



March 28th, 2019

Company: LINE Corporation

Representative: Takeshi Idezawa, CEO

Stock Code: 3938 (First section of the Tokyo Stock Exchange)

Notice Regarding Appointment of Co-CEO (Representative Director)

LINE Corporation (hereinafter the “Company”) announces that it passed a resolution during its board meeting held on March 28, 2019 to appoint a Co-CEO (representative director).

1. Appointment reason

Under LINE Group’s corporate mission "Closing the Distance" between people, information, services, and content, we are aiming to realize a world in which users are able to seamlessly fulfill all of their daily needs through LINE. "WOW" is the word we use to describe the core value necessary to achieve this corporate mission. WOW is an unprecedented user sensation or an experience that needs to be shared with friends. In order to attain mid to long-term growth and creation of social value, LINE Group will continue its relentless journey to achieve WOW.

With the intention to accelerate efforts toward achieving this mission, LINE Corporation's board of directors decided to appoint Jungho Shin as Chief WOW Officer during its board meeting on February 26, 2019. The decision was based on the conviction that having a Chief WOW Officer is crucial to promote innovation and providing innovative services—two indispensable factors for building WOW-inducing services and products. Since founding the mobile messenger application, LINE, Jungho Shin has been forming and commercializing business strategies, expanding LINE's overseas businesses, and driving company’s growth. Jungho Shin is expected to create more global paradigm shifts with new services, and vigorously promote LINE Group's competitiveness.

Furthermore, a resolution was made during today's board meeting to appoint Jungho Shin as Co-CEO (Representative Director) of the Company. Under the new organizational structure, the Company will have two CEOs. As Co-CEO, Shin will commit to bolstering the competitiveness of LINE's services and promoting innovation—assuming a clear responsibility towards creating groundbreaking services and the company's operations.

2. Name and title

Name	Former title	New title
Jungho Shin	Chief WOW Officer	Co-CEO and Chief WOW Officer

3. Executive profile

Name (Date of birth)	Summary of achievements		Number of LINE Corporation's common shares owned
<p style="text-align: center;">Jungho Shin (February 25, 1972)</p>	<p>February 1996 July 1999 April 2002 June 2005 July 2008 January 2012 March 2013 April 2014 April 2018 February 2019</p>	<p>Joined Research & Development Information Center Joined OZ Technology Inc. Joined Neowiz Games Corporation Joined Inoon Co., Ltd. (now NAVER Corporation) Appointed General Manager of Corporate Planning Department of Naver Japan Corporation (now LINE Corporation) Appointed Director of NHN Japan (now LINE Corporation) Appointed Representative Director of LINE Plus Corporation (to present) Appointed Director and Chief Global Officer (CGO) of LINE Corporation Appointed Director and Chief Service Officer (CSO) of LINE Corporation Appointed Co-CEO and Chief WOW Officer (CWO) of LINE Corporation (to present)</p>	<p style="text-align: center;">4,760,500 shares</p>

4. Planned appointment date

April 1, 2019