

Premium Group Updates DX Strategy to Focus on Developing Talent

Building a stronger foundation to accelerate digital transformation and achieve medium-term goals while fostering further innovation

Premium Group Co., Ltd. (Headquarters: Minato-ku, Tokyo; President and Representative Director: Yohichi Shibata; hereinafter "the Company"), an automobile company providing a comprehensive range of solutions related to automobiles, announces the revision of its "Premium Group DX Strategy." This update is aimed at accelerating digital transformation (DX) within the Company and the broader industry. It aligns with the Company's vision to "co-create a premium car ownership experience between end users and automobile providers with a platform composed of talented individuals."

In May 2021, our Group positioned the acceleration of DX as a key growth strategy, focusing on revenue expansion and the development of new business models to enhance the Company's competitiveness.

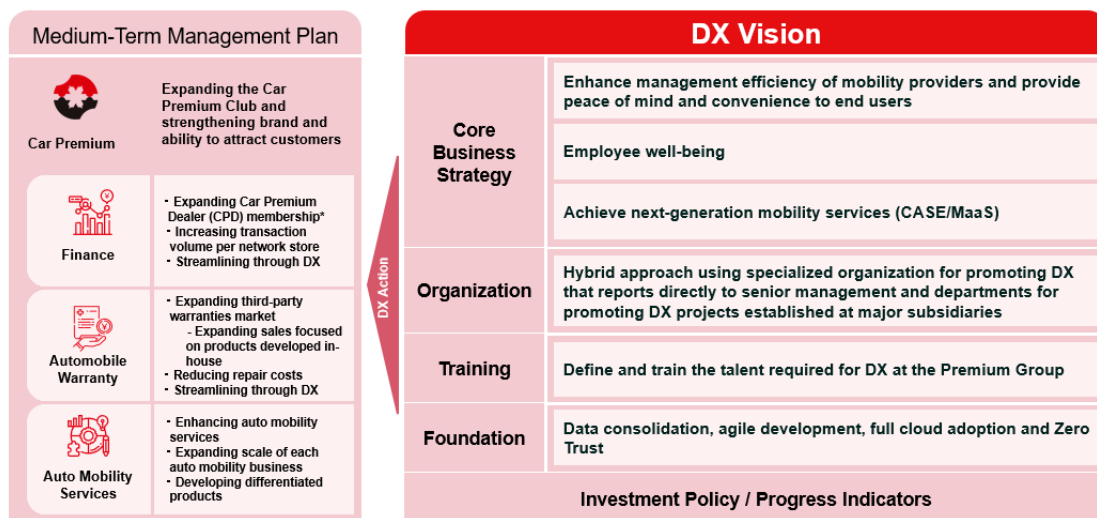
As we move toward Society 5.0, digitization is rapidly transforming industries, and the business environment while customer needs continue to evolve. Recognizing these changes as growth opportunities, we have revised our DX strategy as a key component of our "ONE&ONLY 2026" medium-term management plan. This revision will play a central role in establishing our unique Car Premium business model¹, which will support sustainable growth and increase corporate value.

The revised strategy strengthens the foundations for promoting DX, such as by developing DX talent, strengthening organizational frameworks, upgrading core systems and enhancing information security. Furthermore, we aim to foster innovation by creating new businesses aligned with next-generation automobile services, including CASE and MaaS.

Leveraging our strengths as a platform that connects end users and automobile provider both online and offline, we will continue to provide added value tailored to their needs and co-create a premium car ownership experience.

Premium Group's DX Strategy Vision

To co-create a premium car ownership experience between end-users and automobile providers with a platform composed of talented individuals



* A membership structure for automobile dealers

¹ This platform business connects end-users with car dealerships and repair shops that are part of our membership organization, the Car Premium Club. As the automotive market continues to grow, we are expanding a wide range of automobile services that will benefit both parties.

Key Revisions in Premium Group's DX Strategy	
Strategy (Talent)	New guidelines and behavioral standards for desired DX talent
Strategy (Initiatives)	New initiatives including the Car Premium app and warranty core system
KPIs	Reduction in work hours, mobility platform acquisition, usage, retention rates, and number of DX talent
Governance	New initiatives for strengthening information security measures

- For more details on the revised "Premium Group DX Strategy," please click [here](#).

Company Information

Premium Group is an automobile company group.

It provides advanced solutions to customers, car dealerships, and repair shops at various stages of vehicle ownership, including purchase, use, maintenance, and resale.

Premium Group was listed on the First Section of the Tokyo Stock Exchange in December 2018 and transitioned to the Prime Market in April 2022. Today, the group consists of more than 20 companies with a strong presence in Southeast Asia and other international markets.

Company Overview

Company Name: Premium Group Co., Ltd. (Holding Company)

Stock Exchange: Tokyo Stock Exchange Prime Market (Securities Code: 7199)

Representative: President and Representative Director: Yohichi Shibata

L o c a t i o n: Okura Prestige Tower 19th Floor, 2-10-4 Toranomom, Minato-ku, Tokyo

E s t a b l i s h e d: May 2015 (Group Founded: July 2007)

C a p i t a l: 1.68 billion yen

Business Activities: Supervision and operation of group companies through stock ownership

W e b s i t e: <https://www.premium-group.co.jp/en/>

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