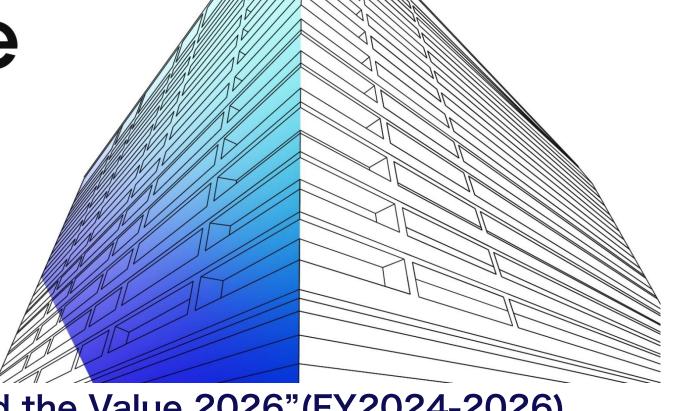


## Find the Value

Focus on what we have now, and shine a light on the hidden values



Mid-Term Plan "Find the Value 2026" (FY2024-2026)





## Mid-Term Plan "Find the Value 2026" (FY2024-2026)

- a. What we aim for
- b. Market landscape / Competitive advantage
- c. Business strategy
- d. Financial strategy (Capital allocation policy) / IR Strategy

#### 2. APPENDIX

- a. FAQ
- b. Detailed market data
- c. Sustainability
- d. Our Business

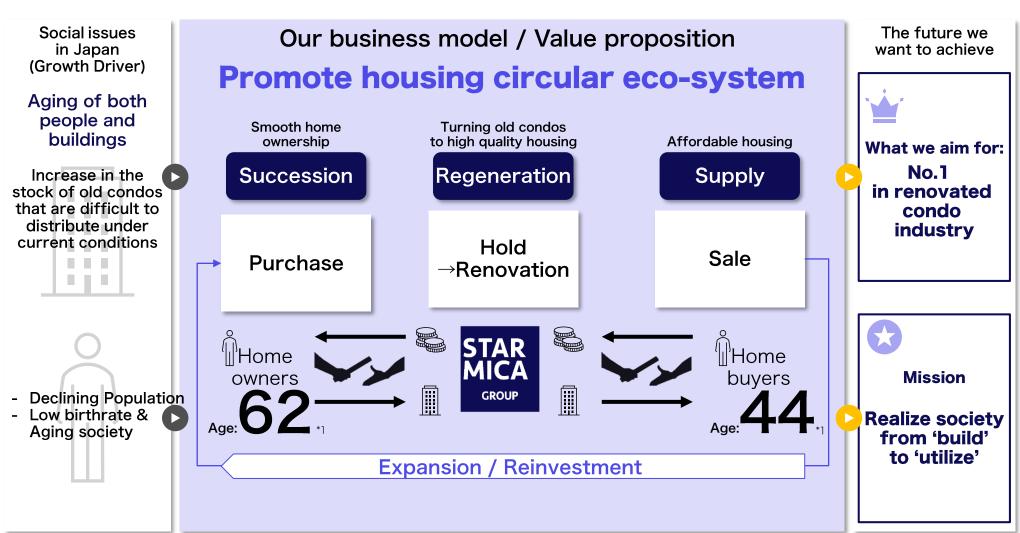


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# Mid-Term Plan "Find the Value 2026" (FY2024-2026)

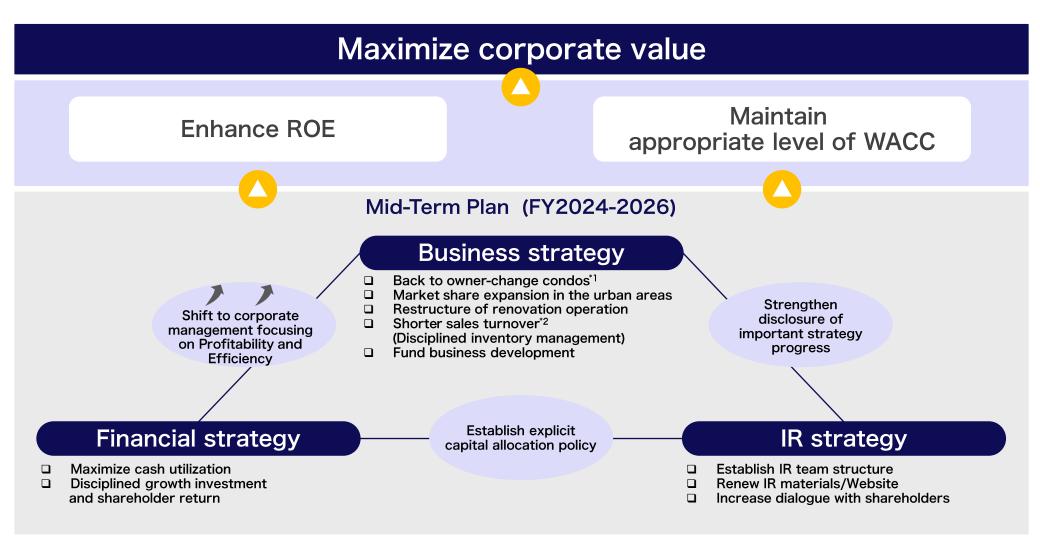
a. What we aim for

 Contribute to popularization & establishment of the housing circular eco-system through solving social issues and our growth.



<sup>\*1</sup> Median age of seller/buyer of condos with our company (FY2022 & FY2023)

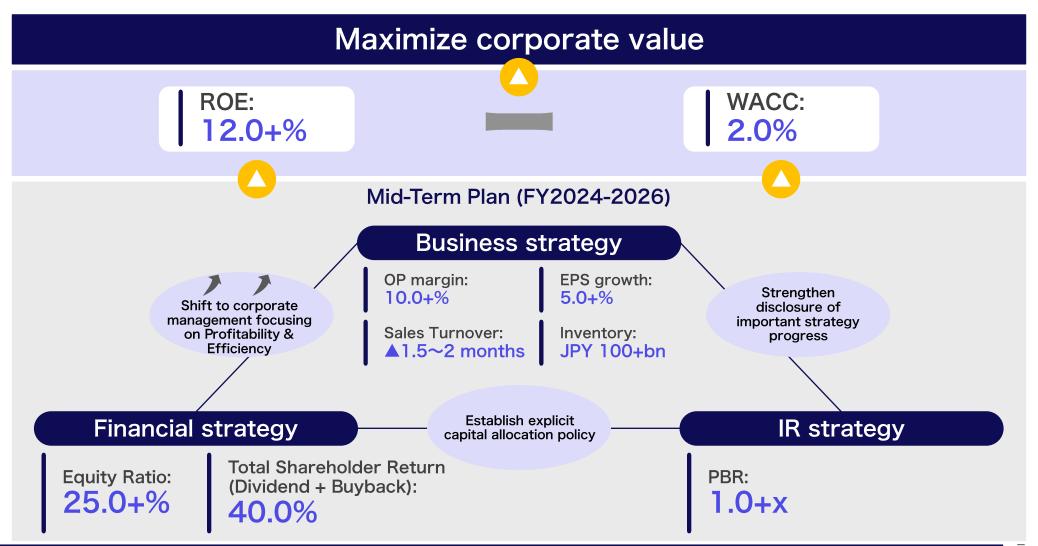
Implement three strategies to maximize corporate value.



<sup>\*1</sup> See page 20 for more details

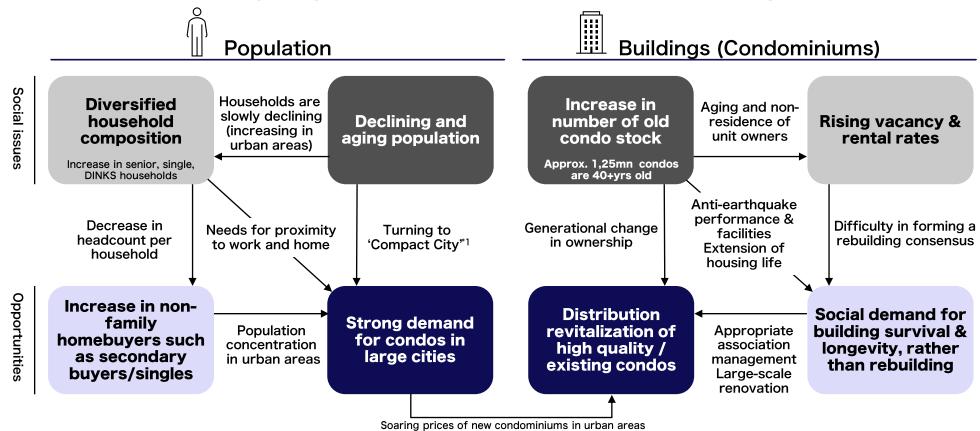
<sup>&</sup>lt;sup>2</sup> Number of days from 1) tenants moving out or 2) purchase of vacant condos to sales/ delivery (incl. renovation work period)

- Set quantitative goals to increase corporate value.
- No specific targets for revenue, profit, etc. to respond the market environmental changes.



 As people and buildings are aging, increasing needs to achieve a sustainable society through the effective use of existing resources.

## Social issues in Japan: Aging population and buildings



Formation of an intensive urban structure that improves the Quality of Life (QOL) for the elderly and reduces the cost of maintaining social infrastructure

Promote the rebirth & distribution of more convenient & comfortable condos to meet Japan's housing needs.



issues

Declining & Aging population

> **Diversified** household composition



#### **Our solutions**

Revitalizing an old condo through renovation



**Condos** 

Older condo stock increase

Rising vacancy & rental rate

## Promote circulation of

w/strong demand Large cities **Central areas** 

housing stock in urban areas

Diverse product lineup to meet clients' needs



Buyer of owner-change & older condos w/fewer buyers

~20yrs 20+yrs Vacancy 5% 1% rate\*1 Rental 10% 18% rate

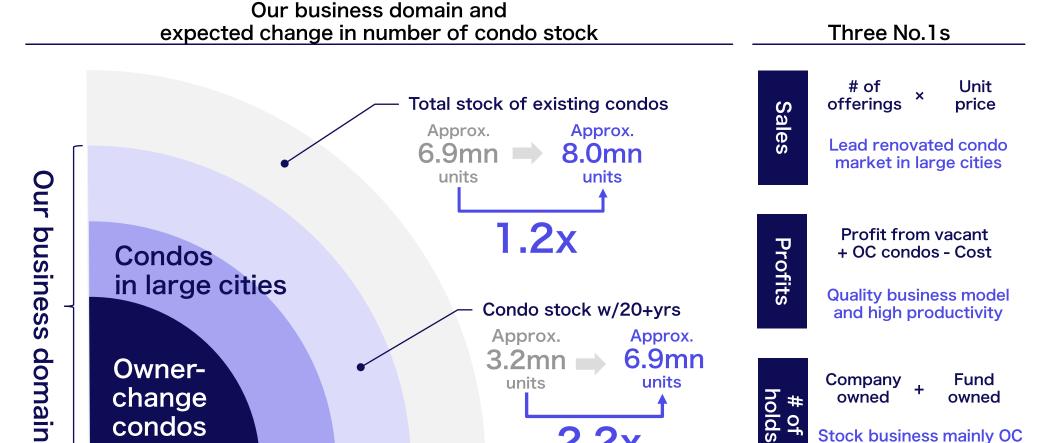
Declining liquidity due to age of the building

Social demand to promote the survival and longevity of buildings

Revitalization of existing condo distribution

condos

- Our main business domain will continue to expand by aging condo stock.
- Continue to pursue No. 1 in the industry through strategic business expansion.



(Source)MLIT Statistics and data of condominium market / Starmica Holdings Our estimate is based on the rate of change in the supply of new condos over the past five years and the status of reconstruction of condominiums as of March 2023 Assuming i) the total number of condos rebuilt is 282, or about 23,000 units, ii) stock removal due to rebuilding, etc. is negligible, and iii) the current stock of existing condos will become "20+vrs condo" in 20 years'

2.2x

Stock business mainly OC condos

 Establish a management foundation for sustainable growth by implementing Mid-Term Plan embodying our corporate slogan.

"Find the Value 2026"

## Focus on what we have now, and shine a light on the hidden values



### Pre-owned condominium industry

Pioneer of owner-change condos

Market growth for older & owner-change condo



#### **Business strategy**

Back to owner-change condos



#### **Demographics**

Declining and Aging Population vs

Diversification of household composition & Concentration of population in urban areas



#### **Business strategy**

Expand market share in large cities



#### Internal resources

No.1 in renovated condominium holdings vs

Low efficiency due to B/S type business (room for improvement)



### Business strategy / Capital allocation policy

Shift to business management focusing on Efficiency in addition to Profitability



#### Capital market

High profit growth and return to shareholders vs

PBR lower than 1.0x



#### Capital allocation policy / IR strategy

Communicate our intrinsic value through enhanced disclosure & dialogue



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# Mid-Term Plan "Find the Value 2026" (FY2024-2026)

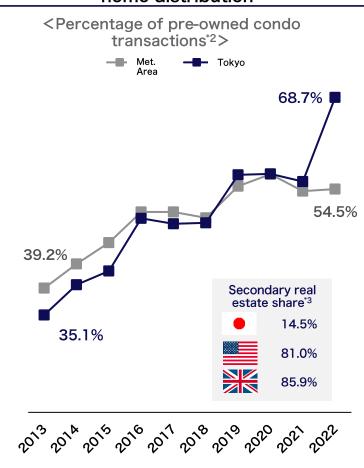
b. Market landscape / Competitive advantage

- Secondary real estate market share in Japan is 1/6 of that compared to the U.S. and European countries.
- We anticipate pre-owned condominiums take the initiative in the expansion of the market share.

**Housing Market Trends in Urban Areas** 

#### Demand side Supply side Prices continue to rise, but are less expensive than Pre-owned new construction **Population** Variety of choices from compact to family type Condominiums Can remain standing for a long time through proper decline management and repair (Difficult to build consensus for rebuilding condos. Limited to 282 cases and approx. 23.000 units). # of household unchanged in urban areas **Purchase** Land acquisition is difficult in central Tokyo and popular areas, and the number of units sold declines New vear by year Diversified Price hike coupled with rising construction costs Condos tend to become compact & smaller to limit household the price composition Diversified House home buyer Mainly supplied in suburbs / for families needs Not as long-lived as condos and more likely to be rebuilt from used to new (Avg. 37yrs\*1). Diversified mortgage plans Unit rent prices are rising For the same level of space and grade, mortgage Continued Rent repayment < rent in many cases lower Family type is hard to get vacancies mortgage rates

Urban condos drive the secondary home distribution



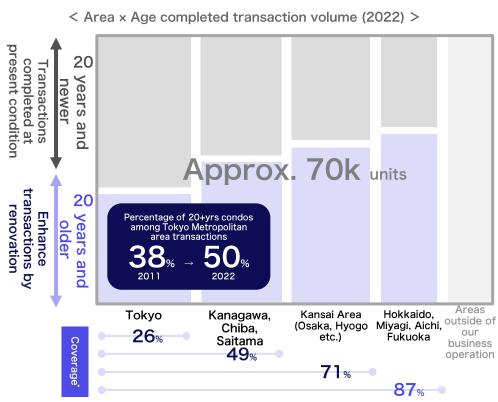
<sup>&</sup>lt;sup>\*1</sup> (Source) Federation of Housing Organizations of Japan, "FY2022 Custom Detached Houses Customer Survey

<sup>&</sup>lt;sup>\*2</sup> (Source) Calculated by # of new/pre-owned condo sold and Real Estate Economic Institute, "National New Condominium Market Trend 2022" and Real Estate Information Network for East Japan "Metropolitan Area Real Estate Distribution Market Trend (2022)" Trend (2022)

<sup>\*3 (</sup>Source) MLITT: Revitalization of the Existing Housing Market (May 7, 2020)

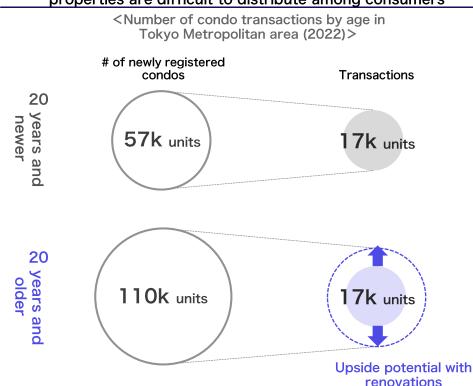
- The pre-owned condo market has approx. 70k contracts/year.
- Our focused condo market ('urban' x '20+yrs old') is expected to expand in the future.

Our business operation covers 90% of all completed transactions, more than half of them is 20+yrs old



Expect solid demand as number of households will likely to remain steady

Needs to promote distribution through renovation as older properties are difficult to distribute among consumers



Older properties are often in poor condition (difficult to live in as is) and are less likely to be sold between consumers than newer properties.

- Unique business model to purchase owner-change condos in the investor market and sell them in the actual demand market.

Various reasons for turning to owner-change Owner-change condos are only sold in the investor market, and few buyers condos Home buyers X (for own residential use) Relocation Financing challenge Land owner Cannot move-in until tenants go out. Unlikely to finance w/ residence lower rate mortgage loan (New development) Corporate **Private investors** housing Information Operation challenge Poor investment return as a real estate (lower yields and Inheritance higher unit costs than studio rooms) Real estate investment Real estate companies Large financial burden without selling the property. We estimate that owner-change condos Single condo transaction is time-consuming / less efficient compared to large-scale buildings. consists of 15% of total condo market **Entry barrier** 

#### We have been creating a secondary market for family-type / owner-change properties



## Networking with real estate agents

 Recognized as a pioneer in family-type /owner-change condos with few buyers

#### **Operation capability**

- In-house operation of labor-intensive contract, settlement (escrow), and rental management
- Quick decision-making by sophisticated operation structure from appraisal to contract and settlement

#### Financing capability

- Expanding biz w/a variety of financing methods during the start-up period
- Continued to strengthen competitive advantage in/after the expansion phase
- Long-term debt w/track records
- Stable number of sales (cash flow)
   w/the law of large numbers

Owner-change & urban-centered business model enable us to continue earning "stable" profits.

#### Owner-change centered





#### Urban centered

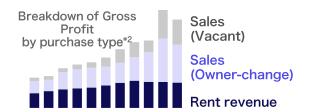


■ While other players in this industry focus on purchasing vacant properties that are highly competitive, we focus on purchasing owner-change condos that are difficult to imitate, enabling us to unit price and volume. generate highly repeatable profits.

### Higher profit margin



Flow & Stock revenue



Unrealized gain

JPY 25.8bn<sup>-3</sup>

■ Even as we expand nationwide, will focus on urban areas/each region where demand is firm and stable earnings can be expected, achieving both higher

	Sales	= Unit price ×	# of sold
Star Mica	No.1 Sales in secondary condo	Higher unit prices with urban area focus  34.9mn	Top ranked with nationwide footprint 1,395
Co. A	30.0bn	17.9mn	1,673
Co. B	30.3bn	26.3mn	1,152
Co. C	26.0bn	24.0mn	1,066
Co. D	29.3bn	67.0mn	441
Co. E	26.2bn	39.4mn	664
	Mica Co. A Co. B Co. C Co. D	Star Mica A 30.0bn  Co. A 30.0bn  Co. B 30.3bn  Co. C 26.0bn  Co. D 29.3bn	Star       No.1 Sales in secondary condo       Higher unit prices with urban area focus         Mica       47.4bn       34.9mn         Co. A       30.0bn       17.9mn         Co. B       30.3bn       26.3mn         Co. C       26.0bn       24.0mn         Co. D       29.3bn       67.0mn

<sup>&</sup>lt;sup>\*1</sup> Profit margin based on properties for sale in FY2023 (unconsolidated)

<sup>&</sup>lt;sup>\*2</sup> The breakdown of profit is an approximate figure from FY2013 to FY2023 (consolidated)

<sup>\*3</sup> As of 11/30/2023

<sup>(</sup>Source) The Japan Journal of Remodeling "The Ranking of Secondary Real Estate Business 2023", Starmica holdings Our sales/unit price/# of properties for sale based on results in FY Nov. 2022

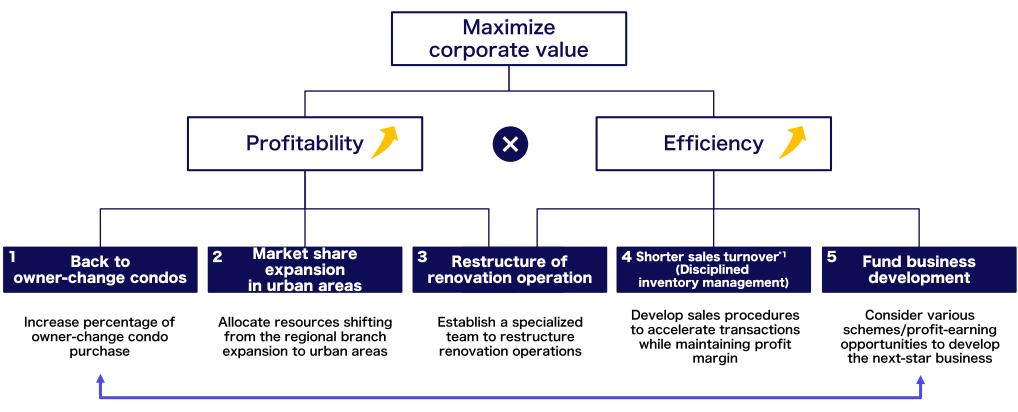


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# Mid-Term Plan "Find the Value 2026" (FY2024-2026)

c. Business strategy

- Achieve sustainable growth and increase corporate value based on five strategies.

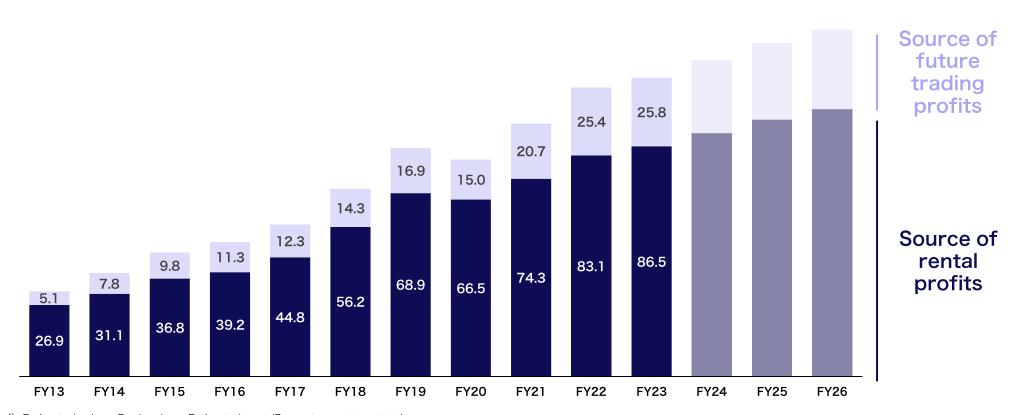


Strategy key point:
Sustainable & Stable growth through purchase of competitive owner-change condos

 $<sup>^{*1}</sup>$  Days form key received  $\rightarrow$  Renovation  $\rightarrow$  Listing for sale  $\rightarrow$  Contract date

- Continue to aggressively purchase properties and accumulate high-quality stock for a source of profits.
- Inventories & unrealized gains are expected to further increase by "back to owner-change condo".



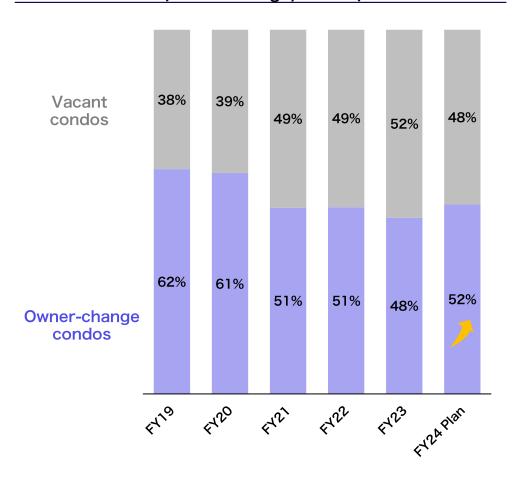


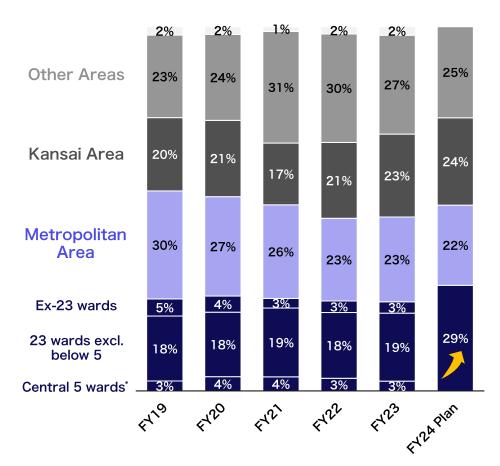
<sup>\*1</sup> Estimated sales – Book value – Estimated cost (Property agent cost etc)

- Have been deepening our area focusing on regional cities x vacant condos for the last 5 years.
- However, plan to increase market share by raising the owner-change ratio & investing resources in urban areas.

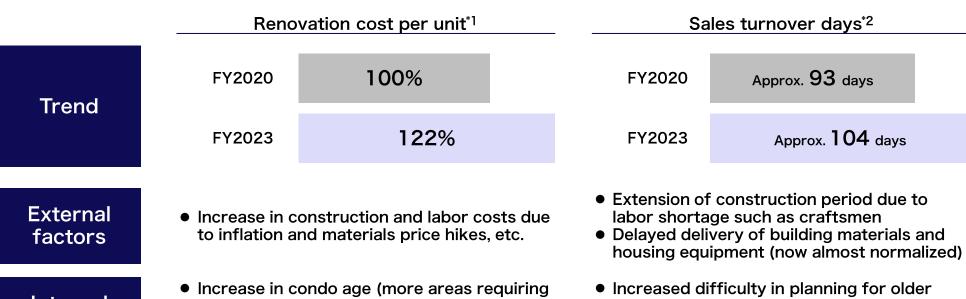
Composition of condo purchased (owner-change/vacant)

Composition of condo purchased (by region)





- Both internal & external factors resulted in 20% cost increase & additional 10 days turnover.
- Establish a specialized team for renovation operation restructure to optimize Quality / Cost / Delivery (QCD).



Internal factors

- Increase in condo age (more areas requiring for renovation)
- Improve of product grade in high-priced condos in urban areas

- condos
- More inspection and corrective work to improve quality

Main focus points

Establish a specialized team to improve Business Process Reengineering (BPR) and operation flow.

Enhance value-added product (Competitive product development in urban areas)

Consider cost reduction methods

Deepen cooperation with renovation partner companies.

Improve efficiency of internal operations through
Digital Transformation investment

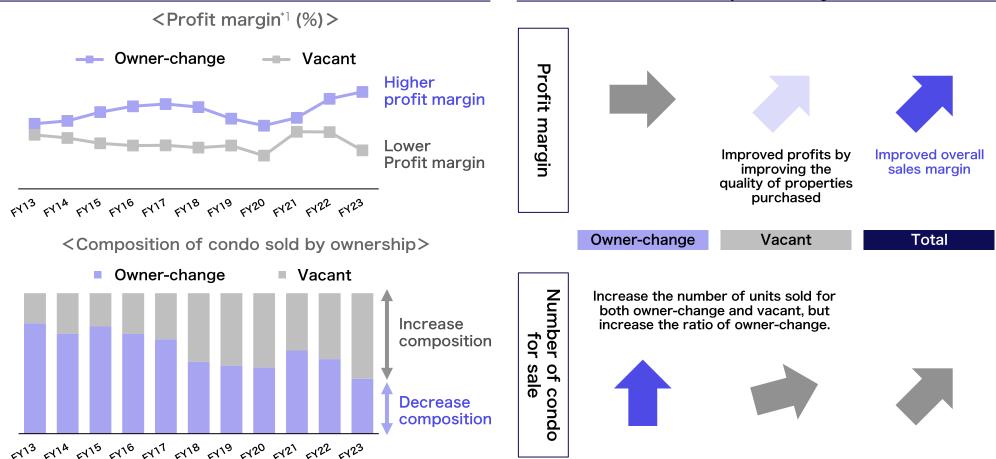
<sup>\*1</sup> Average renovation cost based on properties for sale

<sup>\*2</sup> Days from key received to listing for sale

- Vacant condo ratio has increased since 2018, pushing down the profit margin.
- From this year, plan to increase owner-change condo ratio to improve overall profit margin.

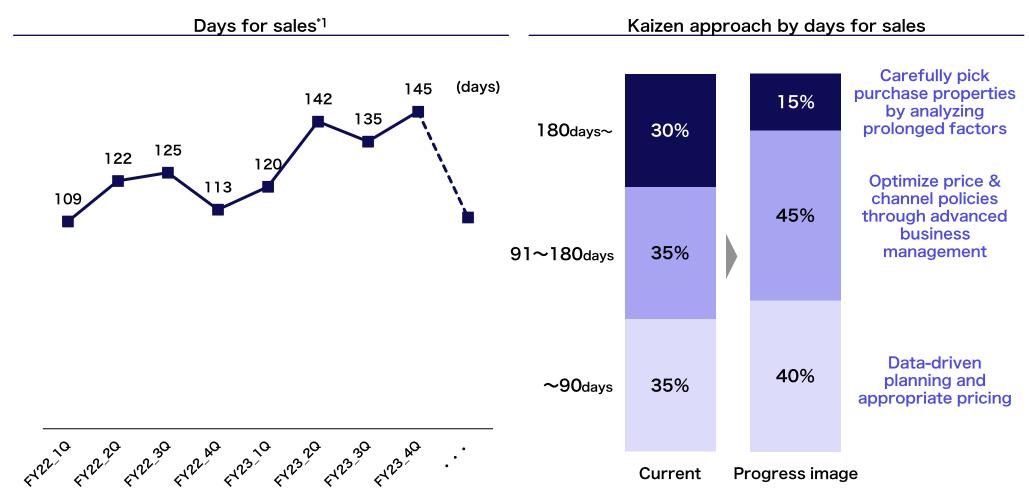
## Previous sales strategy: Aggressive regional expansion & vacant purchases since 2017

#### Future sales strategy: Increase in owner change condos will contribute to better profit margins



<sup>&</sup>lt;sup>\*1</sup> The breakdown of profit (vacant condos / condos with tenants) is an approximate figure

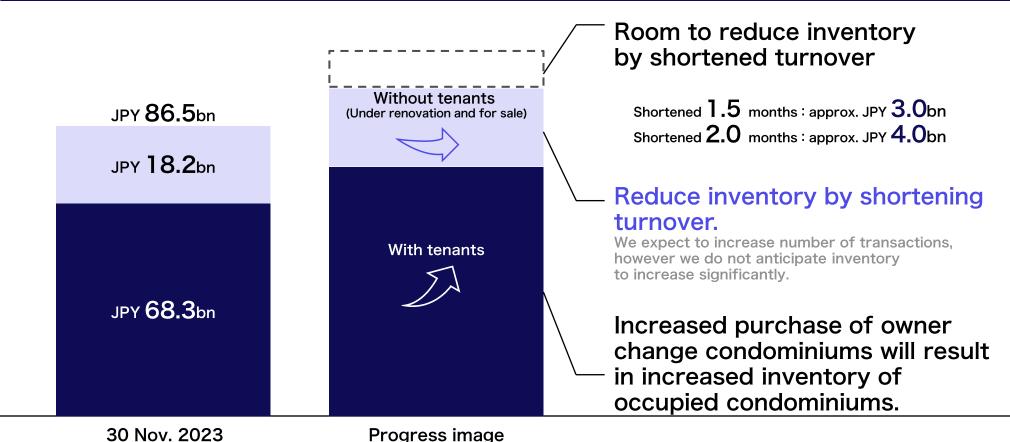
- Days for sales are becoming longer mainly due to market environment changes.
- Improve sales turnover (1.0~1.5months) through disciplined inventory management.



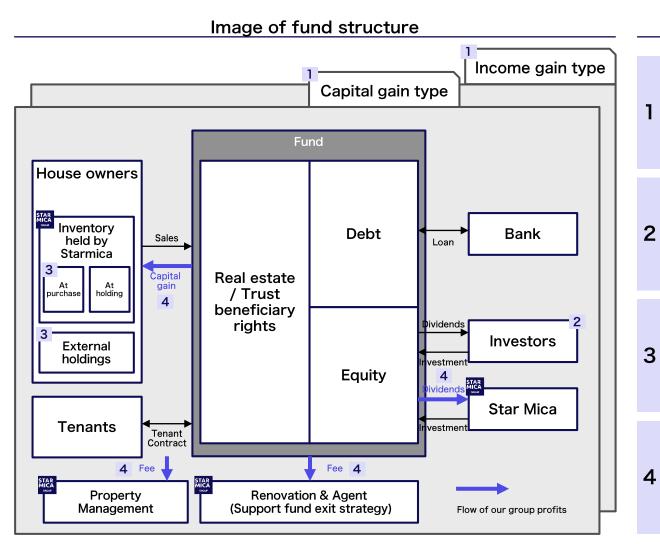
<sup>\*1</sup> Start date of sales listing ~ End date of sales listing (Contract date), data includes both vacant and owner-change condos

- We expect shortened turnover will reduce inventories of vacant condominiums (both acquired vacant and vacant after tenant departure).

#### **Progress image of Condominiums for sale inventory**



- Actively promote the condominium fund business as the next star in response to business & financial strategies.



#### Merit of fund business

Flexible to design fund type and redemption period

Simulate eviction probability/default rate/pre-payment rate, etc. by utilizing our own data accumulated to date

Meet various investors' needs

2 Actively accepting investments from non-real estate related companies

Diversification of real estate portfolio

Diversify the fund by targeting real estate other than our owned condos

More revenue-generating opportunities

Expand comprehensive earnings by utilizing our group assets

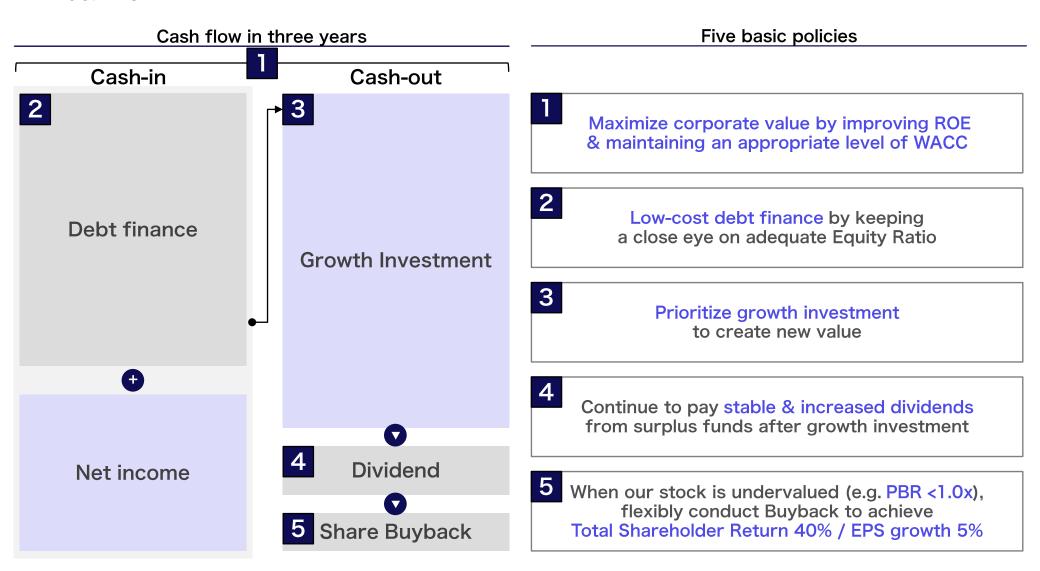


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# Mid-Term Plan "Find the Value 2026" (FY2024-2026)

d. Financial strategy (Capital allocation policy) / IR strategy

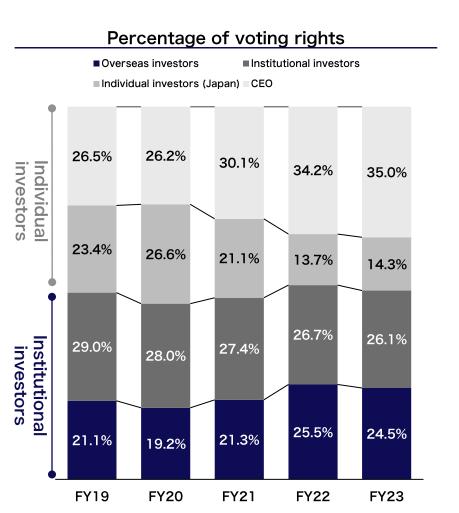
Maximize cash utilization to achieve disciplined growth investment & shareholder returns



- Many long-term / stable shareholders both in Japan and overseas.
- Promote information disclosure & dialogue based on IR/SR strategy and strive for mutual understanding with investors.

Major

efforts



#### IR/SR activities

#### **Dialogue with existing investors**

- Earnings report for institutional investors (twice/year)
- 1-on-1 meeting with institutional investors (Japanese/English, live/online)
- Selected Q&A session (Individual/Institutional investors)
- Exchange of ideas through engagement meetings

#### Increase awareness among new investors

- Speaker at IR events
- Overseas investor visit
- Meetings with individual investors / Distribution of meeting minutes



#### **Strengthen IR platform**

- Develop consistent IR/SR strategies
- Increase personnel

#### **Enhance disclosures**

- Renewal of IR materials
  - Proactively disclose the progress of our strategy
  - Promote understanding of the market environment & our business
- Renewal of company web sites (Japanese/English)

#### **Active dialogue with shareholders**

- More 1-on-1 meetings with new investors
- Understanding of market valuation and improving gaps



2

## APPENDIX a. FAQ



What is the impact on your business if interest rates rise?



#### ■ Already risk hedged for potential rise in financing costs

- We have interest rate swap contracts for most part of debt arrangements

#### ■ We believe concerns about rising mortgage rates are limited

- A large segment of Japanese mortgage borrowers choose floating rates (linked to short-term interest rates)
- Currently, there is no consensus in the Japanese financial market that short-term interest rates will rise, therefore, concerns about a rise in mortgage rates (floating) are also considered to be small
- Most of the buyers of our properties select floating rates or cash, and have higher annual household incomes than the target of our competitors and local home resale operators
  - Even if interest rates were to rise, households would not be "unable to pay their loans"
  - More affluent customers are increasing (dual-income households & seniors aim to buy 2<sup>nd</sup> house)

The market has been rising after the Covid, but seems the tailwind is over. How do you assess the market outlook in the future?



### ■ From long-term perspectives, we believe pre-owned condo prices are on an upward trend

- Even with the burst of the bubble economy and the Lehman Shock in the past, the rate of decline was limited in actual demand
- As we expect new condo prices to remain high due to the cost structure, it is difficult to assume only existing condos will see price declines
- However, we will hedge our risk by avoiding high-valued prime location condos that often come with high volatility

#### ■ In the short-term, we see possible stagnating risk

- If the market were to enter a downtrend, we expect to see polarization between urban & rural areas and increase the urban share
- Carefully select to purchase vacant properties that are highly competitive (quantity & quality is a trade-off, so we will proceed focusing on quality)
- To prevent worsened inventory turnover (=longer sales turnover), we will promote data utilization & internal rules in the future

Why did you select total shareholder return as a measure of shareholder return?



### ■ Dividends and share buybacks allow us for a variety of means of shareholder return

- Dividend:
  - Aim to increase dividends to reward long-term shareholders. Refrain from sudden dividend increases / cuts, and would like you to hold our stock with peace of mind
- Buvback:
  - In addition to supporting the stock price, we expect EPS & BPS growth and efficiency improvement. We also aim for win-win shareholder returns for both shareholders and the company
- Total Shareholder Return:
  - As we understand that shareholder return is one of the most important themes of our group, we set a quantitative target of 40% in order to achieve a certain level of shareholder return

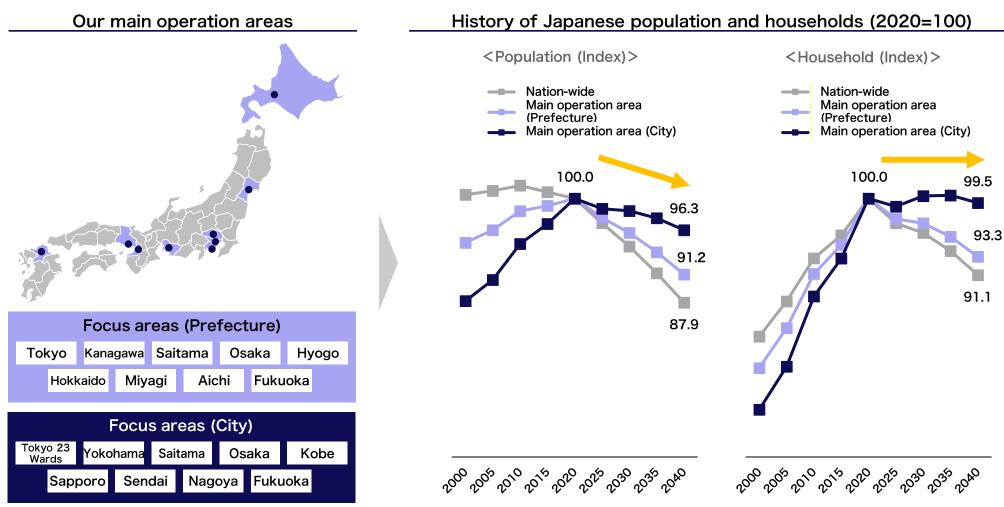


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## **APPENDIX**

b. Detailed market data

- Japan's population will decline, but much slower in urban areas.
- Expect the number of households in our main operation areas remain flat.



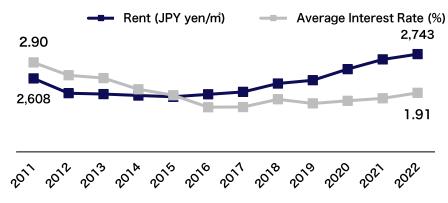
(Source) the National Population Census, National Institute of Population and Social Security Research "Projections of Future Population by Region in Japan" and "Projections of Future Number of Households in Japan



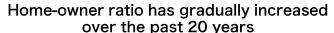
Mortgage payments are reasonable compared to rents, and more households are choosing to own their homes.

#### Reasonable monthly repayment by low interest rate <Monthly payment comparison of our sold condos (FY2023)> Standard Monthly mortgage monthly rent\*1 repayment\*2 Tokyo Metro **JPY 104k** JPY 126k Area Kansai Metro JPY 86k JPY 117k Area Regional **JPY 73k** JPY 107k Cities \*1 Based on condos sold by StarMica in FY2023. \*2 Assumed mortgage loan at 0.5% for 35 years.



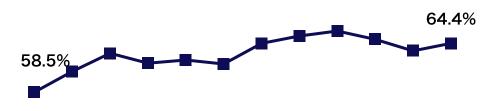


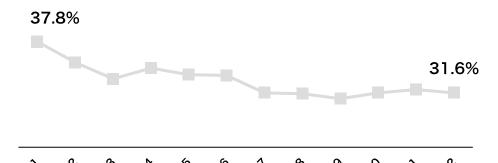
(Source) Japan Housing Finance Agency "Interest Rate of Flat 35 Housing Loan", The Real Estate Transaction Promotion Center "Statistics in Real Estate Industry" Interest rate is calculated by average of the highest and lowest interest rate (monthly)



<% of Home Owner and Non-Home Owner>



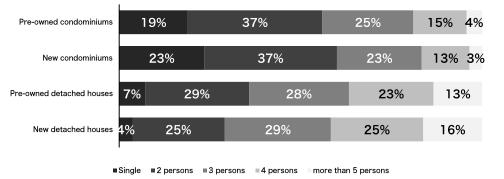




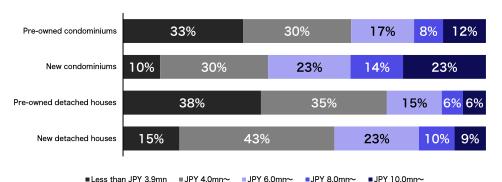
 Compared to detached houses, pre-owned condos can be an option for various household & income ranges.

Pre-owned condos are chosen by a wide range of people





#### <Buyers' household income>



(Source) Japan Housing Finance Agency "Interest Rate of Flat 35 Housing Loan" New houses includes total of custom-built, custom-built with land, and built-for-sale

Pre-owned condos are selected by those who value price, location, and convenience

Reason of buy the following housing (%, Multiple Answers)

	Pre-owned Condo	New Condo	Pre-owned Houses	Houses built for sale	Houses custom- built
Good location	52.2	56.9	46.9	46.6	23.7
Preferred house / condos	37.2	52.8	62.4	59.0	42.0
Reasonable pricing	63.1	31.6	57.9	38.0	19.5
Convenience for commute/living	35.2	44.4	18.3	23.6	18.2
Reliable developer, real estate agent	10.6	29.9	8.3	18.4	54.7
Future resale value	12.3	22.9	9.7	9.8	5.2
Appropriate maintenance	11.0	8.3	2.1	2.3	

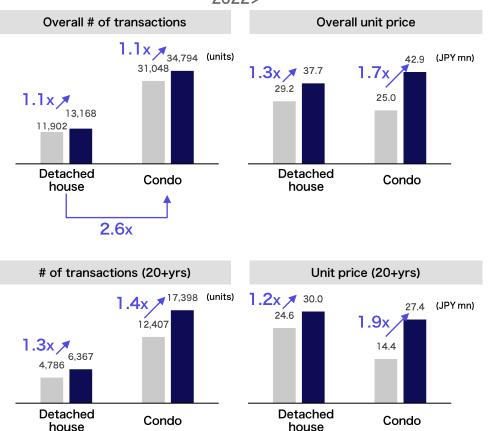


(Source) Ministry of Land, Infrastructure, Transport and Tourism Residential market research 2022

- # of contracts for existing condos in the Tokyo metropolitan area is 2.6x than existing detached houses.
- Condos can have a longer life through maintenance & repair, and the percentage of older condo is increasing year by year.

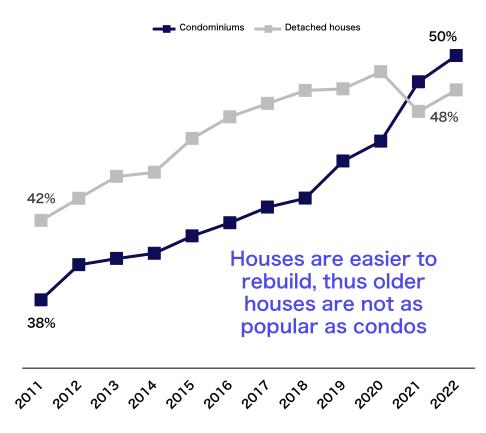
The unit price & # of contracts for condos (20+yrs) increased significantly, supported by strong demand in urban areas

<# of transactions / Unit price in Metropolitan area: 2012 vs.
2022>

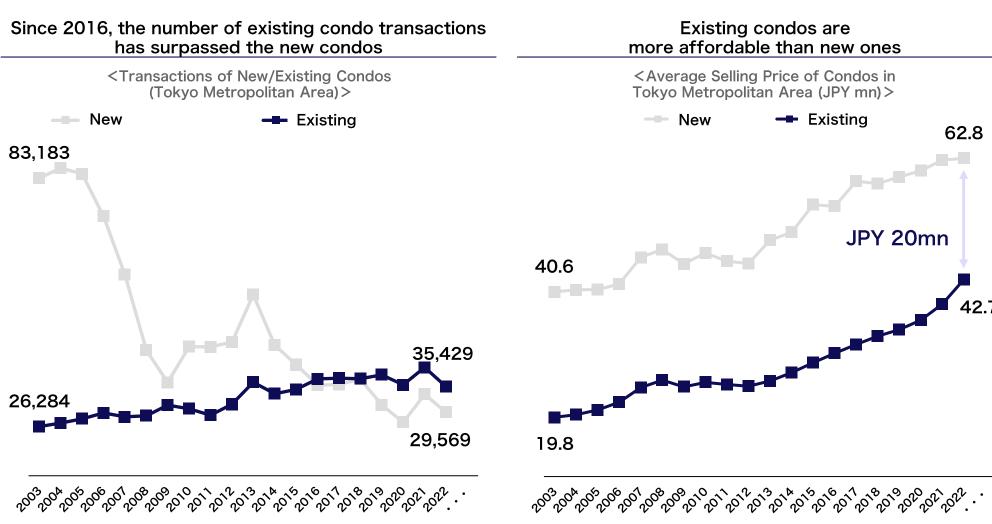


Both condos & houses (20+yrs) transactions are increasing year by year, but detached houses seem to have reached its peak

<Ratio of condominiums that are 20+ years old to all transactions>



 Demand for existing condo remains solid and the market is expected to expand over the mid-long term.



(Source) Real Estate Economics Research Center "Condominium Market in Japan", REINS "Market Watch"

(Source)National Federation of Real Estate Brokerage Associations Real Estate Institute Research "Real Estate Market Annual Statistics", Real Estate Economics Research Center "Market Data in Tokyo Metropolitan Area" . REINS "Annual Market Watch"



2

## **APPENDIX**

c. Sustainability

Clarify our commitments to stakeholders.

Guided by our corporate philosophy (mission) of "striving to realize society from 'build' to 'utilize," we carry out our business with fairness and integrity. We embrace the challenge of creating businesses that benefit society and work to become the Star Mica Group that pursues both growth and profitability.



#### Customers

With the customer's perspective in mind, we constantly strive to improve the level of service that we offer, as professionals.



#### **Employees**

We maintain a highly transparent governance structure, and create workplaces that provide employees with comfortable working environments.



#### **Business Partners**

We build mutual trust and fair business relationships with our business partners, by preventing corruption and taking other measures.



#### **Global Environment**

By stimulating sales of existing homes, we contribute to reducing environmental impact, reducing CO2 emissions, and conserving the global environment.



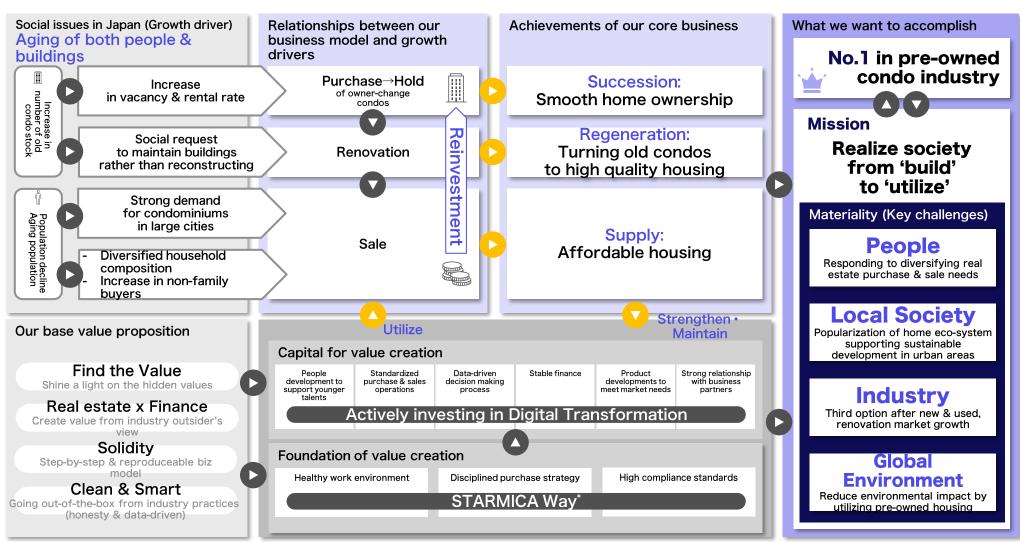
#### **Local Communities**

Through our business, we solve problems that are faced by Japanese society, and will maintain our position as a company that is needed by Japanese society in the future.



## Shareholders / investors

We strive to disclose information in a timely and appropriate manner, and to actively communicate through our investor relations efforts.  Contribute to the sustainable society by creating long-term value through our business.



Our employee action guidelines (Value)

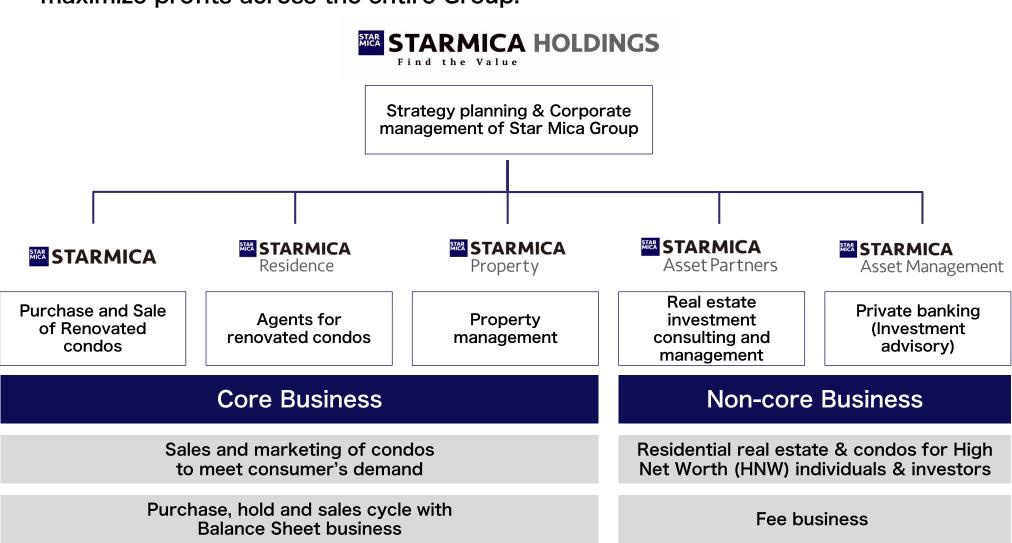


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## APPENDIX d. Our Business



 Positioning the purchase, hold, and sale of existing condos as the core business and the business for investors and wealthy individuals as the non-core aiming to maximize profits across the entire Group.





 Successfully leading the expansion of the existing condo market by increasing purchase/sale transactions and inventories in our main renovated condo business.

<History of Renovated Condo Business (units)>

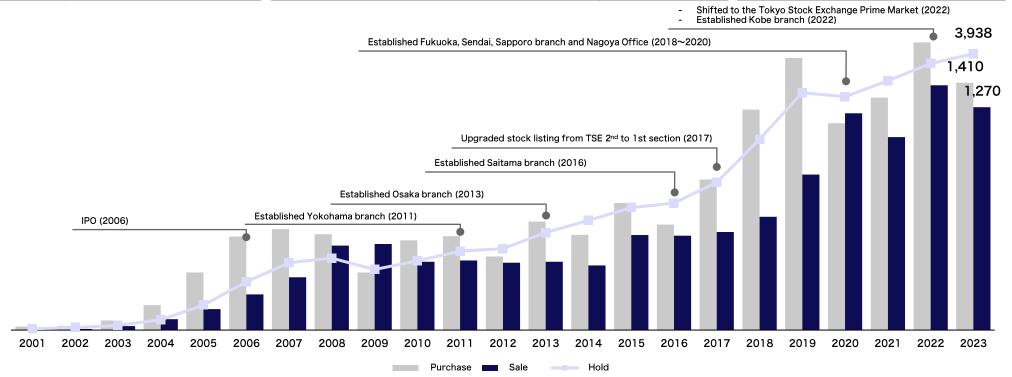
< Early stage >
Our unique business led IPO in 6 years

#### < Establishment stage >

Strengthened our business model by building up inventories



Sharply expanded # of transactions by entering new areas & vacant units





Value chain creating value for society.

#### Purchase

- Purchase mainly family-type, owner-change condos.
- Create a market for owner-change condos where generally difficult to distribute and contribute to increasing the liquidity of real estate.

- Offer high quality renovated condos in major cities.
- Respond to variety of consumers' needs in our product design.

#### Sale

#### Manage and Hold

- Manage and hold the condos until tenant spontaneously vacates.
- Support tenants' comfortable life by our own property management solutions.

- Value-up of old properties to high quality in a short period of time.
- Realizing construction with full consideration for the environment "Keep what we can still use".

#### Renovation



- Purchase and sales transactions are mainly direct with consumers.
- Efficiently operating by balancing between in-house production and outsourcing.
  - Receive 3,000+ potential inquiries per month for purchase
  - Over half of the purchase are from individual owners through real estate agents
  - Some part of our purchase are from corporate owners
- Over half of our condos in Tokyo metropolitan area are managed by property management subs
- Condos in regional areas are outsourced to external property management companies
- Internally handling quality related business such as renovation planning, specifications, and inspections
- Actual constructions of renovation are outsourced to external business partners
- Our sales main channel is through property agents to individual home buyers
- 20% of transactions are directly through our internal real estate agent

**Purchase** 

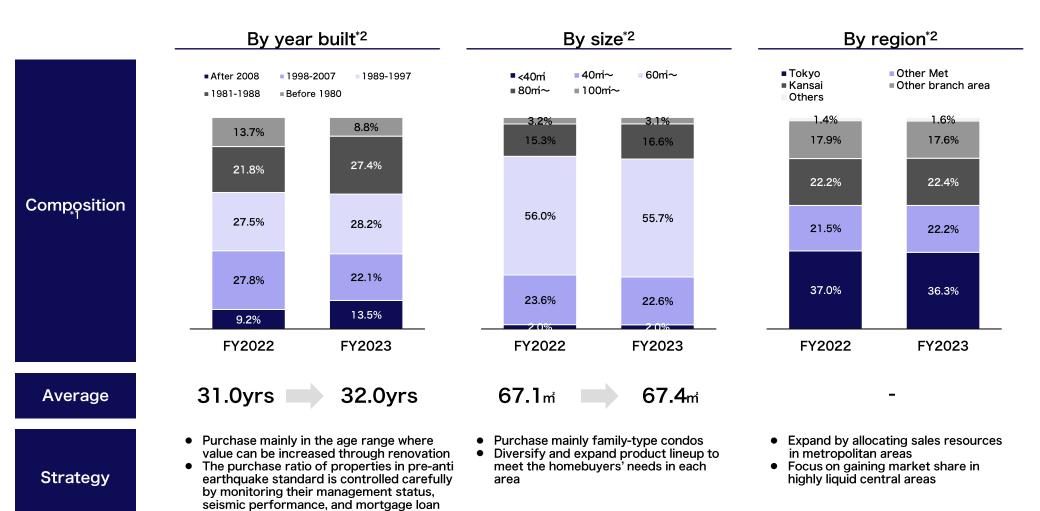
Manage and Hold

Renovation

Sale

**Star Mica Group** STARMICA STARMICA STARMICA STARMICA **STARMICA STARMICA STARMICA** Asset Partners Residence Property Real Property Real Renovation companies estate management estate companies agents agents Our Our WEB site WEB site **Tenants** Carpen Interior Buyers for own Individual Corporate Investors -try work residential use Individual Corporate Existing condo owners (Seller) Existing condo owners (Buyer)

#### - Well-diversified portfolio by accumulating on a unit-by-unit basis.



<sup>\*1</sup> Based on purchase price as of 11/2023

trends

<sup>\*2</sup> Average year as of each year-ending

Company name	Star Mica Holdings Co., Ltd.	
Representative	Chairman and CEO Masashi Mizunaga	
Date of incorporation	July 24, 1998	
Listing date	June 1, 2019	
Listed market	Tokyo Stock Exchange Prime Section (stock code: 2975)	
Shareholders' equity	JPY 23,162mn	
Group	Star Mica Co., Ltd., Star Mica Residence Co., Ltd., Star Mica Asset Management Co., Ltd., Star Mica Property Co., Ltd., Star Mica Asset Partners Co., Ltd.	
Offices	Tokyo head office (Minato-ku) Branches in Sapporo, Sendai, Saitama, Yokohama, Osaka, Kobe, Fukuoka, Nagoya	
Main Bank	MUFG Bank, Aozora Bank, Mizuho Bank, Sumitomo Mitsui Banking Corporation, Resona Bank, Sumitomo Mitsui Trust Bank	
Auditor	KPMG AZSA LLC	
Number of employees	179	
Businesses	Renovated Condominium Business, Investment Business, Advisory Business	

<sup>\*1</sup> Consolidated basis unless otherwise noted



## **STARMICA HOLDINGS**

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- This presentation is not to be construed as a solicitation to invest in the company. Investors must make their own investment decisions.