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June 1, 2026

Company Name: Pole To Win Holdings, Inc.
Representative: President & CEO Teppei Tachibana
(Stock code: 3657, Tokyo Stock Exchange, Prime Market)
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Notice Regarding the Launch of a New Service by Our Consolidated Subsidiary
~Launch of "Support × QA Engine" an Operational Support Service Integrating CS and QA to Accelerate Quality Improvement~

We are pleased to announce that our consolidated subsidiary, Pole To Win, Inc. (Headquarters: Nagoya City, Aichi Prefecture; Representative Director and CEO: Kazuaki Shimura; hereinafter "Pole to Win"), has launched a new service called "Support × QA Engine". This service integrates Customer Support (hereinafter "CS") and Quality Assurance (hereinafter "QA") to provide comprehensive support ranging from handling inquiries to quality improvement.

With the increasing sophistication of digital services in recent years, the importance of quality improvement during the post-release operational phase has grown significantly. However, it is common for CS and QA to be separated as distinct organizational units or functions. As a result, a structural issue has emerged where user inquiries and feedback are not fully utilized for product improvement.

To address these challenges, "Support × QA Engine" provides immediate feedback from user voices gathered by CS to the QA process, thereby promoting rapid quality improvement. Pole To Win's strength lies in its comprehensive BPO framework that provides cross-functional support for solving issues across the entire service lifecycle. By leveraging our integrated support capabilities that combine operations and verification, and by comprehensively optimizing everything from inquiry handling to quality improvement, we achieve enhanced customer experience and maximize LTV (Lifetime Value).

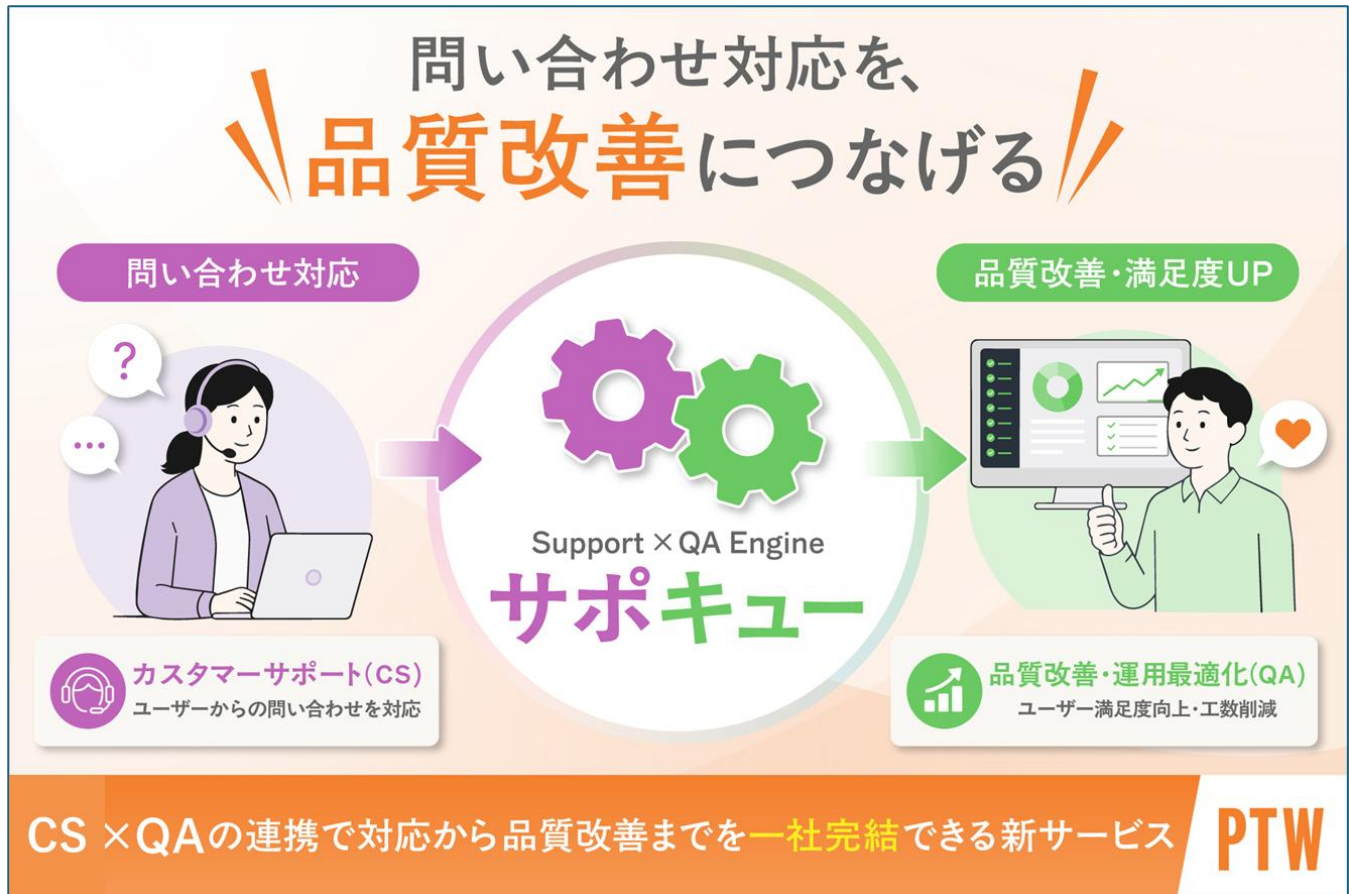
Our group, which holds a top-tier market share in game QA in Japan, has identified the domestic tech sector—centered on non-game software testing—as one of its growth areas. While we believe the impact of this matter on our business performance will be minimal at this stage, we expect it to contribute to strengthening our revenue base in the medium to long term. We will continue to prioritize the recovery of profitability and renewed growth as our top priority, striving to enhance corporate value on a sustainable basis.

For details on the new service, please refer to the attached document.

• Pole To Win Supports Operational Results Through a Cross-Functional Approach Combining Customer Support (CS) and Quality Assurance (QA)

Launch of "Support × QA Engine," a Quality Improvement Platform That Goes Beyond Mere Inquiry Handling

**Pole To Win Supports Operational Results Through a Cross-Functional Approach
Combining Customer Support (CS) and Quality Assurance (QA)**
~Launch of "Support × QA Engine," a Quality Improvement Platform That Goes
Beyond Mere Inquiry Handling~



Pole To Win, Inc. (Headquarters: Nagoya City, Aichi Prefecture; Representative Director and CEO: Kazuaki Shimura; hereinafter "Pole To Win"), a company that supports the resolution of service lifecycle challenges, has launched "Support × QA Engine", a new service that integrates Customer Support (CS) and Quality Assurance (QA) to directly link user feedback to product improvements and operational results. This service represents a new operational model that optimizes processes from customer inquiry handling through quality improvement in an integrated manner by cross-functionally linking CS and QA—functions that are often siloed—based on Pole To Win's core strength in its extensive BPO framework. Through this approach, the service enhances customer experience and maximizes LTV (Lifetime Value).

In recent years, the importance of quality improvement during the post-release operational phase of digital services provided by companies has grown significantly. However, it is common to see customer support and quality assurance operated in isolation, each optimized for its own objectives. As a result, a structural challenge has emerged: inquiries and feedback from users are not fully leveraged for development or quality

improvement, making it difficult to enhance service quality.

"Support × QA Engine," provided by Pole To Win, is an approach that resolves this fragmentation. By designing and operating functions such as CS (Customer Support) and QA (Quality Assurance) in an integrated manner, it connects first-hand information obtained from customer touchpoints to continuous improvement. Rather than outsourcing CS or QA individually as in the past, it supports the advancement of a company's service operations by integrating multiple domains.

Features of "Support × QA Engine"

To address these structural challenges, Pole To Win has launched "Support × QA Engine," a new service that integrates CS and QA across departments. This service establishes a unified operational framework that spans from inquiry handling to quality improvement, connecting customer feedback to improvement activities in real time.

[Feature 1] Building a Quality Improvement Cycle Based on User Feedback

Information accumulated in the CS department—such as inquiry logs, failure trends, and user operational challenges—is integrated into the QA process and reflected in test design and verification content. This prevents the recurrence of defects, improves quality and UI/UX from the user's perspective, and shortens the lead time from problem discovery to implementation of improvements.

[Feature 2] Advancing Response Capabilities and Enabling Knowledge Circulation Led by QA

By having the QA department handle initial responses and verification for technical inquiries, we improve the quality of investigations and reduce the need for escalations. Furthermore, by continuously sharing the QA department's insights on product specifications and defect trends with the CS department, we help standardize response quality and improve the accuracy of initial responses.

Drawing on over 30 years of verification experience and a track record of supporting more than 100 companies, we provide AI-powered log analysis for issue identification in the CS domain and verification system development leveraging our long-standing quality assurance expertise in the QA domain. Through a system that supports both domains as a unified whole, we go beyond mere analysis and response to provide support all the way through to the implementation of improvement measures.

Through "Support × QA Engine," Pole To Win is promoting the establishment of a new operational model that integrates customer service and quality improvement, contributing to the enhancement of corporate service quality and customer satisfaction.

■ Click here to download the "Support × QA Engine" materials

https://info.ptw.inc/csqaengineservice?utm_source=prtetimes&utm_medium=referral&utm_campaign=20260601 <Japanese Only>

■ Inquiry form

https://www.service.ptw.inc/contact/?utm_source=prtmes&utm_medium=referral&utm_campaign=20260601 <Japanese Only>

About Pole To Win, Inc.

Pole To Win, Inc. is a company specializing in IT services, including game QA, software testing, and internet support. The company launched its game QA business in 1994 and achieved an 800% growth rate within five years of its founding. Since then, it has continued to operate as a pioneer in the game QA industry. In February 2022, Pole To Win merged with its group companies, marking a new chapter in its journey. These include PITCREW CO., LTD., which supported a wide range of web services through e-commerce fraud prevention and customer support, and QaaS Inc., which contributed to resolving issues through software testing and quality consulting. We have been dedicated to solving challenges for a diverse range of clients, primarily in the gaming and e-commerce industries. Leveraging the knowledge, expertise, and diverse talent we have cultivated through these efforts, we are committed to enhancing the quality and value of services and products across society.

[Company Overview]

Company Name: Pole To Win, Inc.

Headquarters: 1-5-9 Imaiike, Chikusa-ku, Nagoya, Aichi Prefecture

Representative Director and CEO: Kazuaki Shimura

Business Activities: QA, Internet Support, Software Testing

Established: January 20, 1994

Corporate Website: <https://www.ptw.inc/>

Service Website: <https://www.service.ptw.inc/>

Note: https://note.com/ptw_note

Official X: https://x.com/Pole_To_Win_

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