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Securities identification code: 7823 June 1, 2018

To our shareholders:

Yoshikata Igarashi Chairman and President **ARTNATURE INC.** 3-40-7 Yoyogi, Shibuya-ku, Tokyo

# NOTICE OF THE 51ST ORDINARY GENERAL MEETING OF SHAREHOLDERS

You are cordially invited to attend the 51st Ordinary General Meeting of Shareholders of ARTNATURE INC. (the "Company"), which will be held as described below.

If you are unable to attend the meeting in person, you may exercise your voting rights by either of the following methods. Please exercise your voting rights after reviewing the attached Reference Documents for the General Meeting of Shareholders, and return it to reach us no later than 6:30 p.m. on Wednesday, June 20, 2018 (Japan Standard Time).

### <Vote by postal mail>

Please indicate your approval or disapproval of the proposals on the enclosed voting form and return it by postal mail to reach us no later than the above deadline.

#### <Vote via the Internet>

Access the voting site designated by the Company (https://soukai.mizuho-tb.co.jp/), enter "the voting rights exercise code" and "the password" indicated on the enclosed voting form, and input your approval or disapproval of the proposals in accordance with the on-screen instructions. Please input and send your voting information no later than the above deadline.

When exercising voting rights via the Internet, please read through the "Guide to Exercising Voting Rights via the Internet" (Japanese only).

In the event that you vote redundantly by mail and via the Internet, we will consider only the vote via the Internet to be valid.

**1. Date and Time:** Thursday, June 21, 2018, at 10:00 a.m. (Japan Standard Time)

2. Venue:	The Ballroom on the Level 39
	Park Hyatt Tokyo, Shinjuku Park Tower

3-7-1 Nishi Shinjuku, Shinjuku-Ku, Tokyo

#### 3. Purposes:

## Items to be reported:

- 1. Business Report and Consolidated Financial Statements for the 51st Term (from April 1, 2017 to March 31, 2018), as well as the results of audit of the Consolidated Financial Statements by the Accounting Auditor and the Board of Auditors
- 2. Non-Consolidated Financial Statements for the 51st Term (from April 1, 2017 to March 31, 2018)

Items to be resolved:

Proposal 1:	Appropriation of surplus
Proposal 2:	Election of nine (9) Directors
Proposal 3:	Election of four (4) Auditors

## 4. Other Items Decided by the Board of Directors as Notice of the Meeting

(1) Exercising voting rights by proxy

If exercising voting rights by proxy, another shareholder of the Company with voting rights can attend the meeting as your proxy. However, please note that the voting form and a document testifying to their authority to act as proxy must be submitted, together with the registered seal certificate for the signature or seal on a document testifying to their authority to act as proxy, a copy of passport, driver's license or health insurance certificate, or other document verifying the identity of the shareholder.

(2) Notification method when exercising voting rights diversely

If you plan to exercise your voting rights in a non-uniform way, please inform the Company of this intention with the reason in writing at least three (3) days prior to the date of the general meeting of shareholders.

- (3) Exercising voting rights redundantly
  - 1) In the event that you vote redundantly, by mail and via the Internet, we will consider only the vote via the Internet to be valid.
  - 2) If you vote redundantly via the Internet, we will consider the final vote to be valid.

If you will be attending the meeting in person, please submit the enclosed voting form to reception staff at the venue.

Also, after the conclusion of this general meeting of shareholders, an informal discussion meeting will be held at the same venue, at which your attendance would be most welcome.

Moreover, in accordance with applicable laws and regulations and the provisions of Article 15 of the Company's Articles of Incorporation, the following items from the documents that should be provided will be made available on the Company's website (URL: http://www.artnature.co.jp) and are not therefore among the documents provided with this notice of Ordinary General Meeting of Shareholders.

- · Notes to Consolidated Financial Statements
- Notes to Non-Consolidated Financial Statements

In the event of revisions to the Reference Documents for the General Meeting of Shareholders, Business Report, Non-Consolidated Financial Statements, or Consolidated Financial Statements, the revised items will be posted on the Company's website (URL: http://www.artnature.co.jp) (Japanese only).

## **Reference Documents for the General Meeting of Shareholders**

Proposal 1: Appropriation of surplus

The Company proposes appropriation of surplus as follows:

1. Matters related to year-end dividends

The Company believes that returning profits to shareholders is one of its most important management issues. Our basic policy is to provide stable dividends to shareholders while strengthening our business foundation and financial structure and augmenting internal reserves for future business expansion.

Based on this basic policy and in light of a comprehensive assessment of earnings in this fiscal year, the Company proposes year-end dividends of \$14 per common share for the 51st Term.

(1) Type of dividend property

Cash

(2) Allocation of dividend property and total amount thereof

¥14 per common share of the Company

Total amount of dividends: ¥464,033,668

(3) Effective date of distribution of dividends of surplus

June 22, 2018

2. Matters related to other appropriation of surplus

Not applicable.

# Proposal 2: Election of nine (9) Directors

The term will expire for all nine (9) Directors at the conclusion of this meeting. Therefore, the Company proposes the election of the following nine (9) Directors.

No.	Name (Date of birth)		ummary, position and responsibilities in the Company	Number of the Company's
		Apr. 1967	nt concurrent positions outside the Company) Participated in the wig business run by the late Saburo Akutsu, founder of the Company (predecessor of the Company)	shares owned
		June 1967	Joined the Company at establishment	
		Oct. 1977	Established ARTNATURE KANSAI INC., President of ARTNATURE KANSAI INC.	
		Oct. 1981	Established ARTNATURE SHIKOKU INC., President of ARTNATURE SHIKOKU INC.	
		Apr. 2000	President of the Company	
		Aug. 2000	President of ARTNATURE TOKYO INC.	
		Mar. 2001	President of ARTNATURE CHIBA INC.	
			President of ARTNATURE KOTO INC.	
	X7 111 / T 11	Sept. 2002	Chairman of EUROTECH HAIR SYSTEMS, INC. (currently ARTNATURE PHILIPPINES INC.)	
	Yoshikata Igarashi (August 1, 1941)	Feb. 2004	Chairman of BICOL HAIR EXPORT CORPORATION	6,258,440
1		July 2007	Chairman and President of the Company	
1		Aug. 2015	Chairman, President, and Senior Corporate Officer, General Manager of Publicity Department of the Company	
		Apr. 2016	Chairman and President of the Company (present position)	
		Chairman of A PHILIPPINE Chairman of A PHILIPPINE	ARTNATURE LANDHOLDING S INC.	
			ARTNATURE (SHANGHAI) INC. ARTNATURE SINGAPORE PTE. LTD.	
		Chairman of	ARTNATURE MALAYSIA SDN. BHD.	
	<b>-</b>		ARTNATURE (THAILAND) CO., LTD.	
	a variety of its divisions over strong leadership in his manag and wide-ranging knowledge	ly knowledgeat his many years gement role at t	ector ole about the Company's operations, having beco with the Company since its foundation. He has a he Company owing to his extensive experience a tions industry. We have therefore nominated him	lso displayed s an executive
	Yoshikata Igarashi is extremel a variety of its divisions over l strong leadership in his manag	ly knowledgeat his many years gement role at t	ble about the Company's operat with the Company since its fou he Company owing to his exter	Indation. He has a sive experience a

The candidates for Directors are as follows:

No.	Name (Date of birth)		ummary, position and responsibilities in the Company nt concurrent positions outside the Company)	Number of the Company's shares owned
		May 1991	Joined ARTNATURE KANSAI INC.	shares owned
		Apr. 2005	General Manager of Store Marketing Department of the Company	
		Apr. 2008	Corporate Officer, Deputy Executive General Manager of Marketing Headquarters of the Company	
		Apr. 2009	Senior Corporate Officer, Executive General Manager of Marketing Headquarters of the Company	
	Hisakazu Moriyasu (November 15, 1958) 2	June 2009	Director and Senior Corporate Officer, Executive General Manager of Marketing Headquarters of the Company	
		Apr. 2011	Director and Senior Corporate Officer, Executive General Manager of Men's Marketing Headquarters of the Company	42,000
2		Apr. 2012	Managing Director and Senior Corporate Officer, Executive General Manager of Men's Marketing Headquarters and Executive General Manager of Ladies' Marketing Headquarters of the Company	
		Aug. 2015	Managing Director and Senior Corporate Officer, Executive General Manager of Marketing Headquarters of the Company	
		Aug. 2017	Senior Managing Director and Senior Corporate Officer, Executive General Manager of Marketing Headquarters of the Company (present position)	
	Having served as Executive C	involved in bot General Manage management ro	ector th Men's and Ladies' operations of the Company to er of Marketing Headquarters since 2009, he poss ole in the Company's marketing. We have therefor	esses extensive

	Name	Career s	ummary, position and responsibilities in the	Number of the Company's	
No.	(Date of birth)	(Significa	Company (Significant concurrent positions outside the Company)		
		Dec. 1998	Joined ARTNATURE KANSAI INC.	shares owned	
		Oct. 2007	General Manager of Publicity Department of the Company		
		Apr. 2008	Corporate Officer, General Manager of Publicity Department of the Company		
		June 2008	Director, General Manager of Publicity Department of the Company		
		May 2009	Director and Senior Corporate Officer, General Manager of Publicity Department of the Company		
3	Keisuke Igarashi (December 8, 1971)	Oct. 2010	Director and Senior Corporate Officer, General Manager of Publicity Department and General Manager of Channel Development Section of the Company	989,200	
		Apr. 2012	Managing Director of the Company		
		Apr. 2013	Managing Director and Senior Corporate Officer, General Manager of Publicity Department of the Company		
		Aug. 2015	Managing Director of the Company (present position)		
		[Significant concurrent positions outside the Company] President of AI CORPORATION Ltd.			
	General Manager of the Pub	ve experience w licity Department al consolidation	ith and insight into the Company's operations, hant, an important strategic division of the Company as part of his role in charge of Marketing Headqu	, since 2007 and	

No.	Name (Date of birth)		ummary, position and responsibilities in the Company	Number of the Company's
	(Bate of offiti)	× 5	nt concurrent positions outside the Company)	shares owned
		Apr. 1982	Joined Fuji Bank, Limited (currently Mizuho Bank, Ltd.).	
		May 2006	General Manager of Atsugi Branch of Mizuho Bank, Ltd.	
		May 2009	Joined the Company, Senior Manager of Corporate Planning Department of the Company Corporate Officer, General Manager of Corporate Planning Department of the Company	
		Apr. 2012	Senior Corporate Officer, Executive General Manager of Administration Headquarters and General Manager of Corporate Planning Department of the Company	
		June 2012	Director and Senior Corporate Officer, Executive General Manager of Administration Headquarters and General Manager of Corporate Planning Department of the Company	
4	Isao Naito (July 28, 1959)	Apr. 2013	Director and Senior Corporate Officer, Executive General Manager of Business Administration Headquarters and General Manager of Corporate Planning Department of the Company	16,0
		Jan. 2014	Director and Senior Corporate Officer, Executive General Manager of Business Administration Headquarters, General Manager of Corporate Planning Department, and General Manager of Personnel Department of the Company	
		Apr. 2016	Managing Director and Senior Corporate Officer, and General Manager of Personnel Department of the Company	
		Aug. 2016	Managing Director of the Company (present position)	
		Director of A Director of A Director of A	concurrent positions outside the Company] RTNATURE (SHANGHAI) INC. RTNATURE SINGAPORE PTE. LTD. RTNATURE MALAYSIA SDN. BHD. RTNATURE (THAILAND) CO., LTD.	
	Manager of the Corporate F strategy, since joining the C	perience with and Planning Departm Company in 2009, rs in 2012, and to	I insight into the Company's operations. He has s ent, the department responsible for the Company , assumed additional duties as Executive General pok charge of overseas operations in 2016. We have	's business Manager of

No.	Name (Date of birth)		summary, position and responsibilities in the Company nt concurrent positions outside the Company)	Number of the Company's shares owned
		Apr. 1982	Joined The Sumitomo Bank, Limited (currently Sumitomo Mitsui Banking Corporation)	
		Apr. 2008	General Manager of Yokohama Ekimae Branch, Sumitomo Mitsui Banking Corporation	
		Mar. 2013	Joined the Company, Senior Manager of Marketing Planning Department of the Company	
		Apr. 2013	General Manager of Marketing Planning Department of the Company	
	Takashi Kawata (November 16, 1958)	Aug. 2015	Corporate Officer, General Manager of Marketing Planning Department of the Company	
		Apr. 2016	Senior Corporate Officer, Deputy Executive General Manager of Marketing Headquarters and General Manager of Marketing Planning Department of the Company	3,10
5		June 2016	Director, Senior Corporate Officer, Deputy Executive General Manager of Marketing Headquarters and General Manager of Marketing Planning Department of the Company	
		Deputy Executive General Manager of Marketing Headquarters and General	Marketing Headquarters and General Manager of Marketing Planning Department	
			concurrent positions outside the Company] ve Director and President of AN TOMONOKAI	
	General Manager of the Mar marketing strategy, since join	e experience wi keting Planning ning the Compa puty Executive	ith and insight into the Company's operations, hav Department, the department responsible for the C ny in 2013 and demonstrating his skills in both ac General Manager of Marketing Headquarters since	Company's Iministration and

No.	Name	Career s	summary, position and responsibilities in the Company	Number of the Company's
110.	(Date of birth)	(Significa	int concurrent positions outside the Company)	shares owned
		Nov. 1995	Joined ARTNATURE CHUBU INC.	
		Apr. 2002	General Manager of Marketing Administration Department, Marketing General Headquarters of the Company	
		Oct. 2003	General Manager of Murakami Product Center of the Company	
		July 2004	Deputy Executive General Manager of Production Headquarters of the Company	
		July 2007	Executive General Manager of Production Headquarters of the Company	
	6 Hisayuki Kawazoe (December 24, 1958)	Apr. 2008	Senior Corporate Officer, Executive General Manager of Production Headquarters of the Company	22,000
6		June 2009	Director and Senior Corporate Officer, Executive General Manager of Production Headquarters of the Company (present position)	
		President of PHILIPPINI	an of ARTNATURE LANDHOLDING	
	detailed knowledge of global the Philippines, an important	sive experience production net base for the G	rector e with and insight into the Company's operations. tworks as President of the Company's manufactur roup's production strategy, while serving as Execu 2007. We have therefore nominated him for reapp	ing subsidiary in itive General

No.	Name	Career s	summary, position and responsibilities in the Company	Number of the Company's	
	(Date of birth)	(Significa	nt concurrent positions outside the Company)	shares owned	
		Jan. 1992	Joined ARTNATURE KANSAI INC.		
		Apr. 2005	General Manager of New Marketing Department of the Company		
		Apr. 2008	Corporate Officer, Deputy Executive General Manager of Marketing Headquarters of the Company		
		Apr. 2010	Senior Corporate Officer, Executive General Manager of JO Marketing Headquarters of the Company		
		Apr. 2012	Senior Corporate Officer, Executive General Manager of JO Marketing Headquarters and General Manager of JO Marketing Department of the Company		
		June 2012	Director and Senior Corporate Officer, Executive General Manager of JO Marketing Headquarters and General Manager of JO Marketing Department of the Company		
	Keisuke Satake (October 5, 1956)	Apr. 2014	Director and Senior Corporate Officer, Executive General Manager of JO Marketing Headquarters and General Manager of JO Business Development Department of the Company	25,9	
7		Dec. 2015	Director and Senior Corporate Officer, Executive General Manager of JO Marketing Headquarters, General Manager of JO Store Marketing Department and General Manager of JO Business Development Department of the Company		
		Apr. 2016	Director and Senior Corporate Officer, Executive General Manager of JO Marketing Headquarters and General Manager of JO Marketing Department of the Company		
			June 2016	Director and Senior Corporate Officer, Executive General Manager of Jullia Olger Marketing Headquarters and General Manager of Jullia Olger Marketing Department of the Company	
		Apr. 2017	Director and Senior Corporate Officer, Executive General Manager of Jullia Olger Marketing Headquarters of the Company (present position)		
			concurrent positions outside the Company] ART MIKAWAYA INC.		
	at the Company. He has been	ve experience wi en involved in the	ector th and insight into the Company's operations as h e Company's marketing divisions for many years Marketing Headquarters, the Company's ready-ma	and served as	

No.	Name (Date of birth)		summary, position and responsibilities in the Company Int concurrent positions outside the Company)	Number of the Company's shares owned		
		Apr. 1995	Registered as Lawyer			
	Jiro Nagao (October 6, 1967)		Joined AOKI, SEKINE & TANAKA law office			
	<outside director=""></outside>	Apr. 2012	Practicing attorney-professor for civil advocacy of Supreme Court Legal Training and Research Institute of Japan			
8	<independent officer=""></independent>	Jan. 2014	Joined Samon-cho Law Office (present position)			
		June 2014	Director of the Company (present position)			
		hat his oversig	apert knowledge and wealth of practical experience the of business execution by Corporate Officers ar Board's auditing function.			
	independent perspective will	Oct. 1990		1		
			Joined CHUO Shinko Audit Corporation			
	Yasuko Kobashikawa (July 9, 1965)	Feb. 2001	Registered as Certified Public Accountant Opened Kobashikawa Accounting Office			
	<outside director=""></outside>	June 2006	Established Mikasa Audit Corporation (present position)			
0	<independent officer=""></independent>	June 2015	Director of the Company (present position)			
9		Dec. 2017	Established JK & CREW Tax Accountant's Corporation (present position)			
	Reasons for nomination as candidate for Outside Director The Company has nominated Yasuko Kobashikawa for reappointment as an Outside Director because we expect that she will provide valuable advice based on her expert knowledge and wealth of practical experience built up over many years as a certified public accountant, and that her oversight of business execution by Corporate Officers and others from an independent perspective will strengthen the Board's auditing function.					

Notes: 1. There is no special interest between the candidates for Directors and the Company.

2. Keisuke Igarashi is the President of AI CORPORATION Ltd., but there is no business relationship between AI CORPORATION Ltd. and the Company.

3. Jiro Nagao and Yasuko Kobashikawa are candidates for Outside Directors.

4. Jiro Nagao and Yasuko Kobashikawa currently serve as Outside Directors of the Company. At the conclusion of this meeting, their terms as Outside Directors will have been four (4) years for Jiro Nagao and three (3) years for Yasuko Kobashikawa.

5. The Company has entered into limited liability agreements with Jiro Nagao and Yasuko Kobashikawa that limit the liability for damages to the minimum liability amount stipulated by laws and regulations. If their reelections are approved, the Company plans to continue these agreements with them.

6. The Company has registered Jiro Nagao and Yasuko Kobashikawa as Independent Officers in line with the regulations of the Tokyo Stock Exchange. If their reelections are approved, the Company plans to maintain their status as Independent Officers.

# Proposal 3: Election of four (4) Auditors

The term will expire for all three (3) Auditors at the conclusion of this meeting. In that regard, the Company proposes that four (4) Auditors be elected, including three (3) new candidates for Auditors to strength and enhance the audit system. In addition, the consent of the Board of Auditors has been obtained for this proposal.

No.	Name (Date of birth)		er summary and position in the Company nt concurrent positions outside the Company]	Number of the Company's shares owned
		July 1973 Aug. 1987	Joined the Company Director of the Company	
		Dec. 1996	Director of ARTNATURE TOKYO INC.	
		Oct. 1997	Senior Managing Director of ARTNATURE TOKYO INC.	
	Yoshio Kobayashi (October 23, 1950)	Dec. 2000	Executive Officer of ARTNATURE TOKYO INC.	204,500
1		Apr. 2001	Executive General Manager of Tokyo Marketing Headquarters of the Company	
		Oct. 2002	General Manager of Sales Channel Division No. 1 of the Company	
		June 2004	Standing Auditor of the Company (present position)	
		sive experience ty of its division	and wide-ranging knowledge of the Company's on ns over his many years with the Company since it	
		Apr. 1981	Joined The Mitsui Bank, Limited (currently Sumitomo Mitsui Banking Corporation)	
		Apr. 2005	General Manager of Nihonbashi Branch of Sumitomo Mitsui Banking Corporation	
		Apr. 2006	General Manager of Tokyo North Block of Sumitomo Mitsui Banking Corporation	
	Shunichi Matsushima (March 16, 1958)	Apr. 2010	Joined the Company as Deputy General Manager of General Affairs Department	
		July 2010	General Manager of General Affairs Department of the Company	4,244
2	<new candidate=""></new>	Apr. 2011	Corporate Officer, General Manager of General Affairs Department of the Company	
		Apr. 2016	Corporate Officer, Deputy Executive General Manager of Administration Headquarters and General Manager of General Affairs Department of the Company	
		Apr. 2018	Senior Manager of Administration Headquarters of the Company (present position)	
	as General Manager of the G	tensive experien eneral Affairs I eputy Executiv	nce with and insight into the Company's operation Department since joining the Company in 2010, in e General Manager of Administration Headquarte	addition to

The candidates for Auditors are as follows:

No.	Name (Date of birth)		er summary and position in the Company ant concurrent positions outside the Company]	Number of the Company's shares owned
		Oct. 1994	Joined Showa Ota & Co. (currently Ernst & Young ShinNihon LLC.)	
	Hiroaki Hasegawa (January 30, 1970)	Apr. 1998	Registered as Certified Public Accountant	
		July 1999	Established the Hasegawa CPA Office (present position)	
3	<new candidate=""></new>	Dec. 2010	Representative Partner of Hasegawa Joint Accounting Firm (present position)	
3		June 2015	Substitute Auditor of the Company (present position)	
	many years as a certified pul	olic accountant, ent perspective	s expert knowledge and wealth of practical experies and that his auditing of business execution by Co will strengthen the Board's auditing function.	
		Aug. 2004	Registered as Lawyer	1
		Aug. 2004	Joined Anderson Mori & Tomotsune	
		Oct. 2006	Joined Sudo & Takai Law Office	
	Satoshi Hiyama (October 15, 1972)	Oct. 2000	Partner of Kikkawa Law Offices	
	<new candidate=""></new>	June 2016	Alternate Auditor of Kenedix Retail REIT Corporation (present position)	
4	<outside auditor=""></outside>	July 2017	Partner of Kikkawa Sogo [General] Law Offices L.P.C. (present position)	
		Mar. 2018	Alternate Corporate Auditor of DIC Corporation (present position)	
	provide valuable advice base years as an attorney at law, a	Hiyama for app ed on his expert nd that his audi	tside Auditor ointment as an Outside Auditor because we expect knowledge and wealth of practical experience bu ting of business execution by Corporate Officers a the Board's auditing function.	ilt up over many

Notes: 1. There is no special interest between the candidates for Auditors and the Company.

2. Hiroaki Hasegawa and Satoshi Hiyama are candidates for Outside Auditors.

3. The Company has entered into a limited liability agreement with Yoshio Kobayashi that limits the liability for damages to the minimum liability amount stipulated by laws and regulations. If his reelection is approved, the Company plans to continue this agreement with him.

4. If Shunichi Matsushima, Hiroaki Hasegawa, and Satoshi Hiyama are elected, the Company plans to enter into limited liability agreements with each of them that limit their liability for damages to the minimum liability amount stipulated by laws and regulations.

5. If Hiroaki Hasegawa and Satoshi Hiyama are elected, the Company plans to register them as Independent Officers in line with the regulations of the Tokyo Stock Exchange.