

April 5, 2022
PROFITZ K.K.

**PROFITZ has started to offer *Private Asset Management*
a new service that provides real estate asset management services and
enhance social brand value for clients**

PROFITZ K.K. (Headquarters: Chiyoda-ku, Tokyo; Representative Director: Shinichiro Tanaka) has started to offer *Private Asset Management* service, which aims not only to provide asset management for properties but to solve the medium to long-term issues of enterprises and high-net-worth individuals for whom real estate investment is not their main business.

Asset management of real estate is typically used by professional and institutional investors, who expect their properties to be managed to maximize investment returns.

Private Asset Management is designed for real estate assets of high-net-worth individuals and for corporate real estate to provide solutions not only for their properties but for their core business.

PROFITZ works together with its clients on their future asset and business plans, and aims to achieve returns on investments, while providing the following additional benefits:

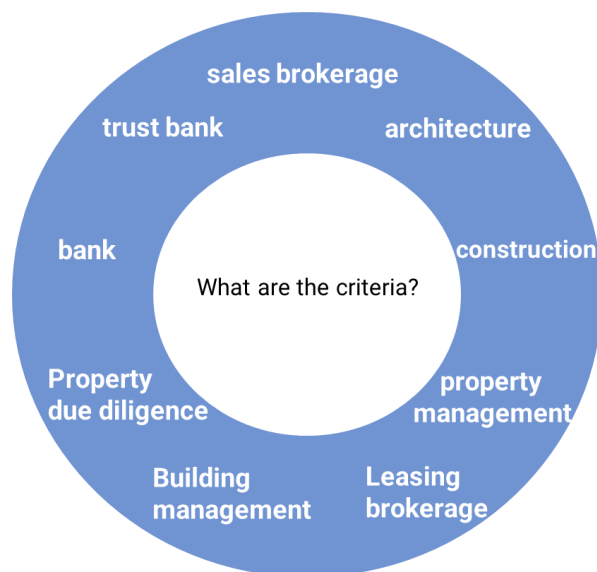
- Social branding by delivering social value
- Synergies with their main businesses (e.g., hiring, enhancing motivation, creating synergies between core business and real estate)
- Cost reductions
- Long-term real estate solutions for both hard (physical) and soft (content) sides



There are many different service providers in the real estate industry who are specialized in certain fields, depending on the nature of their business and services; however, there is little horizontal cooperation and transparency due to the limitations of their fields. This creates information and experience gaps between real estate service providers and their clients, which can result in the inability to select the best choice.

In response to these issues, PROFITZ provides high-net-worth individuals and operating companies with tailored professional asset management services, which are usually reserved for institutional investors. This aims to reduce unsuccessful real estate investments due to a lack of information and available knowledge, and to eliminate disadvantages for our clients through appropriate risk management.

- PROFITZ provides professional private asset management services by negotiating with each vendor to reach the best possible goals at key real estate investment stages.
- It is highly difficult and complicated to bring together various specialized firms and make the optimal investment without the proper specialized knowledge and experience.



About us:

Asset Management Beyond Investment

PROFITZ aims to change what it means by “investments”.

Investments are typically made purely for financial purposes; however, we target to make a great impact on our society through your investments, which must be driven by more than financial goals. PROFITZ is committed to enhancing social branding of our clients through investments with us. This is what we believe the future of asset management business is.

PROFITZ K.K.

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