November 13, 2026
Cosmo Energy Holdings Co., Ltd.
Cosmo Oil Marketing Co., Ltd.

Cosmo Oil Marketing Introduces AI-Powered Sales Training Platform, “AI Role Playing” ~ Improving the Quality of “Cosmo My Car Lease” Proposals to Customers, with a Phased Rollout Planned for Service Station Staff Nationwide~

Cosmo Oil Marketing Co., Ltd. (hereafter, “the Company”), a subsidiary of Cosmo Energy Holdings Co., Ltd., has commenced operation of its proprietary AI-powered sales training platform, “AI Role Playing,” to strengthen sales skills and improve the quality of proposals for “Cosmo My Car Lease.”[1]



AI Role Playing screen

■ Overview of AI Role Playing

AI Role Playing is a proprietary sales training program built for Cosmo My Car Lease by leveraging “exaBase Role Playing,”[2] an AI-powered role-playing service provided by ExaWizards Inc.

■ Introduction Background

Cosmo My Car Lease’s strength lies in proposals tailored to each customer’s individual lifestyle and vehicle-related needs. However, sales training for service station staff nationwide has traditionally consisted of group training and on-the-job training, making it difficult to provide ongoing opportunities to put newly acquired skills into practice and monitor each staff member’s level of proficiency.

With the introduction of AI Role Playing, the Company will provide an environment in which staff can practice sales conversations repeatedly, anytime and anywhere. AI will analyze these interactions to help each staff member improve their sales skills.

■Future Outlook

This initiative aims to improve productivity through the enhancement of operations using digital technologies and talent development, while also contributing to the realization of the Cosmo Energy Group’s long-term vision, Vision 2035. AI Role Playing has already been introduced at selected pilot locations, with a phased rollout planned for staff at service stations offering Cosmo My Car Lease nationwide.

Going forward, the Company aims to further develop the initiative as an ongoing talent development platform through the expansion of sales scenarios and the use of analytics features, thereby improving the quality of proposals to customers and strengthening its sales capabilities for Cosmo My Car Lease.

The Company remains committed to proactively leveraging AI and other digital technologies to deliver greater value propositions to customers and enhance service quality, while contributing to the realization of a more fulfilling time on the road for customers and a sustainable society.

1. Cosmo My Car Lease official website (available in Japanese only):
   https://www.cosmo-mycar.com/
2. exaBase Role Playing official website (available in Japanese only):
   https://exawizards.com/exabase/roleplay/

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(The official language for Cosmo Energy Group's filings with the Tokyo Stock Exchange and Japanese authorities, and for communications with our shareholders, is Japanese. We have posted English versions of some of this information on this website. While these English versions have been prepared in good faith, Cosmo Energy Group does not accept responsibility for the accuracy of the translations, and reference should be made to the original Japanese language materials.)