

Translation

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June 18, 2025

Name of listed company: kubell Co., Ltd. Listing exchange: Tokyo Stock Exchange
 Securities code: 4448 URL: <https://www.kubell.com/en/ir/>
 Representative: Masaki Yamamoto, Representative Director, President, Senior Executive Officer & CEO
 Contact for inquiries: Naoki Inoue, Director, Senior Executive Officer & CFO ir@kubell.com

Notice of Changes in Executive Officers

At a meeting on June 18, 2025, the Board of Directors resolved the following changes in executive officer positions.

1. New appointment (as of July 1, 2025)

Name	New position	Previous position
Nozomi Tokuhara	Executive Officer, CPO & Deputy Head of Communication Platform Division	Deputy Head of Communication Platform Division

2. Change in Scope of Responsibilities (as of July 1, 2025)

Name	New position	Previous position
Yuki Tanaka	Executive Officer, CTO & Deputy Head of Communication Platform Division	Executive Officer & Deputy Head of Communication Platform Division
Go Kiritani	Executive Officer, CSO & Head of Incubation Division	Executive Officer & Head of Incubation Division

(Reference)

Executive officer structure as of July 1, 2025

Name	Position
Masaki Yamamoto	Representative Director, President, Senior Executive Officer & CEO
Naoki Inoue	Director, Senior Executive Officer & CFO
Shoji Fukuda	Director, Senior Executive Officer & COO
Masaaki Tobimoto	Senior Executive Officer, CHRO & Head of Culture & Brand Division
Gen Sawaguchi	Executive Officer, Head of Communication Platform Division & Head of Corporate Planning Division
Yuki Tanaka	Executive Officer, CTO & Deputy Head of Communication Platform Division
Nozomi Tokuhara	Executive Officer, CPO & Deputy Head of Communication Platform Division
Ryoichi Okada	Executive Officer & Head of BPaaS Division
Go Kiritani	Executive Officer, CSO & Head of Incubation Division
Shinya Saito	Executive Officer & Head of HR Division
Shinsuke Hase	Executive Officer & Head of Corporate Division