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NEWS RELEASE

June 11, 2024
Prestige International Group

Announcement of Agreement with AUTOBACS SEVEN and Comtec to Develop Communication Enabled Dashboard Cameras

Prestige International Inc. (Headquarters: Chiyoda-ku, Tokyo; CEO: Shinichi Tamagami; hereinafter “PI”) is pleased to announce that its two domestic consolidated subsidiaries*¹ have entered into a basic agreement with AUTOBACS SEVEN Co., Ltd. (Headquarters: Koto-ku, Tokyo; Representative Director & Chief Executive Officer: Yugo Horii, hereinafter “AUTOBACS SEVEN”) and Comtec Co., Ltd. (Togo-cho Aichigun, Aichi; Representative Director Representative Director Shingo Okawa, hereinafter referred to as “Comtec”) to develop and provide services for communication enabled dashboard cameras.

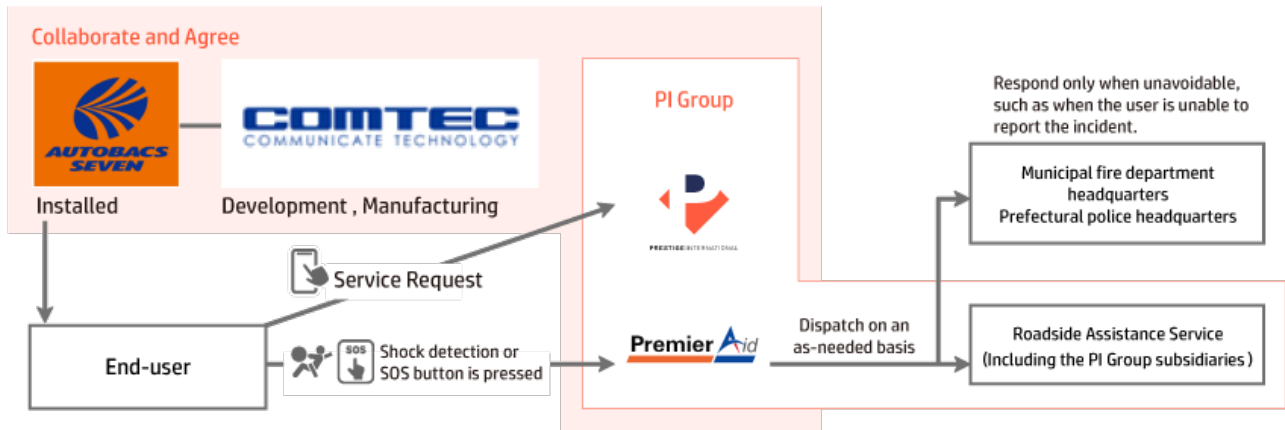


*¹ Prestige Core Solution inc., Premier Aid Inc.

Following the recent spate of incidents and accidents, such as tailgating and other driving incidents that have become a social problem, we have been discussing measures to address this issue. The PI Group develops services and systems and takes responsibility for solving the problems required by social and environmental changes, including the new demands of the mobility society. We entered into this collaboration and agreement based on the idea of that there is a need for new solutions for existing vehicles, such as using the driver assistance system functions of dashboard cameras and responding quickly to accidents or tailgating incidents.

Comtec, the top seller of dashboard cameras in terms of sales volume*², will develop the product based on its extensive know-how, and AUTOBACS SEVEN, the top-selling car accessory store in Japan, will provide detailed instructions on how to install the product in its group stores. PI Group’s domestic consolidated subsidiaries, Prestige Core Solution inc. and Premier Aid Inc., will be responsible for providing emergency assistance through seamless data linkage, leveraging their automotive assistance expertise, including assessing the accident situation from the images, calling for emergency services from fire departments nationwide, notifying public agencies, and dispatching towing and other roadside assistance services as needed.

*² BCN AWARD 2018 / 2019 / 2020 / 2021 / 2022 / 2023 / 2024 The best award in the dashboard cameras category. Top sales volume based on survey by BCN, a sales performance statistics research firm (period covered: January 2017 - December 2023)



The PI Group will continue to develop the details of the service and the timeframe for its implementation with the knowledge and experience of each company with the purpose of launching the service. In addition, the PI Group will expand this service to non-life insurance companies and automobile manufacturers to add value, and will continue to develop services and systems to respond to the new demands of the mobility society and to solve problems required by social and environmental changes.

For Further Information on This Press Release

Prestige International Inc.
 Public Relations Department
 TEL: +81-3-5213-0826
 MAIL: pi-pr@prestigein.com
<https://www.prestigein.com/>