

September 14, 2023

FOR IMMEDIATE RELEASE

Company Name: Premier Anti-Aging Co., Ltd.
(Securities Code: 4934 Tokyo Stock Exchange)
Representative: Kiyoshi Matsuura
President
Inquiries: Yuka Uehara
Head of Corporate Communication Division and
Executive Officer
Phone: +81-3-3502-2020

Notice Concerning Establishment of New Corporate Identity (CI)

Premier Anti-Aging Co., Ltd. (“the Company”) announces today that it has formulated the medium-term management plan "2024-2027+Beyond." We would like to inform you that in formulating our medium-term management plan, we will redefine our slogan, purpose, and promise, and will also renew our corporate logo.

1. Establishment of new corporate identity (CI)

In formulating the medium-term management plan "2024-2027+Beyond," we will reevaluate and define our company's purpose and long-term vision, and we will also establish a new corporate identity, taking this as an opportunity to gain further understanding and support from our stakeholders.

■ Slogan

Forever vivid

とき
人の時間を、解き放つ。

Untether time.

The Company's management philosophy is “Untether time.”, and it has been growing with our desire to “expand people's potential” since our founding. Keeping this philosophy of “Untether time.”, we would like to create new products and services using the “Unique value” that we provide and realize a more sustainable society in which each individual can shine brightly. With this in mind, we have established a new slogan, “Forever vivid.”

■ Purpose

**Uniqueな感性と思考で生み出した製品やサービスで、
すべての人を年齢から解き放ち、新たな価値観で輝かせる。**

Create original products and services of unique value that untether people from their age and brighten their lives.

The above purpose is a more concrete representation of the "Unique value" that we have cherished since our founding and that we would like to provide to society. We will create new value for society that untether people from their age and brighten their lives by creating original products and services of unique value.

■ Promise

No limits

プロフェッショナルとして、自らの壁を超え成長し続ける。

Be a professional, pushing your boundaries and seeking growth.

Never boring

決まりきった方法を疑い、新たな驚きと発想を生み出す。

Question the status quo and welcome surprising new ideas.

Always true

自分に、仲間に、社会に、妥協なく誠実に向き合う。

Be sincere and honest with everyone—including yourself.

In order to realize our purpose, we have established a promise to our stakeholders, including our employees, and to society. The Company's will is that it is important for each and every employee to embody these three promises and "persist on Unique values" in order to realize our purpose.

■ New Corporate Logo

<About logo mark>



Wonder Watch

とき
時間を解き放つ。そのとき、人生は鮮やかに輝きはじめる。

Untether time. For the time of your life.

This logo represents the clock of life. The only time (diamond) indicated in red represents an important time in each person's life and expresses our desire to shine uniquely. This watch does not keep time normally, but it symbolizes how each person moves time according to their own wishes and moves forward, which is why we named it "Wonder Watch."

<About the logotype>



With the aim of making our company name more widely recognized both domestically and internationally, we have chosen a bold typeface to express a stronger presence than ever before.

<Comment from Kiyoshi Matsuura, Representative Director and President>

The thoughts I have cherished since our founding have not changed even after 14 years. However, as our business expands, I started to think that I had to clarify and disseminate to all of our stakeholders, including new employees, my thoughts at the core of our company, our philosophy as a company, and our long-term vision. We have just announced our medium-term management plan "2024-2027+Beyond" and have also established a new corporate identity. Centered on the new CI, all of our employees will work together to create a society where everyone is curious and can continue to take on new challenges no matter their age.

2. When to start using the corporate logo

We will start using it sequentially from November 28, 2023 (Tuesday).