

Disclaimer

This document is an English translation of the original Japanese version and provided solely for the purpose of the reader's convenience. In the event of any discrepancy between the Japanese original and this English translation, the Japanese original shall prevail in all respects.

March 9, 2023

To whom it may concern,

Company Name: ASKUL Corporation
(Code No.: 2678, Tokyo Stock Exchange Prime Market)
Representative: Akira Yoshioka
President and Chief Executive Officer
Contact Person: Tsuguhiro Tamai
Director and Chief Financial Officer
Phone: +81-3-4330-5130

Notice Regarding New Corporate Structure

ASKUL Corporation (the "Company") announces that in order to realize our Medium-Term Management plan as well as continuously improve our corporate value, effective March 21, 2023, the Company will adapt new corporate structure as stated below:

■ Integration and Establishment of New Business Unit

- Electronic Commerce Unit
ASKUL Business Unit and LOHACO Business Unit will be integrated and a new Electronic Commerce Unit will be established to optimize the allocation of resources between the two units and maximize synergies between the B-to-B and LOHACO Businesses with the aim of achieving further growth in the EC business as a whole.
- EC Product Unit
The IT front-office functions of each business unit will be consolidated to create a flexible project response system and to strengthen the development of IT human resources.

■ New Corporate Structure (as of March 21, 2023)

| Business Unit Name | Name of Executive Officer |
|---|---------------------------|
| Electronic Commerce (EC) Unit *Integrated ASKUL Business Unit and LOHACO Business Unit | Saori Onsen |
| Sales Unit | Katsuhiro Kawamura |
| Merchandising Unit | Mizuki Takehisa |
| Logistics Unit | Takeshi Narimatsu |
| EC Product Unit (newly established) | Shinichi Hokari |
| Technology Unit | Kazuyuki Ikeda |
| Customer Service Unit | Hideo Sakurai |
| Corporate Unit | Tsuguhiro Tamai |
| Legal & Security Unit | Hiroyuki Ueno |
| Human Relations & General Affairs Unit | Tamami Ito |

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■ **List of Chief Officers**

| Title of Chief Officers | Name |
|--|--------------------|
| CEO (Chief Executive Officer) | Akira Yoshioka |
| CFO (Chief Financial Officer) | Tsuguhiro Tamai |
| COO* (Chief Operating Officer) | Katsuhiko Kawamura |
| CDXO (Chief Digital Transformation Officer) | Kazuyuki Ikeda |
| CHO (Chief Human Relation & Healthcare Officer) | Tamami Ito |
| CSO (Chief Security Officer) | Hiroyuki Ueno |
| CTO (Chief Technology Officer) | Shinichi Hokari |

Note: COO is responsible for EC Unit, Sales Unit, Merchandising Unit, Logistics Unit, EC Product Unit, Technology Unit, and Customer Service Unit.