Press Release

CBRE
Marketing & Communications
Meiji Yasuda Seimei Building 21F, 2-1-1 Marunouchi, Chiyoda-ku, Tokyo, Japan 100-0005
+81 3 5288 9288 press@cbre.co.jp www.cbre.co.jp

CBRE Launches Organization Design & Technology Advisory Service to Enable Data-Driven CRE Strategies

Leveraging unmatched market intelligence and global expertise to support clients from strategy development through execution

Tokyo, August 19, 2026 – CBRE K.K. (Head Office: Chiyoda-ku, Tokyo; President & COO: Takashi Tsuji; hereinafter “CBRE”) today announced the launch of its Organization Design & Technology Advisory Service, a new offering designed to help companies develop and execute comprehensive, data-driven Corporate Real Estate (CRE) strategies. The service provides end-to-end support, from data acquisition and analysis to CRE organization design and implementation, establishing a new category of CRE strategic consulting in the Japanese market.

Japan’s commercial real estate environment is undergoing significant change, driven by tightening market conditions, increasing demands for capital efficiency, talent shortages, and the normalization of hybrid work. As a result, CRE strategies are expected to evolve from a traditional focus on cost management to a key component of corporate strategy that enhances enterprise value. At the same time, client interviews conducted by CBRE in 2025 revealed growing demand for comprehensive support, with many organizations citing challenges such as limited operational improvements despite implementing CRE management tools, and uncertainty about how to align CRE responsibilities with broader business objectives.

The newly introduced advisory service consists of two core pillars. **Organization Design Advisory:** CBRE helps clients assess, strategize and redesign CRE functions, organizational structures, and operating processes to create a comprehensive and consistent operating model that can be deployed globally. **Technology Advisory:** CBRE advises and guides client to develop a Single Source of Truth (SSOT) for real estate, workplace, and facilities data, integrating those datasets with related business information such as finance and human resources. The service also includes support for selecting and implementing technology platforms that enable sophisticated analytics and informed decision-making.

A key differentiator of the service is CBRE’s ability to combine, 1. Global expertise gained through extensive CRE advisory engagements worldwide, 2. Operational knowledge derived from more than 20 service lines that support CRE strategy execution, 3. Advanced data platforms that integrate and manage client data within an SSOT framework.

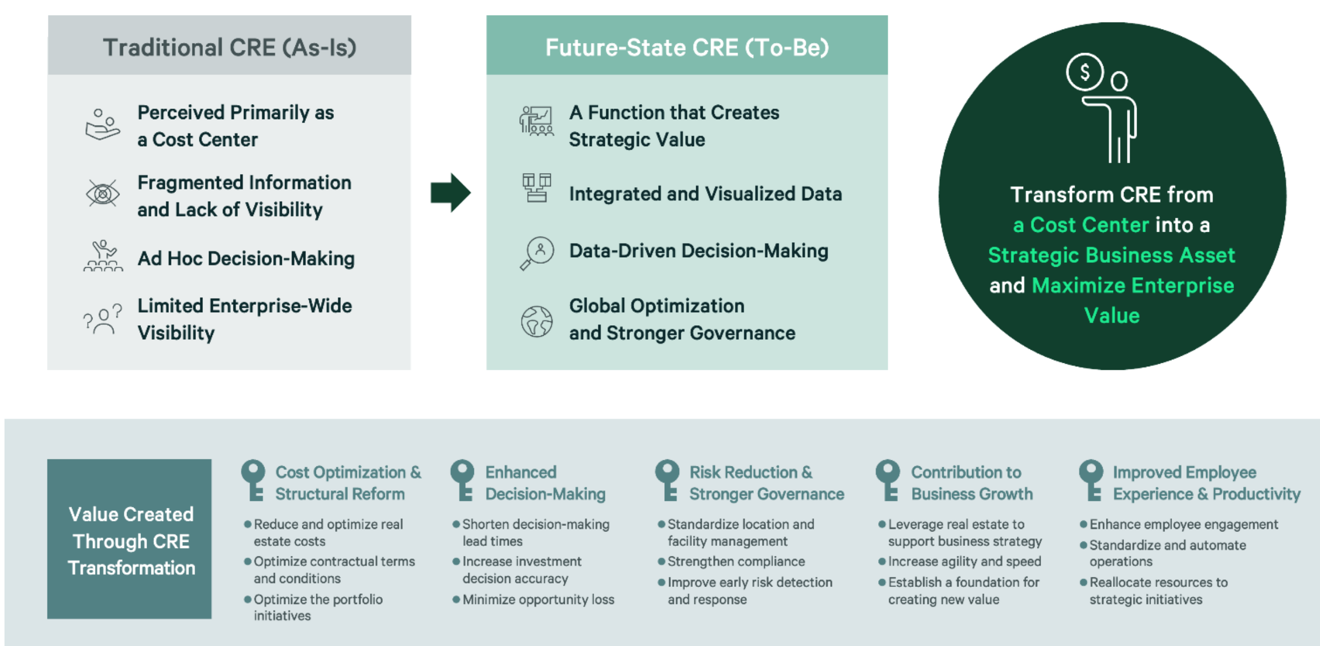
By leveraging artificial intelligence to rapidly analyze and visualize integrated data, CBRE enables clients to develop and execute more effective, data-driven CRE strategies.

Commenting on the launch, Takashi Tsuji, President & COO of CBRE Japan, said "For many Japanese companies, transforming corporate real estate from a cost center into a strategic business asset has become an urgent priority. As an independent and objective advisor, CBRE helps clients transform CRE operations into a strategic management function, supporting the achievement of business objectives and the enhancement of corporate value."

Through this new service, CBRE will support Japanese corporations in developing and implementing CRE strategies while enhancing the value of their real estate assets. By helping organizations maximize the strategic impact of corporate real estate, CBRE aims to contribute to Japan's continued economic growth.

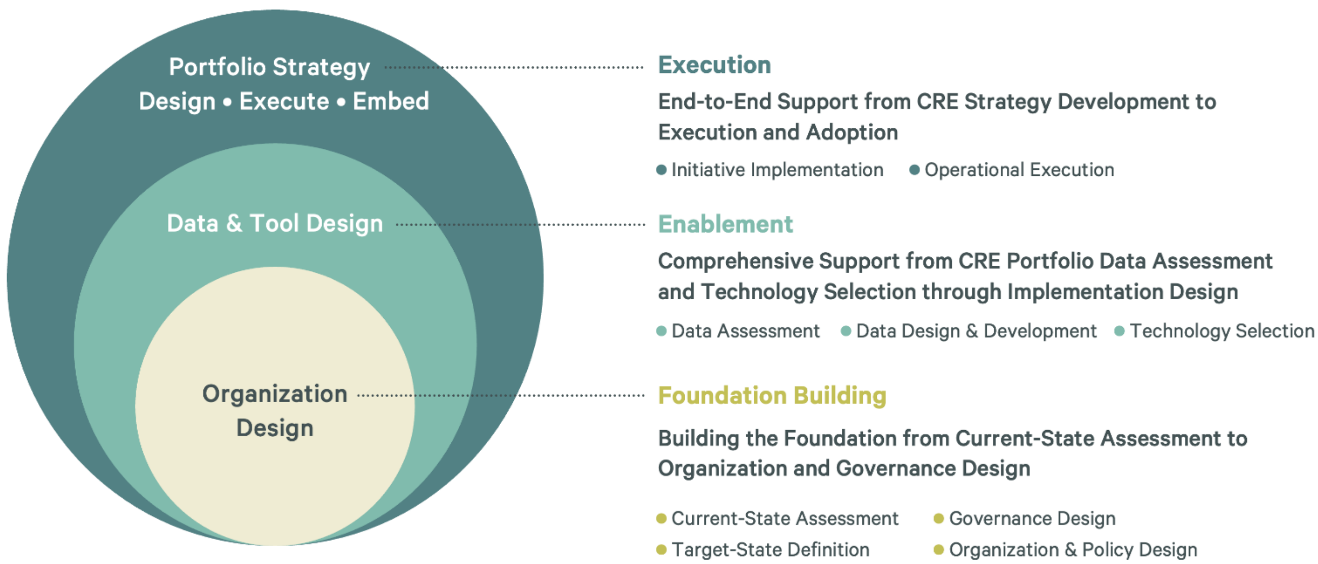
The Future State of CRE Strategy for Japanese Corporations

Japanese companies continue to manage real estate primarily as a cost center, often underutilizing it as a strategic business asset. To enhance enterprise value, CRE organizations must evolve beyond administrative functions and become strategic partners that leverage organizational capabilities, data, and technology to support business objectives.



CBRE's Organization Design & Technology Advisory Service

The service combines two complementary disciplines. 1. Organization Design, which redefines CRE talent, roles, processes, and governance to establish a strategic operating model capable of supporting portfolio management across regions and business units. 2. Technology Advisory, which provides a structured approach to CRE data and technology architecture, enabling organizations to build the digital foundation required for advanced CRE operations. Together, these capabilities help clients establish more sophisticated, data-driven, and strategically aligned CRE functions.



Inquiries:
Mika Watabe
Senior Director, Portfolio Strategy Consulting, Advisory Services, CBRE K.K.
Email: Mika.Watabe@cbre.com
Phone: +81-80-7724-8837
Luis Ohri
Director, Portfolio Strategy Consulting, Advisory Services, CBRE K.K.
Email: Luis.Ohri@cbre.com
Phone: +81-80-3714-6026

About CBRE K.K.

CBRE K.K. is the Japanese subsidiary of the U.S.-based CBRE Group, Inc. and a leading provider of integrated real estate services for corporate clients in Japan. With a legacy dating back to the founding of its predecessor, Ikoma Shoji, in 1970, CBRE has served as a trusted real estate expert in Japan for over half a century. The firm offers a comprehensive suite of over 20 service lines, including leasing and sales brokerage, advisory services, property management, and valuation, delivered from 8 offices nationwide. Its team of approximately 1,800 professionals (including subsidiaries) is committed to providing optimal, impartial, and data-driven real estate solutions that serve as an essential business infrastructure for its clients. For more information, please visit our website at www.cbre.co.jp and follow our social media accounts on LinkedIn, X, and Facebook.

About CBRE Group, Inc.

CBRE Group, Inc. (NYSE: CBRE), a Fortune 500 and S&P 500 company headquartered in Dallas, is the world's largest commercial real estate services and investment firm and a premier provider of critical infrastructure services. The company has more than 155,000 employees serving clients in more than 100 countries. CBRE serves clients through four business segments: Advisory (leasing, sales, debt origination, mortgage servicing, valuations); Building Operations & Experience (facilities management, property management, flex space & experience, critical infrastructure); Project Management (program management, project management, cost consulting); Real Estate Investments (investment management, development). Please visit our website at www.cbre.com.