

July 5, 2016

To Press Representatives

CYBIRD Co., Ltd.

## Notice Concerning Change of Representative Director

CYBIRD Co., Ltd. hereby announces that at an extraordinary meeting of general shareholders and an extraordinary meeting of its Board of Directors held immediately after the former meeting on July 5, 2016, the Company has decided to implement a change of representative director (change of President/Chief Executive Officer).

### Details

#### 1. Names and positions of newly appointed and retiring representative directors

Newly appointed representative director

Name: Shuji Utsumi; new position: President/Chief Executive Officer

Retiring representative director

Name: Kazutomo Robert Hori; new position: Advisor

#### 2. Reason for change

The present change of representative director is aimed at further completing the Company's management structure and achieving renewed business growth and development.

#### 3. Brief personal history of newly appointed representative director

Date of birth: April 19, 1961 (age 55)

Place of birth: Fukuoka Prefecture

Academic background: Graduated from the Faculty of Economics at Hitotsubashi University.

Obtained an MBA from the Wharton School of the University of Pennsylvania

Career history—

1986: Joined Sony Corporation

1994: Sony Computer Entertainment of America, VP of Product Licensing/Director

1996: Sega of America, VP of Product Development

2000: Disney Interactive Asia, Japan Representative (Vice President/Managing Director)

2004: Q Entertainment, Co-Founder/Chief Executive Officer

2014: Warner Music Japan, Chief Operating Officer

2016 U CAST LAB. Inc., Chief Executive Officer

#### 4. Date of appointment

July 5, 2016 (Tuesday)

#### ■ About CYBIRD

Company Name: CYBIRD Co., Ltd. (<http://www.cybird.co.jp/>)

Headquarters: Mansard Daikanyama, 10-1 Sarugakucho, Shibuya-ku, Tokyo, 〒150-0033

Representative: President/Chief Executive Officer Shuji Utsumi

Founded: 1998

Business outline: Mobile contents service provision and mobile business support, development and provision of cross-media solutions, mobile website construction, mobile commerce, research and development of next-generation platforms, etc.

#### ■ For further information concerning this subject please contact:

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