Securities Code: 4679
May 30, 2025
(Electronic measures provision commencement date: May 26, 2025)

To Our Shareholders:

5-23-13 Sendagaya, Shibuya-ku, Tokyo
TAYA Co., Ltd.
Takamasa Nakamura, President

Notice of the 51st Annual Meeting of Shareholders

You are cordially informed that the 51st Annual Meeting of Shareholders of TAYA Co., Ltd. (the "Company") will be held as described below.

In convening this Meeting of Shareholders, the Company has taken measures for electronic provision, and posted electronic provision measures matters as "Notice of the 51st Annual Meeting of Shareholders" on the websites indicated below.

The Company's website https://www.taya.co.jp/en/

In addition to the Company's website indicated above, the matters are also posted on the website (Tokyo Stock Exchange) indicated below.

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

Access the website, enter "Taya" in the "Issue name (company name)" field or the Company's securities code "4679" in the "Code" field and click "Search," select "Basic information," then "Documents for public inspection/PR information" to check the matters.

In lieu of attending the meeting in person, you can exercise your voting rights on the internet, etc. or in writing. We kindly request you to read the Reference Document for the Annual Meeting of Shareholders included in the electronic provision measures matters and to exercise your voting rights no later than 5:30 p.m. on Monday, June 16, 2025.

Sincerely yours,

1. Date: 10:00 a.m. on Tuesday, June 17, 2025 (reception desk will open at 9:00 a.m.)

2. Venue: WITH HARAJUKU HALL
WITH HARAJUKU, 3rd Floor, 1-14-30 Jingumae, Shibuya-ku, Tokyo

3. Purposes:

Items to be reported: The business report and the financial statements for the 51st business period (April 1, 2024 to March 31, 2025)

Item to be resolved:

Item: Election of Five (5) Directors (excluding Directors who are Audit & Supervisory Committee Members)

4. Other items determined for convocation

(1) If you exercise your voting rights by proxy, the proxy must be a shareholder with voting rights. You may appoint only one proxy.

(2) If there is no indication of approval or disapproval for a proposal in

the voting form, this shall be treated as approval for the proposal.

(3) If you exercise your voting rights in duplicate in writing and via the internet, the vote via the internet shall be treated as valid. If you exercise your voting rights more than once via the internet, the last vote exercised shall be treated as valid.

Reference Document for the Annual Meeting of Shareholders

Item: Election of Five (5) Directors (excluding Directors who are Audit & Supervisory Committee Members)

The terms of office of all five (5) Directors (excluding Directors who are Audit & Supervisory Committee Members; the same applies hereinafter in this Item) will expire at the conclusion of this Meeting of Shareholders. Accordingly, the Company proposes the election of five (5) Directors. The Company's Audit & Supervisory Committee has judged that all Director candidates are suitable for the position.

The candidates for Director are as follows.

No.	Name	Current position at the Company	Attendance at the Board of Directors meetings
1	[Reappointment] Kazumasa Taya	Representative Director, Chairman and CEO	100% (14/14)
2	[Reappointment] Takamasa Nakamura	President and Chief Operating Officer	100% (14/14)
3	[Reappointment] Masakuni Hoshina	Director; Senior Advisor	100% (14/14)
4	[Reappointment] Masaji Nakamura	Director; Executive Officer	100% (14/14)
5	[Reappointment] Kazuhisa Shindo	Director; Executive Officer	100% (14/14)

No.	Name (Date of birth)	Career summary, positions, and responsibilities (Significant concurrent positions)	Number of shares of the Company held
1	[Reappointment] Kazumasa Taya (July 7, 1967) [Attendance at the Board of Directors meetings] 100% (14/14)	June 1991 Joined the Company June 1996 Director; General Manager of Courrèges Salon Sales Department June 1997 Managing Director; General Manager of Courrèges Salon Sales Department April 2003 President June 2016 Representative Director, Chairman and CEO (to present) [Significant concurrent positions] Representative Director, T's LLC	81,910
	[Reasons for nomination as candidate for Director] Mr. Kazumasa Taya has many years of business experience at the Company, as well as a wealth of knowledge of and experience in business management. After engaging in sales, he has sufficiently fulfilled his responsibilities as President from 2003 and as Representative Director, Chairman and CEO since 2016. The Company therefore proposes his reelection as a Director.		

No.	Name (Date of birth)	Career summary, positions, and responsibilities (Significant concurrent positions)		Number of shares of the Company held
2	[Reappointment] Takamasa Nakamura (January 21, 1974) [Attendance at the Board of Directors meetings] 100% (14/14)	April 1996 June 2009 June 2016 June 2020 April 2021 June 2021 April 2022 June 2022	Joined the Company Executive Officer; Kansai Branch Manager of Sales Department Executive Officer; General Manager of Corporate Planning Department Executive Officer; General Manager of Corporate Planning Department and Administration Department Executive Officer; General Manager of Corporate Planning Division and Administration Division; General Manager of Corporate Planning Group, Corporate Planning Division Director; Executive Officer; General Manager of Corporate Planning Division and Administration Division; General Manager of Corporate Planning Group, Corporate Planning Division Director; Executive Officer (responsible for Corporate Planning Group, Marketing Group, and Accounting and Finance Group) President and Chief Operating Officer (COO) (to present)	1,400
	[Reasons for nomination as candidate for Director] Mr. Takamasa Nakamura has many years of business experience at the Company, as well as knowledge of and experience in sales operations. After engaging in sales, he served as General Manager of Corporate Planning Division from 2016, then served as General Manager of Administration Division, and was also responsible for the Marketing Group and Accounting and Finance Group. He has sufficiently fulfilled his responsibilities as President and Chief Operating Officer (COO) since 2022, and the Company therefore proposes his reelection as a Director.			

No.	Name (Date of birth)	Career summary, positions, and responsibilities (Significant concurrent positions)		Number of shares of the Company held
3	[Reappointment] Masakuni Hoshina (January 22, 1958) [Attendance at the Board of Directors meetings] 100% (14/14)	April 1981 February 1993 July 1995 June 1997 April 2003 April 2004 April 2005 June 2006 April 2009 April 2013 April 2016 June 2016 June 2019 April 2021 June 2022	Joined the Company Director Managing Director; General Manager of Sales Division Senior Managing Director; General Manager of Sales Division Director; Vice President; General Manager of East Japan Sales Division Director; General Manager of First Sales Division; General Manager of First Sales Department, First Sales Division Director; Kyushu Branch Manager Director; Senior Managing Executive Officer; Kyushu Branch Manager Director; Senior Managing Executive Officer; General Manager of Technical Training Department Director; Vice President; Executive Officer; General Manager of Personnel Department Director; Vice President President and COO President and COO; General Manager of Sales Division President and COO Director; Senior Advisor (to present)	10,000
	[Reasons for nomination as candidate for Director] Mr. Masakuni Hoshina has many years of business experience at the Company, as well as a wealth of knowledge of and experience in sales operations. After engaging in sales, technical training, and personnel from 1995, he has sufficiently fulfilled his responsibilities as President and COO from 2016, and Director, Senior Advisor since 2022. The Company therefore proposes his reelection as a Director.			

<table>
<tr><th>No.</th><th>Name
(Date of birth)</th><th colspan="2">Career summary, positions, and responsibilities
(Significant concurrent positions)</th><th>Number of shares of the Company held</th></tr>
<tr><td rowspan="2">4</td><td>[Reappointment]

Masaji Nakamura
(May 10, 1970)

[Attendance at the Board of Directors meetings]
100% (14/14)</td><td>June 1995
April 2017
April 2022

June 2022

April 2023</td><td>Joined the Company
Executive Officer; Kyushu Branch Manager
Executive Officer; General Manager of Sales Division
Director; Executive Officer; General Manager of Sales Division
Director; Executive Officer; General Manager of Directly Managed Salon Division
(to present)</td><td>600</td></tr>
<tr><td colspan="4">[Reasons for nomination as candidate for Director]
Mr. Masaji Nakamura has many years of business experience at the Company, as well as a wealth of knowledge of and experience in sales operations. After serving as Kyushu Branch Manager from 2017, he has sufficiently fulfilled his responsibilities as General Manager of Sales Division from 2022 and as General Manager of Directly Managed Salon Division since 2023. The Company therefore proposes his reelection as a Director.</td></tr>
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No.	Name (Date of birth)	Career summary, positions, and responsibilities (Significant concurrent positions)	Number of shares of the Company held
5	[Reappointment] Kazuhisa Shindo (September 2, 1963) [Attendance at the Board of Directors meetings] 100% (14/14)	September 1987 Joined the Company June 2006 Executive Officer; General Manager of Sixth Business Department June 2009 Executive Officer; Kyushu Branch Manager of Sales Department June 2013 Director; Executive Officer; General Manager of Marketing Department April 2016 Director; Executive Officer; General Manager of Personnel Department June 2019 Executive Officer; General Manager of Personnel Training Department April 2022 Managing Executive Officer; General Manager of Personnel and General Affairs Division June 2022 Director; Executive Officer; General Manager of Personnel and General Affairs Division April 2023 Director; Executive Officer; General Manager of Freelance and Franchise Business Division; General Manager of Freelance and Franchise Operation Group April 2025 Director; Executive Officer; General Manager of Freelance and Franchise Business Division (to present)	4,000
	[Reasons for nomination as candidate for Director] Mr. Kazuhisa Shindo has many years of business experience at the Company, as well as a wealth of knowledge of and experience in sales operations. After serving as Kyushu Branch Manager from 2009 and engaging in marketing, personnel and personnel training, he has sufficiently fulfilled his responsibilities as General Manager of Personnel and General Affairs Division from 2022 and as General Manager of Freelance and Franchise Business Division since 2023. The Company therefore proposes his reelection as a Director.		

Notes: 1. There are no special interests between each candidate and the Company.

2. The Company has entered a directors and officers liability insurance contract with an insurance company, as stipulated in Article 430-3, Paragraph 1 of the Companies Act. An overview of the said insurance contract is presented in “4. Company Officers (4) Overview of a directors and officers liability insurance contract” in the Business Report (Japanese version only). If the election of Directors is approved, the elected Directors will be insured under the said insurance contract. The Company plans to renew the said insurance contract with the same contents at the next renewal.