March 2, 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)
Inquiries:	Motoyoshi Doi, Executive Officer and CFO (Telephone: +81-6-6809-1615)

Notice Concerning the Status of 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 the status, as set forth below, of the stock repurchase conducted pursuant to Article 156 of the Companies Act as applied by replacement of terms pursuant to Article 165, Paragraph (3) of that Act, approved by a resolution adopted at a Board of Directors meeting held on February 13, 2026.

(1) Class of stock to be repurchased	Common stock of the Company
(2) Total number of shares of common stock to be repurchased	725,300 shares
(3) Total amount of stock repurchase costs	¥248,621,700
(4) Repurchase period	From February 16, 2026 to February 28, 2026 (transaction date basis)
(5) Repurchase method	Market purchase on the Tokyo Stock Exchange

(Reference)

1. Details of the resolution approved at the February 13, 2026 Board of Directors meeting

(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

2. Cumulative number of shares acquired pursuant to the above Board of Directors resolution (as of February 28, 2026)

(1) Total number of shares acquired	725,300 shares
(2) Total amount of stock repurchase costs	¥248,621,700