



Kiraku Acquires HJ Asset Management, Renamed Kiraku Asset Management Inc.

Combining HJ Asset Management's asset management expertise with Kiraku's investment, development, and operational capabilities to build an integrated platform.

KYOTO, JAPAN, September 1, 2026 /EINPresswire.com/ -- Kiraku Inc. ("Kiraku") is pleased to announce that it has acquired all outstanding shares of HJ Asset Management K.K. ("HJAM"), making HJAM a wholly owned subsidiary. In connection with the acquisition, HJAM changed its company name to "Kiraku Asset Management Inc." effective September 1, 2026.

Since its establishment in 2013, HJAM has provided asset management services for real estate investments with a primary focus on hotels, and has developed a highly specialized asset management platform.

Kiraku, meanwhile, has worked across Japan to enhance the value of real estate and regional assets through a wide range of initiatives spanning investment, development, revitalization, and business operations. These initiatives include the development of the luxury hot spring ryokan brand "Atona" through a joint venture with an affiliate of Hyatt Hotels Corporation, the revitalization of historic sake breweries, and the development of lodging as well as food and beverage businesses, building on the unique cultural and regional resources of communities across Japan.

Through the acquisition, Kiraku will combine HJAM's network of domestic and international investors and its asset management expertise with Kiraku's experience in investment, development, revitalization, and business operations, further strengthening its capabilities in hospitality-focused asset management.

Kiraku Asset Management Inc. will continue to provide asset management services for HJAM's existing assets under management, including hotels, offices, and residential properties, which have been the focus of HJAM's business to date. At the same time, the company will broaden its asset base and asset management strategies to include projects that create new value through development and revitalization, as well as investment opportunities in the hospitality sector and in regional areas across Japan.

Going forward, Kiraku will further strengthen its integrated platform covering the entire investment lifecycle, from sourcing and acquisition through development, revitalization, business

operations, and asset management, with the aim of creating a broader range of investment opportunities for domestic and international investors while enhancing asset value over the medium to long term.

The change of company name will not result in any changes to HJAM's management or employee structure, existing contractual relationships, or business operations, and the company will continue its existing business activities.

Asset Management Platform Established by HJ Asset Management

Since its establishment in 2013, HJ Asset Management has provided real estate investment advisory and asset management services across a broad range of asset classes, with a primary focus on hotels, as well as offices, residential properties, and self-storage facilities. The company has been entrusted with the management of assets by institutional investors and overseas family offices, among other qualified investors, and has extensive experience in the management and operation of real estate assets using structures such as GK-TK and TMK.

Company Overview

Company Name: Kiraku Asset Management Inc.

Former Company Name: HJ Asset Management K.K.

Address: 12F NOIR AKASAKA BLDG, 2-11-2 Akasaka, Minato-ku, Tokyo, Japan

Established: July 10, 2013

Capital: JPY 70 million

Representative: Scott Chung, Representative Director

Business Activities: Investment Management Business; Investment Advisory and Agency Business; Type II Financial Instruments Business (Director-General of the Kanto Local Finance Bureau (Kinsho) No. 2794); Comprehensive Real Estate Investment Advisory Business (Minister of Land, Infrastructure, Transport and Tourism No. 143); Real Estate Brokerage Business (Tokyo Metropolitan Governor License (3) No. 95896); Real Estate Specified Joint Venture Business (Financial Services Agency / Ministry of Land, Infrastructure, Transport and Tourism No. 138)

Memberships: Investment Management Association of Japan; Type II Financial Instruments Firms Association

Number of Employees: 9

Website: <https://kiraku-am.com/en>

About Kiraku, Inc.

Kiraku is a team of specialists with expertise in finance and creative disciplines. Rooted in a commitment to value creation and sustainability, Kiraku delivers innovative and sustainable business solutions for undervalued assets—particularly those tied to Japan's unique natural and cultural resources. By identifying the distinctive conditions of each project and planning the optimal use of these assets, Kiraku creates lasting value for investors, local communities, and a wide range of stakeholders. For more information, please visit: <https://kiraku.io/en/>.

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Kiraku, Inc.

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