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: 6073)

June 2, 2023

(Commencement date of electronic provision measures: May 24, 2023)

To Shareholders with Voting Rights:

Sei Miyauchi Chief Executive Officer Asante, Inc. 1-33-15 Shinjuku, Shinjuku-Ku, Tokyo

NOTICE OF THE 50th ANNUAL GENERAL MEETING OF SHAREHOLDERS

Dear Shareholders:

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

You are cordially notified of the 50th Annual General Meeting of Shareholders of Asante, Inc. (the "Company"). The meeting will be held for the purposes as described below.

When convening this year's General Meeting of Shareholders, the Company has taken measures for providing information in electronic format (the "electronic provision measures") and has posted matters subject to the electronic provision measures on the Company's website

• The Company website (https://www.asante.co.jp/ir/library/meeting/) (Japanese only)

In addition to the website shown above, the Company also has posted this information on the Tokyo Stock Exchange (TSE) website. Please access to the TSE website below, enter the Company's name or stock exchange code to run a search, select "Basic information" and then "Documents for public inspection/PR information" to confirm the details.

• TSE website (Listed Company Search) (https://www2.jpx.co.jp/tseHpFront/JJK020010Action.do?Show=Show)

If you do not attend the meeting, you may exercise your voting rights in advance via the Internet or in writing. Please review the attached Reference Documents for the General Meeting of Shareholders, and exercise your voting rights so that your votes will be received no later than 5:00 p.m. on Tuesday, June 20, 2023, Japan time, either by: entering your vote for or against each Proposal on the voting website specified by the Company (https://evote.tr.mufg.jp/) (Japanese only); or indicating your vote for or against each Proposal in the enclosed Voting Rights Exercise Form and sending the Form back to us.

1. Date and Time: Wednesday, June 21, 2023 at 10:00 a.m. Japan time

(Reception will open at 9:00 a.m.)

2. Place: 5F conference center at Belle Salle Shinjuku Grand located at

8-17-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo

3. Meeting Agenda:

Matters to be reported: 1. The Business Report, Consolidated Financial Statements for the Company's 50th Fiscal Year (April 1, 2022 - March 31, 2023), and results of audits of the

Consolidated Financial Statements by the Accounting Auditor and the Audit &

Supervisory Board

2. Non-consolidated Financial Statements for the Company's 50th Fiscal Year (April 1, 2022 - March 31, 2023)

Proposals to be resolved:

Proposal 1: Dividends from Surplus **Proposal 2:** Election of Nine Directors

Proposal 3: Election of Two Audit & Supervisory Board Members

Proposal 4: Election of One Substitute Audit & Supervisory Board Member

4. Matters Determined for Convocation of General Meeting of Shareholders

- (1) If you exercise your voting rights more than once via the Internet, your last vote will be deemed valid.
- (2) If you exercise your voting rights both by using the Voting Rights Exercise Form and via the Internet, your vote via the Internet will be deemed valid.
- (3) If you are unable to attend the General Meeting of Shareholders, you may appoint another shareholder with voting rights (one person) as your proxy to attend the General Meeting of Shareholders on your behalf. Please note that submission of a document that verifies the proxy's authority will be required.
- (4) Should you indicate neither approval nor disapproval on each Proposal in the Voting Rights Exercise Form, it shall be treated as an approval vote.
- 1. When attending the meeting, please bring this Notice with you and submit the enclosed Voting Rights Exercise Form at the reception desk.
- 2. Pursuant to the laws and regulations, and the provisions in Article 14 of the Articles of Incorporation, the following matters are posted on the Company's website and the TSE website, and are not included in the paper copy sent to shareholders. Accordingly, the paper copy is part of the information audited by the Accounting Auditor and the Audit & Supervisory Board Members in preparing audit reports.
 - System for Ensuring the Appropriateness of Operations and the Operating Status of the Systems in the Business Report;
 - Consolidated Statement of Changes in Equity and Notes to Consolidated Financial Statements in the Consolidated Financial Statements, and;
 - Non-consolidated Statement of Changes in Equity and Notes to Non-consolidated Financial Statements in the Non-consolidated Financial Statements
- 3. Should the matters subject to the electronic provision measures require any revisions, the revised versions will be posted on the respective websites where the matters are posted.
- 4. From this year, the results of the resolution of the General Meeting of Shareholders of the Company will be posted on the Company's website (https://www.asante.co.jp/ir/)(Japanese only) instead of sending the written Notice of Resolution.

Reference Documents for the General Meeting of Shareholders

Proposals and References

Proposal 1: Dividends from Surplus

With respect to dividends from surplus, the Company's basic dividend policy is to give top priority to generating returns to its shareholders and maintain stable dividends as a fundamental rule, while taking such factors as the Company's strengthening of its corporate constitution and enhancement of its internal reserves into consideration in a comprehensive manner.

In accordance with such policy, the Company proposes a year-end dividend for the fiscal year under review of 31 yen per share as follows. Combined with the interim dividend of 31 yen, the annual dividend will be 62 yen per share.

Matters concerning year-end dividend

- (1) Type of dividend property

 Cash
- (2) Matters concerning allotment of dividend property to shareholders and total amount thereof 31 yen per share of the Company's common stock, 340,628,155 yen in total amount
- (3) Effective date of dividends from surplus June 22, 2023

Proposal 2: Election of Nine Directors

The terms of office of all eight Directors will expire at the conclusion of this year's Annual General Meeting of Shareholders. The Company proposes to increase the number of Directors by one in order to further strengthen the management system. Accordingly, the election of nine Directors is proposed.

The candidates for Director are as follows:

- = Areas in which the candidate has knowledge, experience, and abilities
- Areas where Outside Directors are expected to contribute in terms of knowledge, experience, and abilities

	aomi				Knowledge, experience, and abilities possessed by Directors					
No.	Name	Position in the Company	Type of nomination	Corporate management	Sales, marketing	Legal affairs, risk management	Finance, accounting	Human resources, labor relations, human resource development	Technology, quality assurance	IT, digital
1	Sei Miyauchi	Chief Executive Officer		0	0			0	0	
2	Masami Iishiba	Senior Managing Director		0	0	0	0	0		
3	Yoshiyuki Nakao	Director		0	0	0	0	0		
4	Yoshimitsu Ishigami	Director			0				0	
5	Tetsuji Hamazato				0				0	
6	Shungo Matsuo	l						0		0
7	Toshiya Natori	Director	Outside Independent	•		•	•	•		
8	Michiaki Tanaka	Director	Outside Independent	•	•	•	•	•		•
9	Naoko Omura	_	Outside Independent	•			•			

No.	Name (Date of birth)		Past experience, positions, responsibilities,	Number of shares of the		
	(Date of birth)		and significant concurrent positions	Company held		
		March 1994 April 2010 June 2013 February 2015	Joined the Company General Manager, HA Business Department Director; General Manager, HA Business Department Director; Head of Sales Division			
	Sei Miyauchi (March 11, 1971) [Reappointment]	April 2015 February 2016	Director; Head of Sales Division; General Manager, TS Sales Department Director; General Manager, Personnel Development Department	30,400		
1		April 2019 February 2020 June 2020	Managing Director; Head of Sales Division Chief Executive Officer; Head of Sales Division Chief Executive Officer (to present)			
		[Reason for nomination as candidate for Director] Mr. Sei Miyauchi has engaged in operations of the field of sales for many years and has a high level of knowledge across all of businesses of the Company. He has served as Director since June 2013 and as Chief Executive Officer since February 2020. The Company has judged that his experience and abilities will contribute to the Company's sustainable growth and enhancement of corporate value, and has therefore renominated him as a candidate for Director.				
2	Masami Iishiba (December 24, 1950) [Reappointment]	April 1973 September 2002 November 2002 November 2005 April 2019 January 2020 April 2020 July 2020 February 2023 [Reason for nomin Mr. Masami Iishib responsibility for the Company, and judged that his exp	Joined The Mitsubishi Bank, Ltd. (currently MUFG Bank, Ltd.) Joined the Company; General Manager, Corporate Planning Office Director; General Manager, Corporate Planning Office Managing Director; General Manager, Corporate Planning Office Managing Director; Head of Administration Division; General Manager, Corporate Planning Department Managing Director; Head of Administration Division Senior Managing Director; Head of Administration Division Director, Heartful Home Co., Ltd. Senior Managing Director, the Company (to present) Director as candidate for Director Director as abundant experience from his time at a financial institution. Director as Senior Managing Director since April 2020. The Corporate and abilities will contribute to the Company's sustainable	or after joining mpany has growth and		
3	Yoshiyuki Nakao (October 31, 1962) [Reappointment]	April 1986 October 2015 February 2016 May 2016 January 2017 June 2017 June 2017 January 2020 October 2021 February 2023 [Reason for nomin Mr. Yoshiyuki Na in important posts responsible for ov level of insight regabilities will contri	orporate value, and has therefore renominated him as a candidate for Joined The Mitsubishi Bank, Ltd. (currently MUFG Bank, Ltd.) Joined the Company; General Manager, Accounting and Finance Department General Manager, General Affairs Department Audit & Supervisory Board Member, Human Green Service Co., Ltd. General Manager, General Affairs and Personnel Department, the Company Director; General Manager, General Affairs and Personnel Department Director; General Manager, Corporate Planning Department Director; Deputy Head of Administration Division; General Manager, Corporate Planning Department Director; Head of Administration Division; General Manager, Corporate Planning Department (to present) nation as candidate for Director] kao has abundant experience from his time at a financial institution of administrative departments after joining the Company, and has erseeing the entire administrative division since February 2023. He garding corporate management. The Company has judged that his elibute to the Company's sustainable growth and enhancement of corenominated him as a candidate for Director.	5,300 n. He has served been e has a high experience and		

No.	Name (Date of birth)		ce, positions, responsibilities,	Number of shares of the	
	(Date of offili)	and signii	icant concurrent positions	Company held	
		June 1990 Joined the Co.	* *		
		February 1999 Head of Chiba			
			ger, Materials Department		
			ger, Customer Consultation Department		
		-	ger, Technical Department	6,500	
			d of Sales Division	0,500	
		April 2021 Director; Head	l of Sales Division; General Manager, Business		
	Yoshimitsu Ishigami	Promotion De	-		
4	(July 3, 1966)		d of Sales Division (to present)		
•			tful Home Co., Ltd. (to present)		
	[Reappointment]	[Reason for nomination as candid			
			erienced businesses in the field of sales for many ye		
			compliance and technical capabilities, etc., while s		
			onsultation Department and General Manager of Te		
			sible for overseeing the entire sales division since J		
			the business of the Company. The Company has ju		
			ribute to the Company's sustainable growth and enh	nancement of	
			renominated him as a candidate for Director.		
		March 1996 Joined the Co	* •		
		February 2002 Head of Ibara		• 000	
			ger, Corporate Sales Department	2,000	
	TD : "TT		of Sales Division; General Manager, Corporate		
	Tetsuji Hamazato		ent (to present)		
5	(February 6, 1973)	[Reason for nomination as candid		1.1	
	DAT 1.4 (I		volved in the Company's core businesses for many		
	[New appointment]	served in important posts of sales division. He has held the positions of Deputy Head of Sales Division and General Manager of Corporate Sales Department since July 2022. The Company has			
			he Company's sustainable growth and enhancemen		
			perience and broad insight regarding the Company		
			ed him as a candidate for Director.	s businesses,	
		March 1994 Joined the Co.			
			ger, General Affairs and Personnel Department		
		•	rvisory Board Member, Human Green Service Co.,		
	Shungo Matsuo (July 9, 1970)	Ltd. (to preser	· ·	100	
			of Administration Division, the Company (to		
		present)	of Administration Division, the Company (to		
6		[Reason for nomination as candid	ate for Director		
Ü		Mr. Shungo Matsuo has been involved in a wide range of administrative operations, inclu			
		general affairs, human resources, labor management, and information systems, and has held			
		position of Deputy Head of Administration Division since February 2023. The Company has judged			
		that he will contribute to the Company's sustainable growth and enhancement of corporate value			
		because he has abundant experience and broad insight regarding the Company's businesses, and has			
		therefore newly nominated him a		,	

No.	Name (Date of birth)		Past experience, positions, responsibilities, and significant concurrent positions	Number of shares of the Company held
7	Toshiya Natori (December 17, 1963) [Reappointment] [Outside] [Independent]		tners Supervisory Board Member, TOBISHIMA CORPORATION	
		Mr. Toshiya Nator companies, along broad insight. Bas supervision to the to contribute to th has therefore reno corporate manage he is capable of an above. His period	nation as candidate for Outside Director and a summary of expecter has served as an outside corporate auditor and outside director of with his wealth of experience and expertise as a prosecutor and couled on this advanced knowledge, he has provided appropriate advice Board of Directors of the Company. The Company believes that he improvement of the effectiveness of the Board of Directors of the minated him as a candidate for Outside Director. He has not been intended the horizontal performing as an outside officer, but the Company appropriately performing his duties of an Outside Director for the residential performance of the Company will be two years at the etting of Shareholders.	several unsel, and has a e and e will continue c Company, and nvolved in has judged that asons stated

No.	Name (Date of birth)		positions, responsibilities, nt concurrent positions	Number of shares of the
8	Michiaki Tanaka (December 13, 1964) [Reappointment] [Outside] [Independent]	April 1987 June 1997 MBA, The University Gradu April 1988 March 1998 March 1998 Joined Citibank Joined Citibank Joined Bank of A Joined ABN Am Area August 2003 August 2003 President and CE Inc. (to present) June 2006 President and CE April 2015 Professor, Rikky Administration (to Director, the Cort (Significant concurrent positions) President and CEO, Japan Strategic Professor, Rikkyo University Gradu	abishi Bank, Ltd. (currently MUFG Bank, Ltd.) ersity of Chicago Booth School of Business the bank fapan America Securities Japan ro Securities Japan ro, Japan Strategic Finance Research Institute, EO, Merging Point Co. Ltd. (to present) ro, SADAMATSU Company y Festaria Holdings Co., Ltd.) ro University Graduate School of Business ro present) ropany (to present) Finance Research Institute, Inc.	Company held — d roles]
		Mr. Michiaki Tanaka has a wealth of positions at several financial institutes as a professor at a graduate school of the has provided appropriate advice a Company believes that he will continue and of Directors of the Company, Director. His period in office as Out conclusion of this General Meeting of	f experience and expertise in management, having the constant of a consulting of the following supervision to the Board of Directors of the Control of the control of the effect and has therefore renominated him as a candidate side Director of the Company will be two years a for Shareholders.	g served in key company, and d knowledge, Company. The ctiveness of the te for Outside
9	Naoko Omura (July 19, 1973) [New appointment] [Outside] [Independent]	Tohmatsu LLC) July 2001 Admitted as Cert November 2013 Outside Auditor, May 2015 Outside Director Inc. (to present) January 2019 Outside Auditor, March 2020 Graduated from Outside MBA March 2023 Obtained MBA March 2023 Outside Director DRAFT Inc. (to present) Outside Director (Audit and Supervice) Outside Director (Audit and Supervice) IReason for nomination as candidated Ms. Naoko Omura has extensive expansion of the supervice of the appropriate supervice of the supervise of the supervice of the supervise of the super	Graduate School of Management, GLOBIS (Audit and Supervisory Board Member), present) sory Board Member), Nyle Inc.	ed public of other dged that she s therefore

(Notes)

- 1. There are no special interests between each of the candidates for Director and the Company.
- 2. Mr. Toshiya Natori, Mr. Michiaki Tanaka, and Ms. Naoko Omura are candidates for Outside Director. The Company has registered Mr. Toshiya Natori and Mr. Michiaki Tanaka as Independent Officers, pursuant to the rules of the Tokyo Stock Exchange, Inc. The Company intends to register Ms. Naoko Omura as an Independent Officer with the Exchange. In addition, these candidates satisfy the Criteria for Independence of Outside Officers set forth by the Company.

- 3. The Company has entered into agreements with Mr. Toshiya Natori and Mr. Michiaki Tanaka to limit their liabilities for damages provided for in Article 423, Paragraph 1 of the Companies Act. The maximum amount of liability pursuant to the agreements shall be the minimum amount provided for in Article 425, Paragraph 1 of the same Act. If the candidates are reelected as Directors, the Company intends to continue the agreements with them. In addition, if Ms. Naoko Omura is elected as Director, the Company intends to enter into a similar agreement with her.
- 4. The Company has concluded a directors and officers liability insurance contract provided for in Article 430-3, Paragraph 1 of the Companies Act with an insurance company. The said insurance contract shall cover liability for damages to be borne by insured persons. The candidates shall be included as insured persons under the insurance contract.
- 5. There are no transactions between the Company and the companies at which Mr. Toshiya Natori, Mr. Michiaki Tanaka, or Ms. Naoko Omura holds significant concurrent positions.

Proposal 3: Election of Two Audit & Supervisory Board Members

As the terms of office of three Audit & Supervisory Board Members will expire at the conclusion of this year's Annual General Meeting of Shareholders, the Company proposes the election of two Audit & Supervisory Board Members.

Submission of this Proposal has been given the consent of the Audit & Supervisory Board. The candidates for Audit & Supervisory Board Member are as follows:

No.	Name (Date of birth)	Past experience, positions, and significant concurrent positions	Number of shares of the Company held
1	Takashi Miyachi (December 17, 1964) [New appointment]	April 1989 Joined the Company October 2001 General Manager, Computer Operation Department April 2008 General Manager, Personnel Development Department March 2012 General Manager, Internal Audit Department July 2013 General Manager, TS Business Department April 2015 General Manager, Information System Department January 2017 General Manager, Business Promotion Department April 2021 General Manager, Internal Audit Department (to present) [Reason for nomination as candidate for Audit & Supervisory Board Member] Mr. Takashi Miyachi has held key positions in a wide range of areas, including sales, information system divisions, and is familiar with the Company's operations. In addit wealth of experience and broad insight. The Company has judged that he is capable of performing his duties of an Audit & Supervisory Board Member and has therefore no	tion, he has a of appropriately
2	Yoshihisa Uchida (February 2, 1966) [New appointment] [Outside] [Independent]	Note the properties of the pro	ified public has judged that g, and has rd Member. He officer, but the

(Notes)

- 1. There are no special interests between each of the candidates for Audit & Supervisory Board Member and the Company.
- 2. Mr. Yoshihisa Uchida is a candidate for Outside Audit & Supervisory Board Member. Mr. Yoshihisa Uchida satisfies the criteria for Independent Officer, pursuant to the rules of the Tokyo Stock Exchange, Inc., and if he assumes office as Outside Audit & Supervisory Board Member, the Company intends to register him as an Independent Officer with the Exchange. In addition, the candidate satisfies the Criteria for Independence of Outside Officers set forth by the Company.
- 3. The Company has entered into agreements with Outside Audit & Supervisory Board Members to limit their liability for damages provided for in Article 423, Paragraph 1 of the Companies Act. The maximum amount of liability pursuant to the agreements shall be the minimum amount provided for in Article 425, Paragraph 1 of the same Act. If Mr. Yoshihisa Uchida is elected as Outside Audit & Supervisory Board Member, the Company intends to enter into the agreement with him.
- 4. The Company has concluded a directors and officers liability insurance contract provided for in Article 430-3, Paragraph 1 of the Companies Act with an insurance company. The said insurance contract shall cover liability for damages to be borne by insured persons. The candidates shall be included as insured persons under the insurance contract.
- 5. There are no transactions between the Company and the companies at which Mr. Yoshihisa Uchida holds significant concurrent positions.

Proposal 4: Election of One Substitute Audit & Supervisory Board Member

In order to prepare for a shortage in the number of Audit & Supervisory Board Members stipulated in laws and regulations, the Company proposes the election of one Substitute Audit & Supervisory Board Member in advance.

The effectiveness of election in this Proposal may be rescinded, only prior to the Substitute Audit & Supervisory Board Member's assumption of the position, by resolution of the Board of Directors with the consent of the Audit & Supervisory Board.

Submission of this Proposal has been given the consent of the Audit & Supervisory Board.

The candidate for Substitute Audit & Supervisory Board Member is as follows:

Name (Date of birth)	F	Past experience and significant concurrent positions	Number of shares of the Company held
	April 1975	Joined SHIMIZU CORPORATION	
	October 2003	General Manager, Operation Control Department, Building	
		Construction Headquarters, SHIMIZU CORPORATION	
Yukio Inukai	April 2007	Deputy General Manager, KANTO Branch, SHIMIZU	
(December 7, 1952)		CORPORATION	_
(December 7, 1932)	June 2011	Full-time Audit & Supervisory Board Member, the Company (to	
		present)	
	(Significant con-	current positions)	
	None		

(Notes)

- 1. There are no special interest between the candidate for Subsitute Audit & Supervisory Board Member and the Company.
- 2. Mr. Yukio Inukai is a candidate for Substitute Outside Audit & Supervisory Board Member. Mr. Yukio Inukai satisfies the criteria for Independent Officer, pursuant to the rules of the Tokyo Stock Exchange, Inc., and if he assumes office as Outside Audit & Supervisory Board Member, the Company intends to register him as an Independent Officer with the Exchange.
- 3. Mr. Yukio Inukai has a wealth of experience and deep insight in business companies and has served as a Full-time Audit & Supervisory Board Member of the Company. The Company proposes his election as a Substitute Outside Audit & Supervisory Board Member so that he can make use of his experience and insight in auditing the Company.
- 4. Mr. Yukio Inukai is currently a Full-time Audit & Supervisory Board Member of the Company, and his period in office as a Full-time Audit & Supervisory Board Member will be twelve years at the conclusion of this General Meeting of Shareholders.
- 5. The Company has entered into agreements with Outside Audit & Supervisory Board Members to limit their liability for damages provided for in Article 423, Paragraph 1 of the Companies Act. The maximum amount of liability pursuant to the agreements shall be the minimum amount provided for in Article 425, Paragraph 1 of the same Act. If Mr. Yukio Inukai is elected as Outside Audit & Supervisory Board Member, the Company intends to enter into the agreement with him.
- 6. The Company has concluded a directors and officers liability insurance contract provided for in Article 430-3, Paragraph 1 of the Companies Act with an insurance company. The said insurance contract shall cover liability for damages to be borne by insured persons. If Mr. Yukio Inukai is elected as Outside Audit & Supervisory Board Member, he shall be included as an insured person under the insurance contract.

(Reference) Criteria for Independence of Outside Officers

The Company has set forth the following criteria regarding the independence of Outside Officers at the Company, and Outside Officers who do not fall under any of the criteria shall be declared independent:

- (1) An executive of the Company or a subsidiary of the Company;
- (2) An executive of a business partner accounting for more than 2% of the Company's annual net sales in the most recent fiscal year;
- (3) An executive of a business partner whose net sales to the Company exceed 2% of annual net sales in the most recent fiscal year;
- (4) A consultant, accounting expert, or legal expert receiving cash or other property exceeding 10 million yen annually from the Company (in the case where the person receiving the property is a corporation, partnership, or other organization, a person belonging to an entity when property received from the Company exceeds 2% of the entity's annual revenues);
- (5) An executive of a lender listed as a main lender of the Company in the Business Report for the most recent fiscal year;
- (6) A person who fell under any of the above categories (1) through (5) in the past ten (10) years;
- (7) A relative within the second degree of kinship of a person falling under any of the above categories (1) through (5) (however, this applies only to significant persons);
- (8) A major shareholder of the Company (a person or an entity whose ownership ratio of voting rights at the end of the most recent fiscal year accounts for 10% or more of the total voting rights) or an executive of such entity;
- (9) A person receiving donations exceeding 10 million yen annually from the Company (however, in the case where the person receiving the donations is a corporation, partnership, or other organization, an executive of an entity when property received from the Company exceeds 2% of the entity's annual revenues); or
- (10) A person with special circumstances that prevent him or her from fulfilling his or her duties as an independent Outside Officer.