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Securities code: 7962 September 3, 2024 (Commencement of Electronic Provision Measures: August 27, 2024)

To Shareholders with Voting Rights:

Akira Miyamoto President & CEO KING JIM CO., LTD. 2-10-18, Higashi-Kanda, Chiyoda-ku, Tokyo 101-0031, Japan

NOTICE OF

THE 76TH ANNUAL GENERAL MEETING OF SHAREHOLDERS

We hereby inform you that the 76th Annual General Meeting of Shareholders (the "Meeting") of KING JIM CO., LTD. (the "Company") will be held as described below.

The Company has adopted electronic provisioning measures for this general meeting of shareholders by posting the matters for electronic provision to the following website.

The Company website:

https://www.kingjim.co.jp/english/ir/event/agm.html

The same information is also posted on the following website.

The Tokyo Stock Exchange Website (Listed Company Search):

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

Visit the above website, enter or search for our company name or securities code, and select "Basic Information," followed by "Documents for public inspection/PR information."

If you are unable to attend the Meeting, you may exercise your voting rights in writing or via the Internet. Please review the attached Reference Documents for the General Meeting of Shareholders and exercise your voting rights by 5:35 p.m. Japan time, Wednesday, September 18, 2024.

1. Date and Time:	Thursday, September 19, 2024 at 10:00 a.m. Japan time (Reception opens at 9:00 a.m.)
2. Place:	Event Hall, 3rd Floor, Bellesalle Kudan, Sumitomo Fudosan Kudan
	Building
	1-8-10 Kudan-kita, Chiyoda-ku, Tokyo 102-0073, Japan
	*The venue is different from last year. Please see the "Guide Map to the
	Venue for the General Meeting of Shareholders" at the end for directions.
3. Meeting Agenda:	
Matters to be reported	1. The Business Report and Consolidated Financial Statements for the
	Company's 76th Fiscal Year (June 21, 2023 – June 20, 2024) and results
	of audits of the Consolidated Financial Statements by the Accounting
	Auditor and the Board of Auditors
	2. Non-consolidated Financial Statements for the Company's 76th Fiscal

Year (June 21, 2023 – June 20, 2024)

Proposals to be resolved:

Proposal 1: Appropriation of Surplus Proposal 2: Election of Top (10) Directory

Proposal 2: Election of Ten (10) Directors

4. Matters on Voting Rights:

- (1) If no indication is given on the voting rights exercise form either in favor of or in opposition to a proposal, then we will consider you to have voted in favor of the proposal.
- (2) If your voting rights are exercised both in writing and on the Internet, then we will treat the voting rights exercised via the Internet as valid.
- (3) If your voting rights are exercised multiple times on the Internet, then we will treat the votes given in the final exercise of your voting rights as valid.
- (4) If you wish to vote by proxy in accordance with Article 18 of the Company's Articles of Incorporation, you can do so by appointing one other shareholder with voting rights to vote on your behalf. In that case, please submit a document verifying the delegation of your voting rights.

- a. "Corporate Structure and Policies" of the Business Report
- b. "Consolidated Statements of Changes in Equity" and "Notes to Consolidated Financial Statements" of the Consolidated Financial Statements
- c. "Non-consolidated Statements of Changes in Equity" and "Notes to Non-consolidated Financial Statements" of the Non-consolidated Financial Statements
- (2) If any revisions are made to the matters for electronic provision, then updated information will be posted on the respective websites where the documents were posted.

⁽¹⁾ In accordance with laws and regulations and Article 15 of the Company's Articles of Incorporation, the following items are not included in the written documents sent to the shareholders who requested the delivery of written documentation.

Accordingly, such documents only constitute a portion of the documents audited by the Auditors and Accounting Auditor in the preparation of their audit report.

Reference Documents for the General Meeting of Shareholders

Proposals and References

Proposal 1: Appropriation of Surplus

Upon comprehensively considering returns of profit to shareholders and maintaining internal reserves that allow agile management measures, the payout ratio is benchmarked at 40% in an effort to pay stable dividends.

Taking into consideration the Company's business performance and future business development, we propose the year-end dividend and appropriation of surplus as follows.

1. Year-end dividends

- 1. Type of dividend property Cash
- Allocation of dividend property and its total amount
 ¥7 per share of the Company's ordinary shares
 Total: ¥196,657,349
 The Company has paid an interim dividend of ¥7 per share, which brings the annual dividend for the fiscal year to ¥14 per share.
- 3. Effective date of distribution of surplus September 20, 2024
- 2. Other matters on appropriation of surplus
 - Item and amount of surplus to be increased Retained earnings brought forward: ¥750,000,000
 - Item and amount of surplus to be decreased
 General reserve: ¥750,000,000

Proposal 2: Election of Ten (10) Directors

The terms of office of all eleven (11) Directors will expire at the conclusion of this Meeting. Accordingly, the Company requests the election of ten (10) Directors.

The candidates for Directors are as follows:

No.	Nam	e	Current positions and responsibilities at the Company	Attendance at Board of Directors' Meetings
1	Akira Miyamoto [Reappointment]		President & CEO	100% (13 out of 13)
2	Naomichi Hagita	[Reappointment]	Director and Senior Managing Executive Officer Corporate Planning Department Special Assignment (In charge of Sustainability and M&A), In charge of Sales Division	100% (13 out of 13)
3	Shinichi Harada	[Reappointment]	Director and Senior Managing Executive Officer General Manager, Administration Division, CFO, and General Manager, Overseas Division, In charge of Overseas Sales Subsidiaries	100% (13 out of 13)
4	Takanobu Kameda	[Reappointment]	Director and Managing Executive Officer In charge of Corporate Planning Department, Public Relations & Investor Relations Department, and E- commerce Department, General Manager, Public Relations & Investor Relations Department	100% (13 out of 13)
5	Miyoko Kimura	[Reappointment]	Director and Managing Executive Officer General Manager, R&D Division and CMO	100% (13 out of 13)
6	Keiko Kakiuchi [Reappointment] [External] [Independent]		Director	100% (13 out of 13)
7	Katsuya Hirokawa	[Reappointment] [External] [Independent]	Director	100% (13 out of 13)
8	[Reappointment] Mizuho Iwaki [External] [Independent]		Director	100% (13 out of 13)
9	[Reappointment] Takako Suzuki [External] [Independent]		Director	100% (13 out of 13)
10	Ikumi Hiraki	[Reappointment] [External] [Independent]	Director	100% (13 out of 13)

No.	Name (Date of birth)	Care	Number of shares of the Company held						
	-	March 1977 September 1984 September 1986 April 1992	Joined the Company Managing Director and General Manager, General Planning Section, the Company Senior Managing Director, the Company President & CEO, the Company (current position)	852,544					
1	Akira Miyamoto (August 11, 1954)	[Current responsil CEO	Current responsibilities]						
	[Reappointment]								
	on management matters	s appropriately. As lent matters drawing	agement in general, he has made important judgment he is deemed to qualify as the one to make various jud on his outstanding leadership in the future, the Comp or.	dgments and					
2	Naomichi Hagita (May 25, 1960) [Reappointment]		Joined the Company General Manager, Corporate Planning Section, the Company Executive Officer, the Company Director, the Company Managing Director, the Company Senior Managing Director, the Company Director and Senior Managing Executive Officer, the Company (current position) bilities] ng Department Special Assignment (In charge of M&A), In charge of the Sales Division	19,457					
	[Reason for nomination as candidate for Director] Mr. Naomichi Hagita has taken numerous important positions in the Company's corporate planning and sales divisions and has a wealth of experience and extensive insight in these areas. As he is deemed to be capable of making various judgments and decisions on management matters appropriately, the Company renominates him as a candidate for Director.								

No.	Name (Date of birth)	Care	Number of shares of the						
			nd significant concurrent positions	Company held					
		April 1984 April 2008	Joined The Bank of Tokyo, Ltd. (currently MUFG Bank, Ltd.) Deputy General Manager, Shanghai Branch, The Bank of Tokyo-Mitsubishi UFJ (China), Ltd. (currently MUFG Bank (China), Ltd.)						
		April 2011	Regional Head for Germany and General Manager, Dusseldorf Branch, The Bank of Tokyo-Mitsubishi UFJ, Ltd. (currently MUFG Bank (Europe) N.V.)						
		August 2014	Advisor, the Company						
		September 2014	Executive Officer, the Company	19,960					
	-	September 2014	Director, the Company	17,700					
	Chinish: Hans da	September 2015	Managing Director, the Company						
3	Shinichi Harada (September 19, 1961)	September 2020	Director and Managing Executive Officer, the Company						
	[Reappointment]	September 2023	Director and Senior Managing Executive Officer, the Company (current position)						
		General Manager,	[Current responsibilities] General Manager, Administration Division, CFO, and General Manager, Overseas Division, In charge of Overseas Sales Subsidiaries						
	[Reason for nomination as candidate for Director]								
	Mr. Shinichi Harada has a wealth of experience and extensive insight gained at financial institutions and								
	currently leads the Administration Division and Overseas Division of the Company. As he is deemed to be								
			decisions on management matters appropriately, the C	Company					
	renominates him as a ca	1							
		April 1985	Joined the Company						
	23	November 2006	General Manager, Electronic Stationery Business Promotion Department						
		June 2011	Executive Officer, the Company						
		September 2014	Director, the Company						
		September 2016	Managing Director, the Company						
		September 2020	Director and Managing Executive Officer, the Company (current position)	20,554					
4	Takanobu Kameda								
4	(January 24, 1963)	[Current responsil							
		In charge of Corpo							
	[Reappointment]	Investor Relations							
	[Deegen for a sector t	Manager, Public Relations & Investor Relations Department							
	[Reason for nomination as candidate for Director]								
	Mr. Takanobu Kameda has taken numerous important positions in the Company's corporate planning, R&D,								
	public relations & advertising, and E-commerce divisions, and has a wealth of experience and extensive insight in these areas. As he is deemed to be capable of making various judgments and decisions on management								
	matters appropriately, the Company renominates him as a candidate for Director.								
	matters appropriately, the Company renominates min as a candidate for Director.								

No.	Name (Date of birth)		er summary, positions, responsibilities, and significant concurrent positions	Number of shares of the Company held
5	Miyoko Kimura (Name on family register: Miyoko Sakagawa) (June 12, 1964) [Reappointment]	April 1988 May 1999 February 2010 August 2017 May 2021 June 2021 September 2022 June 2023 [Current Responsi	Joined PLUS CORPORATION Joined ASKUL Corporation President, ASMARU Corporation Director, Chief Marketing Officer (CMO), Executive Officer, Executive Officer of Life Creation Unit and Value Creation Center Unit, B- to-C Company, ASKUL Corporation Director, In charge of Branding, Design and Supplier-relations, ASKUL Corporation Outside Director (Audit and Supervisory Committee Member), Asahi Holdings, Inc. (currently ARE Holdings, Inc.) (current position) Director and Managing Executive Officer, the Company (current position) Outside Director, JAPAN POST HOLDINGS Co., Ltd. (current position)	6,376
	currently leads the R&I judgments and decision	as candidate for D s wide-ranging kno D Division of the Cost s on the Company'		arious
6	Keiko Kakiuchi (January 25, 1962) [Reappointment] [External]	April 1998 April 1998 October 2003 August 2012 September 2015 June 2016 March 2018	Registered as attorney-at-law Joined Miyahara, Suda, Ishikawa Law Office Joined Kasahara Law Office Established Ryowa Sogo Law Office (current position) External Auditor, the Company External Audit & Supervisory Board Member, Toppan Printing Co., Ltd. (currently TOPPAN Holdings Inc.) Audit & Supervisory Board Member, Yano Research Institute Ltd. (current position)	5,700
	[Independent] [Reason for nomination Ms. Keiko Kakiuchi ha she can be expected to	s wide-ranging kno perform appropriate lrawing on her expe	External Director, the Company (current position) xternal Director and overview of expected roles] wledge and track record as an attorney-at-law. As the e decision-making and management supervision at the erience, knowledge and achievements, the Company r	e Company's

No.	Name (Date of birth)	Care	Number of shares of the Company held			
7	Katsuya Hirokawa (January 14, 1970)[Reappointment] [External] [Independent]	April 1993 December 2005 April 2012 July 2017 April 2018 September 2019 April 2023	Joined The Sumitomo Bank, Ltd. (currently Sumitomo Mitsui Banking Corporation) Incubation Manager, Keio Fujisawa Innovation Village, Keio University Shonan Fujisawa Campus Secretary General, General Foundation SFC Forum Fund Manager, SFC Forum Fund (current position) External Director, ShuR Co., Ltd. External Director, the Company (current position) Secretary General in charge of general management, General Foundation SFC Forum (current position)	6,000		
	[Reason for nomination as candidate for External Director and overview of expected roles] Mr. Katsuya Hirokawa has wide-ranging knowledge and track record in the financial sector through h operational experience at financial institutions and as a fund manager. As the Company deems he can expected to perform appropriate decision-making and management supervision at the Company's Boa Directors by drawing on his knowledge and achievements, the Company renominates him as a candida External Director.					
8	Wizuho Iwaki (August 17, 1965)[Reappointment] [External] [Independent]	April 1988 February 1991 March 2007 June 2008 December 2009 July 2011 September 2019 September 2021 May 2022 August 2022 December 2023 April 2024	Joined Japan Broadcasting Corporation (NHK) Matsuyama Headquarters Freelance announcer Joined NTT Solco Corporation (currently NTT Nexia Corporation) Joined Sumitomo Life Insurance Company Representative, OfficeBenefit (current position) Certified as Certified Financial Planner (CFP) [®] Vice President, Fiduciary and Independent Wealth Advisors, NPO External Director, the Company (current position) Representative Director, MZ Benefit Consulting, Inc. (current position) Registered as Labor and Social Security Attorney Representative Director, Financial Education Association (current position) President, Fiduciary and Independent Wealth Advisors, NPO (current position)	700		
	[Reason for nomination as candidate for External Director and overview of expected roles] Ms. Mizuho Iwaki has experience in the broadcasting industry and wide-ranging insight into financial instruments. As the Company deems she can be expected to perform appropriate decision-making and management supervision at the Company's Board of Directors by drawing on her experience and insight, the Company renominates her as a candidate for External Director.					

No.	Name (Date of birth)		Career summary, positions, responsibilities, and significant concurrent positions				
9	Takako Suzuki (March 5, 1962)[Reappointment] [External] [Independent]	April 1984 August 2001 January 2010 April 2013 March 2020 June 2021 September 2022 June 2023 June 2024 June 2024	Joined Nissan Motor Co., Ltd. Joined LVJ Group Co., Ltd. (currently Louis Vuitton Japan Co., Ltd.) Joined S.T. Corporation Director, President & CEO, S.T. Corporation Outside Director, TRUSCO Nakayama Corporation (current position) Chairman of the Board, President & CEO, S.T. Corporation External Director, the Company (current position) Chairman, S.T. Corporation (current position) Outside Director, COSMO ENERGY HOLDINGS COMPANY,LIMITED(current position) Outside Director, FUJIFILM Holdings Corporation (current position)				
	[Reason for nomination as candidate for External Director and overview of expected roles] Ms. Takako Suzuki has wide-ranging knowledge and track record in corporate management. As the Company deems she can be expected to perform appropriate decision-making and management supervision at the Company's Board of Directors by drawing on her knowledge and achievements, the Company renominates her as a candidate for External Director.						
		April 1998 April 2003 October 2009	Joined The Long-Term Credit Bank of Japan, Limited (currently SBI Shinsei Bank, Limited) Research Assistant, School of Commerce, Waseda University Visiting Researcher, Institute of Marketing				
10	Ikumi Hiraki (April 4, 1975)	April 2012 April 2018 April 2018	Communication, Comprehensive Research Organization, Waseda University (current position) Associate Professor, Business Economics Faculty, Tokyo International University Visiting Professor, The Open University of Japan Professor, Business Economics Faculty, Tokyo	700			
10	[Reappointment] [External] [Independent]	September 2018 September 2022	International University (current position) Part-time Lecturer, Graduate School of Commerce, Waseda University (current position) External Director, the Company (current position)				
	Ms. Ikumi Hiraki has w Company deems she ca	vide-ranging knowle n be expected to pe of Directors by drav	xternal Director and overview of expected roles] edge and track record as an expert in marketing theory erform appropriate decision-making and management ving on her knowledge and achievements, the Compar	supervision at			

Notes: 1. There are no special interests between any of the candidates for Director and the Company.

- 2. The "Numbers of shares of the Company held" by the candidates for Director are as of June 20, 2024.
- 3. Ms. Keiko Kakiuchi, Mr. Katsuya Hirokawa, Ms. Mizuho Iwaki, Ms. Takako Suzuki, and Ms. Ikumi Hiraki are candidates for External Director.

- 4. Mr. Katsuya Hirokawa and Ms. Ikumi Hiraki have not been directly engaged in corporate management other than as external officers in the past. However, the Company deems that they will be able to execute their duties as external directors appropriately as stated above in the reason for nomination as a candidate for External Director.
- 5. Ms. Keiko Kakiuchi and Mr. Katsuya Hirokawa will have served as External Director of the Company for five (5) years at the conclusion of this Meeting. Ms. Mizuho Iwaki will have served as External Director of the Company for three (3) years at the conclusion of this Meeting. Ms. Takako Suzuki and Ms. Ikumi Hiraki will have served as External Director of the Company for this Meeting.
- 6. Ms. Keiko Kakiuchi, Mr. Katsuya Hirokawa, Ms. Mizuho Iwaki, Ms. Takako Suzuki, and Ms. Ikumi Hiraki satisfy the Company's independence criteria for external officers. The Company has designated Ms. Keiko Kakiuchi, Mr. Katsuya Hirokawa, Ms. Mizuho Iwaki, Ms. Takako Suzuki, and Ms. Ikumi Hiraki as independent directors as stipulated by the Tokyo Stock Exchange and registered them with the Exchange. If they are re-elected, the Company intends to continue designating them.
- 7. The Company has entered into a liability limitation agreement with Ms. Keiko Kakiuchi, Mr. Katsuya Hirokawa, Ms. Mizuho Iwaki, Ms. Takako Suzuki, and Ms. Ikumi Hiraki to limit their liability under Article 423, Paragraph 1 of the Companies Act to the amount stipulated by laws and regulations provided they performed their duties in good faith and without gross negligence. If they are re-elected, the Company plans to continue the same agreement with them.
- 8. The Company has entered into a directors and officers liability insurance (D&O insurance) contract with an insurance company as stipulated in Article 430-3, Paragraph 1 of the Companies Act that insures the officers including directors. In the event that a claim is filed against the insured directors and officers for damages incurred in the course of their duties, this insurance contract will cover liabilities and legal costs, etc. to be borne by the directors and officers. If the candidates for Director are elected, they will be insured under the contract. The Company plans to renew the contract with similar terms and conditions at its maturity (February 2025).

Reference: Independence Criteria

The Company's independence criteria for external directors and external auditors are as follows.

For an external director or external auditor to be independent from the Company, none of the following may apply to that external director or external auditor:

- i. A person for which the Company is a major business partner or its executive;
- ii. A major business partner of the Company or its executive;
- iii. A consultant, accounting specialist, or legal specialist that receives significant amounts of cash or other property from the Company other than officers' compensation (if the entity receiving such property is a corporation, union, or other organization, a person affiliated to the entity);
- iv. A person falling under any of i. to iii. above in the past year;
- v. A relative within the second degree of kinship of any of the following persons (excluding non-key persons) set forth in items a. to c. below:
 - a. A person set forth in items i. to iv. above;
 - b. An executive of a subsidiary of the Company (an executive or a non-executive director when determining independence of an external auditor for designation as an independent auditor);
 - c. A person falling under b. or an executive of the Company (an executive or a non-executive director when determining independence of an external auditor for designation as an independent auditor) in the past year.
- Notes: 1. "A person for which the Company is a major business partner" refers to those receiving payments from the Company or its subsidiary in an amount equivalent to 2% of their total annual consolidated net sales or ¥100 million, whichever is higher, in the most recent business year.
 - 2. "A major business partner of the Company" refers to those paying to the Company an amount equivalent to 2% or more of the Company's total annual consolidated net sales in the most recent business year.
 - 3. "Receives significant amounts of cash or other property from the Company other than officers' compensation" refers to a consultant, accounting specialist, or legal specialist (if the entity receiving such property is a corporation, union, or other organization, a person currently or previously affiliated to the entity) who received as compensation other than officers' compensation from the Company or its subsidiary cash or property in an amount equivalent to 2% of that person's total annual consolidated net sales (in aggregate) or ¥10 million, whichever is higher, in the most recent business year.

Reference: Skills Matrix of Directors, etc. after this General Meeting of Shareholders (Plan)

		Skills, Experience, Knowledge, etc.								
Name	Position	Management Experience	Industry Insight	International Experience	Sales & Marketing	Product Development and Production	Finance and Accounting	Legal	DX & IT	Sustainability
Akira Miyamoto	Chairman & Director	0	0			0				0
Miyoko Kimura	Representative Director, President	0			0	0				0
Naomichi Hagita	Director and Senior Managing Executive Officer	0	0		0					0
Shinichi Harada	Director and Senior Managing Executive Officer	0		0			0			0
Takanobu Kameda	Director and Managing Executive Officer	0	0			0				0
Keiko Kakiuchi	External Director							0		
Katsuya Hirokawa	External Director						0			
Mizuho Iwaki	External Director						0	0		
Takako Suzuki	External Director	0			0	0				
Ikumi Hiraki	External Director				0					
Kazuto Shimizu	Standing Auditor			0			0	0		
Katsuhiko Imabori	External Auditor	0						0		
Yoko Hayashi	External Auditor						0			
Takuto Inoue	Senior Executive Officer	0		0						
Yusuke Kojima	Senior Executive Officer								0	0
Sotaro Takahashi	Senior Executive Officer					0				0

Note: The above table lists up to four of the skills, experience, knowledge, etc., possessed by each Director, etc. and is not an exhaustive list.