

PROFITZ Supports Growth Strategy of the Company Promoting DX of Accommodation Facilities.

PROFITZ Co., Ltd., has supported Tabist Co., Ltd., in promoting the DX of accommodation facilities by optimizing its business portfolio and completing strategic fundraising. As a member beyond the framework of advisory, PROFITZ has provided support at this important turning point in Tabist's growth strategy and will continue to support the expansion of Tabist's business.

Succession of online real estate rental business and establishment of new company

In 2021, Tabist transferred its online real estate rental business to a new company and specialized in its main business, the accommodation business. PROFITZ arranged a business sponsor for Tabist's online real estate rental business and established a new company. PROFITZ also built and implemented a business succession scheme that allows Tabist to continue to be involved as a minority investor with this sponsor.

Support for the opening of Tabist Ginza

In addition, the company has launched various new initiatives in terms of accommodation facilities and operations in order to provide new experiences that fit Japan's travel and accommodation environment, and opened its first directly managed hotel "Tabist Ginza" in October 2022 as a model case for member facilities. PROFITZ conducted initial calculations and verification to support Tabist operations.

Arrangement of Tabist's fundraising

Furthermore, in the Series C round, a total of 1.05 billion yen was raised for the purpose of promoting product development to advance the DX of accommodation facilities and strengthening the sales system for acquiring new partners. From PROFITZ's network, they supported the selection, matching, valuation of business synergy, and completed the fundraising.

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

Website: <https://profitz.jp>

Michael Leitch × PROFITZ: <https://profitz.jp/en/campaign/leitch-michael>

■ About Tabist Co., Ltd.

Tabist is promoting the DX of the accommodation and tourism industry by providing accommodation management systems suitable for Japanese accommodation facilities and dynamic pricing mechanisms to further enhance the appeal of Japanese accommodation facilities. In addition, through the Tabist brand, we aim to attract millennials as a new customer base and stimulate travel demand. In the future, we will focus on localization within Japan and build a brand that meets Japan's needs while promoting the creation of new travel experiences where partner accommodation facilities, traveling guests, and surrounding community facilities become one.

Representative: Ryota Tanozaki.

Location: Port City Takeshiba 9F, 1-7-1 Kaigan, Minato-ku, Tokyo

Website: <https://corp.tabist.co.jp>

■ Contact

PROFITZ Co., Ltd. Public Relations

Email: pr@profitz.jp