



January 31, 2025

Company name: KEY COFFEE INC
 Name of representative: Yutaka Shibata
 President
 (Code number: 2594; Tokyo Stock Exchange Prime Market)
 Inquiries: Kenichiro Kobayashi, Executive Officer and General Manager of the Administrative Division
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Notice Concerning Organizational Changes and Changes of Personnel

KEY COFFEE INC (the “Company”) hereby announces that it has resolved, at a meeting of the Company’s Board of Directors held on January 31, 2025, to implement the organizational changes and changes of personnel described below.

1. Details of the organizational changes (effective April 1, 2025)

- (1) The position of Chief Product Representative will be abolished and two different Directors will be made responsible for the Marketing Division and the Supply Chain Management Division.
- (2) The Brand Business Department will be abolished and the Direct Sales Team will be transferred under the direct control of the Sales Division and reorganized. The Store Planning and Promotion Team will also be abolished and its operations will be transferred under the control of the Sales Promotion Department and the Sales Development Department of the Sales Division.
- (3) The Overseas Project Team, currently under the direct control of the Marketing Division’s Marketing Strategy Department, will be transferred under the direct control of the Marketing Division and reorganized.

2. Changes of personnel (effective April 1, 2025)

(1) Changes in the duties entrusted to Directors

New position	Former position	Name
Director and Senior Managing Executive Officer Chief Financial Officer, in charge of compliance, responsible for Corporate Planning Department, Secretariat and Corporate Communications Department, Quality Assurances Department, Administrative Division, and Marketing Division	Director and Senior Managing Executive Officer Chief Financial Officer, in charge of compliance, responsible for Corporate Planning Department, Secretariat and Corporate Communications Department, Quality Assurances Department, and Administrative Division	Masaya Ando
Director and Managing Executive Officer Advisor, Future of Coffee Department, responsible for Supply Chain Management Division	Director and Managing Executive Officer Chief Product Representative, Advisor, Future of Coffee Department, responsible for Marketing Division and Supply Chain Management Division	Masataka Nakano

(2) Changes in the duties entrusted to Executive Officers

New position	Former position	Name
Executive Officer General Manager, Corporate Planning Department	General Manager, Corporate Planning Department	Atsushi Fukuda
Executive Officer General Manager, Administrative Division and General Manager, General Affairs and Personnel Department	Deputy General Manager, Administrative Division and General Manager, General Affairs and Personnel Department	Keisuke Kawai
Executive Officer General Manager, Sales Division	Deputy General Manager, Sales Division and General Manager, Sales Promotion Department	Masato Yanagi
Executive Officer General Manager, Wholesale Division	Deputy General Manager, Wholesale Division and General Manager, Wholesale Strategy Department	Shigetoshi Maeda
Executive Officer General Manager, Corporate Customer Sales Division	Executive Officer General Manager, Sales Division	Shinichi Matsuzawa

(3) Changes of executive employees

New position	Former position	Name
Special Advisor to the President	Executive Officer General Manager, Administrative Division	Kenichiro Kobayashi
Special Advisor to the Chief Sales Representative	Executive Officer General Manager, Corporate Customer Sales Division	Seiichi Sakai
Advisor to the Chief Sales Representative	Executive Officer General Manager, Wholesale Division	Fujio Hoshino
General Manager, Marketing Division and Manager, Overseas Project Team, Marketing Division	Manager, Marketing Division and Manager, Overseas Project Team, Marketing Strategy Department, Marketing Division	Hideaki Suzuki
General Manager, Marketing Strategy Department, Marketing Division and General Manager to General Affairs and Personnel Department, Administrative Division (seconded to Key Coffee Communications Inc.)	Manager, Marketing Strategy Department, Marketing Division and Manager to General Affairs and Personnel Department, Administrative Division (seconded to Key Coffee Communications Inc.)	Yuji Suzuki
General Manager, Marketing Strategy Department, Marketing Division	General Manager, Marketing Strategy Department and Manager, Marketing Strategy Team, Marketing Division	Keiichi Kikuchi
Manager, Kyushu Factory and Manager, Kyushu Distribution Section, Logistics Department, Supply Chain Management Division	Manager, Manufacturing Section, Kanto Factory, Supply Chain Management Division	Masaki Nagai
Assistant Manager, Kyushu Factory, Supply Chain Management Division	Manager, Kyushu Factory and Manager, Kyushu Distribution Section, Logistics Department, Supply Chain Management Division	Shoji Aramaki

New position	Former position	Name
General Manager, Sales Promotion Department, Sales Division	General Manager, Tohoku Branch Office, Sales Division	Daisuke Tokunaga
General Manager, Tohoku Branch Office, Sales Division	General Manager, Chiba Branch Office, Sales Division	Kenji Hayashi
General Manager, Wholesale Strategy Department and Manager, E-Commerce Business Sales Team, Wholesale Division	Manager, Fukuoka Branch Office, Wholesale Division	Shinichi Yagi
General Manager, Tokyo Branch Office, Wholesale Division	Manager, Tokyo Branch Office and Manager, Sales Section II, Tokyo Branch Office, Wholesale Division	Kinya Kiyota
General Manager, Fukuoka Branch Office, Wholesale Division	Manager, Sales Promotion Section I, Wholesale Department, Wholesale Division	Kunihiro Miyazaki
General Manager, Sales Department I, Corporate Customer Sales Division	General Manager, Brand Business Department and General Manager, Sales Department I, Corporate Customer Sales Division	Takashi Shibuya