

Company name: RAKSUL INC.
 Representative: Yasukane Matsumoto
 Representative Director, President and CEO
 (TSE Prime Market Code No. 4384)
 Contact: Yo Nagami
 Director, CFO

Notice of Personnel Change of Representative Director and New Management Structure

RAKSUL INC. (the “Company”) hereby announces that, following deliberations by the Nomination and Remuneration Committee, the following changes to the representative director and new management structure were approved at the Board of Directors meeting held today.

1. Personnel Change of Representative Director

(1) Details of the Personnel Change (Effective date: August 1, 2023)

Name	New position	Current position
Yasukane Matsumoto	Representative Director and Chairman	Representative Director, President and CEO
Yo Nagami	Representative Director, President and CEO	Director, CFO / SVP of Corporate

Note: Both parties will be included in the candidates for election as directors to be proposed at the Company’s annual general meeting of shareholders to be held on October 26, 2023. After being elected as directors, Mr. Nagami will assume the position of Representative Director, President and CEO, and Mr. Matsumoto will assume the position of Director and Chairman.

(2) Background of the Personnel Change

Since our foundation in 2009, with our vision of “BETTER SYSTEMS, BETTER WORLD,” we have been promoting the realization of a better world by bringing the internet into traditional industries that have yet to be digitized and by transforming the industry structures of multiple industries such as printing and promotion (Raksul), logistics (Hacobell), advertising (Novasell) and Corporate IT (Josys).

We went public on the Tokyo Stock Exchange (“TSE”) Mothers Market in 2018 and on the First Section of TSE (currently Prime Market) in 2019. Our core business, Raksul, grew to exceed more than 2 million registered users in 2022 and became No.1* in the number of users in the online printing market in Japan. Our group will continue to realize stable growth and pursue “Quality Growth” by increasing added values for our customers and suppliers while generating profit. To this end, we are entering a phase of improving our management capabilities with the pillar of business expansion into peripheral domains through M&A etc., effective integration, and a sound financial position.

Considering this phase, we have decided to change our management structure in order to further grow our business through continuous expansion through M&A in addition to starting up internal businesses while operating and optimizing multiple businesses.

Yo Nagami, the newly appointed Representative Director, President and CEO, joined the Company in 2014. As CFO, he has demonstrated leadership across domains such as business, human resources, and finance and has been a driving force in increasing the corporate value of our group.

On the other hand, Yasukane Matsumoto, who has experience in launching numerous businesses, will use his strengths to focus more on the Josys business to increase our future corporate value as a group. With the new roles leveraging their respective strengths, we will maximize the value of our group in the future.

*According to Tokyo Shoko Research (as of December 2022/ for major online printing services)

(3) Career Summary of the New Representative Director

Name	Yo Nagami	
Date of birth	August 11, 1980	
Career summary	April 2004 August 2006 September 2013 April 2014 October 2014 October 2020 August 2022 August 2022	Joined Mizuho Securities Co., Ltd. Joined Carlyle Japan LLC. Joined DeNA Co., Ltd. Joined RAKSUL INC., and assumed office as General Manager of Corporate Planning Department Director, CFO at RAKSUL INC. (to present) Auditor at Peraichi Inc. (to present) SVP of Corporate at RAKSUL INC. (to present) Director at HACOPELL INC. (to present)
Number of the Company's shares held	516,700 shares	

2. New Management Structure

Details of New Management Structure (Effective date: August 1, 2023)

New position	Name	Newly appointed or reappointed
Representative Director and Chairman	Yasukane Matsumoto	Newly appointed
Representative Director, President and CEO	Yo Nagami	Newly appointed
SVP of Raksul	Tatsuru Watanabe	Newly appointed
CMO, SVP of Novasell NOVASELL INC. Representative Director and President	Masaki Tabe	Reappointed
CAO, SVP of Corporate	Shinnosuke Nishida	Newly appointed
CPO, SVP of Product & Technology	Sota Mizushima	Reappointed
CHRO, SVP of HR	Yukiko Shiozaki	Reappointed

Message from the Newly Appointed Representative Director, President and CEO

Effective August 1st, 2023, I will assume the position of Representative Director, President and CEO of RAKSUL INC.

Since joining the Company in 2014, I have contributed to the growth of the company and its business as a CFO. As we look at our future business expansion, management and optimization of multiple businesses as well as growth through continuous M&A to complement in-house business development are the two expected missions of the Company's CEO; as such, I will assume the CEO role based on discussions and nomination by the Nomination and Remuneration Committee.

On taking up this new position, I rethought the direction in which I would steer the Company's growth. With our vision of "BETTER SYSTEMS, BETTER WORLD" as a foundation, our new direction of growth can be summarized as a revolution as a "software company that changes the mechanism of BtoB sales orders" or in other words, a "Software-enabled Marketplace/E-commerce."

I could think of many areas I would love to challenge, but I decided to focus on the following three.

The first is to transform the BtoB sales order systems in many industries. We have been meeting our clients' procurement needs in advertising, sales promotion, and general administration through Raksul (printing and customer attraction support) and Novasell (advertising). On the other hand, if we take a broader view of market opportunities, the indirect materials and services market is large, and the administrative and selling expenses of TSE-listed companies are approximately 140 trillion yen. We see this as a market opportunity where a large and yet still inefficient sales order structure remains, and we will provide a wider range of BtoB sales order and procurement systems in the form of e-commerce, marketplaces, sales order management software, and so on.

The second is to strengthen our software business. There continues to be potential for e-commerce in the printing industry. On the other hand, it is also true that the role played by printed materials is being replaced by software and other forms of services. We will continue to provide mission-critical software that is indispensable for improving the efficiency of our customers' procurement and sales promotion operations, which we are able to do because of our customer base and software development capabilities.

The third point is to expand our business overseas. Considering the future decline of the Japanese population, especially the working population, the market potential for domestic BtoB business is limited in the long term. During my tenure, I will take on the challenge of earning at least 10% of gross profit from overseas business. The specific business domains will be in the first and second areas mentioned earlier.

Even without executing these three points, we have become a company that can grow and generate profits in its own way. However, we will not be satisfied with the status quo. Rather, we will cherish the culture of vision that our current president, Mr. Matsumoto, has built since the Company's foundation, and will continually create new systems, aiming to become a company that can experience failures and incredible success both in Japan and abroad, and a company with integrity and yet mischievous at the same time.

Finally, I have a strong desire to create a company with history and structure that will continue to grow over multiple management generations, like Microsoft and Recruit. I would like to manage the company on a daily basis with a sense of joy and pride in realizing the three themes together with the diverse and wonderful talents who will lead the future.

Yo Nagami
Director, CFO