can collect mileage points and other benefits by paying monthly rent by credit card.

Benefits for Property Owners and Real Estate Companies

Because the credit card company will pay the rent up front, property owners and real estate companies are assured that rent will be paid on time. Through collaboration with the credit card companies, property owners can also explore special business opportunities to offer services that meet the credit card prime customers' needs.

Example Properties



Sangubashi Mansion



Central Crib Roppongi



West Park Tower Ikebukuro



Gotenyama House

The “iSmile” service is now available in Tokyo, Saitama, Kanagawa, and Chiba prefectures, and in the near future will be extended to cover broader regions.

Contact

◆Customer Enquiries

Ken Kurokawa, I Think Rent Co., Ltd.

Tel: 03-5459-1030 / Mail: info-pr@ithinkrent.com

◆Media Enquiries

Mamiko Kobayashi, Zoom Emotions Co., Ltd.

Tel: 070-6563-4956 / Mail: m.kobayashi@zoomproject.net