



Press Release

Announcement of Reorganization

Tokyo -- April 20, 2022 -- Asteria Corporation (Japan listed, Security Code: 3853) announced today that it has introduced the following reorganization, effective April 1.

(1) Development Division

The existing Tokyo R&D Center has been divided into teams each dedicated to a different product with the aim of further strengthening development which combines new technologies.

Category	Present units	Former units
Newly created, Restructured	Team 1	Tokyo R&D Center
	Team 2	
	Team 3	
	Team 4	
Changed name	Team Kumamoto	Kumamoto R&D Center
Changed name	Customer Technology Team	Customer Technology Center

(2) Sales Division

Partner Sales Department, which takes charge of sales through partners, and Cloud Service Sales Department have been reorganized into new units: Sales Department Team 1, which targets system integrators, and Sales Department Team 2, which is geared toward businesses for small to mid-sized companies, respectively. Demand Generation Department has been rearranged and renamed itself Online Sales Department.

Category	Present units	Former units
Newly created, Restructured	Sales Department Team 1	Partner Sales Department & Cloud Service Sales Department
	Sales Department Team 2	
Restructured	Online Sales Department	Demand Generation Department

(3) Standalone departments

In order to further reinforce marketing and community activities for our domestic business, we have reorganized Community Promotion Department into a unit named Business Promotion Department, and expanded personnel and its functions. We also created Design Business Department in preparation for the launch of the domestic operation of the design business that we provide overseas.

Category	Present units	Former units
Restructured	Business Promotion Department	Community Promotion Department
Newly created	Design Business Department	

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