## Introducing Rental Business Support Pack

March 18, 2024 (revised)

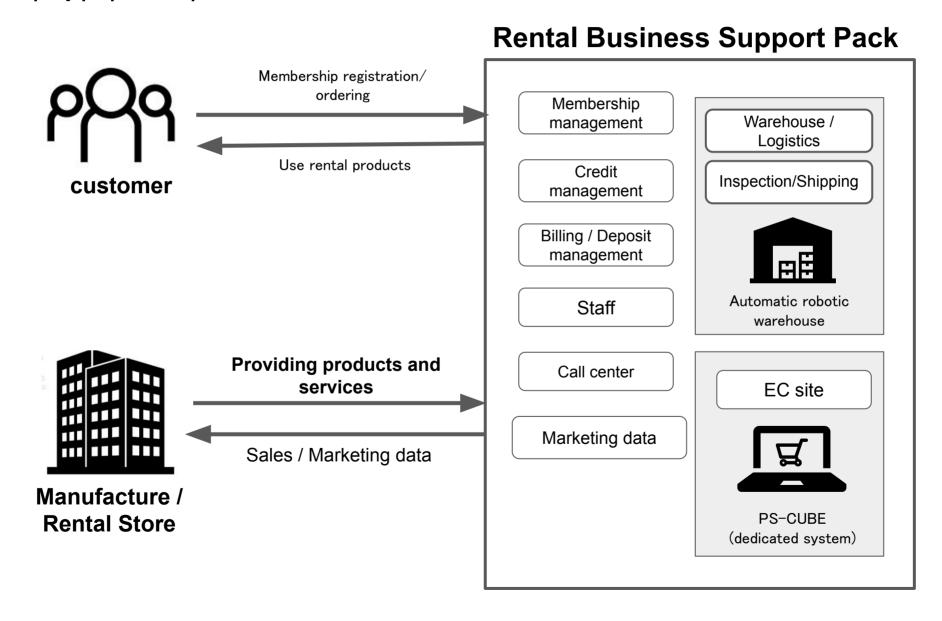
PANDASTUDIO.TV Co., Ltd.



## What is Rental Business Support Pack?



Rental Business Support Pack provides everything you need for starting rental business, just by having your company prepare the product for us.



## Role of Rental Business Support Pack



You can start your business right away by providing your own products as rental equipment.

Preparations necessary for rental business		Manufacturer / your company	Rental Business Support Pack (Panda Studio)	
	System construction, operation, maintenance		0	
**	Providing products (equipment)	0		
	Shipping / Inspection staff		0	
	Automated robotic warehouse and logistics systems		0	
検	Inspection function		0	
	Call center (Japanese, English, Chinese)		0	
	Credit management (Utilization of AI)		0	
	Billing and payment management		0	

#### Benefits of Manufacturer / Rental store



- 1. Basically, you can start a rental business immediately by simply providing the product and product information to us.
- 2. <u>Panda Studio is in charge of a series of operations</u> related to the rental business. (Web production, system construction, shipping work, support work, in-store pickup service.) No resources or costs (such as handling, inspection, warehouse costs, etc.) are required.
- 3. Operates rental business under the name Panda Studio. Since it is not directly managed by the manufacturer, there is no need to worry about irritating or destroying the existing distribution network.
- 4. Rental prices can be changed at any time from the web management screen, making price elasticity (how customers react to price) easy. Test marketing is possible.
- 5. Easy to compare product specifications and prices with competitors.
- 6. Acquiring customers who are unable to purchase the product but would like to use it. **Cultivate potential customers.**
- 7. Trial use → Purchase (Once people use it, you can see how good it is) Marketing data can be collected.
- 8. It is possible to create a new sales model: Rental  $\rightarrow$  Purchase.
- 9. If a prospective customer does not make a purchase, you can conduct a survey or interview.
- 10. You can obtain permanent sales and profits, not just one-time sales and profits.
- 11. Repeat customers have a strong tendency to continue using the same products and the same manufacturer, and it is possible to develop products and fans.
- 12. Customer feedback (reviews, question emails, chat) about the product is visualized.
- 13. It is possible to visualize what products are used in combination and what other companies' products are used.
- 14. Installment sales + comprehensive personal property insurance can reduce sales and risks.
- 15. PandaStudio has already 60,000 excellent rental customers, you can start rental business to them. More than 85% of our customers are repeat customers.
- 16. The theft of a customer who passed credit at Panda Studio was reimbursed by Panda Studio.
- 17. When the products which the rental role have ended, you can sell them as a second-hand sales. (Promote used sales through installment sales)
- 18. Unrivaled distribution network shipped from X Frontier. (Response and collection service from order to delivery) **Best delivery in Japan. With a** minimum deadline of 11:00 p.m., delivery will be made to 23 wards in Tokyo the next morning.

#### Benefits of Panda Studio



- 1. The time required to collect product information and research related to purchasing can be significantly reduced.
- 2. There is no need for preparing initial costs to purchase rental products. It is easy to expand our rental business.
- 3. The manufacturer discloses detailed product information, development secrets, targeting, and other information.
- 4. Repair parts and consumables are stably supplied.
- 5. <u>Directed from the manufacturer's website. (reliability)</u>

## Procedures and roles before rental business starts



item	Your company	PANDASTUDIO	SFI leasing	Discussion matters
Deciding on initial equipment to be introduced	©	0		
Initial cost → Arrival in warehouse	0			
Product registration for EC Site		0		
Initial registration work		0		
Inventory management / Shipping work		0		
Return check		0		
Inspection / maitenance		0		
Repair work	0			
Repair fee payment	O Procedure		O Guarantee	Adjustment required
Theft response	O Procedure		○ Guarantee	Adjustment required
Dealing with payment delays		0		
Seles activities / Advertisement	0	©		
Server usage / web mentenance		0		
Sales report(web tabulation)		0		
OP:Promotional activities	0	0		Product photography Seminar planning Hands on (trial session) held
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A Shipping fee	0	0		
B Sales(proportionate profit)	Share the profit excluding shipping costs	Share the profit excluding shipping costs		Adjustment required
C Used sales	70% profit excluding shipping	30% profit excluding shipping		Adjustment required

**※**The proportional division ratio will be determined according to the division of roles.

## Introducing the Rental Management System (PS CUBE)

June 20, 2023

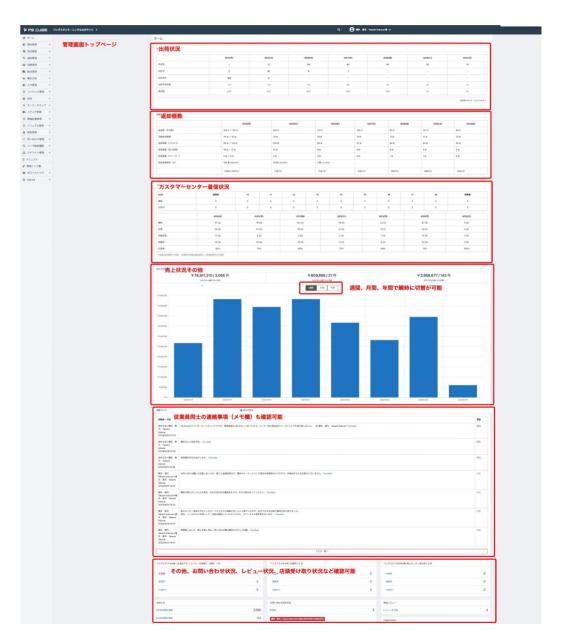




#### About the management screen (PS CUBE) Portal page (home/top)

PS-CUBE is an original rental management system created by Panda Studio. it also serves as a marketing tool that allows for unified management of equipment, customer information, purchasing, and sales.

All the information necessary for rental is displayed on one screen. You can check the status of shipments on the day, the status of returns, the status of customer center calls, recent sales status, content of communications between employees, number of inquiries (unanswered), call center congestion status, number of returned products, and review response status.

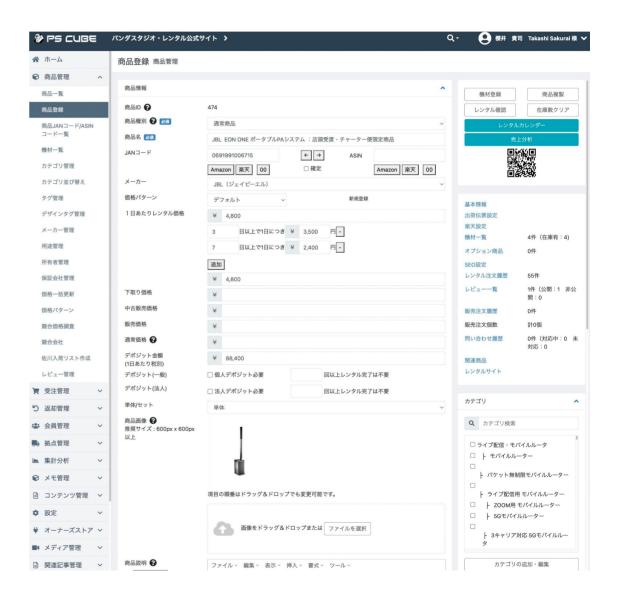




#### Commodity master page

On the commodity master settings page, the products configured on this screen, such as rental product images, accessory settings, and product descriptions, will be posted on the rental site.

Photos of all accessories are also included. You can also register and share maintenance instructions for each product on this page.

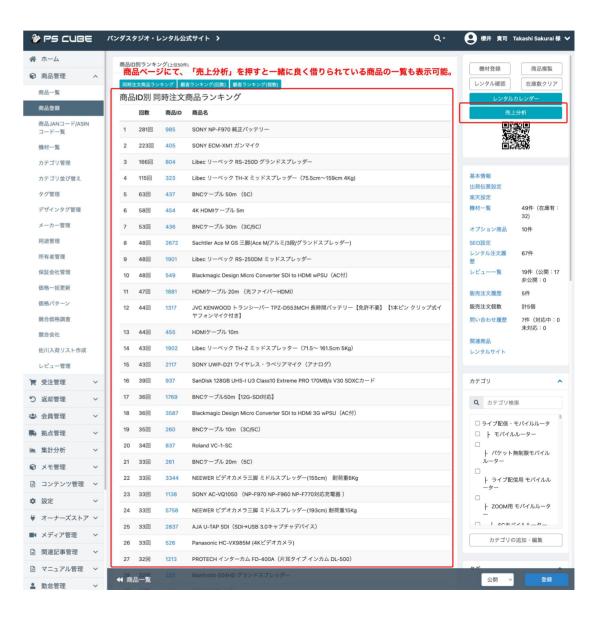




#### Sales analysis page

Clicking on ``Sales Analysis" in the right block of the ``Product Page" will display the ranking of simultaneously rented products, including the number of rentals. (Switch the tabs to check who is borrowing the most and the customer ranking.)

As an example, if we look at the things that are often borrowed at the same time as the HXR-NX5R professional camera, the top three items that are often borrowed together are the battery, gun microphone, and tripod. Products that are frequently rented can be rented as a set model with a 10% discount.



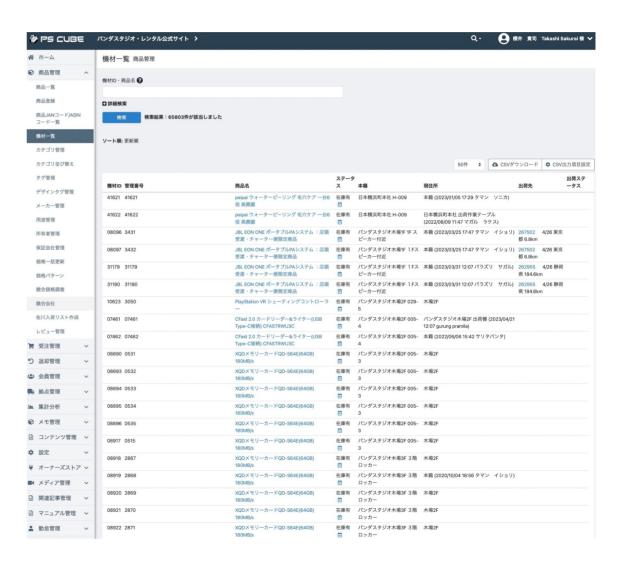


#### Equipment master page

All items have two attributes: Product ID and equipment ID, and you can check the current status (waiting for shipment, returning, etc.), permanent address (original location), current address, etc. in a list.

PS-CUBE has two unique concepts regarding addresses: "permanent domicile"(original shelf number) and "current address" (Kuroneko, Sagawa Express, the latest location is updated on an in-house system from time to time).

Information such as rental history, ROI (return on investment), repair history, and inquiry history is managed for each piece of equipment.





#### Rental calendar

You can intuitively see which equipment is being rented and when. You can also check the purchase price, remaining warranty period, and profit margin for each equipment ID on this screen.

Al automatically allocates the most suitable equipment ID for the equipment needed for shipping when an order is received.

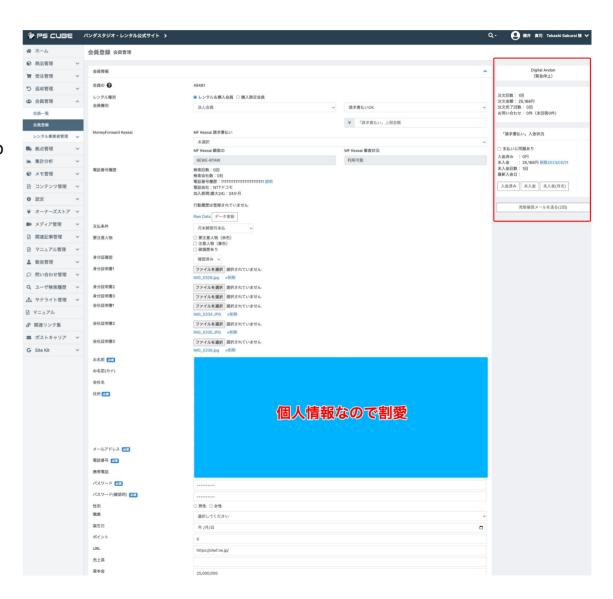




#### About customer information (Part 1)

It has a unique customer ID, and all of the customer's actions, such as past order history and content, inquiry content, telephone history, and reviews, are linked and displayed on one page.

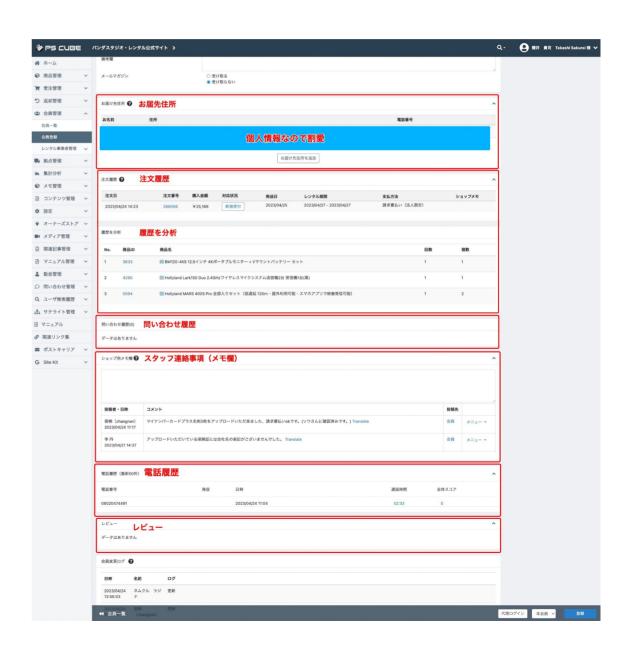
Equipped with an emergency stop button (Andon button) to forcefully stop shipments if fraud is suspected.





About customer information (Part 2)

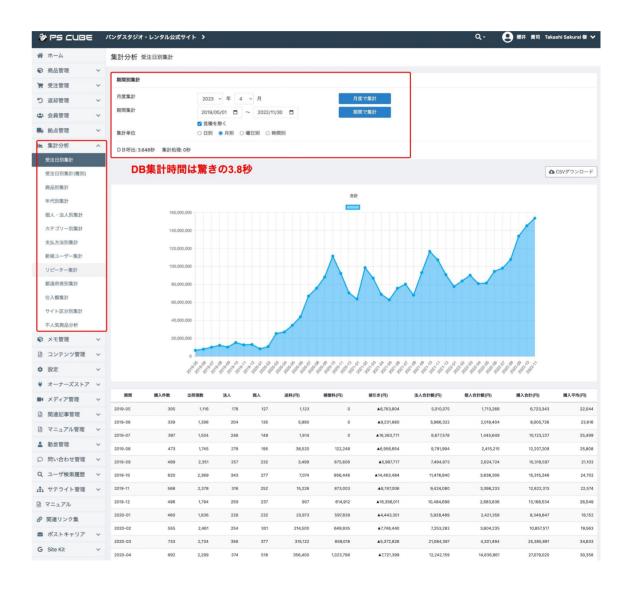
Furthermore, PS CUBE manages the customer's actions, such as rental item delivery destination, staff contact details, and telephone history (click to check audio data).





#### Aggregate analysis

If you select the category you want to aggregate (products, individual / corporate ratio, repeat customer rate, purchase amount, etc.), PS CUBE will show aggregate analysis in a few seconds.





#### Change in number of orders (Part 1)

Depending on the number of specific products and equipment, you can check whether orders have been received. This can be used as a criterion to determine whether it is better to increase the inventory of equipment or not.

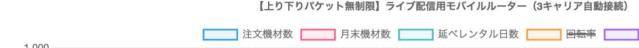
This graph is for the SONY professional camera "NX5R". By increasing inventory (red), the number of orders has also exceeded the number of orders, so it can be judged that it is a success as a rental.

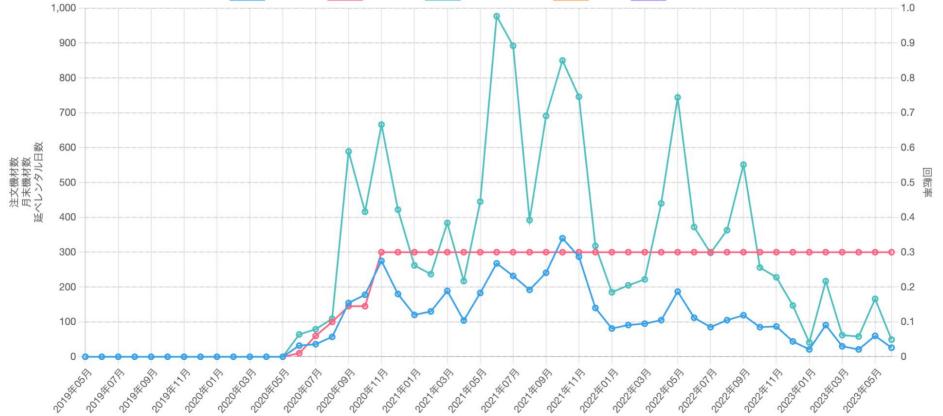




#### Change in number of orders (Part 2)

This is a mobile router for live streaming that automatically connects to 3 carriers, and as mobile routers compatible with the next generation high standard "5G" will be available for rent from May 2022. The demand for this 4G compatible model will decrease. If you see this trend, you will need to reduce your inventory by selling it as a used item.







#### Change in number of orders (Part 3)

You can track not only the individual products listed here, but also the history of the "product categories" themselves. This is an example of "Professional video camera" category. Although the number of orders is small depending on the number of items in stock, the total number of rental days is on the rise. In this case, it may be best to wait and see at this stage.





### About demonstration machine (evaluation machine) lending service



When entrusted by a manufacturer, Panda Studio handles the complicated lending process of demonstration machines (evaluation machines) completely on their behalf using the Panda Studio rental system and logistics system.

#### What you can do is

- Sales agents can check the number of rental machines in stock and make requests 24 hours a day.
- Fastest delivery from X Frontier, an automated robotic warehouse that operates 24 hours a day.
- You can use <u>the agency name on the delivery</u> slip for delivery. (Only Kuroneko Yamato)
- Returns can be accepted using the Kuroneko office name as the return address (without inform the Panda Studio's name to customers).
- You can decide where to pay the shipping fee by combining the time of delivery (Pay on Delivery/Cash on Delivery) and the time of return (Cash on Sale/Cash on Delivery).
- <u>Chartered trucks can be arranged at a low price</u> even in the suburbs of Tokyo by PS CUBE.
- You can complete a questionnaire (online) after lending.

#### In preparation (under development)

<u>Limited number of rental days</u> (From \* days to \* days).

#### **Meeting required**

 We can automatically create and ship optimally sized cardboard boxes with your original logo on them.

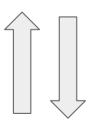


#### **Manufacture**



Demonstration machine (all evaluation machines left at Panda Studio)





Free rental with exclusive coupon code



Agency









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