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For Immediate Release



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Notification on “Pacific Residence” Brand Strategy

Nippon Residential Investment Corporation (NRIC) announces the decision made to reinforce and promote the brand strategy as follows with respect to the “Pacific Residence” series, which is the core brand of NRIC’s portfolio assets.

1. Details of Brand Strategy Reinforcement and Promotion

NRIC’s reinforcement and promotion of the brand strategy for the “Pacific Residence” series follows the decision made by Pacific Management Corporation (PMC), the parent company of Pacific Investment Advisors Corporation, NRIC’s asset management company to which NRIC entrusts the management of its assets, to newly introduce a brand mark for the “Pacific Residence” series and use it in advertisements, signs, notices, etc. in a unified manner.

Through TV commercials, launching a website for the brand, introducing a membership program for people moving into the condominiums and strategically carrying out other marketing investments, PMC is aiming to establish a rental condominium brand that is widely supported by consumers.

NRIC will be dedicated to enhancing the value of the brand in collaboration with PMC, as well as be committed to ensuring profitability over the medium to long term by boosting asset value and maintaining stable occupancy in the portfolio properties.

2. The New Symbol

The new symbol that will serve as the brand mark has been designed based on the motif of P and R – the initials of “Pacific Residence.” The freedom, dynamism and flexibility that are expressed with the use of soft curves represent the very concept of values and lifestyles that the “Pacific Residence” brand seeks to offer.



- This document was distributed to the press clubs within the Tokyo Stock Exchange, Ministry of Land, Infrastructure and Transport and construction trade newspaper of the Ministry of Land, Infrastructure and Transport.
- Nippon Residential Investment Corporation’s website is <http://www.nric.co.jp>

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