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(Ticker Code: 7912)

June 5, 2015

Yoshitoshi Kitajima President Dai Nippon Printing Co., Ltd. 1-1, Ichigaya-Kagacho 1-chome, Shinjuku-ku, Tokyo

CONVOCATION NOTICE OF THE 121st ORDINARY GENERAL MEETING OF SHAREHOLDERS

Dear Shareholders:

This is to inform you that the 121st Ordinary General Meeting of Shareholders of Dai Nippon Printing Co., Ltd. (the "Company") will be held as set forth below and that you are cordially invited to attend it.

If you are not able to attend the meeting, you may exercise your voting rights in one of the following ways. You are kindly requested to exercise your voting rights on or before 6:00 p.m. on Thursday, June 25, 2015 (Japan time), after examining the following reference materials for the General Meeting of Shareholders.

[Exercising your voting rights by postal mail]

Please indicate your approval or disapproval for each of the agenda in the Voting Form enclosed herewith, affix the protective sticker, and mail the Voting Form to the Company so that it reaches us by the above-mentioned deadline.

Exercising your voting rights through the Internet

To vote via Internet, please see the "Guidance Note on the Exercise of Voting Rights through the Internet" (Pages 14 and 15) first, then, by the above-mentioned deadline, access the designated website and enter your approval or disapproval on each of the agenda in accordance with the guidance on the screen.

1. Date and Time: June 26, 2015 (Friday), at 10:00 a.m. (Japan time)

2. Venue Multi-purpose Auditorium on the lobby floor

C&I Building of Dai Nippon Printing Co., Ltd. 31-2, Ichigaya-Sanaicho, Shinjuku-ku, Tokyo

3. Meeting Agenda

Matters to be Reported:

- 1. Report on the Business Report and the Consolidated Financial Statements for the 121st Fiscal Period (from April 1, 2014 to March 31, 2015) and the Results of the Audit of Consolidated Financial Statements for the 121st Fiscal Period (from April 1, 2014 to March 31, 2015) by the Accounting Auditor and the Board of Statutory Auditors
- 2. Report on the Financial Statements for the 121st Fiscal Period (from April 1, 2014 to March 31, 2015)

Matters to be Resolved:

1st Agenda: Appropriation of Retained Earnings

2nd Agenda: Election of Eighteen (18) Directors

3rd Agenda: Election of Four (4) Statutory Auditors

4. Guidance on Disclosure on the Internet

Pursuant to the laws and ordinances and the provisions of Article 15 of the Articles of Incorporation of the Company, out of the documents to be attached to this Notice, the items listed below are posted on the Company's website (http://www.dnp.co.jp/ir/index_soukai.html) (available in Japanese), and are not included in the documents attached to this Notice.

- (1) "Notes to the Consolidated Financial Statements" in the Consolidated Financial Statements documents
- (2) "Notes to the Financial Statement" in the Financial Statements documents
 Accordingly, the attached documents are portions of the Consolidated
 Financial Statement and the Financial Statements audited by the Accounting
 Auditor in preparation of the Accounting Auditor's Report and portions of the

Consolidated Financial Statement and the Financial Statement audited by the Statutory Auditors and the Board of Statutory Auditors in preparation of the Audit Report.

[End]

If you attend the meeting in person, please submit the enclosed Voting Form to the receptionist at the location of the meeting.

In the event the Company makes any amendment to the Reference Materials for the General Meeting of Shareholders and/or attached documents (including the Notes to the Consolidated Financial Statements and the Notes to the Financial Statements), such amendment will be posted on the Company's website (http://www.dnp.co.jp/ir/index soukai.html).

Reference Materials for the General Meeting of Shareholders

Agenda and Reference Matters

1st Agenda: Appropriation of Retained Earnings

The Company's basic policy on appropriation of profit is to pay out stable dividends to shareholders while giving consideration to the Company's performance and dividend payout ratio. Further, for future business development, the Company will work on enhancement of the management foundation through improvement of financial standing by the internal reserves.

As for the appropriation of retained earnings for the current term, the general reserves will be reversed in order to enable flexible capital policy, and the year-end dividend for the current term will be \mathbb{4}16 per common share in the Company. The dividend for the current fiscal year will be \mathbb{4}32 per share, the same amount as the preceding fiscal year, including the interim dividend of \mathbb{4}16 per share.

- 1. Matters related to appropriation of retained earnings
 - (1) Item and amount of increased retained earnings

Retained earnings carried forward

(2) Item and amount of decreased retained earnings

General reserve

2. Matters related to the year-end dividend

(1) Type of dividend property

Cash

(2) Matters regarding the assignment of the Dividend Property to shareholders and the total amount of it

¥50,000,000,000

¥50,000,000,000

¥16 per share of common share in the Company

Total Amount: ¥10,310,085,008

(3) Effective date of dividend of retained earnings June 29, 2015

2nd Agenda. Election of Eighteen (18) Directors

The terms of office of all eighteen (18) Directors will expire as of the conclusion of this General Meeting of Shareholders. The Company requests the shareholders to elect eighteen (18) Directors.

The candidates for Director are as follows:

Candidate No.	Name (Date of Birth)	Brief personal history, title, responsibilit status of important concurrent office	No. of shares in the Company held
1.	Yoshitoshi Kitajima (Aug. 25, 1933)	May 1963 Joined the Company Jul. 1967 Director of the Company Managing Director of the Comp Jan. 1972 Aug. 1975 Dec. 1979 Joined the Company Managing Director of the Comp Senior Managing Director of the Comp Director, Vice President of the Company (currently serving)	e Company 3,026,000
2	Koichi Takanami (Dec. 19, 1940)	Apr. 1963 Joined the Company Aug.1987 Director of the Company Jun. 1993 Managing Director of the Compa Jun. 1997 Senior Managing Director of the Executive Vice President of the (currently serving)	Company
3	Masayoshi Yamada (Oct. 19, 1940)	Apr. 1963 Joined the Company Jun. 1989 Director of the Company Managing Director of the Compa Jun. 2001 Senior Managing Director of the Executive Vice President of the (currently serving)	Company 103,000
4	Yoshinari Kitajima (Sept. 18, 1964)	Apr. 1987 Joined The Fuji Bank Ltd. Mar. 1995 Joined the Company Jun. 2001 Director of the Company Jun. 2003 Managing Director of the Compa Jun. 2005 Senior Managing Director of the Executive Vice President of the (currently serving)	Company
5	Mitsuhiko Hakii (Jan. 27, 1941)	Apr. 1964 Joined the Company Jun. 1992 Director, General Manager Dept., General Manager of Training Dept. of the Company Jun. 1999 Jun. 2003 Managing Director of the Company Senior Managing Director of the (currently serving)	Education & 89,063
6	Masahiko Wada (Jan. 14, 1947)	Mar.1970 Joined the Company	any 40,000
7	Tetsuji Morino (Feb. 23, 1948)	Mar. 1970 Jun. 2002 Joined the Company Director, General Manager Business Planning Dept. of the C Managing Director of the Compa Jun. 2014 Senior Managing Director of the (currently serving)	Company 47,000

Candidate No.	Name (Date of Birth)	Brief pers	sonal history, title, responsibilities and status of important concurrent office	No. of shares in the Company held
8	Kunikazu Akishige (Feb. 21, 1950)	Apr. 1972 Jun. 2003 Jun. 2005 Apr. 2014	Joined the Company Director, General Manager of Communication & Information Operations of the Company Managing Director, General Manager of the Center for Contemporary Graphic Art, in charge of Communication & Information Operations, Information Communication Center, Press & Public Relations Office of the Company Managing Director, in charge of Legal Affairs Dept., Internal Auditing Div., Information Communication Center, Corporate Communication Div. of the Company	62,000
9	Motoharu Kitajima (Jan. 28, 1966)	Apr. 1988 Nov. 1996 Jun. 2005 Jun. 2007 Jul. 2014	(currently serving) Joined Sony Corporation Joined the Company Director, General Manager of Communication & Information Operations, in charge of Information Communication Center of the Company Managing Director, General Manager of Communication & Information Operations, in charge of Information Communication Center of the Company Managing Director, in charge of Communication & Information Operations, Information Communication Center, honto Business Operations of the Company (currently serving)	180,000
10	Masaki Tsukada (Jun. 16, 1953)	Apr. 1978 Jun. 2007 Jun. 2011 Apr. 2014	Joined the Company Director, General Manager of Lifestyle Materials Operations of the Company Managing Director, General Manager of Lifestyle Materials Operations of the Company Managing Director, in charge of Lifestyle Materials Operations of the Company (currently serving)	24,000
11	Sakae Hikita (Nov. 22, 1955)	Apr. 1978 Jun. 2009 Jun. 2011 Jul. 2014	Joined the Company Director, in charge of Information Processing Solutions Operations, Communication Business Systems Operations, Education & Publication Distribution Solutions Div., Integrated Planning & Marketing Div. of the Company Managing Director, in charge of Information Processing Solutions Operations., Communication Business Systems Operations, Education & Publication Distribution Solutions Div., Integrated Planning & Marketing Div. of the Company Managing Director, in charge of Information Solutions Operations, Enokicho Sales Dept. of the Company (currently serving)	25,000

Candidate	Name	Brief personal history, title, responsibilities and status of important concurrent office		No. of shares in the
No.	(Date of Birth)	•		Company held
		Status of important concurrent office President of DNP Data Techno Co., Ltd.		
12	Fujio Yamazaki (Dec. 2, 1949)	Apr. 1972 Jun. 2010 Jun. 2012	Joined the Company Senior Corporate Officer, General Manager of Ichigaya Publication Printing Operations, in charge of Education & Publication Distribution Solutions Div., Deputy General Manager of Electronic Publication Solutions Div. of the Company Managing Director, in charge of Ichigaya Publication Printing Operations, Education & Publication Distribution Solutions Div., Deputy General Manager of Electronic	17,000
		Oct. 2012	Publication Solutions Div. of the Company Managing Director, in charge of Ichigaya Publication Printing Operations, honto Business Operations of the Company (currently serving)	
13	Tokuji Kanda (Jun. 10, 1951)	Apr. 1974 Jun. 2007 Jun. 2012	Joined the Company Corporate Officer, General Manager of Employee Relations Dept., in charge of Recruiting Dept. of the Company Managing Director, in charge of Employee	20,000
		1052	Relations Dept., Recruiting Dept. of the Company (currently serving)	
14	Takashi Saito (Aug. 5, 1950)		Joined the Company Senior Corporate Officer, in charge of Advanced Optics Operations Managing Director, in charge of Purchasing Div., Corporate Administration Dept. of the Company (currently serving) portant concurrent office	11,000
		President of Uzumine Country Club Co., Ltd. Apr. 1973 Joined the Company		
15	Kouichi Hashimoto (Dec. 21, 1950)	Jun. 2009 Jun. 2013 Jun. 2014	Senior Corporate Officer, General Manager of Packaging Operations of the Company President of DNP Nishi Nippon Co., Ltd. Managing Director, in charge of Packaging Operations of the Company (currently serving)	11,000
16	Satoru Inoue (Jan. 14, 1955)	Apr. 1978 May 2013 Jun. 2013	Joined the Company In charge of Technical & Engineering Div., Technology Development Center, Environment & Product Liability Dept. of the Company Director, in charge of Technical & Engineering Div., Technology Development Center, Environment & Product Liability Dept. of the Company (currently serving) portant concurrent office	11,000

Candidate No.	Name (Date of Birth)	Brief personal history, title, responsibilities and status of important concurrent offices	No. of shares in the Company held
17	Tadao Tsukada (Oct. 19, 1938)	Nov. 1982 Professor of Tokyo Institute of Technology Apr. 1999 Adviser to the Company Oct. 1999 Professor of Meiji University Faculty of Science and Technology Jun. 2002 Director of the Company (currently serving)	f 2,000
18	Tsukasa Miyajima (Aug. 23, 1950)	Apr. 1990 Professor of Keio University Faculty of Law (current) Apr. 2003 Registered as an attorney at law at the Dair Tokyo Bar Association (current) Apr. 2004 Director of General Insurance Ratin Organization of Japan Oct. 2010 Director of the Japan Association of Privat Law Jun. 2014 Director of the Company (currently serving) Status of important concurrent offices Outside Director of Hulic Co., Ltd. Outside Statutory Auditor of Mikuni Corporation Councilor of Meiji Yasuda Life Insurance Co.	9

(Notes)

- 1. The "Corporate Officer", one of the titles used in the Company, was changed to the "Officer" in May 2009.
- 2. The Company has trading relationships with DNP Data Techno Co., Ltd. in which the candidate for Director, Mr. Sakae Hikita serves as the President, including purchase of card products, etc.

The Company has trading relationship with Uzumine Country Club Co., Ltd. in which the candidate for Director, Mr. Takashi Saito serves as the President, including lending the Company's assets, etc.

The Company has trading relationship with DNK Co., Ltd. in which the candidate for Director, Mr. Satoru Inoue serves as the President, including purchase of printing machinery and machine tools, etc.

Further, there is no special interest between any of the other candidates for Director and the Company.

3. Among the candidates for Director, Mr. Tadao Tsukada is a candidate for the Outside Director provided in the Article 2, Paragraph 3 Item 7 of the Ordinance for Enforcement of the Companies Act. Further, the Company designated him as an Independent Officer stipulated by the Tokyo Stock Exchange, Inc. and submitted notification to the same Exchange. When his reappointment is approved, he is planned to remain in office as an Independent

Officer.

- The reason for selecting him as a candidate for Outside Director is that his advice and supervision over the Company's management from an objective perspective independent from the management executing the business are expected.
- Although he does not have experience of involvement in corporate management other than by way of being an Outside Director, the Company determined that he is capable of carrying out his duties adequately as an Outside Director for the reason stated the above.
- While he was an Adviser to the Company in the past, he was not involved in execution of Company's and its subsidiaries' business but took the Adviser's post for the purpose of giving opinion based on his high level insight and extensive experience as an academic expert on the Company's management from a standpoint of various stakeholders, including shareholders and investors.
- He will have been in office as one of the Company's Outside Directors for thirteen (13) years at the conclusion of this General Meeting of Shareholders.
- The Company has entered into a Contract for Limitation of Liabilities with him with regard to the liability for damage to the Company provided in the Article 423, Paragraph 1 of the Companies Act, to the effect that the liability for damage attributable to his performance of duty as an Outside Director of the Company in good faith and without gross negligence to be limited to the amount of minimum liability stipulated in the Article 425, Paragraph 1 of the same Act. If his reappointment is approved, the Company plans to extend the above mentioned Contract for Limitation of Liabilities with him.
- 4. Among the candidates for Director, Mr. Tsukasa Miyajima is a candidate for Outside Director defined in the Article 2, Paragraph 3, Item 7 of the Ordinance for Enforcement of the Companies Act. Further, the Company designated him as an Independent Officer stipulated by the Tokyo Stock Exchange, Inc. and submitted notification to the same Exchange. When his reappointment is approved, he is planned to remain in office as an Independent Officer.
 - The reason for selecting him as a candidate for Outside Director is that his
 advice and supervision based on his high level insight and extensive
 experiences as a legal expert over the Company's management from an
 objective perspective independent from the management executing the business

are expected.

- Although he does not have experience of involvement in corporate management other than in the way of being an Outside Director or an Outside Statutory Auditor, the Company determined that he is capable of carrying out his duties adequately as an Outside Director for the reason stated the above.
- He will have been in office as one of the Company's Outside Directors for one
 (1) year at the conclusion of this General Meeting of Shareholders.
- The Company has entered into a Contract for Limitation of Liabilities with him with regard to the liability for damage to the Company provided in the Article 423, Paragraph 1 of the Companies Act to the effect that the liability for damage attributable to his performance of duty as an Outside Director of the Company in good faith and without gross negligence to be limited to the amount of minimum liability stipulated in the Article 425, Paragraph 1 of the same Act. If his reappointment is approved, the Company plans to extend the above mentioned Contract for Limitation of Liabilities with him.

3rd Agenda. Election of four (4) Statutory Auditors

The terms of office of four (4) Statutory Auditors will expire as of the conclusion of this General Meeting of Shareholders. The Company requests the shareholders to elect four (4) Statutory Auditors.

Further, this agenda has obtained the consent of the Board of Statutory Auditors.

The candidates for Statutory Auditor are as follows:

Candidate No.	Name (Date of Birth)	Brief personal history, title, responsibilities and status of important concurrent offices		No. of shares in the Company held
1	Kazunari Tanaka (Apr. 23, 1951)	Apr. 1974 Oct. 2004 Apr. 2008	Joined the Company General Manager of Planning & Control Dept. of Ichigaya Publication Printing Operations of the Company General Manager of Internal Auditing Div. (currently serving)	13,000
2	Naoki Hoshino (May 7, 1958)	Apr. 1981 Oct. 2002 Apr. 2008	Joined the Company General Manager of Securities Dept. of Finance & Accounting Div. of the Company General Manager of Finance & Accounting Div. of the Company (currently serving)	8,000
3	Makoto Matsuura (Mar. 3, 1939)	Apr. 1964 Feb. 1998 Jul. 2001 Jun. 2002 Jul. 2008 Jun. 2011	Appointed as Public Prosecutor Superintendent Public Prosecutor of the Sendai High Public Prosecutors Office Superintendent Public Prosecutor of the Tokyo High Public Prosecutors Office Chairman of National Offenders Rehabilitation Commission Registered as attorney at law at the Daiichi Tokyo Bar Association (current) Statutory Auditor of the Company (currently serving)	0
4	Shin-ichi Ikeda (Aug. 4, 1956)	Apr. 1979 Apr. 2002 Apr. 2008 Apr. 2011 Jun. 2011	Joined The Dai-ichi Mutual Life Insurance Co. (current The Dai-ichi Life Insurance Co., Ltd.) Manager of Corporate Consulting Dept. of the same Managing Director of the Dai-ichi Frontier Life Insurance Co., Ltd. Manager of Affiliated Business Dept. of The Dai-ichi Life Insurance Co., Ltd. Standing Statutory Auditor of the Company (currently serving)	2,000

(Notes)

- 1. Candidates marked with an asterisk () are new candidates.
- 2. There is no special interest between any of the candidates for Statutory Auditor and the Company.
- 3. Among the candidates for Statutory Auditor, Mr. Makoto Matsuura is an

Outside Statutory Auditor defined in the Article 2, Paragraph 3 Item 8 of the Ordinance for Enforcement of the Companies Act. Further, the Company designated him as an Independent Officer stipulated by the Tokyo Stock Exchange, Inc. and submitted notification to the same Exchange. If his reappointment is approved, he is planned to remain in office as an Independent Officer.

- The reason for selecting him as a candidate for Outside Statutory Auditor
 is that his experience and professional knowledge accumulated through
 his career as the Superintendent Public Prosecutor of the Tokyo High
 Public Prosecutors Office, attorney at law, etc. are expected to benefit the
 Company's audit.
- Although he does not have experience of involvement in corporate management other than through his position as an Outside Statutory Auditor, the Company determined that he is capable of carrying out his duties adequately as an Outside Statutory Auditor for the reason stated the above
- He will have been in office as one of the Company's Outside Statutory Auditors for four (4) years at the conclusion of this General Meeting of Shareholders.
- The Company has entered into a Contract for Limitation of Liabilities with him with regard to the liability for damage to the Company provided in the Article 423, Paragraph 1 of the Companies Act to the effect that the liability for damage attributable to his performance of duty as an Outside Statutory Auditor of the Company in good faith and without gross negligence to be limited to the amount of minimum liability stipulated in the Article 425, Paragraph 1 of the same Act. If his reappointment is approved, the Company plans to extend the above mentioned Contract for Limitation of Liabilities with him.
- 4. Among the candidates for Statutory Auditor, Mr. Shin-ichi Ikeda is an Outside Statutory Auditor defined in the Article 2, Paragraph 3 Item 8 of the Ordinance for Enforcement of the Companies Act. Further, the Company designated him as an Independent Officer stipulated by the Tokyo Stock Exchange, Inc. and submitted notification to the same Exchange. If his reappointment is approved, he is planned to remain in office as an Independent Officer.

- The reason for selecting him as a candidate for Outside Statutory Auditor
 is that his knowledge and insight accumulated through his business
 experience in other companies are expected to benefit the Company's
 audit.
- He will have been in office as one of the Company's Outside Statutory Auditors for four (4) years at the conclusion of this General Meeting of Shareholders.
- The Company has entered into a Contract for Limitation of Liabilities with him with regard to the liability for damage to the Company provided in the Article 423, Paragraph 1 of the Companies Act to the effect that the liability for damage attributable to his performance of duty as an Outside Statutory Auditor of the Company in good faith and without gross negligence to be limited to the amount of minimum liability stipulated in the Article 425, Paragraph 1 of the same Act. When his reappointment is approved, the Company plans to extend the above mentioned Contract for Limitation of Liabilities with him.

[END]

Guidance Note on the Exercise of Voting Rights through the Internet

1. Exercise of Voting Rights through the Internet

(1) In place of exercising your voting right in writing, it is possible to exercise your voting right by using the "Website for Exercise of Voting Rights" (URL below) designated by the Company. When you wish to exercise your voting rights through the Internet, please use the voting rights exercise code and password, which are printed on the right side of the Voting Form enclosed herewith to log-in, and follow the instruction on the screen to enter your approval or disapproval of each of the agenda. Further, for security purposes, you will be prompted to change your password the first time you log-in.

http://www.it-soukai.com/

- (2) The deadline for voting is 6:00 p.m. on June 25, 2015 (Thursday) (Japan time), and votes must be input by the above time. Shareholders are kindly requested to exercise their voting rights as early as possible.
- (3) If you exercise your voting rights both in writing and through the Internet, the vote through the Internet shall be accepted as the valid exercise of your voting rights and shall supersede any vote in writing. If you exercise your voting rights more than once through the Internet, the latest vote shall be accepted as the valid exercise of your voting rights and shall supersede any prior vote.
- (4) The password (including the password changed by the shareholder) is valid only for this General Meeting of Shareholders. New passwords will be issued for the next General Meeting of Shareholders.
- (5) The cost for Internet connection is to be borne by the shareholders.

(Please note)

- The "Password" is a tool to identify the person who is voting as the shareholder himself/herself. Please note that the Company will not contact shareholders regarding their passwords.
- If you enter an incorrect password more than a certain number of times, the password will be locked and invalid. If it is locked, please follow the guidance on the screen.
- The Website for Exercise of Voting Rights has been confirmed for use through common

devices connected to the Internet. However, there is a possibility that such exercise is not possible depending on the device you use.

2. Inquiries

- If you have any questions or inquiries, please contact Mizuho Trust & Banking Co., Ltd., Stock Transfer Agency Department (below) which is the Administrator of Shareholder Registry.
 - (1) Inquiries regarding use of the Website for Exercise of Voting Rights
 Toll-free telephone: 0120-768-524

(Operating Hours: Japan time, 9:00 a.m. through 9 p.m. of business day)

(2) Inquiries as to share administrative affairs other than the above;

Toll-free telephone: 0120-288-324

(Operating Hours: Japan time, 9:00 a.m. through 5 p.m. of business day)

[End]