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(Stock Exchange Code 3675)

September 9, 2025

(Commencement date of measures for electronic provision: September 3, 2025)

To Shareholders with Voting Rights:

Miki Igarashi
Representative Director,
President and CEO
Cross Marketing Group Inc.
3-20-2 Nishishinjuku, Shinjuku-ku,
Tokyo

**NOTICE OF
THE 13TH ORDINARY GENERAL MEETING OF SHAREHOLDERS**

Dear Shareholders:

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

We are pleased to announce that the 13th Ordinary General Meeting of Shareholders of Cross Marketing Group Inc. (the “Company”) will be held for the purposes as described below.

The Company, when convening this General Meeting of Shareholders, provides information contained in the reference documents for this General Meeting of Shareholders, etc. electronically. The matters to be provided electronically are posted on the website below on the Internet.

The Company’s website:

<https://www.cm-group.co.jp/en/ir/release/>

In addition to the Company’s website, the matters to be provided electronically are also posted on the Tokyo Stock Exchange (TSE)’s website. Please access the TSE website below, enter and search for the issue name (Cross Marketing Group) or the stock exchange code (3675), and select “Basic information” and then “Documents for public inspection/PR information” for reference.

TSE website (Listed Company Search):

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

If you exercise your voting rights in advance, please review the Reference Documents for General Meeting of Shareholders posted on the websites above and indicate your vote for or against the proposals on the enclosed Voting Rights Exercise Form, and return it by no later than 6:30 p.m. on Wednesday, September 24, 2025, Japan time, or exercise your voting rights through the voting rights exercise website designated by the Company (<https://www.web54.net>), in accordance with the guidance on pages 4 and 5 of the Japanese version of this document.

1. Date and Time: Thursday, September 25, 2025 at 2:00 p.m. Japan time (reception opens at 1:30 p.m.)

2. Place: 1F, Hatsudai Koyama Building, 1-53-6, Hatsudai, Shibuya-ku, Tokyo
(Please refer to the guidance map on the last page.)

3. Meeting Agenda:

Matters to be reported: Business Report, Financial Statements and Consolidated Financial Statements for the Company's 13th Fiscal Year (July 1, 2024 - June 30, 2025) and Results of Audits of Consolidated Financial Statements by the Accounting Auditor and the Audit and Supervisory Committee

Proposals to be resolved:

Proposal 1: Dividend of Surplus

Proposal 2: Election of Two (2) Directors (Excluding Directors Who Are Audit and Supervisory Committee Members)

4. Exercise of Voting Rights

If voting rights are exercised in duplicate both in writing and via the Internet, etc., the exercise of voting rights via the Internet, etc. shall be deemed valid. Additionally, if voting rights are exercised multiple times via the Internet, etc., the last vote shall be deemed valid.

If neither approval nor disapproval is indicated for each proposal on the Voting Rights Exercise Form, the voting shall be deemed and treated as indicating approval.

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- ◎ When attending the meeting, please submit the enclosed Voting Rights Exercise Form at the reception desk. Please also bring this Notice for the sake of paper saving.
 - ◎ Should the matters to be provided electronically require revisions, the details of the revisions will be posted on the websites above.

No gifts will be provided to shareholders attending the General Meeting of Shareholders. Your kind understanding would be appreciated.

We will not hold a corporate briefing after the conclusion of the General Meeting of Shareholders. We will post a video presenting the "Explanation of Financial Results for the Fiscal Year Ended June 30, 2025" on the Company's website (<https://www.cm-group.co.jp/>) for investors. We would appreciate it if you could watch it.

- We may ask shareholders who appear to be in poor health not to enter the venue.
- We will seek to advance the smooth progression of proceedings by simplifying the matters to be reported.
- On the day of the meeting, there will be no reserved parking lots. You are kindly requested not to come by car.
- The route in the guidance map on the last page is available for those who use a wheelchair, etc. However, please note that there are some spots with a difference in height on the road.
- There is no restroom available for wheelchair users, etc. in the venue. Please go to a restroom before coming to the venue.

Reference Documents for General Meeting of Shareholders

Proposal 1: Dividend of Surplus

The Company's basic policy is to continue stable distribution of profits through paying dividends, taking into comprehensive consideration capital needs and investment plans of the business as well as the status of cash flows.

The Company proposes to pay a year-end dividend as described below, considering the financial results of this fiscal year, future business development, and other factors.

(1) Type of dividend property:

Cash

(2) Matters concerning the allotment of dividend property to shareholders and the total amount thereof:

7.00 yen per share of common stock of the Company, for a total amount of 134,764,441 yen

(3) Effective date of dividend of surplus:

September 30, 2025

Proposal 2: Election of Two (2) Directors (Excluding Directors Who Are Audit and Supervisory Committee Members)

The terms of office of all two (2) Directors (excluding Directors who are Audit and Supervisory Committee Members) will expire at the conclusion of this year's Ordinary General Meeting of Shareholders. Accordingly, the election of two (2) Directors (excluding Directors who are Audit and Supervisory Committee Members) is proposed.

The Audit and Supervisory Committee has determined that this proposal is appropriate and there are no special opinions. In addition, the Company resolved this proposal at the Board of Directors meeting after deliberation at the voluntary Nomination and Remuneration Committee whose majority members are Outside Directors registered as Independent Directors with the Tokyo Stock Exchange and which is also chaired by an Outside Director registered as such.

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

No.	Name	Age	Current positions and responsibilities at the Company	Attendance at the Board of Directors meetings
1	[Reappointment] Miki Igarashi	52	Representative Director, President and CEO	15 out of 15 meetings (100%)
2	[Reappointment] Koji Onozuka	48	Managing Director and CFO, General Manager of Corporate Planning Division	15 out of 15 meetings (100%)

(Notes)

1. The age of each candidate is as of the close of this General Meeting of Shareholders.
2. There are no special interests between each candidate for Director and the Company.
3. Attendance at the Board of Directors meetings refers to the attendance at the meetings convened during the 13th fiscal year and does not include the Board of Directors meetings conducted by written resolution.
4. The Company has concluded with an insurance company a directors and officers liability insurance contract stipulated in Article 430-3, Paragraph 1 of the Companies Act, and this insurance contract shall cover damages to be borne by insured persons due to their assuming liability for their execution of duties or receiving a claim for the pursuit of such liability. Each candidate will be included in the insured persons under this insurance contract. In addition, this contract will be renewed with the similar terms and conditions at the time of next renewal.

No.	Name (Date of birth)	Past experience, positions and responsibilities at the Company (significant concurrent positions)		Number of shares of the Company held
1	<p>Miki Igarashi (May 10, 1973) (Age 52)</p> <p>[Reappointment]</p> <p>[Number of years of service as Director] 12 years and three months (at the close of this General Meeting of Shareholders)</p> <p>[Attendance at the Board of Directors meetings] 15 out of 15 meetings (100%)</p>	<p>April 1996 April 2003 December 2006 March 2011 December 2011 February 2012 June 2013 March 2014 June 2014 November 2014 January 2015 June 2018 May 2023 June 2024</p>	<p>Joined Japan Asia Investment Co., Ltd. Started Cross Marketing Inc. and assumed office as the representative director Director of Research Panel, Inc. (incumbent) President and CEO of Cross Marketing Inc. (incumbent) Representative Director of Cross Communication Inc. Chairman of Cross Marketing China Inc. (currently Kadence International Inc. (China)) Representative Director, President of Cross Marketing Group Inc. Representative Director, President and CEO of Cross Marketing Group Inc. (incumbent) Director of Rarejob, Inc. Director of Kadence International Business Research Pte. Ltd. Chairman of Cross Communication Inc. Outside Director (Audit Committee Member) of Rarejob, Inc. (incumbent) Chairman of Japan Marketing Research Association (incumbent) Outside Director of OZVISION Inc. (incumbent)</p>	5,170,086
<p>[Reason for nomination as candidate for Director] Mr. Miki Igarashi has properly fulfilled his roles, such as deciding on important matters on management and overseeing business execution as Director. In addition, he has led the entire Company Group as Representative Director, President and CEO of the Company, directing business execution of the Company with strong leadership and decision-making capacity as President. Based on the above, we consider his abundant knowledge and ability in management as being essential to the Company's management and therefore have once again nominated him as a candidate for Director.</p>				

No.	Name (Date of birth)	Past experience, positions and responsibilities at the Company (significant concurrent positions)	Number of shares of the Company held
2	<p>Koji Onozuka (October 21, 1976) (Age 48)</p> <p>[Reappointment]</p> <p>[Number of years of service as Director] 11 years (at the close of this General Meeting of Shareholders)</p> <p>[Attendance at the Board of Directors meetings] 15 out of 15 meetings (100%)</p>	<p>August 2001 Joined FIELDS CORPORATION</p> <p>July 2007 Managing Director of KIZUNA CAST Inc.</p> <p>October 2007 Representative Director, President of KIZUNA VISION Inc.</p> <p>October 2008 Joined en-japan inc.</p> <p>January 2009 Chief of Corporate Planning Department</p> <p>November 2010 Director of PHARMA NETWORK Co., Ltd.</p> <p>March 2012 Joined Cross Marketing Inc.</p> <p> Chief of Corporate Planning Department</p> <p>January 2013 Manager of Sales Planning Department</p> <p>January 2014 Manager of Corporate Business Development Division</p> <p>February 2014 Seconded to Cross Marketing Group Inc.</p> <p>June 2014 General Manager of Corporate Headquarters</p> <p>September 2014 Director of Cross Marketing Inc. (incumbent)</p> <p>September 2014 Director of Cross Marketing Group Inc.</p> <p>November 2014 Director of Kadence International Business Research Pte. Ltd. (incumbent)</p> <p>March 2015 Director of UNCOVER TRUTH Inc.</p> <p>June 2015 Managing Director and CFO of Cross Marketing Group Inc. (incumbent)</p> <p>January 2016 Manager of Corporate Planning Division</p> <p>December 2020 Representative Director and President of Envirosell Japan Inc. (incumbent)</p> <p>January 2021 Director of DO HOUSE Inc. (currently exerie Inc.) (incumbent)</p> <p>May 2022 Representative Director and President of Cross Ventures Inc. (incumbent)</p> <p>January 2023 General Manager of Corporate Planning Division (incumbent)</p> <p>March 2023 Outside Director of OpenWork Inc. (incumbent)</p> <p>July 2023 Representative Director and President of Fittio Inc. (currently AlternaEx Inc.) (incumbent)</p> <p> Chairman of Kadence International Inc. (China)</p> <p>September 2023 Representative Director and President of Karada Laboratory, Inc. (currently PathCrie Inc.)</p>	84,646
<p>[Reason for nomination as candidate for Director]</p> <p>Mr. Koji Onozuka has properly fulfilled his roles, such as deciding on important matters on management and overseeing business execution as Director. He has abundant experience in corporate management and corporate planning among others, and in the course of the Company Group's business expansion, he has contributed to the development of the Company Group, taking charge of the entire corporate business as Managing Director and CFO. Based on the above, we consider his abundant knowledge and ability in management as being essential to the Company's management and therefore have once again nominated him as a candidate for Director.</p>			

(Reference)**Expertise and experience of candidates for Directors (excluding Directors who are Audit and Supervisory Committee Members) and Directors who are Audit and Supervisory Committee Members**

If the Proposal 2 is approved, the Board of Directors of the Company will comprise members who possess the following skills.

	Name	Experience in the Company's Business and Industries	Business Promotion and Sales	Business Planning and Business Management	Business Promotion, Design, and Operation	IT/Digital	Global	Finance and Accounting/Legal Affairs	Compliance/Governance
1	Miki Igarashi	○	○	○		○	○		
2	Koji Onozuka	○			○		○	○	○
3	Jun Narimatsu					○		○	○
4	Teruki Uchida						○	○	○
5	Yasuaki Tabaru				○			○	○

*These are the knowledge, experience and abilities that the Company particularly expects of each candidate, and do not represent all the insights possessed by each candidate.