
The logo for dip, consisting of the lowercase letters 'dip' in a bold, sans-serif font.

Labor force solution company

dip Corporation

Prime Market of the Tokyo Stock Exchange (Code: 2379)

* If there is any inconsistency between the English language documents and the Japanese language documents,
the Japanese language documents will prevail.

■ Company Profile

Company name	dip Corporation
Established	March 1997
Representative	Hideki Tomita, Representative Director, President & CEO
Main Business	Provision of online job information to fixed-term employees and DX services
Corporate Philosophy	“Here at dip, we want to tap into dreams, ideas and passion to create a better society.”
Employees	2,964 (Full-time employees as of April 1, 2024)
Market	Prime Market of the Tokyo Stock Exchange (code: 2379)

■ Definition of Fixed term employees

= part time workers, contract workers and
dispatch workers

Definition
There is a set period of employment
(contrast with full-time employment which is open-ended)

Difference between Part-time worker and Temporary
Employment :
Part time workers are employed by the business directly,
temp workers are employed by a Temporary Staffing Agency

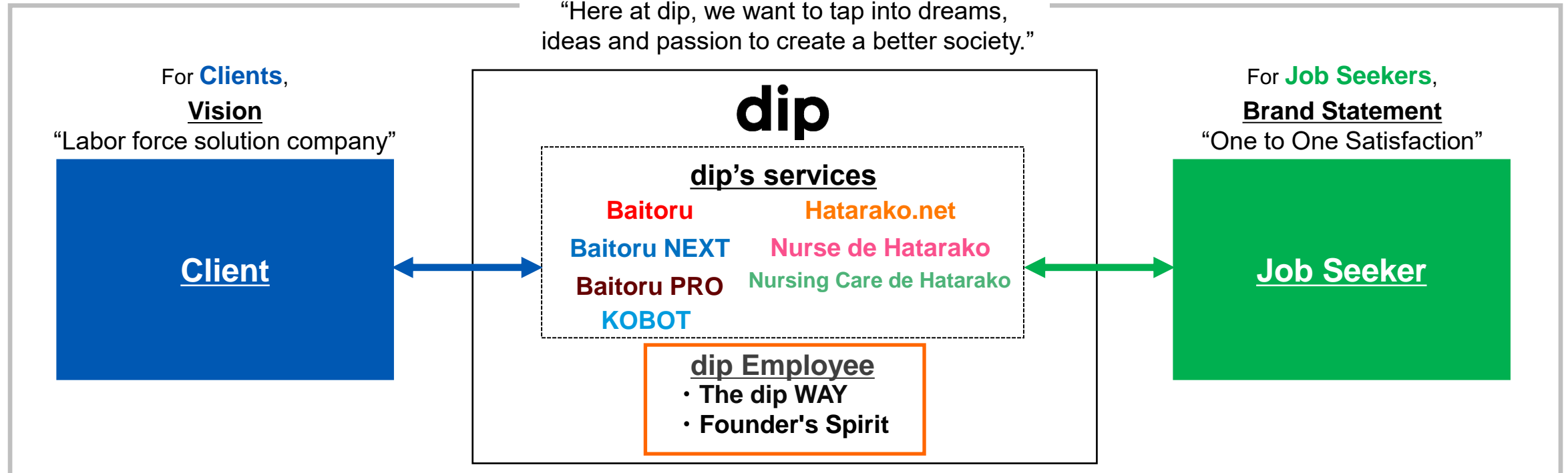
Feature

- Diverse work style.
- Contributing to the expansion of employment opportunities
for women, seniors, and foreigners.

On the other hand, the job security is low and
the salary level is also low.

Corporate Philosophy

“Here at dip, we want to tap into dreams, ideas and passion to create a better society.”



Employees have,

The dip WAY dream

We have our own dreams. We talk about our dreams.
We strive to make our dreams come true.
We never give up along the way.

idea

Ideas are the source of growth and development.
We will create a free and vigorous corporate culture
overflowing with diversity and as innovators in the field, we
will pursue the creation of valuable services.

passion

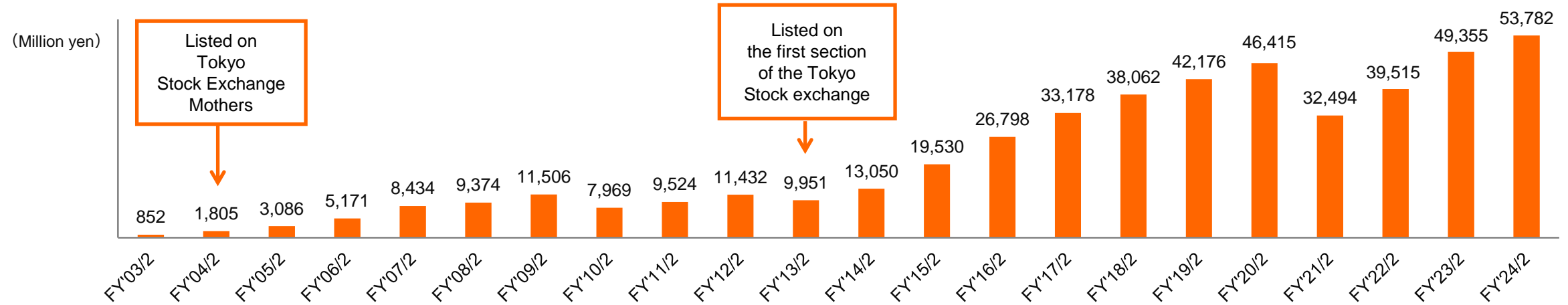
Being passionate about our work encourages the
people around us to be passionate. Praise one
another generously, celebrate joy, recognize worry,
encourage each other and discuss everything.
Maintaining unity, we continue to win the victory
through our teamwork and leadership.

Founder's Spirit

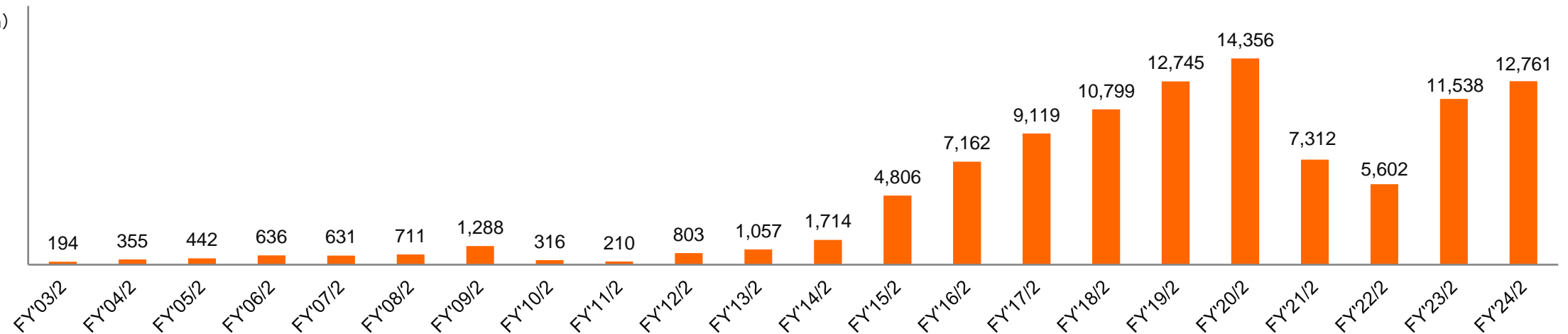
1. See tough situations as opportunities.
2. Continue to take on new challenges.
3. Never give up.
4. Go beyond expectations.
5. Enjoy your work, enjoy your life.
6. Each employee has a role to play in creating dip.

Sales and Operating Income for the Entire Company

■ Sales

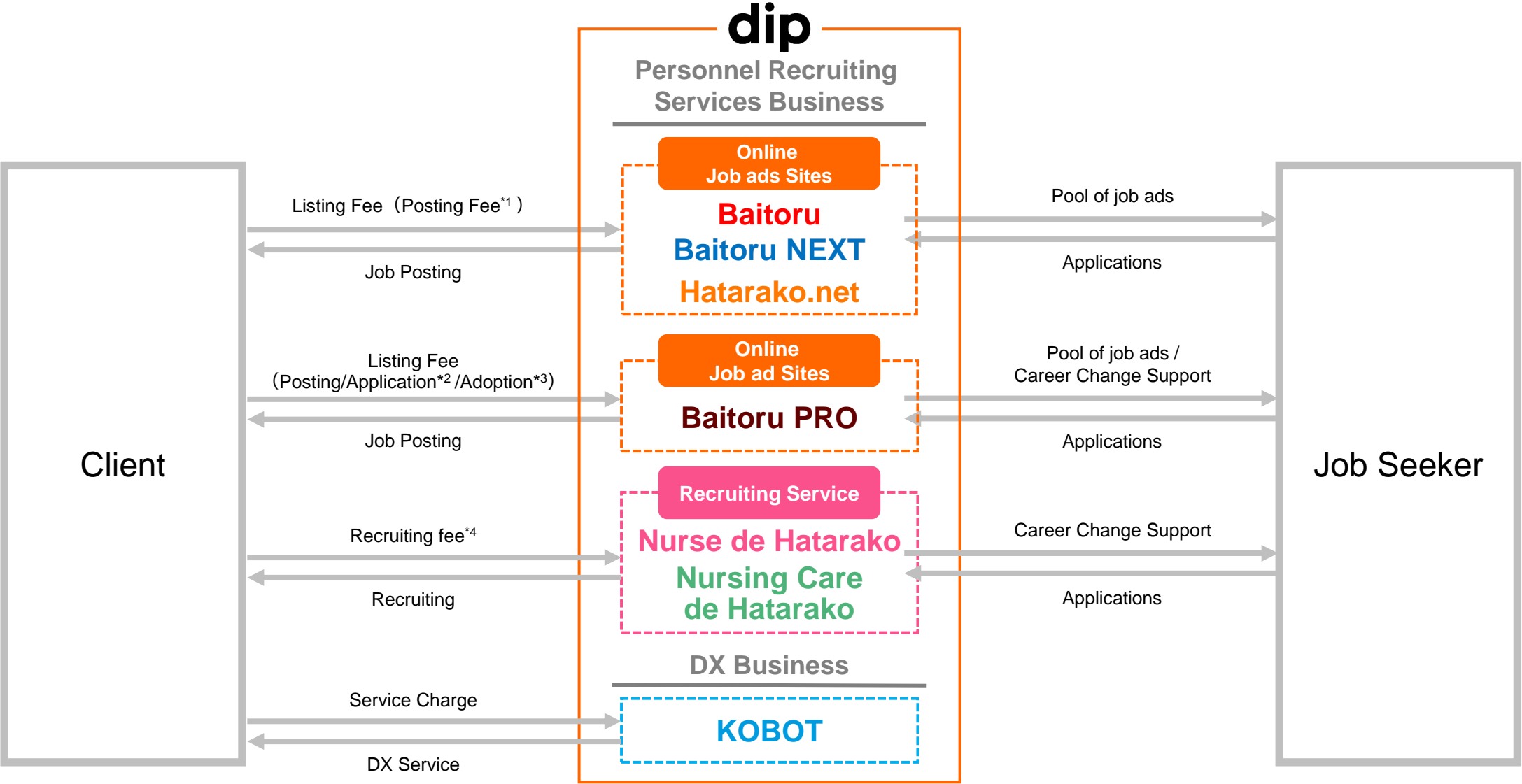


■ Operating income



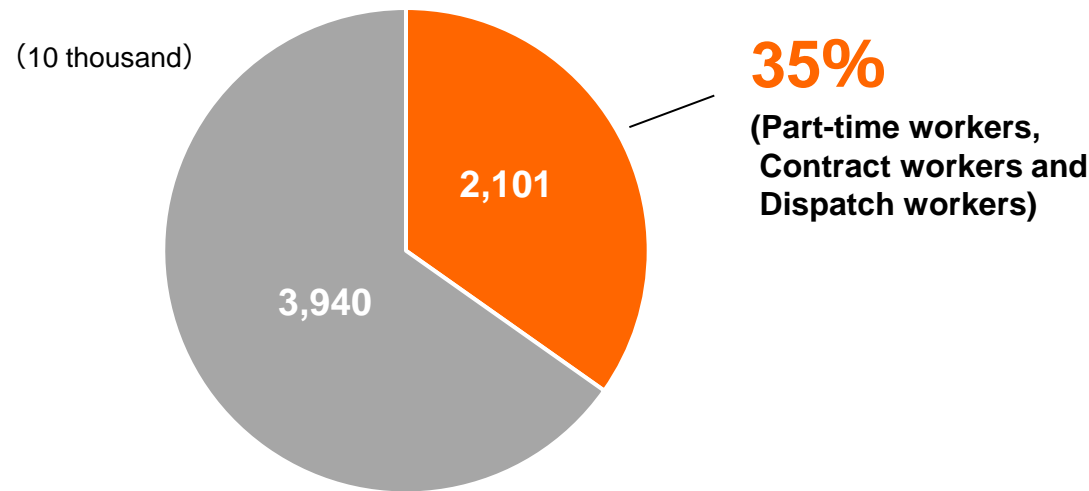
Note: dip has adopted consolidated accounting, starting from the third quarter of the fiscal year ended February 2021.

Segment		Service	Start	Summary	Target	Sales* (Sales distribution ratio)
Personnel Recruiting Services Business	Media Business	Baitoru	Oct. 2002	Japan's largest portal website for part time employees	Students in their 10s and 20s	¥45,819 million (85.2%)
		Baitoru NEXT	Jan. 2009	Job information platform for those with an aim to become regular or contract employees	People in their 20s and 30s who are looking for a full-time position	
		Hatarako.net	Oct. 2000	Job information platform for regular, dispatch and part-time employees	Housewives in their 30s and 40s	
		Baitoru PRO	May 2021	Comprehensive job site for professionals	People with qualifications / experience	
	Permanent Placement Business	Nurse de Hatarako	Sep. 2009	Job agency website for nurses	Experienced / prospective nurses	¥1,981 million (3.7%)
		Nursing Care de Hatarako	May 2023	Job agency website for caregivers	Experienced / prospective caregivers	
DX Business		KOBOT	Sep. 2019	One-stop SaaS products providing unique value, designed specifically for SMEs	Experienced / prospective nurses	¥5,981 million (11.1%)

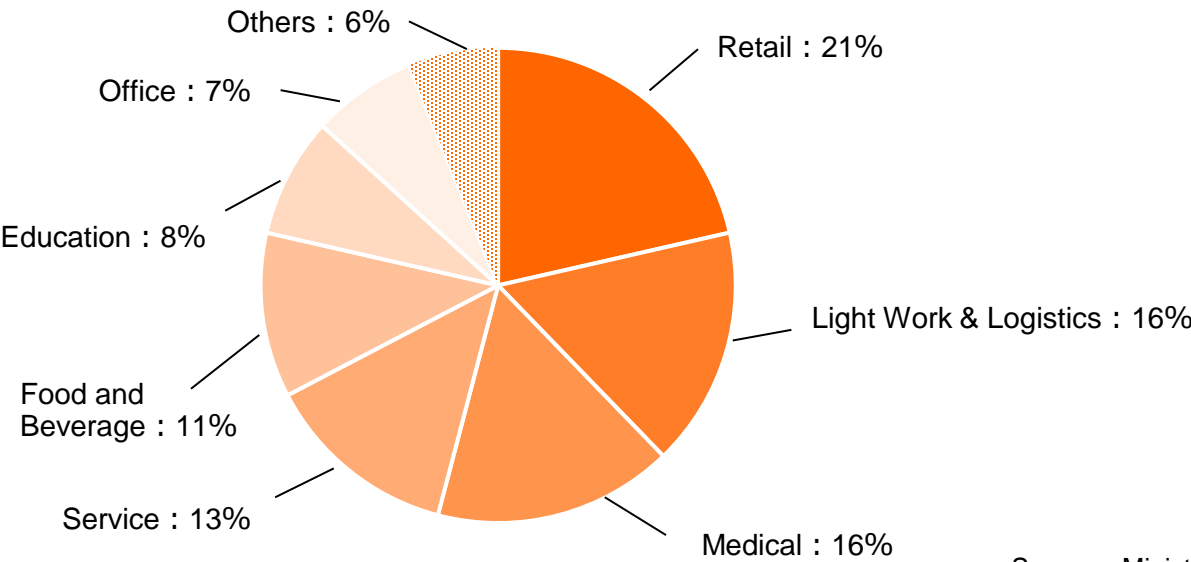


*1 Posting Fee : A model in which a job posting fee is paid based on the length of time a position is posted on our website.
*2 Application Fee : A model in which job postings to our website are free and fees are paid when applications for the position are received.
*3 Adoption fee : A model in which job postings to our website are free and fees are paid when a candidate is hired.
*4 Recruiting fee : A model in which a commission is paid at the appropriate time when the employment decision is made through our staffing service.

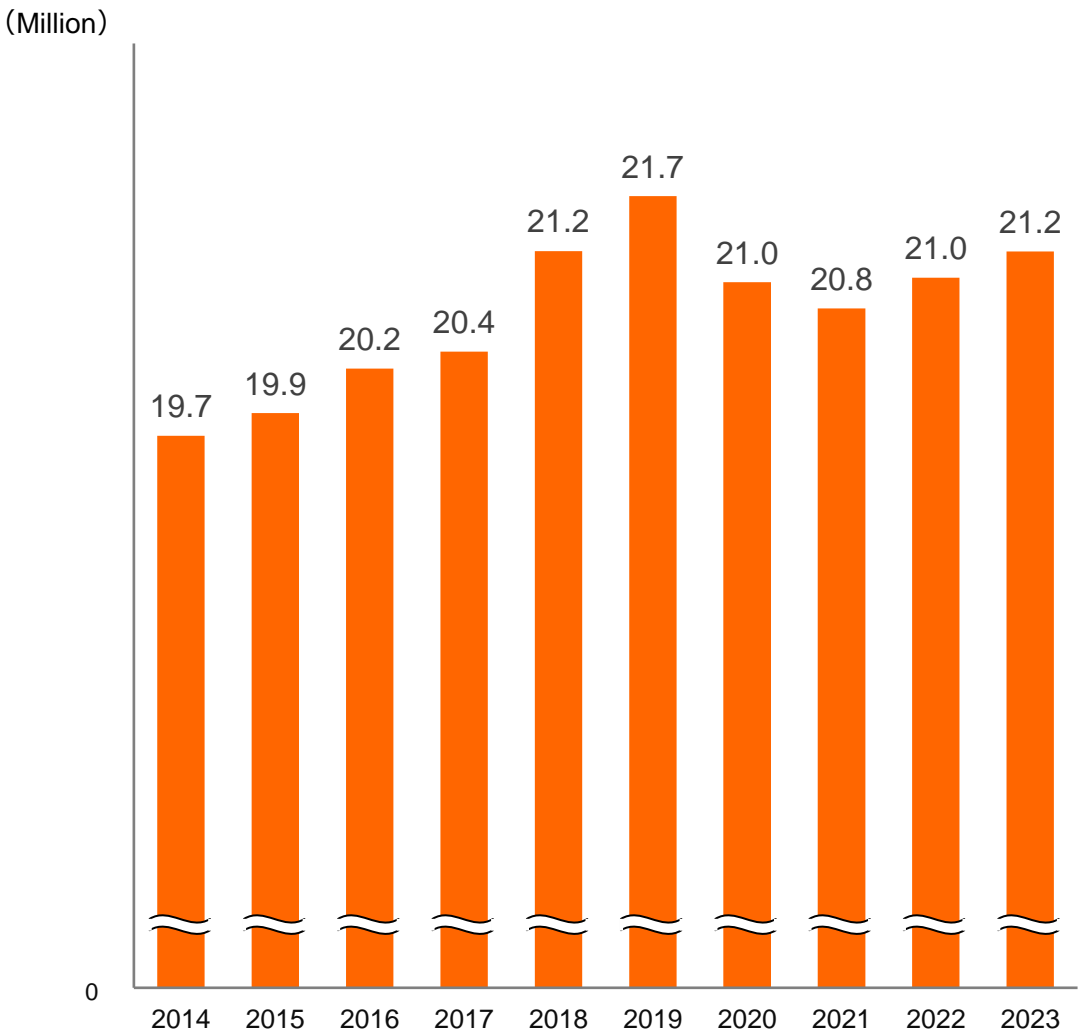
■ Percentage of fixed-term employees in Japan



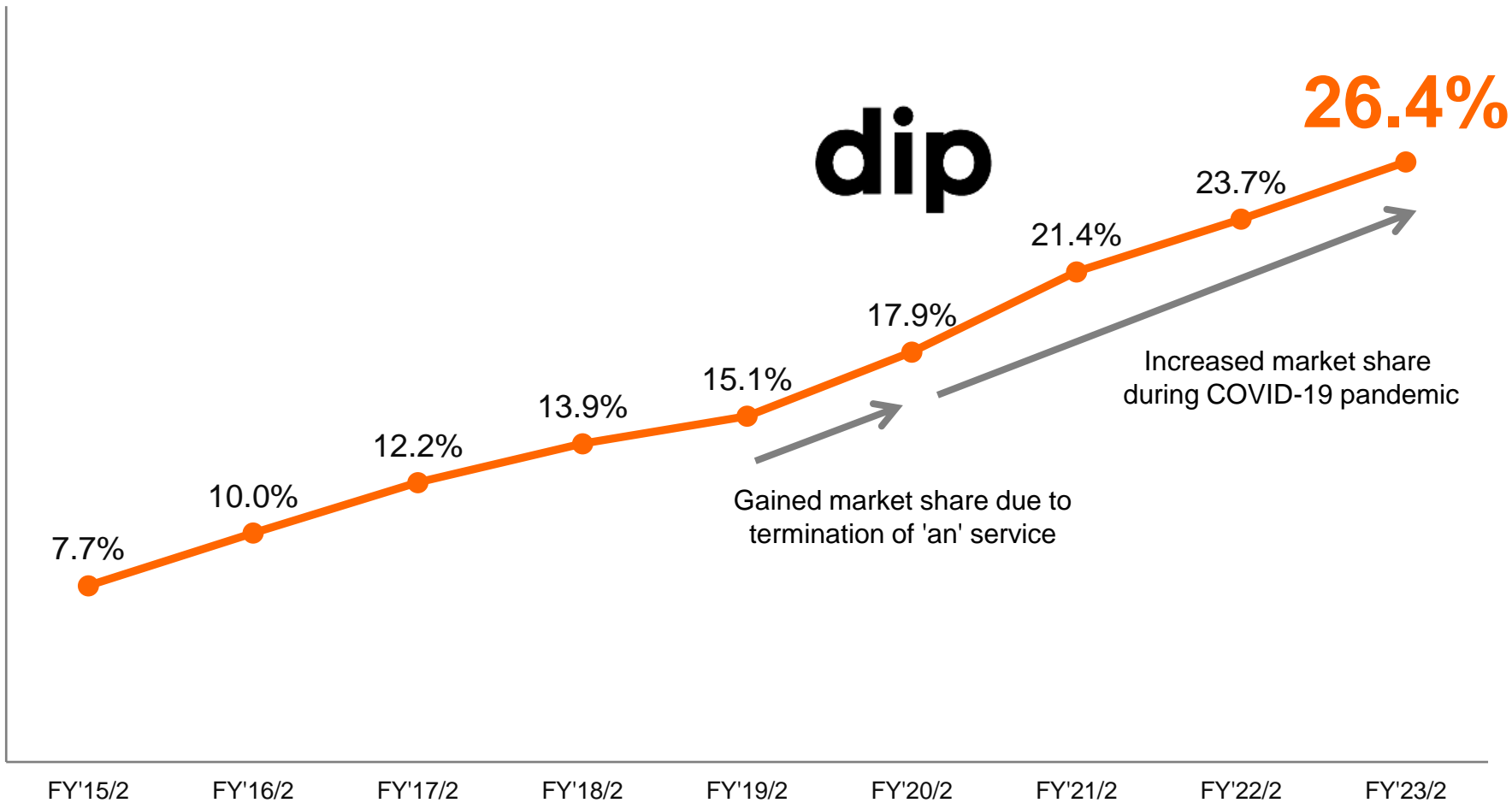
■ Percentage of fixed-term employees by industry



■ Yearly changes in number of fixed-term employees



■ Share of part-time and temporary worker job information market*



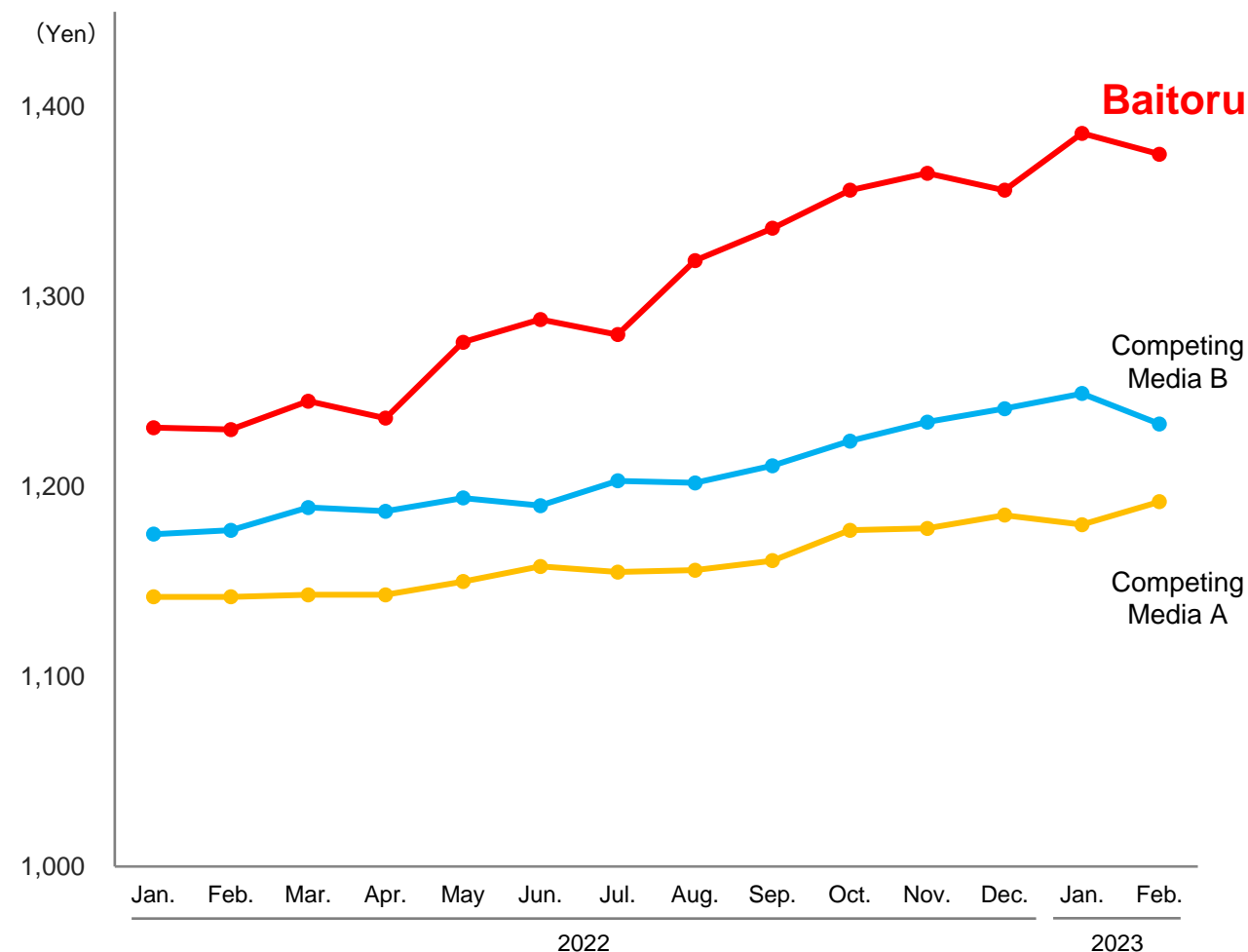
■ dip Incentive Project (one of our examples)

We have implemented the 'dip incentive project' in which our sales employees negotiate with client companies to increase hourly wages for jobs posted on our sites.

From November 2021
dip Incentive Project



■ Average hourly wage trend for listed jobs*1



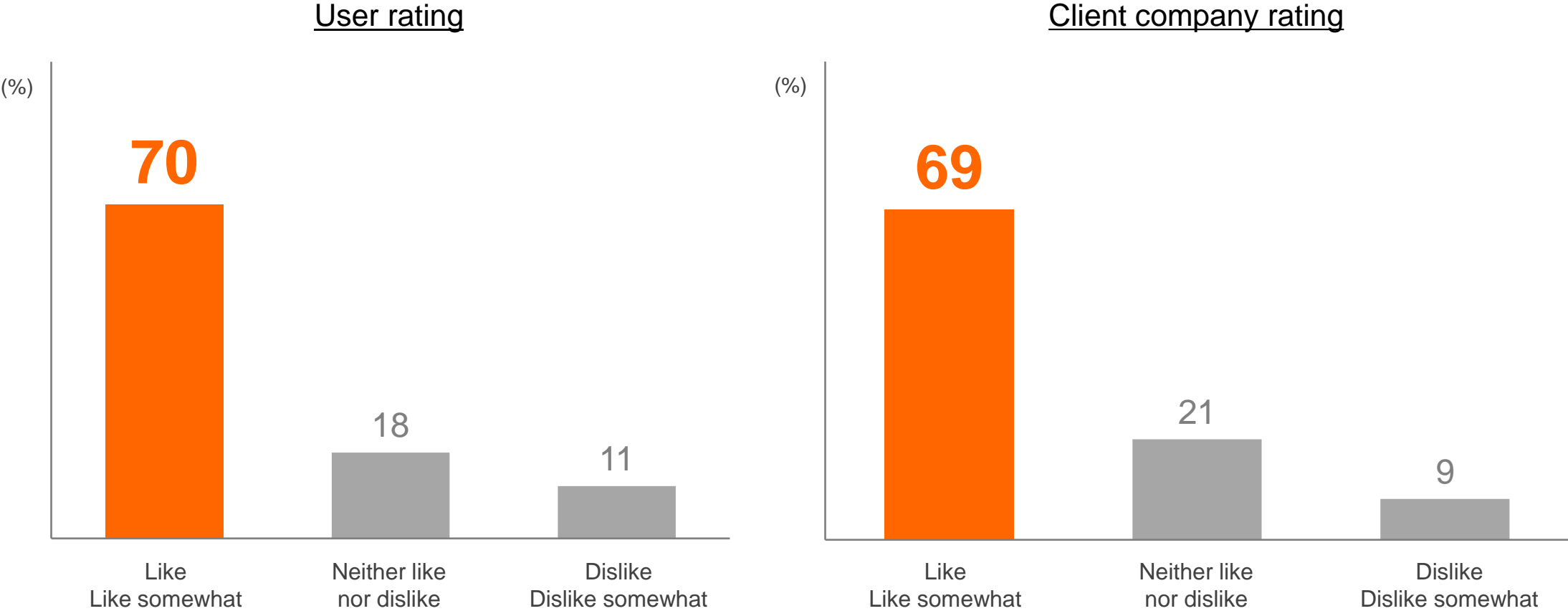
Source : Average wage report for each company

*1 Baitoru: National average Competing

Media A: Average of three metropolitan areas (Tokyo, Tokai, Kansai)

Media B: National average

Promotional campaign for dip Incentive Project
highly rated by users and clients



Source: Result of survey using INTERNET RESERCH

Three strengths: 'Sales force' 'Service development' and 'Power of Promotion'

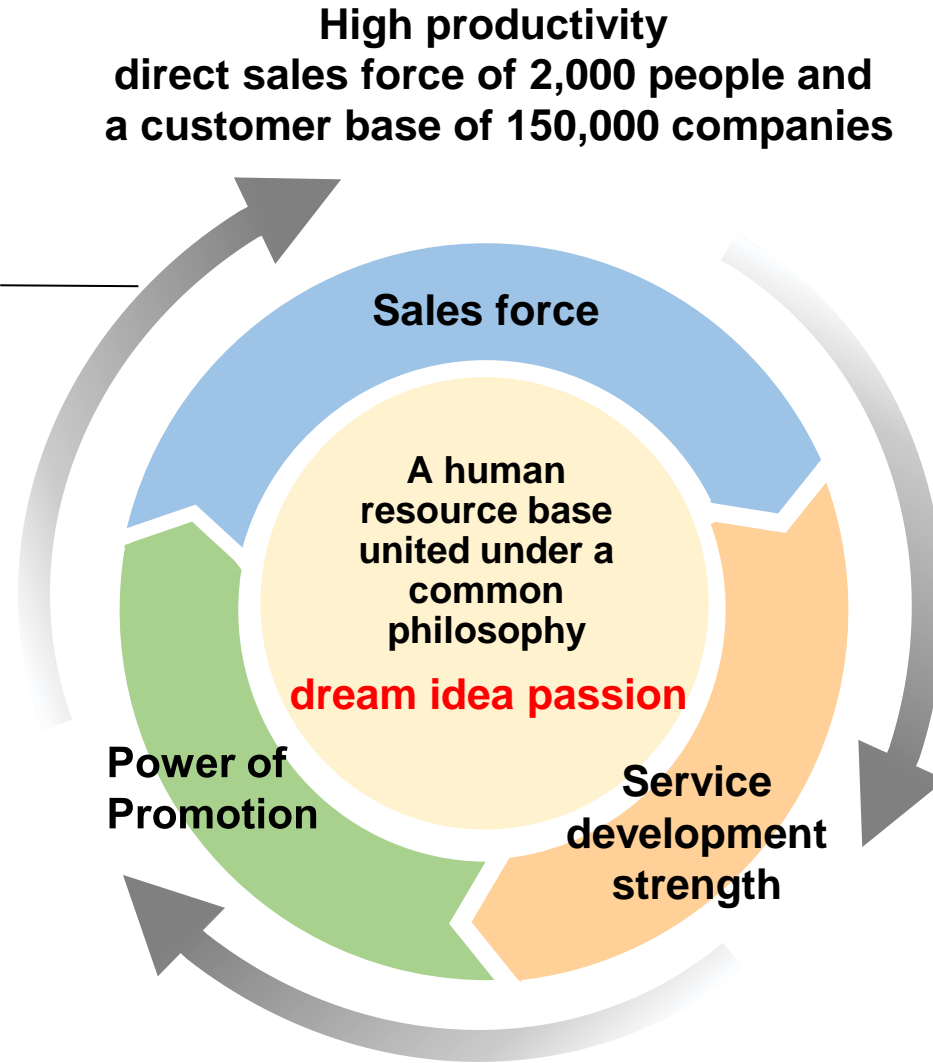
High productivity
direct sales force of 2,000 people and
a customer base of 150,000 companies

Data and technology capability

**Bold and dynamic marketing
communication,
in line with market conditions**



▲ dip Incentive Project



**Under the management policy
of 'User First', providing many
unique features not found at other
companies**

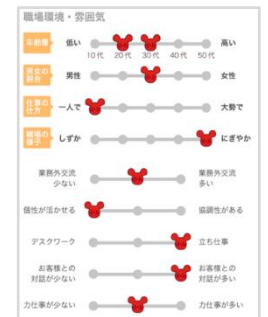
Work place video



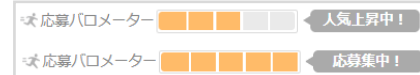
Job experience /
Work place video



Barometer
for work environment



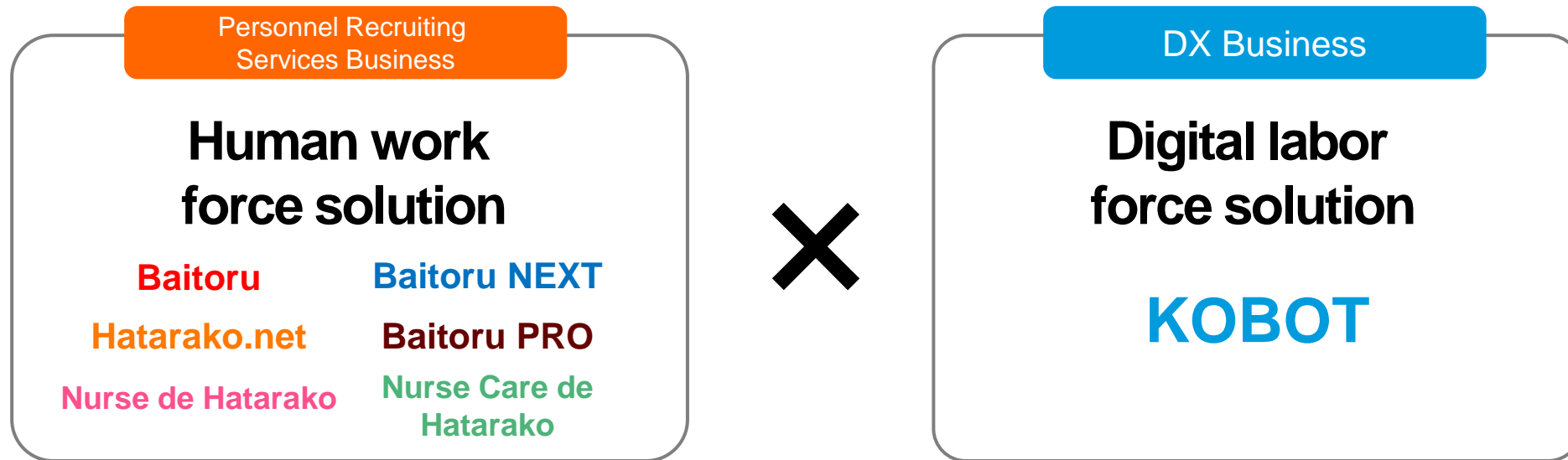
Barometer
for application status



Vision

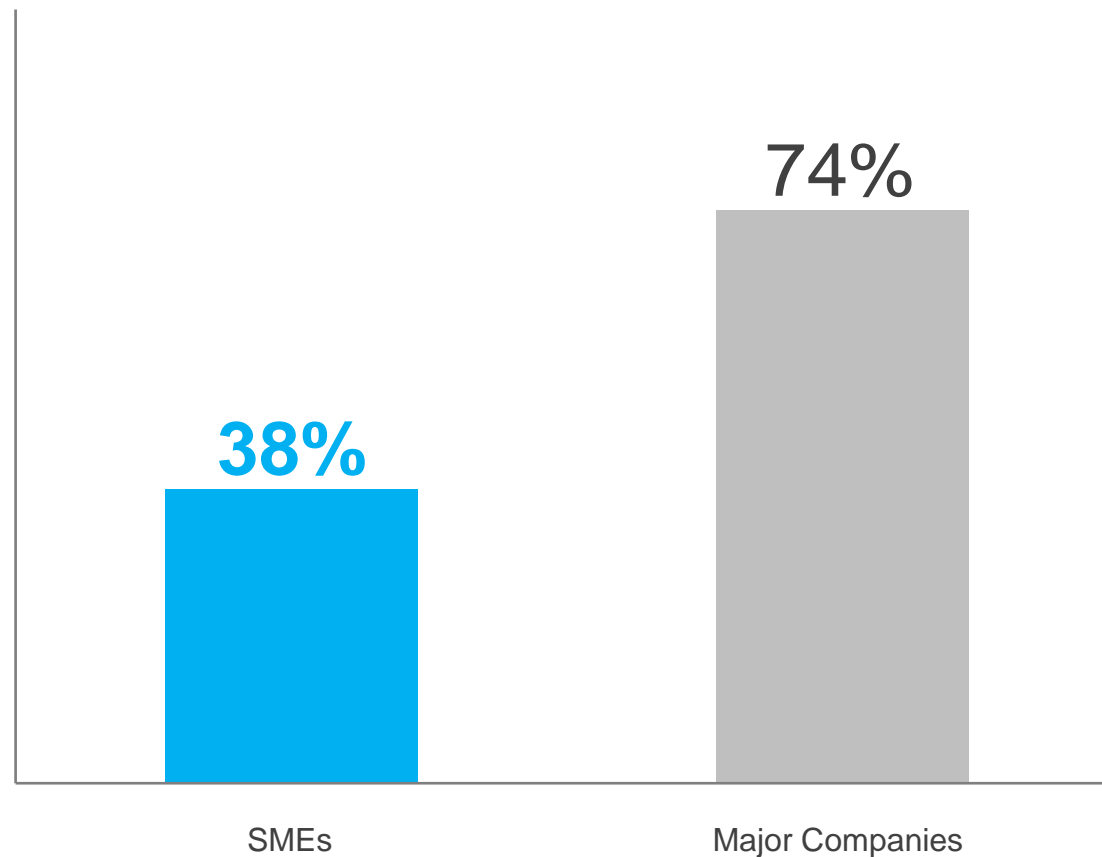
‘Labor force solution company’

Through the provision of human resource services and DX services, and by working to solve various problems in the labor market, we aim to realize a society in which everyone can experience the joy and happiness of work.



There is substantial room for greater adoption of DX in Japan, especially among SMEs

■ Percentage of companies (by number of employees) deploying DX



Reasons for slower adoption of DX by SMEs:

- Lack of awareness of which operations can be streamlined
- The cost and trouble associated with introducing DX
- Inability to fully utilize the functions after deploying the tools

Key factors in SMEs decision to deploy DX:

- Low-cost and simple product design
- Implementation support
- High-level of customer success

Creation of DX market for small and midsize companies

Strengths of dip

Products designed specifically for SMEs

Combining our own in-house products with those of our partners (start-ups) to develop attractive packaged products offered at low cost with excellent UI/UX

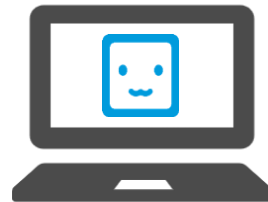


2,000< direct marketing sales reps and customer base of 150,000 companies

1,900 personnel recruiting services sales reps
+ 140 dedicated sales reps*

Characteristics of KOBOT Series

Simple functionality



Priced for small and midsize companies

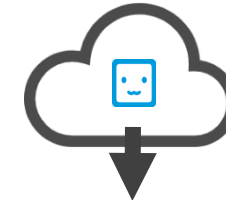


Conventional DX Services



dip's DX Services

Easy to introduce



One-stop service including installation, operation and maintenance

Streamlining of recruiting and personnel administration

Stock Product

採用ページロボット

Launched in Jun. 2021
From ¥20,000/month

Corporate Recruiting Page KOBOT

Creates recruiting webpages on behalf of clients.
Quickly produces original pages featuring Baitoru's unique functions, such as workplace introduction videos.

Stock Product

面接ロボット

Launched in Nov. 2019
From ¥30,000/month

Interview Scheduling KOBOT

Automatically schedules recruitment interviews with applicants.
(Automatic response by chatbots)

Flow product

Stock Product

人事労務ロボット

Launched in Jul. 2021
From ¥24,000/month

Personnel Administration KOBOT

Provides paperless solutions for part-time worker onboarding and labor management.

Sales support

Stock Product

HRロボット

Launched in Sep. 2019
From ¥40,000/month

Temp Agency KOBOT

Automatically creates a list of target companies for sales activities of temp agencies.
Calls companies on sales list on behalf of temp agencies.

Sales promotion support

Stock Product

常連ロボット for LINE

Launched in Dec. 2021
From ¥9,800/month

Patronage KOBOT

Issues membership certificate on LINE; offers store visit reward points and coupons. Supports marketing activities by restaurants and retailers.

Stock Product

集客ロボット for MEO

Launched in Mar. 2023
From ¥30,000/month

MEO KOBOT

Taking necessary measures for MEO* on behalf of our clients
Improved store display in map search

*Map Engine Optimization :

For the Google Maps engine, take various measures to ensure that search results are displayed at the top of the list.

Stock Product

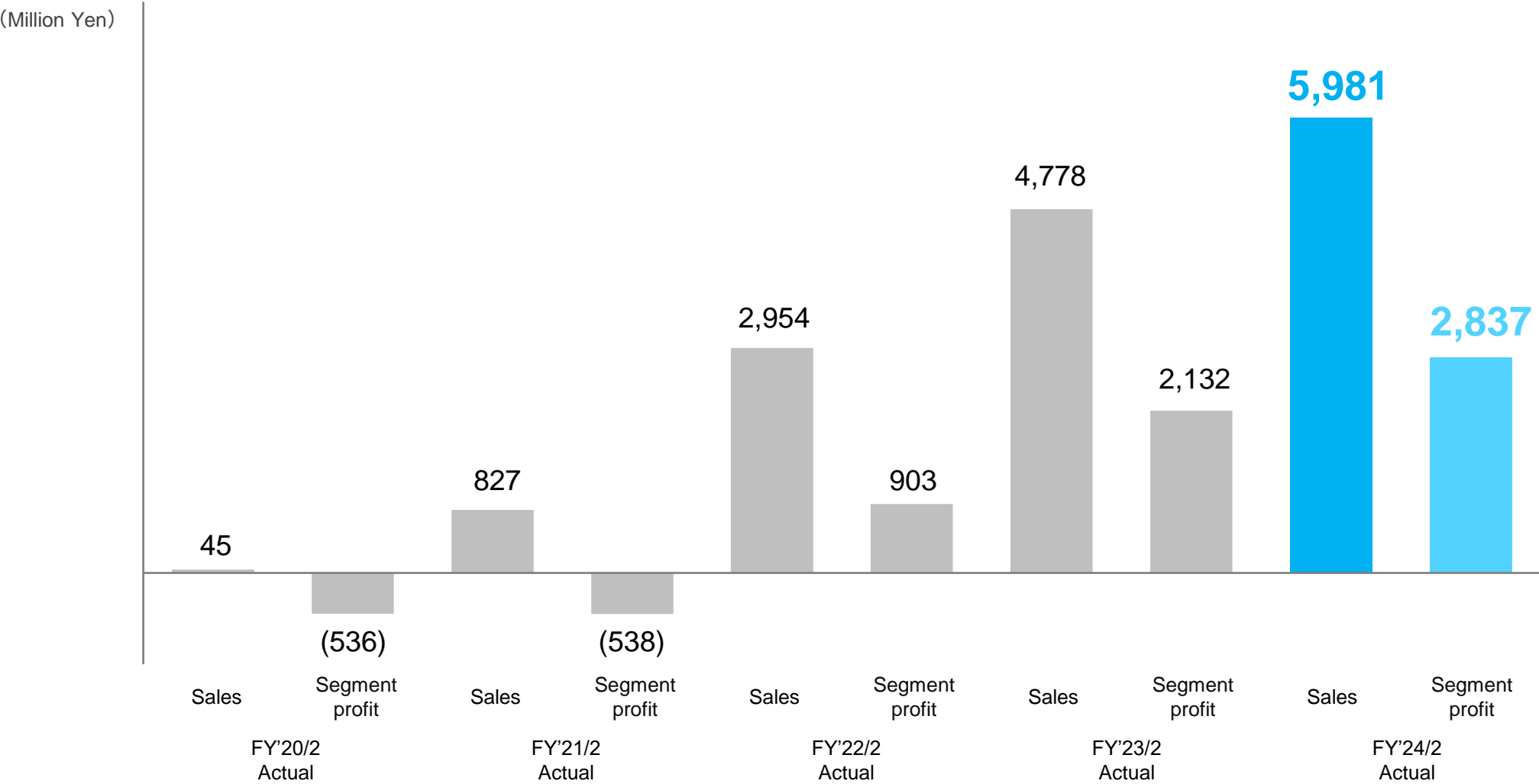
集客ロボット for SNS Booster

Social Media Booster KOBOT

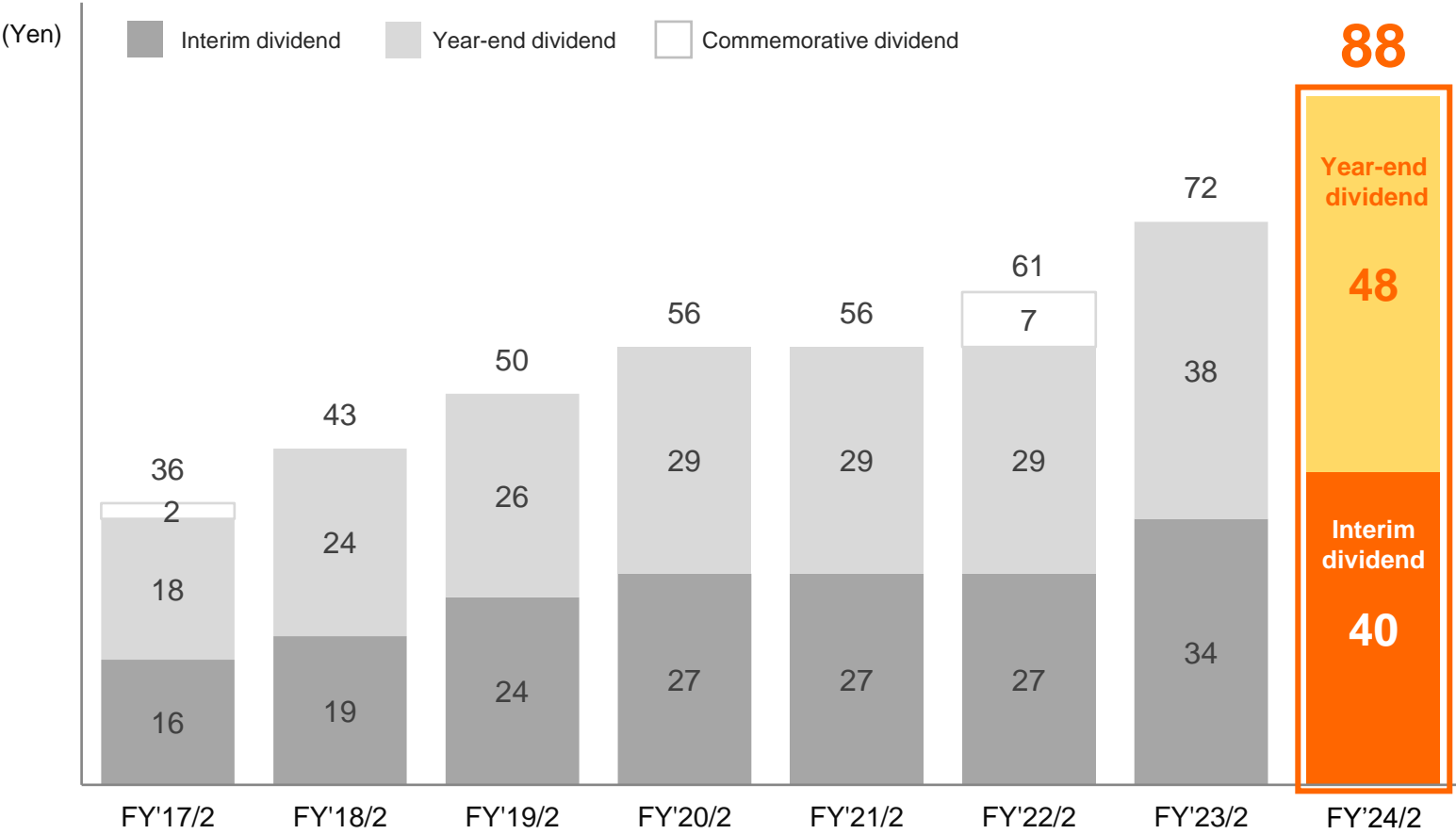
Launched in Oct. 2023
From ¥20,000/month

Reservations can be made from social media accounts, and a reservation log function helps restaurants manage their bookings

■ DX Business Sales & Segment profit



■ Dividend per share



Full-year dividend: 88 yen

【Breakdown】
Interim dividend 40 yen
Year-end dividend 48 yen

(Reference) Dividend policy
Targeted dividend payout ratio of 50%,
considering the minimum payout from
the previous fiscal year

Acquisition of Treasury Shares (As of March 31, 2024)

Class of shares acquired : Common stock

Total number of shares acquired : 746,900 shares (Accumulated total)

Total share acquisition price : 1,963,469,400 yen (Accumulated total)

【Details of the resolution at the Board of Directors meeting held on January 25, 2024】

- Acquisition period : From January 26, 2024 to May 31, 2024
- Total number of shares that may be acquired : 1,500,000 shares (upper limit)
(Percentage of total shares outstanding (excluding treasury shares): 2.61%)
- Total share acquisition price : 3,000,000,000 yen (upper limit)
- Purpose : ① Increase shareholder value per share and enhance returns to shareholders
② Improvement of capital efficiency