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(Securities Code 3981)
March 11, 2025

To Shareholders with Voting Rights:

Jimpei Yoshida
President and Representative Director
Beaglee Inc.
2-13-5 Kita-Aoyama, Minato-ku, Tokyo, Japan

NOTICE OF THE 12th ANNUAL GENERAL MEETING OF SHAREHOLDERS

Dear Shareholders:

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

The 12th Annual General Meeting of Shareholders of Beaglee Inc. (the "Company") will be held for the purposes as described below.

In convening this General Meeting of Shareholders, the Company has taken electronic provision measures and posted matters subject to electronic provision measures under "Notice of the 12th Annual General Meeting of Shareholders" on the following website on the Internet.

The Company's website
https://www.beaglee.com/ir/meeting/

In addition to the above, these matters are also available on the website of the Tokyo Stock Exchange (TSE). Please access the TSE website (Listed Company Search) below, enter or search for the issue name (company name) or securities code, and select "Basic information" and then "Documents for public inspection/PR information" to review.

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

To exercise your voting rights in writing or via the Internet, please review the Reference Documents for the General Meeting of Shareholders posted under the matters subject to electronic provision measures and exercise your voting rights no later than 5:30 p.m. on Wednesday, March 26, 2025, Japan time by following the Instructions for the Exercise of Voting Rights (in Japanese only). If no approval or disapproval is made in the Voting Rights Exercise Form for any proposal, it will be treated as an indication of approval.

1. **Date and Time:** Thursday, March 27, 2025 at 10:00 a.m. Japan time
(Reception starts at 9:30 a.m.)
2. **Place:** Banquet Room "Wakatake," Meiji Kinenkan, 1F
2-2-23 Moto-Akasaka, Minato-ku, Tokyo, Japan
3. **Meeting Agenda:**

Matters to be reported:

1. The Business Report, Consolidated Financial Statements for the Company's 12th Fiscal Year (January 1, 2024–December 31, 2024) and the results of audits by the Accounting Auditor and the Audit & Supervisory Committee of the Consolidated Financial Statements
2. Non-consolidated Financial Statements for the Company's 12th Fiscal Year (January 1, 2024–December 31, 2024)

Proposals to be resolved:

Proposal 1: Appropriation of Surplus
Proposal 2: Partial Amendment to Articles of Incorporation
Proposal 3: Election of Three (3) Directors (excluding Directors who are Audit & Supervisory Committee Members)

- When attending the meeting, please submit the enclosed Voting Rights Exercise Form at the reception desk.
- Should matters subject to electronic provision measures require revision, the revised version will be posted on each website above.

Reference Documents for the General Meeting of Shareholders

Proposals and References

Proposal 1: Appropriation of Surplus

The Company's basic policy is to find ways to ensure the stable and continuous return of profits to shareholders while expanding its business and developing its business foundations in the medium to long term and also taking account of the level of retained earnings and the business environment in which it operates. Based on this basic policy and in consideration of the business results for the fiscal year under review and the business environment moving forward, the Company proposes to pay year-end dividends and appropriate the surplus as below.

Matters Pertaining to Year-End Dividends
(1) Type of Dividend Property
Cash.
(2) Matters Pertaining to Allocation of Dividend Property and Total Amount Thereof
¥23 per share of Company's common stock; total of ¥128,055,559
(3) Date on Which Dividend of Surplus Becomes Effective
March 28, 2025

Proposal 2: Partial Amendment to Articles of Incorporation

1. Reason for Proposal

(1) In accordance with the relocation of the head office, the location of the head office as stipulated in Article 3 of the current Articles of Incorporation will be changed from “Minato-ku, Tokyo” to “Chiyoda-ku, Tokyo.” This amendment shall take effect on the relocation date of the head office, which is to be determined at the Board of Directors meeting to be held by September 30, 2025. Accordingly, in order to clarify this taking effect, the Company proposes to establish supplementary provisions.

(2) In order to clarify the Company's business in line with its current status, the Company proposes to add a business purpose to Article 2 (Objectives) of the current Articles of Incorporation.

2. Details of Amendments

The details of the amendments are as follows.

(Amended parts are underlined.)

Current Articles of Incorporation	Proposed Amendments
Article 1 <Provisions omitted> (Objectives) Article 2 The Company has as its objectives the operation of the following businesses. (1) Services related to the collection, processing, and provision of information using the Internet; (2) The planning, production and sale of digital content; (3) The planning, development, sale and distribution of application software; (4) Mail-order business; (5) The publishing and sale of books, magazines, etc.; (6) The management, entrustment, mediation, lease and sale of intellectual property rights, including copyrights, publishing rights, digital distribution rights, visualization rights and secondary use rights, in Japan and abroad; (7) The planning, development, production, import and export of movies, animation, etc.; (8) Printing business; (9) Advertising agency and advertising business; (10) Consulting services related to each of the above items; and <Newly established> <u>(11)</u> Any business incidental or related to each of the above items.	Article 1 <Unamended> (Objectives) Article 2 The Company has as its objectives the operation of the following businesses. (1) Services related to the collection, processing, and provision of information using the Internet; (2) The planning, production and sale of digital content; (3) The planning, development, sale and distribution of application software; (4) Mail-order business; (5) The publishing and sale of books, magazines, etc.; (6) The management, entrustment, mediation, lease and sale of intellectual property rights, including copyrights, publishing rights, digital distribution rights, visualization rights and secondary use rights, in Japan and abroad; (7) The planning, development, production, import and export of movies, animation, etc.; (8) Printing business; (9) Advertising agency and advertising business; (10) Consulting services related to each of the above items; and <u>(11) Consulting services related to business and financial management of subsidiaries and affiliates; and</u> <u>(12)</u> Any business incidental or related to each of the above items.

Current Articles of Incorporation	Proposed Amendments
(Location of the Head Office) Article 3 The head office of the Company shall be located in Minato-ku, Tokyo.	(Location of the Head Office) Article 3 The head office of the Company shall be located in Chiyoda-ku, Tokyo.
Articles 4 through 44 <Provisions omitted>	Articles 4 through 44 <Unamended>
Supplementary Provisions The Company may, by resolution by the Board of Directors pursuant to Article 426, Paragraph 1 of the Companies Act, exempt corporate auditors (including former corporate auditors) from liability for damages due to negligence of their duties to the extent permitted by laws and regulations in relation to acts committed prior to the effective time of the partial amendment to the Articles of Incorporation resolved at the 3rd Annual General Meeting of Shareholders.	Supplementary Provisions (Transitional Measures Concerning Reduction or Exemption of Liability of Corporate Auditors) Article 1 The Company may, by resolution by the Board of Directors pursuant to Article 426, Paragraph 1 of the Companies Act, exempt corporate auditors (including former corporate auditors) from liability for damages due to negligence of their duties to the extent permitted by laws and regulations in relation to acts committed prior to the effective time of the partial amendment to the Articles of Incorporation resolved at the 3rd Annual General Meeting of Shareholders.
<Newly established>	(Effective Date of the Amendment to the Articles of Incorporation) Article 2 The amendment to Article 3 of the Articles of Incorporation shall take effect on the relocation date of the head office to be determined at the Board of Directors meeting to be held by September 30, 2025. This Article shall be abolished after the effective date.

Proposal 3: Election of Three (3) Directors (excluding Directors who are Audit & Supervisory Committee Members)

The terms of office of all three (3) Directors (excluding Directors who are Audit & Supervisory Committee Members) will expire at the conclusion of this General Meeting of Shareholders. Accordingly, the Company proposes the election of three (3) Directors (excluding Directors who are Audit & Supervisory Committee Members).

The Company nominated the candidates for Director after deliberations by the Nomination and Remuneration Advisory Committee, a voluntary body where Independent Outside Directors comprise the majority.

The summary of the opinion of the Audit & Supervisory Committee on this proposal is as follows:

"The Committee examined the candidates in this proposal based on their expertise, experience, and past performance of duties and on the report of the Nomination and Remuneration Advisory Committee. As a result, the Committee has judged that each candidate in this proposal is qualified to be a Director of the Company."

The candidates for Directors (excluding Directors who are Audit & Supervisory Committee Members) are as follows:

No.	Name	Current positions and responsibilities at the Company	Attendance at Board of Directors meetings
1	Jimpei Yoshida Reappointment	President and Representative Director	12 out of 12 meetings (100%)
2	Shunsuke Sato Reappointment Outside Independent	Director	12 out of 12 meetings (100%)
3	Shinichiro Kubo Reappointment Outside	Director	12 out of 12 meetings (100%)

<table>
<tr><th>No.</th><th>Name
(Date of birth)</th><th colspan="2">Past experience, positions, responsibilities
and significant concurrent positions</th><th>Number of shares of the Company held</th></tr>
<tr><td rowspan="2">1</td><td>Jimpei Yoshida
(December 30, 1971)

Reappointment</td><td>April 1994
April 2000
June 2004
June 2006
June 2007
October 2007
January 2009

March 2012
March 2013

February 2014

March 2022</td><td>Joined Nissho Iwai Corporation (currently Sojitz Corporation)
Transferred to ITX Corporation
Director, Moranet, Inc.
President and Representative Director, Moranet, Inc.
Joined Bbmf, Inc. (currently the Company)
Executive Officer, Bbmf, Inc. (currently the Company)
Executive Director, Nanjing BBMF Information Technology Co., Ltd.
Director, menue, Inc. (currently the Company)
President and Representative Director, menue, Inc. (currently the Company)
President and Representative Director, MNH Co, Ltd. (currently the Company) (to present)
Director, Bunkasha Co., Ltd. (to present)</td><td>325,021</td></tr>
<tr><td colspan="4">Reasons for nomination as candidate for Director
Mr. Jimpei Yoshida, as President and Representative Director of the Company since 2013, has contributed to the Company’s growth through his significant role in promoting management policies, business strategies, financing, and business activities. Considering his past experience, the Company nominated him as a candidate for Director as it believes that his continued initiative in management as President and Representative Director will contribute to the Company’s sustainable growth.</td></tr>
<tr><td rowspan="2">2</td><td>Shunsuke Sato
(June 3, 1978)

Reappointment
Outside
Independent</td><td>April 2001
July 2008
March 2015
April 2015
June 2016
June 2021</td><td>Joined ValueClick, Japan Inc.
Chairman and Representative Director, s1o interactive.inc
Outside Director, the Company (to present)
Director, SOCIAL GEAR PTE LTD
Director & CMO, transcosmos inc.
President, Representative Director and CEO, CEORY Inc. (to present)</td><td>44,802</td></tr>
<tr><td colspan="4">Reasons for nomination as candidate for Outside Director and expected roles
Mr. Shunsuke Sato has extensive experience and profound insight as a company manager. Since assuming the position of Outside Director of the Company, he has been providing the Company with objective and appropriate advice on management. Considering his past experience, the Company nominated him as a candidate for Outside Director as it expects that his continued supervision of management as Outside Director will contribute to the Company’s sustainable growth.</td></tr>
</table>

No.	Name (Date of birth)	Past experience, positions, responsibilities and significant concurrent positions	Number of shares of the Company held
3	Shinichiro Kubo (June 13, 1977) Reappointment Outside	April 2002 Joined Nippon Television Network Corporation (currently Nippon Television Holdings, Inc.) October 2012 Transferred to Nippon Television Network Corporation December 2019 Corporate Management Planning, President's Office, Nippon Television Network Corporation (to present) December 2019 Seconded to Corporate Management Planning, Corporate Strategy, Nippon Television Holdings, Inc. March 2022 Outside Director, the Company (to present) December 2022 Director, Co-development studio, Content Strategy Headquarters, Nippon Television Network Corporation June 2023 Director, Studio Strategy, Global Business, Content Strategy Headquarters, Nippon Television Network Corporation June 2024 Deputy Director, Studio Strategy, Content Business, Content Strategy Headquarters, Nippon Television Network Corporation (to present) [Significant concurrent positions] Deputy Director, Studio Strategy, Content Business, Content Strategy Headquarters; Corporate Management Planning, President's Office, Nippon Television Network Corporation	—
	Reasons for nomination as candidate for Outside Director and expected roles Mr. Shinichiro Kubo has extensive experience and expertise in services, content production, and business strategy in the TV industry which he has cultivated through his employment at Nippon Television Network Corporation. The Company nominated him as a candidate as it expects that by providing the Company management with appropriate advice from the position of Outside Director, he will contribute to the creation of greater synergy with the Nippon TV Group and to the Company's sustainable growth.		

(Notes) 1 There are no special interests between the Company and any of the candidates.

2 Mr. Shunsuke Sato and Mr. Shinichiro Kubo are candidates for Outside Director.

3 In accordance with the provisions of Article 427, Paragraph 1 of the Companies Act, the Company has entered into an agreement with Mr. Shunsuke Sato and Mr. Shinichiro Kubo to limit their liability for damages as stipulated in Article 423, Paragraph 1 of the same Act. If their re-election is approved, the Company will continue the agreement. The maximum amount of liability pursuant to the agreement is the minimum liability amount stipulated by Article 425, Paragraph 1 of the same Act, provided that they act in good faith and without gross negligence in performing their duties as a Director of the Company (excluding those who are Executive Directors, etc.).

4 The number of shares of the Company held by each candidate represents the number as of the end of the current fiscal year.

5 At the conclusion of this General Meeting, Mr. Shunsuke Sato will have served as Outside Director of the Company for ten (10) years, and Mr. Shinichiro Kubo will have served as Outside Director of the Company for three (3) years.

6 The Company has registered Mr. Shunsuke Sato with the Tokyo Stock Exchange as an Independent Director as stipulated by the said Exchange.

7 The Company has entered into a directors and officers liability insurance policy as stipulated in Article 430-3, Paragraph 1 of the Companies Act with an insurance company. Said insurance policy covers damages including compensation for damages to be borne by the insured parties in his/her capacity as such (except in cases of illegal acts). If these elections are approved, each of the candidates for Director will be included as insured parties under said insurance policy.

(Reference) Skill Matrix

If Proposals 3 of this General Meeting of Shareholders are approved as originally proposed, the skill matrix of the Board of Directors will be as below after the General Meeting of Shareholders:

6 male Directors and 0 female Directors (Female Directors account for 0.0% of the Directors.)

■ Committee Chair □ Committee Member

Position	Name	Experience, Knowledge, Skills							Audit & Supervisory Committee	Voluntary Committee: Nomination and Remuneration Advisory Committee
		Business Management	Management and Business Strategy	Legal, Risk Management	Financial Accounting	Industry Knowledge	International Affairs	Independence		
President and Representative Director	Jimpei Yoshida	●	●			●	●			□
Outside Director	Shunsuke Sato	●	●			●	●	●		□
Outside Director	Shinichiro Kubo		●			●				
Director	Shin Tanaka			●					■	
Outside Director	Hiroaki Yoshida			●				●	□	■
Outside Director	Toshihiko Ohashi				●			●	□	□