



Company Profile

July 2025

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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

71 BN JPY AUM


78 BN JPY Cumulative 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

42 BN JPY AUM


49 BN JPY Cumulative AUM

3

Internally developed real estate platform

REACH

B2B Real Estate Information Network System



A platform that creates possibilities in the real estate investment market

241 Registered Companies

*Cumulative AUM includes exited investments | As of June 30, 2025

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



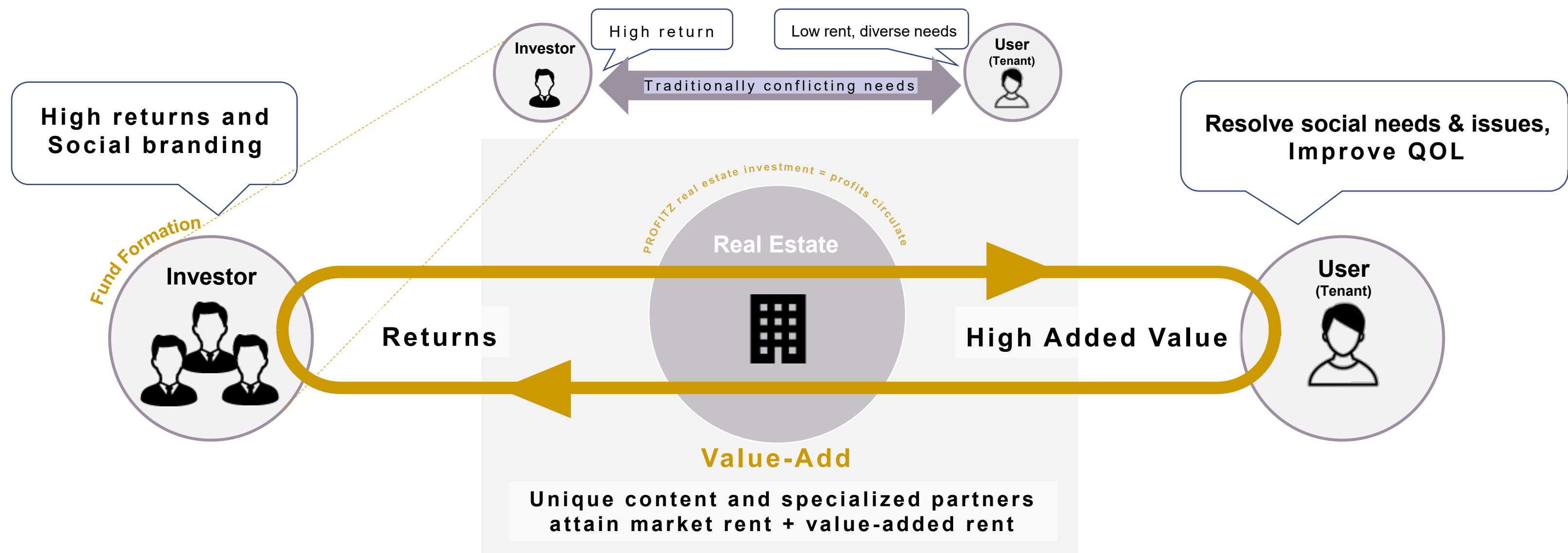
In addition to investments, we establish jointly-owned operating companies to implement Value-Add strategies for properties, including operations and leasing.

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

OUR STRENGTHS

PROFITZ Strength

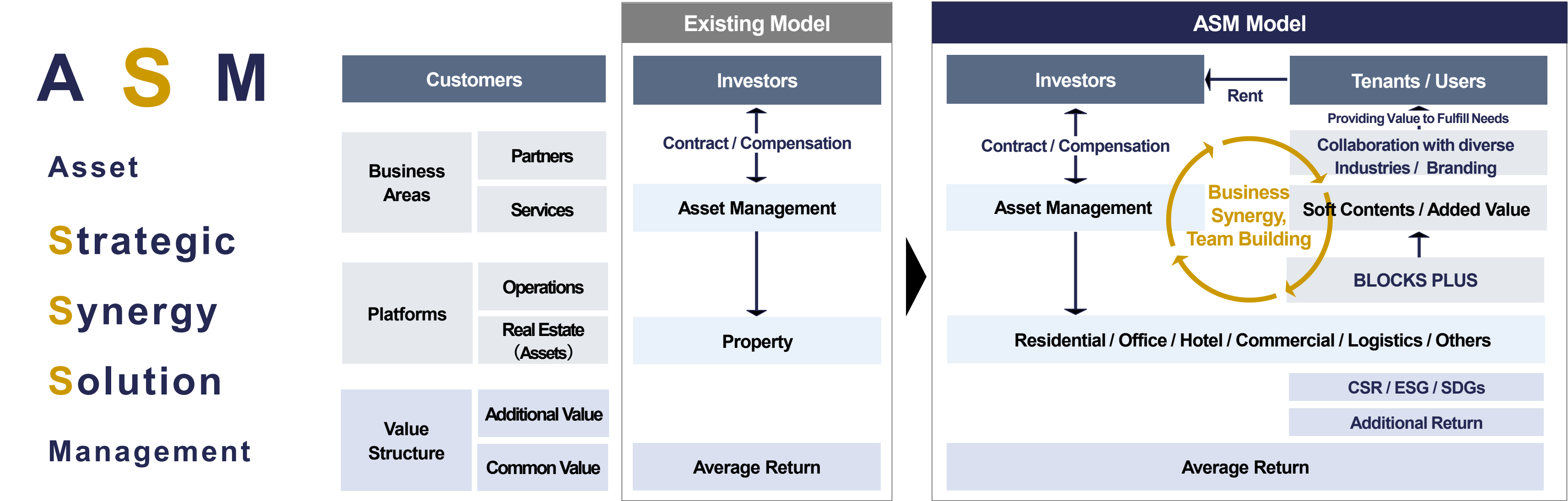
Build sustainability by **providing returns** & improving **social value**.




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**





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.

By branding
real estate properties:

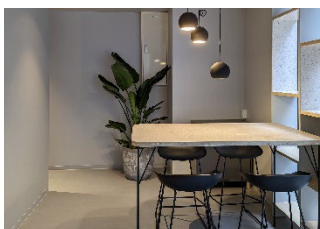
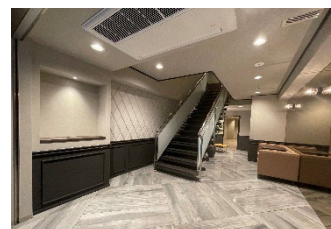
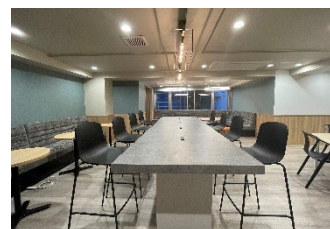
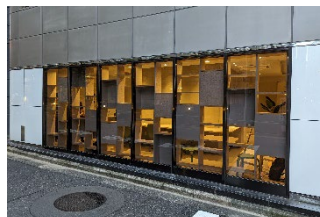
Comparative selection
➔ Preferential selection



Secure customer loyalty



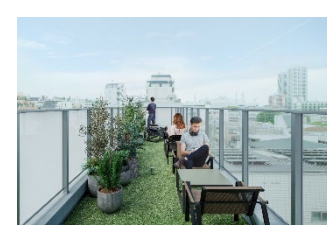
High investment
returns



EFFICE®

Akasaka, Jimbocho

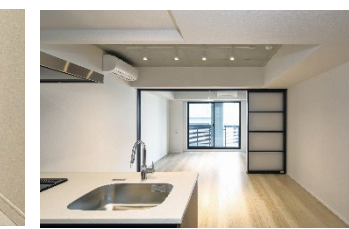
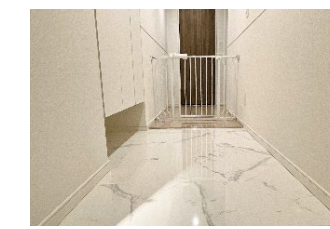
EFFICE designs and provides offices pre-equipped with functionalities and environments optimized for modern office needs, such as collaboration, telework, and web conferencing. These offices do not require restoration or renovation and can be rented immediately, minimizing typical tenant burdens and 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, Nishiwaseda, Ochiai-Minaminagasaki,
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.

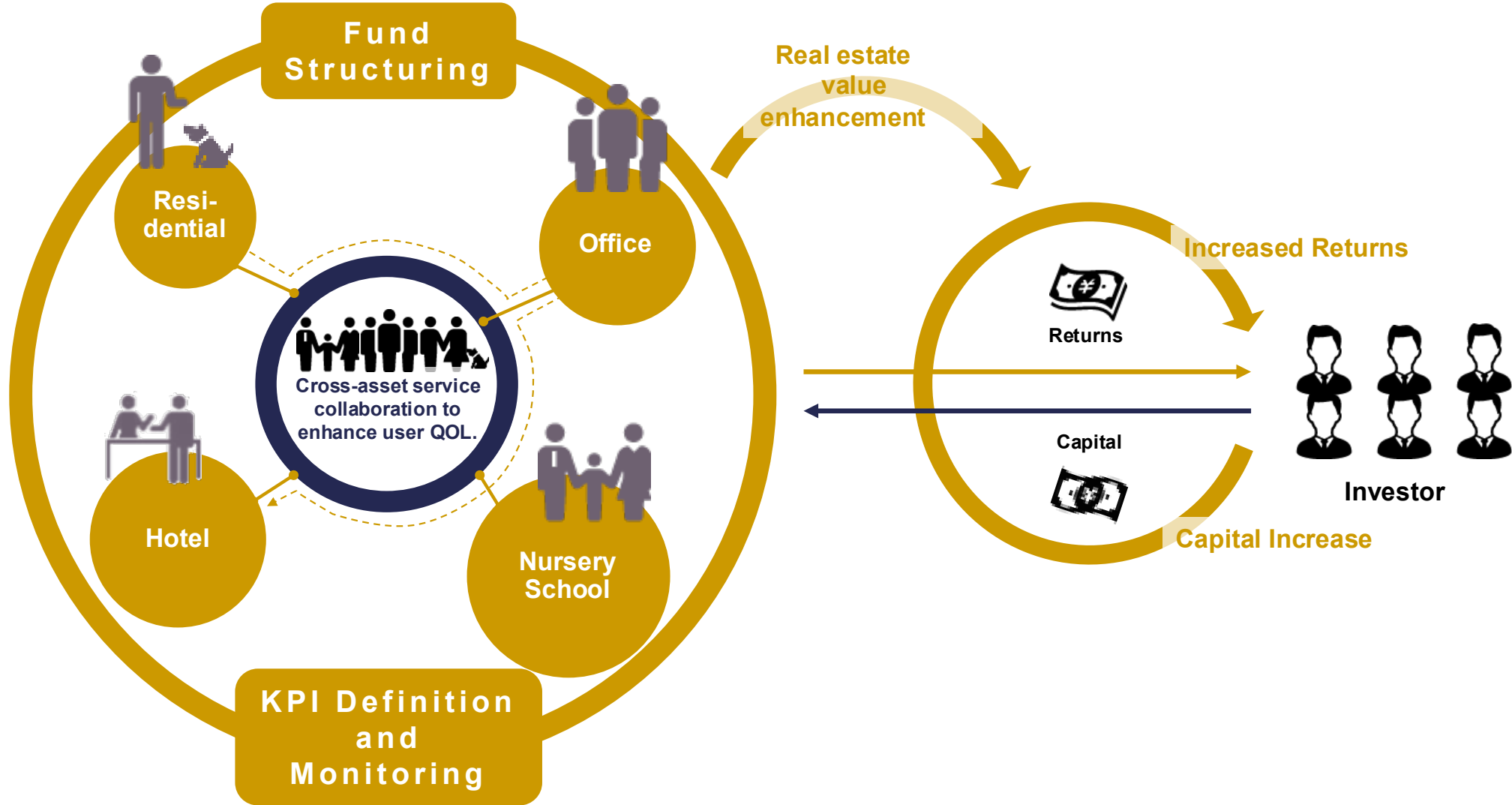
OUR ORIGINALS

PROFITZ Challenge

Japan's First Social Impact Real Estate Fund: QOL Fund



We invest in socially meaningful assets through fund structuring, targeting sustainable and stable long-term returns.



Key Features

- Real Estate Investment Focused on Solving Social Issues (S)
- Achieving Both Social Impact and Increase Real Estate Value
- Enhancing Users' Quality of Life through Service Integration across Assets



横浜銀行

東銀リース



Social Impact Real Estate: This refers to real estate that is expected to contribute to the creation of social value and aims to enhance real estate value and achieve sustainable corporate growth, with "social impact" being the social changes and effects ultimately resulting from such initiatives. Asset selection and evaluation criteria will be established based on the "Practical Guidance for Social Impact Real Estate" formulated by the Ministry of Land, Infrastructure, Transport and Tourism (MLIT) in 2024.
Reference: [Press Release: "Practical Guidance for Social Impact Real Estate" to be Published - Organizing Basic Concepts and Practical Points for Real Estate Addressing Social Issues - Ministry of Land, Infrastructure, Transport and Tourism.](#)

MEDIA

Nikkei Newspaper – Front Page Article, Morning Edition, July 10, 2025

Nikkei Newspaper Digital Edition – Published Article, July 9, 2025



社会貢献不動産ファンド

三菱UFJ 保育園などまず150億円

三菱UFJフィナンシャル・グループや不動産事業のプロフィッツ（東京・千代田）などが、社会的な貢献度が大きい不動産に投資する国内初のファンドを立ち上げる。まず約150億円で組成

し3年で700億円規模に拡大する。保育園などへの不動産投資を通じ、利用者の生活の質と賃料といった不動産価値向上の両立を狙う。

両社によると、今回の

社会課題解決に貢献する潜在的な価値を持つ。こうした社会的インパクトを定量的に評価する。1号ファンドは約150億円で、プロフィッツと不動産ファンド運営のA・P・アセットマネジメント（東京・千代田）が運用する。

三菱UFJ銀行が最大出資者として総額50億円、芙蓉総合リースや横浜銀行、東銀リースなども投融資する。2026年3月をめどに250億円規模で2号ファンドを組成し、3年で累計700億円規模にする。

資金は保育園、賃貸住宅、シェアオフィス、ホテルの計11物件に投資する。ファンドは、地域社会にポジティブな効果をもたらす社会的インパクトと投資リターンの両立を目指すのが特徴だ。

三菱UFJ新ファンド、保育園など不動産の社会貢献度を定量化 国内初

2025/07/09 15:00 日本経済新聞電子版 1099文字

三菱UFJフィナンシャル・グループや不動産事業のプロフィッツ（東京・千代田）などが、社会的な貢献度が大きい不動産に投資する国内初のファンドを立ち上げる。まず約150億円で組成し3年で700億円規模に拡大する。保育園などへの不動産投資を通じ、利用者の生活の質と賃料といった不動産価値向上の両立を狙う。

両社によると、今回のファンドは社会的に与える影響の大きさ（インパクト）と不動産価値の相関関係を定量化する国内初の事例となる。保育園や住宅といった不動産は待機児童問題など社会課題解決に貢献する潜在的な価値を持つ。ファンドはこうした社会的インパクトを定量的に評価する。

1号ファンドは約150億円で、プロフィッツと不動産ファンド運営のA・P・アセットマネジメント（東京・千代田）が運用する。三菱UFJ銀行が最大出資者として総額50億円、芙蓉総合リースや横浜銀行、東銀リースなども投融資する。2026年3月をめどに250億円規模で2号ファンドを組成し、3年で累計700億円規模にする。

集めた資金は保育園、賃貸住宅、シェアオフィス、ホテルの計11物件に投資する。ファンドは、生活する人や地域社会にポジティブな効果をもたらす社会的インパクトと投資リターンの両立を目指すのが特徴だ。

社会的インパクトは国土交通省の指針をもとに数値化して評価する。三菱UFJ銀行が24年に策定した社会的インパクトを測定するリストを使い、大和不動産鑑定や不動産テック事業を展開するGOYOH（ゴヨー、東京・新宿）などとも連携して検証する。

例えば、保育士や入居者の満足度、会議室の稼働率、地域イベントの回数などの指標を設け、そこで生み出された社会的なインパクトが賃料水準などの不動産価値の向上につながっているかを確認する。収益が安定する保育園や上振れが見込めるホテルなどの資産を組み合わせることで投資リターンとも両立させる。

日本サステナブル投資フォーラム（JSIF）によると、ESG（環境・社会・企業統治）を考慮した不動産領域のサステナブル投資残高は24年に15兆円と5年前に比べて2倍超に膨らんでいる。一方で不動産を通じたESG投資は、環境負荷の低減や省エネルギーなどの「環境」に偏ってきた。

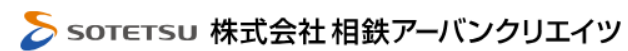
不動産の開発・運用時に「社会」の価値を生み出す重要性が高まる一方、評価指標が整備途上で定量化しづらいのが不動産の社会的インパクト投資が浸透しない要因とされてきた。

定量化ができればソーシャルウオッシュ（見せかけの社会貢献）の回避にもつながる。三菱UFJは社会的インパクト不動産への投融資のノウハウを蓄積し、リスクマネーの供給拡大につなげる方針だ。

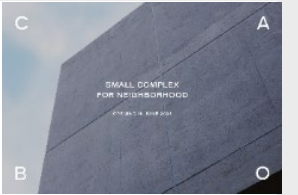
OUR Alliance

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



creal

- 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.



Nursery School Fund Establish PM (JV) company



- Strategic joint development of differentiated, high-value-added real estate products through the synergy of mutual know-how.
- Expanding market reach to international clients seeking residential properties in Japan.
- Synergistic investment opportunity creation and broadening investment realm



Shared office.
Establish operating company (JV)



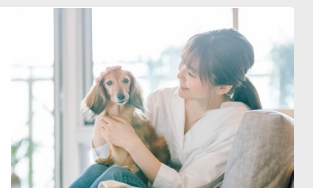
- By jointly establishing a specialized management company for BLOCKS with an experienced shared office management company, the company handles investment planning, leasing, and facility operation in an integrated manner. Increased stability and ensure base expansion capabilities.



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



SECTION L

- 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

*AUM and property count include exited and under-development assets.

Solve the wait-list problem through the power of real estate investment
Nursery School Mirai Fund



28.9 bn JPY
AUM

41
Facilities

2,800
Children



Enjoy living with pets through the power of real estate investment
Pet-symbiotic residence



8 bn JPY
AUM

9
Properties

163
Households



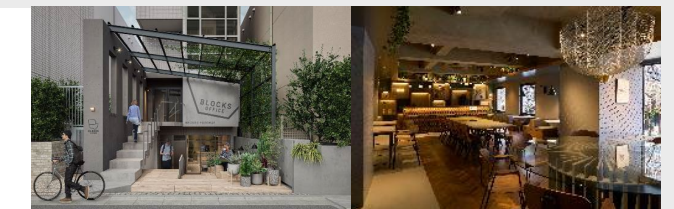
Relax like you're at home but focus better than at home
Work and live adjacent shared office



Over 5.0%
Target NOI%

4
Properties

400+
Tenants



Create value that guests appreciate
Hotel (apartment-style)



15.8 bn JPY
AUM

6
Properties

196
Rooms
All rooms over 20m²



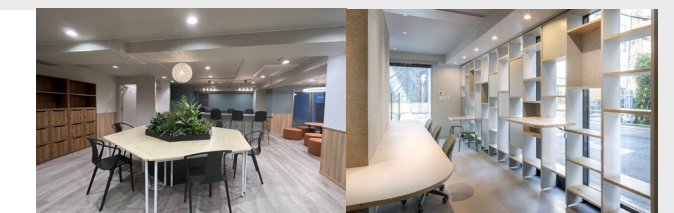
For growing companies,
An efficient office space
Work design office



+1.0%UP
NOI interest

3
Facilities

15-18%
Target IRR



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 + α with 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

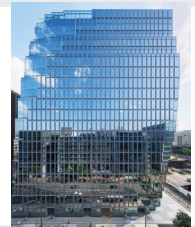


PROFITZ Client Track Record



Strategic use of real estate assets
Secure talented personnel

- Real estate acquisitions that benefit the core business
- Develop workcation facilities
- Significantly reduce project costs



New market entry in Japan:
showroom and maintenance facilities
Simultaneous openings of 2 facilities

- Support Japan's 1st directly managed store
- Develop 1st digital showroom in central Tokyo
- Equity investors, returns, structuring



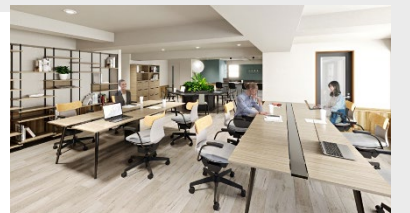
Support new market entry in Japan by
bridging the overseas-Japan gap
Business strategy support

- Establish initial flagship base (Ginza)
- Business restructuring
- Secure future business funding



Use security deposits to fund growth,
bring new benefits to owners and tenants
Challenge real estate business practices

- Business strategy planning support
- Zero security deposit x PROFITZ Value-Up plan
- Dispatch external directors



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

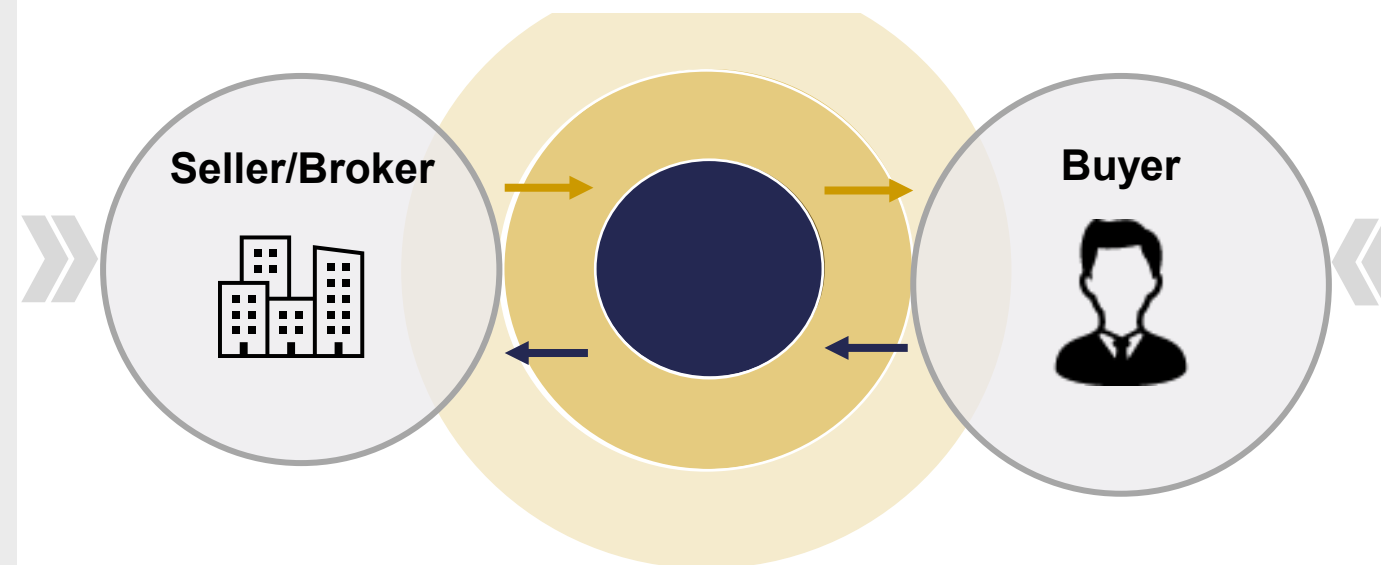
Registered property info is automatically converted to Excel!

3

Negotiate directly with buyers

Directly communicate with buyers on REACH!

 **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!



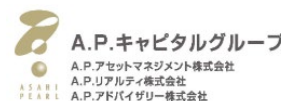
Efficiently resolve challenges each player faces in the large-scale real estate investment market.
System and in-person support to facilitate transactions through completion.

OUR ACHIVEMENT

PROFITZ FUND Track Record

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

Status	Investments	Asset Class	Strategy	#of Properties	AUM ※Includes exited and under- development assets.	Market vs Actual Cap Rate
Fund / Managed Account Investments						
Ongoing	Nursery School Bridge	Nursery School	Bridge	6	78 BN JPY	N/A
Ongoing	Nursery School Mirai Fund I	Nursery School	Core	1		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	Other nursery assets	Nursery School	Core	6		N/A
Ongoing	BLOCKS Megurofudomae / Ebisu / Ikebukuro	Office	Value-add	3		+ 90 bps
Ongoing	CABO Uehara	Office	Core	1		N/A
Ongoing	MG Meguro Station	Office	Value-add	1		N/A
Ongoing	FLUFFY Nihonbashi-hamacho / Nishi-waseda / Jiyugaoka	Residential	Value-add	3		N/A
Ongoing	FLUFFY Yutenji / Nakano-sakaue / Ichigaya-daimachi	Residential	Value-add	3		+ 60 bps
Ongoing	NOVERRA Karuizawa	Residential	Core	1		N/A
Ongoing	Section L Shimbashi West	Apartment Hotel	Value-add	1		N/A
Ongoing	Section L Hamamatsucho	Apartment Hotel	Value-add	1		+ 260 bps
Ongoing	22PIECES	Apartment Hotel	Value-add	1		N/A
Ongoing	BAND HOTEL HAKATA	Apartment Hotel	Value-add	1		N/A
Ongoing	TRAN.SCENDER HOTEL Yokohama	Apartment Hotel	Value-add	1		N/A
Exited	41PIECES Sapporo	Apartment Hotel	Core	1		N/A
Exited	FLUFFY Denenchofu / Shirokane-takanawa / Ochiai-minaminagasaki	Residential	Value-add	3		+ 90 bps
Exited	Other nursery schools	Nursery School	Core	4		



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 prerequisite 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



Education
Invest in the Future

Challenges•
Action

Self-
education

Self-actualization
Growth

Sports

The Third Place

Schools and Homes do not
fully teach Humanity and
Social skills

An increase in public places
where ball games are
prohibited

Problem

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.

MISSION

Create a third place for
children to learn about
humanity and social skills

VISION

Strive for a self-thinking
and proactive group

VALUE

Prioritize children's development
(growth) and take the best
actions possible.



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..



Eric Au

Partner

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



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.



Norihisa Iwata

Philosophy Design Office
Director

With extensive across various real estate businesses, he has been engaged in comprehensive, hands-on consulting—from development and operations to management support and talent development.



Tomonori Iwata

Private Asset Mgmt Dept
Director

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.



Kaoru Kurisu

Marketing / R&D Dept
Director

At CBRE, served as the lead researcher for the retail leasing market, responsible for organizing and analyzing market data and supporting clients. Subsequently worked as a real estate investment market analyst at Sumitomo Mitsui Trust Research Institute before joining our company.



Takeshi Matsumoto

Planning and
Administration Dept
Director

Prior to joining, he has worked in management consulting, healthcare and other companies, where he was involved in building management systems, accounting procedures, financing, IPO preparations, M&A and fund management.



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.



Keiko Hoshino

Planning and
Administration Dept
Senior Manager

Prior to joining, she worked and gaining experiences in corporate and SPC accounting at Merrill Lynch Investment Managers, Morgan Stanley Capital, and CapitaLand Japan.

MEMBERS INTRODUCTION



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.



Hiroaki Ota

Real Estate Investment
Management Division
Senior Manager

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



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..



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.

MEMBERS INTRODUCTION



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

BEFOFTER

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

1

FAM
Fund Asset Management

F T E R

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.

B E F O R E F T E R

1

FAM
Fund Asset Management

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 R E F T E R

1

FAM
Fund Asset Management

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.

B E F O R E 1 F T E R

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 R E F T E R

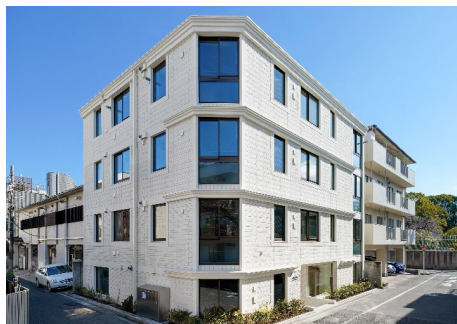
1

FAM
Fund Asset Management

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.

B E F O R E F T E R

1

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.

B E F O

2

PAM
Private Asset Management

F T E R

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



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.

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PAM
Private Asset Management

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CASE 2 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.

B E F O R E P A M F T E R

2

PAM
Private Asset Management

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.



Fulfilling Hope