



January 7, 2026

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 Approval of Transfer to Standard Market Segment and Withdrawal of Plan for Compliance with Prime Market Listing Maintenance Criteria

Direct Marketing MiX Inc. (the “Company”) hereby announces that, in light of the amendments to the Securities Listing Regulations and other rules of the Tokyo Stock Exchange, Inc. (“TSE”) that came into effect on April 1, 2023 and considering the Company’s compliance status with the Prime Market listing maintenance criteria as of June 30, 2025, the Company has decided to change its share listing to the Standard Market. The Company received approval from TSE for the market segment change to the Standard Market and provides notice that the Company’s shares will be transferred from the TSE Prime Market to the TSE Standard Market effective January 14, 2026, as described below.

The Company prepared a plan for complying with the listing maintenance criteria of the Prime Market on March 31, 2025 and has been undertaking initiatives toward meeting those criteria, but in conjunction with this market segment change, the Company has decided to withdraw the plan effective today.

### 1. Reason for Transfer to Standard Market

In light of the amendments to the Securities Listing Regulations of the TSE and considering the Company’s compliance status with the Prime Market listing maintenance criteria, the Company conducted a multifaceted analysis regarding whether (i) continuing its efforts toward complying with the Prime Market listing maintenance criteria or (ii) selecting a different market category would be optimal for the Company and its stakeholders including shareholders.

As a result of this analysis, the Company determined that its fundamental management challenge is not simply achieving short-term goals, but continuously enhancing the value provided in the “sales and marketing customer contact” domain that contributes to growth by our client companies, thereby improving corporate value over the medium to long term. We concluded that to achieve this, the most reasonable approach is to focus management resources on reinforcing the competitiveness of core businesses and investing in growth, rather than allocating those resources to short-term measures as a formality. In addition, we determined that developing the market environment, including liquidity and investor communication, and further enhancing the quality of disclosures and dialogue will be crucial for ensuring that shareholders and investors can hold and trade the Company’s shares with confidence, and accordingly, we opted to list the Company’s shares on the Standard Market.

Irrespective of the market segment, the Company will continue its efforts to enhance corporate value described in the Notice Regarding Plan for Compliance with Listing Maintenance Criteria released on March 31, 2025.

## 2. Status of Compliance with Standard Market Listing Maintenance Criteria

The Company's compliance status with the Standard Market listing maintenance criteria is as set forth below, and the Company is currently in compliance with all Standard Market listing maintenance criteria. Since the Company was in compliance with all of the listing maintenance criteria at the time of its application for listing on the Standard Market, if in the future, the Company does not fall into noncompliance with any of the Standard Market listing maintenance criteria as of the determination date for each item of those criteria, there will be no need to disclose a "Plan for Compliance with (Standard Market) Listing Maintenance Criteria."

	No. of shareholders	No. of tradable shares	Market capitalization of tradable shares	Tradable shares ratio	Trading volume	Amount of net assets
The Company's compliance status (as of June 30, 2025)*	4,994 persons	216,033 units	5.14 billion yen	45.4%	39,197 units	Positive
Standard Market listing maintenance criteria	400 persons	2,000 units	1.0 billion yen	25%	10 units	Positive
Compliance status	In compliance	In compliance	In compliance	In compliance	In compliance	In compliance

\* Calculated by the Company based on the distribution status of the Company shares determined on June 30, 2025. The market capitalization of tradable shares was calculated by multiplying the average closing price on each day during the three-month period up to June 30, 2025 by the number of tradable shares as of June 30, 2025. Similarly, the trading volume was calculated by the Company based on the monthly average trading volume during trading sessions for the six months period up to June 30, 2025.

## 3. Withdrawal of Plan for Compliance with Prime Market Listing Maintenance Criteria

On March 31, 2025, the Company submitted a plan for compliance with the Prime Market listing maintenance criteria and implemented measures toward meeting those listing maintenance criteria, but is withdrawing that plan as of today.

## 4. Scheduled Date of Transition to Standard Market

The Company's shares will be transferred to the Standard Market on January 14, 2026. Effective as of that date, the Company's shares will be transferred to, and trading will continue on, the Standard Market.