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March 2, 2026

Company name: DAIICHIKOSHO CO., LTD.
 Representative: Tadahiro Hoshi, President
 (Securities code: 7458, Prime Market of Tokyo Stock Exchange)
 Contact: Hiroshi Kunitsu, Director and Senior
 Managing Corporate Officer, General
 Manager of Management Headquarters
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Notice of Personnel Changes

DAIICHIKOSHO CO., LTD. (the “Company”) hereby announces the following personnel changes, effective April 1, 2026.

Name	New position	Current position
Takeshi Iijima	Director Senior Managing Corporate Officer	Director Senior Managing Corporate Officer General Manager of Stores Business Headquarters
Toshiharu Egashira	Corporate Officer General Manager of Stores Business Headquarters, General Manager of Stores Business Promotion Department	Corporate Officer Deputy General Manager of Stores Business Headquarters, General Manager of Stores Business Promotion Department, General Manager of BIG ECHO Business Department
Masahiro Okubo	Deputy General Manager of Sales Management Headquarters, General Manager of Sales Management Department	General Manager of Sales Management Department
Katsunori Matsuura	Deputy General Manager of Stores Business Headquarters, General Manager of Restaurant Business Department, General Manager of Stores Planning Department	General Manager of Restaurant Business Department
Mitsunori Kanno	Deputy General Manager of Development Headquarters, General Manager of Consumer Business Department	General Manager of Consumer Business Department