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(Securities code: 7354; Prime Market of the
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Notice Concerning Revisions to Full-Year Consolidated Financial Results Forecasts for the Fiscal Year Ending December 31, 2024

Direct Marketing MiX Inc. (the “Company”) hereby announces that it has revised its full-year consolidated financial results forecasts for the fiscal year ending December 31, 2024 (January 1, 2024 through December 31, 2024), disclosed on February 13, 2024, as described below.

1. Revisions to the financial results forecasts

Revisions to full-year consolidated financial results forecasts for the fiscal year ending December 31, 2024 (January 1, 2024 through December 31, 2024)

	Revenue (Million yen)	Operating profit (Million yen)	Profit before tax (Million yen)	Profit (Million yen)	Profit attributable to owners of parent (Million yen)	Basic earnings per share (Yen)
Previously announced forecasts (A)	21,000	1,000	1,000	655	655	14.23
Revised forecasts (B)	21,000	1,200–1,500	1,160–1,460	700-900	700-900	15.18-19.52
Change (B-A)	0	200–500	160–460	46-246	46-246	0.95-5.29
Change (%)	0	20.0–50.0	16.0–46.0	7.0-37.5	7.0-37.5	6.7-37.1
(Reference) Actual results for the previous fiscal year (Fiscal year ended December 31, 2023)	26,851	1,220	1,180	310	310	6.73

2. Reasons for revision

In light of the results for the consolidated first half of the fiscal year and the recent business environment, we revised the financial results forecast announced on February 13, 2024. The revenue forecast remains unchanged from the previous announcement, but the profit forecasts are now expected to exceed the initial forecasts and have been revised upward as a result of the acquisition of orders for high-profit spot projects from some existing clients in conjunction with sales campaigns at the end of the fiscal year as well as improved profitability due to a review of fixed expenses and a review of operations including unit price negotiations in low-profitability operations. Variation in the amounts for expenses associated with withdrawal from some low-profitability sites held by consolidated subsidiaries and the timing of occurrence are possible, and

therefore, the forecasts of operating profit, profit before tax, profit, and profit attributable to owners of parent are expressed as ranges rather than specific values.

* The above full-year consolidated financial results forecasts are based on information available at the time of disclosure of this document, and actual results may differ from these forecasts due to various factors going forward.