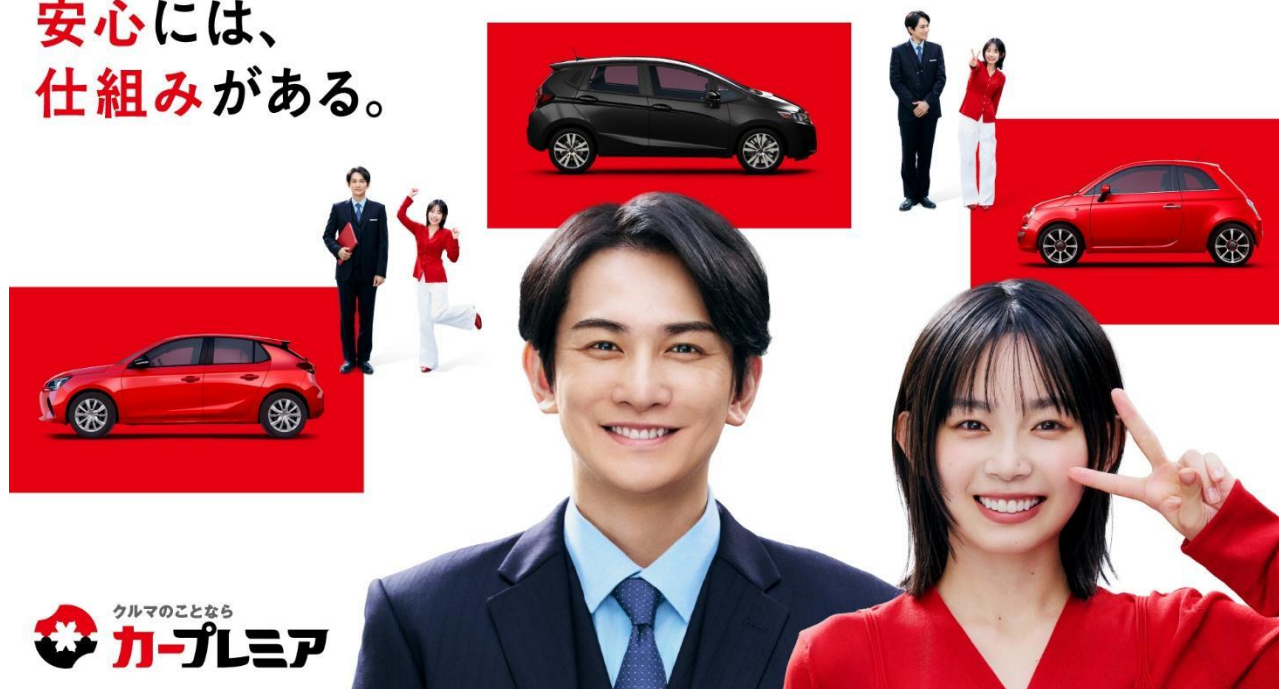


**A spectacular pairing of Keita Machida and Yu Miyazaki!
Delivering 'peace of mind' for your first used car purchase
'Car Premium' New TV Commercial
Releasing 'First Used Car: The Night Before Delivery' version
Pay attention to the gap between Mr. Machida's warm smile and his
serious expression!**

~Broadcasting nationwide starting September 21, 2026 (Mon/Holiday)~

Premium Group Co., Ltd. (Head Office: Minato-ku, Tokyo; President and Representative Director, CEO: Yohichi Shibata; hereinafter "the Company"), an Auto Mobility Service Company providing comprehensive services related to automobiles, will begin broadcasting its new TV commercial for 'Car Premium,' a comprehensive car service operated by the Company, nationwide starting September 21, 2026 (Mon/Holiday). The new commercial, titled 'First Used Car: The Night Before Delivery,' features actors Keita Machida and Yu Miyazaki. In addition, the brand song coloring this CM is an original track, "Ashita, Haretara." written and performed by artist Crystal Kay. (*The second installment of the series, "First Used Car 'Interview'," is scheduled to be released this winter.)

**安心には、
仕組みがある。**



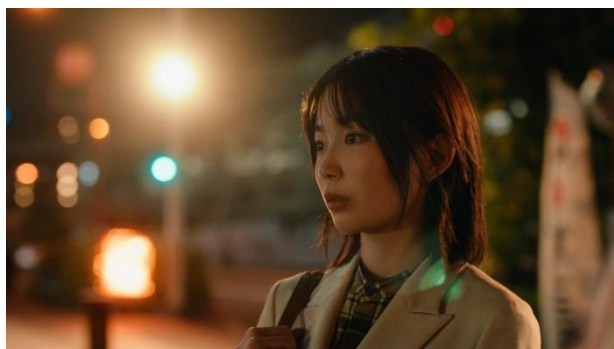
This commercial series, featuring the two actors, is themed around 'First Used Car' and dramatically depicts the emotions of a buyer experiencing a mix of anticipation and anxiety before a major purchase, as well as the sincerity of a store staff member who faces them earnestly. The store staff member played by Keita Machida is a sincere individual who faces customers with a deep love for cars, with the motto of 'being kind to people.' The buyer, played by Yu Miyazaki, is an office worker who has made a firm decision to take a big step in life for their daily commute.

Choosing a used car is one of the biggest purchases in life. By being attentive to the feelings of consumers purchasing a used car for the first time—such as 'I'm interested, but I'm anxious because I don't know anything' or 'I want to buy from a trustworthy shop'—and under the key message of "Peace of mind has a system," we will convey the brand stance of 'Car Premium,' which resolves anxieties one by one through generous warranties, auto credit, and comprehensive auto mobility services.

■ Highlights of the CM

Car Premium | First Used Car 'The Night Before Delivery' (15 sec, 30 sec, 40 sec WEB exclusive)

As Ms. Miyazaki passes by a maintenance facility on her way home from work at night, she sees Mr. Machida inside the lit facility, kneeling on the floor in his suit, seriously and carefully wiping down a car just before delivery. Mr. Machida continues to face the customer with sincerity until the very end, putting his heart into his work even after the sun has set. Touched by his dedicated demeanor and deep love for cars, Ms. Miyazaki's anxiety about her "first used car" vanishes, replaced by a sense of great anticipation and peace of mind. Please pay attention to the warm atmosphere between the two and the visuals that look like a scene from a movie.



■ About the tie-up song

For this commercial series, Crystal Kay wrote an original song. It is an uplifting song that gently encourages you after you listen to it. The bright yet somewhat bittersweet and gentle medium ballad, which evokes the subtle happiness and joy found in everyday life, further enhances the atmosphere between the two characters.

■ Behind the Scenes

The filming took place in July, and amidst the intense summer heat, the shoot lasted until late at night, using an actual used car dealer and maintenance facility.

Mr. Machida showed his thoroughness by engaging in simulated business negotiations during the scene with Ms. Miyazaki, and by checking actual inspection points with the person playing the mechanic during the car inspection scene. Also, in the impressive scene where he wipes down the car, he pursued a realistic performance full of sincerity, focusing on every single scene by having careful discussions with the director about his gestures, hand positions, and angles.

On the other hand, Ms. Miyazaki brilliantly expressed the excitement and joy of getting her first car in the scene where she stamps her personal seal(hanko). In the night scene where she notices Mr. Machida at the maintenance facility, she studied various takes while checking her own performance and discussing it with the director many times.

On the set, perhaps because they had co-starred in a drama before, the two were at ease from start to finish, chatting about their recent activities, and the atmosphere was peaceful and bright.

*The making-of video will be released at the link below.

Viewing URL:<https://youtube.com/shorts/TUtlPx798G8>



■ New CM cuts

Car Premium | First Used Car "The Night Before Delivery" Version (15 seconds, 30 seconds, 40 seconds WEB-only)

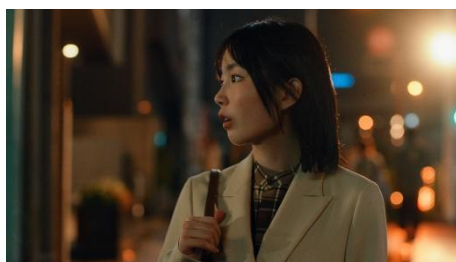
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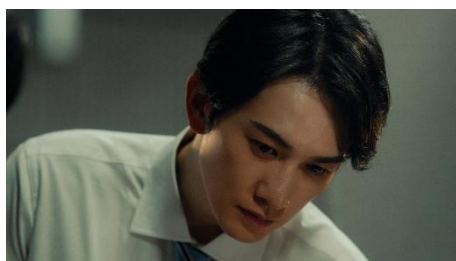
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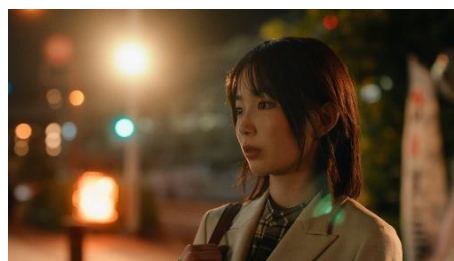
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■Cast Profiles

Keita Machida



Born on July 4, 1990. Made his acting debut in 2010. Major appearances include "Hanako to Anne" (NHK), "Bijo to Danshi" (NHK), "Chugaku Sei Nikki" (TBS), "Cherry Magic! Thirty Years of Virginity Can Make You a Wizard?!" (TV Tokyo), "Alice in Borderland" (Netflix), "Hikaru Kimi e" (NHK), "Glass Heart" (Netflix), and "10DANCE" (Netflix). In 2026, he stars in "Tatsuki-sensei wa Amasugiru!" (Nippon TV) and appears in the Netflix series "Kujo no Taizai." He is gaining increasing attention as an actor for his wide range of roles.

Yu Miyazaki



Born in 2000, from Mie Prefecture. Made her acting debut in the 2019 drama "Takane to Hana." Gained sudden attention for her role as the heroine and drummer, Akane Saijo, in the Netflix series "Glass Heart," released in the summer of 2025. Stars in the drama "Bad Choice, Good Love," currently streaming on ABEMA. A promising young actress who continues to appear in high-profile works, such as the TBS Sunday Theater series "GIFT." She is set to play the role of Eri Sonoda in the drama "Ani Imouto," airing in October 2026, and is also scheduled to appear in the NHK drama "Kuma wa Uso wo Tsukanai," slated for broadcast in the spring of 2027.

■Artist Profile

Crystal Kay



Debuted in 1999 with "Eternal Memories." Achieved a major breakthrough with hit songs such as "Boyfriend -part II-" and "Koi ni Ochitara." Expanding beyond J-POP to include R&B, HIP HOP, and more, she has established the "CK Sound." With "Koi ni Ochitara" surpassing 100 million cumulative streams in August this year, she continues to be actively involved domestically and internationally as a bridge between Japan, the U.S., and South Korea.

■CM Overview

- Title: Car Premium | First Used Car "The Night Before Delivery" Version
(15-second, 30-second, and 40-second web-exclusive versions)
- Cast: Keita Machida, Yu Miyazaki
- Song: Crystal Kay "Ashita, Haretara."
- Broadcast Area: Nationwide
- Broadcast Start Date: September 21, 2026 (Monday, National Holiday)
- Video URL: Car Premium | First Used Car / "The Night Before Delivery" 15-second ver.
<https://youtu.be/AvTvSlf8a8s>
Car Premium | First Used Car / "The Night Before Delivery" 30-second ver.
<https://youtu.be/wbhdP38Hd14>
Car Premium | First Used Car / "The Night Before Delivery" 40-second ver. (Web only)
<https://youtu.be/s9i6VpyX9wA>
※ The Car Premium | First Used Car "Interview" version is scheduled for release this winter.

-----Company Information-----

[About Premium Group]

Premium Group is an "Auto Mobility Service Company."

We provide advanced solutions to customers, automobile dealers, and automobile maintenance facilities in various processes related to "cars," including procurement, purchase, use, maintenance, and trade-in. The Company was listed on the Second Section of the Tokyo Stock Exchange in December 2017, transferred to the First Section in December 2018, and transitioned to the Prime Market in April 2022. Currently, with a group structure of over 20 companies both in Japan and overseas, we are also expanding our business internationally, primarily in Southeast Asia.

〈Company Profile〉

Company name: Premium Group Co., Ltd. (holding company)

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

Representative: Yohichi Shibata, President and Representative Director, CEO

Location: 19F Okura Prestige Tower, 2-10-4 Toranomom, Minato-ku, Tokyo

Established: May 2015 (Group founded in November 2007)

Share capital: 1,827 million yen (as of June 30, 2026)

Business description: Management and operation of a corporate group through the holding of shares, etc.

URL: <https://www.premium-group.co.jp/>

<Contact for Inquiries Regarding This Matter>

Premium Group Co., Ltd.

Public Relations & IR Department, Group Growth Strategy Division

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