

Announcement

September 16, 2026

LY Corporation

LY Corporation Announces Appointment of a COO as of October 1, 2026

LY Corporation (“the Company”) hereby announces that at its Board of Directors meeting it has decided to establish the role of COO (Chief Operating Officer), effective October 1, 2026, and appoint Makoto Hide, Executive Corporate Officer, Commerce Domain Lead, as COO.

■ Reason for Establishing a COO

To drive further growth, the Company has decided to establish the COO role to strengthen its ability to advance its businesses and maximize the speed of execution across the Company.

■ COO Appointee

Name

Makoto Hide

Profile

March 2022	Joined Yahoo Japan Corporation (currently LY Corporation)
April 2022	EVP, Managing Corporate Officer, President of Business Promotion Office, CEO Business Promotion Office, President of Commerce Group, Yahoo Japan Corporation
August 2023	Chairman of the Board, Ikyu Corporation (to present)
June 2024	Director, ZOZO, Inc. (to present)
August 2025	Outside Director, ASKUL Corporation (to present)
October 2025	Executive Corporate Officer, Commerce Domain Lead, LY Corporation (to present)

Reason for Appointment

As head of the Commerce Domain, Makoto Hide has driven business transformation with a domain-wide perspective, encompassing the Company’s Commerce Business and collaboration with ZOZO, ASKUL, PayPay, and SoftBank. He also has a proven track record of embedding strong operational capabilities throughout the organization by rigorously

implementing a business management approach that drives the entire process from issue identification through decision-making and execution. He has been appointed COO as he is considered best suited to further enhance the quality and speed of decision-making and execution across the Company.

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