



February 12, 2020

Company Name BELLSYSTEM24 Holdings, Inc.
 Representative Representative Director, Tsuge Ichiro
 President, CEO
 (Code Number:6183First Division of TSE)
 Inquiries Director, Corporate Officer EVP Hayata Noriyuki
 (Phone Number03-6893-9827)

Announcement Concerning Changes in Representative Directors and Directors of BELLSYSTEM24 Holdings, Inc. and its Group Company

BELLSYSTEM24 Holdings, Inc. (hereinafter referred to as “BS24”) announced that its Board of Directors resolved at a meeting held on February 12, 2020 to change the Representative Director and Directors of BS24 and the Representative Director of its Group company. Details are as follows.

1. Changes in Representative Director

(1) Reason for change

To accelerate the growth strategies of the BELLSYSTEM24 Holdings Group toward the realization of Advanced CRM advocated by BS24 and a next-generation CX partner based on people and new technologies, BS24 will change the Representative Director for the purpose of further strengthening its management system.

(2) Details of change

Newly appointed Representative Director

Name	Name of new position	Name of current position
Shunsuke Noda	Representative Director, President, CEO and Representative Director, President, CEO of BELLSYSTEM24, Inc.	—

*Current Managing Executive Officer, CDO and CIO of ITOCHU Corporation. He is to become an advisor to BS24 on April 1, 2020.

Retiring Representative Director

Name	Name of new position	Name of current position
Ichiro Tsuge	—	Representative Director, President, CEO and Representative Director, President, CEO of BELLSYSTEM24, Inc.

(3) Career summary of newly appointed Representative Director

Name (Birth date)	Career summary	Number of shares held



Shunsuke Noda (Born on May 7, 1962)	April 1987	Joined C. Itoh & Co., Ltd. (Former name of ITOCHU Corporation)	0
	November2000	Director, Internet start-up business development unit, ICT Division, ITOCHU Corporation	
	April 2006	General Manager, Business Solution Dept., ITOCHU Corporation	
	June 2008	Representative Director and President, Excite Japan Co., Ltd.	
	April 2012	Chief Operating Officer, ICT, Insurance & Logistics Division, ITOCHU Corporation	
	April 2015	General Manager, ICT Division, ITOCHU Corporation	
	April 2017	General Manager, Executive Officer, ITOCHU Corporation	
	April 2018	Executive Officer, CSO, ITOCHU Corporation	
	April 2019	Managing Executive Officer, CDO, CIO, ITOCHU Corporation	

(4) Scheduled date of taking office

On the date of the annual shareholders meeting in May

2. Changes in Directors

(1) Details of change

Newly appointed Directors

Name	Name of new position	Name of current position
Toyohisa Tsuji	Director, Corporate Officer, General Manager, Corporate Planning Department	Corporate Officer, General Manager, Corporate Planning Department
Masato Horiuchi	Outside Director	—

Retiring Directors

Name	Name of new position	Name of current position
Ichizo Matsumura	Corporate Officer	Director, Corporate Officer
Kiyoshi Imagawa	—	Outside Director

(2) Career summary of newly appointed Directors

Name (Birth date)	Career summary	
Toyohisa Tsuji (Born on April 11, 1964)	April 1989	Joined C. Itoh & Co., Ltd. (Former name of ITOCHU Corporation)
	November2005	Seconded to arukikata.com. Co., Ltd., Representative Director
	January 2006	Seconded to Chikyuno Arukikata T&E Co., Ltd., Representative Director, Executive Vice President
	April 2009	Seconded to ITOCHU Electronics Corporation, Representative Director and President
	July 2012	Seconded to ITOCHU Interactive Corporation, Representative Director and President
	October 2014	Seconded to former BELLSYSTEM24 Holdings, Corporate Officer
	October 2014	BELLSYSTEM24, Corporate Officer
	March 2015	Seconded to former BELLSYSTEM24 Holdings, Corporate Officer, General Manager, Corporate Planning Department
	September2015	Corporate Officer, General Manager, Corporate Planning Department (current post), BELLSYSTEM24 Holdings, Inc.
Masato Horiuchi (Born on May 27, 1967)	April 1992	Joined C. Itoh & Co., Ltd. (Former name of ITOCHU Corporation)
	July 2002	Seconded to Net Vein Co., Ltd., Corporate Officer
	November2003	Seconded to CTC TECHNOLOGY Corporation



	April	2004	Seconded to ITOCHU Techno Science Corporation (current ITOCHU Techno-Solutions Corporation)
	June	2007	Seconded CAPLAN Corporation, Corporate Officer
	June	2009	Director, Director, Corporate Officer, Excite Japan Co., Ltd.
	April	2012	Planning & Coordination Section Chief, ICT, Insurance & Logistics Division, ITOCHU Corporation
	April	2017	General Manager, Information Technology Business Department, TOCHU Corporation (current post)

(3) Scheduled date of taking office

On the date of the annual shareholders meeting in May

3. Board structure after the annual shareholders meeting in May

Representative Director	Shunsuke Noda	Newly appointed
Director	Noriyuki Hayata	Reappointed
Director	Akihiko Kanazawa	Reappointed
Director	Toyohisa Tsuji	Newly appointed
Outside Director	Masato Horiuchi	Newly appointed
Outside Director	Takuya Yamaguchi	Reappointed
Outside Director	Nobuya Ishizaka	Reappointed
Outside Director	Aki Tsurumaki	Reappointed
Outside Director	Makiko Takahashi	Reappointed