

September 11, 2025

Listed Company: LIFULL Co., Ltd.
Representative: ITO Yuji
Representative Director, President, Managing Officer
(Stock Code: 2120 TSE Prime)
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Notice of Organizational and Personnel Changes

We hereby announce that on October 1, 2025, LIFULL Co., Ltd. will implement the following organizational and personnel changes.

1. Organizational Changes

Primary changes are as follows:

- (1) LIFULL HOME'S Business Department
 - We will rename the following departments to further enhance the professional expertise of our business teams:
 - Business Partner Division to Business Consulting Division
 - Account Management Division to Business Engagement Division
 - Sales Marketing Division to Business Marketing Division
- (2) AI Innovation Department
 - We will establish the AI Innovation Department to promote innovative business growth and improvements to productivity through AI and generative AI technology.
- (3) Data DX Department
 - Group Data Department renamed Data DX Department
- (4) Departments Reporting Directly to the President
 - We will establish the Strategic Operations and Planning Division to enhance management planning and expand the scope of business oversight. This new division will integrate the following functions:
 - Operational management functions from the LIFULL HOME'S Business Department
 - Corporate planning functions from the Group Company Business Development Department
 - We will also establish a new HR Solutions Department to further improve our human resource support for Group companies and our clients by integrating the following functions into the LIFULL FaM Business Division:
 - Operational support for the LIFULL HOME'S Business Department
 - Career advisory services for the real estate industry currently performed in the Group Company Business Development Department
- (5) Corporate Management Department
 - Group Company Business Development Department renamed Corporate Management Department

2. Changes to Executives

(Changes have been underlined)

Name	New Title	Previous Title
ITO Yuji	Representative Director, President, Managing Officer	Representative Director, President, Managing Officer <u>General Manager of LIFULL HOME'S Business Department¹</u>

3. Changes to Managing Officers

(Changes have been underlined)

Name	New Title	Previous Title
YAMADA Takashi	Managing Officer <u>General Manager of Data DX Department</u>	Managing Officer <u>General Manager of Group Data Department</u>
FUKUZAWA Hidekazu	Managing Officer <u>General Manager of Corporate Management Department</u>	Managing Officer <u>General Manager of Group Company Business Development Department</u>
KAWASAKI Kohei	Managing Officer <u>General Manager of LIFULL HOME'S Business Department</u> General Manager of Creative Department ¹	Managing Officer General Manager of Creative Department <u>Assistant General Manager of LIFULL HOME'S Business Department¹</u>
NAGASAWA Tsubasa	Managing Officer General Manager of Technology Department <u>General Manager of AI Innovation Department¹</u> Assistant General Manager of LIFULL HOME'S Business Department ¹	Managing Officer General Manager of Technology Department Assistant General Manager of LIFULL HOME'S Business Department ¹
AKIBA Mai	<u>Managing Officer</u> (New Position) <u>Head of HR Solutions Division</u>	<u>Head of LIFULL FaM Division</u>

¹ Concurrent position