

April 16, 2019 Pressance Corporation Co., Ltd.

## AI-driven comprehensive property investment information site Braight will start operating on April 16 as a new style of proposing information and services!

# Braight

Pressance Corporation hereby announces that Braight, AI-driven comprehensive information sites that support customers in property investment, will start operating on April 16. The name Braight derives from a combination of AI (artificial intelligence) and bright (to shine), representing our aspiration to shine a light into the future of the investment property market.

By accessing more transparent property information through Braight, more customers will have a chance to find truly valuable investment properties. We will provide seamless support that meets the needs of customers at various stages, from their initial interest in property investment and comparative examination of specific properties to after-purchase follow-up, through the following five new sites:

#### New New New New Braiaht Braight Braight Introduction of Face-to-face new properties customer support Lab Simulator Owner app **Property value** A site that provides Media of investment **Property management** We will supportively simulator customers with timely information app for owners communicate faceinformation on our to-face with A property investment A media site that new properties An app that makes it customers so that simulation site that provides news and available for sale. they can comfortably easier for customers to presents a revenue and columns with highly based on customer comprehend our confirm the current profit forecast specialized needs analyzed by AI proposals. rental status and transparently analyzed information including contract details of their by AI, based on big real estate market properties, and supports data of about 58 news and tax returns, communication between million real estate in addition to the customer and the transactions and our information related to management company abundant track records investment in general New with a chatting function Braiaht An AI-driven platform of used property information Attract and inform Search and compare Purchase Manage properties

#### Outline of Braight and related sites



Amid growing interest in property investment, we will use Braight to expand communication with new customers, including a generation called the "digital natives" who have been familiar with PCs and smartphones since an early age. AI backed by the data of our outstanding track record will enable us to provide timely information that matches the customers' interests. Meanwhile, in the contract phase, our sales representatives will continue giving customers detailed explanations on the phone or in person so that customers can continue to feel at ease.

With Braight, we are creating an opportunity to find new customers who seek the convenience of digital communication, with the aim of establishing a new proposal style that incorporates digital and analog elements. Meanwhile, to enhance customer satisfaction, we will employ an automated process that increases administrative efficiency so that we can focus more on customer service and other value-added operations.

#### URLs of Braight and related sites

\*Braight Lab [investment information media] https://www.lab.braight.jp

\*Braight Simulator [property value simulator] https://www.simulator.braight.jp

\*New property information site https://www.pressance.co.jp/urban/

\*Braight Vintage [platform of used properties for sale] https://www.vintage.braight.jp

\*Braight Owner App [app for owner's asset management] \*Available only to the owners

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## PRESS RELEASE

To All Media Personnel



#### **Referential material**

#### **\*Outline of Pressance Corporation**

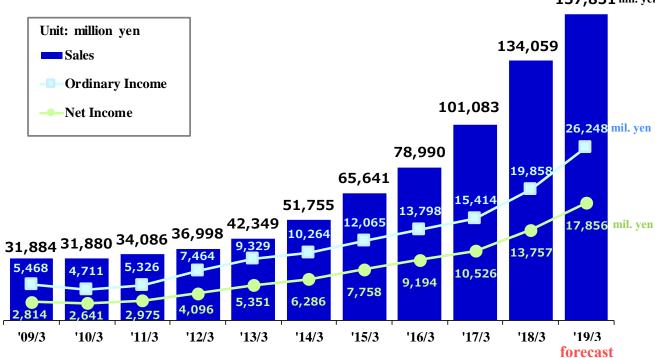
Established	October 1997		
Representative	Shinobu Yamagishi, President		
Address	Crystal Tower 27th Floor, 1-2-27 Shiromi, Chuo-ku, Osaka city		
Capital Stock	2,322,000,000 yen (as of the end of September 2018)		
Number of Employees	608 (as of the end of September 2018)		
(consolidated)			
Net Sales	134,059,000,000 yen (for the fiscal year ended March 2018)		
<b>Business Description</b>	Planning, development, sale, leasing and building management of urban		
	condominiums and hotels		
Website	http://www.pressance.co.jp/		

#### \*Condominiums supplied (from January 2018 to December 2018)

Area	Kinki	Tokai/Chukyo	Nationwide
Our ranking	No. 1 (9 consecutive years)	No. 1 (7 consecutive years)	No. 2 (2 consecutive years)
Units supplied by our	4,133	1,019	5,267
company			
Total units supplied in	20,958	5,115	80,256
the area			
Our market share	19.7%	19.9%	6.6%

\*Calculated by Pressance Corporation using data from the research of the Real Estate Economic Institute.

#### \*Historical performance



### 157,851 mil. yen