

**Business partnership with Sotetsu Urban Creates
to investment and develop 20 billion yen in
“Re-Creation of Workplaces”.**

Acquired a complex building in Yoyogi-Uehara as the first project

PROFITZ Co., Ltd. (Headquarters: Chiyoda-ku, Tokyo; President: Shinichiro Tanaka) has signed business partnership agreement with Sotetsu Urban Creates Co., Ltd. (Headquarters: Nishi-ku, Yokohama City; President: Makoto Sato), a member of the Sotetsu Group, on August 1, 2023. We have agreed to collaborate and jointly promote the acquisition and development of real estate, mainly small and medium-sized office buildings, and initiatives to increase the value of real estate in the Yokohama and central Tokyo areas.

Sotetsu Urban Creates acquired the complex building “CABO uehara ” located in Uehara, Shibuya-ku, Tokyo as the first project.

PROFITZ has highly specialized members in each field, and provides consistent services from producing concepts, sourcing properties and management to increase the value of various types of real estate assets with “novelty and uniqueness”. Through this, we are expanding the scope of our business.

In addition, the Sotetsu Group has identified “drastic strengthening of the real estate business” as a strategic initiative as one of the key strategies in its “Vision 2030”, and Sotetsu Urban Creates plays a central role in this initiative. Currently, they are actively pursuing acquisitions not only along their railway line but also outside their railway line in terms of area, usage, and scheme.

The pandemic has triggered a change and diversification in the way people work, and companies are still looking for the most suitable workplace environment. On the other hand, more than 80% of office buildings in the Yokohama and central Tokyo areas are over 20 years old, and their functionality and amenities no longer meet the needs of today's tenants' requirements.

In response to this market change, PROFITZ and Sotetsu Urban Creates will focus on creating new value for offices where “workers are the protagonists”, and will also help solve social issues caused by the increasing diversity of work styles. With this goal in mind, we will acquire and develop small and medium-sized buildings and enhance their value by using our operating expertise in flexible offices such as our

original brands “EFFICE” and “BLOCKS” developed by PROFITZ. We will jointly pursue this initiative with the aim of achieving an investment base of approximately 20 billion yen over the next three years.

Through this business partnership, both companies will reevaluate the future office needs of society by striving to “recreate workplaces”, and will not only develop new buildings but also acquire existing office buildings. By increasing the value of our products to match the changing demands, we will swiftly and timely provide offices where “workers are the protagonists” while minimizing the environmental impact.

Outline of the business alliance between Sotetsu Urban Creates and PROFITZ

1. Date: August 1, 2023

2. The purpose

- Both companies will collaborate to explore business opportunities in the real estate sector.
- PROFITZ will provide asset management services to Sotetsu Urban Creates, leveraging its expertise in the real estate sector to expand investment opportunities and economic growth for both companies.
- Sotetsu Urban Creates will invest approximately 20 billion yen in this real estate sector within approximately 3 years after the business partnership.

3. Details of business partnership

Both companies will cooperate in acquiring, developing, and enhancing the value (including improving profitability and asset value through renovation, tenant replacement, etc.), mid-term operation, and sale of office buildings or related real estate that meet the investment criteria through collaboration.

4. Investment criteria

- Asset type : Existing small and medium-sized offices
- Project size : Approximately 1 billion to 10 billion yen
- Location : The following areas where there is a demand, mainly in the city center office area
 - ✓ Chiyoda Ward : Marunouchi, Otemachi, Hanzomon, Kojimachi, Iidabashi, Kudanshita, Jimbocho
 - ✓ Chuo Ward : Nihonbashi, Kyobashi
 - ✓ Shibuya Ward : Shibuya, Ebisu, Harajuku, Kitasando
 - ✓ Shinjuku Ward : Shinjuku, Shinjuku 3-chome, Nishi- Shinjuku
 - ✓ Minato Ward : Roppongi, Kamiyacho, Aoyama, Akasaka
 - ✓ Shinagawa Ward : Meguro, Gotanda, Shinagawa

■ Outline of Sotetsu Urban Creates

Company name: Sotetsu Urban Creates Co., Ltd.

Representative: Makoto Sato

Address: 2-1-22 Minamisai, Nishi-ku, Yokohama, Kanagawa Prefecture

Business content: Development business, real estate rental business

Website: <https://www.sotetsu-urban.jp/>

[Office buildings acquired in 2023]



Shin-Yohohama Station



Toritsu-Daigaku Station

■ Outline of PROFITZ

Company name: PROFITZ Co., Ltd.

Representative: Shinichiro Tanaka

2nd floor, Kokusai Building, 3-1-1 Marunouchi, Chiyoda-ku, Tokyo

Business details:

Asset management business /advisory business, real estate liquidation business (including buying and selling and beneficiary interest buying and selling), real estate related business development, real estate investment business, real estate x IT, consulting/advisory

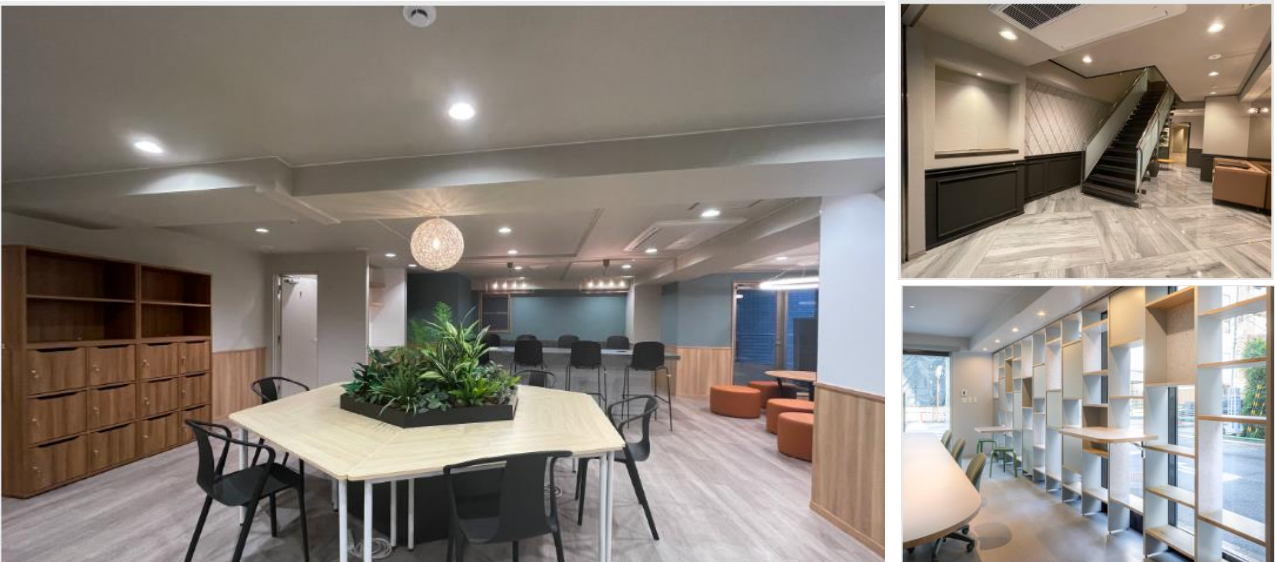
Website: <https://profitz.jp>

[PROFITZ office brand]

BLOCKS — A shared office where you can focus better than at home and feel relaxed like home —
A shared office that maximizes needs while keeping rents low by eliminating the waste of a traditional shared office and buy creating luxury common space that is lacking in a rental office.



EFFICE — A new concept office that supports growing companies — A set-up office that is pre-equipped with functions and environments optimized for modern office needs.



■ Overview of CABO uehara

1. Location: 1-32-3 Uehara, Shibuya-ku, Tokyo (residence display)
2. Access: 1 minute walk from Yoyogi-Uehara Station on the Tokyo Metro Chiyoda Line and Odakyu Line
3. Land size: 722.31 m² (218.49 tsubo)
4. Gross floor area: 1,122.40 m² (339.52 tsubo)
5. Usage: Office, apartment, shop and store
6. Structural number of floors: 5-story reinforced concrete construction with flat roof and slate roof
7. Construction year: February 2023

■ Features of CABO uehara

CABO uehara is a project developed by Kawata Construction Co., Ltd., and PROFITZ Co., Ltd. and 301 Co., Ltd. as partners. This project team aimed to create a new type of complex facility that suits the views and lifestyles of people who live and work in the city, in Yoyogi-Uehara, where work, residence, and play are close to each other, and where “neighborhood culture”, which is essential for the future creative development of urban areas, has taken root. Based on this idea, CABO is a place where living, working, and playing are integrated, with restaurants and shops on the ground level (1st floor) that serve as a hub for people inside and outside the building, and a mix of offices and residences on the upper floors. A new Yoyogi-Uehara icon was born. <https://cabo-uehara.jp/>

■ Contact

PROFITZ Co., Ltd. Public Relations

Email: pr@profitz.jp