

September 1, 2022

PROFITZ K.K.

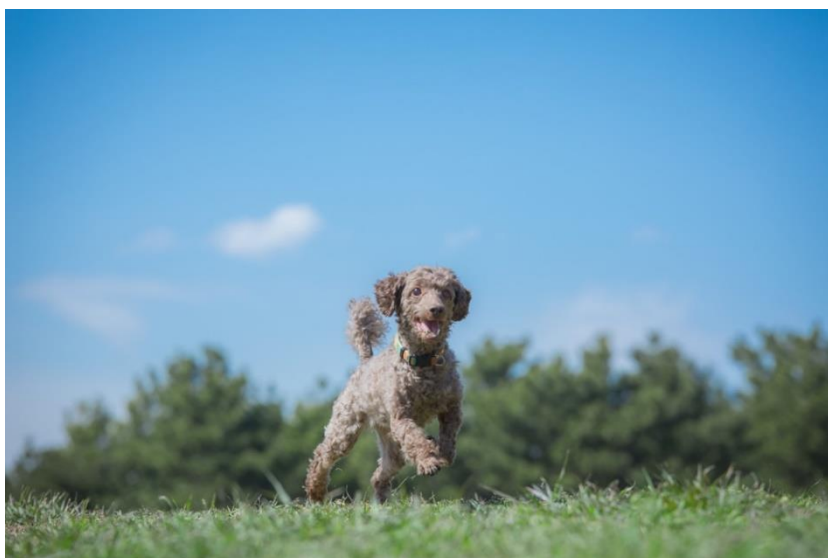
**Completed a strategic investment in Flowens, an affiliate of the largest pet insurance group, specialized in pasture-based breeding and pet food development and sales.  
-Deepening our understanding of the pet industry-**

PROFITZ K.K. (Head office: Chiyoda-ku, Tokyo; Representative Director: Shinichiro Tanaka) has invested in Flowens (Head office: Ichihara City, Chiba Prefecture; Representative Director: Ryosuke Ishida), a company specialized in dog breeding and other dog-related businesses.

Flowens focuses on dog breeding, pet training, development & sales of pet food aimed at creating human-grade food rather than pet food, and veterinary medical businesses. By practicing pasture-based breeding<sup>1</sup>, Flowens creates a rich environment for dogs to play, enjoy food and interact with people in a large space. The firm breeds healthy puppies with high immunity while enhancing productivity through scientific management methods, while prioritizing its love for animals by concentrating on their environment.

Large corporations have not previously broken into the breeding industry while the pet market continues to grow. Flowens will expand not only its current pasture-based breeding business, but also its pet food business by leveraging its existing knowledge and experience. In addition, Flowens employs people with disabilities as part of its diversity recruitment efforts.

PROFITZ has made the decision to invest in Flowens because we expect the firm to become a leading company in the industry, and we believe in their management policy from an ESG perspective.



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<sup>1</sup> Flowens runs two pastures in Chiba prefecture (as of August 2022)

## ■ Investment Background

PROFITZ has launched a new series of funds to generate core-plus or higher returns by studying the lifestyle changes triggered by COVID-19. There is an attractive opportunity for residential investment by implementing asset management measures that contribute to improving Quality of Life (QOL). The first fund, launched in August 2022, will develop the FLUFFY series of pet-symbiotic apartments that provide a happy coexistence for pets and people. FLUFFY Nihonbashi Hamacho (first building) will open in October 2022, equipped with dedicated pet facilities and a support system for residents and their pets.

FLUFFY website: <http://www.wfluffy.com/>

Going forward, FLUFFY (pet-symbiotic apartment initiatives) will utilize the experience and knowledge gained through the investment in Flowens to implement asset management strategies based on a deeper understanding of breeding, training, and the structure and workings of the pet industry. Through the collaboration with Flowens and Anicom Group, the largest pet insurance company in Japan, channels with pet owners and prospective pet owners will increase, which will help leasing activities.

<sup>2</sup>FLUFFY is a pet-symbiotic rental housing complex built on the premise of comfortable living with pets, creating and providing a pet-friendly experience through hardware (dedicated facilities) and software (support system for residents and their pets).



FLUFFY Nihonbashi Hamacho

PROFITZ believes that real estate value is enhanced by creating new "businesses" for underdeveloped tenant markets that improve utilization value and/or create new value for properties. We will continue to plan and produce content that meet the needs of tenants and create attractive and sustainable investment value.

## ■ Flowens K.K.

Representative Director: Ryosuke Ishida

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## ■ PROFITZ K.K.

### 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.

With a team composed of highly specialized members, the company provides various types of real estate services, from sourcing to management, with a large amount of industry information and networks in the central Tokyo area. The company also provides advisory services to companies and individuals whose main business are not real estate, and aims to not only provide efficient returns, but also give shape to ideas and enhance social branding of our clients through the management of real estate investments. The company has also made ESG-focused investments in the real estate sector, including launching Japan's first nursery school investment fund, which has garnered much positive attention.

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## ■ Contact

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