

FOR IMMEDIATE RELEASE

February 14, 2017

Company: Hakuholdo DY Holdings Inc.
Representative: Hirokazu Toda, President & CEO
(Code: 2433 First Section of the Tokyo Stock Exchange)
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Announcement concerning changes to the representative directors of Group operating companies

Hakuholdo DY Group companies Hakuholdo Inc. and Hakuholdo DY Media Partners Inc. passed resolutions on the following changes to their representative directors, etc. at meetings of their respective boards of directors on February 14, 2017.

Further changes to the executive officers of Hakuholdo DY Holdings Inc., Hakuholdo Inc. and Hakuholdo DY Media Partners Inc. will be announced in March.

Hakuholdo Inc.

1. Change of representative director

Effective April 1, 2017

Name	New roles	Previous roles
Masayuki Mizushima	Representative Director, President & CEO, Hakuholdo Inc.	Director & Senior Corporate Officer , Hakuholdo Inc.
Hirokazu Toda	Director & Chairman, Hakuholdo Inc. Representative Director, President & CEO, Hakuholdo DY Holdings Inc. (concurrent position)	Representative Director, President & CEO, Hakuholdo Inc. Representative Director, President & CEO, Hakuholdo DY Holdings Inc. (concurrent position)

2. Change to executive officer roles

Effective April 1, 2017

Name	New roles	Previous roles
Junji Narita	Director & Senior Advisor, Hakuhodo Inc. Director & Chairman, Hakuhodo DY Holdings Inc. (concurrent position)	Director & Chairman, Hakuhodo Inc. Director & Chairman, Hakuhodo DY Holdings Inc. (concurrent position)

Hakuhodo DY Media Partners Inc.

1. Change of representative director

Effective June 28, 2017

Name	New roles	Previous roles
Hirotake Yajima	Representative Director, President & CEO, Hakuhodo DY Media Partners Inc. Director, D.A.Consortium Holdings Inc. (concurrent position)	Director, Hakuhodo DY Media Partners Inc. Representative Director & President, D.A.Consortium Holdings Inc. (concurrent position) Chairman & CEO, D.A.Consortium Inc. (concurrent position)
Hisao Oomori	Director & Chairman, Hakuhodo DY Media Partners Inc. Director, Hakuhodo DY Holdings Inc. (concurrent position)	Representative Director, President & CEO, Hakuhodo DY Media Partners Inc. Director, Hakuhodo DY Holdings Inc. (concurrent position)

Profile: Masayuki Mizushima



Born: March 8, 1960 (56 years old)

Graduated: Faculty of Law, Keio University

April 1982	Joined Hakuholdo Inc.
December 1999	Executive Manager, Account Service Department 3, Account Service Division 6
April 2005	General Manager, Account Service Division 6
April 2012	General Manager, Account Service Strategy & Management Division
April 2013	Corporate Officer and General Manager, Account Service Strategy & Management Division
April 2014	Corporate Officer and General Manager, Corporate Strategy Division and General Manager, Strategic Investment Division
June 2015	Director & Corporate Officer and General Manager, Corporate Strategy Division and General Manager, Strategic Investment Division
April 2016	Director & Senior Corporate Officer
April 2017	Representative Director, President & CEO (scheduled to assume the role on April 1)

Profile: Hirotake Yajima



Born March 9, 1961 (55 years old)

Graduated: Faculty of Social Sciences, Hitotsubashi University

April 1984	Joined Hakuhodo Inc.
December 1996	President & Representative Director, D.A.Consortium Inc.
March 2005	Director, Ergo-Brains Inc. (now UNITED, Inc.) (current)
December 2009	Director, IREP, Co., Ltd. (current)
June 2011	Director, Hakuhodo DY Media Partners Inc. (current)
June 2016	Chairman & CEO, D.A.Consortium Inc. (current)
October 2016	Representative Director & President, D.A.Consortium Holdings Inc. (current)
June 2017	Representative Director, President & CEO, Hakuhodo DY Media Partners Inc. (scheduled to assume the role on June 28, 2017)

Contacts

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