February 14, 2025

Company name: Direct Marketing MiX Inc.
Name of representative: Daisuke Uehara, 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 Dividends of Surplus for the Fiscal Year Ended December 31, 2024

Direct Marketing MiX Inc. hereby announces that at a meeting held on February 14, 2025, the Board of Directors resolved, as follows, to declare a dividend of surplus with a record date of December 31, 2024, as described below.

1. Details of Dividends

	Decided amount	Most recent dividend forecast (announced Feb. 13, 2024)	Prior results (FY12/2023)
Record date	Dec. 31, 2024	Dec. 31, 2024	Dec. 31, 2023
Dividends per share	4.5 yen	3.0 yen	3.0 yen
Total dividend amount	209 million yen	—	138 million yen
Effective date	Mar. 11, 2025	—	Mar. 5, 2024
Source of funds	Retained earnings	—	Retained earnings

2. Reason for Amendment of Dividend Forecast

Regarding the dividend of surplus (year-end dividend) with a record date of December 31, 2024, in view of the business performance and financial condition of this fiscal year, we are planning to pay a sum of 4.5 yen per share.