



September 19, 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)
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Notice Concerning Acquisition of Shares of SAIYOUBU Co., Ltd.
(to Make It a Subsidiary)

Direct Marketing MiX Inc. (the “Company”) hereby announces that it has resolved, at a meeting of the Board of Directors held on September 19, 2025, to acquire shares of SAIYOUBU Co., Ltd. (hereinafter referred to as “SAIYOUBU”) and make it a subsidiary of the Company. The details are described below.

1. Reason for acquisition of shares

Since its foundation, the Company has provided sales solutions centered on outbound calls, handled customer contact points, and pursued the value generated from interpersonal communication.

SAIYOUBU operates a business that conducts comprehensive recruiting operations on behalf of customers in areas where labor shortages are particularly prominent, such as nursing care, medical care, and beauty services with a focus on dental clinics. The company has established proprietary recruiting expertise and standardized business processes accumulated through its extensive experience, particularly in the dental field, gaining high evaluations from customers. We believe that labor shortages in specialized fields will become even more severe in the future and demand for recruitment process outsourcing will expand further.

Following implementation of the alliance, we will leverage the Company’s strengths in sales solutions to acquire new customers for SAIYOUBU and support enhancement of service quality, thereby expanding its profits even further. We will also make use of our experience of continuously conducting recruiting on a scale of several thousand people annually since the Company’s foundation and work to strengthen SAIYOUBU’s business operations and improve employee retention rates.

2. Overview of the subsidiary (SAIYOUBU Co., Ltd.) subject to change

(1) Name	SAIYOUBU Co., Ltd.
(2) Location	Suzuki Building 3F, 1-13-1 Ebisu, Shibuya-ku, Tokyo
(3) Job title and name of representative	Norio Tsuchiya, Representative Director and President
(4) Description of business	Recruitment process outsourcing
(5) Share capital	8 million yen
(6) Date of establishment	January 4, 2011
(7) Major shareholders and ownership ratios	Individual shareholder* ¹

(8)	Relationship between the Company and said company	Capital relationship	Not applicable.	
		Personnel relationship	Not applicable.	
		Business relationship	Not applicable.	
(9) Operating results and financial position of said company for the last three years				
As of / Fiscal year ended		Aug 31, 2022	Aug 31, 2023	Aug 31, 2024
Net assets		33 million yen	54 million yen	115 million yen
Total assets		54 million yen	100 million yen	215 million yen
Net assets per share		41,173.55 yen	67,303.94 yen	143,564.44 yen
Net sales		65 million yen	159 million yen	311 million yen
Operating profit		13 million yen	28 million yen	85 million yen
Ordinary profit		14 million yen	29 million yen	87 million yen
Profit		12 million yen	21 million yen	61 million yen
Earnings per share		15,196.31 yen	26,130.39 yen	76,260.50 yen
Dividend per share		-	-	-

*1 The major shareholder is an individual, and at their request, we will refrain from disclosing the details.

*2 The above stated values concerning the target company's operating results and financial position have not been audited by an auditing firm.

3. Overview of the counterparty to the acquisition of shares

(1)	Name	Individual shareholder*1
(2)	Address	-*1
(3)	Relationship between the Company and the relevant individual	There are no special interests between the Company and the alliance partner including capital, personnel, or business relationships.

*1 The major shareholder is an individual, and at their request, we will refrain from disclosing the details.

4. Number of shares acquired, acquisition costs, and shareholding before and after acquisition

(1)	Number of shares held before the change	0 shares (Number of voting rights: 0 units) (Ratio of voting rights held: - %)
(2)	Number of shares to be acquired	800 shares (Number of voting rights: 800 units)
(3)	Acquisition costs	Share acquisition cost: 1,500 million yen Advisory fees, etc. (estimate): 82 million yen Total (estimate): 1,582 million yen
(4)	Number of shares held after the change	800 shares (Number of voting rights: 800 units) (Ratio of voting rights held: 100.0%)

5. Timetable

(1)	Date of resolution at the meeting of the Board of Directors	September 19, 2025
(2)	Date of conclusion of the agreement	September 19, 2025

(3)	Date of commencement of share transfer	October 1, 2025 (scheduled)
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6. Future outlook

We are currently examining the impact on the Company's consolidated financial results for FY12/2025. In the event of any revisions to forecasts of financial results or other matters that should be made public, we will make a timely disclosure.

Reference information: Forecast of consolidated financial results for the current fiscal year (announced February 14, 2025) and consolidated financial results for the previous fiscal year

	Revenue	Operating profit	Profit before tax	Profit attributable to owners of parent
Forecast of consolidated financial results for the current fiscal year (FY12/2025)	Millions of yen 22,000	Millions of yen 1,800	Millions of yen 1,750	Millions of yen 1,100
Consolidated financial results for the previous fiscal year (FY12/2024)	20,952	1,434	1,391	834