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(Stock Exchange Code 8278) January 11, 2022

To Shareholders with Voting Rights:

Hiroshi Yamaguchi President, Representative Director FUJI CO., LTD. 1-2-1 Miyanishi, Matsuyama-shi, Ehime

NOTICE OF

THE EXTRAORDINARY GENERAL MEETING OF SHAREHOLDERS

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

We are pleased to inform you that the Extraordinary General Meeting of Shareholders of FUJI CO., LTD. (the "Company") will be held for the purposes as described below.

If you are unable to attend the meeting, you can exercise your voting rights via the Internet or in writing (by post). Please review the attached Reference Documents for the General Meeting of Shareholders from page 5 and follow the Guidance for Exercising Your Voting Rights on page 3 to exercise your voting rights.

1. Date and Time: Wednesday, January 26, 2022 at 10:00 a.m. Japan time

2. Place: 5th floor conference room, Corporate Headquarters 3rd Building

located at 1-6-10 Miyanishi, Matsuyama-shi, Ehime, Japan

Response to Coronavirus Disease 2019 (COVID-19)

All participants in the Extraordinary General Meeting of Shareholders are requested to check the condition of their own health before attending, and take appropriate precautions to prevent the spread of infection.

Fewer seats than usual have been made available at the meeting venue, due to wide spacing between seats. Where possible, shareholders are encouraged to exercise their voting rights via the Internet or in writing (by post) prior to the meeting.

In addition, the company information session usually held after the conclusion of the meeting will not be held this year, and souvenirs will not be distributed. We ask for your understanding in this matter.

3. Meeting Agenda:

Proposals to be resolved:

Proposal 1: Approval of Share Exchange Agreement Between the Company and Maxvalu

Nishinihon Co., Ltd.

Proposal 2: Approval of Absorption-Type Company Spilt Agreement Between the Company

and Fuji Split Preparation Company Co., Ltd.

Proposal 3: Partial Amendment to the Articles of Incorporation

Proposal 4: Election of Nine (9) Directors

Proposal 5: Election of Four (4) Corporate Auditors

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To Shareholders Attending the Meeting

When attending the meeting, please submit the enclosed Voting Rights Exercise Form at the reception desk, and bring this notice with you to the meeting.

The reception is scheduled to begin at 9:15 a.m. To avoid the congestion expected prior to the opening of the meeting, your early arrival would be appreciated.

Matters Regarding This Notice

In the event any revision is required with respect to the Reference Documents for the General Meeting of Shareholders, the revisions will be posted on "Investor Relations > IR Information > General Meeting of Shareholders" of the Company's website (https://www.the-fuji.com).