TO OUR SHAREHOLDERS

I would like to express my appreciation for your continued support and understanding of the Company.

istyle has positioned the 26th business term (the fiscal year ended June 30, 2025) as a challenging year for its Medium-term Business Policy, and has been working for future growth. As a result of steady progress toward our medium-term targets of 100 billion yen in net sales and 8 billion yen in operating income, we achieved record highs in both net sales and operating income of 68.8 billion yen and 3.16 billion yen, respectively. As seen in the growth of EBITDA, this was a year in which we achieved the V-shaped recovery that we have been striving for after the COVID-19 pandemic and recognized that our profit-generating structure is taking a shape.

In the Retail segment, with the opening of the third flagship store, @cosme NAGOYA, we have achieved large-scale store development in Japan's five largest cities, and our E-commerce site also continued to perform well through platform collaboration. In addition, the establishment of a type of collaboration within the platform has further deepened synergies among segments and accelerated the growth of the Marketing Solution segment, which is our earnings driver. The most significant achievement of all is that the growth of each segment has increased users' action (i.e., passion), which has become the driving force for maximizing the value of the platform as a whole.

The 27th business term will be a phase to further increase users' passion and link the actions obtained to earnings. We aim to create the next pillar of earnings by expanding contact points through social media collaboration and events, and establishing relationships with new users.

In addition, the opening of the flagship store, @cosme HONG KONG, in Hong Kong will create new opportunities between users and brands, and will again be the first step toward overseas growth.

We believe that this year will be a turning point for us as we will expand our platform area from Japan to overseas, and from cosmetics to BEAUTY in general.

With the combined strength of all our employees, we will strive with all our might to achieve further growth and development. I greatly appreciate your ongoing support.

September 2025

Tetsuro Yoshimatsu, Chairperson and Chief Executive Officer

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.

September 8, 2025

(Start date of measures for electronic provision: September 4, 2025)

To Shareholders with Voting Rights:

istyle, Inc.

Tetsuro Yoshimatsu, Chairperson and CEO

(Stock Exchange Code: 3660)

Kei Sugawara, Vice Chairperson and CFO

NOTICE OF

THE 26TH ANNUAL GENERAL MEETING OF SHAREHOLDERS

Dear Shareholders:

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

You are cordially notified that the 26th Annual General Meeting of Shareholders of istyle, Inc. (the "Company") will be held for the purposes as described below.

In convening this General Meeting of Shareholders, we have taken measures for the electronic provision to disclose information including the Reference Documents for the General Meeting of Shareholders (the matters subject to electronic provision), and posted the matters subject to electronic provision on the Company's website on the Internet.

The Company's website: https://www.istyle.co.jp/en/ir/stock/meeting/

The matters are also posted on the following website on the Internet.

The website of the Tokyo Stock Exchange:

https://www2.jpx.co.jp/tseHpFront/JJK020010Action.do?Show=Show

Please access the Tokyo Stock Exchange website shown above, enter the Company's name or stock exchange code to search, then click on "Basic information" then "Documents for public inspection/PR information" to view the matters.

For this General Meeting of Shareholders, you can exercise your voting rights via the Internet or in writing. Please review the Reference Documents for the General Meeting of Shareholders and exercise your voting rights by 6:00 p.m. on Friday, September 26, 2025, Japan time.

The meeting will be held as a "Hybrid Virtual General Meeting of Shareholders" (participatory) whereby shareholders can watch the General Meeting of Shareholders via the Internet. We will make every effort to ensure that shareholders attending the meeting are not shown in the livestream but please note that there may be cases when shareholders unavoidably appear. Additionally, you can also watch a video of the meeting, which will be posted on the viewing website following the meeting's conclusion. Please refer to *NOTICE OF THE 26TH ANNUAL GENERAL MEETING OF SHAREHOLDERS* for details on how to view.

1. Date and Time: Saturday, September 27, 2025 at 10:00 a.m. Japan time (Reception opens at

9:30 a.m.)

2. Place: Reception: Dedicated reception on the 1st floor of ARK Mori Building

Venue: 37F ARK Mori Building (Club room A+B in Ark Hills Club)

1-12-32, Akasaka, Minato-ku, Tokyo, Japan

3. Meeting Agenda:

Matters to be reported: The Business Report, Non-consolidated Financial Statements, Consolidated

Financial Statements for the Company's 26th business term (July 1, 2024 - June 30, 2025) and results of audits by the Independent Auditor and the Board of

Auditors of the Consolidated Financial Statements

Proposals to be resolved:

Proposal 1: Partial Amendments to the Articles of Incorporation

Proposal 2: Election of 8 Directors

Proposal 3: Revision of the Compensation Amount for Directors

Proposal 4: Determination of Compensation for Granting Restricted Stock to Directors

(Excluding Outside Directors)

when Voting

- 4. Guide for Shareholders (1) If you exercise your voting rights redundantly, both by the Voting Rights Exercise Form and via the Internet, your exercise of voting rights via the Internet shall be deemed to be valid.
 - (2) If you exercise your voting rights via the Internet more than once, your final vote shall be deemed to be valid.
 - (3) If you do not indicate your vote on a proposal on the Voting Rights Exercise Form, it will be treated as a vote in favor of the proposal.

Any amendments to the matters subject to electronic provision will be posted on each website where the matters are provided.

Reception Guidance and

Instructions for Viewing this General Meeting of Shareholders via the Internet

- Reception guidance for the General Meeting of Shareholders
 - Please proceed to the dedicated reception area on the 1st floor of ARK Mori Building, where the meeting will be held. At the reception, shareholders will be provided with a certificate of admission to the meeting venue upon submitting their Voting Rights Exercise Form and filling out their name and address.
 - Where it becomes necessary to change the format of the meeting for unavoidable reasons, notice will be given via the Company's website. Please check the Company's website for the latest information. URL: https://www.istyle.co.jp/en/ir/stock/meeting/

Reference Documents for the General Meeting of Shareholders

References

In the event that the Proposals are approved, the composition of the Board of Directors and the Board of Auditors, as well as the expertise of each officer is as follows.

The skill items in the below table are organized based on the skills and experience required to achieve the Midterm Business Targets formulated in the fiscal year ended June 30, 2024, and do not express all of the knowledge and experience held by each Director candidate and Auditor.

Ele	ements of achievement of Mid-term Business Targets	Skills and experience expected of officers
A	Strengthening the management foundation	Management experience, corporate governance, sustainability, human capital management, finance, and accounting/tax affairs
В	Maximizing the value of platform	Cosmetics, Internet, advertising/promotion, and retail/distribution
C	Expanding business domains	DX/AI, innovation, M&A, and international business

		Skills	Criteria for deeming skill possession					
	Stren	Management experience	Experience as a "representative" director of a company					
	Strengthening the	Corporate governance	Experience as outside officer (other than at the Company) or related business experience/relevant qualifications (attorney, etc.)					
A	the ma	Sustainability	Experience in formulating (supporting) ESG strategies and achievements in managing a promotion organization					
A	management foundation	Human capital management	Experience in formulating (supporting) human resource strategies and achievements in managing a promotion organization					
	nt fou	Finance	Experience in formulating and implementing (supporting) finances and financial strategies					
		Accounting/tax affairs	Accounting and tax affairs qualifications (certified public accountant, certified public tax accountant, etc.) and practical experience in an accounting department					
	Max	Cosmetics	Experience in the cosmetics industry					
В	Maximizing the v	Internet	Experience in the Internet-related business					
Б	g the v tform	Advertising/promotion	Experience in advertising and public relations for companies or products					
	value n	Retail/distribution	Experience in retail (stores and e-commerce) or distribution (logistics and wholesale)					
	Exp	DX/AI	Experience in digitization of business processes, system development, etc., and involvement in AI-related projects					
~	Expanding bus domains	Innovation	Experience in launching new businesses, products and services, and promoting technological innovation					
С	g business 1ains	M&A	Experience in deal management for formulating and executing M&A strategies and formulating and executing post-acquisition PMI strategies					
	SSS	International business	Experience in controlling overseas business operations					

		Amo	ng skills	s held by	each o	fficer, th	ne Comp	any has	particu	lar expe	ctations	for the b	oelow		
			ı	A					В			(C		
Position/ Name	Strei	ngthenin	g the ma	nageme	nt found	lation	Maximizing the value of platform			Expanding business domains			omains	Main achievements and past experience as the reason for setting the skills	
		Corporate governance	Sustainability	Human capital management	Finance	Accounting/ tax affairs	Cosmetics	Internet	Advertising/ promotion	Retail/ distribution	DX/AI	Innovation	M&A	International business	
Chairperson and CEO Tetsuro Yoshimatsu	0	0		0	0		0	0	0	0	0	0	0		 ▶ Management experience: Served as Representative Director of the Company since its founding ▶ Corporate governance: Served as Outside Director at UT Group Co., Ltd. and other companies ▶ Human capital management: Promoted human capital management as chairperson of the Company's Human Resources Committee ▶ Finance: Formulated a capital policy immediately after the Company's founding and raised funds several times by himself ▶ Cosmetics: Pursued co-creation with the cosmetics industry through the operation of @cosme since its founding ▶ Internet: Achieved the launch of various online services in the Group ▶ Advertising/promotion: Achieved the launch of the Marketing Solution segment of the Company at the time of its founding ▶ Retail/distribution: Achieved the launch of the Retail segment of the Company and served as Outside Director at PLANET, INC., a distribution VAN operator ▶ DX/AI: Experienced in building the Company's front and back-end systems, as well as working as an IT consultant in a previous position ▶ Innovation: Achieved the launch of @cosme and other innovative services since the Company's founding ▶ M&A: Led M&A transactions of several online companies in the Group
President and COO Hajime Endo	0			0			0		0	0	0	0	0	0	 M&A. Let N&A transactions of several online companies in the Group Management experience: Currently serves as Representative Director of the Company and istyle retail Inc. Human capital management: Promoted human capital management as the head of the Company's human resource strategy operation Cosmetics: Experienced in the cosmetics industry for a long time at TASHIRO CO., LTD. and the Company Advertising/promotion: Experienced in managing the Company's Marketing Solution segment in the past Retail/distribution: Experienced in retailing in e-commerce and retail stores at TASHIRO CO., LTD. and the Company DX/AI: Experienced in promoting several system development projects in the Group Innovation: Achieved the launch of a new type of cosmetics stores called @cosme STORE M&A: Experienced in leading M&A transactions and PMI for two retail chains in the Group International business: Experienced in launching and managing an overseas store business
Vice Chairperson and CFO Kei Sugawara	0	0	0	0	0		0	0	0		0	0	0	0	Management experience: Served as representative director of several subsidiaries in the Group, both in Japan and overseas Corporate governance: Served as outside director for several listed and unlisted companies, including Open8 Inc. Sustainability: Currently serves as chairperson of the Sustainability Promotion Committee of the Company Human capital management: Experienced in managing the human resources department as the General Manager of the Company's Human Resources Division Finance: Conducted financing several times since the Company was unlisted Cosmetics: Pursued co-creation with the cosmetics industry through the operation of @cosme since its founding Internet: Achieved the launch of various online services in the Group Advertising/promotion: Achieved the promotion of the Marketing Solution segment of the Company at the time of its founding DX/AI: Promoted several system developments as CTO of the Company, and worked as an IT consultant Innovation: Experienced in launching several new businesses in Japan and overseas, such as private brand business in the Group M&A: Experienced in conducting acquisitions and subsequent PMI in the Group, both in Japan and overseas International business: Experienced in launching new businesses in several countries in the Group and managing overseas business

		Amo	ng skills	held by	each o	fficer, tl	ne Comp	any has	particu	lar expe	ctations	for the 1	below		
			ž	A				В				(C		
Position/ Name	Strei	ngthenin	g the ma	nageme	nt found	lation	Max	Maximizing the value of platform			Expanding business domains			omains	Main achievements and past experience as the reason for setting the skills
		Corporate governance	Sustainability	Human capital management	Finance	Accounting/ tax affairs	Cosmetics	Internet	Advertising/ promotion	Retail/ distribution	DX/AI	Innovation	M&A	International business	
Director (part-time) Meyumi Yamada	0	0	0	0			0	0	0			0	0		 Management experience: Served as Representative Director of the Company as a co-founder Corporate governance: Served and currently serves as outside director for several companies, including Seven & i Holdings Co., Ltd. Sustainability: Currently serves as Representative Director of Bank for Smiles, a general incorporated association, which provides support to single mothers, etc. Human capital management: Achieved in leading succession planning for CEO and directors at several companies where she served as outside director Cosmetics: Worked for a cosmetic fragrance manufacturer and a cosmetics manufacturer, and pursued co-creation with the cosmetics industry since the Company's founding Internet: Achieved the launch of the Company's @cosme Advertising/promotion: Achieved in managing the Company's Marketing Solution segment in the past Innovation: Achieved in launching innovative services such as @cosme since the Company's founding M&A: Achieved in leading PMI as a post-acquisition representative director in several M&A transactions Management experience: Currently serves as Representative Director at Boardwalk Capital Co., Ltd. and other
Director (Outside) Michimasa Naka	0	0	0	0	0								0	0	companies Corporate governance: Currently serves and served as outside director for several unlisted and listed companies, including Vision Inc. and VECTOR, INC. Sustainability: Served as chairperson of the Sustainability Promotion Committee at Citigroup Global Markets Japan Inc. Human capital management: Experienced in managing a recruiting group as the person responsible for recruiting at Citigroup Global Markets Japan Inc. Finance: Conducted large-scale financings through management experience at several foreign securities companies, including Citigroup Global Markets Japan Inc. M&A: Experienced in management at several foreign securities companies such as Citigroup Global Markets Japan Inc. and several M&A transactions at companies where he served as outside director International business: Experienced in cross-border transactions at several foreign securities companies such as Citigroup Global Markets Japan Inc.
Director (Outside) Shinsuke Usami	0	0	0	0	0			0	0		0	0	0		 Management experience: Currently serves and served as representative director of several companies, including CARTA HOLDINGS, INC. Corporate governance: Served as outside director of several unlisted and listed companies, including Unipos Inc. Sustainability: Served as chairperson of the Sustainability Promotion Committee of CARTA HOLDINGS, INC. Human capital management: Achieved in reforming the personnel system at the time of corporate integration at CARTA HOLDINGS, INC. Finance: Formulated a capital policy and conducted financing at CARTA HOLDINGS, INC. Internet: Launched and managed internet-related services at CARTA HOLDINGS, INC. Advertising/promotion: Launched advertising-related services and managed digital marketing business at CARTA HOLDINGS, INC. DX/AI: Managed several in-house system development projects and experienced IT consultant at Deloitte Tohmatsu Consulting LLC Innovation: Launched several new businesses at CARTA HOLDINGS, INC. M&A: Conducted several M&A transactions at CARTA HOLDINGS, INC.

		Amo	ng skills	held by	each o	fficer, th	е Сотр	any has	particul	ar expec	ctations	for the b	elow		
	A							В				(C		
Position/ Name	Strei	ngthenin	g the ma	nageme	nt found	lation	Maximizing the value of platform			Expai	Expanding business domains			Main achievements and past experience as the reason for setting the skills	
		Corporate governance	Sustainability	Human capital management	Finance	Accounting/ tax affairs	Cosmetics	Internet	Advertising/ promotion	Retail/ distribution	DX/AI	Innovation	M&A	International business	
Director (Outside) Hikari Kanokogi	0	0	0	0						0				0	Management experience: Served as Representative Director of G-Star International Co., Ltd. and other companies Corporate governance: Currently serves as Outside Director of Graniph Inc. Sustainability: Experienced in leading SDGs promotion in Japan at G-Star International Co., Ltd. Human capital management: Experienced in managing the human resources department as executive officer at Heinz Japan Ltd. Retail/distribution: Achieved management of retail and distribution at Louis Vuitton Japan K.K. and other companies International business: Experienced in managing business in the Asia-Pacific region for several foreign companies
Director (Outside) Mie Miura					0	0	0			0			0	0	Finance: Experienced in financing with owner funds at SOGO MEDICAL CO., LTD. Accounting/tax affairs: Developed career in FP&A function consistently from The Procter & Gamble Company Cosmetics: Experienced in the cosmetics industry at The Procter & Gamble Company, Johnson & Johnson K.K., and Shiseido Japan Co., Ltd. Retail/distribution: Experienced in cosmetics distribution at The Procter & Gamble Company, Johnson & Johnson K.K., and Shiseido Japan Co., Ltd. M&A: Managed the acquisition and PMI of DR.CI:LABO at Johnson & Johnson K.K. International business: Experienced in working abroad in Singapore, the United States, and the Philippines at The Procter & Gamble Company
Auditor (Outside) Hitoshi Hara		0		0	0	0	0						0		Corporate governance: Served and currently serves as outside officer of several unlisted and listed companies Human capital management: Experienced in managing the human resources department as the General Manager of the Human Resources Department at TOYO SHINYAKU Co., Ltd. Finance: Experienced in capital financing at TOYO SHINYAKU Co., Ltd. and Interaset Co., Ltd. Accounting/tax affairs: Holds the qualification as certified public accountant with experience in auditing the accounts of numerous companies Cosmetics: Experienced cosmetics business through working at TOYO SHINYAKU Co., Ltd. M&A: Supported M&A transactions for several companies in which he served as outside officer
Auditor (Outside) Kenji Miyako	0	0			0	0							0		 Management experience: Served as Representative Director at Altus Group Corporate governance: Served and currently serves as outside officer of several unlisted and listed companies Finance: Supported financings for Altus Group, which he managed, and several companies in which he served as outside officer Accounting/tax affairs: Holds the qualification as certified public tax accountant with experience in tax affairs for several companies M&A: Supported M&A transactions of Altus Group, which he managed, and several companies in which he served as outside officer
Auditor (Outside) Junko Kotakemori		0			0	0							0	0	Corporate governance: Served and currently serves as outside officer for several unlisted and listed companies, and advised numerous companies at KPMG Consulting Co., Ltd. and other companies Finance: Advised several unlisted companies on financing Accounting/tax affairs: Holds the qualification as certified public accountant with experience in auditing the accounts of numerous companies M&A: Supported numerous M&A transactions for clients at KPMG AZSA LLC and other companies from a financial DD perspective International business: Engaged in many cross-border projects at KPMG AZSA LLC and other companies

Independence Criteria for Outside Officers

The Company has established the following criteria to determine the independence of Outside Directors and Outside Auditors (hereinafter collectively referred to as "Outside Officers"). In selecting candidates for Outside Officers, we select candidates who satisfy the Company's "Independence Criteria for Outside Officers" as well as the standards stipulated by the Companies Act and the Tokyo Stock Exchange.

In principle, the Company designates Independent Outside Officers from persons who do not meet any of the following items.

- (1) A person who holds the Company to be a major business partner (refers to a party that received payments from the Group in an amount of 2% or more of the party's consolidated net sales in the most recent fiscal year), or a business executor thereof.
- (2) A person who is a major business partner of the Company (refers to a party that made payments to the Group that accounted for 2% or more of the Company's consolidated net sales in the most recent fiscal year, or balance of loans to the Group that accounted for 2% or more of the Company's consolidated total assets), or a business executor thereof.
- (3) A consultant, accounting expert or legal expert who receives large amounts of money or other assets, excluding Director compensation, from the Group (in the case that the party receiving said assets is an organization such as a corporation or association, then persons who belong to the organization in question).
- (Notes) 1. A business executor is defined in the Regulations for Enforcement of the Companies Act, and includes not only executive Directors, but employees as well.
 - 2. A large amount refers to an amount of ¥10 million or more in the most recent fiscal year for an individual, and an amount of 2% or more of total income in the most recent fiscal year for an organization (corporation, association, etc.).

Proposal 1: Partial Amendments to the Articles of Incorporation

1. Reasons for proposal

In order to strengthen the supervisory function of Directors and the management structure, the Company proposes to amend the maximum number of Directors from 7 to 9.

2. Details of amendments are as shown below.

(Amended parts are underlined.)

	(7 tillended parts are underfilled.)
Current	Proposed amendment
(The number of Directors) Article 18 The number of Directors of the Company shall be 7 or fewer.	(The number of Directors) Article 18 The number of Directors of the Company shall be 9 or fewer.

Proposal 2: Election of 8 Directors

The terms of office of 7 current Directors will expire at the conclusion of the 26th Annual General Meeting of Shareholders. Accordingly, subject to the approval of Proposal 1 "Partial Amendments to the Articles of Incorporation," we propose the election of 8 Directors (including 4 Outside Directors), increasing the number of Outside Directors by 1 for the purpose of making recommendations on important matters in the Company's management and supervising management.

The candidates are as follows:

No.	Name (Date of birth)		Past experience, positions, and responsibilities				
		April 1996 July 1999 June 2016 October 2018 April 2019	Joined Andersen Consulting (currently Accenture Japan Ltd.) Founded the Company; President and Chief Executive Officer, the Company Outside Director, UT Group Co., Ltd. Outside Director, PLANET, INC. (to present) Representative Director, Preparation for Establishment of IS Monozukuri Co., Ltd. (currently istyle Products Co., Ltd.) (to present)				
1	Tetsuro Yoshimatsu (August 13, 1972) [Reappointment]	September 2022 Chairperson and CEO, the Company (to present) [Significant concurrent positions] Outside Director, PLANET, INC. Representative Director, istyle Products Co., Ltd.					
	Number of shares of the Company held: 3,820,665 shares	[Reasons for appointment as a candidate for Director] Mr. Tetsuro Yoshimatsu has contributed as the representative of the Company since founding and has led management for 26 years. He currently upholds the mission "T make people happy while updating the world of Beauty" and drives the Group with the					
	Period in office: 26 years and 2 months *As of the conclusion of	aim of further business development as Chairperson and CEO. Having concluded that he is qualified to achieve further growth for the Company group and to realize the Company's corporate philosophy, we propose his reelection as a Director.					
	this General Meeting of Shareholders						

No.	Name (Date of birth)		Past experience, positions, and responsibilities			
No.	(Date of birth) Hajime Endo (September 10, 1973)	April 1996 May 1998 February 2003 March 2005 January 2007 June 2012 July 2012 July 2014 July 2014	Joined YANASE & CO., LTD. Joined Funai Consulting Inc. Joined Taiyo System Technology Co., Ltd. (currently DIGITAL VORN CO., LTD.) Joined TASHIRO CO., LTD. Director, cosme next Co. Ltd. (currently istyle retail Inc.) Director, Cosme.com Inc. (currently istyle retail Inc.) Joined the Company Representative Director, Cosme.com Inc. (currently istyle retail Inc.) Representative Director, cosme next Co. Ltd. (currently istyle retail			
2	[Reappointment] Number of shares of the Company held: 4,417 shares Period in office: 3 years and 0 months *As of the conclusion of this General Meeting of Shareholders		Inc.) (to present) Director, istyle China Corporation Limited (currently istyle Global (Hong Kong) Co., Limited) Director, istyle trading Inc. (to present) Director, istyle Retail (Hong Kong) Co., Limited (to present) Representative Director and COO, the Company (to present) Representative Director, istyle career Inc. Representative Director, Sydney, Inc. (to present) Director, istyle China Co., Limited (to present) Director, istyle career Inc. (to present) rent positions] rector, istyle retail Inc.			
		After working for Funai Consulting Inc. and TASHIRO CO., LTD., Mr. Hajime Endo joined cosme next Co. Ltd.* in January 2007 at the time of establishment as a Director, partaking in the istyle Group. In July 2014, he was appointed as Representative Director of cosme next Co. Ltd. and led the Group as an executive in charge of the retail divisions, which operate retail and E-commerce businesses in Japan and overseas. Since September 2022, he has served as Representative Director and COO of the Company, contributing to the growth of the Group. In light of these achievements, we propose his election as a Director. *cosme next Co. Ltd. merged with Cosme.com Inc., which operates E-commerce businesses, on July 1, 2021 and changed its corporate name to istyle retail Inc.				

No.	Name		Past experience, positions, and responsibilities
	(Date of birth)	May 1996	Joined Andersen Consulting (currently Accenture Japan Ltd.)
	The state of the s	January 2000	Joined Arthur D. Little Japan, Inc.
	All the	September 2001	Part-time Director, the Company
		September 2004	Director, the Company
	00	February 2008	Representative Director, Cosme.com Inc. (currently istyle retail
		1 cordary 2000	Inc.)
		September 2012	Director and CFO, the Company
		September 2015	Representative Director, istyle Global (Singapore) Pte. Limited (to
	17 · C		present)
	Kei Sugawara (August 13, 1969)	June 2016	Director, iSGS Investment Works, Inc. (to present)
	[Reappointment]	October 2016	Director, istyle Retail (Hong Kong) Co., Limited (to present)
	[Keappointment]	June 2018	Outside Director, Fringe81 Co., Ltd. (currently Unipos Inc.)
	Number of shares of	January 2020 March 2021	Chairman and President, istyle China Co., Limited
	the Company held:	March 2022	Outside Director, Open8 Inc. (to present) Director, Glowdayz, Inc.
3	275,666 shares	September 2022	Vice Chairperson and CFO, the Company (to present)
3		July 2023	Outside Director, GENEROSITY Inc. (to present)
	Period in office:	June 2024	CEO, Glowdayz, Inc. (to present)
	24 years and 0 months	[Significant concu	
	*As of the conclusion of		rector, istyle Global (Singapore) Pte. Limited
	this General Meeting of	CEO, Glowdayz,	
	Shareholders	Outside Director,	
			who is an Audit and Supervisory Committee Member, GENEROSITY
		Inc.	Enteront on a serial data for Directoral
			intment as a candidate for Director] a has contributed to the Company's business in a wide range of fields
			ffice as the Company's Director in September 2001. In 2012, he led a
			Company's shares listed on the stock exchange in his capacity as Chief
			(CFO), and has also demonstrated his management skill. He currently
			p in the Group as Vice Chairperson and CFO. In light of these
		achievements, we	propose his reelection as a Director.
		April 1995	Joined KOEI KOGYO Co., Ltd.
		May 1997	Joined Kiss Me Cosmetics co., Ltd. (currently ISEHAN co., Ltd.)
		July 1999	Founded the Company; Representative Director, the Company
	10.00 M	December 2009	Director, the Company (to present) Representative Director, Cyberstar Inc. (merged into the Company as
		May 2012	of July 1, 2017) *1
		September 2015	Director, MEDIA GLOBE CO., LTD. (to present)
		March 2016	Representative Director, IS Partners Inc.
		June 2017	Outside Director, SEINO HOLDINGS CO., LTD.
	Meyumi Yamada	June 2017	Outside Director, JAPAN POST INSURANCE Co., Ltd.
	(August 30, 1972)	June 2021	Outside Director, Sompo Holdings, Inc. (to present)
	[Reappointment]	May 2022	Outside Director, Seven & i Holdings Co., Ltd. (to present)
4	Number of shares of	*1. Cyberstar Inc. August 1, 2014.	changed its corporate name to istyle Beauty Solutions Inc. effective on
	the Company held:		Yamada is a candidate for non-executive Director.
	625,200 shares	[Significant concu	
			Sompo Holdings, Inc.
	Period in office:		Seven & i Holdings Co., Ltd.
	26 years and 2 months		intment as a candidate for Director]
	*As of the conclusion of		nada co-founded the Company together with Mr. Tetsuro Yoshimatsu,
	this General Meeting of Shareholders		self to launching @cosme, the Company's mainstay service, raising it est comprehensive site for cosmetics and beauty. She has contributed
	Shareholders		s organizational development while creating systems and a corporate
			es women to play an active role and by being a proactive role model.
			chievements, and in consideration of the leadership role for women she
			fill going forward, we propose her reelection as a Director.
<u> </u>		recita to full	6. G. T. T. F. F. F. See Met Teeteer and at Director.

No. Name (Date of birth)		Past experience, positions, and responsibilities
No. Name (Date of birth) Michimasa Naka (August 14, 1964) [Reappointment] [Outside Director] [Independent Officer] Number of shares of the Company held: 46,205 shares Period in office: 11 years and 0 months *As of the conclusion of this General Meeting of Shareholders	Mr. Michimasa Na Capital Co., Ltd.,	Joined Salomon Brothers Asia Limited Director, Citigroup Global Markets Japan Inc. Executive Vice President, Citigroup Global Markets Japan Inc. Representative Director and President, StormHarbour Japan Ltd. Auditor, GLM. Co., Ltd. Director, Asuka Asset Management Co., Ltd. Director, eWell Co., Ltd. Director, the Company (to present) Director and Chairman, StormHarbour Japan Ltd. Director, GENIEE, Inc. Director, Prevent Small Amount Short Term Insurance Co., Ltd. (currently MIKATA Small Amount Short Term Insurance Co., Ltd.) (to present) Representative Director, Boardwalk Capital Co., Ltd. (to present) Representative Director, Accelerator Inc. (to present) Representative Director, EARCH-YOU, Inc. (currently Boardwalk Trading Co., Ltd.) (to present) Director, Vision Inc. (to present) Director, VECTOR, INC. (to present) Outside Director, Houyou.inc (currently Houyou inc.) (to present) Outside Director, HR Cloud, Co., Ltd. (to present) Trent positions] Inc. R, INC. Intment as a candidate for Director and expected roles] aka has a global track record in the field of finance. At Boardwalk which he established on his own, he has left his mark in support of
[Outside Director] [Independent Officer] Number of shares of the Company held: 46,205 shares Period in office: 11 years and 0 months *As of the conclusion of this General Meeting of	June 2017 December 2018 March 2019 May 2020 May 2021 October 2022 [Significant concu Director, Vision In Director, VECTOF [Reasons for appoin Mr. Michimasa Na Capital Co., Ltd., startup companies may utilize his ex	Ltd.) (to present) Representative Director, Boardwalk Capital Co., Ltd. (to present Representative Director, Accelerator Inc. (to present) Representative Director, EARCH-YOU, Inc. (currently Boarding Co., Ltd.) (to present) Director, Vision Inc. (to present) Director, VECTOR, INC. (to present) Outside Director, Houyou.inc (currently Houyou inc.) (to outside Director, HR Cloud, Co., Ltd. (to present) rrent positions] ac. R, INC. Intment as a candidate for Director and expected roles] aka has a global track record in the field of finance. At Boarding Representative Director, and expected roles]

No.	Name (Date of birth)		Past experience, positions, and responsibilities						
	(Date of birtii)	April 1996	Joined Tohmatsu Consulting Co., Ltd. (currently Deloitte						
	and the same of th	April 1770	Tohmatsu Consulting LLC)						
		September 1999	Founded axiv.com (currently CARTA HOLDINGS, INC.);						
	(M.	Septemoer 1999	Director and COO, axiv.com						
		September 2002	Representative Director and CEO, axiv.com (currently CARTA						
		1	HOLDINGS, INC.)						
	17	December 2005	Director, CyberAgent, Inc.						
		October 2018	Representative Director, VOYAGE GROUP, Inc. Split Preparatory						
			Company (currently CARTA HOLDINGS, INC.)						
	Shinsuke Usami	January 2019	Chief Executive Officer, CARTA HOLDINGS, INC.						
	(October 12, 1972)	July 2019	Outside Director, Fringe81 Co., Ltd. (currently Unipos Inc.)						
	[Reappointment]	January 2020	DJN Board, Dentsu Group Inc.						
	[Outside Director]	September 2021	Director, the Company (to present)						
	Number of shares of	January 2023	DJ Advisory Board, Dentsu Group Inc.						
	the Company held:	January 2023	Representative Director, Japan Internet Point Conference (to						
	0 shares	Index 2022	present) Chairmanan CARTA COMMUNICATIONS In a (augmently)						
	o shares	July 2023	Chairperson, CARTA COMMUNICATIONS Inc. (currently CARTA ZERO Inc.)						
	Period in office:	October 2023	Chairman of the Board, CARTA MARKETING FIRM Inc.						
	4 years and 0 months	October 2023	(currently CARTA ZERO Inc.)						
6	*As of the conclusion of	January 2024	Representative Director, President and CEO, CARTA HOLDINGS,						
	this General Meeting of	,	INC. (to present)						
	Shareholders	January 2025	Chairperson and Representative Director, CARTA						
			COMMUNICATIONS Inc. (currently CARTA ZERO Inc.)						
		June 2025	Director, Japan Interactive Advertising Association (to present)						
		July 2025	Representative Director and CEO, CARTA ZERO Inc. (to present)						
		[Significant concu							
			rector, President and CEO, CARTA HOLDINGS, INC.						
			rector, Japan Internet Point Conference						
			eractive Advertising Association						
			rector and CEO, CARTA ZERO Inc.						
			ntment as a candidate for Director and expected roles]						
			mi has an extensive track record in the field of Internet advertising.						
		CARTA HOLDINGS, INC.), he has contributed to business expansion as said company's Representative Director. We propose his reelection as an Outside Director							
			y utilize his extensive business experience as a business manager for						
			nanagement of the Group. Based on his abovementioned extensive						
			ce and broad knowledge, we expect that he can offer appropriate						
			mpany's business expansion and overall management as an Outside						
		Director.							

No.	Name (Date of birth)		Past experience, positions, and responsibilities					
		June 1989 August 1995	Joined Booz Allen Hamilton Japan Co., Ltd. (currently PwC Consulting LLC) Booz Allen & Hamilton Inc. (currently Booz Allen Hamilton Inc.) Chicago office Consumer Practice Division					
7	Hikari Kanokogi (June 11, 1964) [Reappointment] [Outside Director] [Independent Officer] Number of shares of the Company held: 0 shares	January 1999 Director, Heinz Japan Ltd. August 2003 Vice President, Mid-East Region, LVJ Group Co., Ltd. (currently Louis Vuitton Japan K.K.) October 2008 Director, adidas Japan Co., Ltd. December 2012 Representative Director, G-Star International Co., Ltd. December 2012 Representative Director, G-Star Retail Japan Co., Ltd. July 2021 Honorary Advisor, G-Star International Co., Ltd. July 2021 Honorary Advisor, G-Star Retail Japan Co., Ltd. July 2023 Outside Director, Graniph Inc. (to present) September 2024 Director, the Company (to present) [Significant concurrent positions] — [Reasons for appointment as a candidate for Director and expected roles]						
	Period in office: 1 year and 0 months *As of the conclusion of this General Meeting of Shareholders	retail, brand busing extensive practical experience as a F Director in order thand management experience and br	togi has a global track record in the fields of overall management, ess, and human resources organization. She has achieved results with a lexperience related to business promotion and expansion, including Representative Director. We propose her reelection as an Outside that she may utilize her extensive practical experience for the growth of the Group. Based on her abovementioned extensive managerial oad knowledge, we expect that she can offer appropriate advice on usiness expansion and overall management as an Outside Director.					
	Mie Miura	April 2001 January 2016 March 2018 April 2021 April 2025 [Significant concu						
8	Mie Miura (February 5, 1977) [Newly appointed] [Outside Director] [Independent Officer] Number of shares of the Company held: 0 shares	Reasons for appoi Ms. Mie Miura h management strat significant achieve election as an Ou experience for the extensive manage	ntment as a candidate for Director and expected roles] as many years of experience in the cosmetics industry, including egy, planning, M&A, finance and internal controls, and has made ements in international business, particularly in Asia. We propose her tside Director in order that she may utilize her extensive practical growth and management of the Group. Based on her abovementioned rial experience and broad knowledge, we expect that she can offer e on the Company's business expansion and overall management as or.					

(Notes)

- Mr. Shinsuke Usami served as Chairperson and Representative Director of CARTA COMMUNICATIONS Inc. (currently CARTA ZERO Inc.), an entity that has a special relationship with the Company (a major business partner of the Company), from January 1, 2025. No conflicts of interest exist between the Company and any of the other candidates.
- 2. The number of shares of the Company held by each candidate is stated as the number of shares substantially held, including interest in the Directors' Shareholding Association of the Company.
- Messrs. Michimasa Naka and Shinsuke Usami and Mses. Hikari Kanokogi and Mie Miura are candidates to become Outside Directors.
- 4. Mr. Michimasa Naka and Ms. Hikari Kanokogi meet the requirements for Independent Officers prescribed by the Tokyo Stock Exchange, as well as the Company's "Independence Criteria for Outside Officers," and there is no risk of conflict of interest with general shareholders. The Company has therefore registered them as Independent Officers with the Tokyo Stock Exchange. In addition, Ms. Mie Miura served as CFO and Executive Officer of Shiseido Japan Co., Ltd., which is a major business partner of the Company, until March 2025, but we have determined that she does not have any influence that would cause a conflict of interest with general shareholders. The Company has therefore registered her as an Independent Officer with the Tokyo Stock Exchange.
- 5. Messrs. Michimasa Naka and Shinsuke Usami and Ms. Hikari Kanokogi currently serve as Outside Directors of the Company and their terms of office as Outside Directors will reach eleven years for Mr. Naka, four years for Mr. Usami and one year for Ms. Kanokogi at the conclusion of this Annual General Meeting of Shareholders.
- 6. Liability limitation agreement
 - The Company has entered into agreements with Ms. Meyumi Yamada, Messrs. Michimasa Naka and Shinsuke Usami and Ms. Hikari Kanokogi to limit their liabilities for damages pursuant to the provisions of Article 423, Paragraph 1 of the Companies Act. The agreements limit the amount of their liabilities for damages to the minimum liability amount provided under Article 425, Paragraph 1 of the same Act. If the reelections of Ms. Yamada, Messrs. Naka and Usami and Ms. Kanokogi are approved as proposed, the Company plans to continue the same liability limitation agreement with them. Moreover, if the election of Ms. Mie Miura is approved as proposed, the Company plans to enter into a similar liability limitation agreement with her.
- 7. The Company has entered into a directors' and officers' liability insurance contract (D&O insurance contract) with an insurance company and intends to renew said contract in April 2026. The insurance contract covers legal damages and litigation expenses, etc. incurred by the insured individual as the result of unjust acts committed by the insured based on his or her position, and the Company will bear the entire premium for all insured parties. If each candidate is elected, each candidate will be included in the contract as an insured party.

Proposal 3: Revision of the Compensation Amount for Directors

The compensation amount for the Company's Directors was approved at the extraordinary shareholders' meeting held on December 15, 2011 as up to 250 million yen per year (excluding employee wages) and this amount has not been changed to date.

In order to continuously secure excellent human resources to realize sustainable growth of the Company and enhancement of its corporate value over the medium to long term, to further improve the Company's corporate value, and to make complicated management decisions promptly, the Company proposes that the compensation amount will be up to 400 million yen per year (of which up to 70 million yen for Outside Directors, excluding employee wages).

The Company believes that this Proposal is appropriate, comprehensively taking into consideration the size of the Company's business, the executive compensation system and the level of payment thereof, the current number of officers, future trends, etc.

The policy for determining the details of compensation, etc. for individual Directors of the Company is as described in "4. Matters concerning company officers, (5) Matters concerning the policy for determining the details of compensation, etc. for individual Directors" in the Business Report, but if this Proposal and Proposal 4 "Determination of Compensation for Granting Restricted Stock to Directors (Excluding Outside Directors)" are approved, the Company plans to revise this policy to be consistent with the content of the approved proposal.

The current number of Directors is seven (including three Outside Directors). If Proposal 1 "Partial Amendments to the Articles of Incorporation" and Proposal 2 "Election of 8 Directors" are approved and passed as originally proposed, the number of Directors will be eight (including four Outside Directors).

Proposal 4: Determination of Compensation for Granting Restricted Stock to Directors (Excluding Outside Directors)

The amount of compensation, etc. for the Company's Directors was approved at the extraordinary shareholders' meeting held on December 15, 2011 as up to 250 million yen per year (excluding employee wages). However, if Proposal 3 "Revision of the Compensation Amount for Directors" is approved and passed as originally proposed, the compensation amount will be up to 400 million yen per year (of which up to 70 million yen for Outside Directors, excluding employee wages).

As part of a revision of the executive compensation system, in order to provide incentives to our Directors (excluding Outside Directors; hereinafter, the "Eligible Directors") to sustainably enhance the Company's corporate value and to further promote the sharing of value with our shareholders, the Company proposes to pay compensation for granting restricted stock to the Eligible Directors in a separate compensation framework from the aforementioned compensation framework.

The compensation to be paid under this Proposal shall consist of either (i) common stock of the Company or (ii) monetary claims as in-kind contribution for acquiring common stock of the Company, and the Eligible Directors shall receive issuance or disposal of common stock of the Company in accordance with a resolution of the Board of Directors of the Company.

The total amount of the Company's common stock or monetary claims to be paid under this Proposal shall be up to 60 million yen per year (excluding employee wages).

Under this Proposal, when compensation is paid to the Eligible Directors in the form of the Company's common stock without paying monetary claims, such common stock shall be issued or disposed of as compensation for the Eligible Directors, and no payment of monetary claims as in-kind contribution for the common stock shall be required. However, the amount of common stock of the Company per share to be paid to the Eligible Directors shall be the amount of the common stock of the Company per share to be issued or disposed of, which shall be calculated based on the closing price of the common stock of the Company on the Tokyo Stock Exchange on the business day preceding the date of each resolution by the Board of Directors regarding the issuance or disposal of such common stock (if no transactions were executed on such date, the closing price of the immediately preceding trading day).

Meanwhile, in cases where monetary claims are paid as in-kind contribution under this Proposal to the Eligible Directors for the purpose of acquiring the restricted stock, such Eligible Directors shall, in accordance with a resolution of the Board of Directors of the Company, contribute the entire amount of the monetary claims paid under this Proposal as in-kind contribution and receive the issuance or disposal of the common stock of the Company. In such case, the amount to be paid for each share shall be determined by the Board of Directors within the range that does not result in an amount particularly favorable to the Eligible Directors receiving the common stock, on the basis of the closing price of the Company's common stock on the Tokyo Stock Exchange on the business day preceding the date of each resolution by the Board of Directors (if no transactions were executed on such date, the closing price of the immediately preceding trading day).

The total number of shares of common stock of the Company to be issued or disposed of to the Eligible Directors shall not exceed 120,000 shares per year (provided that, in the event of a stock split of the Company's common stock (including allotment of the Company's common stock without consideration) or a stock consolidation of the Company's common stock after the date of approval of this Proposal, or in the event of any other event requiring adjustment of the total number of shares of common stock the Company to be issued or disposed of as restricted stock, the total number of such shares shall be adjusted within a reasonable range).

The specific timing and allocation of payments to each Eligible Director shall be determined by the Board of Directors upon consultation with and reports of the Nomination and Compensation Advisory Committee.

The current number of Directors is seven (including three Outside Directors). If Proposal 1 "Partial Amendments to the Articles of Incorporation" and Proposal 2 "Election of 8 Directors" are approved and passed as originally proposed, the number of Directors will be eight (including four Outside Directors).

Additionally, under this Proposal, regarding the issuance or disposal of the common stock of the Company and the payment of monetary claims as in-kind contribution to the Eligible Directors, a Restricted Stock Allotment Agreement (the "Allotment Agreement") including the following terms and conditions shall be concluded between the Company and the Eligible Directors. The Company believes that the maximum amount of compensation, the total number of shares of the Company's common stock to be issued or disposed of, and other terms and conditions for granting restricted stock to the Eligible Directors under this Proposal are appropriate because they have been determined in consideration of the above purposes, the Company's business status, the policy for determining the details of compensation, etc. for individual Directors of the Company (if Proposal 3 and this Proposal are approved and passed, we plan to change this policy to the contents described in the [Reference] section below to be consistent with the contents approved), and various other factors.

Overview of the contents of the Allotment Agreement

(1) Transfer restriction period

The Eligible Directors may not transfer, pledge, or otherwise dispose of the common stock of the Company allotted under the Allotment Agreement (the "Allotted Stock") for a period to be determined in advance by the Board of Directors of the Company between 3 years and 50 years from the date of the allotment under the Allotment Agreement (the "Transfer Restriction Period") (the "Transfer Restriction").

(2) Treatment at the time of retirement or resignation

If an Eligible Director retires or resigns from his/her position, as determined in advance by the Board of Directors of the Company, among the positions of officers and employees of the Company or its subsidiaries prior to the expiration of the Transfer Restriction Period, the Company shall naturally acquire the Allotted Stock without consideration, unless there is a justifiable reason for such retirement or resignation, such as the expiration of his/her term of office, death, or other reasons.

(3) Termination of the Transfer Restriction

Notwithstanding the provisions of (1) above, the Company shall terminate the Transfer Restriction of all of the Allotted Stock upon the expiration of the Transfer Restriction Period, provided that during the Transfer Restriction Period, the Eligible Director has continuously held a position, as determined in advance by the Board of Directors of the Company, among the positions of officers and employees of the Company or its subsidiaries. However, If an Eligible Director retires or resigns from his/her position, as determined in advance by the Board of Directors of the Company, among the positions of officers and employees of the Company or its subsidiaries prior to the expiration of the Transfer Restriction Period, for reasons such as the expiration of his/her term of office, death, or other justifiable reasons as provided in (2) above, the number of the Allotted Stock and the timing for the termination of the Transfer Restriction shall be reasonably adjusted as necessary. In addition, the Company shall naturally acquire without consideration the Allotted Stock whose Transfer Restriction has not yet been terminated as of the time immediately after the termination of the Transfer Restriction in accordance with the provisions above.

(4) Treatment in organizational restructuring, etc.

Notwithstanding the provisions of (1) above, in the event that during the Transfer Restriction Period, a merger agreement in which the Company becomes a disappearing company, a share exchange agreement or share transfer plan in which the Company becomes a wholly owned subsidiary, or other matters related to organizational restructuring, etc. are approved at a General Meeting of Shareholders of the Company (or by the Board of Directors of the Company in cases where approval by a General Meeting of Shareholders of the Company is not required for the organizational restructuring, etc.), the Company shall, by resolution of the Board of Directors of the Company, terminate the Transfer Restriction for the number of the Allotted Stock reasonably determined based on the period from the start of the Transfer Restriction Period until the date of approval of such organizational restructuring, etc. prior to the effective date of the said organizational restructuring, etc. In addition, the Company shall, in the cases specified above, naturally acquire without consideration the Allotted Stock whose Transfer Restriction has not yet been terminated as of the time immediately after the termination of the Transfer Restriction.

(5) Other matters

Other matters concerning the Allotment Agreement shall be determined by the Board of Directors of the Company.

[Reference] Policy for determining the details of compensation, etc. for individual Directors

In order to create a compensation system that provides incentives to sustainably enhance corporate value and to further promote the sharing of value with shareholders, the Board of Directors, in a written resolution dated August 12, 2025, resolved the following policy for determining the details of compensation, etc. for individual Directors of the Company.

(1) Policies for determining the amount of compensation and calculation method for fixed compensation, etc. (including policy for determining the timing or conditions for payment of compensation, etc.)

Fixed compensation for Directors shall be paid monthly, and the total amount shall be determined based on the base amount according to the position and duties, taking into consideration the performance of each fiscal year. The amount for each Director shall be determined by taking into consideration the Company's operating results, management details, economic situation, each Director's annual performance evaluation, etc., and the responsibilities to be assumed in the following fiscal year.

(2) Details of performance indicators related to performance-linked compensation, etc. and the policy for determining the calculation method for the amount or number of the performance-linked compensation, etc. and (including the policy for determining the percentage of each type of compensation, etc. and the policy for determining the timing or conditions for payment of compensation, etc.)

The performance-linked compensation shall be paid in cash and shall be calculated by multiplying each fixed compensation by a percentage after deducting 100% from the percentage of achievement of the consolidated forecast as of the beginning of the fiscal year as stated in the Summary of Consolidated Financial Results (however, if the percentage is less than 120%, the performance-linked compensation shall not be paid) for the following components of performance indicators in each fiscal year, according to each position. The performance-linked compensation shall be paid to the executive Directors at a certain time each year in an amount up to 30.00 million yen for Chairperson, up to 20.00 million yen for Representative Director, and up to 25.00 million yen for Vice Chairperson.

PositionNet income attributable to owners of the parent companyConsolidated operating incomeChairperson100%-Representative Director30%70%Vice Chairperson70%30%

(3) Details of non-monetary compensation, etc. and the policy for determining the amount, number, or calculation method thereof (including the policy for determining the percentage of each type of compensation, etc. and the policy for determining the timing or conditions for payment of compensation, etc.)

As non-monetary compensation, specified restricted stock (the Transfer Restriction Period shall be a period determined by the Board of Directors of the Company between 3 years and 50 years, and the Transfer Restriction shall be terminated subject to the retirement or resignation of a Director of the Company or any other position determined by the Board of Directors of the Company) shall be granted. The granted number shall be determined in accordance with the position and the stock shall be paid to the executive Directors at a certain time each year.

The ratio of the specified restricted stock to monetary compensation, etc. shall be set at an appropriate ratio in consideration of the Group's performance, the level of other companies, economic environment, etc., in order to ensure a level that can be expected to have an incentive effect on each executive Director to improve performance, based on the purposes of the Corporate Governance Code.

(4) Method of determination other than delegation to a third party

The compensation for each Director shall be determined by the Board of Directors upon consultation with and reports of the Nomination and Compensation Advisory Committee, a majority of whose members are Independent Outside Directors.