[Translation for Reference and Convenience Purposes Only]

This document is an abridged translation of the Japanese original of "NOTICE OF THE 7TH ORDINARY GENERAL MEETING OF SHAREHOLDERS" and "Reference Document for the Ordinary General Meeting of Shareholders" of Aiming Inc. This translation is intended for reference and convenience purposes only. In the event of any discrepancy between this translation and the Japanese original, the original shall prevail.

(Securities Code 3911)
March 9, 2018

To Shareholders:

2-1-1 Yoyogi, Shibuya-ku, Tokyo
Aiming Inc.
CEO and President Tadashi Shiiba

NOTICE OF THE 7TH ORDINARY GENERAL MEETING OF SHAREHOLDERS

Dear Shareholders:

You are cordially invited to attend the 7th Ordinary General Meeting of Shareholders of Aiming Inc. (the "Company"). The meeting will be held for the purposes described below.

If you are unable to attend the meeting, you may exercise your voting rights in writing or via the Internet. Please review the Reference Document for the Ordinary General Meeting of Shareholders (described hereinafter) and exercise your voting rights by 5:30 p.m. Japan Standard Time on Tuesday, March 27, 2018, by means of either of the following: (1) in writing: please indicate your approval or rejection of the proposal on the enclosed Voting Rights Exercise Form and return it, or (2) via the Internet: please go to the Company's specified website for exercising voting rights (https://evote.tr.mufg.jp/) and enter your approval or rejection.

1. Date and Time: Wednesday, March 28, 2018 at 10:00 a.m. Japan Standard Time
   (The reception desk opens at 9:00 a.m.)
2. Place: BELLESALLE Nishi-Shinjuku Hall
   Sumitomo Fudosan Nishi-Shinjuku Building No.3, 1st floor
   4-15-3 Nishi-Shinjuku, Shinjuku-ku, Tokyo
3. Meeting Agenda

   Matters to be reported
   1. Business Report, Consolidated Financial Statements for the Company's 7th Fiscal Year (January 1, 2017 to December 31, 2017) and Results of Audits of the Consolidated Financial Statements by Accounting Auditors and Board of Company Auditors
   2. Non-consolidated Financial Statements for the Company's 7th Fiscal Year (January 1, 2017 to December 31, 2017)

   Proposal to be resolved
   - Item 1: Appointment of Six (6) Directors
   - Item 2: Appointment of Three(3) Auditors

◎If you attend the meeting, please submit the enclosed Voting Rights Exercise Form at the reception desk upon arrival at the meeting. In addition, please bring this notice with you to help conserve our paper resources.

◎Notes to the consolidated and non-consolidated financial statements are posted on the Company's website (http://www.aiming-inc.com/) in accordance with laws and regulations and Article 14 of the Company's Articles of Incorporation, and they are therefore not included in the documents accompanying this notice. However, the consolidated and non-consolidated financial statements audited by auditors and accounting auditors include the notes to the consolidated and non-consolidated financial statements.

◎ Changes to the reference document for the Ordinary General Meeting of Shareholders, business report, and consolidated and non-consolidated financial statements will be posted on the Company's website (http://www.aiming-inc.com/).

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Reference Document for the Ordinary General Meeting of Shareholders

Agenda item and matters for reference

Item 1 Appointment of Six (6) Directors

The term of office of all six directors will expire at the end of the shareholders' meeting, and we ask you to appoint six directors.

The following is career summaries of director candidates.

Candidate No.	Name (Birth date)	Career summary, position, responsibility, and concurrent post		Number of shares held
1	Tadashi Shiiba (December 30, 1973)	Apr. 1997	Joins Tecmo, Ltd.	8,155,000
		Dec. 2001	Joins Nihon System Kaihatsu Co., Ltd.	
		Apr. 2003	Joins GameOn Co., Ltd.	
		Mar. 2006	Director at GameOn	
		Aug. 2006	Executive Director and General Manager of Online Business at GameOn	
		Jun. 2008	CEO at ONE-UP Co., Ltd.	
		May 2011	CEO and President at Aiming Inc. (present post)	
		Mar. 2012	CEO at Aiming Korea, Inc.	
		May 2012	CEO at Aiming Global Service, Inc. (present post)	
		Sep. 2014	Director at Aiming High, Inc.	
	Reason of the nomination As the founder of the Company, Mr. Shiiba is the guiding spirit of the Company and has been demonstrating strong leadership based on his extensive experience in the development of online game services and wide range of knowledge. He plays a very important role in determining management policy and business strategies and making technical decisions. The Company thinks that he can continue to perform his duties properly as a director and asks the shareholders to appoint him.			
2	Hiroyuki Watase (October 27, 1972)	Apr. 1997	Joins Accenture Japan Ltd.	225,000
		Sep. 2001	Manager at Accenture Japan Ltd.	
		Sep. 2004	Joins Amuse Capital Inc., Head of President's Office at Amuse Capital	
		Apr. 2005	Director at LIVEWARE Inc.	
		Jun. 2011	Director and General Manager of Business Administration Group at Aiming Inc. (present post)	
		Mar. 2012	Auditor at Aiming Korea, Inc.	
		Sep. 2014	Auditor at Aiming High, Inc.	
	Reason of the nomination Mr. Watase has been responsible for business management as a director and CFO since the early stages of the Company. He has extensive experience in the business management division and wide-ranging knowledge about business management. He is also versed in the Company's operations overall. The Company believes that he can continue to perform his duties properly as a director and asks the shareholders to appoint him.			
3	Kazuyuki Hagiwara (December 17, 1973)	Jul. 1998	Joins CYBERFRONT Corporation	75,000
		Sep. 2001	Joins GameOn Co., Ltd.	
		Mar. 2007	Executive Officer and Head of System Management at GameOn	
		Mar. 2008	Director at GameOn	
		Dec. 2011	Joins Aiming Inc., Executive Officer at Aiming Inc.	
		Mar. 2012	Director and General Manager of Online Service at Aiming Inc. Director at Aiming Korea, Inc.	
		May 2012	Director at Aiming Global Service, Inc. (present post)	
		May 2013	Director and General Manager of Planning & Operations Group at Aiming Inc. (present post)	
		Sep. 2014	Director at Aiming High, Inc.	
	Reason of the nomination Mr. Hagiwara has extensive experience and a good track record at online game companies. Since joining the Company, he has been responsible for business management as a director and COO and has extensive experience in and wide-ranging knowledge about the operations division, infrastructure division, and overseas division, in particular. The Company therefore thinks that he can continue to perform his duties properly as a director and asks the shareholders to appoint him.			

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Candidate No.	Name (Birth date)	Career summary, position, responsibility, and concurrent post		Number of shares held
4	Toru Akaura (August 7, 1968)	Apr. 1991	Joins Japan Associated Finance Co., Ltd. (present JAFCO Co., Ltd.)	—
		Oct. 1999	General Partner of Incubate Capital Partners (present post)	
		Aug. 2007	Director at Sansan, Inc. (present post)	
		May 2010	General Partner of Incubate Fund No. 1 Investment Limited Partnership (present post)	
		Jun. 2011	Outside Director at Aiming Inc. (present post)	
	(Reason of the nomination as an outside director candidate and his qualification as an outside director) The Company believes that Mr. Akaura can perform his duties properly as an outside director and will play a role in strengthening the watchdog function of the Board of Directors and using his professional knowledge about the IT and Web business and external perspective in the management of the Company. The Company therefore asks the shareholders to appoint him. (Number of years in office as an outside director) At the end of the ordinary general meeting of shareholders, he will have been an outside director for six years and ten months.			
5	Tomoyuki Takechi (November 6, 1955)	Apr. 1979	Joins Shikoku Bank, Ltd.	435,000
		May 1996	Joins Square Co., Ltd. (present Square Enix Holdings Co., Ltd.)	
		Jun. 1996	Representative Director and President at Square Co., Ltd.	
		May 2000	Representative Director and Chairman at Square Co., Ltd.	
		Jun. 2001	Representative Director at DREAMUSIC Inc.	
		Dec. 2005	Director at Ubiquitous Entertainment, Inc. (present UEI Corporation)	
		Jun. 2008	Representative Director and President at AQ Interactive, Inc. (present Marvelous Inc.)	
		Oct. 2009	Representative Director and President at Takechi Communications (present post)	
		Mar. 2012	Outside Director at Aiming Inc. (present post)	
		Apr. 2015	Director at SHIFT PLUS INC. (present post)	
		Mar. 2017	Director at Alpha Code Inc. (present post)	
	(Reason of the nomination as an outside director candidate and his qualification as an outside director) The Company believes that Mr. Takechi can perform his duties properly as an outside director and will play a role in strengthening the watchdog function of the Board of Directors and using his professional knowledge about the gaming industry and external perspective in the management of the Company. The Company therefore asks the shareholders to appoint him. (Number of years in office as an outside director) At the end of ordinary general meeting of shareholders, he will have been an outside director for six years.			
6	Shin Joon Oh (October 11, 1982)	May 2008	Graduates from Tufts University in the United States	11,600
		Jul. 2008	Joins Tohmatsu & Co. (present Deloitte Touche Tohmatsu LLC)	
		Aug. 2010	Associate Manager at NCsoft Corporation	
		Aug. 2011	Investment Manager at T.S. Investment Corporation	
		Dec. 2011	CFO and COO at Gameprix Corporation	
		Jan. 2013	Director at Tencent Games (present post)	
			Country Director at Tencent Japan (present post)	
		Mar. 2016	Outside Director at Aiming Inc. (present post)	
	(Reason of the nomination as an outside director candidate and his qualification as an outside director) The Company believes that Mr. Oh can perform his duties properly as an outside director and will help strengthen the Company's base for expanding operations in Asia and promote business cooperation between the Company and Tencent, to which he belongs, effectively based on his extensive experience in the gaming industry in Asia. The Company therefore asks the shareholders to appoint him. (Number of years in office as an outside director) At the end of the ordinary general meeting of shareholders, he will have been an outside director for two years.			

(Notes) 1. No candidates have any specific interest in the Company.

2. Toru Akaura, Tomoyuki Takechi, and Shin Joon Oh are Outside Director candidates.

3. The Company has reported Tomoyuki Takechi as an Independent Director under the rules of the Tokyo Stock Exchange. If this item is approved, the Company will appoint Mr. Takechi as Independent Director. He was Representative Director and President of AQ Interactive, Inc., the predecessor of Marvelous Inc., before Aiming Inc. was established. However, he has already left AQ Interactive, and there is no concern that his appointment as an outside director will have any impact on AQ Interactive or the Company. The Company therefore believes that Mr. Takechi is qualified as Independent Director, or an Outside Director that is not at risk of causing a conflict of interest between him and general shareholders, under the guidelines of the Tokyo Stock Exchange.

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Item 2 Appointment of Three(3) Auditors

The term of office of all three auditors will expire at the end of the shareholders' meeting, and we ask you to appoint three auditors.

This agenda item has already been approved by the Audit & Supervisory Board.

The followings are career summaries of auditor candidates.

Candidate No.	Name (Birth date)	Career summary, position, responsibility, and concurrent post		Number of shares held
1	Kazuhiko Sugaya (August 9, 1937)	Apr. 1961	Joins Toshiba Corporation	—
		Jun. 1996	President & CEO, Toshiba FA Systems Engineering Corporation	
		Apr. 1999	Director, ARCHE K.K.	
		Apr. 2000	Part-time lecturer, Faculty of Engineering, Tokushima University	
		Jun. 2000	Advisor, Toshiba IT& Control Systems Corporation	
		Dec. 2005	Auditor, GameOn Co., Ltd.	
		Apr. 2006	Auditor, Japan Market Intelligence	
		Mar. 2013	External full-time auditor, Aiming Inc.(present post)	
	【Reason for nomination as an external auditor candidate and the candidate's qualification】 Mr. Sugaya has been nominated since the Company expects that he would leverage his extensive knowledge and experience in the game industry to perform audits from a specialist perspective. 【Number of years in office as External Auditor】 He will have held a position of External Auditor of the Company for five years at the closing of this General Meeting of Shareholders.			
2	Hideki Ishizaki (September 28, 1953)	Apr. 1977	Joins Idemitsu Kosan Co., Ltd.	—
		Jul. 1998	Director & Sales Manager, Apollo Resources, LLC (Australia)	
		Apr. 2001	Vice President, Idemitsu LPG USA Corp. (a U.S. subsidiary)	
		Nov. 2003	President, Tianjin Idemitsu Lubricants Co. (a Chinese subsidiary)	
		Jun. 2009	Head of New Business Promotion Office, Idemitsu Kosan Co., Ltd.	
		Apr. 2011	Auditor, Idemitsu Tanker Co., Ltd.	
		Mar. 2014	External auditor, Aiming Inc.	
		May 2015	External full-time auditor, Aiming Inc.(present post)	
	【Reason for nomination as an external auditor candidate and the candidate's qualification】 Mr. Ishizaki has been selected as a candidate since the Company expects that he will leverage his extensive knowledge and experience with the global business to perform audits from a specialist perspective. 【Number of years in service as External Auditor】 He will have held a position of External Auditor of the Company for four years at the closing of this General Meeting of Shareholders.			
3	Masataka Uesugi (July 31, 1965)	Apr. 1995	Registered with the Tokyo Bar Association) Joins Emori-Kawamori Law Office	—
		Apr. 1999	Uesugi Law Office	
		Jun. 2003	Senior Partner, AmLec., Ltd. (currently Kasumigaseki Law & Accounting Office)	
		Jun. 2004	Auditor, Digital Arts Inc.	
		Dec. 2013	Auditor, Ceres Inc.(present post)	
		Nov. 2014	External auditor, Aiming Inc. (present post)	
		Mar. 2015	Senior Partner, Sakurada Dori Partners (present post)	
		Mar. 2016	Director (Audit & Supervisory Board Member), Fullcast Holdings Co., Ltd.(present post)	
		Jun. 2016	Director (Audit & Supervisory Board Member), Digital Arts Inc. (present post)	
	【Reason for nomination as an external auditor candidate and the candidate's qualification】 Mr. Uesugi has been selected as a candidate since the Company expects that he will leverage his extensive knowledge and experience as a lawyer to perform audits from a specialist perspective. 【Number of years in service as External Auditor】 He will have held a position as External Auditor of the Company for three years and four months at the closing of this General Meeting of Shareholders.			

(Notes)1. No candidates have any specific interest in the Company.

2. Kazuhiko Sugaya, Hideki Ishizaki, and Masataka Uesugi are external Audit & Supervisory Board candidates.

3. The Company has reported Kazuhiko Sugaya, Hideki Ishizaki, and Masataka Uesugi as Independent Directors under the rule of the Tokyo Stock Exchange. If this item is approved, the Company will appoint the three candidates as Independent Directors.

4. Pursuant to the provisions of Article 427, Paragraph 1 of the Companies Act, the Company has executed agreements with Kazuhiko Sugaya, Hideki Ishizaki, and Masataka Uesugi that limit the liability stipulated in Article 423, Paragraph 1 of the Companies Act. The limit of liability under such agreements shall be the minimum amount prescribed by Article 425, Paragraph 1 of the Companies Act. If the reappointment of the three candidates is approved, the Company will execute the relevant agreements

individually with the three candidates.

End