



December 12, 2019

Company: Skylark Holdings Co., Ltd.
Representative: Makoto Tani, Chairman, President & CEO
(Securities Code: 3197; TSE First Section)
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Implementation of Organizational Reforms and Personnel Changes

Skylark Holdings Co., Ltd. has resolved to implement the following organizational reforms and personnel changes, effective January 1, 2020.

1. Reasons for implementing the organizational reforms

To establish the more stable corporate structure which enables to respond flexibly to rapidly changing business environment and consumer needs.

(1) Establishment of Menu Development Division

In order to further strengthen menu development functions and accelerate procedures for business execution, “Menu Development Division” under Marketing Division will become an independent division.

(2) Establishment of IT and Marketing Division

Skylark will combine IT Division with the functions responsible for marketing analysis and sales promotion under Marketing Division, to enhance digital marketing and optimize business execution.

(3) Transfer of Store Construction Division

Skylark will transfer store operation system and store construction functions under Store Construction Division to Corporate Support Division, to improve execution efficiency in store development and property management.

2. Change in Duties and Titles

(Name)	(New Position)	(Current Position)
Haruyoshi Sakita	Corporate Director and Executive Officer/ Managing Director of Menu Development Division	Corporate Director and Executive Officer/ Managing Director of Store Construction Division
Hiroshi Ishikawa	Executive Officer/ Managing Director of IT and Marketing Division	Executive Officer/ Deputy Managing Director of Marketing Division
Akira Hirano	Executive Officer/ Deputy Managing Director of IT and Marketing Division	Executive Officer/ Deputy Managing Director of IT Division
Shimon Kato	Deputy Managing Director of Menu Development Division/ Director of Menu Development Group 3	Deputy Managing Director of Marketing Division/ Director of Menu Development Group 3
Koji Okui	Deputy Managing Director of Menu Development Division/ Director of Menu Development Group 1	Director of Menu Development Group 1

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