

The Birth of J-REIT Plaza

The idea and subsequent realization of this portal site stem from talking with various J-REITs and “investors” as we conducted our communications business. It soon became apparent that although there has been a great influx of J-REITs in recent years, the majority of them lacked a strategy for communicating with overseas investors, lacked the means to do so and lacked the dedicated staff to produce a message clearly aimed at investors.

Many of today’s J-REITs are finally beginning to expand their target investor horizon within the fast globalization of real estate. Considering various global circumstances, we decided to create a single portal site dedicated to presenting investor-oriented information on J-REITs. Though it begins small, we anticipate much growth as we further develop the site and our vision becomes clearer to market participants. The information on this site is divided into two levels. The first presents the very basics on each J-REIT: name, listing date, etc. The second level for premium information J-REITs provides expansive information on portfolios, press releases, financial information, leadership views, etc. We believe that the ultimate value for viewers is in the second level and we expect this area to expand vigorously in the days ahead.

J-REIT Plaza is brought to you by Transpacific Enterprises and BR Soken K.K. Transpacific is a communications company in its eleventh year of specializing in multilingual communication. We have been involved in producing IR and PR materials for various financial and real estate entities, the publication of the Real Estate Securitization Handbook, and working as the Japan-side coordinator for a major multinational urban development think tank. BR Soken is the operator of the Japanese language portal site spc-reit.com. This portal site covers information on J-REITs and SPCs and is accessed approximately 2 million times a month. The company is involved in running seminars and producing various content on J-REITs and their portfolios.

We have teamed together with the belief that the timing is right and the urgency exists to broadcast J-REIT information in an organized, accurate and clear manner. We welcome your advice and requests, and hope that this site will provide a valuable service to our viewership and member J-REITs.

J. Michael Owen
President
Transpacific Enterprises