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January 13, 2026

For Immediate Release

Company name: BLUE ZONES HOLDINGS CO., LTD.

Representative: Sumito Kawano, President and Representative Director
(Securities code: 417A, TSE Prime Market)

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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 YAKO 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. YAKO 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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