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April 1, 2025

To whom it may concern

Company name: BRONCO BILLY Co., Ltd.

Name of representative: Representative Director and President
Shinki Sakaguchi
(Securities code: 3091; TSE Prime and NSE Premier)

Inquiries: Senior Executive Officer, General Manager of Corporate Division
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Notice of Organizational and Personnel Changes

BRONCO BILLY Co., Ltd. hereby announces that it has decided to make the following organizational and personnel changes.

1. Organizational Changes (effective April 1, 2025)
   (1) The Chair's Office is newly established directly under the Representative Director and Chair.
   (2) The regional sales departments for the Central Japan, East Japan, and West Japan Regions are abolished and transferred to be directly under the Sales Division.

2. Personnel Changes (effective April 1, 2025)
   (1) Directors Personnel

Name	New position	Former position
Katsuhiro Takeichi	Representative Director and Chair	Representative Director and President Director and Chair, Matsuya Sakae Foods Co., Ltd. Representative Director and Chair, Le Van Co., Ltd.
Shinki Sakaguchi	Representative Director and President Director and Chair, Matsuya Sakae Foods Co., Ltd. Representative Director and Chair, Le Van Co., Ltd.	Representative Director and Vice President, General Manager of Corporate Division
Yuji Deguchi	Senior Managing Director, General Manager, Chair's Office	Senior Managing Director, General Manager and West Japan Region Manager of Sales Division

(2) Executive Officers Personnel

Name	New position	Former position
Yasuhiro Kuwabara	Senior Executive Officer, General Manager of Corporate Division, Manager of Accounting Division, and Manager of Information Systems Audit & Supervisory Board Member, Matsuya Sakae Foods Co., Ltd.	Senior Executive Officer, Deputy General Manager of Corporate Division, Manager of Accounting Division, and Manager of Information Systems Audit & Supervisory Board Member, Matsuya Sakae Foods Co., Ltd.
Yuki Okabe	Senior Executive Officer and General Manager of Sales Division	Senior Executive Officer, Deputy General Manager and East Japan Region Manager of Sales Division
Takashi Yamaguchi	Executive Officer Director and President, Le Van Co., Ltd.	Executive Officer and Chubu Region Manager of Sales Division Director and President, Le Van Co., Ltd.