Note: This document has been translated from a part of the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail. The Company assumes no responsibility for this translation or for direct, indirect or any other forms of damages arising from the translation.

(Company Code 6310) March 6, 2020

To Shareholders with Voting Rights:

Shirou Tomiyasu President ISEKI & CO., LTD. 700 Umaki-cho, Matsuyama-shi, Ehime-ken, Japan

NOTICE OF

THE 96th ORDINARY GENERAL MEETING OF SHAREHOLDERS

Dear Shareholders:

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

You are cordially invited to attend the 96th Ordinary General Meeting of Shareholders of ISEKI & CO., LTD. (the "Company"). The meeting will be held for the purposes as described below.

If you are unable to attend the meeting, you can exercise your voting rights in writing (by post), or via electronic means (the Internet). Please review the attached Reference Documents for the General Meeting of Shareholders, and indicate your vote for or against the proposals on the enclosed Voting Rights Exercise Form and return it no later than 5:20 p.m. on Thursday, March 26, 2020, Japan time, or exercise your voting rights via the voting website (https://www.web54.net). When exercising your voting rights, please review the "Instructions for the Exercise of Voting Rights" (page 3) and the "Instructions for the Exercise of Voting Rights via the Internet" (page 4).

1. Date and Time: Friday, March 27, 2020 at 10:00 a.m. Japan time

(Reception starts at 9:00 a.m.)

2. Place: Hisho Banquet Hall, Hotel Lungwood, 2F,

5-50-5 Higashinippori, Arakawa-ku, Tokyo, Japan

3. Meeting Agenda:

Matters to be reported: 1. The Business Report, Consolidated Financial Statements for the Company's

96th Fiscal Year (January 1, 2019 - December 31, 2019) and results of audits by the accounting auditor and the Board of Auditors of the Consolidated

Financial Statements

2. Non-consolidated Financial Statements for the Company's 96th Fiscal Year

(January 1, 2019 - December 31, 2019)

Proposals to be resolved:

Proposal 1: Appropriation of Surplus **Proposal 2:** Election of 11 Directors

Proposal 3: Election of 2 Corporate Auditors

- The Consolidated Financial Statements and Non-consolidated Financial Statements included in the Appendix of this Notice are parts of the Consolidated Financial Statements and Non-consolidated Financial Statements that were audited by the Corporate Auditors and the accounting auditor. Of the documents to be provided with this Notice, the Consolidated Statements of Changes in Equity, the Notes to Consolidated Statements of Changes in Equity, the Non-consolidated Statements of Changes in Equity and the Notes to Non-consolidated Statements of Changes in Equity are posted on the Company's website (https://www.iseki.co.jp/ir/general_meeting/) in accordance with laws and regulations as well as Article 19 of the Company's Articles of Incorporation.
- Should the Appendix (excluding Audit Reports) and the Reference Documents for the General Meeting of Shareholders require revisions, the revised versions will be posted on the Company's website (https://www.iseki.co.jp/ir/general_meeting/)
- When attending the meeting, please submit the enclosed Voting Rights Exercise Form at the reception desk.

Reference Documents for the General Meeting of Shareholders

Proposals and References

Proposal 1: Appropriation of Surplus

The Company considers a stable dividend distribution to shareholders as one of its important issues. Our fundamental policy is to continuously pay a stable dividend, taking into consideration the Group's revenue base, future business development, and changes in the management environment, while maintaining and improving its financial soundness as preconditions for sustainable business activities.

The year-end dividend for this fiscal year is as follows.

- (1) Type of dividend property Cash
- (2) Items related to the allocation of dividend property and its total amount 30 yen per share of common stock 677,712,840 yen in total
- (3) Date the distribution of surplus comes into effect: March 30, 2020

(Reference) History of dividends per share

	Dividends per
	share (Yen)
The 92nd fiscal year ended December 31, 2015	15
The 93rd fiscal year ended December 31, 2016	15
The 94th fiscal year ended December 31, 2017	30
The 95th fiscal year ended December 31, 2018	30
The 96th fiscal year ended December 31, 2019	30

(Note) The Company has consolidated shares of its common stock (one-for-ten share consolidation), effective July 1, 2017. The amounts of dividends per share for each fiscal year are calculated based on the assumption that shares of common stock were consolidated at the beginning of the 92nd fiscal year.

Proposal 2: Election of 11 Directors

The terms of office of all Directors will expire at the conclusion of this General Meeting of Shareholders. Accordingly, the election of 11 Directors is proposed.

The candidates are as follows:

No.		Title	Name	Rate of Attendance and Number of Board of Directors Meetings Attended
1	[Reappointment]	Representative Director, Chairman & Executive Officer	Akio Kikuchi	100% (18/18)
2	[Reappointment]	Representative Director, President & Executive Officer	Shirou Tomiyasu	100% (18/18)
3	[Reappointment]	Director & Senior Corporate Officer	Shinji Arata	100% (18/18)
4	[Reappointment]	Director & Senior Corporate Officer	Takafumi Kanayama	100% (18/18)
5	[Reappointment]	Director & Senior Corporate Officer	Yukio Nawata	94.4% (17/18)
6	[Reappointment]	Director & Senior Corporate Officer	Masayuki Fukami	100% (13/13)
7	[Reappointment]	Director & Corporate Officer	Shuichi Jinno	100% (18/18)
8	[Reappointment] [Outside] [Independent]	Director	Atsushi Iwasaki	100% (18/18)
9	[Reappointment] [Outside] [Independent]	Director	Shoji Tanaka	100% (18/18)
10	[New appointment]	Senior Corporate Officer	Hajime Odagiri	_
11	[New appointment]	Corporate Officer	Kazuya Tani	_

(Note) The attendance rate of Director Masayuki Fukami above refers to the rate of attendance after he assumed the office of Director at the 95th Ordinary General Meeting of Shareholders held on March 26, 2019.

No.	Name (Date of birth)	Brief career history, Title and Responsibilities at the Company [Significant concurrent positions]		Number of shares of the Company held
1	Akio Kikuchi (September 7, 1952) [Reappointment]	April 1977 July 1999 January 2002 August 2004 June 2005 December 2007 December 2009 January 2011 June 2012 June 2015 January 2018 March 2018 [Significant concember 2009]	•	15,800
	[Reason for nomination as candidate for Director]			

Having served as General Division Manager of the Business Division and President at the sales company of domestic agricultural machinery, he has extensive experience and achievements in domestic sales and business management, and currently operates the meetings of the Board of Directors as a forum for constructive discussions and exchange of opinions as chairman of the Board. The Company nominates him as a candidate for Director as it expects him to continue to contribute to business promotion and the enhancement of corporate governance.

	150
2	
	Chiron Tomiyasu

Shirou Tomiyasu (February 6, 1958)

[Reappointment]

April 1980	Joined The Dai-Ichi Kangyo Bank, Limited (currently Mizuho	
	Bank, Ltd.)	
April 2011	Managing Executive Officer, Mizuho Bank, Ltd.	
June 2015	Advisor, Chuo Fudosan Co., Ltd.	
January 2016	Advisor of the Company	
March 2016	Director & Senior Corporate Executive Officer of the Company	
	Assistant to President, in charge of Financial Department (to	
	present)	
	Responsible for Corporate Planning Department and Investor	4,600
	Relations & Publicity Section of the Company	Ź
January 2017	Director & Vice President Executive Officer of the Company	
	In charge of Corporate Planning Department and Investor	
	Relations & Publicity Section of the Company (to present)	
March 2019	Representative Director, President & Executive Officer of the	
	Company (to present)	
[Significant concu	arrent positions]	
_		

[Reason for nomination as candidate for Director]

With advanced knowledge in the areas of management planning and accounting and finance, he has demonstrated great leadership from a company-wide perspective as President & Executive Officer. The Company nominates him as a candidate for Director as it expects him to continue to contribute to the enhancement of corporate value.

No.	Name (Date of birth)	Brief ca	reer history, Title and Responsibilities at the Company [Significant concurrent positions]	Number of shares of the Company held
3	Shinji Arata (October 9, 1958) [Reappointment]	April 1983 July 2008 July 2010 June 2012 June 2013 June 2015 November 2015 January 2017 [Significant concum-	Joined The Norinchukin Bank General Manager, Toyama Branch, The Norinchukin Bank General Manager, Corporate Business Div. III, The Norinchukin Bank Corporate Officer of the Company Deputy Division Manager, Business Division of the Company (to present) In charge of General Affairs Department, Matsuyama General Affairs Department, Kumamoto General Affairs Department, and Niigata General Affairs Department of the Company (to present) Director of the Company Director & Corporate Officer of the Company In charge of Tsukubamirai General Affairs Department of the Company (to present) Director & Senior Corporate Officer of the Company (to present) urrent positions]	4,300
	Cooperatives and in t	e of various division he area of agricultu	Director] ons including general affairs and sales (relating to the system of Japane), he has extensive experience and achievements. The Companyim to make further contributions. Joined The Mitsui Trust and Banking Company,	
		February 2008	Limited (currently Sumitomo Mitsui Trust Bank, Limited) General Manager, Investment Operations Department, The Chuo Mitsui Trust and Banking Company, Limited	
4	Takafumi Kanayama (August 5, 1957)	February 2011 April 2012 June 2012 May 2013 October 2014 May 2015 March 2016	General Manager, Head Office Business Department V, The Chuo Mitsui Trust and Banking Company, Limited Audit Section of the Company Corporate Officer of the Company General Manager, Audit Section of the Company General Manager, Internal Control & Audit Department of the Company General Manager, Corporate Planning Department of the Company Deputy in charge of Internal Control & Audit Department of the Company Director & Corporate Officer of the Company In charge of Internal Control & Audit Department of the Company (to present)	5,400
	[Reappointment]	January 2017 [Significant concumum on as candidate for	In charge of Corporate Planning Department and Investor Relations & Publicity Section of the Company Director & Senior Corporate Officer of the Company(to present) In charge of Compliance of the Company (to present) urrent positions]	

[Reason for nomination as candidate for Director]
Having been in charge of various divisions including management planning and internal control, he has extensive experience and achievements. The Company nominates him as a candidate for Director as it expects him to make further contributions to the enhancement of corporate governance and corporate value.

No.	Name (Date of birth)	Brief ca	areer history, Title and Responsibilities at the Company [Significant concurrent positions]	Number of shares of the Company held
5	Yukio Nawata (March 8, 1959) [Reappointment]	September 1984 December 2007 July 2008 July 2010 October 2010 January 2015 July 2015 January 2018 March 2018 [Significant concum-	• •	4,900
	companies, he has ex	ble for sales planning stensive experience thim as a candidate to	ng of domestic agricultural machinery and serving as President at ne and achievements as General Division Manager of the Busines for Director as it expects him to make further contributions.	
6	Masayuki Fukami (May 29, 1959) [Reappointment]	April 1985 December 2004 January 2007 January 2011 December 2011 July 2015 January 2019 March 2019 April 2019	Joined the Company General Manager, Kanto Sales Department of the Company Director & President, Ibaraki Iseki Sales Co., Ltd. Executive Managing Director, Iseki Kyushu Co., Ltd. Director & President, Iseki Kyushu Co., Ltd. Corporate Officer of the Company Senior Corporate Officer of the Company Director & Senior Corporate Officer of the Company (to present) In charge of Personnel Department of the Company (to present) Deputy in charge of Corporate Planning Department and Investor Relations & Publicity Section of the Company (to present) Deputy in charge of Compliance of the Company (to present)	6,600
		ector and President siness management,	at major domestic sales companies, he has extensive experience an and personnel management. The Company nominates him as a car	

No.	Name (Date of birth)	Brief ca	areer history, Title and Responsibilities at the Company [Significant concurrent positions]	Number of shares of the Company held	
7	Shuichi Jinno (October 14, 1962) [Reappointment]	April 1985 April 2008 December 2011 October 2013 June 2015 March 2016 January 2017 December 2018 April 2019 [Significant concumulation of the concumula	Joined the Company General Manager, Office Automation Department of the Company General Manager, Investor Relations & Publicity Section of the Company General Manager, Personnel Department of the Company Director & Corporate Officer of the Company (to present) In charge of Personnel Department of the Company In charge of Compliance of the Company In charge of Office Automation Department of the Company Deputy in charge of Compliance of the Company In charge of IT Planning Department of the Company Deputy in charge of Financial Department of the Company (to present) Deputy in charge of Financial Department of the Company (to present)	5,200	
1	ID assau for manimati	assen for nomination as condidate for Director			

[Reason for nomination as candidate for Director]

Having served as General Manager of divisions relating to information systems, investor relations, and personnel affairs, he has extensive experience and achievements in management areas. The Company nominates him as a candidate for Director as it expects him to make further contributions.

		November 1990	Joined Century Audit Corporation (currently Ernst & Young	
			ShinNihon LLC)	
		March 1991	Registered as a certified public accountant	
		March 1997	Registered as a real estate appraiser	
	look.	August 2005	Retired from Shin Nihon & Co. (currently Ernst & Young	
		_	ShinNihon LLC)	
	3	September 2005	President, Iwasaki Certified Public Accountant Office (to present)	
		June 2013	Director of the Company (to present)	
		June 2015	Outside Audit & Supervisory Board Member, NH Foods Ltd.	
		June 2016	Outside Audit & Supervisory Board Member, OLYMPUS	
	Atsushi Iwasaki		CORPORATION	0
	(January 9, 1959)	June 2019	Outside Director, NH Foods Ltd. (to present)	U
	, , ,	June 2019	Outside Director, OLYMPUS CORPORATION (to present)	
8	[Reappointment]	[Significant concu	urrent positions]	
	[Outside]	Certified public ac	ccountant	
	[Independent]	Outside Director,	NH Foods Ltd.	
		Outside Director,	OLYMPUS CORPORATION	
	[Term of office as			
	Director]			
	6 years and 9 months			
	at the conclusion of			
	this General Meeting			

[Reason for nomination as candidate for Outside Director]

With extensive experience and knowledge as a certified public accountant, he has been monitoring the Company's management from an objective viewpoint to enhance the supervisory functions and ensure transparency of the Board of Directors. The Company nominates him as a candidate for Outside Director as it expects him to continue to supervise the Company's management for the sustainable enhancement of corporate value.

No.	Name (Date of birth)	Brief	career history, Title and Responsibilities at the Company [Significant concurrent positions]	Number of shares of the Company held
9		Attorney on as candidate for ience and knowle	Entered the Legal Training and Research Institute, Supreme Court of Japan Graduated from the Legal Training and Research Institute, Supreme Court of Japan Registered as an attorney (Joined Tokyo Bar Association) Joined Ginzadori Law Office Corporate Auditor of the Company Director of the Company (to present) Representative, Chuo-dori Law Office (to present) current positions] r Outside Director] edge as an attorney, he has been monitoring the Company's mare ervisory functions and ensure transparency of the Board of Director	o agement from an

nominates him as a candidate for Outside Director as it expects him to continue to supervise the Company's management for the sustainable enhancement of corporate value.



Hajime Odagiri (January 6, 1963)

[New appointment]

en	nancement of corpo	orate value.	
	April 1987	Joined the Company	
	November 2008	General Manager, Vegetable Machinery Engineering	
		Department of the Company	
	December 2010	Senior General Manager, Agri-Implements Department of	
		the Company	
	June 2014	President, Iseki-Changzhou Mfg. Co., Ltd. Sales Branch	
		Office	
	January 2016	Corporate Officer and Deputy Division Manager, Business	6,500
ı		Division of the Company	0,300
	March 2016	Director & President, ISEKI Hokkaido Co., Ltd.	
	July 2018	Chairman & President, Dongfeng Iseki Agricultural	
-		Machinery Co., Ltd.	
	January 2019	Senior Corporate Officer of the Company (to present)	
	January 2020	General Division Manager, Development & Production	
		Division of the Company (to present)	
J	[Significant concu	arrent positions]	
	_		

[Reason for nomination as candidate for Director]

Having been involved in the engineering and development fields of agricultural machinery for many years and having served as President of domestic sales company and Chairman & President of Chinese joint venture companies, he has extensive experience and achievements related to agricultural machinery in Japan and overseas. The Company nominates him as a new candidate for Director as it expects him to make further contributions.

No.	Name (Date of birth)	Brief	career history, Title and Responsibilities at the Company [Significant concurrent positions]	Number of shares of the Company held
11	Kazuya Tani (March 14, 1969) [New appointment]	April 1992 April 2009 January 2015 October 2017 January 2020 [Significant cond-	Joined the Company Director & President, N.V. ISEKI EUROPE S.A. Representative Director & President, ISEKI France S.A.S. General Manager, Overseas Business Control Department and General Manager, Europe Sales &Marketing Department of the Company Corporate Officer of the Company (to present) General Division Manager, Overseas Business Division of the Company (to present) current positions]	2,600
	[Reason for nomination as candidate for Director]			

Having served as officers and President of sales companies in Europe, he has extensive experience and achievements in sales, business management, and personnel management related to overseas business. The Company nominates him as a new candidate for Director as it expects him to make further contributions.

(Notes)

- 1. No particular conflicts of interest exist between the Company and any of the candidates.
- 2. Mr. Hajime Odagiri and Mr. Kazuya Tani are new candidates for Director.
- 3. Mr. Atsushi Iwasaki and Mr. Shoji Tanaka are candidates for Outside Director. The Company has registered them with the Tokyo Stock Exchange, Inc. as Independent Directors stipulated by the said Exchange.
- 4. Although Mr. Atsushi Iwasaki and Mr. Shoji Tanaka have never been involved in company management (including overseas companies) except as outside directors or outside corporate auditors, the Company believes by the reasons described in each of the "Reason for nomination as candidate for Outside Director" above that they can successfully fulfill their responsibilities as Outside Directors.
- In accordance with the provisions of the Article 27, Paragraph 2 of the Company's Articles of Incorporation based on Article 427, Paragraph 1 of the Companies Act, the Company has entered into agreements with Mr. Atsushi Iwasaki and Mr. Shoji Tanaka to limit their liability for damages stipulated in Article 423, Paragraph 1 of the same Act. The maximum amount of liability pursuant to the provisions of the Articles of Incorporation is the total of the amounts stipulated in each item of Article 425, Paragraph 1 of the Companies Act. If their reelection is approved and they assume office, each agreement shall continue to be effective.

Proposal 3: Election of 2 Corporate Auditors

The terms of office of Corporate Auditors Yoshiki Kawano and Mami Taira will expire at the conclusion of this General Meeting of Shareholders.

Accordingly, the election of 2 Corporate Auditors is proposed.

The Board of Auditors has previously given its approval to this proposal.

No.	Name (Date of birth)		Brief career history and Title at the Company [Significant concurrent positions]	Number of shares of the Company held
1	Yoshiki Kawano (July 30, 1961) [Reappointment] [Outside] [Term of office as Corporate Auditor] 4 years at the conclusion of this	April 1985 July 2007 July 2009 May 2012 June 2014 March 2016 [Significant concu	Joined The Norinchukin Bank Deputy General Manager, Personnel Division of The Norinchukin Bank General Manager, Okayama Branch of The Norinchukin Bank Representative Director & President, Kyodo Seminar Co., Ltd. Representative Director & President, The Cooperative Servicing Co., Ltd. Full-time Corporate Auditor of the Company (to present) rrent positions]	2,000
	He has advanced kno	wledge and extensiv	Outside Corporate Auditor] we experience in the areas of agriculture, forestry, and fisheries in ol. In addition, he is well versed in the Company's businesses, h	
	Outside Corporate A	uditor of the Comp	on in addition, he is well versed in the Company's businesses, heavy for four years in the past. The Company nominates him as that he will appropriately audit the performance of duties by Direct	a candidate for
	6	October 1987 October 1990 September 1991 April 1992	Joined Tohmatsu Awoki & Sanwa (currently Deloitte Touche Tohmatsu LLC) Joined Yoshio Hayakawa Tax Accountant Office Registered as a certified public accountant Registered as a certified tax accountant	

Mami Taira	
(February 20, 1962)	

Triumin Tunu
(February 20, 1962)
[Reappointment]
[Outside]
[Independent]

2

[Term of office as Corporate Auditor] 4 years at the conclusion of this General Meeting

April 1992 October 2002 May 2011 May 2014 June 2014 March 2016 June 2016 [Significant concurrent positions]

Certified tax accountant Outside Director, AEON Mall Co., Ltd. Outside Director & Audit and Supervisory Committee Member, Suzuden Corporation

Certified public accountant

Mall Co., Ltd.

Corporation

[Reason for nomination as candidate for Outside Corporate Auditor]

She has specialized knowledge and extensive experience related to accounting and tax practices as a certified public accountant and certified tax accountant. The Company nominates her as a candidate for Outside Corporate Auditor as it believes that she will appropriately audit the performance of duties by Directors.

Partner, Taira Tax & Accounting Consulting Group (to

Outside Audit & Supervisory Board Member, AEON

Outside Director, AEON Mall Co., Ltd. (to present)

Corporate Auditor of the Company (to present)

Member, Suzuden Corporation (to present)

Outside Audit & Supervisory Board Member, Suzuden

Outside Director & Audit and Supervisory Committee

0

(Notes)

- 1. No particular conflicts of interest exist between the Company and any of the candidates.
- Although Ms. Mami Taira has never been involved in corporate management (including overseas companies) except as an
 outside director or an outside corporate auditor, the Company believes that, for the reasons described in "Reason for
 nomination as candidate for Outside Corporate Auditor" above, she can appropriately fulfill her responsibilities as Outside
 Corporate Auditor.
- 3. In accordance with the provisions of the Article 35, Paragraph 2 of the Company's Articles of Incorporation based on Article 427, Paragraph 1 of the Companies Act, the Company has entered into agreements with Ms. Mami Taira to limit her liability for damages stipulated in Article 423, Paragraph 1 of the same Act. The maximum amount of liability pursuant to the provisions of the Articles of Incorporation is the total of the amounts stipulated in each item of Article 425, Paragraph 1 of the Companies Act. If her reelection is approved and she assumes office, the agreement shall continue to be effective.
- 4. Mr. Yoshiki Kawano and Ms. Mami Taira are candidates for Outside Corporate Auditors. The Company has registered Ms. Mami Taira with the Tokyo Stock Exchange, Inc. as Independent Auditor stipulated by the said Exchange.

(Reference)

[Independence Standards and Qualification for Independent Outside Directors/Auditors]

The Company has adopted requirements regarding independence set by the Companies Act and the Tokyo Stock Exchange as the criteria for appointment of Independent Outside Directors/Auditors. Additionally, concerning their appointment, the Company values the advanced expertise and extensive experience necessary to appropriately advise on and supervise the Company's management.