

## **Announcement of Appointment of New CEO & President, Representative Director of Faith, Inc.**

Faith, Inc. (Hajime Hirasawa, CEO & President, Representative Director, headquartered in Nakagyo-ku, Kyoto. Hereinafter referred to as “Faith”) hereby announces the appointment of Shunsuke Sato as its new CEO & President, Representative Director effective March 1, 2025. Hajime Hirasawa, current CEO & President, Representative Director, will assume the position of Chairperson, Representative Director as of the same date.

This personnel change will take effect at the Board of Directors meeting to be held on March 1, 2025.

### < Background of Appointment >

The environment surrounding the music industry is constantly evolving, and with the development of new technologies, the future of entertainment holds unlimited potential for expansion. To capitalize on these opportunities, we are taking a more proactive approach. Our new CEO & President, Representative Director, Shunsuke Sato, possesses a wealth of experience and a diverse skillset, including expertise in overseas business development and entrepreneurship. We will leverage these strengths to drive business reform and create new businesses that meet the demands of the expanding entertainment landscape. Our focus is on the future, not the present.

Our current CEO & President, Representative Director, Hajime Hirasawa, will continue to contribute to the company's management alongside our new President, leveraging their extensive experience to ensure the enduring values of the Faith Group are passed on to future generations.

### < Details of Change >

<b>Name</b>	<b>New Title</b>	<b>Current Title</b>
Hajime Hirasawa	Chairperson, Representative Director	CEO & President, Representative Director
Shunsuke Sato	CEO & President, Representative Director	-

### Profile of Shunsuke Sato, new CEO & President, Representative Director

April 2001      Joined ValueClick Japan Co., Ltd.  
November 2011    Chairperson, Representative Director of S10 Interactive Co., Ltd.  
March 2015      Outside Director of Beagle Inc. (to present)

April 2015      Managing Director of SOCIAL GEAR PTE LTD. (now TRANCOSMOS ZERO PTE. LTD.)  
June 2016      Director of transcosmos inc.  
June 2021      President and Representative Director, CEO of CEORY Inc. (to present)

Comment from Shunsuke Sato, new CEO & President, Representative Director

Since our founding, Faith has been a pioneer in the music industry, delivering innovative services such as the world's first mobile phone ringtone distribution service, and contributing to the industry's growth. Faith has also acquired NIPPON COLUMBIA CO., LTD., Japan's first record company, which recently celebrated its 115th anniversary. As we carry on its illustrious history and achievements, we feel a sense of humility and a strong sense of mission.



The music industry is currently undergoing a significant transformation due to digitization and globalization, requiring us to challenge ourselves in creating new value. I am committed to leveraging my past entrepreneurial and artistic experiences to their fullest potential, and to forging a strong future for the music industry by correctly connecting artists and fans through innovation.

I will also work alongside all employees to maximize Faith's outstanding technology and creativity, and strive to become a leader in supporting and shaping the future of music culture.

With our guiding principle, " Leave the present, Create the future. " Faith aims to enrich people's lives with smiles and happiness through our entertainment offerings.

■Faith <https://www.faith.co.jp/>

Faith has been working to create content distribution systems since its inception, and its achievements include devising and commercializing the world's first melodic ringtone for mobile phones\*, which was then established as a new culture originating in Japan in about 100 countries around the world.

"Leave the present, Create the future." Under this Corporate Philosophy, Faith is expanding its business globally in fields such as entertainment, education, and life based on our core competency of "sound" under the umbrella of Faith Group companies (including Nippon Columbia) that have the functions required for distribution platforms.

The Faith Group will continue to build distribution systems for music and other content, and provide solutions for distribution and sales to create markets and cultures of value for society.  
(\*Based on our research)

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