

September 13, 2022

PROFITZ K.K.

**Conceptual residential fund series launched to improve Quality of Life  
The first fund focuses on pet-symbiotic apartments.  
The lifestyle changes triggered by Covid-19 is an attractive opportunity for  
residential investment and to achieve a happy life with pets.**

PROFITZ K.K. (headquartered in Chiyoda-ku, Tokyo; President/CEO: Shinichiro Tanaka) has launched the Japan New Lifestyle Residential Fund I (hereinafter "JNL Fund"), a residential fund that contributes to improving Quality of Life (QOL), as a new initiative to add unique value upon real estate.

The Covid-19 pandemic has changed our lifestyle. People spend more time at home since a hybrid working style has become more common, and housing needs are changing in a variety of ways. Facilities and amenities that allow personal lifestyle and enable remote work more efficiently and comfortably are prioritized over room size and distance to the nearest train stations. As more people reevaluate their lives in this new lifestyle and wish to spend time in more comfortable accommodations, the current rental housing market has few properties that help improve QOL.

**The JNL Fund proposes concept-type rental apartments that respond to diverse lifestyles and from an ESG (social) perspective, aims to enhance social affluence through improved QOL and labor productivity.** The first fund will create pet-symbiotic apartments with dedicated facilities for pets under the FLUFFY brand to provide a happy coexistence for pets and people.



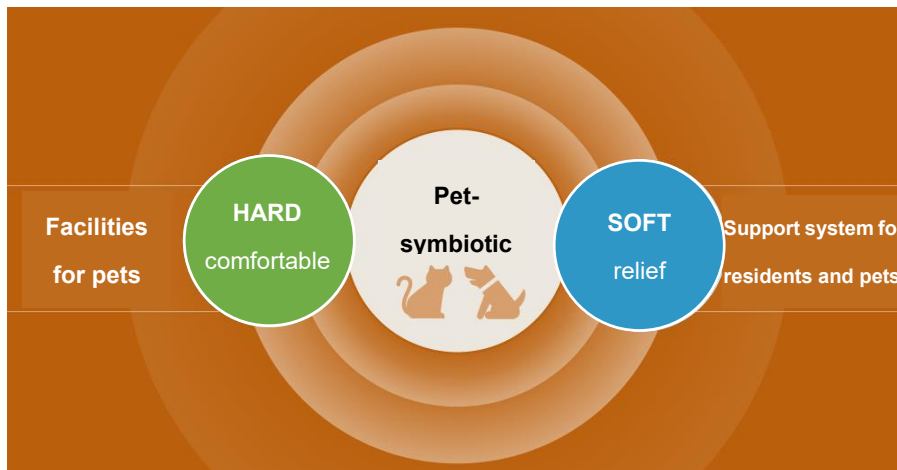
■ FLUFFY pet-symbiotic residence

# w/FLUFFY

The pet industry has been growing in recent years, and there is a growing need for people to spend quality time with their beloved pets. However, there are few pet-symbiotic apartments in the rental housing market, where supply and demand do not match.

Fluffy itself means soft or fluffy and is used to describe the softness of dog or cat fur. **Our FLUFFY residential series 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).**

PROFITZ will collaborate with established external partners in both hardware and software services to provide a happy coexistence for pets and people. On the hardware side, we will collaborate with the FABRIC brand, a sophisticated residential series created and developed by Bamboo Field, a boutique residential developer. On the soft service side, Anicom Parfait, a subsidiary of the largest pet insurance provider Anicom Group, provides Anicom24 service, which enables residents and their pets to live in a safe and comfortable environment.



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/>



## ■ Future Outlook

The JNL Fund aims to achieve long-term growth through asset management by combining assets that are related to people's overall lifestyles, such as hotels (for travel and recreation) and offices (for work) and creating synergies among assets held by the fund, with a main focus on residential properties that aim to improve quality of life.

### **PROFITZ original asset management brands**

- FLUFFY: New Lifestyle Residence with family pets. <https://wfluffy.com/>
- EFFICE: A one of a kind set-up office that brings people together and boosts productivity. <https://effice.jp/>
- BLOCKS: Flexible workspace for dedicated work focus while feeling at home. <https://www.blocks-office.jp/>

## ■ Overall value of the real estate increases when creating customized value to users

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.

### **■ Outline of the Fund**

Fund name: Japan New Life Residential Fund I (JNL Fund I)

Fund term: Medium to long term

Fund size: c.JPY 4 billion

Launched date: August 31, 2022

Form: Private placement fund

Asset management: PROFITZ K.K.

Properties held: 4 properties in Tokyo

## ■ Related Press Releases

PROFITZ completed strategic investment in Flowence Corporation, an affiliate of the largest pet insurance group in Japan, which is engaged in the pasture-based breeding business and pet food development and sales. <https://profitz.jp/news/>

## ■ About PROFITZ K.K.

### **Asset Management Beyond Investment**

Changing the concept of investment.

The "feelings" of ten different people that led them to invest will make inorganic "investments" become alive, and even change their impact on society. Even the impact on society is transformed. We believe that not only objective returns, but also the continued formation of a social branding impact on investments is the key to the future of asset management. Our vision of the future of asset management

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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