February 14, 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)
Inquiries:	Motoyoshi Doi, Executive Officer and CFO (Telephone: +81-6-6809-1615)

Notice Concerning Determination of Matters Related to Stock Repurchase

(Stock Repurchase Under the Provisions of the Articles of Incorporation Pursuant to the Provisions of Article 459, Paragraph (1) of the Companies Act)

Direct Marketing MiX Inc. (the "Company") hereby announces that it has resolved, at a meeting of the Board of Directors held on February 14, 2023, the matters related to stock repurchase under the provisions of Article 37 of the Company's Articles of Incorporation pursuant to the provisions of Article 459, paragraph (1) of the Companies Act. The details are described below.

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 will repurchase its common stock to optimize the capital structure and increase our corporate value by reducing the weighted average cost of capital.

2. Details of matters related to stock repurchase

(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

(Reference) Holding status of treasury shares as of December 31, 2022

Total number of issued shares (excluding treasury shares)	46,956,476 shares
Number of treasury shares	324 shares