



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	2,780 (Full-time employees as of April 1, 2025)
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 :

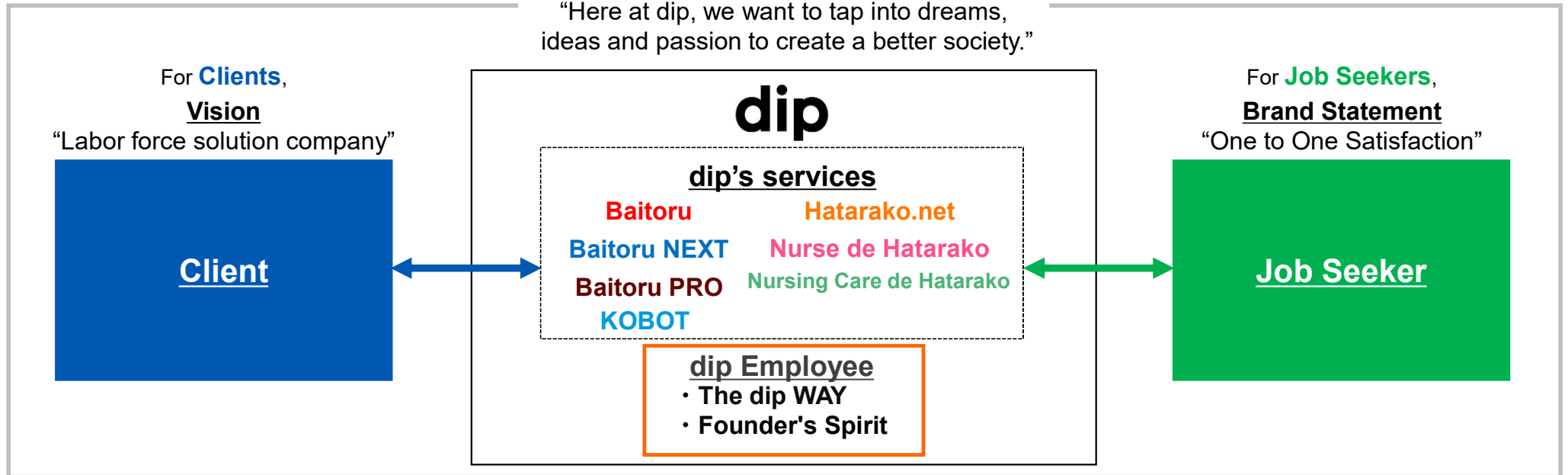
Part time workers are employed by the business directly,
temp workers are employed by a Temporary Staffing Agency

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.

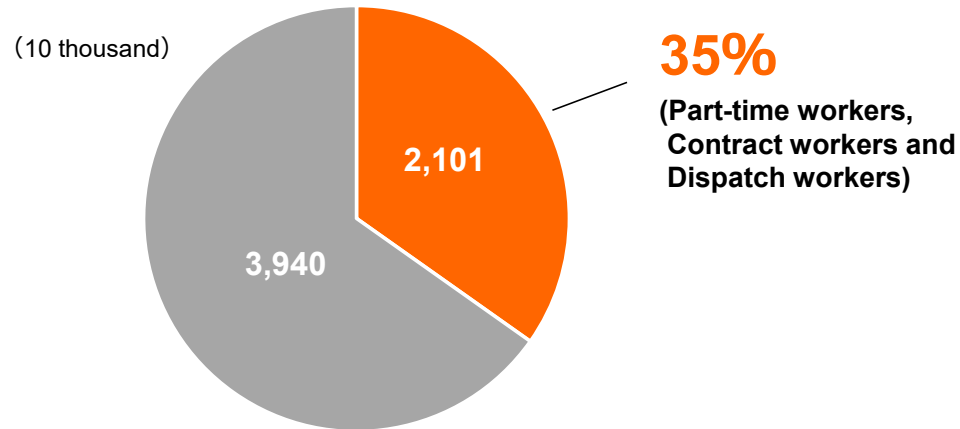
passion

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.

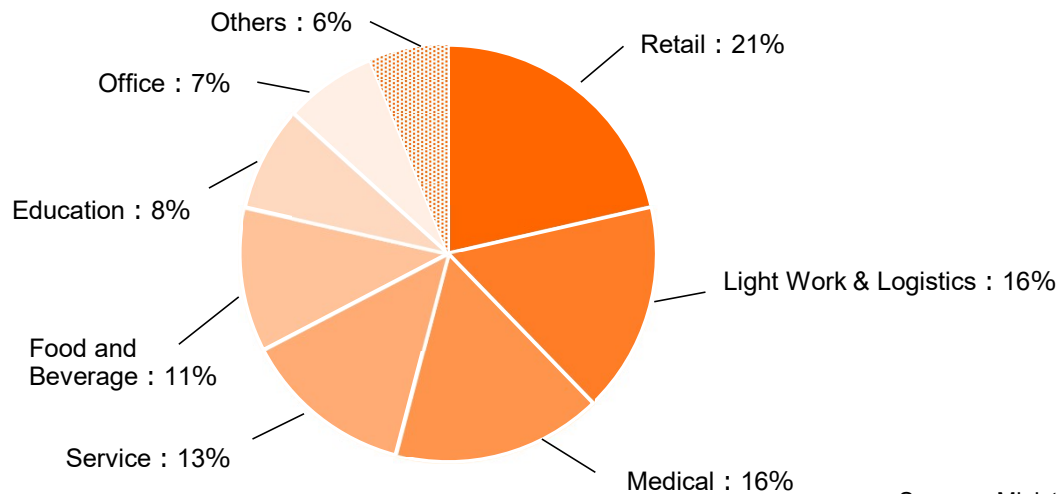
Founder's Spirit

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.

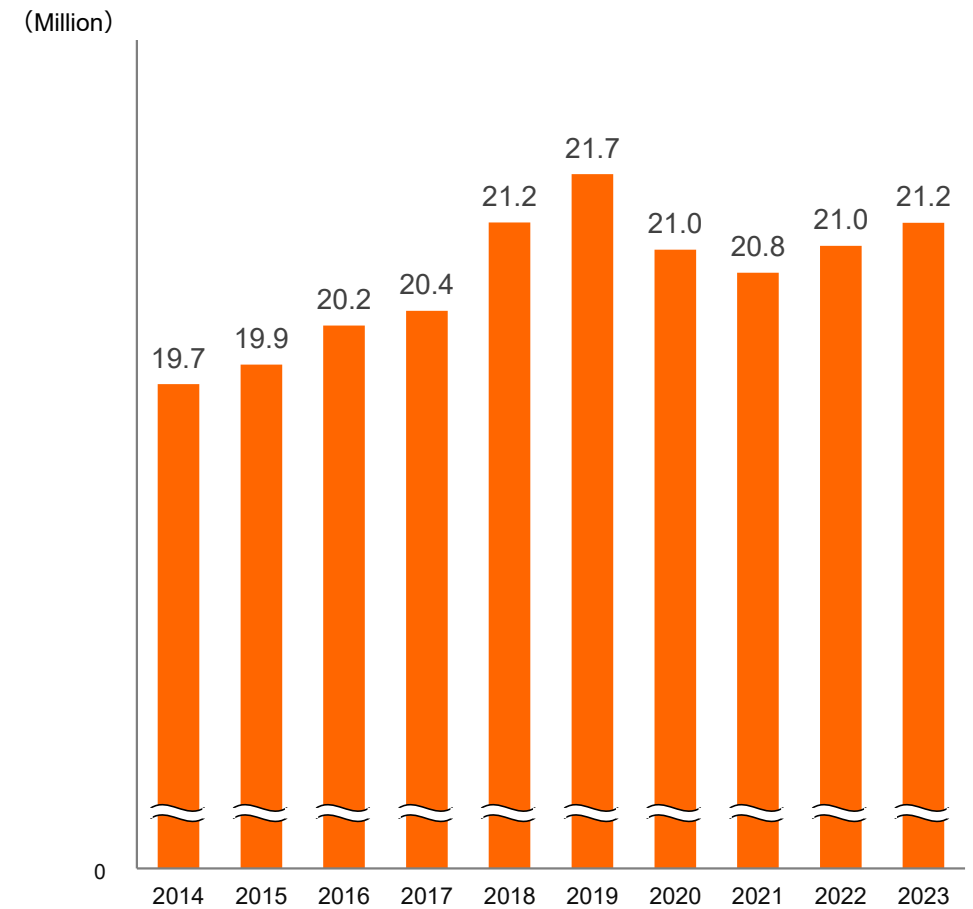
■ Percentage of fixed-term employees in Japan



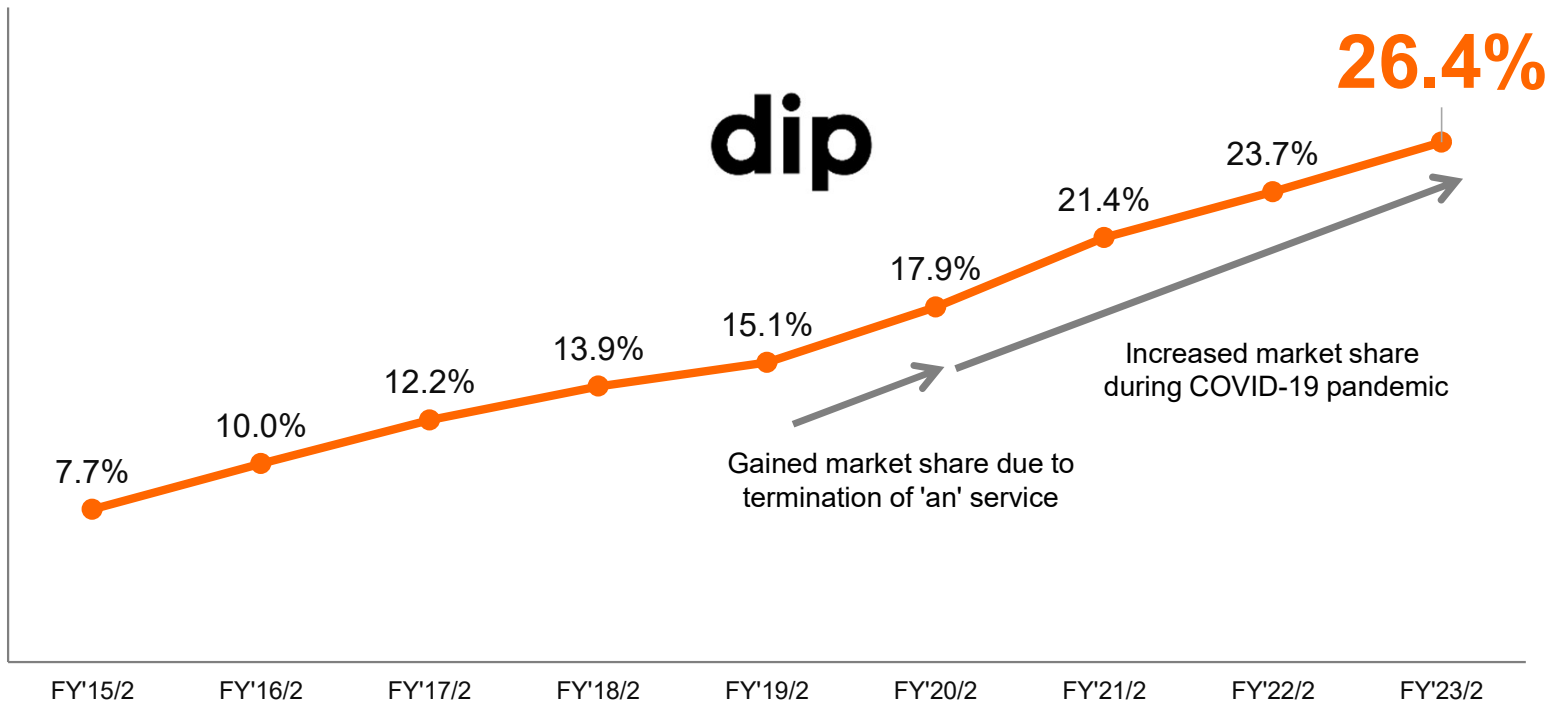
■ Percentage of fixed-term employees by industry

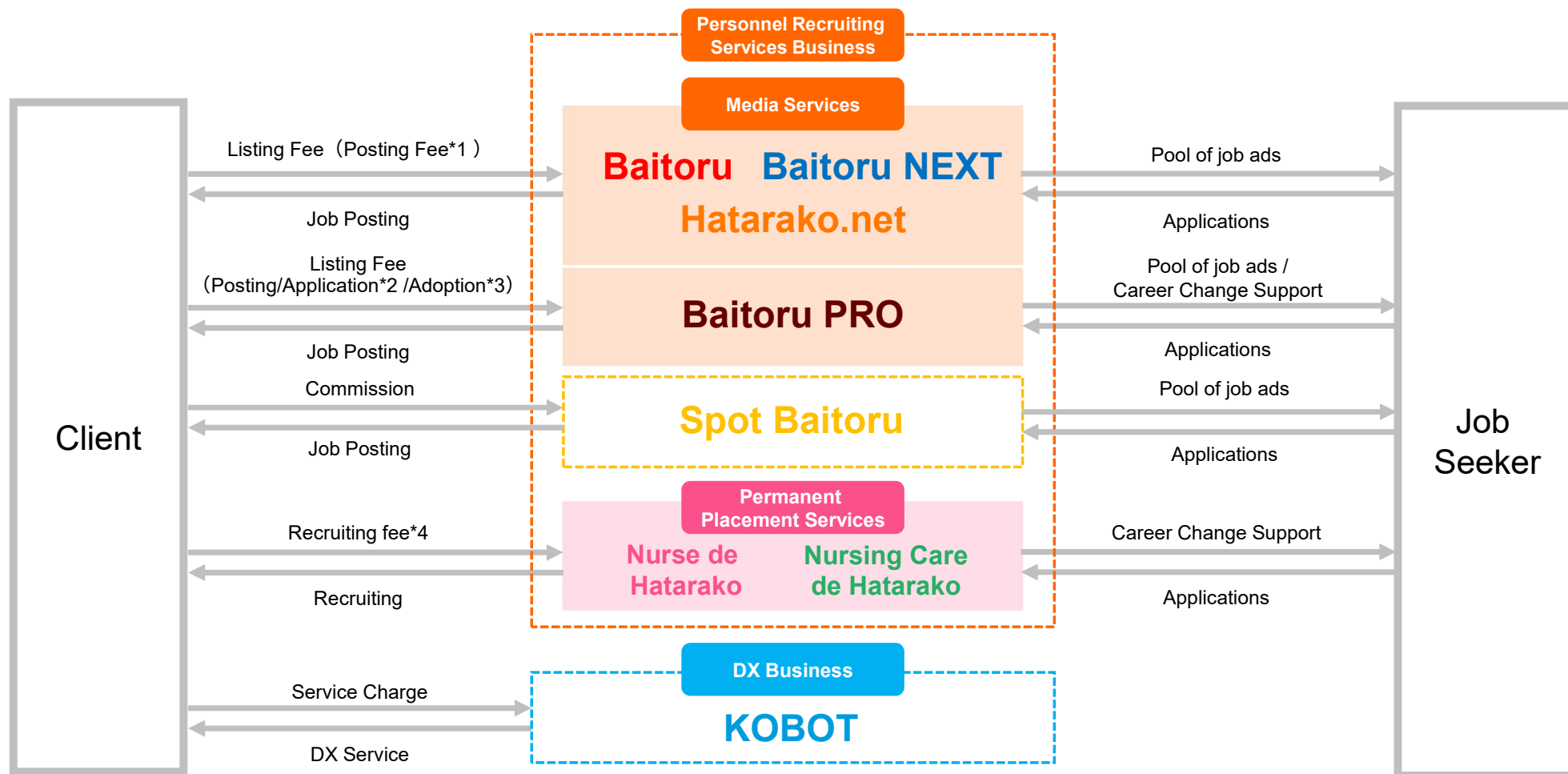


■ Yearly changes in number of fixed-term employees



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





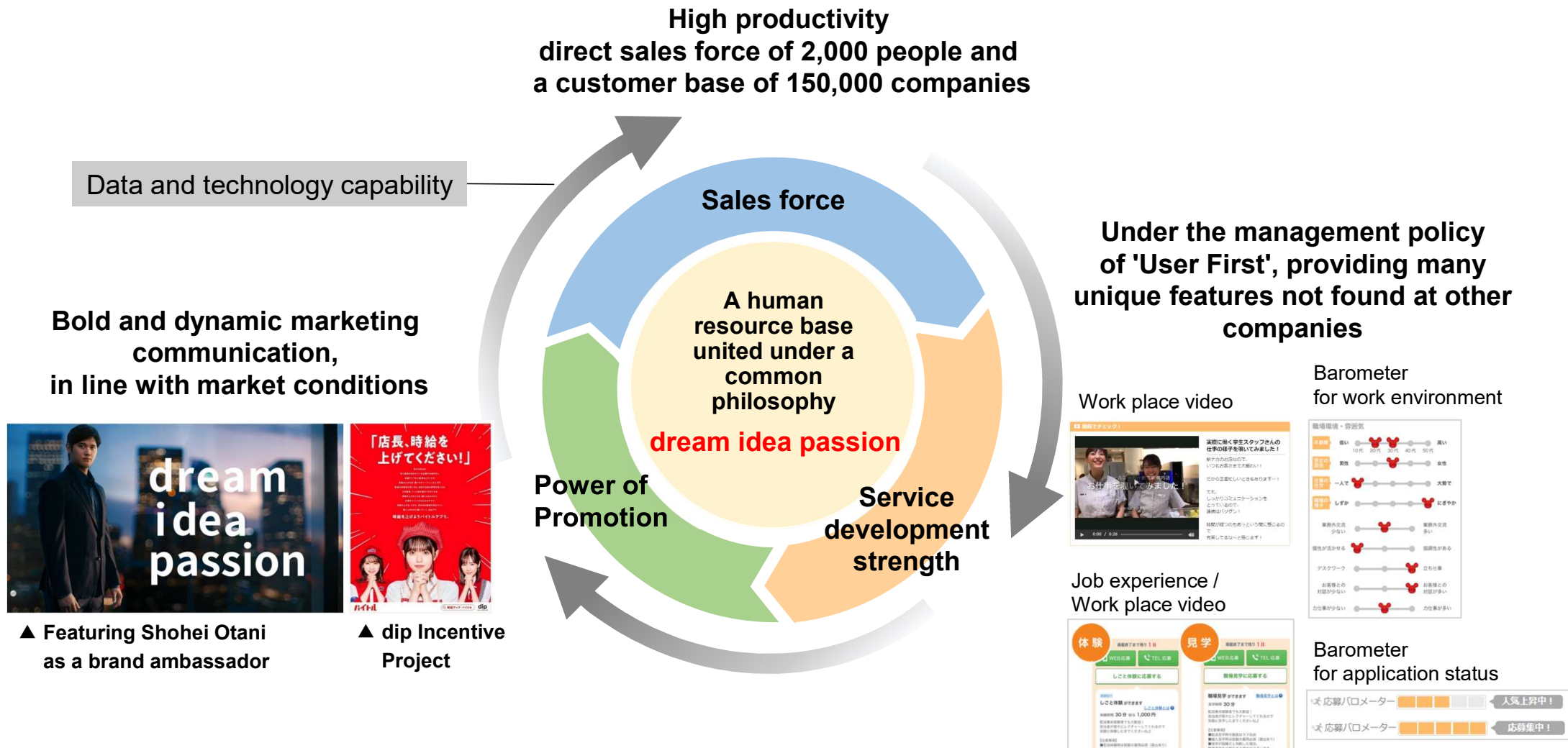
*1 Posting Fee : A model in which a job posting fee is paid based on the length of time a position is posted on our website.

*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.

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



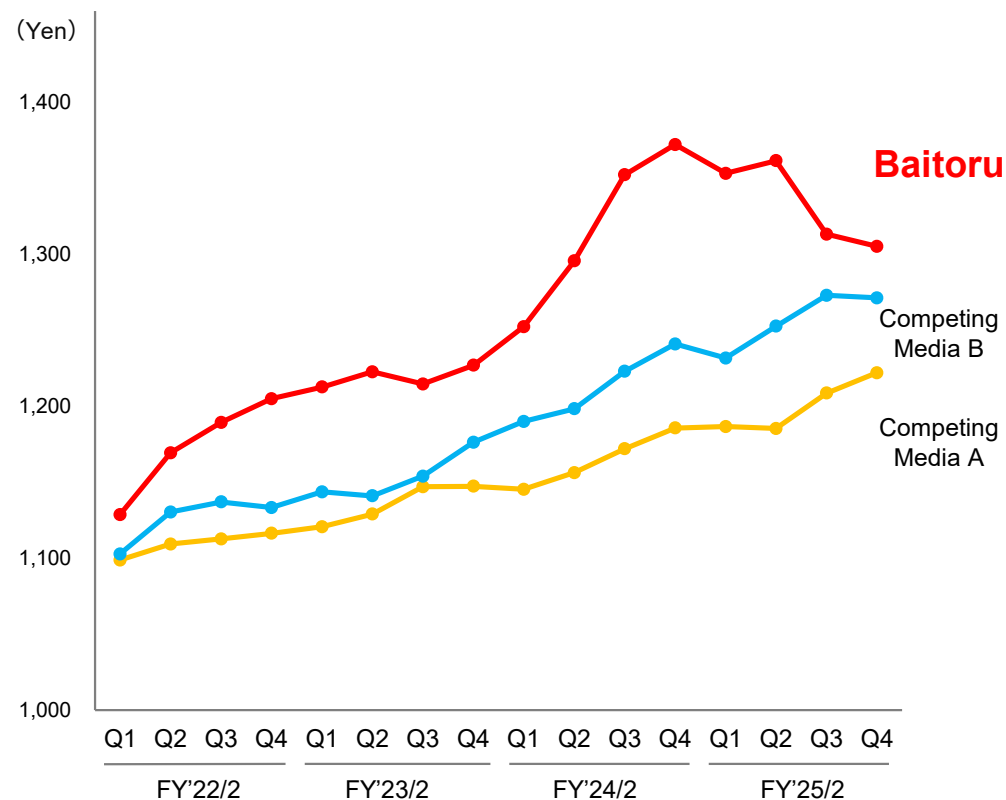
■ dip Incentive Project (one of our examples)

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**

The collage features three main elements: a red poster urging store managers to raise hourly wages, a photo of a man in a suit with a similar message, and a 'dip News' flyer detailing various statistics and logos.

■ 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

Vision

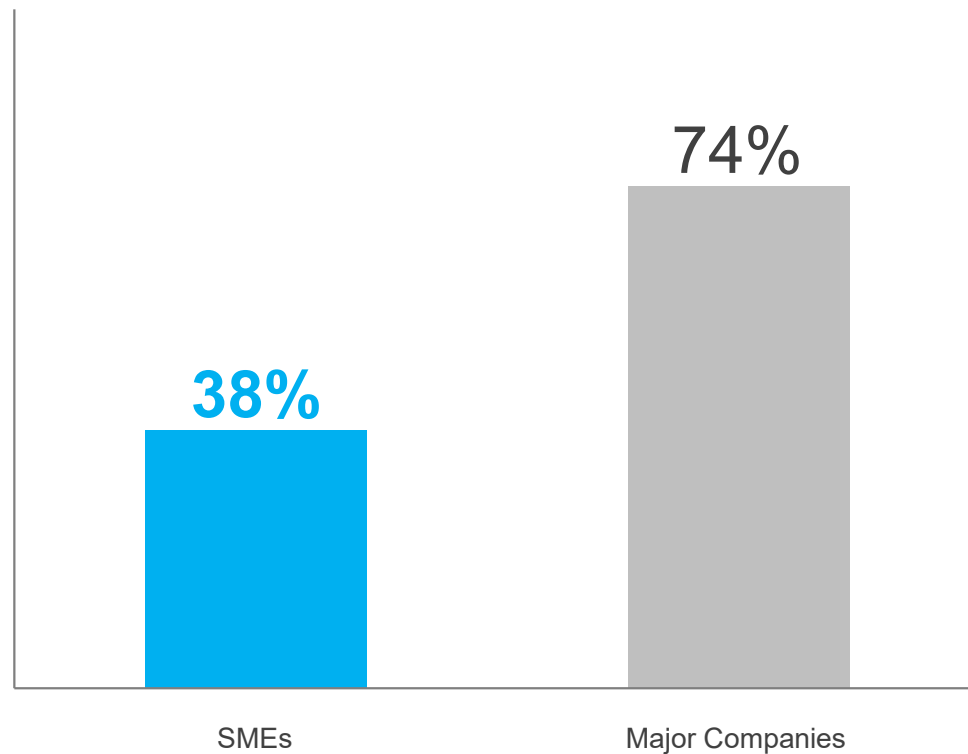
‘Labor force solution company’

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



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

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

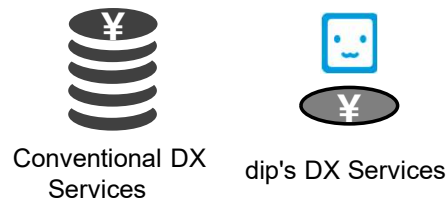
1,900 personnel recruiting services sales reps
+ 120 dedicated sales reps*

Characteristics of KOBOT Series

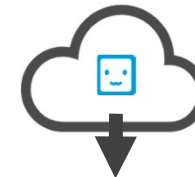
Simple functionality



Priced for small and midsize companies



Easy to introduce



One-stop service including installation, operation and maintenance

Overview of the DX Business : Product lineup

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

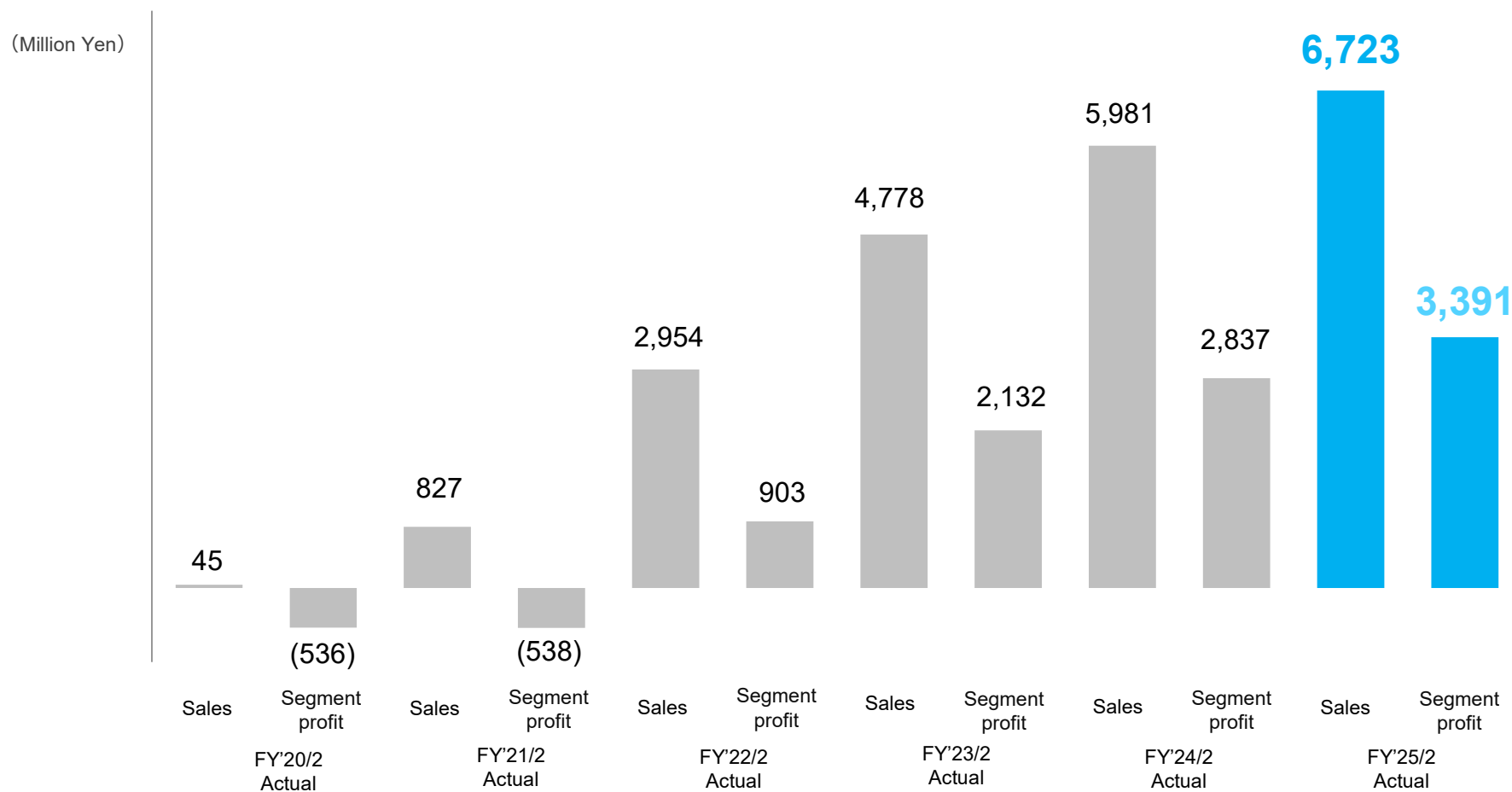
Social Media Booster KOBOT

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

Overview of the DX Business : Trends in Net sales

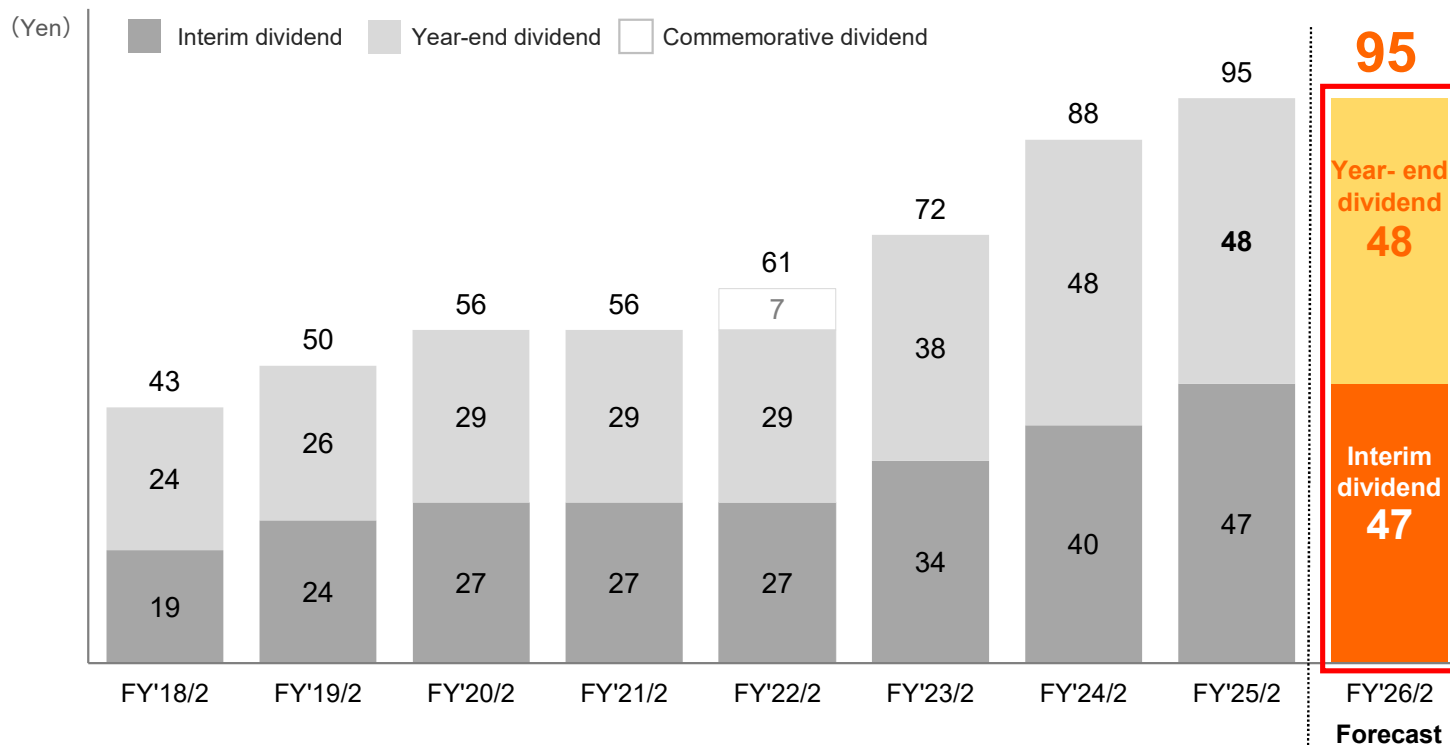
■ DX Business Sales & Segment profit



The year-end dividend for the previous fiscal year was 48 yen (in line with the dividend forecast)

Despite a plan to reduce profits this term, dividends will be maintained at the same level as the previous term. Total return ratio is planned to be 62% or more

■ Dividend per share



FY'25/2 year-end dividend (confirmed)
48 yen

Dividend forecast for FY'26/2
For the full year : 95 yen

【Breakdown】

Interim : 47 yen
Year-end : 48 yen

(Reference) Dividend policy

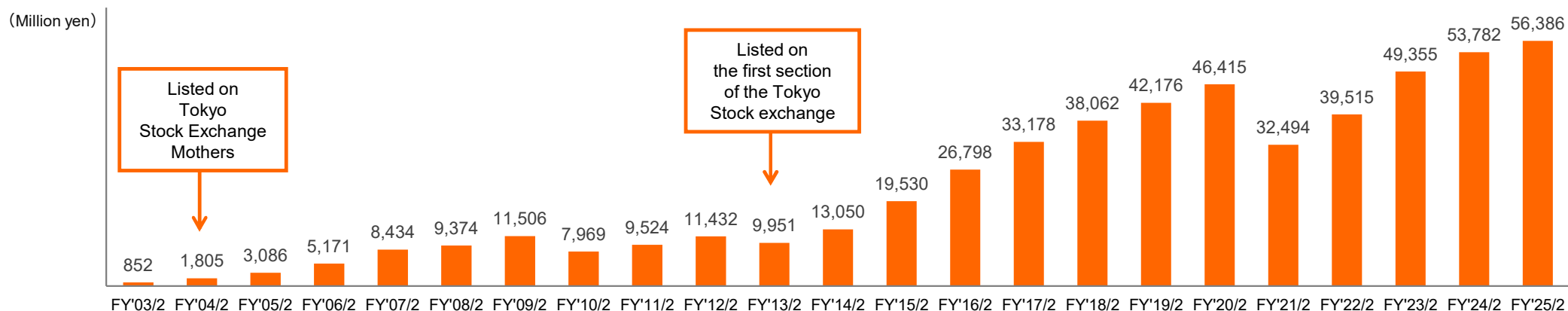
【Progressive dividend】

In principle, a dividend payout ratio of 50% is targeted, considering the minimum payout from the previous fiscal year.

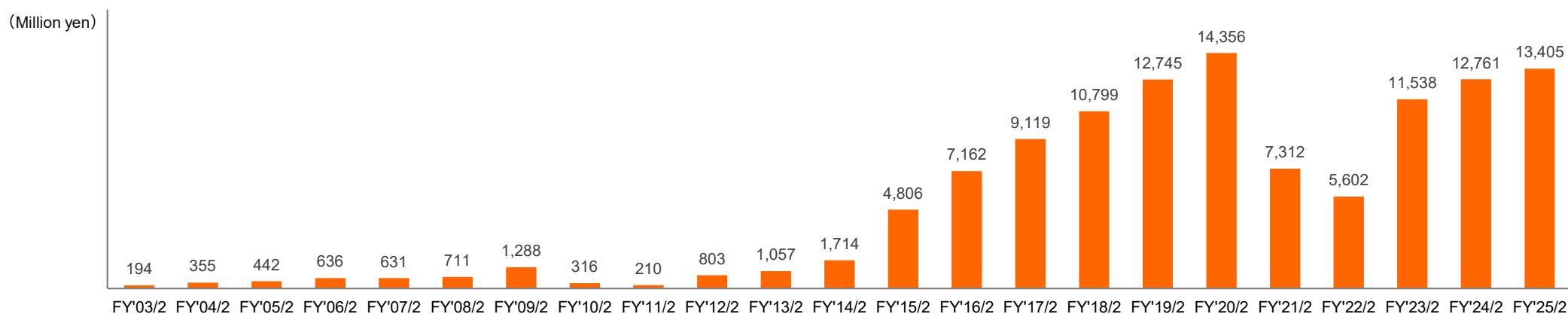
Appendix

Sales and Operating Income for the Entire Company

■ Sales

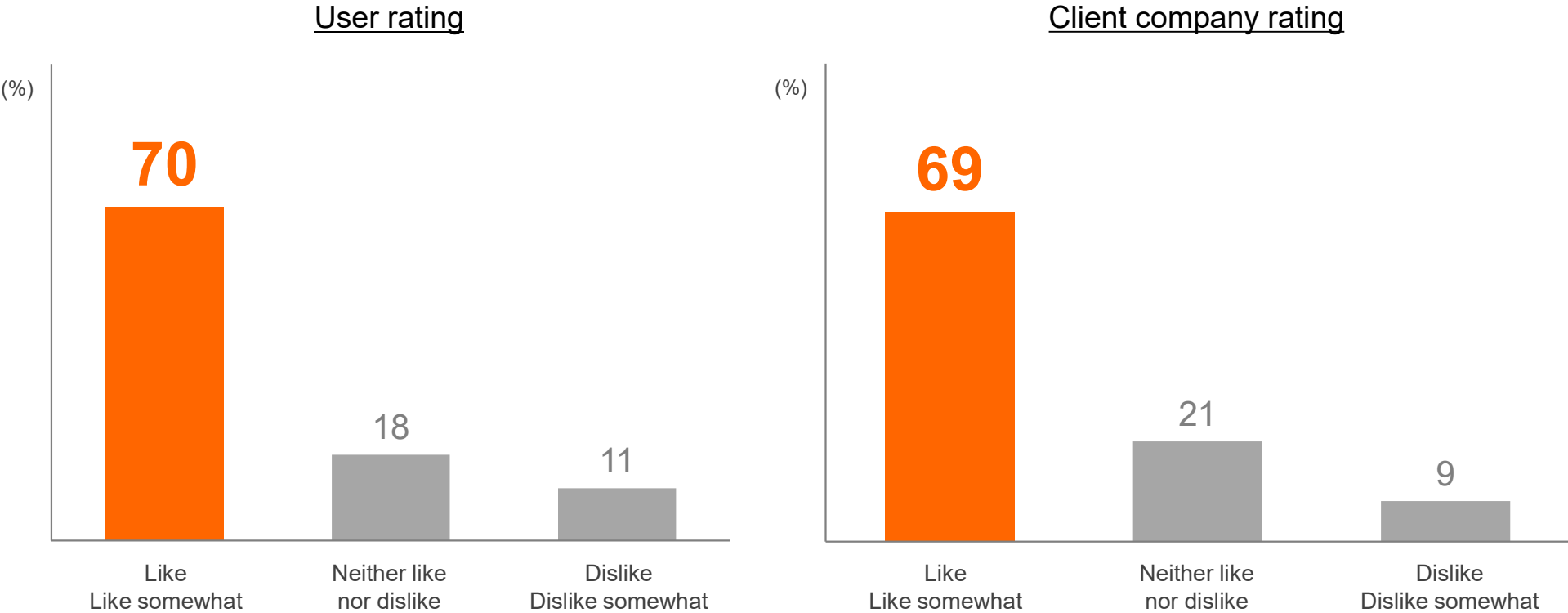


■ Operating income



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

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



Source: Result of survey using INTERNET RESERCH