

CONDÉ NAST

JAPAN

To our partners and related companies
Press Release

November 7, 2018
Condé Nast Japan

Condé Nast Japan Announces Organizational and Personnel Changes Toward the Realization of its Medium-Term Management Plan

Premium digital publisher Condé Nast Japan (address: Shibuya-ku, Tokyo; President Jun Kitada) announces its new management vision and the implantation of a number of organizational and personnel changes (detailed below) effective today, from November 7, 2018, with the aim of realizing the goals of its medium-term management plan, which begins in fiscal 2019.

Based on our medium-term management vision—“We are an inspiring content and experience maker. We are a group that creates and provides premium contents and experiences filled with excitement.”—we are announcing a management plan that rests securely on five pillars. In today’s diversifying business environment, we are carrying out powerful organizational structural reforms and making aggressive investments in human resources, business development, consumer surveys, etc., with the aim of remaining the best partner for our clients by precisely responding to their increasingly broadening and complexifying needs

<Condé Nast Japan’s Medium-Term Management Plan>

● Management Vision

We are an inspiring content and experience maker.

We are a group that creates and provides premium contents and experiences filled with excitement.

● The Five Pillars

1. To continue to build the strongest digital asset lineup in the Japanese market and provide our clients and customers with the best digital solutions
2. To expand content marketing business
3. Develop the influencer business
4. To strengthen the experience marketing business
5. To develop new services targeting consumers

CONDÉ NAST

JAPAN

(Organizational Changes>

● Newly Established Departments

Establishing a Corporate Planning Office: We are newly establishing a Corporate Planning Office with the aim of formulating and executing Condé Nast Japan's management and business strategy.

As an organization under the direct control of the president, as well as in coordination with Condé Nast International, we will formulate and implement strategies based on the company's future vision as well as addressing the management challenges we face and realizing stable growth over the medium to long term.

● Extended Department

Extending a Content Marketing Group: We are setting up a specialized team to respond to our clients' steadily increasing content marketing needs.

Under this umbrella, we will establish specialized teams for each of our brands, namely VOGUE STUDIO, GQ STUDIO (tentative name) and WIRED STUDIO (tentative name), which will offer content marketing and creative services.

● Reorganization

Reorganization of the Communication Design Center and the Audience Growth Team: In line with the increasing importance of marketing and the diversifying range of communication methods employed, we are reorganizing the relevant departments and changing their names as follows.

New name	Old name
Communication Design Center	Marketing Communication Department
Audience Growth Team	Central Audience Development Team

The Communication Design Center will develop special "experiences" and will provide them to consumers and clients through PR, events, research, messages from influencers, etc. The Social Talent Agency and the Experience team (Events) will be established under the umbrella of the Communication Design Center.

The Audience Growth Team will promote customer unification (single source) by linking audience data and CRM to more accurately respond to targeting needs of our clients.

CONDÉ NAST

JAPAN

<Personnel Changes and Position Changes> (effective November 7, 2018)

The following changes are being made to the publishers and associate publishers of VOGUE JAPAN, VOGUE WEDDING, VOGUE GIRL, and GQ JAPAN.

Name	New	Old
Yoshiharu Hiraishi	VOGUE JAPAN, VOGUE WEDDING, VOGUE GIRL Publisher and Business Solutions Vice President	VOGUE JAPAN, VOGUE WEDDING, VOGUE GIRL Associate Publisher and Business Solutions Vice President
Yoshihiro Yamadori	GQ JAPAN Publisher	GQJAPAN Associate Publisher
Kiyo Fujishiro	Director, Head of Strategy & Development, Corporate Planning Office, and Director, Head of Condé Nast Video	Director, Head of Condé Nast Video
Hiroyuki Sakuragi	VOGUE JAPAN Business Solutions Department Executive and VOGUE GIRL Associate Publisher	VOGUE JAPAN Business Solutions Department Executive and VOGUE GIRL Senior Executive

About Condé Nast Japan <https://condenast.jp/>

Condé Nast, a division of U.S. media company Advance Publications, Inc., publishes a total of 141 consumer magazines worldwide including national editions of its flagship media brands *VOGUE*, *GQ*, *WIRED*, *Condé Nast Traveller*, and *Vanity Fair*, as well as producing approximately 100 websites, and numerous apps for smartphone and tablet device use in 29 countries and regions.

In addition to its media businesses, Condé Nast is continuing to expand its activities by holding events such VOGUE FASHION'S NIGHT OUT, GQ Men of the Year, and WIRED CONFERENCE in various countries, operating Condé Nast College of Fashion & Design in London, venturing into the restaurant field, etc.

In Japan, Condé Nast Japan launched its first magazine *VOGUE JAPAN* in July 1999 and since that time it has added a number of other titles including *GQ JAPAN*, *WIRED*, *VOGUE Wedding*, *VOGUE GIRL*, etc.

In 2014, we launched Condé Nast Creative Studio, which creates content for companies and manages solutions, and this has allowed us to accelerate collaboration with a wide range of clients including outside the fashion and entertainment sectors.

Moreover, in 2015, in partnership with our sister Condé Nast companies in various countries and with US Condé Nast Inc's video production and business development arm Condé Nast Entertainment (CNE), we launched Condé Nast Video, involving the production, distribution and delivery of Vogue

CONDÉ NAST

JAPAN

Videos, Vogue Girl Videos, GQ Videos, and Wired Videos, as well as over 5,000 episodes of original overseas video series including titles previously unreleased in Japan.

■ **For media inquiries related to this issue**

Please contact Condé Nast Japan Communication Design Center, Tel. 03-5485-9340, Fax. 03-5766-3010

[CNJPR_201805]