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note inc.
December 1, 2025

Announcement of the Appointment of New Executive Officers



note Inc. announces the appointment of two new Executive Officers, effective December 1, 2025. This strategic move aims to expand our business and strengthen our organizational structure. We are committed to solidifying our management foundation and accelerating growth. Our goal remains to realize our mission: "creating an environment where everyone can create and continue to create."

Reasons for Appointment and Expected Roles

Since its founding in 2011, note Inc. has supported creative activities under the mission of "creating an environment where everyone can create and continue to create." To further grow "note" as a platform that everyone uses naturally, Yuki Hirayama and Toru Yoneoka have been appointed as new Executive Officers.

Yuki Hirayama has led the strengthening of the corporate foundation and organizational expansion since before the company’s stock listing. Leveraging his experience as a Certified Public Accountant at an audit firm, he demonstrates strength in strategic business support and governance. Going forward, he will build a solid management foundation to support company-wide growth, with a focus on strengthening group management, including subsidiaries.

Toru Yoneoka leverages extensive experience in the e-commerce business at Amazon Japan G.K. and other companies. Since joining the company, he has contributed to increasing the Gross Merchandise Value (GMV) of the note business. Currently, as the head of the note business, he is working on enhancing the platform's value from both business and product perspectives. He will lead the growth of the entire note ecosystem by promoting feature expansion and improving user experience.

Through this strengthening of the management structure, we will solidify our foundation and accelerate business expansion. We aim to realize a society where people can focus on what they truly want to convey by enhancing the mechanisms that support creative activities.

Newly Appointed Executive Officer: Yuki Hirayama



Biography
Hirayama passed the Certified Public Accountant examination while in university. He joined an audit firm as a new graduate, engaging in audits for diverse industries including retail, semiconductors, and apparel. He served as an audit team manager for clients ranging from companies preparing for IPOs to global corporations with sales on the scale of 1 trillion yen. He joined note Inc. in 2020. He built the accounting organization and financial closing system from scratch. As the head of accounting, he led IPO preparations and contributed to the listing on the Tokyo Stock Exchange Growth Market in 2022. He currently serves as Executive Officer and Head of the Corporate Division, overseeing the entire corporate sector.

Comment
"I have been appointed as Executive Officer and Head of the Corporate Division. I feel a great sense of responsibility to play a part in management during this important phase as note aims for both the deepening of existing businesses and the achievement of non-linear growth. The mission of the Corporate Division is to create an environment where all employees can pour their passion into realizing our corporate mission, and to accelerate business growth as one team. As Head of the Corporate Division, I will powerfully promote the development of a proactive management foundation that supports business challenges, alongside a robust governance system capable of handling business expansion. I will do my utmost to realize our mission of 'creating an environment where everyone can create and continue to create.'"

Newly Appointed Executive Officer: Toru Yoneoka



Biography
After working in advertising sales at a publishing company and product development at a specialized trading company, Yoneoka joined Amazon Japan G.K. He contributed to e-commerce business operations and the launch of new programs and organizations. Later, he joined a joint venture in the healthcare sector, leading business growth and organizational building as a Director. He joined note Inc. in January 2025. He currently serves as the Head of the note.com Business Division.

Comment
"I am honored to be appointed as an Executive Officer and feel humbled by the heavy responsibility. I will utilize my experience to contribute to building the 'city on the internet' that note aims to create. Diverse creators gather in the city of note, and their interaction creates a rich culture. To achieve this, I intend to realize improvements in product experience and connect this to sustainable and non-linear growth for the business. I will strive to maximize note's potential and evolve it into an infrastructure where creators can focus on creation, thereby enhancing the sustainability of creative activities."

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Our mission is to "Start, and Keep on Creating," and we are building systems for expression and creation. The media platform note supports all kinds of creative activities by creators. Creators can publish their original content, receive support from fans and peers through memberships, shops and brand owners can showcase products in their stores, and corporations and organizations can use note pro to disseminate information.

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Date of Establishment: December 8, 2011
Representative Director and CEO: Sadaaki Kato　Corporate Website: https://note.jp

【For inquiries regarding this press release】
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