

Rugby Player Michael Leitch, PROFITZ Ambassador

PROFITZ Co., Ltd. (Headquarters: Chiyoda-ku, Tokyo, Representative Director: Shinichiro Tanaka) has signed an ambassador contract with rugby player Michael Leitch. Along with this announcement, we are pleased to reveal our new motto.



PROFITZ Co., Ltd. Ambassador

Michael Leitch

PROFITZ has decided on a new corporate motto, effective this July. The new slogan is *Fulfilling Hope*.

This slogan embodies the idea that in order to realize our clients' *hopes* we must earnestly put in efforts and surpass societal or industry conventions. We believe in the importance of consistently working towards our goals, carrying out everyday tasks diligently, and understanding that only through the daily accumulation of our efforts can we truly achieve our goals.

Since commencing operations in 2017*, PROFITZ has been committed to creating value by putting effort and ideas not only into investment returns such as real estate and funds but also into the users and the environment that utilize those properties. Through investments and our daily business endeavors, we aim to create a positive cycle for people and society, working towards building a better future for all.

Rugby player Michael Leitch, who constantly challenges himself to achieve higher goals, resonates with PROFITZ's mindset and philosophy, making us extremely pleased to announce him as our ambassador.

*Established in 2015

Message from Michael Leitch

As a rugby player, I have always had big dreams and value the importance of never giving up and continuously working hard to achieve them. The corporate mindset of PROFITZ, dedicated in their sincere efforts to *fulfilling hope* of every client's needs, transcends the boundaries of sports and business and reflects a shared aspiration. I will continue to work hard and prepare myself for the ultimate goal of reaching the top of the rugby world. I hope that PROFITZ and I will always do our best as we walk together towards the future.

Message from PROFITZ

Both rugby player Michael Leitch and PROFITZ want to continue to be *challengers* in the industry.

Michael Leitch changed the history of Japanese rugby through earnest and unwavering efforts. Likewise, we aspire to accumulate daily efforts and preparations to create more sustainable value in the real estate investment business.

In both business and sports, if you give up, nothing will change. We believe in continuously challenging ourselves, as it is through this perseverance that new perspectives will unfold. This is why we look forward to exploring what new horizons we can pioneer alongside Michael Leitch.

■ PROFITZ x Michael Leitch Making of Key Visuals BTS

URL: <https://profitz.jp/campaign/leitch-michael/>

■ About Michael Leitch

Born in New Zealand on October 7, 1988, Michael Leitch started playing rugby at the age of 5 and came to Japan in 2004, at 15 years old. In 2008, while studying at Tokai University, he earned a spot on the Japan national team at the age of 20. In 2011, he joined Toshiba Brave Lupus (now Toshiba Brave Lupus Tokyo) and that same year, he represented Japan in the Rugby World Cup held in New Zealand. Michael continued to represent Japan in the 2015 Rugby World Cup and was captain of the Japan national team in the 2019 Rugby World Cup 2019 in Japan.

Fulfilling Hope

The real estate environment is full of variances.

We study the environment and analyze the times,
to determine one answer among numerous choices.

We take initiative, listen, anticipate changes and
persistently maximize possibilities until we reach the answer.

We present every possibility, including risks,
from a different perspective.

We present proposals that are unique within the industry.
PROFITZ devotes itself until expectations are exceeded.

■ About PROFITZ Co., Ltd.

True to our motto, *Fulfilling Hope*, PROFITZ aims to contribute to asset formation through real estate investment and maximize the overall benefits to society by addressing the hopes of our clients and society and foreseeing the changing times and environment. Our highly specialized members provide a full range of services from inception, planning, sourcing, management, and exit for various types of real estate assets. We also offer advisory services for companies and individuals who do not specialize in real estate but are interested in real estate asset formation and operation.

Representative: Shinichiro Takada, Representative Director

Location: 3-1-1 Marunouchi, Kokusai Bldg. 2F, Chiyoda-ku, Tokyo

Website: <https://profitz.jp>

■ Contact Us

PROFITZ Co., Ltd. Public Relations

Email: pr@profitz.jp