

February 16, 2023

Company name: Direct Marketing MiX Inc.  
Name of representative: Yuki Kobayashi, President and CEO,  
Representative Executive Officer  
(Securities code: 7354; Prime Market of the  
Tokyo Stock Exchange)  
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**Notice Concerning Results of Stock Repurchase**  
**Through Off-Auction Own Share Repurchase Trading System (ToSTNeT-3)**  
**And Conclusion of Stock Repurchase**

Direct Marketing MiX Inc. (the “Company”) announces that, in line with the announcement made on February 15, 2023 concerning the repurchase of its common stock, it has repurchased its common stock as described below.

The stock repurchase authorized at the Board of Directors' meeting held on February 14, 2023 has been completed with today's repurchase.

1. Reason for stock repurchase

Following a policy to increase dividends in proportion to EPS growth, the Company aims at early realization of a total return ratio of 40% (including stock repurchase), and achieve a medium-term target of maintaining ROE of approximately 25%.

The Company conducted the repurchase of its common stock to increase our corporate value by optimizing the capital structure and reducing the weighted average cost of capital.

2. Details of stock repurchase

(1) Class of stock repurchased	Common stock of the Company
(2) Total number of shares of common stock repurchased	1,171,600 shares (2.5% of total number of issued shares (excluding treasury shares)) Note: As of December 31, 2022
(3) Total amount of stock repurchase costs	¥1,999,921,200
(4) Repurchase date	February 16, 2023
(5) Repurchase method	Repurchase through Off-Auction Own Share Repurchase Trading System (ToSTNeT-3) on the Tokyo Stock Exchange
(6) Other	The Company received notice from Integral 3 Limited Partnership and Innovation Alpha L.P., major shareholders of the Company, of their willingness to comply with the request for some of the shares of the Company that they hold: specifically, 977,700 shares of the Company's common stock held by Integral 3 Limited Partnership and 155,200 shares of the Company's common stock held by Innovation Alpha L.P.

(Reference) Details of matters related to stock repurchase (released on February 14, 2023)

(1) Class of stock to be repurchased	Common stock of the Company
(2) Total number of shares of common stock to be repurchased	1,500,000 shares (maximum) (3.2% of total number of issued shares (excluding treasury shares)) Note: As of December 31, 2022
(3) Total amount of stock repurchase costs	¥2,000,000,000 (maximum)
(4) Repurchase period	From February 15, 2023 to December 22, 2023
(5) Repurchase method	Repurchase through Off-Auction Own Share Repurchase Trading System (ToSTNeT-3) on the Tokyo Stock Exchange