



Press Release

FOR IMMEDIATE RELEASE

Roland Corporation Announces Executive Leadership Changes



*Masahiro Minowa Appointed Representative Director and CEO
following resignation of Gordon Raison*

Los Angeles, CA, May 8, 2024 — Roland Corporation today announced that Representative Director and COO, CIO, Masahiro Minowa, has been appointed Representative Director, CEO, and CIO, effective July 1, 2024. Representative Director and CEO Gordon Raison has stepped down, effective June 30, 2024, for personal reasons.

Toshihiko Oinuma, Roland Corporation's Outside Director, said, "While I regret that Mr. Raison is resigning as CEO and Representative Director, I respect his decision to put his family first. I

honor and thank him for his contribution to Roland. Raison's achievements include the globalization of the company as 'One Roland,' the acquisition of Drum Workshop to support future growth in our drums & percussion category and the advancement of the Roland Cloud software and services platform."

Gordon Raison stated, "Despite experiencing fluctuations in the overall market over the past few years, the musical instruments industry continues to grow over the long term, and Roland is now poised for its next phase of growth. Mr. Minowa is the perfect person to implement the current medium-term management plan and to continue the further development of the Roland Cloud business, which is the key to Roland's future success. I will support Mr. Minowa and Roland's management as an advisor until the end of the term and will always be Roland's biggest fan."

Masahiro Minowa added, "I am grateful for the confidence of the Nomination and Remuneration Committee and the Board of Directors, and I am very proud to lead Roland as it continues to design the future of music. By further expanding the content and services that we are currently promoting, and by increasing the number of musical instruments that are connected via Roland Cloud, we are confident that Roland will continue to provide innovative experiences for the next generation of music lovers and creators."

Career summary of incoming Representative Director CEO and CIO, Masahiro Minowa: April 1996: Joined Roland Corporation; January 2016: General Manager, RPG Company Planning Dept.; September 2017: Executive Officer, RPG Company President; January 2018: Executive Officer, RPG Development Division; March 2022: Director, CIO; March 2024: Representative Director, COO, CIO (current).

About Roland Corporation

For more than 50 years, Roland's innovative electronic musical instruments and multimedia products have fueled inspiration in artists and creators around the world. Embraced by hobbyists and professionals alike, the company's trendsetting gear spans multiple categories, from pianos, synthesizers, guitar products, drum and percussion products, DJ controllers, audio/video solutions, gaming mixers, livestreaming products, and more. As technology evolves, Roland and its expanding family of brands, including BOSS, V-MODA, Drum Workshop (DW), PDP, Latin Percussion (LP), and Slingerland, continue to lead the way for music makers and creators, providing modern solutions and seamless creative workflows between hardware products, computers, and mobile devices. For more information, visit [Roland.com](https://roland.com) or see your local Roland dealer. Follow Roland on [Facebook](https://www.facebook.com/RolandGlobal), Twitter ([@RolandGlobal](https://twitter.com/RolandGlobal)), and Instagram ([@RolandGlobal](https://www.instagram.com/RolandGlobal)).

Press Contact:

[Dana Monroe](#)

Max Borges Agency

740-644-5870

roland@maxborgesagency.com

Company Contact:

Rebecca Genel

Global PR/Media Relations Manager

Roland Corporation

+1 (323) 890-3718

rebecca.genel@roland.com