



Company Profile

December 2024

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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.

OUR MISSION & VISION & VALUE

MISSION

Why we exist

Make investment accessible and create virtuous cycle through the power of investment.

Through investments, we create the future by creating a positive cycle for people and society. Of course, we generate profits (returns) from real estate and fund investments, but considering those who use real estate, we develop new ideas, take action and create value. We transform the power of investment into the power of the future.

VISION

What we pursue

Eliminate information disparity and create win-win for all.

In the real estate industry, information disparities exist at various levels, which lead to disadvantages. As real estate professionals, we provide each client with the critical knowledge and experience to find the path that satisfies all parties. We believe this is the best way for real estate to create sustainable value.

VALUE

What we do

With flexible thinking and a calm perspective, we relentlessly pursue the optimal solution.

Real estate investment is considered a medium-risk, medium-return endeavor. However, by carefully assessing each situation and employing various strategies and insights, it is possible to garner higher returns and contribute to one's core business from a different perspective. Real estate asset management has the potential to benefit anyone considering asset formation.

This is our belief at PROFITZ.

OUR SERVICE

1

Services for professional and institutional investors

FAM

Fund Asset Management



Create high-quality investment opportunities
PROFITZ style asset management

70 BN JPY AUM

2

Real estate management services for non-professionals

PAM

Private Asset Management



Comprehensive support to fulfill every shareholder's needs
PROFITZ style asset management

31 BN JPY AUM

11 in progress Clients		18 total Clients
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3

Internally developed real estate platform

REACH

B2B Real Estate Information Network System



A platform that creates possibilities in the real estate investment market

195 Registered Companies

Business Development Investment

Actively invest own capital in other industries and companies.
The synergy created further improves the performance of our 3 services.

investments and investees

12 companies



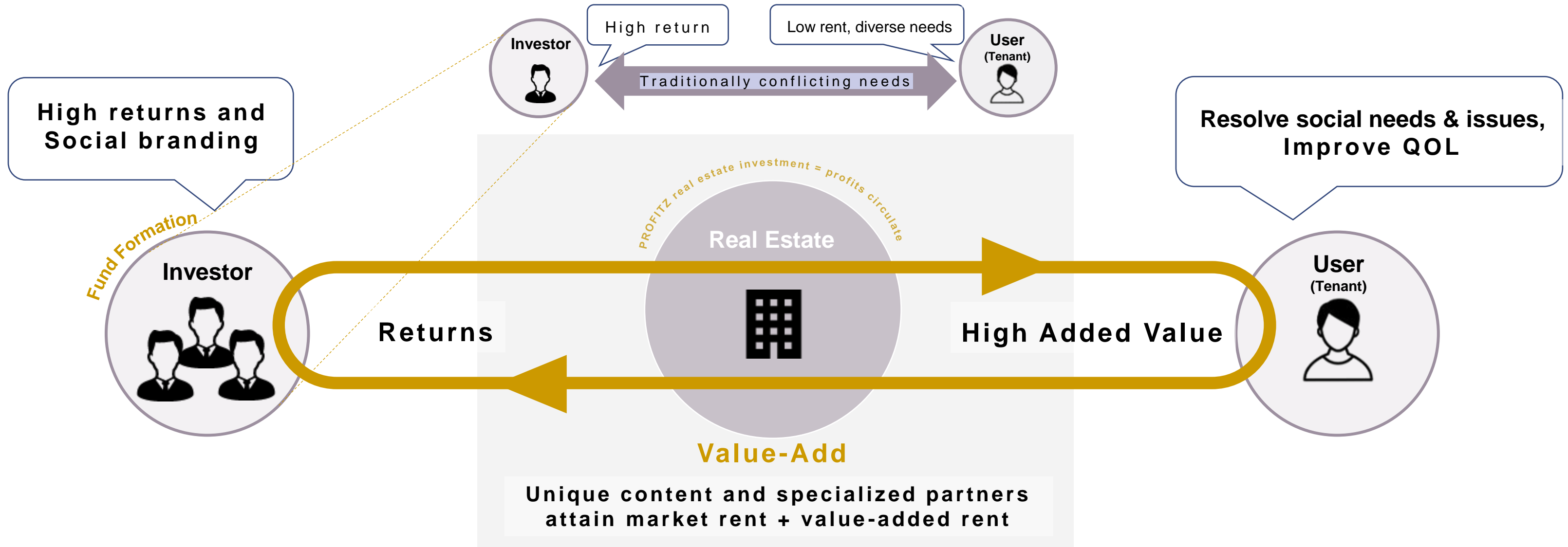
In addition to investments, we establish jointly-owned operating companies to implement Value-Add strategies for properties, including operations and leasing.

Please refer to:
AKARUI Mirai Asset Co., Ltd. and
Blocks Plus Co., Ltd.

OUR STRENGTHS

PROFITZ Strength

Build sustainability by **providing returns** & **improving social value**.



By implementing innovations to given properties, we create valuable real estate that exceeds anticipated rent and yield. By identifying current trends and in-demand needs, we formulate unprecedented funds. We contribute to asset building that surpasses investors' expectations.

OUR STRENGTHS

PROFITZ Strength

Value Creation Initiated by Social Issues and Latent Needs: **ASM Model**

ASM

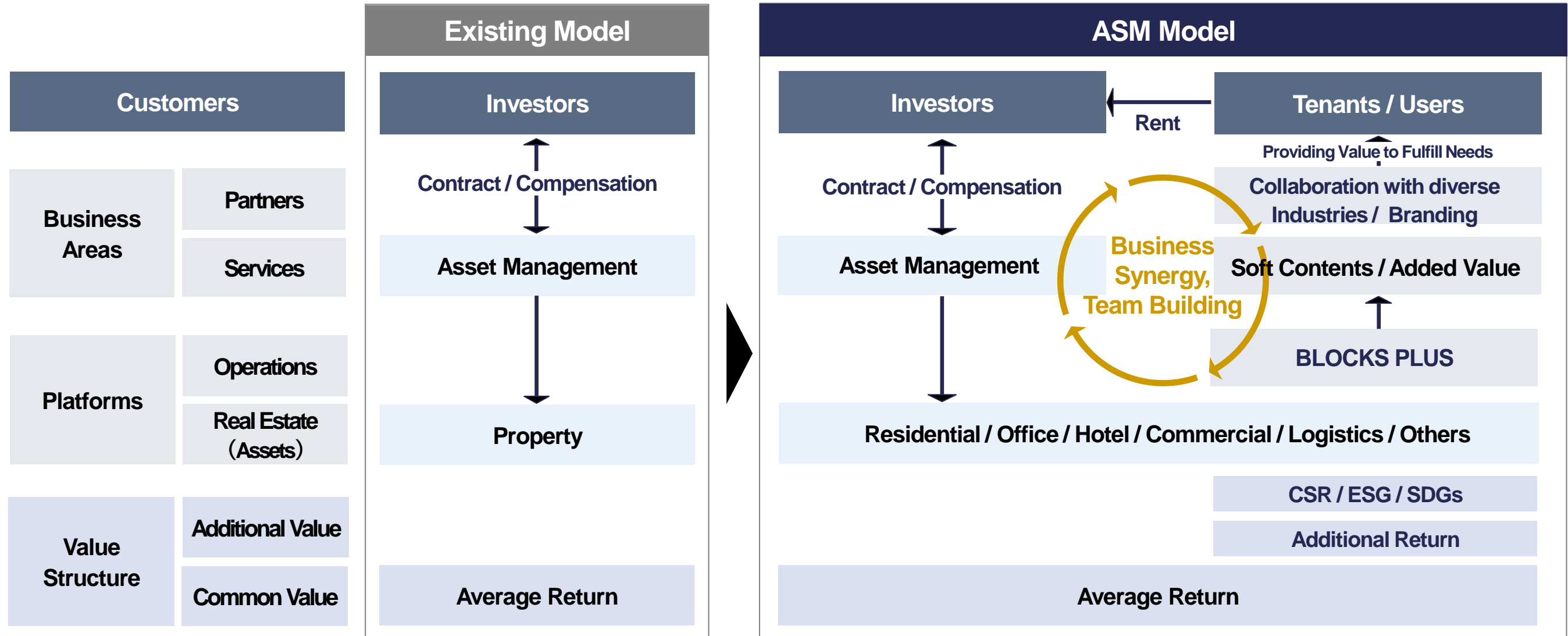
Asset

Strategic

Synergy

Solution

Management



We create value by addressing the latent needs of real estate users (tenants/users) through partnerships that transcend industries, based on market analysis. We strategically promote a virtuous cycle of benefits for all stakeholders and sustainable capital growth over the medium to long term.

OUR ORIGINALS

PROFITZ original brands that aim to be the preferred choice among consumers.



EFFICE®

Akasaka, Jimbocho

EFFICE designs and provides offices pre-equipped with functionalities and environments optimized for modern office needs, such as collaboration, telework, and web conferencing. These offices do not require restoration or renovation and can be rented immediately, minimizing typical tenant burdens and creating a situation where occupancy is easily reached and asset value increases.

BLOCKS® OFFICE

Meguro-Fudomae, Ebisu, Ikebukuro, Meguro

BLOCKS is a shared office space designed for small businesses. By choosing slightly more residential areas rather than traditional coworking office locations, we offer premium lounge spaces while keeping private room rents affordable, which maximizes tenant needs. Additionally, by establishing a dedicated management company to handle all operations, stability is enhanced, and asset value is maximized.

w/FLUFFY®

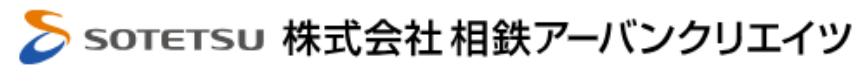
Nihonbashi-Hamacho, Shirokane-Takanawa, Nishiwaseda, Ochiai-Minaminagasaki, Denenchofu, Jiyugaoka, Yutenji, Nakano-sakaue, Ichigayadaimachi

FLUFFY is a pet-symbiotic residence combining urban living with high design, enriching the lives of pets and owners. In addition to providing all units with pet-friendly flooring, ion deodorizing facilities and other amenities, FLUFFY collaborates with pet insurance companies to offer health consultations and veterinarian referrals, maximizing the asset value by providing a comprehensive support system for pet owners and their pets.

OUR Alliance

Speed and Depth through business alliances with other companies.

Quality Investment Opportunities.
Business Alliances



- Acquisition and development of real estate, mainly small to medium-size office buildings, in the Yokohama to central Tokyo area.
- Aim to acquire approx. 20 billion yen in terms of investment.



Create Individual Investment Opportunities.
Business Alliances



- Create opportunities for individual investors through crowdfunding for aspirational investments, developed from the individual's perspective.
- Aim to acquire and develop 10-20 properties annually.



Unique Development and Investment.
Business Alliances



- Promote real estate development investment projects centered around Minato and Shibuya Wards.
- Unique development based on high content planning/construction capabilities.
- Aim for an annual scale of 10 billion yen.



Nursery School Fund Establish PM (JV) company



- Established a PM company specializing in assets with high social value jointly with nursery school management companies to manage leases and monitor the number of children, staff, and business income/expenses.
- Visualization of the daycare center's operations improves its liquidity as a real estate asset.



Shared office. Establish operating company (JV)



- By jointly establishing a specialized management company for BLOCKS with an experienced shared office management company, the company handles investment planning, leasing, and facility operation in an integrated manner. Increased stability and ensure base expansion capabilities.



Pet-friendly Condominiums. Service Business Alliance



- Develop pet-friendly condominiums in partnership with Anicom Holdings, a leading pet insurance company, utilizing their knowledge of the pet market and its needs.
- The company provides residents with services offered by Anicom Parfait.



Service Hotel Management Company. Investment Alliance



- Investment in a startup founded by internationally experienced members in the hospitality sector.
- Capture demand in the new field of apartment hotels, which are highly designed and suitable for long-term stays.



OUR SERVICE

① FAM Fund Asset Management

PROFITZ Features

Creating value by adding unique content

Needs & Challenges

Nursery schools' wait-listed children











Wanting to live with pets

Changes in work style; telework and remote work

Few family-friendly hotels in the city

Company growth or changes in work style. Office relocation

Contents

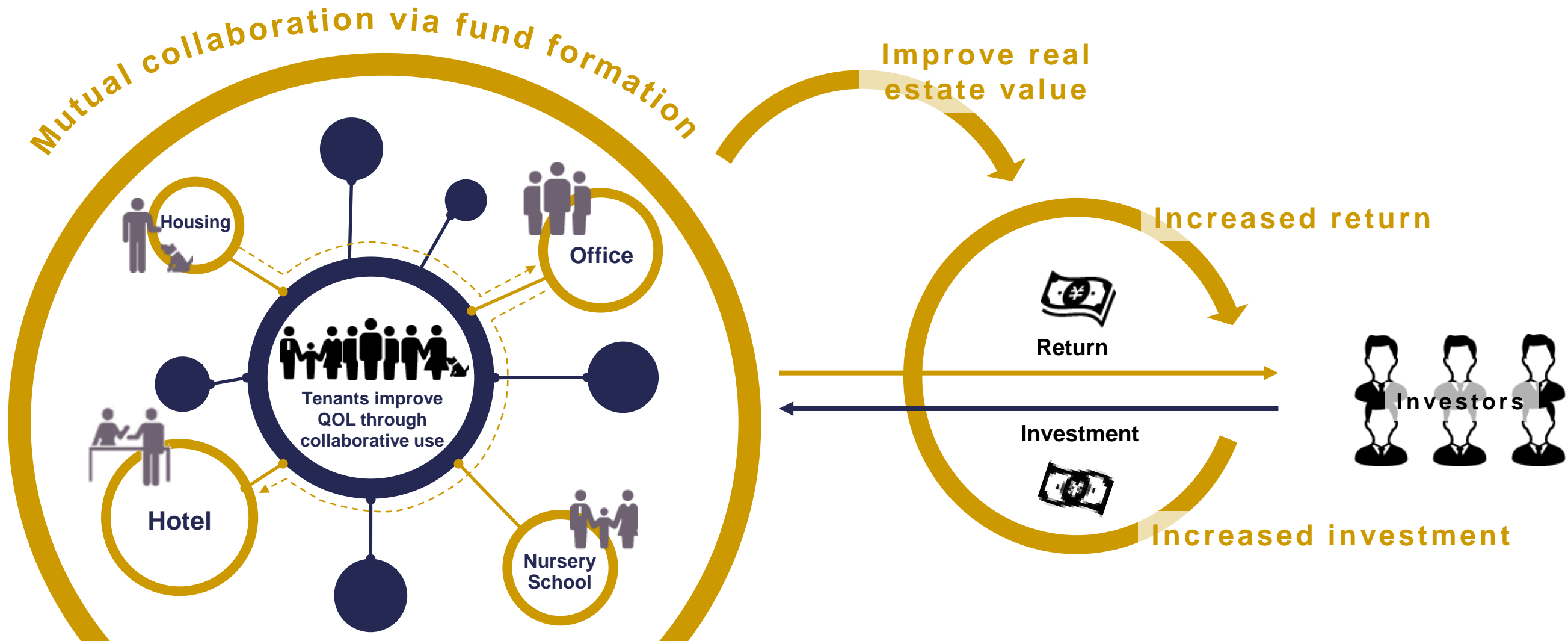
<p>Solve the wait-list problem through the power of real estate investment</p> <p>Nursery School Mirai Fund</p>		<p>25 bn JPY AUM</p>	<p>35 Facilities</p>	<p>2,400 Children</p>	
<p>Enjoy living with pets through the power of real estate investment</p> <p>Pet-symbiotic residence</p>		<p>9 bn JPY AUM</p>	<p>9 Properties</p>	<p>162 Households</p>	
<p>Relax like you're at home but focus better than at home</p> <p>Work and live adjacent shared office</p>		<p>Over 5.0% Target NOI%</p>	<p>4 Properties</p>	<p>400+ Tenants</p>	<p><small>* Incl. those under development</small></p> 
<p>Create value that guests appreciate</p> <p>Hotel (apartment-style)</p>		<p>11.8 bn JPY AUM</p>	<p>5 Properties</p>	<p>167 Rooms</p>	<p><small>* Incl. those under development</small></p> <p>All rooms over 20m²</p> 
<p>For growing companies, An efficient office space</p> <p>Work design office</p>		<p>+1.0%UP NOI interest</p>	<p>3 Facilities</p>	<p>15-18% Target IRR</p>	

OUR SERVICE

1 FAM Fund Asset Management

PROFITZ Future Goals

Improve QOL through real estate funds with new ideas
Sustainable real estate investment is our goal



Our real estate funds encompass daily life, work, raising children and leisure. This mutual collaboration creates added value. By creating a relationship between users (tenants) and investments and dividends, users themselves help increase real estate value. The synergy of improving social and asset value = sustainable real estate investment.

OUR SERVICE

2 PAM Private Asset Management

PROFITZ Strength

Professional real estate management with **Customized Solutions.**

Real estate challenges for non-professionals



PROFITZ Support

Your core business + αwith our professional real estate management.



Even those familiar in real estate may lack knowledge, experience and human resources when it comes to investments. Those contemplating investing may lack experience. For such companies, we not only search for properties and sites, but ensure that we understand the company's situation and circumstances. We propose the most suitable asset-building method for the project, including investment strategies and fund structuring. We will give our total support until your goals are realized.

OUR SERVICE

② PAM Private Asset Management

PROFITZ Feature

Real estate and business synergy born from client dialogues.

Our Clients

Japanese mail-order company



Europe's largest automotive sales company



Telecommunication services and business development companies



A venture company developing a new service




PROFITZ Client Track Record

	<p>Strategic use of real estate assets</p> <p>Secure talented personnel</p>	<ul style="list-style-type: none"> ● Real estate acquisitions that benefit the core business ● Develop workcation facilities ● Significantly reduce project costs 	
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	<p>New market entry in Japan: showroom and maintenance facilities</p> <p>Simultaneous openings of 2 facilities</p>	<ul style="list-style-type: none"> ● Support Japan's 1st directly managed store ● Develop 1st digital showroom in central Tokyo ● Equity investors, returns, structuring 	
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	<p>Support new market entry in Japan by bridging the overseas-Japan gap</p> <p>Business strategy support</p>	<ul style="list-style-type: none"> ● Establish initial flagship base (Ginza) ● Business restructuring ● Secure future business funding 	
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	<p>Use security deposits to fund growth, bring new benefits to owners and tenants</p> <p>Challenge real estate business practices</p>	<ul style="list-style-type: none"> ● Business strategy planning support ● Zero security deposit x PROFITZ Value-Up plan ● Dispatch external directors 	
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OUR SERVICE

③ REACH

B2B Real Estate Information Network System

PROFITZ Strength

Providing previously inaccessible information to the world.
Opening business opportunities.



REACH is a **network** that connects sellers with domestic real estate information and investors with large-scale capital such as domestic and international funds. It bridges the gap to access high-quality property information and expand business connections that were previously unreachable.



Overseas Investors
Overseas HNWIs



Operating Co. HNWIs
Fund
Tax Accountants • Lawyers



Real Estate Owners
Brokerage Firms



Simply register estate information and share information with domestic and international investors and companies. Sellers and buyers can expand business opportunities in ways that were previously unimaginable.

OUR SERVICE

③ REACH

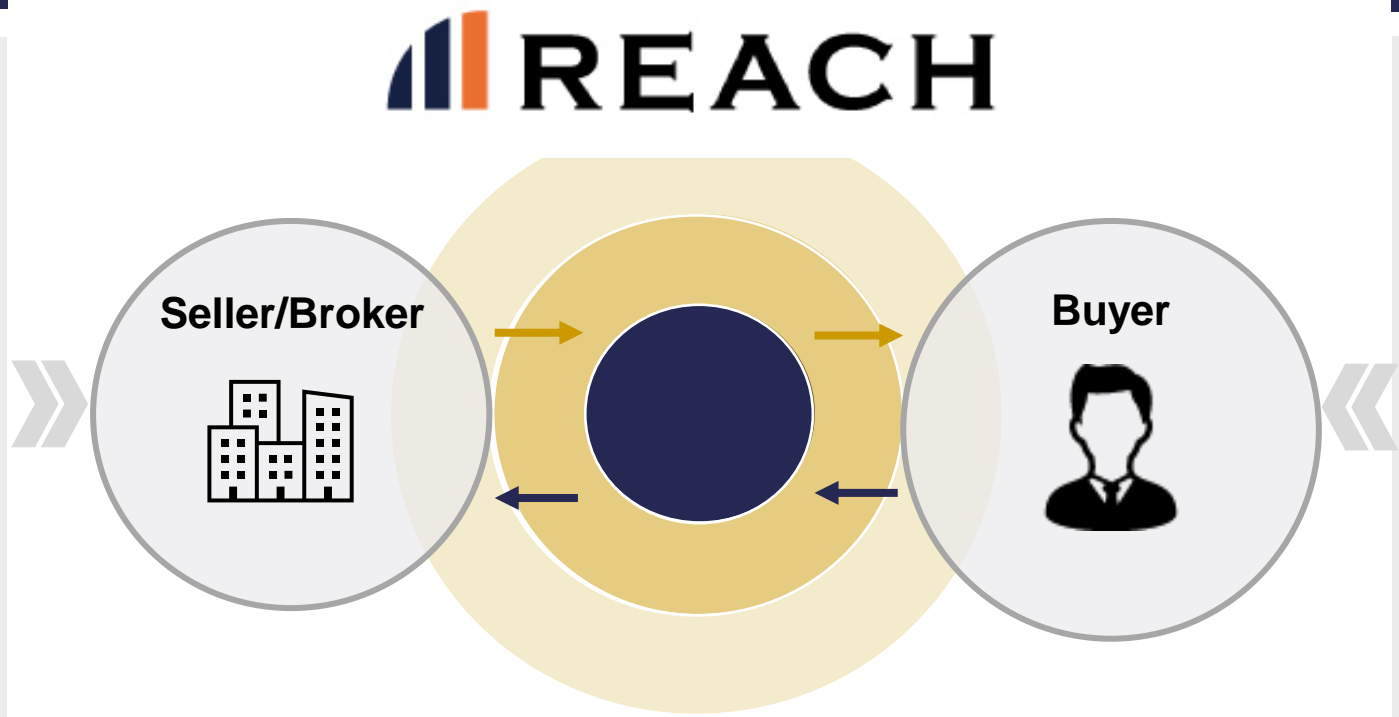
B2B Real Estate Information Network System

PROFITZ Feature

Opens the real estate investment market with B2B Real Estate Information Network System.

Seller Benefits

- 1 **Property information is easy to register**
Simply send a PDF with the property info to register!
- 2 **DX Promotion**
Registered property info is automatically converted to Excel!
- 3 **Negotiate directly with buyers**
Directly communicate with buyers on REACH!



Buyer Benefits

- 1 **Japan's largest compilation of information**
Professional-level search criteria, available in English.
- 2 **Easy simulation**
Comprehensive simulation function for property evaluation, CF, financing etc.!
- 3 **Professional Support**
PROFITZ consultation requests can be made anytime!



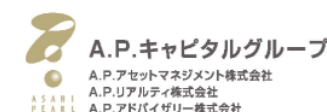
Efficiently resolve challenges each player faces in the large-scale real estate investment market. System and in-person support to facilitate transactions through completion.

OUR ACHIVEMENT

PROFITZ FUND Track Record

Commitment towards **Uniqueness & Returns**, working with major players

Status	Investments	Asset Class	Strategy	#of Properties	GAV	Market vs Actual Cap Rate
Fund / Managed Account Investments						
Ongoing	Nursery School Bridge	Nursery School	Bridge	5		N/A
Ongoing	Nursery School Mirai Fund I	Nursery School	Core	6		N/A
Ongoing	Nursery School Mirai Fund II	Nursery School	Core	15		N/A
Ongoing	Nursery School Mirai Fund III	Nursery School	Core	9		N/A
Ongoing	BLOCKS Fudomae	BLOCKS	Value-add	1		+ 90 bps
Ongoing	BLOCKS Ebisu	BLOCKS	Value-add	1		+ 139 bps
Ongoing	BLOCKS Ikebukuro	BLOCKS	Value-add	1		N/A
Ongoing	Japan New Lifestyle Residential Fund I	FLUFFY	Value-add	4		+ 90 bps
Ongoing	Section L Hamamatsucho	Alternative Living	Value-add	1	70,000,000,000	+ 260 bps
Ongoing	CABO uehara	Office	Core	1		N/A
Ongoing	FLUFFY Denenchofu	FLUFFY	Value-add	1		N/A
Ongoing	Sapporo Hotel	Apartment Hotel	Core	1		N/A
Ongoing	FLUFFY Jiyugaoka	FLUFFY	Value-add	1		N/A
Ongoing	(tentative name)Onarimon Hotel PJ	Apartment Hotel	Value-add	1		N/A
Ongoing	Kyoto Hotel	Apartment Hotel	Value-add	1		N/A
Ongoing	(tentative name)Chinatown Hotel PJ	Apartment Hotel	Value-add	1		N/A
Ongoing	Car Showroom	Retail	Core	1		N/A
Ongoing	FLUFFY Yutenji, Nakanosakaue, Ichigayadaicho	Apartment Hotel	Value-add	3		+ 60 bps
Ongoing	MG Meguro Station	BLOCKS	Value-add	1		N/A



OUR ACHIVEMENT

PROFITZ Investment Track Record

Value-add programs with new angles. **Our Proven Investments.**

Individual Investment Track Record

Unit: JPY

No	Status	Investments	Asset Class	Strategy	Gross Levered IRR	Gross Levered EM	Assumed Market Cap Rate	Actual NOI	Actual NOI Yield vs Market Cap Rate	Note	
Individual /Joint Investment											
1	*1	Completed	Toyosu Nursery PJ	Nursery School	Development	41.4%	2.7x	4.0%	5.9%	+1.9%	Joint Investment
2	*1	Completed	Eifukucho Nursery PJ	Nursery School	Development	30.3%	2.2x	4.0%	5.4%	+1.4%	Joint Investment
3	*1	Completed	EFFICE Ryogoku PJ	EFFICE	Value-add	16.8%	1.5x	4.8%	6.4%	+1.6%	Joint Investment
4	*2	Ongoing	Kitasenju Residence PJ	Housing	Development	33.5%	2.0x	4.3%	6.0%	+1.7%	Individual Investment
5	*1	Completed	Kamata Residence PJ	Housing	Development	48.4%	2.4x	4.3%	6.1%	+1.8%	Individual Investment
6	*2	Completed	Itabashi I Residence PJ	Housing	Development	39.7%	2.4x	4.8%	6.7%	+1.9%	Individual Investment
7	*2	Completed	Itabashi II Residence PJ	Housing	Development	39.9%	2.3x	4.8%	7.1%	+2.3%	Individual Investment
8	*2	Completed	Nishi-Arai Residence Development PJ	Housing	Development	39.2%	2.1x	4.5%	5.9%	+1.6%	Individual Investment
9	*2	Completed	EFFICE Akasaka PJ (office division)	EFFICE	Value-add	33.8%	2.0x	3.8%	5.1%	+1.3%	Joint Investment
10	*2	Completed	Nishi-Gotanda Nursery PJ	Nursery School	Development	42.9%	2.9x	4.0%	6.0%	+2.0%	Joint Investment
11	*2	Completed	Higashi-Oi Nuesery PJ	Nursery School	Development	27.2%	2.0x	4.0%	5.0%	+1.0%	Joint Investment
Sub Total							39.2%	2.3x			
					Weighted Average						

Note

(*1) The investment was completed in approx. 1 year, the prerequisite assumed LTP 70%, IRR and Equity Multiple calculated as a 3-year investment.

(*2) Because a corporate loan was used, the perquisite assumed LTP 70%, IRR and Equity Multiple calculated as a 3-year investment.

OUR AMBASSADOR

Michael Leitch: Living a committed life



Michael Leitch records the most tackles in most matches.

His pursuit of the highest performance on the field makes him more than a captain, but a true leader.

He takes care of his body by taking 30 different supplements every day and

receiving massages from a dedicated trainer every night, 365 days a year.

He understands the importance of doing the routine things, every day, without exception.

Full of warmth, earnestness and intelligence, he also possesses an altruistic spirit.

The significance of a match in Kamaishi— he made a PowerPoint presentation to illustrate the devastation of the town during the 2011 Tohoku earthquake and tsunami for his multinational teammates.

A trip to Miyazaki, to see its pebbles with his own eyes, to understand the meaning of the national anthem.

Donating team uniforms and used toys from elementary schools to Southeast Asia.

Fulfilling hope.

As our motto suggests, the business of asset management is dedicating time to helping others.

There are many commonalities between our work and Michael Leitch's approach to life.

This is why Michael Leitch is the ambassador of PROFITZ.

Ten years ago, few people outside of the rugby world knew the name Michael Leitch.

Today, few people outside the real estate investment industry know PROFITZ.

However, neither individuals nor companies become famous overnight.

That day comes only when daily effort and preparation is made.

Today, we continue to do the routine, day in and day out.

Michael Leitch and PROFITZ.

No shortcuts.

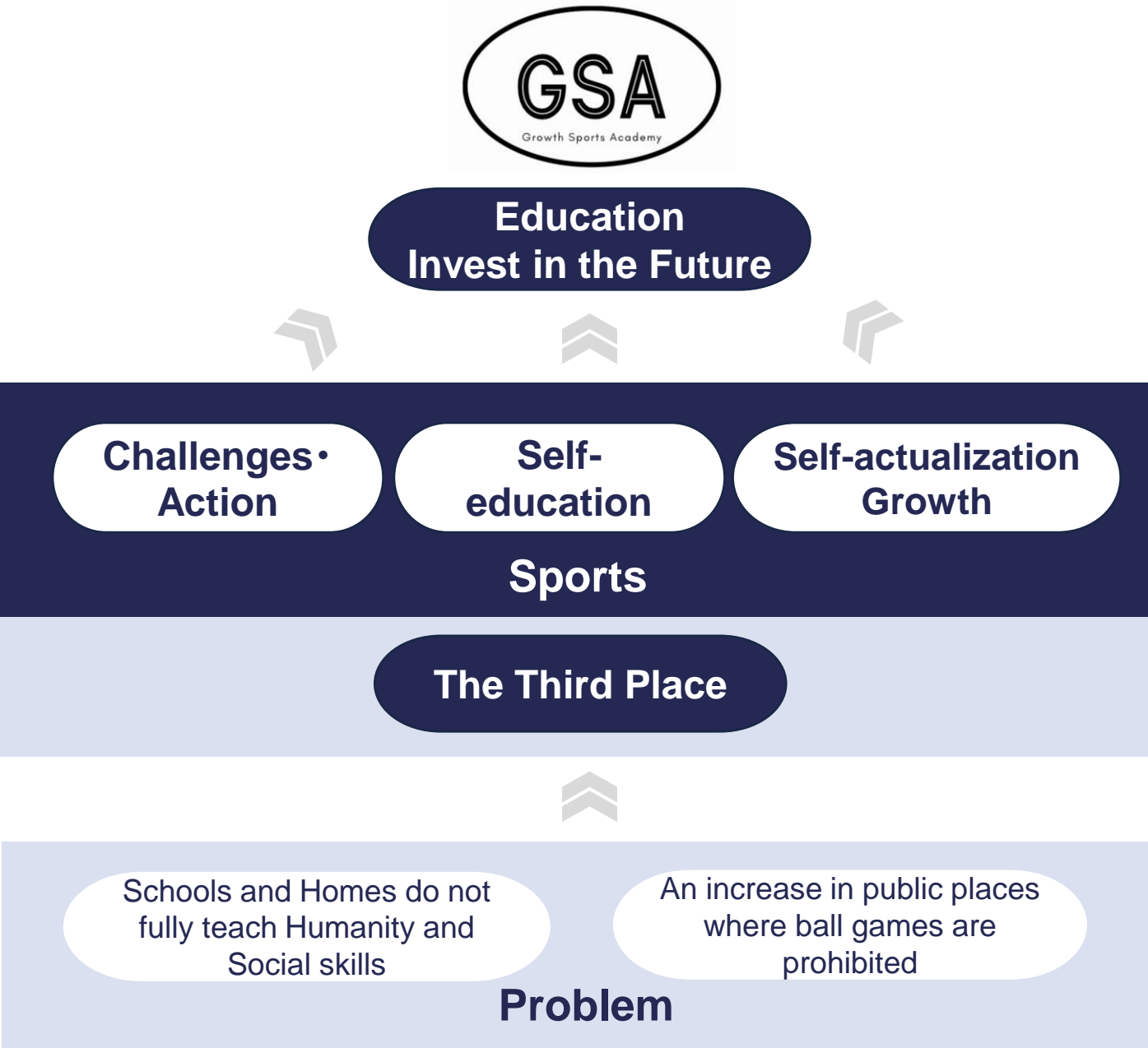
OUR Approach

BALL PARK PROJECT By Growth Sport Academy Corporation

PROFITZ Feature

Social Initiatives for the Future Beyond Existing Businesses

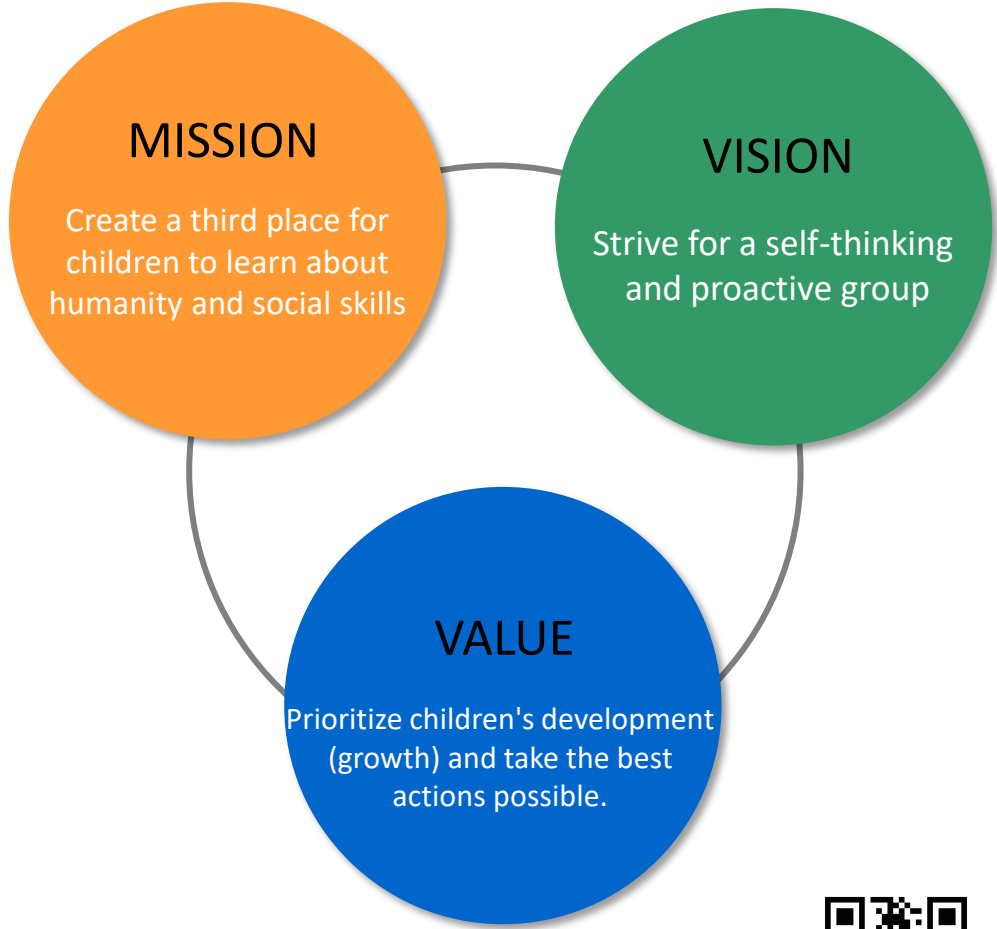
Creating a Third Place for Developing Self-Sufficient Individual



Ball Park Project

MISSION VISION VALUE

Our goal is not a sports class aimed at mastering individual sports, but a class for fostering self-sufficient individuals.



Ballpark Experience Event
65 Children and Michael Leitch enjoy Ball Games at Yumenoshima



Ball Park PJ : <https://ballparkproject.com/>



PRESIDENT INTRODUCTION



Shinichiro Tanaka

President and CEO

Timeline	Company	Role	Notes
From 2000/04/01 To 2004/08/31	House Mate Works K.K.	Head of Sales	Renovation • Apartment rehabilitation for individual/corporate/financial institutions
From 2004/09/01 To 2007/12/31	Xymax Axix K.K. (Currently Xymax Alpha K.K.)	Property Manager	Property Manager • Renovation Project Manager J-REIT establishment support • Acquisition & sales broker support
From 2008/01/01 To 2013/05/15	Lasalle Investment Management K.K.	Asset Manager (Private Placement)	Asset management of office buildings, residential properties, commercial and logistics facilities. Asset management of development-oriented offices, logistics development, various renovations (including financing). After the GFC, oversaw NPL processing and acquisition operations. AUM: 150 BN JPY (approx.)
From 2013/06/10 To 2014/04/30	Secured Capital Investment Management K.K. (Currently PAG Real Estate)	Asset Manager (Private Placement)	Asset management of office and urban commercial buildings, OBS projects. AUM: 150 BN JPY (approx.)
From 2014/05/01 To 2016/08/31	KG Capital K.K.	President	Established a real estate investment company focused on Tokyo, with Hong Kong-based investors. Over 3 years, executed investments totaling approximately 350 BN JPY and implemented Value-Up initiatives, including renovation. Asset management of offices, urban commercial and mixed-use (serviced office) projects.
From 2016/09/01 To Present	Profitz Co.,Ltd. KG Capital K.K.	President and CEO External Director	Present

MEMBERS INTRODUCTION



Koji Kimura

Director
CFO
Chief Strategy Officer

Started his career as a real estate specialist at Daikyo Corporation. Then worked in the Real Estate Finance Department at UFJ Tsubasa Securities Co., Ltd., then served as Head of Real Estate Finance Sales Division at Sumitomo Mitsui Banking Corporation, leading finance operations for domestic and international real estate funds



Hideyuki Sakuma

Director
Compliance Officer
Head of Department

Prior to joining, he was a compliance officer at KG Capital and CEO at SCJ Servicer Co., Ltd.. Before that, experienced a wide variety roles in a mortgage bank and Nomura Securities Co., Ltd..



Kentaro Matsui

Head of Real Estate
Investment & Operations
Executive Officer

Prior to joining, he worked at Deloitte Tohmatsu Consulting LLC., The Sankei Building Co., Ltd., Cushman & Wakefield Asset Management K.K., and Pacific Management Co., Ltd..



Kohei Taki

Real Estate Investment
& Operations Dept
Marketing & R&D Dept
Executive Officer

Prior to joining, he worked at Real Estate investment mgmt. firm. Before that, established Real Estate and trading companies in China and Malaysia. Started his career at Benesse Corporation for Chinese business.



Tomonori Iwata

Private Asset Mgmt Dept
Senior Manager

Prior to joining, he experienced investments, brokerages, set-up private investment funds and property mgmt. at Xymax corporation.



Reiko Horie

Real Estate Investment
Management Dept
Director

Prior to joining, she worked at Cosmos Initia, Lasalle Investment Management, and Idera Capital Management as an asset manager and a deal executor.



Eric Au

Partner

Prior to joining in 2020, he set up LaSalle Investment China, GAW Capital China and worked at Morgan Stanley.



Naomi Nakazawa

Planning and
Administration Dept
Senior Manager

Prior to joining, she worked at GIC (Government of Singapore Investment Corporation) as an office manager and engaged in back-office management.



Masaki Imai

Marketing & R&D Dept
Director

Engaged in new business development at domestic and international telecommunications infrastructure companies. Served as Head of Digital Marketing at a major conglomerate manufacturer, focusing on product and service development, before joining our company.



Ryuta Iwaya

Real Estate Investment
Management Dept
Senior Manager

Prior to joining, he worked at Pacifico Energy K.K., K.K. Halifax Asset Management, Secured Capital Japan Co., Ltd. and Tanseisha Co., Ltd



Ryo Kishida

Real Estate Investment
Management Dept
Senior Manager

Prior to joining, he experienced Real Estate developments and transactions at Unizo Fudosan K.K.. Before that, off-shore investments and development of renewable energy plants at Aso corporation.



Tomoaki Ejiri

Real Estate Investment
Management Dept
Senior Manager

Having been involved in a wide range of real estate businesses, including commercial facility and hotel development, leasing, and asset management at Parco Co., Ltd., Mitsubishi Corporation Urban Development, Isetan Mitsukoshi, and Tokyu Fudosan REIT Management.

MEMBERS INTRODUCTION



Michiyo Ono

Real Estate Investment
Management Dept
Senior Manager

After joining Yasuda Trust & Banking (now Mizuho Trust & Banking), she worked at Creed, then at Ideala Capital Management and an affiliated J-REIT management company, where she established fund reporting and workflow.



Hiroyuki Aida

Real Estate Investment
Management Dept
Finance
Senior Manager

Started a career in real estate finance at UFJ Tsubasa Securities in the Real Estate Investment Banking Division. After gaining extensive experience at Tosei Asset Advisors and SBI Shinsei Bank, joined our company.



Takehito Sasaki

Real Estate Investment
Management Dept
Manager

Prior to joining, he experienced Real Estate transactions and an asset mgmt. role at RISA partners Inc. and Temwas Co.,Ltd..



Hiroaki Ota

Private Asset Mgmt Dept,
Real Estate Investment
Management Division
Manager

Prior to joining, he worked at JapanCor in asset management and disposition, and XYMAX ALPHA in property management.



Kohei Matsuda

Private Asset Mgmt Dept
Manager

Prior to joining, he experienced Real Estate transactions and property mgmt. role at Musashi corporation. Started his career at EA Pharma Co.,Ltd.(pharmaceutical company).



Naoya Hashimoto

REACH Division
Manager

Joined PROFITZ after being stationed in the United States at a major domestic real estate company, gaining experience in acquiring and managing medium-sized apartments and single-family homes.



Kaori Shigihara

Marketing & R&D Dept
Manager

After working in the bridal business at Hoshino Resorts, gained experience in launching businesses and managing event planning operations before joining PROFITZ.



Eriko Okamoto

Real Estate Investment
Mgmt Dept
Assistant Manager

Engaged in asset management advisory services at Mitsubishi UFJ Bank, then involved in creating promotional materials at Mitsubishi UFJ Investment Adviser & Co., Ltd. Subsequently gained experience in accounting and taxation at international accounting firms.



Kota Ohama

Private Asset Mgmt Dept,
Real Estate Investment
Management Division
Assistant Manager

Prior to joining, he worked at JapanCor in asset management and disposition, and XYMAX ALPHA in property management.



Misato Agata

Planning and
Administration Dept

Prior to joining, she served marketing strategies at Culture Convenience Club co., Ltd., etc.



Kaoru Asakawa

Planning and
Administration Dept

Joined PROFITZ after managing back-office operations at sports manufacturers and other companies.

OUR COMPANY

Company PROFITZ Co.,Ltd / 株式会社プロフィッツ

Address 3-3-1 Marunouchi, Chiyoda-ku,
Shin-Tokyo Bldg. 9F
Tokyo, JP 100-0005

Representative President / CEO Shinichiro Tanaka

Established 2015.07.07 (In operation from 2017.09.01)

Capital JPY 64,500,000 (Incl. capital reserve)

Licenses

- Financial Instruments Business Operator / Kanto Local Finance Bureau No. 3306
Investment Advisory and Agency Business
Type II Financial Instruments Business
- Real Estate Specified Joint Enterprise Operator / the Financial Services Agency
and the Minister of Land, Infrastructure, Transport and Tourism No. 129
- Real Estate Broker / the Governor of Tokyo (2) No. 101771

Business

- Asset Management / Advisory Business
- Real Estate Securitization Business (Incl. acquisition and sales)
- Real Estate Business Development
- Real Estate Investment
- Real Estate x IT Consulting / Advisory

Affiliate Companies

- AKARUIMIRAI Asset Co., Ltd.
- BLOCKS plus Co., Ltd.
- fav hospitality group Co., Ltd.

PROFITZ
Fulfilling Hope



APPENDIX

◆ **FAM** Fund Asset Management

CASE1 Nursery School Fund

CASE2 Leading Domestic Leasing Company

CASE3 JAPAN NEW LIFESTYLE RESIDENCE

◆ **PAM** Private Asset Management

CASE1 Japanet Holdings

CASE2 PAIG Japan Automobile Investment GK

BEFO FTER

What PROFITZ does between the BEFORE and AFTER of real estate investment

How does PROFITZ's involvement change real estate investment?

What PROFITZ values the most is FULFILLING HOPE of clients between the BEFORE and AFTER of real estate investment.

Here are some cases that show what PROFITZ achieved for their clients.

B E F O F T E R

1

FAM
Fund Asset Management
C A S E 1 N u r s e r y S c h o o l F u n d

By consolidating multiple nurseries, we created a fund as an investment opportunity and

to solve the problem of nursery school shortages, PROFITZ implements a unique plan to find a solution.



BEFORE

STORY OF Fulfilling Hope

AFTER

Together
By forming **Japan's first nursery school- focused fund**

PROFITZ involvement
3funds have created nursery schools for more than **2,000children**

Result
We helped solve the social issue of wait-listed children due to nursery school shortages.

AFTER the AFTER

Increase of companies entering the nursery school market.

The profitability of PROFITZ's nursery school-focused funds became widely known, resulting in other companies entering this market. The problem of wait-listed nursery school children is gradually getting resolved.

Picture books and rice donation.

Considering the children's future, picture books and rice were donated to 33 nursery schools. The children sent letters of gratitude, which gives a tangible sense of the investment being returned and completing the cycle of giving and receiving.

BEFORE AFTER

1

FAM
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STORY OF Fulfilling Hope
What PROFITZ does between the BEFORE and AFTER

C A S E 1 N u r s e r y S c h o o l F u n d

PROFITZ ORIGINAL WAY

STEP1 Case



Everyone said it couldn't be done

The operation of nursery schools was opaque, making it difficult to explain their management status and attract institutional investors. The inability to quantify investment benefits made it an unprecedented undertaking.

STEP2 Action



Establish a business company to ensure operational transparency

A company was established jointly with Sakura Saku Plus Group, a nursery school operation company. Establishing this company reassured fund investors by making nursery school operations transparent.

STEP3 Progress



Take from the experiences of parents who suffered nursery school shortages

Based on the personal experience of our staff, facing difficulties in nursery school enrollment, we positioned this growing demand as a business opportunity. Information was successfully sourced on upcoming nursery school openings and available sites in prime locations (within a 10-minute walk from train stations), which are expected to generate profitable returns as investment opportunities.

STEP4 Change



Support for the social significance of the fund

Establishing the fund coincided with the COVID-19 pandemic, making it extremely challenging to establish. However, with the cooperation of nursery operation companies that understood the social impact of reducing waitlists for nursery schools, and the stability as an investment asset resonated, funds gradually accumulated from sympathetic investors.

Typical asset management methods

STEP1

While there were only a few cases, each investment was done on a per-property basis. As a result, the scale and profit margins of the investments were relatively small, making for an unattractive investment product in this genre.

STEP2

Relying solely on the volunteer spirit of individual investors and landowners, the impact on solving social issues is limited. Moreover, many of these investments are facilitated by brokers who employ emotional selling tactics, reducing the odds of investment success.

B E F O F T E R

1

FAM
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CASE 2 Leading Domestic Leasing Company

A leading Japanese leasing company whose asset management is traditional real estate

More effective investment methods than leasing
PROFITZ proposes a unique plan and new assets.



BEFORE

STORY OF
Fulfilling Hope

AFTER

Together

Office building yield 1.5x higher rent post-construction

PROFITZ involvement

With the goal of increasing value by more than 30% of the total investment (Value Up), BLOCKS OFFICE Ebisu was created.

Result

Post-construction rental income +1.8x and +8% IRR on top of the usual office investment IRR

AFTER the AFTER

Despite the rent increase, tenants wanted to move into the renovated areas.

Almost no tenants moved out due to the extensive construction, and they eagerly anticipated the daily progress of the building entrance, lounge area, and other spaces nearing completion. After completion, the new space has been filled with many smiling faces, and tenants are enjoying a comfortable and inviting atmosphere.

BEFORE **1** AFTER

FAM
Fund Asset Management

STORY OF Fulfilling Hope
What PROFITZ does between the BEFORE and AFTER

CASE 2 Leading Domestic Leasing Company

PROFITZ ORIGINAL WAY

STEP1 Case



Changing while conserving traditional corporate practices

The department in charge wanted to explore new methods of asset management. However, as a leasing company, the approach thus far has been to secure low-risk bulk leases for buildings. The internal circumstances were complex, with a corporate culture that requires at least two months for settlements and the need to secure buyers to mitigate risk.

STEP2 Action



PROFITZ original concept product proposal

To enhance the value of real estate that had been operated as a shared office by a different operator for over 30 years, PROFITZ proposed the BLOCKS shared office as part of their original concept. Overcoming significant challenges such as changes in contract terms and transitioning to a new operational company were necessary to leverage the advantages of the highly operational real estate.

STEP3 Progress



Renovations amidst tenant occupancy

The biggest challenge was conducting renovations with tenants in place. Additionally, significant changes to the layout were necessary to achieve an increase in asset value, including removing walls. Careful preparation of repeated layout and design verifications, structural calculations, tenant notifications, flow lines, and establishing a complaint response system led to the successful completion of the renovation.

STEP4 Change



Manage time-consuming operations in-house

While the high unit price of shared offices is attractive, competition has also increased, resulting in significant burdens in terms of maintenance and management. To address this, PROFITZ has established BLOCKS management company with experienced partners in the field of operations. This allows for a comprehensive system where everything from real estate acquisition to management and sales is entrusted and managed seamlessly.

Typical asset management methods

STEP1

A low but stable profit is earned by entering into a long-term real estate lease agreement for an entire building. However, if the building is well managed by the operator and results in high profits, it may not be possible to benefit from those profits.

STEP2

The operator and investors can be in conflicting positions, due to repeated changes in operators. As a result, there may be a lack of accumulated knowledge in improving tenant satisfaction, resulting in ad-hoc investments that are inefficient and struggle to generate value.

B E F O

1

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F T E R

CASE 3 JAPAN NEW LIFESTYLE RESIDENCE

The Covid-19 pandemic increased time spent at home

and properties must respond to diverse lifestyles

PROFITZ can meet this demand with a unique plan



BEFORE

STORY OF Fulfilling Hope

AFTER

Together

Japan's 1st fund specializing in pet-symbiotic residences

PROFITZ involvement

Increase the satisfaction of living with pets and meet the demand for diverse lifestyles

Result

Rental apartment yields, typically around 3.5%, increase to yield over 4%

AFTER the AFTER

Direct sales through online advertising.

To reach potential tenants seeking pet-symbiotic housing, which may be difficult through portal sites or rental agencies that only offer a "pet-friendly" category, direct leasing through online and social media advertising is implemented to directly connect with residents seeking pet-symbiotic residences.

BEFORE **1** FUTURE

FAM
Fund Asset Management

STORY OF Fulfilling Hope
What PROFITZ does between the BEFORE and AFTER

CASE 3 JAPAN NEW LIFESTYLE RESIDENCE

PROFITZ ORIGINAL WAY

STEP1 Case



Supply and Demand GAP in the market

The increase in remote work and changes in work styles during the COVID-19 pandemic have led to more time spent at home. However, in the rental housing market, there have been limited options that accommodate diverse lifestyles.

STEP2 Action



Conceptual rental apartment proposed

Various concepts were explored, such as garage houses, wine, and movie viewing. During the evaluation process, considering the perspective of both the occupants and investors, PROFITZ focused on pet-symbiotic apartments that would benefit the occupants while meeting the investment return criteria.

STEP3 Progress



The birth of FLUFFY, a pet-symbiotic residence

In traditional pet-friendly rentals, there is a risk of conflict between pet owners and non-pet owners residing in the same building. To improve the living environment, Japan's first fund specializing in pet-symbiotic residences was created, where an entire building is dedicated to cohabitation with pets.

STEP4 Change



Delivering not only facilities but increasing habitation value

Creating spaces with high design aesthetics equipped with pet-specific facilities such as pet-friendly flooring and odor-resistant walls. Additionally, partnering with a pet insurance company to provide 24-hour consultation service with veterinarians, ensuring a comfortable living environment for pets and residents while strengthening the confidence of investors.

Typical asset management methods

STEP1

Construct rental housing properties such as condominiums. The tendency to standardize specifications that are considered easy to rent, and the influence of conditions such as environment and location, makes it challenging to differentiate the properties.

STEP2

Standardized properties can lead to a simple decrease in value over time, as the building ages. Additionally, they may struggle to adapt to societal changes, resulting in a constant risk of vacancy and decreasing rental income over time.

BEFORE

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AFTER

CASE 1 Japanet Holdings



Headquarters in Sasebo city,
Nagasaki prefecture, Japanet Holdings

Support the acquisition of real estate to enable
Securing talented local professionals
for a full expansion into Fukuoka.



BEFORE

STORY OF
Fulfilling Hope

AFTER

Until now

The 1st completed building in Tenjin Big Bang which is typically lease-only and not available for purchase.

PROFITZ involvement

Acquired 3 floors of the Tenjin Business Center
A press conference with the mayor and other high-profile events gained wide attention and highlighted the excellent office location.

Result

Help recruit talented individuals, provide training support to the in-house facilities department.

AFTER the AFTER

Find a property to operate a BS broadcast station.

In this case, a studio building previously used by another company. We determined asset value not only based on conventional evaluation methods but also considering the unique broadcasting equipment. This helped facilitate the acquisition of the property by the client, contributing to the swift preparation for the station's launch.

Downsizing the Tokyo office.

To successfully downsize the Tokyo office, we strategically proposed revisions to already signed contracts, which are typically difficult to accomplish. This contributed significantly to cost reduction.

BEFORE AFTER

2

PAM
Private Asset Management

STORY OF Fulfilling Hope
What PROFITZ does between the BEFORE and AFTER

C A S E 1 J a p a n e t H o l d i n g s

PROFITZ ORIGINAL WAY

STEP1 Case



Acquiring assets that benefit the core business

Initially, the focus was on rental properties. However, in order to further increase the existing assets accumulated over the years in the core business, the decision was made to pursue property acquisition instead of renting.

STEP2 Action



Business cards open doors to a wealth of information

After obtaining a wealth of information, it's possible to select the best property. Recognizing that it is easier to gather information by reaching out as an employee, we began the process of collecting information by presenting business cards from Japanet Co., Ltd.

STEP3 Progress



In 2 months, obtained information on 40 large-scale properties!

Presenting Japanet business cards was significant, as it provided access to not only public information but also undisclosed information in the Fukuoka area, where information on new large-scale properties was limited. Within two months, we gathered information on 40 large-scale properties.

STEP4 Change



Outdo the competition with comparative materials

Actively pursue the acquisition of top-tier real estate properties known as "S-rank," then present all the advantages that come with their successful acquisition to Japanet Co., Ltd..

Typical asset management methods

STEP1

Engage a real estate broker to facilitate the property acquisition. The brokerage firm presents easy-to-sell properties and acquires only the land to then develop the land.

STEP2

There is pressure to purchase one of the options presented by the broker. After a few years, you may wonder why you purchased the property in the first place. At that point it's difficult to develop the next real estate strategy and a broker may capitalize on your position again.

2

B E F O

PAM
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F T E R

CASE2 PAIG Japan Automobile Investment GK

PAIG JAPAN
AUTOMOBILE INVESTMENT GK



Porsche Holding GmbH's
100% subsidiary in Japan

**Simultaneous opening:
1st showroom & maintenance center in Japan
enabled by PROFITZ real estate acquisition and support.**



BEFORE

STORY OF
Fulfilling Hope

AFTER

Together

Comprehensive support and always by our client's side,
we solve every challenge along the way.

PROFITZ involvement

**Successful simultaneous opening of
the showroom in Nihonbashi and
the maintenance center in Adachi ward.**

Result

We fulfilled the 6-month time lag condition.

AFTER the AFTER

Appreciation networking events and new client introductions.

At the end of the contract, in a show of gratitude, we were invited to a social event. As this project was successfully completed, an invitation was also extended to the PORCHe EXPERIENCE CENTER for a chance to introduce us to other clients, in recognition of our prowess as real estate investment professionals.

BEFORE AFTER

2

PAM
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STORY OF Fulfilling Hope
What PROFITZ does between the BEFORE and AFTER

CASE 2 PAIG Japan Automobile Investment GK

PROFITZ ORIGINAL WAY

STEP1 Case



2 properties with characteristics that don't align financially

The showroom required a central location with strong information dissemination capabilities, but such properties are in high demand and quickly occupied. The maintenance base, away from city center, needed development post-acquisition, creating a time gap between the 2 completion dates. The simultaneous opening of both properties was a financial challenge.

STEP2 Action



Land acquisition attempts before securing investors

Desirable plots of land are highly sought after. Landowners want to sell high, while the clients seek low rent. Meanwhile, investors look for high rental returns. In this challenging case, the goal was to find a balance agreeable to everyone, by running numerical analyses. Acquisition attempts before investors were secured made for a high-risk situation.

STEP3 Progress



Adaptability to meet dealership requirements

Maintaining the Porsche brand comes with strict conditions. The maintenance facility needed to be equipped to handle all vehicles— past, present and future. This needed to be achieved while protecting the interests of investors. As a result, the originally planned three-story facility was modified to a four-story building.

STEP4 Change



Work as one team with the construction company

Although there was an initial budget in place, construction costs tend to escalate. We negotiated while understanding the position of the construction company. As we continuously adapted to all the changes, the project gradually became one that only PROFITZ could handle.

Typical asset management methods

STEP1

Hire different real estate brokerage firms to lease a showroom in central Tokyo and to acquire property in northern Tokyo. Hire two separate construction companies to design and construct the two buildings. Managing the complicated coordination of each of these projects would make it difficult for the project to succeed.

STEP2

By assigning one-off tasks to multiple specialized companies, the amount of information is overwhelming and difficult to organize, making it impossible to obtain the most essential information. As a result, various stakeholders cannot be involved, leading to the project's demise.

PRO  FITZ

Fulfilling Hope