

Note: This document has been translated from a part of the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail. The Company assumes no responsibility for this translation or for direct, indirect or any other forms of damages arising from the translation.

Stock Exchange Code 2930

April 30, 2026

(Commencement date of measures for electronic provision of information) April 27, 2026

To our shareholders:

Katsuhisa Kinoshita
Representative Director & President
Kitanotatsujin Corporation
1-6 Kita-1-jonishi, Chuo-ku, Sapporo, Hokkaido

NOTICE OF THE 25th ANNUAL GENERAL MEETING OF SHAREHOLDERS

We would like to express our appreciation for your continued support and patronage.

Please be informed that the 25th Annual General Meeting of Shareholders of Kitanotatsujin Corporation (the “Company”) will be held for the purposes as described below.

In convening this General Meeting of Shareholders, measures for electronic provision of information will be implemented for the information contained in the Reference Documents, etc., for the General Meeting of Shareholders (matters subject to the measures for electronic provision), which will be posted on the following websites on the Internet. You are kindly requested to access any of these websites and check the information.

[Company’s website]

<https://www.kitanotatsujin.com/ir/library/#tab5>



[Website for the informational materials for the General Meeting of Shareholders]

<https://d.sokai.jp/2930/teiji/>



[Tokyo Stock Exchange’s website (Listed Company Search)]

<https://www2.jpx.co.jp/tseHpFront/JJK010010Action.do?Show=Show>



(Please access the TSE website above, enter and search for “Kitanotatsujin Corporation” in the “Issue name (company name)” field or “2930,” the securities code of the Company in the “Code” field, select “Basic information” and “Documents for public inspection/PR information,” in that order, and inspect the information posted in “[Notice of General Shareholders Meeting /Informational Materials for a General Shareholders Meeting]” under “Filed information available for public inspection.”)

In lieu of attending the meeting in person, you may exercise your voting rights in writing or via the Internet, etc. In either case, please review the Reference Documents for the General Meeting of Shareholders and exercise your voting rights by 6:00 p.m. on Monday, May 25, 2026, Japan time.

This General Meeting of Shareholders will not be broadcast live via the Internet.

-
- 1. Date and Time:** Tuesday, May 26, 2026 at 10:30 a.m. Japan time
(Reception will open at 10:00 a.m.)
- 2. Place:** Sapporo Cultural Arts Theater hitaru, 4F, Sapporo Community Plaza located at
1 Kita-1-jonishi, Chuo-ku, Sapporo, Hokkaido, Japan
(Since the venue is different from last year, please see the guide map of the venue at
the end of the Japanese version of this document.)
- 3. Meeting Agenda:**
- Matters to be reported:**
1. The Business Report, Consolidated Financial Statements for the Company's 25th Fiscal Year (March 1, 2025 – February 28, 2026) and results of audits by the Accounting Auditor and the Audit and Supervisory Committee of the Consolidated Financial Statements
 2. Non-consolidated Financial Statements for the Company's 25th Fiscal Year (March 1, 2025 – February 28, 2026)
- Proposals to be resolved:**
- Proposal 1:** Distribution of Surplus
- Proposal 2:** Election of Seven Directors (Excluding Directors who are Audit and Supervisory Committee Members)
- Proposal 3:** Election of One Substitute Director who is an Audit and Supervisory Committee Member
-

- If voting rights are exercised in writing (by mail) and there is no indication of a vote for or against each proposal on the Voting Rights Exercise Form, the vote shall be treated as an indication of consent.
- When exercising voting rights via the Internet, etc. multiple times, the last vote shall be considered the valid vote.
- When exercising voting rights both via the Internet, etc. and in writing (by mail), the vote cast via the Internet, etc. shall be considered valid regardless of the time of exercise.
- Should the matters subject to the measures for electronic provision require revisions, a message to that effect and items before and after revision will be posted on each of the above websites on the Internet.
- Although the Company sends a document stating the matters subject to the measures for electronic provision of information to shareholders who request provision of physical documents, the following items will not be stated in the document to be sent in accordance with laws and regulations and Article 19, Paragraph 2 of the Company's Articles of Incorporation.
 - 1) "Systems to Ensure the Propriety of Business Operations and the Status of Operation of Such Systems" in the Business Report
 - 2) "Consolidated Statements of Changes in Equity" and "Notes to the Consolidated Financial Statements" in the Consolidated Financial Statements
 - 3) "Non-consolidated Statements of Changes in Equity" and "Notes to the Non-consolidated Financial Statements" in the Non-consolidated Financial StatementsAccordingly, the Business Report, the Consolidated Financial Statements, and the Non-consolidated Financial Statements, which are contained in the document to be sent, form part of the target documents audited by the Accounting Auditor when preparing the Accounting Audit Report and part of the target documents audited by the Audit and Supervisory Committee when preparing the Audit Report.
- When attending the meeting, please submit the enclosed Voting Rights Exercise Form at the reception desk. On the day of the meeting, we will not provide printed documents pertaining to matters subject to the measures for electronic provision. Shareholders who require such documents are asked to print such matters from any of the websites and bring them.

Reference Documents for the General Meeting of Shareholders

Proposal 1: Distribution of Surplus

The Company proposes the distribution of surplus as follows:

Matters concerning the year-end dividend

In consideration of the business performance during the fiscal year under review, future business development and other factors, the year-end dividend for the 25th fiscal year is proposed as follows:

Type of dividend property

Cash

Items related to the allocation of dividend property and its total amount

¥1.8 per common share of the Company

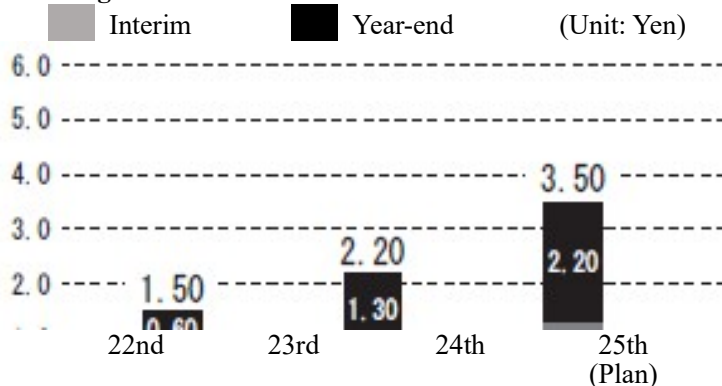
Total amount: ¥250,997,701

Date the distribution of surplus comes into effect

May 27, 2026

<Reference>

Changes in the dividend



Dividend policy

The Company recognizes that the return of profits to shareholders is an important management issue, and operates on a basic policy of working to return profits to shareholders by paying dividends, while comprehensively considering business investments, cash flow conditions, and other factors.

As for dividends, the Company aims to provide stable and continuous cash dividends, in principle, with a target consolidated dividend payout ratio of approximately 30%, while securing internal reserves to accommodate future business development and changes in the management environment. It also plans to increase dividends commensurate with improvements in business performance.

The Company has established a minimum annual dividend per share of ¥3.50 for the period of the Medium-term Management Plan (from the 25th fiscal year through the 27th fiscal year).

Proposal 2: Election of Seven Directors (Excluding Directors who are Audit and Supervisory Committee Members)

The terms of office of all (six) Directors (excluding Directors who are Audit and Supervisory Committee Members; hereinafter, the same applies in this proposal) will expire at the conclusion of this General Meeting of Shareholders. Accordingly, the Company proposes the election of seven Directors, increasing one Director to expand the Company's business and strengthen the management structure further.

Additionally, the content of this proposal was determined based on the recommendation of the voluntary Nomination and Remuneration Committee, the majority of which consists of independent Outside Directors. Also, the Audit and Supervisory Committee of the Company has judged that all of the candidates for Directors are qualified for the position.

The candidates for Directors are as follows:

No.	Name	Current positions and responsibilities at the Company	Candidate attributes				Board of Directors meetings attended
1	Katsuhisa Kinoshita	Representative Director & President	Reappointment			Male	12/12 (100%)
2	Asako Horikawa	Director & Vice President General Manager of Products Department General Manager of Customer Service Department	Reappointment			Female	12/12 (100%)
3	Maki Iimori	Managing Director General Manager of Human Resources and General Affairs Department	Reappointment			Female	12/12 (100%)
4	Junichi Miura	Director General Manager of Administration Department	Reappointment			Male	10/10 (100%)
5	Kazuo Takahashi	Executive Officer General Manager of Online Marketing Department	New appointment			Male	-
6	Koichi Shima	Director	Reappointment	Outside	Independent	Male	12/12 (100%)
7	Kei Taoka	Director	Reappointment	Outside	Independent	Male	12/12 (100%)

(Note) The number of Board of Directors meetings attended by Junichi Miura is different from that of other candidates, since he was elected at the 24th Annual General Meeting of Shareholders on May 22, 2025.

No.	Name (Date of birth)	Past experience, positions, and responsibilities in the Company (Significant concurrent positions)	Number of shares of the Company held
1	Katsuhisa Kinoshita (October 12, 1968)	<p>April 1992 Joined Recruit Co., Ltd. (current Recruit Holdings Co., Ltd.)</p> <p>December 1999 Established limited partnership company Saimart as a general partner</p> <p>May 2002 Established the Company as Representative Director & President</p> <p>November 2020 Representative Director & President and General Manager of Online Marketing Department</p> <p>March 2021 Chairman of the Board of FM NORTH WAVE CO., LTD.</p> <p>May 2021 Director of ASHIGARU Co., Ltd. (current SALONMOON Co., Ltd.) (current position)</p> <p>April 2025 Representative Director & President and Executive Director of Online Marketing Department of the Company</p> <p>October 2025 Representative Director & President (current position)</p> <p>December 2025 Director of KARAKON DIRECT Co., Ltd. (current position)</p>	72,055,400
<p>[Reason for nomination as candidate for Director]</p> <p>Katsuhisa Kinoshita has served as Representative Director since the Company was first founded and has driven the Company's growth as the General Manager in charge of the Online Marketing Department with his wealth of experience and knowledge in the Internet mail-order business. Based on the above, the Company has judged that he is an appropriate resource for achieving sustainable growth for the Company moving forward, and therefore requests his continued election as Director.</p>			
2	Asako Horikawa (May 17, 1981)	<p>March 2005 Joined GEOS Corporation</p> <p>July 2006 Joined the Company</p> <p>January 2009 Executive Officer and General Manager of Sales Department</p> <p>May 2009 Director and General Manager of Sales Department</p> <p>March 2015 Senior Managing Director and General Manager of Sales Department</p> <p>April 2019 Senior Managing Director, General Manager of Sales Department, and Managing Director of Tokyo Branch Office</p> <p>May 2020 Director & Vice President, General Manager of Sales Department, and Managing Director of Tokyo Branch Office</p> <p>November 2020 Director & Vice President, General Manager of Products Department, General Manager of Customer Service Department, and Managing Director of Tokyo Branch Office</p> <p>March 2021 Director of FM NORTH WAVE CO., LTD.</p> <p>May 2021 Representative Director & President of ASHIGARU Co., Ltd. (current SALONMOON Co., Ltd.) (current position)</p> <p>July 2022 Director & Vice President, General Manager of Products Department, and General Manager of Customer Service Department of the Company (current position)</p> <p>December 2025 Director of KARAKON DIRECT Co., Ltd. (current position)</p>	705,800
<p>[Reason for nomination as candidate for Director]</p> <p>Asako Horikawa is the General Manager in charge of the Products Department and the Customer Service Department of the Company, and possesses a wealth of operational experience in the Internet mail-order business and knowledge on management. Based on the above, the Company has judged that she is an appropriate resource for achieving sustainable growth for the Company moving forward, and therefore requests her continued election as Director.</p>			

No.	Name (Date of birth)	Past experience, positions, and responsibilities in the Company (Significant concurrent positions)	Number of shares of the Company held
3	Maki Iimori (May 29, 1977)	<p>April 2002 Joined Jiji Japanese Language School</p> <p>December 2007 Joined HLC Co., Ltd.</p> <p>October 2014 Joined the Company</p> <p>April 2018 Executive Officer</p> <p>May 2020 Director and General Manager of Human Resources and General Affairs Department</p> <p>March 2021 Corporate Auditor of FM NORTH WAVE CO., LTD.</p> <p>May 2021 Director of ASHIGARU Co., Ltd. (current SALONMOON Co., Ltd.)</p> <p>November 2022 Corporate Auditor (current position)</p> <p>May 2023 Managing Director, General Manager of Human Resources and General Affairs Department of the Company</p> <p>March 2024 Managing Director, Charge of Administration Department and General Manager of Human Resources and General Affairs Department</p> <p>September 2024 Managing Director, General Manager of Administration Department and General Manager of Human Resources and General Affairs Department</p> <p>May 2025 Managing Director, General Manager of Human Resources and General Affairs Department (current position)</p> <p>December 2025 Corporate Auditor of KARAKON DIRECT Co., Ltd. (current position)</p>	96,500
<p>[Reason for nomination as candidate for Director]</p> <p>Maki Iimori is the General Manager in charge of the Human Resources and General Affairs Department of the Company, and possesses a wealth of experience and knowledge in this field. Based on the above, the Company has judged that she is an appropriate resource for achieving sustainable growth for the Company moving forward, and therefore requests her continued election as Director.</p>			
4	Junichi Miura (June 29, 1974)	<p>April 1997 Joined Ikewaki Accounting Office</p> <p>October 2000 Joined Prime Firm Co., Ltd. (Itagaki Hiroshi Certified Public Accountant Firm)</p> <p>June 2002 Joined Hokkaido Venture Capital, Inc. as General Manager of Planning Office</p> <p>March 2006 Director</p> <p>May 2011 President</p> <p>March 2012 Board member of Goryo Chemical, Inc.</p> <p>May 2016 Outside Director of the Company</p> <p>October 2017 Board member, CFO of Goryo Chemical, Inc.</p> <p>April 2022 Joined JUNTEN BIO Co., Ltd. as Deputy General Manager of Development Division</p> <p>June 2022 Director</p> <p>May 2025 Director, General Manager of Administration Department (current position)</p> <p>December 2025 Representative Director & President of KARAKON DIRECT Co., Ltd. (current position)</p>	20,200
<p>[Reason for nomination as candidate for Director]</p> <p>Junichi Miura has experience in investments, development, and IPO support for many companies at a venture capital firm for many years, having been involved in management as President. In addition, he also possesses a positive track record and expertise of listing preparation, fund raising, organizational structure development, etc., serving as a director or in other positions at multiple start-ups. Based on the above, the Company has judged that he is an appropriate resource for achieving sustainable growth for the Company moving forward, and therefore requests his continued election as Director.</p>			

No.	Name (Date of birth)	Past experience, positions, and responsibilities in the Company (Significant concurrent positions)	Number of shares of the Company held	
5	Kazuo Takahashi (December 23, 1997) (New appointment)	April 2020 October 2023	Joined the Company Manager of Direct Sales Section (current Sales Promotion Section), Online Marketing Department	26,400
		October 2024 April 2025 October 2025	Acting General Manager of Online Marketing Department General Manager of Online Marketing Department Executive Officer, General Manager of Online Marketing Department (current position)	
<p>[Reason for nomination as candidate for Director] Kazuo Takahashi has been engaged in marketing operations at the Online Marketing Department since joining the Company as a graduate, making significant contributions to the expansion of the Company's business in his role overseeing customer acquisition. He has steadily built a strong track record, leading the organization as a manager and a general manager. Currently, as an Executive Officer and General Manager of the Online Marketing Department, he promotes the Company's marketing strategy. Based on the above, the Company has judged that he is an appropriate resource for achieving sustainable growth for the Company moving forward, and therefore requests his election as Director.</p>				
6	Koichi Shima (December 5, 1957)	May 1983 June 1997 April 2001 April 2003 January 2006 April 2008 June 2010 September 2016 October 2019 May 2020 June 2020 September 2020 June 2022	Joined Japan Recruit Center Co., Ltd. (current Recruit Holdings Co., Ltd.) Board Director in charge of administrative sections of Recruit From A Co., Ltd. (current Indeed Recruit Partners Co., Ltd.) General Manager of Finance Department of Recruit Co., Ltd. (current Recruit Holdings Co., Ltd.) Corporate Executive Officer in charge of finance, general affairs, and legal affairs Corporate Executive Officer and General Manager of Marketing Department President and Representative Director of Recruit Media Communications Co., Ltd. Audit & Supervisory Board Member (standing) of Recruit Co., Ltd. Outside Corporate Auditor of GREE, Inc. (current GREE Holdings, Inc.) Outside Director of Ligua Inc. Outside Director (Inspection Commissioner) of Nippon Denkai, Ltd. Outside Director of the Company (current position) Outside Director of Cosmos Initia Co., Ltd. (current position) Outside Director (Audit and Supervisory Committee Member) of GREE, Inc. (current GREE Holdings, Inc.) (current position) Outside Director (Audit & Supervisory Committee Member) of UT Group Co., Ltd. (current position)	15,000
		<p>[Reason for nomination as candidate for Outside Director and his expected roles] Koichi Shima has served as the representative in charge of the administrative sections, Director and Audit & Supervisory Board Member at Recruit Holdings Co., Ltd. and its group companies, and possesses a positive track record and expertise as an outside officer at several listed companies, having been involved in supervising or auditing the execution of duties by Directors, etc. The Company expects him to strengthen the functions of the Board of Directors of the Company by supervising the execution of duties by Directors, etc. from an independent perspective based on this experience, and therefore requests his continued election as Outside Director. In addition, if he is elected, he will serve as a chairperson of the Nomination and Remuneration Committee and will be involved in the selection of the Company's officer candidates and the determination of officer compensation from an objective and neutral standpoint.</p>		

No.	Name (Date of birth)	Past experience, positions, and responsibilities in the Company (Significant concurrent positions)	Number of shares of the Company held
7	Kei Taoka (August 24, 1968)	<p>April 1992 Joined Recruit Co., Ltd. (current Recruit Holdings Co., Ltd.)</p> <p>March 2002 Senior Vice President of Pokemon USA, Inc. (current The Pokemon Company International)</p> <p>September 2004 Associate Consultant of McKinsey Japan</p> <p>April 2005 Executive Officer of Natural Lawson, Inc.</p> <p>April 2007 Managing Executive Officer of IMJ Corporation</p> <p>July 2010 President and Representative Director of JIMOS CO., LTD.</p> <p>May 2018 Senior Executive Officer of Nitori Holdings Co., Ltd.</p> <p>January 2019 COO of ETVOS Co., Ltd.</p> <p>April 2020 President and Representative Director of Chi Co., Ltd. (current office K Co., Ltd.) (current position)</p> <p>October 2020 Executive Officer of Hitachi Global Life Solutions, Inc.</p> <p>April 2021 Managing Director</p> <p>May 2021 Outside Director of the Company (current position)</p>	10,000
<p>[Reason for nomination as candidate for Outside Director and his expected roles]</p> <p>Kei Taoka has been involved in corporate management and the execution of duties as Executive Officer at several companies, including Natural Lawson, Inc. and Nitori Holdings Co., Ltd., possess a positive track record and expertise as Director at companies that handle cosmetics such as JIMOS CO., LTD. and ETVOS Co., Ltd., and has experience as Representative Director at other companies. The Company expects him to strengthen the functions of the Board of Directors of the Company by supervising the execution of duties by Directors, etc. from an independent perspective based on this experience, and therefore requests his continued election as Outside Director. In addition, if he is elected, he will serve as a member of the Nomination and Remuneration Committee and will be involved in the selection of the Company's officer candidates and the determination of officer compensation from an objective and neutral standpoint.</p>			

- (Notes)
1. There is no special interest between each candidate and the Company.
 2. Candidate Katsuhisa Kinoshita corresponds to the "Parent Company, etc." as stipulated in Article 2, Item 4-2 of the Companies Act.
 3. Candidate Maki Iimori's name on the family register is Maki Kato.
 4. Koichi Shima and Kei Taoka are candidates for Outside Directors.
 5. Koichi Shima and Kei Taoka are currently Outside Directors of the Company, and their terms of office as Outside Director will be six years for Koichi Shima and five years for Kei Taoka at the conclusion of this General Meeting of Shareholders.
 6. The Company has entered into contracts with Koichi Shima and Kei Taoka in accordance with Article 427, Paragraph 1 of the Companies Act to limit their liabilities for damages pursuant to Article 423, Paragraph 1 of the same Act. The maximum amount of liability for damages pursuant to the contracts is the minimum amount stipulated by Article 425, Paragraph 1 of the Companies Act. In the event that reappointment of Koichi Shima and Kei Taoka is approved, the Company plans to continue the contracts with them.
 7. The Company has entered into a directors and officers liability insurance (the "D&O Insurance") with an insurance company as stipulated in Article 430-3, Paragraph 1 of the Companies Act to cover damages, etc. (excluding damages corresponding to exemption clauses stipulated in the insurance contract) in the event that a claim for damages is made against Directors and other officers due to acts in the course of their duties. The Company bears the entire premium of the D&O Insurance policy. If the candidates for Directors are elected and assume office, all of them will become insured persons under the D&O Insurance policy. The term of the D&O Insurance policy is one year and the Company plans to renew it before the expiration of the term by resolution of the Board of Directors.
 8. The Company has designated Koichi Shima and Kei Taoka as Independent Directors as stipulated under the regulations of the Tokyo Stock Exchange and has registered them as such in the Exchange. Upon the approval of their reappointment, they will continue to be Independent Directors.

Reference

The composition of the Board of Directors and the areas the Company expects from Directors when Proposal 2 is approved as originally proposed in this General Meeting of Shareholders are as follows:

Name	Directors' attributes			Gender	Term of office	Areas the Company expects from Directors		
	Independence (Outside)	Audit and Supervisory Committee Member	Nomination and Remuneration Committee Member			ESG and sustainability	Corporate management and business strategy	Product strategy and customer satisfaction
Katsuhisa Kinoshita			●	Male	24 years	●	●	●
Asako Horikawa				Female	17 years	●	●	●
Maki Iimori			●	Female	6 years	●	●	
Junichi Miura				Male	1 year	●	●	
Kazuo Takahashi				Male	–	●	●	●
Koichi Shima	●		◎	Male	6 years	●	●	
Kei Taoka	●		●	Male	5 years	●	●	●
Katsuhiko Torii	●	◎	●	Male	2 years	●		
Shogo Jinno	●	●		Male	16 years	●		
Ryuichi Kobayashi	●	●		Male	11 years	●		

Notes:

- ◎ indicates a chairperson.
- The Company transitioned to a Company with an Audit and Supervisory Committee as a result of a resolution at the 20th Annual General Meeting of Shareholders held on May 25, 2021. As Directors who are Audit and Supervisory Committee Members Shogo Jinno and Ryuichi Kobayashi were Outside Audit & Supervisory Board Members of the Company prior to the end of the General Meeting, terms of office as Outside Audit & Supervisory Board Members have been included.

Name	Areas the Company expects from Directors			
	Marketing strategy	Labor management, human development, and diversity	Legal affairs and compliance	Financial affairs, accounting, and finance
Katsuhisa Kinoshita	●	●		
Asako Horikawa		●		
Maki Iimori		●		
Junichi Miura			●	●
Kazuo Takahashi	●	●		
Koichi Shima		●		●
Kei Taoka	●	●		
Katsuhiko Torii			●	●
Shogo Jinno			●	●
Ryuichi Kobayashi			●	

Notes:

- The above table is not a complete representation of the knowledge and experience possessed by each Director.
- The composition of the Nomination and Remuneration Committee will be officially decided by the Board of Directors meeting following the conclusion of this General Meeting of Shareholders.

