

Please note that the following is an unofficial English translation of the Japanese original text of the Notice of Convocation of the 14th Ordinary General Meeting of Shareholders of Apamanshop Holdings Co., Ltd. The Company provides this translation for reference and convenience purposes only and without any guarantee as to its accuracy or otherwise. In the event of any discrepancy between this translation and the Japanese original, the latter shall prevail.

Securities Code: 8889

December 5, 2013

Dear Shareholders

Koji Omura
President and Chief Executive Officer
Apamanshop Holdings Co., Ltd.
1-1-5 Kyobashi, Chuo-ku, Tokyo

**NOTICE OF CONVOCATION OF
THE 14th ORDINARY GENERAL MEETING OF SHAREHOLDERS**

You are cordially invited to attend the 14th Ordinary General Meeting of Shareholders of Apamanshop Holdings Co., Ltd. (the “Company”), to be held as detailed below.

If you are unable to attend the meeting, you may otherwise exercise your voting rights in writing. Please read the attached REFERENCE DOCUMENTS FOR THE GENERAL MEETING OF SHAREHOLDERS provided below, and you are requested to indicate your approval or disapproval of the proposal on the enclosed Voting Rights Exercise Form and return it so that it will reach us by 6 p.m. on Thursday, December 19, 2013.

- 1. Time and Date:** 10 a.m., Friday, December 20, 2013
(The reception desk will open at 9 a.m.)
- 2. Place:** Room 801, 8F, TEKKO KAIKAN Building,
3-2-10 Kayabacho, Nihombashi, Chuo-ku, Tokyo
(Refer to the attached Venue Guide Map for directions to the meeting.)

3. Objectives of the Meeting:

Reports:

1. Reports on the Business Report and the Consolidated Financial Statements, as well as the Results of the Audits of the Consolidated Financial Statements by the Accounting Auditor and the Audit & Supervisory Board for the 14th Fiscal Year (From October 1, 2012, to September 30, 2013)
2. Report on the Non-Consolidated Financial Statements for the 14th Fiscal Year (From October 1, 2012, to September 30, 2013)

Agenda:

- Proposal No. 1:** Reduction of Legal Capital Surplus and Legal Retained Earnings
- Proposal No. 2:** Partial Amendments to the Articles of Incorporation
- Proposal No. 3:** Election of Three (3) Directors
- Proposal No. 4:** Election of Two (2) Audit & Supervisory Board Members

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1. For those attending, please present the enclosed Voting Rights Exercise Form at the reception desk on arrival at the meeting.
 2. If any amendment is made to the REFERENCE DOCUMENTS FOR THE GENERAL MEETING OF SHAREHOLDERS, the Business Report and the Consolidated and/or the Non-Consolidated Financial Statements, the amended information will be disclosed on the Company's Web site (<http://www.apamanshop-hd.co.jp/>).