November 2, 2026

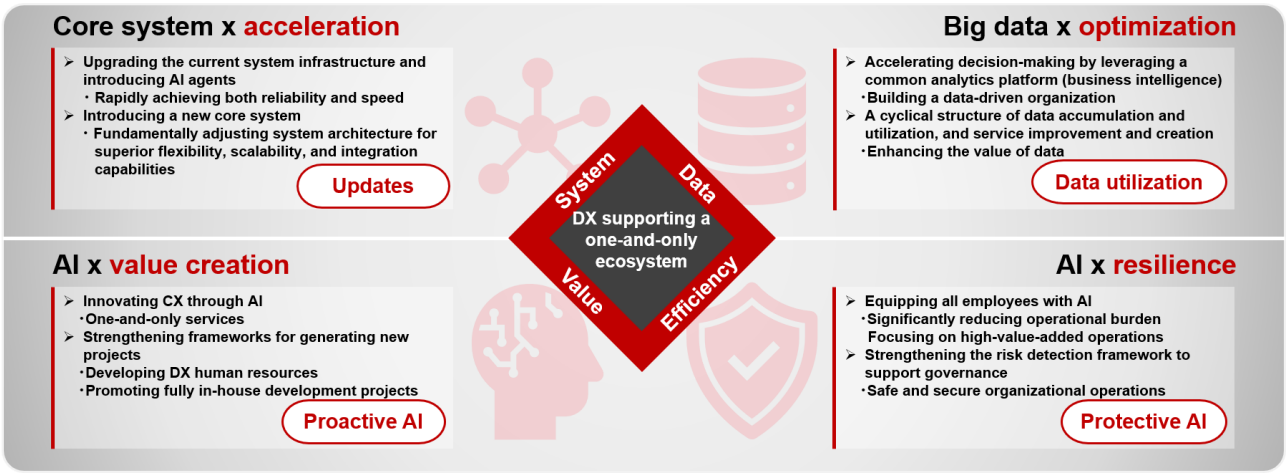
Premium Group Co., Ltd.

Premium Group Accelerates AI Utilization Across the Company

Formulation of "Group AI Policy"

—Balancing "Defensive" Governance with "Offensive" Value Creation for Sustainable Growth—

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 that it has formulated and implemented a new "Group AI Policy" effective November 1, 2026, to promote the responsible use of AI across the entire company, with safety and security as a prerequisite.



(Excerpt from the new medium-term management plan "Change & Prove 2030")

■ Background and Purpose of Formulation

While rapidly developing AI technology holds the potential for unprecedented value creation, it also carries various social risks such as information leakage, privacy infringement, and the generation of inaccurate information (hallucinations), requiring companies to establish appropriate governance structures.

To realize our mission of "contributing to building a richer society" and to achieve the "completion of the Auto Mobility Ecosystem" set forth in our new medium-term management plan "Change & Prove 2030," the Group positions its DX strategy, which combines "Human Resources × Data × AI," as the foundation of its competitiveness. We take an "offensive" approach to accelerating enhancing decision-making, while driving the creation of new products and services.

This policy is established as a common "defensive" rules to support such proactive AI utilization, ensuring that all Group companies can safely utilize AI with ethical standards under the same principles and governance.

■ Features of the "Group AI Policy"

1. Thorough "Human-Centric" Approach and Connection to Group Values

The basic principle is to use AI as an aid to create new value that expands human potential, with the principle that final judgments and decisions are made by humans. Furthermore, through the use of AI, we strive to further improve our Group values of "Toughness mind," "Positive mind," and "Gratitude," aiming to become "stronger," "brighter," and "kinder."

2. "Five Principles" for Responsible AI Use

To ensure ethical AI utilization, we will comply with five principles: "Ensuring Fairness," "Ensuring Transparency and Accountability," "Ensuring Information Security," "Protecting Privacy," and "Protecting Intellectual Property."

3. Dual Approach of "Offensive AI Utilization" and "AI Governance Organization"

We will promote service development using AI and the utilization of AI platforms in a safe environment, while also promoting the improvement of AI utilization skills for all employees in conjunction with a four-level DX human resource development program (AI × Value Creation). In addition, we established the "AI Governance Subcommittee," a specialized organization dedicated to AI governance, in September 2026. In collaboration with the "Information Security Subcommittee" launched in 2024 and external experts, we will continuously run agile improvement cycles to ensure there is no gap between rules and actual practices.

▶ The full text of the "Group AI Policy" can be viewed below.
URL:https://www.premium-group.co.jp/companyinfo/groupaipolicy/

Moving forward, we will continue to pursue " AI × Strengthening" by combining secure and safe organizational management through robust governance with operational efficiency through AI utilization. At the same time, we will improve the AI literacy of all employees, foster a corporate culture where AI utilization is naturally integrated and accelerated, and contribute to the sustainable enhancement of corporate value and the realization of a richer society.

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[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 trade-in/buyback. 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 Toranomon, 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/en/

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