



**STANDARD
TOKYO**

December 11, 2023

For Immediate Release

Company name: SEPTENI HOLDINGS CO., LTD.
Representative: Representative Director, Group President and Chief Executive Officer
Koki Sato
(TSE Standard Code: 4293)

Notice Concerning Changes of Representative Director and Director and Next-Term Management Structure

SEPTENI HOLDINGS CO., LTD. (the “Company”) hereby announces that it has resolved, at a meeting of the Board of Directors held today, to change the Company’s representative director and director and to make an provisional decision regarding the Group executive officer structure for 2024, in response to the recommendations of the Nomination and Remuneration Advisory Committee, which is to be established as an advisory body to the Board of Directors.

1. Change of Representative Director

(1) Details of Change

| Name | New position | Current position |
|--------------|-------------------------|--------------------------------|
| Yuichi Kouno | Representative Director | Group Senior Executive Officer |

<Scheduled Retirement>

Koki Sato, Representative Director

(2) Reason for Change

Since its founding in 1990, the Company has continued to grow while transforming its mainstay business from the recruitment consulting business to the Digital Marketing Business, its current core business. Since joining the Company as a new graduate, Sato, the current representative director, has demonstrated entrepreneurship by, for example, launching the Digital Marketing Business and the IP Platform Business. In addition to working to expand the Company’s business, he has been driving the improvement of corporate value as a representative director since 2009.

In addition, in 2022 the Company revised its Group Philosophy and established a new vision consisting of three clauses: “To be a place where people are empowered to create a new era/ To open the door to a “nameraka”^{*} future with creativity and technology/ To make a complex world bright and simple through the power of digital.”

With regard to the renewal of the management structure, including the change of the representative director, the Company has made the change as a result of discussions at the Nomination and Remuneration Advisory Committee, with the aim of achieving its vision and sustainable growth as well as enhancing corporate value through the succession of management to a new generation.

The Company will realize further enhancement of its corporate value by building and promoting a new collective leadership system centering around Kouno, who will be newly appointed as a representative director.

^{*}“nameraka”

We define “nameraka” as a harmonious state without friction and barriers.

(3) Scheduled Date of Appointment

It will be officially decided at a meeting of the Board of Directors to be held after the conclusion of the 33rd Ordinary General Meeting of Shareholders to be held in March 2024.

(4) Career Summary of Newly Appointed Representative Director

Name Yuichi Kouno
Date of birth September 22, 1982 (41 years old)
Career summary Apr 2006 Joined the Company
Oct 2014 Officer of Third Account Division at SEPTENI CO., LTD.
Oct 2015 Officer of Second Account Division of Septeni Japan, Inc
Jan 2017 Officer and General Manager of Second Account Division at Septeni Japan, Inc
Jan 2018 Group Executive Officer
Dec 2018 Representative Director of SEPTENI CO., LTD. (current position)
Dec 2018 Representative Director of Septeni Japan, Inc (current position)
Jan 2022 Group Senior Executive Officer* (current position)
Nov 2022 Outside Director of and factory,inc
Dec 2022 Director (part-time) of Dentsu Digital Inc. (current position)

Number of shares held 91,400

*Scheduled to assume the position of Group President and Chief Executive Officer on April 1, 2024

2. Change of Director

(1) Details of Change

| Name | New position | Current position |
|----------------|--------------|--------------------------------|
| Yusuke Shimizu | Director | Group Senior Executive Officer |

(2) Reason for Change

To shift to a collective leadership system and further strengthen the management structure.

(3) Scheduled Date of Appointment

It will be officially decided at the 33rd Ordinary General Meeting of Shareholders to be held in March 2024.

(4) Career Summary of Newly Appointed Director

Name Yusuke Shimizu
Date of birth June 19, 1982 (41 years old)
Career summary Apr 2006 Joined the Company
Oct 2014 Officer of Media Solutions Division at SEPTENI CO., LTD.
Oct 2015 Officer of Media Growth Division at Septeni Japan, Inc
Jan 2017 Officer and General Manager of Media Division at Septeni Japan, Inc
Jan 2018 Group Executive Officer
Dec 2018 President and Representative Director of SEPTENI CO., LTD. (current position)
Dec 2018 President and Representative Director of Septeni Japan, Inc (current position)
Jan 2022 Group Senior Executive Officer* (current position)

Number of shares held 52,000

*Scheduled to assume the position of Group Executive Vice President and Executive Officer on April 1, 2024

3. Group Executive Officer Structure (As of April 1, 2024)

| Name | Position | Major businesses/domains in charge |
|---------------------------------|--|---|
| Yuichi Kouno ^{*1} | Group President and Chief Executive Officer | Group CEO, Internal audit |
| Yusuke Shimizu ^{*1} | Group Executive Vice President and Executive Officer ^{*2} | Overall Digital Marketing Business |
| Isamu Ueno ^{*1} | Group Executive Vice President and Executive Officer ^{*2} | Corporate (excluding CEO office), HR technology domain |
| Kei Hatano | Group Senior Executive Officer | Group finance and accounting, Information system, Internal control |
| Tei Go ^{*1} | Group Senior Executive Officer | CEO office, Group public relations, Sustainability, Media Platform Business |
| Kazunari Kondo ^{*1} | Group Senior Executive Officer | Digital Marketing Business (Direct business domain, Dentsu alliance) |
| Daisuke Suefuji ^{*1} | Group Senior Executive Officer | Digital Marketing Business (Overseas advertising domain), Sports domain, Entertainment domain |
| Masayuki Takano ^{*1} | Group Senior Executive Officer | Digital Marketing Business (Data & solutions domain, Direct business domain) |
| Teruyuki Noguchi | Group Executive Officer | Group legal affairs, the Board of Directors operation |
| Shuhei Ezaki | Group Executive Officer | Group human resources |
| Yoko Miyazaki ^{*1} | Group Executive Officer | Group public relations, Sustainability, Information system |
| Masayuki Muto | Group Executive Officer | Digital Marketing Business (Data & solutions domain) |
| Yusuke Fukuhara | Group Executive Officer | Digital Marketing Business (Data & solutions domain) |
| Yuta Suzuki | Group Executive Officer | Digital Marketing Business (Domestic advertising domain) |
| Takahiro Yamasaki ^{*1} | Group Executive Officer | Digital Marketing Business (Domestic advertising domain) |
| Ryo Okubo ^{*1} | Group Executive Officer | Digital Marketing Business (Domestic advertising domain) |

^{*1}Newly appointed ^{*2}Newly created

4. Others

In conjunction with this decision on the Group executive officer structure, the Company has decided to establish a new position of Group Executive Vice President and Executive Officer. The amendment to the Articles of Incorporation in connection with this matter will be announced as soon as it is decided.

For details, please refer to the following press release announced on December 11, 2023.

“Septeni Group Reforms Management Structure to Achieve Sustainable Growth”

URL: <https://www.septeni-holdings.co.jp/en/news/release/2023/12013641.html>

■Contact Information

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