



May 15, 2024

For immediate release

Company	HIOKI E.E. CORPORATION
Representative	Takahiro Okazawa President and CEO (Code no. 6866, Tokyo Stock Exchange Prime)
Inquiries	Yoshikazu Suyama Managing Director and Executive Officer Chief Financial Officer (CFO) Manager, Administration Department (Phone: +81-268-28-0555)

Notice Concerning Organizational Changes and Changes in Personnel Positions

Meeting on May 15, 2024, Hioki's Board of Directors adopted the following organizational changes and changes in personnel positions.

1. Organizational changes (effective June 1, 2024)

As it works to realize Vision 203 and achieve the goals set forth in its Medium-term Business Plan, Hioki has identified as growth strategies product development that adds to Hioki's essentiality, market-oriented business development, and achievement of carbon neutrality under the Greenhouse Gas Protocol. To realize marketing structures that enable market-oriented business development, Hioki reorganized its marketing team effective May 1, 2024. To strengthen the team's ability to accomplish its mission, a number of additional organizational changes will be made effective June 1, 2024, with the goals of accelerating business development, identifying latent customer needs and developing them into products, and fostering innovation in marketing activities:

- (1) The Product & Marketing Department will be reorganized to form the Product & Marketing Division.
- (2) The Product Management Division of the Product & Marketing Department will become the Product Management Department.
- (3) Department X will be established as a new department. The department's mission will be to pursue business reforms with an emphasis on customer experience.
- (4) The Product Marketing Department will be established as a new department. The department's mission will be to identify global market trends and market opportunities and to achieve and improve profitability targets.
- (5) The Marketing Division of the Product & Marketing Department will become the Marketing Communication Department.
- (6) The Product & Marketing Division will consist of the Product Management Department, Department

X, Product Marketing Department, and Marketing Communication Department.

2. Changes in personnel positions (effective June 1, 2024)

New position	Name	Previous position
Executive Officer Director of Product & Marketing	Kenneth Soh	Executive Officer Director of Product & Marketing
Director of Product Management Department	Takashi Hama	Manager Product Management Division
Director of Department X	Takehisa Obara	Product & Marketing Department Senior Transformation Lead
Director of Product Marketing Department	Christopher Scholz	Product & Marketing Department Senior Transformation Lead
Director of Marketing Communication Department	Makio Kitazawa	Manager Marketing Division