



June 28, 2023

Dear All,

### Notice concerning appointment of executive officers

ZOZO, Inc. (hereinafter, referred to as the “Company”) announces the appointment of new Executive Officers effective June 28, 2023. Details are as follows:

1. Newly appointed Executive Officers’ profile (Effective June 28, 2023)

| Name<br>(Date of Birth)             | Biographies   |
|-------------------------------------|---|
| Naotoshi Seo<br>(February 26, 1982) | January 2019      Joined ZOZO Technologies, Inc. (absorbed into ZOZO, Inc. in October 2021, and changed the trade name of the split company.) |
|                                     | April 2019        Leader, Development Division of ZOZO Technologies, Inc.   |
|                                     | April 2021        General Manager, EC Platform Group of ZOZO Technologies, Inc.   |
|                                     | October 2021     Transferred to the Company<br>General Manager, Technology Division of the Company  |
|                                     | April 2022        VPoE of the Company   |
|                                     | June 2023        Executive Officer of the Company (Current position)  |

| Name<br>(Date of Birth)           | Biographies  |
|-----------------------------------|--|
| Yosuke Odaka<br>(August 20, 1981) | December 2006    Joined Start Today Co., Ltd. (Currently ZOZO, Inc.)               |
|                                   | April 2012        VP, Advertising Department, Marketing Division of the Company    |
|                                   | November 2019    Head of Yahoo! Project Promotion Office of the Company            |
|                                   | April 2021        General Manager, Group Business Strategy Division of the Company |
|                                   | June 2023        Executive Officer of the Company (Current position)               |

| Name<br>(Date of Birth)          | Biographies   |
|----------------------------------|---|
| Utahiro Inui<br>(March 23, 1981) | December 2018<br>Joined ZOZO, Inc.<br>VP, Global Business Department, ZOZO Global Business Division of the Company            |
|                                  | July 2020<br>General Manager, Project Management, Creative Strategy Office of the Company                                     |
|                                  | February 2021<br>General Manager, Category Promotion Division of the Company  |
|                                  | April 2022<br>General Manager, Measurement Products Division of the Company<br>CEO, ZOZO Apparel USA, Inc. (Current position) |
|                                  | June 2023<br>Executive Officer of the Company (Current position)  |

| Name<br>(Date of Birth)           | Biographies  |
|-----------------------------------|--|
| Yuki Hashimoto<br>(March 2, 1990) | April 2012<br>Joined Start Today Co., Ltd. (Currently ZOZO, Inc.) as a new graduate  |
|                                   | June 2015<br>Manager, Web Creation Division, Creative Development Group of the Company   |
|                                   | January 2016<br>Transferred to START TODAY Engineering CO., LTD (Changed its name to ZOZO Technologies, Inc. and then to ZOZO, Inc. in October 2021 through an absorption-type company split and a change of trade name of the split company)<br>Leader, Frontend Division of START TODAY Engineering CO., LTD |
|                                   | April 2020<br>VP, ZOZOTOWN Division, EC Development Group, of ZOZO Technologies, Inc.  |
|                                   | April 2021<br>General Manager, ZOZOTOWN Development Group of ZOZO Technologies, Inc.   |
|                                   | October 2021<br>Transferred to the Company<br>General Manager, ZOZOTOWN Development Division of the Company  |
|                                   | June 2023<br>Executive Officer of the Company (Current position)   |

## 2. Purpose of this appointment

(Mr. Naotoshi Seo)

Mr. Naotoshi Seo (hereinafter, referred to as "Mr. Seo") joined ZOZO Technologies, Inc. (which was absorbed and renamed ZOZO, Inc. in October 2021) and has a proven track record in the replacement of "ZOZOTOWN" and infrastructure development. He is not only an excellent engineer but also has a strong presence in recruiting and training engineers. In particular, he has contributed to the Company's presence as a technology company by speaking at various events and giving interviews. We believe that this appointment will have the effect of announcing to the engineering industry that the Company has

become more Tech-oriented. We have appointed Mr. Seo, who is well known as an engineer outside of the Company, to the position of Executive Officer. We anticipate that Mr. Seo, in his role as an Executive Officer, will enhance his presence as a member of the management team, extending beyond his expertise as an engineer.

(Mr. Yosuke Odaka)

Mr. Yosuke Odaka (hereinafter, referred to as "Mr. Odaka") has accumulated a wealth of experience and knowledge in various departments throughout his 16 years of dedicated service to the Company. Since assuming the role of General Manager of the Group Business Strategy Division in 2019, he has spearheaded numerous critical projects within each group, including Yahoo Japan Corporation, significantly contributing to the growth of the Gross Merchandise Value and operating profit. Mr. Odaka is among the individuals entrusted with the future expansion of the Company, and we are delighted to appoint him as an Executive Officer. His ability to lead teams and swiftly collaborate with other departments is highly esteemed both internally and externally, making him an invaluable asset to the Company.

(Mr. Utahiro Inui)

Since joining the Company in 2018, Mr. Utahiro Inui (hereinafter, referred to as "Mr. Inui") has played a pivotal role in the overseas development of private brands as a VP. Subsequently, as the General Manager of the Category Promotion Division, he successfully launched new categories such as "ZOZOSHOES" and "ZOZOCOSME." In 2022, Mr. Inui took on the role of General Manager of the Measurement Products Division and spearheaded the launch of "ZOZOFIT," which was successfully introduced in August 2022 according to schedule. Recognizing his outstanding contributions in consistently launching these new ventures, we are delighted to announce the appointment of Mr. Inui as our new Executive Officer. Given his strong international perspective, we firmly believe that Mr. Inui will be instrumental in driving the overseas expansion of our technology licensing, which will be vital for the further growth of the Company.

(Mr. Yuki Hashimoto)

Mr. Yuki Hashimoto (hereinafter, referred to as "Mr. Hashimoto") has been involved in the launch of various services as an engineer since joining the Company as a new graduate in 2012. He has grown together with ZOZOTOWN throughout his dedicated service. In order to further accelerate the development of ZOZOTOWN, we have appointed Mr. Hashimoto to the position of Executive Officer, as he is currently leading the process of organizational reform. Mr. Hashimoto will continue to oversee the development of ZOZOTOWN and we expect him to take on a more active role in leading the engineering team and fostering collaboration with other departments.

**DISCLAIMER:**

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