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July 6, 2026

Company Name      Macbee Planet, Inc.  
Representative      Tomohiro Chiba,  
                                 Representative Director and President  
(Code No.:7095 Tokyo Stock Exchange Prime)

### Notice Regarding Proposed Changes to Representative Directors

Macbee Planet, Inc. (“the Company”) hereby announces that, at the Board of Directors' meeting held on July 6, 2026, the Company approved the following proposed changes to its Representative Directors. These changes are scheduled to be formally approved at the 11th Ordinary General Meeting of Shareholders, scheduled for July 29, 2026, and at the Board of Directors' meeting to be held following the meeting.

#### 1. Reasons for the Changes

In the “Notice Regarding Repurchase of Treasury Shares” disclosed on April 23, 2026, the Company announced the need to shift to a framework that accelerates agile business operations and initiatives to enhance corporate value in response to the evolution of generative AI. Following multiple rounds of careful discussions regarding the transfer of authority to the next generation and future organizational restructuring of the Group, the Company concluded that, in light of the recent rapid changes in the business environment, achieving medium- to long-term growth for the Group requires not only strengthening of existing businesses but also restructuring of the group management framework to adapt to the changing market environment and a fundamental review of the business portfolio including the reorganization of group companies. Moving forward, the Company will pursue a management approach that strengthens governance across the Group and improves capital efficiency by accelerating the launch of new businesses leveraging the cultivated marketing expertise, transforming into an organizational structure optimal for the characteristics of each business domain, and allocating management resources more efficiently.

To strongly drive the major transformation and transition period and assume full responsibility for top management decision-making and business execution, the Company has decided to appoint Mr. Hideyuki Shoda as the Representative Director and President of the Company. He is a serial entrepreneur with a proven track record of leading numerous businesses and implementing digital technologies. As the Representative Director and President of Macbee eight, Inc., the Group’s equity-participation marketing firm, he also possesses strengths in combining existing businesses with

investments and scaling up businesses through equity utilization. This will enable us to establish an agile executive structure that prioritizes rapid decision-making and business execution.

At the same time, to maintain short-term organizational stability and clarify governance responsibilities during the Group’s structural transformation period, and to uphold long-term capital policies and management discipline, the Company will transition to a dual-representative system in which Masakazu Matsumoto, the founder and the largest shareholder, will assume the role of the Representative Director and Chairman. Mr. Matsumoto will delegate full responsibility for top-level management decisions and day-to-day business operations to the new President, Hideyuki Shoda. Meanwhile, as a guiding partner during the transformation period, he will retain representative authority for a certain period to focus exclusively on the governance and supervision of the Group, as well as the maintenance of financial discipline. This will ensure the maintenance of both internal and external trust and a smooth transition to the new structure.

Additionally, the Company is currently reviewing a radical reorganization of its business portfolio, including the restructuring of group companies. The goal is to evolve into a structure capable of flexible and rapid reorganization and optimization (including separation and establishment of group companies and organizations) in response to changes in the business environment, thereby expanding options of future capital policies and realizing continuous corporate value enhancement.

After discussions regarding the transition to an optimal management structure responsive to the changing marketing landscape, Tomohiro Chiba, the current Representative Director and President, reached the conclusion to hand over the presidency to Mr. Shoda. Going forward, as a Director, Mr. Chiba will leverage his extensive management expertise to lead the development and expansion of new business areas related to existing client segments, such as finance and medical-related fields.

Under the new management structure, the Group will unite to strive for the sustainable enhancement of corporate value.

## 2. Change in Representative Director

Name	New Position	Current Position
Tomohiro Chiba	Director and Executive Officer	Representative Director and President, Executive Officer
Hideyuki Shoda	Representative Director and President, Executive Officer	Representative Director and President of Macbee eight, Inc.
Masakazu Matsumoto	Representative Director and Chairman, Executive Officer	Director and Chairman

## 3. Scheduled Date of Change

July 29, 2026

[Reference] Career Summaries of Candidates for Representative Directors

Name Hideyuki Shoda

Birth date September 24, 1986

Number of shares of the Company held 1,423 shares

Career summary

Feb. 2016	Established Alpha Inc., Representative Director
Aug. 2021	Joined the Company (Alpha Inc. joined the Group)
Oct. 2021	Executive Officer and Head of Product Division of the Company
Jun. 2022	Executive Officer and Head of 3D Ad Group of the Company
Feb. 2023	Executive Officer and Head of 3D Ad Group and AdAffi Group of the Company
Nov. 2023	Executive Officer and Head of Media Business Division of MAVEL, Inc.
Sep. 2024	Established Macbee eight, Inc., Representative Director (present)
Apr. 2026	Head of AI Promotion Office, Development Division of the Company (present)

Name Masakazu Matsumoto

Birth date October 8, 1980

Number of shares of the Company held 3,822,849 shares

Career summary

Aug. 2015	Established the Company, Director
Nov. 2017	Director and Head of Corporate Strategy Division of the Company
Mar. 2019	Director and Head of Product Division of the Company
Mar. 2021	Director and Chairman of the Company (present)
Mar. 2023	Director of Net Marketing, Inc. (current All Ads, Inc.) (present)
Nov. 2023	Director of MAVEL, Inc. (present)