

8th November, 2023
PROFITZ Co., Ltd.

Individuals participate "wish to have" through crowdfunding Business Alliance to Further Strengthen Real Estate Acquisition and Development

CREAL Inc. (Head office: Minato-ku, Tokyo; CEO: Daizo Yokota), a real estate investment crowdfunding platform company, and PROFITZ Co., Ltd. (Head office: Chiyoda-ku, Tokyo; President: Shinichiro Tanaka) agreed to form a business alliance on November 8, 2023, to jointly promote real estate acquisition and planning and development in the central Tokyo area.

As the first step of this initiative, a new concept residence which designed to live with pets "FLUFFY Denenchofu" (Setagaya-ku, Tokyo), was fundraised through crowdfunding.

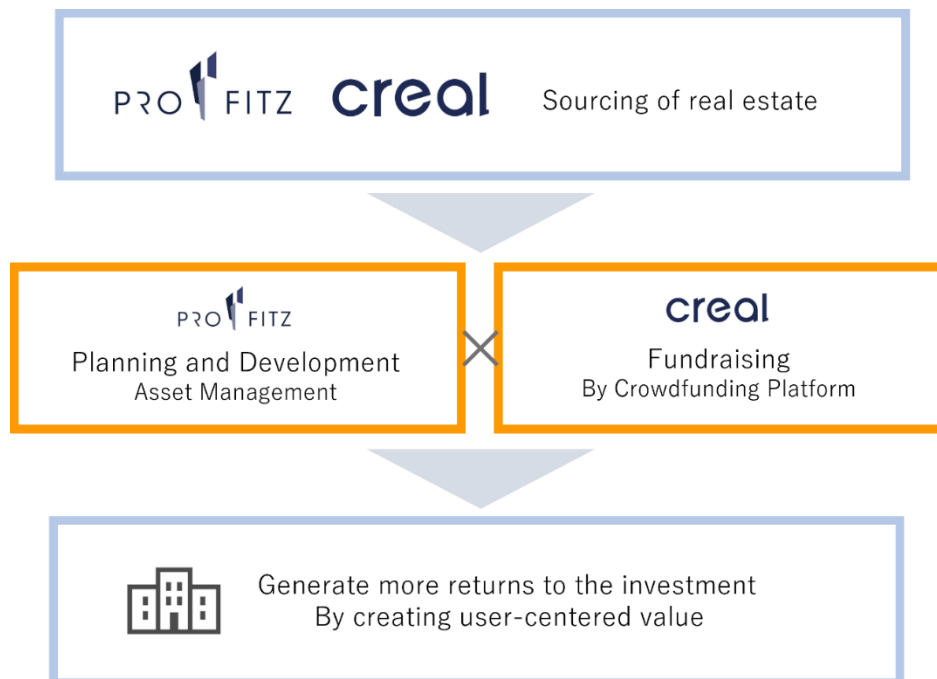


CREAL is providing asset management platform to realize its mission of "changing real estate investment and changing society," while PROFITZ is providing consistent services from concept planning, sourcing and asset management for various types of real estate with the mission of "creating a good cycle for people and society and creating the future through investment".

In addition to FLUFFY, PROFITZ has developed a nursery school fund to solve social issues, and new concept offices such as BLOCKS and EFFICE. However, only institutional investors were able to participate in these investments, and there were no opportunities for individuals.

The purpose of this partnership is to expand opportunities for individuals to invest in "wish to have", a real estate planned and developed from the user's perspective, through crowdfunding platform "CREAL". Through this alliance, CREAL's capabilities to raise funds through crowdfunding and PROFITZ' real estate planning and asset management capabilities will be utilized to create new investment opportunities to acquire real estates including FLUFFY, residences, and offices. The joint effort will aim to create investment opportunities of 10-20 assets per year.

■The role of two parties



Overview of the business alliance

1. **Date of Business Alliance:** November 8, 2023

2. Outline

To collaboration in the acquisition, planning, development, asset management, and disposition during the term, under the brand FLUFFY, offices, hotels, or related real estate that matches with the investment criteria of the collaboration, to invest total 10-20 assets per year through CREAL.

3. Investment Criteria

Asset Type : Residence, small/medium sized office, hotel, commercial

Location: Tokyo's 23 wards, within a 10-minute walk from a station

■About “FLUFFY”

FLUFFY “Gives more work but so Lovely. A New Lifestyle Residence, to live with your pet as a family”.

Not only are all the rooms equipped exclusively for pets, but also, we have a supporting system for pet owners and pets by cooperation with a major pet insurance company.

Website: <https://wfluffy.com/> (Japanese only)

■Outline of “FLUFFY Denenchofu”

1. Location: 2-39-7, Higashitamagawa, Setagaya-ku, Tokyo
2. Transportation : 7-minute walk from Denenchofu Station on Tokyu Toyoko Line and Meguro Line
3. Site Area : 201.74 m2 (registered area)
4. Gross floor area : 453.63 m2 (registered floor area)
5. Asset Type : Residential
6. Structure : Reinforced concrete structure, 4 stories
7. Constructed date: October 2023



■Outline of CREAL

Company name: CREAL Inc.

Representative: Daizo Yokota, CEO

Address: Shinbashi 27MT Bldg. 8F, 2-12-11 Shinbashi, Minato-ku, Tokyo

Business description: CREAL, an online real estate funding market (real estate investment crowdfunding), and CREAL PRO, an asset management service for institutional investors and ultra-high-net-worth individuals.

URL : <https://corp.creal.jp/>

■Outline of PROFITZ

Company name: PROFITZ Co., Ltd.

Representative: Shinichiro Tanaka, President and Representative Director

Address: Kokusai Building 2F, 3-1-1 Marunouchi, Chiyoda-ku, Tokyo

Business description: Asset management business, planning and development, real estate liquidation business (including sales and purchase of beneficiary interests), real estate investment business, real estate x IT, consulting and advisory services

URL : <https://profitz.jp/en>

■For further information

PROFITZ Public Relations / Email: pr@profitz.jp