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 damage arising from the translation.

Securities code: 3191

August 31, 2023

(Commencement date of measures for electronic provision: August 25, 2023)

To Shareholders with Voting Rights:

Ikuo Hirayama President **JOYFUL HONDA CO., LTD.** 1-16-2 Fujisaki, Tsuchiura, Ibaraki Prefecture

NOTICE OF THE 48th ORDINARY SHAREHOLDERS' MEETING

Dear Shareholders:

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

You are hereby notified that the 48th Ordinary Shareholders' Meeting of JOYFUL HONDA CO., LTD. (the "Company") will be held as described below.

This Shareholders' Meeting will be live-streamed on the Internet for all shareholders. If you wish to view the live-streaming of the Shareholders' Meeting or if you do not plan to attend the meeting in person, please review the guidance on how to exercise voting rights (pages 4-5, available only in Japanese) and exercise your voting rights by 6:45 p.m. on Friday, September 15, 2023, Japan time in writing or via electromagnetic means (the Internet, etc.).

In convening this Shareholders' Meeting, the Company has taken measures for electronic provision and posted matters subject to measures for electronic provision as the "NOTICE OF THE 48th ORDINARY SHAREHOLDERS' MEETING" and "Other Matters Subject to Measures for Electronic Provision for the 48th Ordinary Shareholders' Meeting (Matters Omitted from the Paper Copy Delivered)" on **the Company's website** on the Internet. Please access the following website of the Company to review the matters.

The Company's website:

https://www.joyfulhonda.info/category/meeting en/

In addition to the website above, the Company has also posted the matters subject to measures for electronic provision on the website of the Tokyo Stock Exchange, Inc. (TSE). To review the matters, please visit the **TSE website** (**TSE Listed Company Search**) below and enter and search for the issue name "JOYFUL HONDA" or the security code "3191" and select "Basic information" and "Documents for public inspection/PR information," followed by "Notice of General Shareholders Meeting/Informational Materials for a General Shareholders Meeting."

Tokyo Stock Exchange website (TSE Listed Company Search):

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

1. Date and Time: Tuesday, September 19, 2023 at 2:00 p.m. Japan time

(Reception will begin at 1:00 p.m.)

(Please note that the start time differs from that of last year and we

kindly ask you to ensure that you arrive at the correct time)

2. Place: Subaru, Annex 1F, Hotel Nikko Tsukuba

1-1364-1 Azuma, Tsukuba, Ibaraki Prefecture

3. Meeting Agenda:

Matters to be reported: The Business Report and Non-consolidated Financial Statements for the

Company's 48th Fiscal Year (June 21, 2022 to June 20, 2023)

Proposals to be resolved:

Proposal 1: Election of Five Directors

Proposal 2: Election of One Substitute Statutory Auditor

 Shareholders who plan to attend the meeting in person are encouraged to pay attention to your health condition until the date of the event and if you feel unwell, please consider not attending the meeting without forcing yourself.

- o The proceedings of the Shareholders' Meeting will be live-streamed (real time) on the Internet on the day of the meeting to enable shareholders to watch from their own homes or elsewhere. In addition, the proceedings of the Shareholders' Meeting will be available for viewing on demand at a later date.
- Please be advised in advance that you will be only viewing the live-streaming of the Shareholders'
 Meeting and will not be able to engage in such activities as asking questions or participating in the
 voting process.
- o In accordance with the revision to the Companies Act, we have decided to make it a basic rule to ask shareholders to access the Company's website or the TSE website to review the matters subject to measures for electronic provision, and send a paper copy of such matters only to shareholders who have requested the delivery of such paper copy by the record date. However, at this Shareholders' Meeting, regardless of whether or not the request for the delivery of paper copy has been made, we will send across the board a paper copy stating the matters subject to measures for electronic provision.
- O Among the matters subject to measures for electronic provision, the following matters are not contained in the paper copy provided to shareholders who requested it pursuant to the provisions of laws and regulations and Article 14 of the Articles of Incorporation of the Company.
 - (1) "Systems to ensure the appropriateness of operations and operational status of such systems" in the Business Report
 - (2) "Notes to the Non-consolidated Financial Statements" in the Non-consolidated Financial Statements

Accordingly, the paper copy provided to shareholders who have requested it is a part of the subject documents that were audited by the Statutory Auditors and the Accounting Auditor in preparing their respective audit reports.

- o When attending the meeting, please present the enclosed Exercise of Voting Rights Form at the reception desk.
- o If there are any revisions to the matters subject to measures for electronic provision, they will be posted on the Company's website and the TSE website where such matters were provided.

Souvenirs will not be provided. Thank you for your understanding.

Reference Documents for the Shareholders' Meeting

Proposals and References

Proposal 1: **Election of Five Directors**

The terms of office of all six Directors will expire at the conclusion of this meeting. Accordingly, the election of five Directors is proposed.

The candidates for Director have been selected based on the report submitted by the voluntary Nomination Committee, chaired by an External Director with the majority of the members being External Directors, in accordance with the "Standards for Election of Directors and Statutory Auditors" (listed on pages 10-11).

In addition, the candidates for External Director satisfy the "Independence Standards for External Officers" (listed on page 12).

The candidates for Director are as follows:

No.		Name			Current positions at the Company	Attendance at the Board of Directors meetings
1	Reappointment	Ikuo Hirayama	i		President	14 out of 14 (100%)
2	Reappointment	Masaru Honda	i		Director & Counselor	14 out of 14 (100%)
3	Reappointment	Hiromitsu Kugisaki	i	External Independent	External Director	14 out of 14 (100%)
4	Reappointment	Touko Shirakawa		External Independent	External Director	14 out of 14 (100%)
5	Reappointment	Keita Tokura	i	External Independent	External Director	14 out of 14 (100%)

					the Company	meetings
1	Reappointment	Ikuo Hirayama	i		President	14 out of 14 (100%)
2	Reappointment	Masaru Honda	i		Director & Counselor	14 out of 14 (100%)
3	Reappointment	Hiromitsu Kugisaki	i	External Independent	External Director	14 out of 14 (100%)
4	Reappointment	Touko Shirakawa	0	External Independent	External Director	14 out of 14 (100%)
5	Reappointment	Keita Tokura	i	External Independent	External Director	14 out of 14 (100%)
•	Male O	Female				

÷	Male	0	Female

No.	Name (Date of birth)		Past experience, positions, responsibilities, and significant concurrent positions	Number of shares of the Company held			
1	Ikuo Hirayama (February 6, 1965) Reappointment	March 1987 September 2015 February 2016 March 2016 April 2017 July 2017 July 2018 November 2018 November 2018 February 2019 February 2019 June 2019 March 2021 June 2021 August 2022	Joined the Company Director; General Manager, Merchandising Department and General Manager, Merchandise Development Office Director Director, Honda Sangyo Co., Ltd. Managing Director, Honda Sangyo Co., Ltd. Managing Director; General Manager, Administration Group, General Manager, Management Planning Department, and General Manager, General Administration Department, the Company Managing Director; General Manager, Management Planning Group In charge of Management Planning Office, Public Relations and IR Office, and Project Promotion Office In charge of Management Planning Office and Public Relations and IR Office In charge of Management Planning Office, Public Relations and IR Office, and Business Coordination In charge of Management Planning Office, Public Relations and IR Office, Project Promotion Office, New Business Development, and Business Coordination Director, JOYFUL AK CO., LTD. (to present) Director & Senior Executive Officer; General Manager, Administration Group, the Company Director, MTJ FITNESS Corporation (to present) Director, Senior Executive Officer & COO, the Company Director, Senior Executive Officer & COO and General Manager, Reform Division Parcial and (to present)	16,000 shares			
	Reasons for nomination as candidate for	June 2023 President (to present) Mr. Ikuo Hirayama, at the Company, has been engaged in operations such as store management the Merchandising Department for many years, and has successively held positions such as Ge Manager of the Merchandising Department, General Manager of the Administration Group, an Senior Executive Officer & COO. Since June 2023, he has been serving as President of the Company and is leading the Company by demonstrating strong leadership. With a wealth of					
	Director experience in store management and the ability to execute business, as well as a wicknowledge about the Company's business, the Company judges that he is qualified enhance the corporate value of the Company, and renominates him as a candidate for						

No.	Name (Date of birth)		Number of shares of the Company held				
2	Masaru Honda (February 14, 1959) Reappointment	March 1986 October 1992 October 1998 January 2001 October 2003 August 2005 September 2016 September 2017 April 2018 March 2020 April 2020	Joined Honda Sangyo Co., Ltd. Director Senior Managing Director Director, Joyful Honda Co., Ltd. President, Honda Sangyo Co., Ltd. Director, the Company Counselor Director Chairman, Honda Sangyo Co., Ltd. Retired as Chairman Director & Counselor, the Company (to present)	2,040,000 shares			
	Reasons for nomination as candidate for Director	Mr. Masaru Honda has held important positions at the Company and Group companies a wealth of experience and wide-ranging insight related to the management of the Compan Director of the Company, he appropriately fulfills his role such as making decisions on i management matters and supervising the business execution. The Company judges that he qualified to further enhance the corporate value of the Company, and renominates him as for Director.					
3	Hiromitsu Kugisaki (December 3, 1955) Reappointment External Independent	April 1979 January 1988 June 1991 June 1997 June 2005 February 2014 June 2017	Joined Japan Recruit Center, Inc. (currently Recruit Holdings Co., Ltd.) General Manager, Human Resources Department Director, Human Resource Research Institute, Co., Ltd. (currently Recruit Management Solutions Co., Ltd.) President and Representative Director of the Board Director of the Board, Recruit Co., Ltd. (currently Recruit Holdings Co., Ltd.) Special Counselor, GREE, Inc. Council Chairman, Ezoe Memorial Foundation (currently Ezoe Memorial Recruit Foundation) (to present) External Director, the Company (to present) Counselor, International Air Cargo Terminal Co., Ltd. (to present)	- shares			
	Reasons for nomination as candidate for External Director and expected roles	Mr. Hiromitsu Kugisaki has been engaged in the overall corporate management at the Recruit Group, and has a wealth of experience and wide-ranging insight in the fields of management, including human resources, marketing, and compliance, as well as corporate governance. We believe that by leveraging his wealth of experience and wide-ranging insight, he will make useful suggestions on overall management, supervise the Company's management decisions and business execution from an independent and objective standpoint, and play a sufficient role in the Company's business and human resource strategies. Based on such expectation, the Company renominates him as a candidate for External Director.					

No.	Name (Date of birth)		Past experience, positions, responsibilities, and significant concurrent positions	Number of shares of the Company held
4	Touko Shirakawa (April 25, 1961) Reappointment External Independent	April 2002 April 2013 September 2015 March 2016 September 2016 March 2017 May 2017 March 2018 April 2018 October 2018 June 2019 March 2020 April 2020 April 2020 April 2021 July 2021 July 2022	Fully-fledged start of writing activities Visiting Professor, Sagami Women's University Private Member, "Japan Conference for Promoting Dynamic Engagement of All Citizens," Cabinet Secretariat Committee Member, "Priority Policy Specialized Survey," Gender Equality Bureau, Cabinet Office Expert Member, "Working Style Reform Realization Conference," Cabinet Secretariat Expert Committee Member, "Conference for Gender Equality Priority Policy Specialized Survey," Gender Equality Bureau, Cabinet Office Follow-up Meeting Committee Member, "Japan Plan for Promoting Dynamic Engagement of All Citizens," Cabinet Secretariat Public Interest Commissioner, "Council for Initiatives for Promoting the SDGs in the Securities Industry," Japan Securities Dealers Association (to present) Visiting Professor, Center for General Education, Showa Women's University (to present) Follow-up Meeting Committee Member, "Working Style Reform Realization Conference," Cabinet Secretariat Committee Member, "Investigative Committee on the New Ways of Convenience Stores," Ministry of Economy, Trade and Industry Committee Member, "Investigative Committee for Promotion and Deployment of Telework," Ministry of Internal Affairs and Communications Specially Appointed Professor, The Graduate School of Sagami Women's University (to present) Outside Director, sanwacompany (to present) Outside Director, paiwa Asset Management Co. Ltd. (to present) Director, People&Communities Network (to present) Outside Director, SUMITOMO LIFE INSURANCE	shares
	Reasons for nomination as candidate for External Director and expected roles	Ms. Touko Shirak many years she ha of various public of work-life balance, wide-ranging insigninsight, she will management decise play a sufficient reamong other areas External Director.	empowerment, experience and de-ranging ipany's andpoint, and ent for women,	

No.	Name (Date of birth)		Number of shares of the Company held	
5	Keita Tokura (May 2, 1981) Reappointment External Independent	April 2004 October 2005 April 2008 June 2012 January 2014 April 2016 December 2019 April 2020 September 2020	Joined the Legal Training and Research Institute of Japan, Supreme Court of Japan Graduated from the Legal Training and Research Institute of Japan, Supreme Court of Japan and registered as an attorney Joined Anderson Mori & Tomotsune (currently Anderson Mori & Tomotsune Foreign Law Joint Enterprise) Worked at Daiwa Securities SMBC Co. Ltd., Registered as an attorney in the state of New York, U.S.A. Partner, Anderson Mori & Tomotsune (currently Anderson Mori & Tomotsune Foreign Law Joint Enterprise) (to present) Part-time Lecturer, Faculty of Economics, Seikei University Outside Advisor, Idein Inc. (to present) Part-time Lecturer, Graduate School of Law, Hitotsubashi University (to present) External Director, the Company (to present)	shares
	Reasons for nomination as candidate for External Director and expected roles	Mr. Keita Tokura, engaged in corpora financial transaction experience and broad IT, having word leveraging his weat overall management an independent and	although he does not have direct experience in corporate management legal affairs mainly in the fields of corporate mergers and acquired in the legal affairs mainly in the fields of corporate mergers and acquired in sight into corporate strategic decision-making, including legarked in the M&A advisory division of a securities company. We builth of experience and wide-ranging insight, he will make useful sunt, supervise the Company's management decisions and business of dispersive standpoint, and play a sufficient role in the Company's rareas. Based on such expectation, the Company renominates him	isitions, various las extensive al affairs, M&A, elieve that by loggestions on execution from future business

(Notes) 1. Joyful Honda Co., Ltd., which is listed in past experience, merged with the Company in June 2011 and ceased to exist.

- 2. Honda Sangyo Co., Ltd., which is listed in past experience, merged with the Company in March 2020 and ceased to exist.
- 3. There are no special interests between each of the candidates for Director and the Company.
- 4. The name of Director candidate Ms. Touko Shirakawa on her family register is Miki Kobayashi.
- 5. Mr. Hiromitsu Kugisaki, Ms. Touko Shirakawa, and Mr. Keita Tokura are candidates for External Director.
- 6. The terms of office for External Director of the Company for Mr. Hiromitsu Kugisaki, Ms. Touko Shirakawa, and Mr. Keita Tokura are six years, three years, and three years at the conclusion of this meeting, respectively.
- 7. If the elections of Mr. Masaru Honda, Mr. Hiromitsu Kugisaki, Ms. Touko Shirakawa, and Mr. Keita Tokura for Director are approved, the Company plans to continue agreements with Mr. Masaru Honda, Mr. Hiromitsu Kugisaki, Ms. Touko Shirakawa, and Mr. Keita Tokura in accordance with Article 427, Paragraph 1 of the Companies Act, to limit his or her liability for damages. The maximum liability amount based on said agreements is either three million yen or the amount stipulated by laws and regulations, whichever is higher.
- 8. Mr. Hiromitsu Kugisaki, Ms. Touko Shirakawa, and Mr. Keita Tokura, candidates for External Director, have been designated as independent officers based on the Company's Independence Standards for External Officers, in addition to the requirements stipulated by the Tokyo Stock Exchange, and have been reported to the Exchange as such. If they are elected as originally proposed, they will continue to be independent officers.
- 9. The Company has taken out directors and officers liability insurance, as stipulated in Article 430-3, Paragraph 1 of the Companies Act. If this proposal is approved as originally proposed and the Directors are appointed, each candidate will be included as the insured under this insurance policy. In addition, we plan to renew the contract in August 2024. The officers, etc., who are included as insured in this insurance policy shall receive compensation for their liability borne from performance of their duties or for their liability arising from claims in pursuit of that liability. However, in order to ensure that the performance of duties of the insured are not compromised, there are certain exemptions, such as damages caused by actions of the insured with the knowledge that they are in violation of laws and regulations will not be covered. The insurance fee for the policy and all added special clauses is borne by the Company.

Proposal 2: Election of One Substitute Statutory Auditor

To prepare for a case in which the number of Statutory Auditors falls short of the number required by laws and regulations, the election of one substitute Statutory Auditor is proposed in advance.

If appointed as a substitute Statutory Auditor, the term of office shall be the remaining term of his predecessor.

The resolution shall remain in effect until the commencement of the next Ordinary Shareholders' Meeting. The candidate for substitute Statutory Auditor has been selected based on the report submitted by the voluntary Nomination Committee, chaired by an External Director with the majority of the members being External Directors, in accordance with the "Standards for Election of Directors and Statutory Auditors" (listed on pages 10-11).

In addition, the Board of Statutory Auditors has given its approval to this proposal.

The candidate for substitute Statutory Auditor is as follows:

Name (Date of birth)	Pa	Past experience and significant concurrent positions				
Toshihiro Masubuchi (July 2, 1961)	January 2015 September 2018 March 2020 June 2021 June 2023	Director; General Manager, General Administration and Human Resources Group, Kojima Co., Ltd. Joined the Company as Manager, Merchandising Department Statutory Auditor, Honda Sangyo Co., Ltd. General Manager in charge of Art & Craft Division, Internal Control Promotion Department, the Company In charge of Internal Control Promotion, General Administration Department In charge of Legal Affairs and Risk Management, Risk Management Department (to present)	100 shares			

(Notes) 1. Honda Sangyo Co., Ltd., which is listed in past experience, merged with the Company in March 2020 and ceased to exist.

- 2. There are no special interests between the candidate for substitute Statutory Auditor and the Company.
- 3. Reasons for nomination as candidate for substitute Statutory Auditor
 Mr. Toshihiro Masubuchi has been involved in the overall corporate management at Kojima Co., Ltd., and has served as a Statutory Auditor of a Group company as well as the person in charge of the Company's Internal Control Promotion Department, Risk Management Department and others. The Company nominates him as a candidate for substitute Statutory Auditor with an expectation that he will apply his wealth of experience and deep insight to the Company's audits.
- 4. If Mr. Toshihiro Masubuchi is appointed as Statutory Auditor, the Company plans to conclude an agreement with Mr. Toshihiro Masubuchi in accordance with Article 427, Paragraph 1 of the Companies Act, to limit his liability for damages. The maximum liability amount based on said agreement is either three million yen or the amount stipulated by laws and regulations, whichever is higher.
- 5. The Company has taken out directors and officers liability insurance, as stipulated in Article 430-3, Paragraph 1 of the Companies Act. If this proposal is approved as originally proposed and the Statutory Auditor is appointed, Mr. Toshihiro Masubuchi will be included as the insured under this insurance policy. In addition, we plan to renew the contract in August 2024. The officers, etc., who are included as insured in this insurance policy shall receive compensation for their liability borne from performance of their duties or for their liability arising from claims in pursuit of that liability. However, in order to ensure that the performance of duties of the insured are not compromised, there are certain exemptions, such as damages caused by actions of the insured with the knowledge that they are in violation of laws and regulations will not be covered. The insurance fee for the policy and all added special clauses is borne by the Company.

(Reference)

Areas of expertise particularly expected of Director candidates and Statutory Auditors

The areas (up to three) in which the Company has particular expectations of the candidates for Director, proposed in Proposal 1, and Statutory Auditors, are as follows.

	No.	Name	Corporate Management	-	Legal Affairs / Governance	IAccounting /	HR / Diversity	IT / Digital	Environment / Society	Global
	1	Ikuo Hirayama	•	•			•			
	2	Masaru Honda	•	•					•	
Directors	3	Hiromitsu Kugisaki	•		•		•			
31	4	Touko Shirakawa			•		•		•	
	5	Keita Tokura			•	•		•		
Statu		Shugo Okada			•	•	•			
Statutory Auditors		Shino Hirose			•		•			•
litors		Yumiko Otagiri			•	•				

(Notes) 1. The above matrix does not cover all the expertise, experience, and knowledge possessed by candidates for Director and Statutory Auditors.

^{2.} Industry experience refers to experience in the distribution or retail industry.

(Reference)

<Standards for Election of Directors and Statutory Auditors>

1. Directors

(1) Election policy for candidates for Director

The Board of Directors shall be of an appropriate size for deliberations. From the perspective of ensuring diversity in order to realize appropriate decision-making and management supervision, multiple persons who possess excellent insight and a high degree of expertise from both inside and outside the company will be appointed.

(2) Election standards for candidates for Director

- (i) Possess excellent management insight
- (ii) Have a law-abiding spirit, ethics, and social responsibility
- (iii) Have an ability to see things from a high vantage point with a broad perspective, as well as excellent foresight and insight
- (iv) Have the ability to make the best decisions for the Company in accordance with the "Principles of Business Judgment"
- (v) External Directors must have a total tenure of less than eight years, and be able to not only supervise management but also provide useful advice and recommendations to management
- (vi) Directors must be able to secure enough time to faithfully perform their duties

(3) Election procedures for candidates for Director

The President and the External Director who is the chair of the Nominating Committee will prepare proposals for appointing candidates for Director, and after deliberation by the Nomination Committee, the Board of Directors will make a resolution and submit it to the shareholders' meeting.

2. Statutory Auditors

- (1) Election policy for candidates for Statutory Auditor In order to appropriately audit the execution of duties by Directors with neutrality and independence, persons with excellent management insight are appointed.
- (2) Election standards for candidates for Statutory Auditor
 - (i) Statutory Auditors must have a total tenure of less than eight years, and have excellent character and insight, with expertise in either law, financial accounting, or corporate management
 - (ii) Have a law-abiding spirit, ethics, and social responsibility
 - (iii) Be able to ensure a fair and unbiased attitude from the perspective of independence
 - (iv) Be able to have smooth dialogue with management for the purpose of ensuring the soundness and transparency of management
 - (v) Statutory Auditors must be able to secure enough time to faithfully perform their duties
- (3) Election procedures for candidates for Statutory Auditor

The President and the External Director who is the chair of the Nominating Committee will prepare proposals for appointing candidates for Statutory Auditor. The Nominating Committee deliberates on the proposals by giving due respect to the opinions of the Statutory Auditors (Board). After obtaining the consent of the Board of Statutory Auditors, the Board of Directors will make a resolution and submit it to the shareholders' meeting.

(Reference)

<Independence Standards for External Officers>

The Company determines that its external officers (External Directors and External Statutory Auditors) are not independent if, in addition to the requirements for independent officers stipulated by the Tokyo Stock Exchange, any of the following items (1) through (3) applies.

- (1) A person who is currently, or has been in the past ten years, an executive (Note 2) of the Group (Note 1)
- (2) A person who has fallen under any of the following a. to g. in the past three years
 - a. A business partner whose annual transaction amount with the Group exceeds 10 million yen in a single fiscal year and which exceeds 2% of the net sales of either the Company or such business partner, or an executive thereof
 - b. A major shareholder holding voting rights exceeding 5% of the total voting rights of the Company, or an executive thereof
 - c. Lenders of the Group that have loaned to the Group an amount exceeding 2% of the total assets of the Company in the most recent fiscal year (if the lender is a corporation or other organization, an executive thereof)
 - d. A person who receives donations or subsidies exceeding 10 million yen annually from the Group (if the person having such relationship is a corporation or other organization, an executive thereof)
 - e. A person who provides professional services such as a consultant, lawyer, certified public accountant, etc., who receives monetary or other financial benefits exceeding 10 million yen annually from the Company, other than remuneration for their service as Directors or Statutory Auditors; or a person who belongs to an organization that provides professional services, such as a consulting firm, a law firm, or an auditing firm which receives remuneration exceeding 10 million yen annually and exceeding 2% of its net sales or total annual revenue
 - f. In the event that an executive of the Company is appointed as an external officer of another company, an executive for such other company
 - g. A certified public accountant who belongs to the auditing firm that is the Company's Accounting Auditor
- (3) Spouse or relative within the second degree of kinship of a person listed in (1) and (2) above
- (Note 1) The Group means the Company and its subsidiaries. The same applies within the Independent Standards.
- (Note 2) An executive is defined in Article 2, Paragraph 3, Item 6 of the Ordinance for Enforcement of the Companies Act, and includes not only executive Directors but also employees. The same applies within the Independent Standards.