



May 9, 2025

Company name: SRS HOLDINGS CO., LTD.  
Representative: Masahiko Shigesato, President & Chief Executive Officer  
(Securities code: 8163, TSE Prime Market)  
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Notice of Organizational Reforms and Personnel Changes

SRS HOLDINGS CO., LTD. (the “Company”) hereby announces that at the Board of Directors' meeting held today, a resolution was passed regarding organizational reforms and personnel changes effective July 1, 2025 as follows.

1. SRS HOLDINGS CO., LTD. Organizational Reform (Effective July 1, 2025)

SRS Group Digital Transformation Development Division (newly established)

The SRS Group Digital Transformation Development Division, which is in charge of the SRS Group Marketing Strategy Office and the IT & System Department, will be newly established to build the digital transformation strategy of the entire SRS Group from a broad and specialized perspective, and to provide advice and guidance on the most appropriate digital transformation measures for each business, thereby promoting initiatives to reform business processes and business models, optimize information systems, and enhance the competitive advantage of the SRS Group.

2. SRS HOLDINGS CO., LTD. Personnel Changes (Effective July 1, 2025)

(Appointment July 1, 2025)

New Title	Current Title	Name
Executive Officer, CDO Head of SRS Group Digital Transformation Development Division	—	Chika Tamaru