November 14, 2025

Premium Group Co., Ltd.

Premium Group Concludes Joint Venture Agreement with BIKE O & COMPANY, Ltd.

Promoting DX in our business model through synergy between physical stores and our online platform

Premium Group Co., Ltd. (Headquarters: Minato-ku, Tokyo; President and Representative Director, Group CEO and COO: Yohichi Shibata; hereinafter “the Group”), an “Auto Mobility Service Company” providing a comprehensive range of solutions related to automobiles, announces that it has decided to establish a joint venture and has concluded a joint venture agreement (hereinafter “the Agreement”) with BIKE O & COMPANY, Ltd. (Headquarters: Setagaya-ku, Tokyo; Representative Director and CEO: Atsushi Sawa; hereinafter “BIKE O”).

■Background to and objective of the Agreement

The used car market is at a major turning point, with factors such as soaring prices, changes in consumer needs, and delays in industry digitalization. In the past, the Group grew through a sales approach based on co-existence and co-prosperity with affiliated dealers across Japan. The Agreement’s objective is to develop and verify a “next-generation business model” that accommodates the changing market, thereby contributing to future growth for our network of affiliated dealers. Going forward, we aim to grow together by giving back to our entire network of affiliated dealers and sharing the results of these efforts with them. We are certain that we can create synergistic effects by utilizing and combining BIKE O’s brand power and insight into store operations with the Group’s know-how from the Car Premium membership business. With this in mind, we decided to establish a joint venture and conclude the Agreement. We will strive to boost experience value for many customers as we help to revitalize the industry.

■Initiatives after establishing the joint venture

The Group will collaborate with BIKE O to launch new initiatives for selling two-wheeled vehicles, while working together to open new stores with a combination of offerings featuring the Car Premium Brand. By newly incorporating two-wheeled vehicles into our business fields to join four-wheeled vehicles, we will be able to provide new value to customers in a “comprehensive mobility package.” At the same time, BIKE O will utilize its high brand recognition as well as its store operations know-how as a foundation as it seeks to acquire new customer segments and further evolve its brand through collaboration with the Car Premium Brand. In addition, by leveraging know-how from the Car Premium membership business, BIKE O will be able to make moves to approach our network of affiliated dealers that it has not yet been able to reach. These jointly launched stores will play an important role as locations for achieving fusion between online and physical locations, establishing a next-generation mobility service model that offers safety and peace of mind, and verifying this business model.

■About BIKE O

BIKE O & COMPANY, Ltd. was founded in September 1994 with the aim of "offering the full range of motorcycle lifestyle services while implementing motorcycle-related peripheral businesses to become a life-design company that transcends the motorcycle lifestyle." BIKE O's main business is the purchasing and sale of used motorcycles. With locations across Japan, the company provides comprehensive support for the motorcycle lifestyle with motorcycle trading, maintenance, sale of parts, rentals, and other services. In recent years, BIKE O has been expanding the scope of its activities into a broad mobility-related business that goes beyond the motorcycle lifestyle and includes not only used motorcycles but sale of new vehicles, sale of parts and accessories, rental motorcycles, and even used automobiles (four-wheeled vehicles) and electric mobility.

Name	BIKE O & COMPANY, Ltd.
Listed Market	Tokyo Stock Exchange Standard Market (Securities Code: 3377)
Representative	Atsushi Sawa, Representative Director and CEO
Headquarters	3-15-4 Wakabayashi, Setagaya-ku, Tokyo
Established	September 1998 (founded in September 1994)
Capital	JPY 590 million (as of November 30, 2024)
Description of Business	Motorcycle trading, maintenance, sale of parts, and rentals
URL	https://www.8190.co.jp/en/

Through this joint venture agreement, both companies will make maximal use of their strengths to contribute to new value creation and market development. We invite you to eagerly keep an eye on our future initiatives.

—————Corporate Information—————

[Premium Group]

Premium Group Co., Ltd. operates the Premium Group, an "Auto Mobility Service Company."

We are committed to providing advanced solutions to customers, automobile dealers, and automobile maintenance facilities in the various processes related to cars, including procurement, purchasing, use, maintenance, and buyback.

We were listed on the First Section of the Tokyo Stock Exchange in December 2018 and moved to the Prime Market in April 2022. Today, the Group has more than 20 companies worldwide and we are expanding our business overseas with a focus on Southeast Asia.

<Company Overview>
Name: Premium Group Co., Ltd. (holding company)
Listed Market: Tokyo Stock Exchange Prime Market (Securities Code: 7199)
Representative: Yohichi Shibata, President and Representative Director, Group CEO and COO
Head Office: 19th Floor, The Okura Prestige Tower, 2-10-4 Toranomon, Minato-ku, Tokyo
Established: May 2015 (Group founded July 2007)
Capital: JPY 1,794 million (as of September 30, 2025)
Description of Business: Supervision and management of a corporate group through the holding of shares, etc.
URL: https://www.premium-group.co.jp/en/

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