



May 27, 2026

To whom it may concern,

Company name: Double Standard Inc.
Representative: Yasuhiro Shimizu,
Representative Director
Code number: 3925 TSE Prime
Contact: Mitsunobu Wada,
Executive Officer, General
Manager of Corporate
Management Division
Phone: +81-3-6384-5411

Notice Concerning Change in Representative Director

The Company hereby announces that, at the extraordinary meeting of the Board of Directors held on May 27, 2026, it resolved to change its Representative Director as described below.

This matter is scheduled to be formally approved at the 14th Annual General Meeting of Shareholders to be held on June 29, 2026, and at the meeting of the Board of Directors to be held following the conclusion of such meeting.

1. Scheduled Retirement (Effective June 29, 2026)

Name	Current Position	New Position
Yasuhiro Shimizu	President and Representative Director	Retirement

2. Scheduled Appointment (Effective June 29, 2026)

Name	Current Position	New Position	Number of Shares Held
Yasuhiro Fukunaga	Senior Corporate Executive Officer	President and Representative Director	0 shares (as of May 27, 2026)

3. Reason for the Change

As announced in the “Notice Concerning Change in Representative Director” dated May 13, 2025, Yasuhiro Shimizu, President and Representative Director, offered to resign from the position of President and Representative Director in order to clarify management responsibility for the deterioration in business

performance and to reorganize the management structure with the aim of achieving an early recovery in performance. The Company's Board of Directors accepted the resignation.

Following this, the Company carefully considered its future management structure and decided to transition to a new management structure in order to enhance corporate value and strengthen its business foundation, while taking into account future business development and sustainable growth.

4. Reason for the Appointment of the New Representative Director

Yasuhiro Fukunaga has extensive knowledge and experience in web marketing services and has been engaged in promoting various marketing initiatives and creating new services.

Also, he serves as Representative Director of the Company's major subsidiaries, LITTLE DISCOVERY Inc. and Asters Inc., and has been involved in group management and business operations.

Currently, as Senior Executive Officer of the Company, he oversees customer acquisition activities primarily focused on web marketing and has contributed to business expansion and the strengthening of the Company's revenue base.

Based on these achievements and experience, the Company has determined that he is well qualified to contribute to the sustainable enhancement of corporate value and the strengthening of its management structure and has therefore selected him as a candidate for President and Representative Director.

5. Career Summary of the New Representative Director

Name (Date of Birth)	Career Summary	
Yasuhiro Fukunaga (October 27, 1983)	November 2011	Joined Power Technology Co., Ltd. (currently System Soft Corporation)
	April 2016	General Manager, Solution Services Department, Marketing Division, the Company
	October 2016	Acting General Manager, Marketing Division, the Company
	January 2017	Executive Officer and General Manager, Marketing Division, the Company
	June 2019	Joined Hello World Inc.
	January 2020	Joined Double Standard Inc.
	October 2025	Senior Executive Officer, the same company (current position)
	October 2025	Director, LITTLE DISCOVERY Inc.
	May 2026	Representative Director, the same company (current position)
	May 2026	Representative Director, Asters Inc. (current position)