

Announcement Concerning the Changes of Representative Directors

Tokyo— February 12, 2025—Hakuhodo Inc. passed resolutions on the following changes of their executive officers at the meeting of their board of directors on February 12, 2025.

Further changes in executive officers will be announced in late February.

1. Change of representative director (effective April 1, 2025)

Name	New Title & Responsibilities	Current Title & Responsibilities
Kenji Nagura	Representative Director & President	Director & Senior Corporate Officer
Masayuki Mizushima	Representative Director & Chairman Representative Director, Chairman & CEO, Hakuhodo DY Holdings Inc. ※scheduled to assume the position in June 2025	Representative Director, President & CEO Representative Director, President & CEO, Hakuhodo DY Holdings Inc. Director, Hakuhodo DY Media Partners Inc.
Hirotake Yajima	Representative Director & Vice Chairman Director & Executive Vice President, Hakuhodo DY Holdings Inc.	Director Director & Executive Vice President, Hakuhodo DY Holdings Inc. Representative Director, President & CEO, Hakuhodo DY Media Partners Inc.

2. Retirement of director (effective April 1, 2025)

Name	New Title & Responsibilities	Current Title & Responsibilities
Hirokazu Toda	Senior Advisor Director & Chairman, Hakuhodo DY Holdings Inc. ※ scheduled to retire in June 2025	Director & Chairman Director & Chairman, Hakuhodo DY Holdings Inc.

Media contact:

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Profile of newly appointed representative director



Name: Kenji Nagura

Born: December 18, 1967 (Saitama)

Final education: Keio University

Business Experience:

April 1991	Joined Hakuholdo Inc.
April 2014	General Manager, Account Service Division 12
April 2018	Corporate Officer
April 2021	Senior Corporate Officer
April 2023	Director & Senior Corporate Officer (current position)