

October 29, 2026
Premium Group Co., Ltd.

Notice Concerning Enhancement of Asset Formation Support: Adding "Workplace Tsumitate NISA" to the Employee Stock Ownership Plan with a 15% Incentive

**To be introduced in December. : Combined with Nomura Securities' financial education seminars to
resolve the issue of "wanting to start but lacking financial literacy."**

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, announces the introduction of a "Workplace Tsumitate NISA" starting in December 2026 to support the future peace of mind and autonomous asset formation of its employees.

The introduction of this system is not merely an addition to employee benefits; it aims to provide "employee returns" from the Human Resources Department, encouraging employees to maximize the use of the Company's "Employee Stock Ownership Plan," which grants a [15% incentive][2]—approximately 1.4 times the industry average (approx. 10.7%)[1]—by having them learn the basics of investment through practical financial education via NISA.

[1] Source: Survey by Tokyo Stock Exchange, Inc. (as of March 2025)

[2] The 15% incentive is granted on contributions to the "Employee Stock Ownership Plan" and does not apply to the "Workplace Tsumitate NISA."

■ Background of the Introduction: What is "Asset Formation That Truly Benefits Employees?"

While the momentum for shifting "from savings to investment" is growing due to recent price increases and anxiety about the future, many employees have expressed that "even if they understand the importance, they lack the knowledge and cannot take the first step." To date, the Company has operated an "Employee Stock Ownership Plan" that grants a 15% incentive on contributions to strongly support employee asset formation; however, a challenge remained in that a certain number of employees were not fully utilizing it. Therefore, driven by a strong desire to "first lower the psychological hurdles to investment and provide opportunities to learn about finance through practice," we decided to introduce the "Workplace Tsumitate NISA."

■ Three Key Points of This Initiative

1. Automation of "Workplace Tsumitate NISA" to Encourage the First Step in Investment

We are introducing a "Workplace Tsumitate NISA" that allows employees, even those with no investment experience, to easily start saving from 1,000 yen per month through payroll deduction. By leveraging the benefits of NISA, where investment gains are tax-free, and building a system that allows for "automatic monthly installment investment" through payroll deduction, we will lower the psychological barriers for employees and strongly support their first step.

2. Powerful Synergy with the "Employee Stock Ownership Plan (15% Incentive)"

Our Employee Stock Ownership Plan grants a 15% incentive on monthly contributions, which is approximately 1.4 times the industry average (approx. 10.7%). This is a reflection of the Company's stance of wanting to maximize the return of the fruits of our growth to our employees. We hope that by enhancing practical financial literacy through this system (NISA), employees will rediscover the advantages of the Employee Stock Ownership Plan and effectively utilize both systems to build a prosperous and stable future.

3. Providing "Financial and Economic Education by Professionals" in Collaboration with Nomura Securities

Beyond simply introducing the system, we will collaborate with Nomura Securities Co., Ltd., to whom we outsource operations, to conduct regular financial and investment seminars for our employees. By providing objective educational opportunities based on professional expertise, we aim to alleviate employee anxiety regarding asset formation and raise the level of financial wellness across the entire company.

■ Overview of the "Workplace Tsumitate NISA" System

- Start Date: Payroll deduction to begin in December 2026
- Eligibility: Employees of the Company (voluntary participation)
- Contribution: 1,000 yen or more per month (via payroll deduction)
- Withdrawal: Partial or full cancellation (sale) is possible at any time without restriction
- Operations Outsourced to: Nomura Securities Co., Ltd.

Moving forward, we will continue to pursue the growth and happiness of each employee in parallel with the sustainable enhancement of corporate value, striving to create an environment that is easy to work in and provides peace of mind for the future.

—————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 across various processes related to "cars," including procurement, purchase, usage, maintenance, and purchase/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 Overview>

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

Listed market: Tokyo Stock Exchange Prime Market (TSE 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: Supervision and management of the 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

Email: koho@premium-group.co.jp