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Notice Regarding Early Adoption of "egaku x AI Assistant," a New Feature of the AI-Powered Housing Specification Cloud Service "egaku"

As part of our efforts to provide better services to customers, we have been using the housing specification cloud service "egaku," developed by COMTEX Co., Ltd. (Head Office: Takaoka City, Toyama; hereinafter "COMTEX"), since December 2023. We are pleased to announce that, having recognized the benefits of this new feature of "egaku" at an early stage, we became the first company using egaku to adopt the AI-powered "egaku x AI Assistant" ahead of other companies, commencing its operation on 24 August 2026, as detailed below.



- AI-powered housing specification cloud service "egaku"
URL: https://www.ctx.co.jp/egaku_pr/

Details

This new feature of "egaku" is an AI assistant function that utilizes past specification selection data to provide proposals tailored to each customer's individual considerations, supporting an environment where customers can confidently proceed with housing specification selection regardless of location or time.

■ Further Supporting Customers' Housing Specification Selection with the "AI Assistant Function"

The AI Assistant function is a new feature developed by COMTEX to enable customers to confidently consider and decide on housing specifications even in environments such as their homes where staff are not present.

The AI Assistant responds to questions in a chat format and recommends specifications with high selection rates based on accumulated past adoption records.

Customers can proceed with home building at their own pace, such as outside business hours or on holidays, and make specification selections while receiving proposals based on extensive performance data.

■ Background and Objectives of Utilizing the "AI Assistant Function"

Our company has been awarded 1st place in the "2026 ORICON Customer Satisfaction Survey Built-for-Sale Home Builders in Kinki Region" and 1st place in the "2026 ORICON Customer Satisfaction Survey Built-for-Sale Home Builders in Osaka Prefecture" for six consecutive years, and as Fuji Jutaku with the No. 1 customer satisfaction rating, we provide home building with peace of mind and trust that never betrays our customers' confidence.

Under these circumstances, our company has been utilizing egaku to streamline customers' housing specification decisions. We sought to further enhance this convenience and create an environment where customers can receive detailed advice based on extensive proposal experience and confidently proceed with specification selection, even when considering specifications from their homes.

■ The Company Decides on Early Introduction of the System

Accordingly, the Company focused on the new AI assistant features of egaku, including a function that learns from and analyzes accumulated data on past specification selections and a function that provides recommendations tailored to each customer's individual considerations. With the aim of enhancing the quality of proposals to customers and improving operational efficiency through these new features, the Company began the advance introduction and operation of the AI assistant on August 24, 2026.

In preparation for the start of operations, we organized our past specification selection records (such as combinations of colors, materials, equipment, and options) as data and built a learning environment for the AI Assistant.

Based on the learning environment that was built, the AI utilizes accumulated performance data to propose recommended specifications and popular combinations according to the conditions being considered. As a result, customers can confidently proceed with specification selection regardless of location or time, and we will be able to pursue further function enhancements such as the utilization of consideration history by our design staff.



■ Future Development

Our company and COMTEX will continue to pursue what we call "AI Grown Together," continuously learning from and utilizing the specification selection data accumulated in the AI Assistant with the cooperation of our customers, to improve proposal accuracy and achieve ongoing functional improvements.

Additionally, with support from COMTEX, we will strive to improve operational efficiency and enhance customer satisfaction through further expansion of the AI Assistant's functions.

The above

Note: This document has been translated by AI from a part of the Japanese original for reference purposes only.