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Notice Regarding the Partial Revision of the Articles of Incorporation

At the Board of Directors meeting held on February 15, 2024, the Company passed a resolution to add "Partial Revision of the Articles of Incorporation" to the agenda at the 67th Ordinary General Meeting of Shareholders (fiscal year ended December 31, 2023) to be held on March 28, 2024.

1. Reasons for amendments

The Company proposes to amend Article 2 of the current Articles of Incorporation to reorganize the description of business purposes and to make it possible to contend with business expansion going forward.

2. Details of amendments

Details of the amendments are stated below.

(Amendments underlined)

Current Articles of Incorporation	Proposed amendments
<p style="text-align: center;">CHAPTER 1. GENERAL PROVISIONS</p> <p>Article 2. (Purpose) The purpose of the Company shall be to engage in the following business activities:</p> <p>(1) <u>Manufacture, sale, and export and import of breastfeeding apparatus and breastfeeding equipment;</u></p> <p>(2) <u>Manufacture, sale, and export and import of weaning apparatus and weaning equipment;</u></p> <p>(3) <u>Manufacture, sale, and export and import of intellectual training toys and educational toys;</u></p> <p>(4) <u>Manufacture, sale, and export and import of pharmaceutical products, quasi-pharmaceutical products, cosmetics and medical devices;</u></p> <p>(5) <u>Manufacture, sale, and export and import of measuring apparatus;</u></p>	<p style="text-align: center;">CHAPTER 1. GENERAL PROVISIONS</p> <p>Article 2. (Purpose) The purpose of the Company shall be to engage in the following business activities:</p> <p>(1) <u>The following businesses associated with pregnancy, childbirth, child-rearing, nursing care, education, hygiene, beauty, medical care and health:</u></p> <p>(a) <u>Planning, development, manufacture, sale, lease, and export and import of goods;</u></p> <p>(b) <u>Provision of manufacturing technology and technical guidance for goods;</u></p> <p>(c) <u>Planning, production, publication, and export and import of books, and electronic books, etc.;</u></p> <p>(d) <u>Planning, production, sale, and export and import of recorded media such as audio, video, data, and electromagnetic recordings;</u></p>

Current Articles of Incorporation	Proposed amendments
<p><u>(6) Manufacture, sale, and export and import of heat reserving and cold reserving apparatus and heat reserving and cold reserving equipment;</u></p> <p><u>(7) Manufacture, sale, and export and import of hygiene and nursing care apparatus and hygiene and nursing care equipment;</u></p> <p><u>(8) Manufacture, sale, and export and import of clothes;</u></p> <p><u>(9) Manufacture, sale, and export and import of paper products;</u></p> <p><u>(10) Sale, and export and import of miscellaneous daily goods;</u></p> <p><u>(11) Sale, and export and import of foods, beverages and seasonings;</u></p> <p><u>(12) Manufacture, sale, and export and import of bath agents and detergents;</u></p> <p><u>(13) Provision of manufacturing technology and technical guidance for the products relating to any of the foregoing items;</u></p> <p><u>(14) Publication, sale, and export and import of books;</u></p> <p><u>(15) Production, sale, and export and import of educational audio and video software;</u></p> <p><u>(16) Offering of educational courses and production and sale of educational materials relating to childbirth, child-rearing and nursing care, and establishing of training school relating thereto and teaching thereat;</u></p> <p><u>(17) Lease of patent rights and industrial property rights;</u></p> <p><u>(18) Operation of distribution outlets relating to maternity products (brassieres, girdles, night clothes, etc.), baby products (nursing bottles, detergents, soaps, etc.), nursing care products (disposable diapers, shampooing basins, diaper covers, etc.) and cosmetics;</u></p> <p><u>(19) Agency business of non-life insurance;</u></p> <p><u>(20) Contract for babysitting services;</u></p> <p><u>(21) Advertising business and advertising agency business; and</u></p> <p><u>(22) Any and all businesses incidental and relating to any of the foregoing items.</u></p>	<p><u>(e)Planning, production, development, maintenance, administration, management, sale, and export and import of application software;</u></p> <p><u>(f)Planning, support, contracting, and consulting;</u></p> <p><u>(2) Lease of intellectual property rights;</u></p> <p><u>(3) Agency business of non-life insurance;</u></p> <p><u>(4) Advertising business and advertising agency business; and</u></p> <p><u>(5)Any and all businesses incidental and relating to any of the foregoing items.</u></p>

3. Schedule

Date of General Meeting of Shareholders for revisions to the Articles of Incorporation (planned):

March 28, 2024 (Thursday)

Effective date of revisions to the Articles of Incorporation (planned):

March 28, 2024 (Thursday)