

Notification Regarding Change of Board Members

The following appointment will be effective as of April 1, 2016, pending approval from the Board of Directors on March 25.

(Operating Officers and Changes to Spheres of Responsibility)

Name	New Title	Former Title
Miki Matsui	Senior Vice President ※Concurrent post at Hakuhodo: Head of Integrated Planning Division	Senior Vice President Chief Creative Officer
Akihiko Imai	Senior Vice President Division Head, Digital Arts Network, and Division Head, Event Production Division	Senior Vice President Division Head, NISSAN Business Unit
Mitsuru Takamatsu	Senior Vice President QUANTUM Representative	Senior Vice President Chief Financial Officer

(Newly Appointed Vice Presidents)

Name	New Title	Former Title
Kazoo Sato	Corporate Officer Chief Creative Officer	Executive Creative Director
Yuko Kawamura	Corporate Officer Director of Client Services	1AG Group Account Director
Wataru Uchida	Corporate Officer Division Head, NISSAN Business Unit	Division Head, Data Arts Lab, and Head of Nissan Brand Integration Center
Keijiro Tagawa	Corporate Officer Chief Financial Officer, and Division Head, Business Management Office	Division Head, Business Management Office



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<Regarding New Department Name and New Department>

Data Arts Lab will be renamed Digital Arts Network and strengthen collaborations with organization of the same name within the TBWA network. They will continue to meet client needs in today's fast paced technological innovations and changes. A new division will be the Event Production Division, which will focus on event production and contribute to promotions planning, production and management from many angles.