

October 14, 2016

For Immediate Release

2-7-1 Yurakucho, Chiyoda-ku, Tokyo
Park24 Co., Ltd.
Koichi Nishikawa
President and Representative Director
(First Section of TSE; Code: 4666 Ticker Symbol:PKCOY)
Contact
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Title Director, Corporate Officer,
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Notice of Organizational and Personnel Changes

Park24 Co., Ltd. (“the Company”) announces that, at a Board of Directors meeting held today, it has resolved to make the following changes in the organizations and personnel of the Company effective from November 1, 2016.

(1) Organizational change

The Company will establish the following new organizations and reorganize the existing organizations to promote the creation of a new business for further growth.

- Establish the New Business Division and put the New Business Planning Department and the B-Times Department under the control of it
- Divide the Technology Development Department to strengthen its functions and establish the Product Development Department and the System Development Department.
- Divide the Membership Strategy Department to strengthen the implementation of measures for membership strategy and establish the Times Club Department and the Tanoshii-Machi Department
- To facilitate IT governance and quicker sales reporting operation, abolish the Planning Department of the Business Development Division and transfer its operations to each department

(2) Personnel changes of Director

(i) Changes to Director’s responsibilities

	New title	Previous title
Norifumi Kawakami	Director, Corporate Officer, General Manager, Business Development Division, and General Manager, Times Club Department Business Development Division	Director, Corporate Officer, General Manager, Business Development Division

(3) Personnel change of Corporate officer

	New title	Previous title
Hiroyasu Matsui	Corporate Officer, General Manager, New Business Division, and General Manager, New Business Planning Department New Business Division	General Manager, New Business Planning Department Planning and Administration Division

Shingo Yamanaka	Corporate Officer, General Manager, Group-wide Compliance Department	General Manager, Group-wide Compliance Department
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(4) Personnel change in positions equivalent to a General Manager

	New title	Previous title
Tomoyuki Saito	General Manager, Group-wide General Affairs Department Planning & Administration Division	Corporate Officer, General Manager, Service Promotion Department, and General Manager, Corporate Planning Department Times Communication Co., Ltd.
Yasuji Iwabuchi	Deputy General Manager, Business Development Division, and General Manager, Product Development Department Business Development Division	Deputy General Manager, Business Development Division, and General Manager, Technology Development Department Business Development Division
Taichiro Sasaki	General Manager, System Development Department Business Development Division	Deputy General Manager, Technology Development Department Business Development Division
Kiyoshi Okada	General Manager, Tanoshii-Machi Department Business Development Division	General Manager, Membership Strategy Department Business Development Division