

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

We hereby announce that on October 1, 2026, LIFULL Co., Ltd. will implement the following organizational and personnel changes.

Notes

1. Organizational Changes

Primary changes are as follows:

- (1) AI Business Process Support Platform Department
 - We have newly established the AI Business Support Platform Division by integrating the AI Innovation Division with related functions (including the HR Solutions Division under the President) to drive AI-led operational efficiency and maximize value for our customers.
- (2) Department Directly under the President
 - We have established the New Business Incubation Office reporting directly to the President to explore new revenue engines for long-term growth via agile, phased business validation and centered around our current core businesses.

2. Changes to Managing Officers

(Changes are underlined)

Name	New Title	Previous Title
NAGASAWA Tsubasa	Managing Officer <u>General Manager of AI Business Process Support Platform Department</u> General Manager of Technology Department*	Managing Officer General Manager of Technology Department <u>General Manager of AI Innovation Department*</u> <u>Assistant General Manager of LIFULL HOME'S Business Department*</u>
AKIBA Mai	Managing Officer <u>Assistant General Manager of AI Business Process Support Platform Department</u> <u>Head of HR Solutions Business Division,</u> <u>AI Business Process Support Platform Department*</u>	Managing Officer <u>Head of HR Solutions Division</u>
MASUO Keigo	<u>Managing Officer</u> (Newly Appointed) <u>Head of New Business Incubation Office</u> <u>Head of Product Planning Division #2,</u> <u>LIFULL HOME'S Business Department*</u>	<u>Assistant Head of Product Planning Division,</u> <u>LIFULL HOME'S Business Department</u>

*Concurrent position