February 13, 2026

Company name: Direct Marketing MiX Inc.
Name of representative: Daisuke Uehara, President and CEO, Representative Executive Officer
(Securities code: 7354; Standard Market of the Tokyo Stock Exchange)
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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 165, Paragraph (2) of the Companies Act)

The Company hereby announces that, at a Board of Directors meeting held on February 13, 2026, it adopted a resolution on matters regarding a stock repurchase pursuant to Article 156 of the Companies Act as applied by replacement of terms pursuant to Article 165, Paragraph (3) of that Act, as set forth below.

1. Reason for stock repurchase

The Company will conduct the stock repurchase to enhance shareholders returns and improve capital efficiency while ensuring flexible and dynamic capital policies adapted to changes in the business environment.

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) (3.23% of total number of issued shares (excluding treasury shares))
(3) Total amount of stock repurchase costs	¥300,000,000 (maximum)
(4) Repurchase period	From February 16, 2026 to May 29, 2026
(5) Repurchase method	Market purchase on the Tokyo Stock Exchange

(Reference) Holding status of treasury shares as of December 31, 2025

Total number of issued shares (excluding treasury shares)	46,434,217 shares
Number of treasury shares	1,180,619 shares