

April 11, 2024

Kenedix, Inc.

**Opened to the public in Kenedix's first TV commercial,
“The Museum of Good Real Estate”:
On-air nationwide from April 11 (Thu.)**

Full-page ad in the Nikkei on April 17 (Wed.) is scheduled

- Ms. Nao Matsushita declares a revolution in the real estate industry!!

Discussing a spotlighted real estate investment method in the museum setting.

“The new commercial viewing URL: <https://www.kenedix.com/company/cm/> (Only in Japanese)” -

Kenedix, Inc. (Head Office: Chiyoda-ku, Tokyo; President and CEO: Taisuke Miyajima; hereafter, “Kenedix”), one of the largest real estate asset management companies in Japan, opened the first TV commercial (hereafter, “CM”) in Kenedix featuring an actress, Ms. Nao Matsushita, entitled “The Museum of Good Real Estate.” A full-page advertisement in the Nikkei is scheduled on Wednesday, April 17.



This new ad introduces actress Ms. Nao Matsushita's recently spotlighted real estate investment method, “Real Estate Security Token (hereafter, “Real Estate ST”)” ^{*1}, which is being developed by Kenedix at an art museum.

The CM Main Edition is a stylish walk through a set of museums by Ms. Nao Matsushita. It is a story that conveys the unique appeal of Real Estate ST, which allows individuals to purchase properties previously purchased mainly by professionals, such as resort hotels, tower condominiums, and large distribution centers. In addition, in the making of the film, the highlight is the mischievous gestures she shows from time to time while perfectly following the director's instructions. The CM will be broadcast nationwide starting Thursday, April 11, 2024

In conjunction with the release of the CM, Ms. Nao Matsushita will appear in a full-page advertisement in the Nikkei on Wednesday, April 17. Please look forward to this as well as the CM.

1. Outline of CM

Title: The Museum of Good Real Estate

Start date of broadcasting: April 11, 2024 (Thursday)

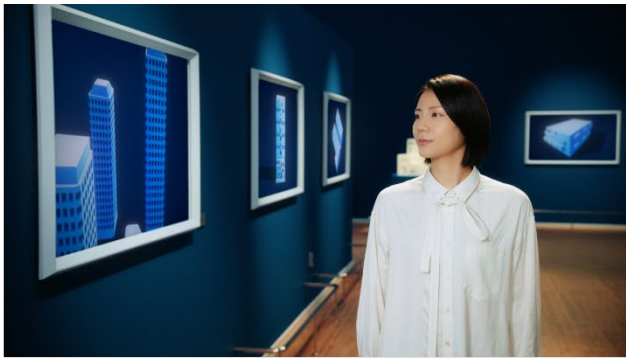
Broadcast area: Broadcast nationwide within the broadcast time of "2024 Masters" of TBS and BS-TBS

CM viewing URL: <https://www.kenedix.com/company/cm/> (Only in Japanese)

2. Outline of the CM story

Ms. Nao Matsushita, a popular actress, was selected as the main character in the new CM. In the museum setting, Ms. Nao Matsushita stands out stylishly and introduces the most recent real estate investment method by Kenedix, "Real Estate ST."

Ms. Matsushita's magnificent, powerful appearance shows the attractiveness of Real Estate ST, which allows individuals to purchase real estate mainly purchased by professionals, such as resort hotels, tower condominiums, and large distribution centers.



3. Making and interviews

Making and Interview video URL: <https://www.kenedix.com/company/cm/> (Only in Japanese)

<Making>

Point 1: Excellent Ms. Nao Matsushita in the set like a blue museum!

The sight of a walking stylishly through the set, which was painted in the corporate color blue, was breathtaking! We used a large crane camera to record a series of movements without interruption. For this reason, it was difficult to take pictures that required a close fit between the timing of walking and the flow of dialogue and the movement of the camera, but Ms. Nao Matsushita performed perfectly.

Point 2: Even the perfect Matsushita has a funny side when it comes to NG.

Ms. Nao Matsushita, who had been practicing, moved her mouth many times before she spoke of the new dialogue. In the performance, it's so smooth and clear that from the first test shoot, the director praises her for the wonderful! She responded to the director's request every time she took on a number of challenges and made a perfect shoot. Sometimes, however, she had a NG. The way she cheated and apologized mischievously was very cute, and the staff couldn't help but smile at the gap between her cool impression and cuteness.

<Interview>

—Please tell us your thoughts on the shooting today.

Ms. Nao Matsushita: The set is really like a museum, and I was able to take my time and see how many different buildings there are. I am looking forward to seeing the finished video, and I am eagerly awaiting its release.

—What are your thoughts on appearing in Kenedix's CM? It provided an opportunity to learn about the new real estate investment, “Real Estate ST.” How about it?

Ms. Nao Matsushita: I shot the CM with a renewed sense of interest, of course, for those who may not know if or want to know more about it, or even for those who have never heard of the word before. I am also very interested in this project, and would like to grow together with Kenedix.

—Please send a message to the audience.

Ms. Nao Matsushita: Thank you for watching our CM. I am pleased that this CM will inspire you to become interested in Kenedix's “Real Estate ST.” Thank you for your attention!

4. Profile of Ms. Nao Matsushita

Born in Hyogo Prefecture, Japan on February 8, 1985

She has acted many dramas and movies since the actress's debut in 2004.

She acted heroine in the 2010 NHK's morning drama serials "Gegege no Nyobo" and served as the host of the red group in the Kohaku Uta Gassen.

As a musician, she has released eight original albums, and held concert tours and Billboard Live tours.

The release of the new album "souNds!" is scheduled on May 8, 2024.

In May and June, the "Matsushita Nao 20th ANNIVERSARY LIVE" will be held.

For details, visit the official site for <https://www.matsushita-nao.com>. (Only in Japanese)



* 1 What is Kenedix's Real Estate Security Token (hereafter, "Real Estate ST")

The structure of the Real Estate ST by Kenedix is that Kenedix Group contributes the real estate that will serve as the underlying asset, the beneficiary certificates issued through a mechanism called the beneficiary certificate issuance trust which are digitally securitized as security tokens, and the digital beneficiary certificates are sold to investors by securities companies that are the underwriters. In addition, the group company of Kenedix, one of the largest real estate asset management companies in Japan, is entrusted with the management of real estate as asset manager.

Kenedix issued the first Real Estate ST in August 2021, and has led the Real Estate ST market in Japan with its agility and ability.

Kenedix aims to make Real Estate ST, a new investment opportunity utilizing digital technology, the third pillar of its business, after REITs and private funds. We aim for a future in which the entire market has 2.5 trillion yen of Real Estate ST by 2030.

[Reference] Real Estate Security Token business by Kenedix group

Description page about Real Estate Security Token Business

<https://www.kenedix.com/eng/business/st/>

Definitions of Terms

Terms	Definitions
Security Token (ST, Digital Securities)	This refers to financial instruments (securities) issued and managed using digital technology represented by block chains and corresponds to "Electronically Recorded Transferable Rights to Be Indicated on Securities, etc." defined in the Financial Instruments and Exchange Act.
Security Token Offering (STO)	This refers to the financing by issuing STs to investors, which is conducted in accordance with the regulations of the Financial Instruments and Exchange Act.
Real Estate Security Token (Real Estate ST)	STs that are backed by real estate related assets. Financing by issuing Real Estate STs are called Real Estate STO.

Outline of Kenedix, Inc.

Representative: Taisuke Miyajima, President & CEO

Establishment: April 1995

Location: 2-1-6 Uchisaiwai-cho, Chiyoda-ku, Tokyo 100-0011 Japan

Business: Asset management business, real estate related business, real estate investment business, etc.

Kenedix was established in 1995 and entered the “Real Estate Asset Management business” in 1999. Our asset management business, which began with the operation of a private real estate fund, has expanded to include the management of J-REIT, and now includes long-term core funds, with a consigned asset under management (AUM) of ¥3.3 trillion. We are also taking on the challenge of various business related to Environment & DX, such as the “Renewable Energy PPA business,” which aims to convert 100% of the Group’s REITs to renewable energy, the “Real Estate Security Token business,” a small-lot real estate product using digital technology, and the “Kolet business,” which offers a new lifestyle of single-family properties for rent.

Please note that this document is a translation of the official announcement that was released in Tokyo. The translation is prepared and provided for the purpose of the readers' convenience only. All readers are strongly recommended to refer to the original Japanese version of the news release for complete and accurate information.

[Contact for inquiries regarding this matter]

Negishi and Takemura, Public Relations & Sustainability Department, Kenedix, Inc.

Mail : kdx_prs@kenedix.com