

April 16, 2019

Pressance Corporation Co., Ltd.

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



Pressance Corporation hereby announces that Bright, AI-driven comprehensive information sites that support customers in property investment, will start operating on April 16. The name Bright 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 Bright, 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:

Outline of Bright and related sites



PRESS RELEASE

To All Media Personnel



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

***Contact Information**

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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 (consolidated)	608 (as of the end of September 2018)
Net Sales	134,059,000,000 yen (for the fiscal year ended March 2018)
Business Description	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 company	4,133	1,019	5,267
Total units supplied in the area	20,958	5,115	80,256
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**

