

April 11, 2022

PROFITZ K.K.

***Porsche Studio Nihonbashi* has launched PROFITZ backs the launch of Porsche's first urban concept store in Japan**

PROFITZ K.K. (Headquarters: Chiyoda-ku, Tokyo; Representative Director: Shinichiro Tanaka; hereinafter "the Company") has supported the launch of Porsche's first urban concept store, "Porsche Studio Nihonbashi" by PAIG Japan Automobile Investment GK (hereinafter "PAIG Japan") in Japan. This is through Private Asset Management service, provided by PROFITZ.

PAIG Japan was established in 2018 to develop a dealer network and manage the business operations in Japan, of Porsche Holding Salzburg, Europe's largest automotive sales company. In April 2022 the Porsche Studio Nihonbashi store began operations.

Porsche Studio Nihonbashi offers test drives of the latest models and simulations using a configurator, and also provides a large collection of fashion, accessories, and *Porsche Lifestyle* interiors. It is the first urban concept store in Japan that showcases a lifestyle with Porsche.

As a member of the project team, the Company worked closely with PAIG Japan to develop and promote the project, transcending the boundaries of an external advisor, and provided the following support.

- ✓ Identify and secure the most suitable candidate sites through PROFITZ's network based on a deep understanding of PAIG Japan's requirements for new store openings
- ✓ Build trust among stakeholders through communication and bridge the gap between common practices in the Japanese real estate industry and PAIG's international culture
- ✓ Adjust lease terms to create a win-win situation for both property owners and tenants based on an objective analysis of conflicting interests
- ✓ Share the vision of enhancing social brand value of the facility and the Nihonbashi area from a long-term perspective, and work as a unified project team to formulate a business plan

■ Porsche Studio Nihonbashi

Building: Tokyo Nihonbashi Tower Annex

Address: 1st floor, 2-8-1 Nihonbashi, Chuo-ku, Tokyo

Showroom size: 161 m2



About PAIG Japan:

PAIG Japan took over the operations of Volkswagen Japan Sales and Audi Japan Sales from an importer in January 2019 and April 2020, respectively, and currently operates 11 Volkswagen dealerships and 12 Audi dealerships.

PAIG established Exclusive Cars Japan GK, an authorized Porsche dealer, in March 2021, and officially entered the Porsche business in Japan. Operation of **Porsche Studio Nihonbashi** begins in April 2022. Porsche has announced a plan to make EVs, plug-in hybrids (PHVs), and other vehicles with electric motors account for more than 50% of global new car sales starting in 2025, committing to a sustainable world.

PROFITZ will continue to contribute to the realization of a sustainable world through their support of PAIG Japan's projects.

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.

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