

Listed Company: LIFULL Co., Ltd.
Representative: INOUE Takashi, President and CEO
(Stock Code: 2120 TSE Prime)
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Notice Concerning Change (Addition) of Representative Directors

LIFULL Co., Ltd. (the "Company") hereby announces that a meeting of its Board of Directors held today has resolved to make changes to the Representative Director (additional appointment of a new Representative Director.)

Notes

1. Reason for the Change

In March 1997, our current Representative Director and President, INOUE Takashi, founded the Company in order to rectify the opacity of real estate information in Japan under the Corporate Credo of "Altruism." Since our founding, we were leading the way for searching for a new home using the internet primarily through our flagship real estate portal, HOME'S (currently, LIFULL HOME'S.) Now 26 years later, LIFULL HOME'S has grown into one of the largest platforms in Japan for real estate and housing information connecting real estate professionals and users.

Recently, we have been focusing on developing new businesses in order to find solutions to social issues through our businesses. One such example is the problem of abandoned houses in rural Japan due to the rapidly-aging population. In order to solve this issue, we established a fund to support projects to repurpose abandoned houses into shared office spaces or other facilities. As in our release "Notice of Founding of a Subsidiary to Strengthen the Company's Position in Real Estate Investment" from today, we are strengthening our initiatives in the area of real estate investment as part of our mid to long-term strategy.

Within this environment and as a part of strengthening the management structure of the Group as a whole, we have resolved to implement a change (addition) to our Representative Director. We are naming current Director and General Manager and Head of LIFULL HOME'S Business Department, Ito Yuji, to the position of Representative Director and President. Ito joined the Company in the third group of new graduates and has been working continuously within LIFULL HOMES. Moving forward, Inoue will be overseeing the strategy of the Group overall as the Representative Director and Chairperson and working as a Co-Director with Ito to lead the growth of the LIFULL Group.

Apart from Ito, each business unit has a Director who oversees overall management and possesses specialized knowledge and experience. Inoue, as the newly established chairperson, will oversee the Group as a whole and, thereby, accelerating overall growth. We have made this resolution in order to strengthen governance of the Group and to create the foundations to become a company with a long future of more than 50 or 100 years through continuous renewal and improvement of the value that we provide.

We have also released a "Notice of Changes in Directors and Corporate Auditors" (in Japanese with the English to be released in the translation of the "Notice of the 29th Ordinary General Meeting of Shareholders.") This decision is to be formalized at the 29th Ordinary General Meeting of Shareholders to be held on January 21, 2023.

2. Change in Representative Directors

Changes have been underlined

Name	New Position	Previous Position
INOUE Takashi	Representative Director <u>Chairperson</u> Managing Officer	Representative Director President Managing Officer
ITO Yuji	<u>Representative Director</u> Managing Officer General Manager of LIFULL HOMES Business Department	Director Managing Officer General Manager of LIFULL HOMES Business Department

3. Curriculum Vitae of Newly Appointed Representative Director

Name (Date of Birth)	Curriculum Vitae	Shares Held
ITO Yuji (Nov. 19, 1982)	Apr. 2006 Joined the Company Apr. 2015 Managing Officer and General Manager of the HOME'S Business Department Rental and Re-Sale Sales Division Apr. 2018 Managing Officer and Assistant General Manager of the LIFULL HOME'S Business Department Oct. 2019 Managing Officer and General Manager of the LIFULL HOME'S Business Department Dec. 2020 Director, Managing Officer and General Manager of the LIFULL HOME'S Business Department	17,800

4. Date of Effect

December 21, 2023

5. (Reference) Leadership of the Company after December 21, 2023

Please refer to the "Notice of Changes in Directors and Corporate Auditors" (in Japanese) released today or the English translation of the "Notice of the 29th Ordinary General Meeting of Shareholders" to be released soon for the changes to the directors and corporate auditors other than those mentioned above.

Position	Name
Representative Director, Chairperson	INOUE Takashi
Representative Director, President, Managing Officer	ITO Yuji
Director	SHISHIDO Kiyoshi
Director	SHIMIZU Tetsuro
Director, Managing Officer	YAMADA Takashi
Outside Director	KOBAYASHI Masatada
Outside Director	NAKAO Ryuichiro
Outside Director	OKUBO Kazutaka
Outside Director	KIMURA Naonori
Full-time Audit & Supervisory Board Member	OHSUMI Shoko
Outside Audit & Supervisory Board Member	NAKAMORI Makiko
Outside Audit & Supervisory Board Member	MATSUSHIMA Kie
Outside Audit & Supervisory Board Member	NISHIGAKI Atsushi