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Notice Regarding the Formation of the "DX Promotion Headquarters"

Prestige International Inc. (the "Company") hereby announces that at the Board of Directors meeting held today, to establish a new 'DX Promotion Headquarters,' effective October 1, 2025, to strongly drive digital transformation (DX) across the Prestige International Group (the "Group").

1. Background and Purpose of forming the DX Promotion Headquarters

While digital technology is becoming essential for all aspects of business, the Group's core BPO (Business Process Outsourcing) business, which focuses on stable operation of standardized roles, presents a unique challenge for DX, which is driven by *change*.

The Group recognizes that there has also been a tendency to confuse DX with simple IT implementation or efficiency improvements, leading to inefficient IT investments and a corporate culture where employees don't fully embrace DX.

Prestige International views DX not just as a tool for efficiency, but as "an engine for creating new value and fostering the growth of people and organizations". It is positioned as a "start of a new chapter" for the Group. The goal is to go beyond simply implementing technology and to increase corporate value and create new value.

The Group aims to focus on *Value-creation DX* such as improving customer experience and creating new digital businesses, in addition to *Efficiency-focused DX* like operational efficiency and cost reduction. This will be achieved through the widespread implementation of AI to boost profitability.

2. Key Initiatives of the DX Promotion Headquarters

The DX Promotion Headquarters will spearhead a company-wide transformation with the goal of "achieving quick decision-making and company-wide cost optimization led by Generative AI". This will deepen and evolve the Group's previous objective of using IT and DX to provide high-quality, human-centric services. The initiatives are centered on the following four pillars:

1. **Modernizing Core Systems:** The Group plans to create a company-wide common platform to replace siloed systems. This will include developing a data utilization infrastructure and establishing data governance to leverage data as a company-wide asset.
2. **Effective Use of Data:** The Group will use its vast amount of customer interaction and operational data—which it considers a *treasure trove*—to generate new revenue streams. This includes understanding customer needs, developing new products and services, improving existing services, and creating new business models based on data. The Group will also implement data governance and strategically use AI and analytics tools to enable data-driven decision-making.
3. **Innovating Customer and Employee Experience with Generative AI:** The Group will fully integrate generative AI to enhance both the customer and employee experience.
 - **Customer Interactions:** AI will be used to support operators through features like real-time

call summarization, automated FAQ generation, and customer emotion analysis alerts. This is intended to reduce response times and ensure consistent service quality.

- **Internal Operations:** Generative AI will be used for back-office tasks such as coding assistance, creating specifications and reports, and writing meeting minutes. This will increase productivity for IT and DX staff in Japan and overseas and lead to company-wide efficiency.

4. **Fostering Digital Talent and Developing Career Paths:** Given the challenge of effectively utilizing existing IT personnel for DX, the HR department and the DX Promotion Division will institutionalize digital talent development. This will involve providing a structured training program for digital talent. The Group aims to train specialists like data scientists and AI engineers, while also improving all employees' data literacy and fostering citizen developers to encourage bottom-up improvement suggestions.

3. Organizational Structure (Effective October 1, 2025)

The Head of the DX Promotion Headquarters will be the Chief Executive Officer, Group CEO. This is intended to ensure that the Group works together to implement the DX initiatives with a sense of urgency.

