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For Immediate Release

Company name: BLUE ZONES HOLDINGS CO., LTD.

Representative: Sumito Kawano, President and Representative Director

(Securities code: 417A, TSE Prime Market)

Contact: Masanobu Kamiike, Director and Chief Administrative Officer

TEL: +81-(0)49-290-1000

Notice Concerning Change of the Organization, Changes in Executive Officers, and the Department Manager Changes at Our Company and its Subsidiaries

BLUE ZONES HOLDINGS CO., LTD. ("the Company") are pleased to announce that our company, our subsidiary YAOKO Co., Ltd., and BLUE ZONES PROPERTY MANAGEMENT Co., Ltd. (scheduled to be established on April 1, 2026) will be implementing change of organization, changes in executive officers, and the department manager changes

I . BLUE ZONES HOLDINGS CO., LTD.

1 . Purpose of Change of the Organization (Effective March 1, 2026)

In order to establish a holding company structure and strengthen operational management, we will implement organizational restructuring.

2 . Main Contents of Change of the Organization

To establish a holding company structure, this function will oversee the organization and standardization of business operations and functions across group companies, while facilitating collaboration, mutual exchange, and coordination between them.

3. Department Manager Changes (Effective March 1, 2026)

Name	Current position	New position
Masanobu Kamiike	Director and Chief Administrative Officer	Director and Chief Administrative Officer, and General Manager of Group Operations Department
Takeshi Atarashi	Risk Management Department Food Safety Division Chief	General Manager of Risk Management Department
Miwa Arai	Corporate Brand Strategy Department Corporate Communication Division Chief	General Manager of Corporate Brand Strategy Department

II. YAOKO Co., Ltd.
1. Purpose of Change of the Organization, the Executive Officer Appointments, and the Department Manager Changes (Effective March 1, 2026)

In order to achieve the objectives of the 70th term, which is the last year of the 11th Medium-Term Management Plan, we will implement organizational restructuring to maximize the value we provide.

2. Main Contents of Change of the Organization

- Introduce an "area system" in Sales Division I and II, and create new "strategic zones" for flagship stores and project development.
- Establish a new "Fourth Division" in the Store Development Department to enhance responsiveness through store expansion and greater coordination with group companies.

3. Executive Officer Appointments (Effective March 1, 2026)

Name		Current position	New position
Shinsuke Gotou	Reappointment	Executive Officer, General Manager of Store Development Department	Executive Officer, Chief Director of Store Development
Yusuke Fukasawa	Reappointment	Executive Officer, General Manager of Corporate Planning Department	Executive Officer, Deputy Chief Administrative Officer, and General Manager of Corporate Planning Department
Haruki Nagumo	Reappointment	Executive Officer, General Manager of Delicatessen Department	Same as above
Masahiro Iwasaki	Reappointment	Executive Officer, General Manager of Grocery Department	Same as above
Masato Kobayashi	Reappointment	Executive Officer, General Manager of SPA Development Department	Same as above
Satoshi Ogasawara	Reappointment	Executive Officer, General Manager of Digital Management Department and Chief Digital Officer (CDO)	Same as above
Toru Kashimura	Reappointment	Executive Officer, General Manager of Fresh Food Department	Same as above
Naoki Sunaga	New Appointment	General Manager of Logistics Promotion Department	Executive Officer, General Manager of Logistics Promotion Department, and Chief Sustainability Officer (CSO)
Keita Sekiguchi	New Appointment	General Manager of Personal and Administration	Executive Officer, General Manager of Personal and Administration, and Chief Health Officer (CHO)

4. Department Manager Changes (Effective March 1, 2026)

Name	Current position	New position
Masanobu Kamiike	Senior Managing Director; Chief Administrative Officer, in charge of Store Development Division, and Chief Health Officer (CHO)	Senior Managing Director; Chief Administrative Officer, in charge of Store Development Division
Hiroaki Yagihashi	Director, Chief Director of Store Development and Chief Sustainability Officer (CSO)	Director
Yuzo Kose	Assistant Manager of Store Development Department	General Manager of Store Development Department
Takeshi Atarashi	Risk Management Department Food Safety Division Chief	General Manager of Risk Management Department
Miwa Arai	Corporate Brand Strategy Department Corporate Communication Division Chief	General Manager of Corporate Brand Strategy Department

5. Resignation of a Director (Effective March 31, 2026)

Name	Current position
Hiroaki Yagihashi	Director, Chief Director of Store Development and Chief Sustainability Officer (CSO)

※Even after the resignation of the Director, the Company maintains the number of Directors as required by applicable laws and regulations and its Articles of Incorporation.

III. BLUE ZONES PROPERTY MANAGEMENT Co., Ltd.

1. Appointment of President and Representative Director (Effective as of April 1, 2026)

Name	New position
Hiroaki Yagihashi	President and Representative Director

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