
List International Realty, world renowned for its quality service brand, appoints

Kosuke Kitajima as brand partner

Web commercials featuring a scene in which Mr. Kitajima makes a spectacular dive in a suit will be posted starting from Thursday, October 18, 2018 in three languages, simultaneously.

List International Realty Co., Ltd, a real estate brokerage and sales company that offers an outstanding worldwide real estate network and a stellar track record in the real estate business in Japan (President & Representative Director: Hisashi Kitami, Location of head office: Yokohama, Kanagawa Prefecture, hereinafter "LIR") announces that it has appointed Mr. Kosuke Kitajima, a winner of two gold medals in the breaststroke in two consecutive Olympics, as a new brand partner for List Sotherby's International Realty (LSIR), its world-renowned quality real estate brokerage brand, and will run web commercials starting from Thursday, October 18, 2018. LIR will also launch advertising campaigns featuring Mr. Kitajima via transportation advertisements, a range of media, social media outlets including Facebook, and websites.

Overview of the commercials

Performer : Kosuke Kitajima
Release date : Thursday, October 18. 2018
Title : New commercials for LSIR "Network version" & "Partner Version"
(*English and Chinese versions also available)

URL (Network version) : <https://youtu.be/25I5FE3nZdg>
URL (Partner version) : <https://youtu.be/unrf0EKPH6k>

Commercial (Network version)

The commercial begins with a scene of stepping into the surface of dark water. Then, as soon as Kosuke Kitajima says with a determined look that top athletes are always expected to produce results, it moves to a scene of Mr. Kitajima walking on a pool in which a range of data are reflected, along with his comment which reads: "To compete with the world and produce results, we must know the world and train hard." And while images of Tokyo, Singapore, Hong Kong, Hawaii and other places are reflected, a narrator says, "With expert consulting and a global network of more than 70 countries and territories, we search the world for buyers seeking your real estate." Mr. Kitajima re-appears and declares strongly "Focus on results!" This is followed by a scene of him nervously getting ready for a dive on the diving platform, reminding viewers of Mr. Kitajima as an active swimmer. The commercial comes to an end as Mr. Kitajima makes a spectacular dive into the pool while the narrator emphasizes the name of List Sotherby's International Realty as a real estate brokerage firm.

[Inquiries from the press concerning this matter]

List International Realty Co.,Ltd. Tajiri,Ichihara

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Comment from Mr. Kosuke Kitajima

I am Kosuke Kitajima. It is a pleasure to be appointed as a brand partner for List Sotherby's International Realty. The key concept of the commercial is "Focus on results!" As for me, I kept focusing on results and produced results at major events such as the Olympics. We shot the commercial in the Yokohama International Swimming Pool. This is an unforgettable place for me because it was the venue for my first gold medal in international competition. I put my heart into making the commercial. I hope you will visit the website.

Selected scenes in the commecial (Excerpts)

Profile of Mr. Kosuke Kitajima

Born in 1982.

Winner of the gold medal in the 100 meter and 200 meter breaststroke races at both the 2004 Athens Olympic games and 2008 Beijing Olympic Games, the only Japanese to achieve such a feat.

Founded IMPRINT Co., Ltd. in 2009 in the capacity of active player and set up KITAJIMAQUATICS, a swimming club, and AQUALAB, a member-only swimming training facility.

Founded Perform Better Japan in 2015.

Retired from his competition career in 2016.

Currently, in addition to acting as Chief Olympic Officer for Coca-Cola, Mr. Kitajima serves as Vice Chairman of the Tokyo Metropolitan Swimming Association and holds the eponymous KOSUKE KITAJIMA CUP.

Production staff

Production: Tomohiro Sakuma, Shingo Yahata (Globers)

Producer : Taizo Kubo, Shunsuke Matsui (Tohokushinsha Film)

Production manager: Kazuki Makino (Tohokushinsha Film)

Performance direction/camera: Masashi Muto (FACE)

Electrician: Masao Kato (NEWS)

Production design: Shigeru Arai (ORCA)

Narration: Sayoko Kamei

List International Realty Co., Ltd/

Service brand: List Sotherby's International Realty (LSIR)

Headquarters: List Kannai Building, 4-47, Onoecho, Naka-ku, Yokohama, Kanagawa

Number of employees: 207

President & Representative Director: Hisashi Kitami *Concurrently serving as Representative of the Group

Type of services: Brokerage for sales/purchases/rental services and consignment sales of real estate, management of real estate rental services, operation/management/asset consulting services of real estate

URL : <http://www.listsothebysrealty.co.jp/>

List Group*/Holding company: List Co., Ltd.

Establishment: May 10. 1991

Sales: 55.4 billion yen (2017)

Number of employees: 471

Representative: Hisashi Kitami

Regions: Kanagawa, Tokyo, Hawaii, Southeast Asia, Hong Kong

URL : <http://www.list.co.jp/>

Video presentation of the business: <https://www.youtube.com/watch?v=04MOhp2zMvU>

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Since its 1991 founding as a real-estate brokerage firm, LIR has been consistently operating in the business domains of brokerage/sales, development/sales in lots, investment, funding, and the management of a range of operations. In 2010, LIR acquired the exclusive rights to conduct sales in Japan by using List Sotherby's International Realty®, a world-renowned quality real estate brokerage brand originating from Sotherby's Auction House. In 2013, the Company expanded its base into Hawaii. In 2016, it expanded its areas of operation into Asia including Singapore and Hong Kong, where growth is expected, and since then has been operating businesses in the Asia-Pacific region, including Japan and Hawaii. By building on a global network that provides access to the world and its successful track record in the real estate business in Japan, LIR seeks to provide valuable real estate as a *glocal* company specializing in real estate brokerage and sales.

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