

GAGA Announces Updates to New Management Team

Tokyo, November 28, 2023, -- GAGA Corporation (Headquarters: Minato-ku, Tokyo, President and CEO: Tom (Tatsumi) Yoda; hereinafter “GAGA”) today announced updates to its new management team effective December 1, 2023. Previously, the new management team was announced on November 20, 2023 along with GENDA Inc.’s (Headquarters: Minato-ku, Tokyo, Representative Director and Chairman of the Board: Nao Kataoka, Representative Director and President: Mai Shin; hereinafter “GENDA”) agreement to acquire 78.05% stake in GAGA.

Nao Kataoka, Founder and Representative Director and Chairman of the Board of GENDA, will be the new Representative Director, Chairman of GAGA, and Yuzo Sato, Director and CCO of GENDA, who was concurrently appointed to Head of Content & Promotion Business of the GENDA as of today, will be the Member of the Board of GAGA. The other board members of GAGA remain unchanged in their posts. With Nao Kataoka and other management team members, Tom Yoda, Representative Director, President and CEO, continues to spearhead GAGA’s vital business challenges under his unique leadership.

【GAGA new management team effective December 1, 2023】

※Underlined for the changes from the announcement on November 20, 2023

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| <u>Representative Director, Chairman</u> | Nao Kataoka (Representative Director and Chairman of the Board of GENDA) |
| <u>Representative Director, President and CEO</u> | Tom (Tatsumi) Yoda |
| Member of the Board Executive Operating Officer | Kazuya Yamashita |
| Member of the Board Senior Operating Officer | Takao Mizuno |
| Member of the Board Senior Operating Officer | Satomi Odake |
| Member of the Board Operating Officer | Tsuyoshi Matsushita |
| <u>Member of the Board</u> | <u>Yuzo Sato (Director, CCO and Head of Content & Promotion Business of GENDA)</u> |
| Auditor | Keiichi Ibata (Auditor of GENDA) |

※Hiroshi Nagai, Corporate Auditor, will resign on November 30, 2023

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