Note: This document has been translated from the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail.

August 10, 2026

To whom it may concern,

3-20-2 Nishi-Shinjuku, Shinjuku-ku, Tokyo
Cross Marketing Group Inc.
Miki Igarashi, President & CEO
(Code: 3675, Tokyo Stock Exchange Standard Market)
Contact: Koji Onozuka, Director & CFO
(TEL: 03-6859-2259)

Notice Regarding Change in Dividend Policy

Cross Marketing Group Inc. (the "Company") hereby announces that it has resolved at the Board of Directors meeting held today to change its dividend policy as follows.

Description

1. Reason for the change in dividend policy

To date, the Company has determined its annual dividend amount by comprehensively considering internal reserves and capital profitability, etc., based on the business environment at the time, while using a consolidated dividend payout ratio of around 15% as a guideline. As a result, the actual consolidated dividend payout ratio in recent years has averaged approximately 25.4% over the past three fiscal years, significantly exceeding the 15% guideline. We recognize that this performance is supported by our diversified business development, including M&A, and our broad customer base of over 7,800 companies annually, which has allowed us to build a profit structure that is less susceptible to economic fluctuations and not heavily dependent on specific customers or industries.

In light of this, we have decided to raise the target consolidated dividend payout ratio to around 20% and implement continuous dividend increases, with the aim of further clarifying our stance of returning profits to shareholders in a stable and proactive manner. Moving forward, under our medium-term management policy "Unite & Generate," we will continue to strive for the realization of sustainable shareholder returns by expanding our earnings base through management that is conscious of capital efficiency and investment in advanced technologies such as AI and DX.

2. Details of the change in dividend policy

(Before change)

While stably continuing to return profits to shareholders through dividends, in view of current strong funding needs and future business investment plans, etc., the Company aims to "implement continuous dividend increases with a consolidated dividend payout ratio of around 15% as a guideline."

(After change)

While maintaining stable profit returns to shareholders through dividends, in light of current strong demand for funds and future business investment plans, we have decided to "implement continuous dividend increases with a consolidated dividend payout ratio of around 20% as a guideline."

３． Effective date of change

The dividend forecast for the fiscal year ending June 30, 2027, as stated in the Consolidated Financial Results for the Fiscal Year Ending June 30, 2026, disclosed today, has been determined based on the above policy.

End