

14th June 2023

Press Release

Himaraya Co.,Ltd.

Announcement of appointment of new President and CEO

Himaraya Co., Ltd. (TYO 7514, Head Office: Gifu City, Gifu Prefecture, Japan), a general sporting goods retailer and e-commerce operator, has announced the appointment of a new President and CEO, as decided at the Board of Directors meeting held on June 14, 2023. The decision will be formalised following approval at the Annual General Meeting of Shareholders and Board of Directors meeting scheduled for 29 November of this year.

Established as a ski shop in 1976 in Gifu Prefecture, Himaraya has grown into a prominent national sporting goods retailer, with support from many stakeholders across the globe.

Himaraya operates approximately 100 outlets nationwide, including specialised outdoor and golf shops. Their highly skilled employees are dedicated to providing personalized service, sharing their experience with each and every customer. The company's e-commerce business, which includes an in-house fulfilment centre, has grown to account for a quarter of Himaraya's total sales.

With the launching of the new management regime, Mr. Yusaku Komori, the Chairman and President, will retire after having led the company as its founder for 47 years. Mr. Manabu Oda, currently serving as General Manager of the President's Office and Sales Division, will assume the new position of Representative Director, President and CEO.

The new management team will prioritize the acceleration of business development, particularly in new business fields, with the aim of enhancing customer satisfaction and corporate value.

Manabu Oda, Representative Director, President and CEO (new appointment)

Date of birth: November 15, 1970

Birthplace: Seattle, Washington, USA

Biography:

- April 1993: Joined Mitsubishi Corporation
- April 2007: Seconded to Princes Limited (UK) as Chief Executive Officer
- April 2018: Promoted to Princes Limited (UK) Chairman
- April 2022: Promoted to Mitsubishi Corporation Group CEO Office, Food Industry Group, General Manager, Business Creation and Digital Strategy
- April 2023: Joined Himaraya Co., Ltd.



Message from Manabu Oda

Since its foundation, the company has upheld the "customer first" principle, and its strengths lie in its nationwide network stores and its ever-growing e-commerce business. In the current fiscal year, the second year of our medium-term management plan (August 2022 - August 2024), we have entered the stage of accelerating the seamlessness of our real stores and e-commerce business by promoting digital investment, starting with the release of our own app.

In today's world, where digital technology has enveloped the world and offline time is almost non-existent, it is important to create an environment where customers can enjoy shopping whenever they want more than ever before.

To further develop such convenience, we will promote 'Unified Commerce', which integrates a variety of customer information without any online or offline boundaries to provide personalised services and experiences for each individual customer.

Himaraya will continue to transmit the great attractions of sports, such as the promotion of good health and entertainment, and will evolve into a company that can provide various services based on sports and wellbeing.

We look forward to further developing and growing our business together with our stakeholders.