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NEWS RELEASE

February 25, 2026
Prestige International Group

Announcement of Premier Assist Inc. Receiving Level 1 “Eruboshi” Certification

Based on the Act on the Promotion of Female Participation and Career Advancement in the Workplace

Prestige International Inc. (Headquarters: Chiyoda-ku, Tokyo; CEO: Shinichi Tamagami; hereinafter “PI”) is pleased to announce that its consolidated subsidiary, Premier Assist Inc. (Headquarters: Chiyoda-ku, Tokyo; CEO: Mitsuru Muraki; hereinafter “PA”), has received the “Eruboshi” certification (Level 1) in February 2026. This certification is awarded by the Minister of Health, Labour and Welfare to companies that have demonstrated excellence in the implementation of initiatives based on the Act on the Promotion of Women’s Participation and Advancement in the Workplace.



About “Eruboshi Certification”

The “Eruboshi” certification is a system under which the Minister of Health, Labour and Welfare certifies companies that have formulated action plans under the Act and meet specific standards regarding the promotion of women's active participation. The certification has three levels (stars) determined by the number of criteria met. In this instance, PA met the standards for two of the five evaluation criteria: “Working hours and other working conditions” and “Diverse career courses,” leading to the acquisition of the Level 1 (1-star) certification.

Overview of Eruboshi Certification and Platinum Eruboshi Certification
(Ministry of Health, Labour and Welfare):
<https://www.mhlw.go.jp/content/11900000/000594317.pdf>

Main Initiatives Regarding the Promotion of Women's Participation at PA

PA strengthened its recruitment branding by disseminating photos and videos of female employees working on the front lines on its corporate website and social media, allowing female job seekers to visualize working at the company specifically.

For existing female employees, PA has increased practical training for field operations to support skill improvement and the acquisition of expertise. Additionally, a mentor interview system for women was established.

Through interaction with role models, the company provides not only technical guidance but also mental support to help boost career motivation.

Moving forward, based on proposals from the DEI promotion team comprised of female employees, PA plans to formulate a “Support Plan for Returning from Childcare Leave.” The company also aims to institutionalize diverse work styles, such as a short-time working system for employees returning to work, to foster an environment where careers can be continued with peace of mind even after life events.

Future Outlook for the PI Group

In 2022, PI obtained the Level 2 (2-star) “Eruboshi” certification, and the entire Group is committed to promoting diversity, including the advancement of women. PA's acquisition of this certification is part of this collective effort. We believe that creating an environment where all employees can work in their own way is essential for sustainable growth. The PI Group will continue to develop systems and environments that allow employees to thrive despite life events or changes in their circumstances, thereby improving employee performance and retention rates.

Premier Assist Inc.

URL	https://www.premier-assist.co.jp/
Location	2-4-1 Kojimachi, Chiyoda-ku, Tokyo 102-0083, Japan
Representative	Mitsuru Muraki, CEO
Foundation	April 2005
BIO	A field operation company boasting the largest scale in the domestic BPO business with unique know-how in the fields of automobiles, parking, and housing. The company aims to further brand PREMIER Assist by centralizing human resources, systems, technologies, and infrastructure to improve service quality.

For Further Information on This News Release

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