



November 14, 2025

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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 and Cash Dividends Forecast

Direct Marketing MiX Inc. (the “Company”) hereby announces that it has revised its full-year consolidated financial results forecasts and cash dividends forecast for the fiscal year ending December 31, 2025 (January 1, 2025 through December 31, 2025), disclosed on February 14, 2025, as described below.

1. Revisions to full-year consolidated financial results forecasts for the fiscal year ending December 31, 2025 (January 1, 2025 through December 31, 2025)

	Revenue	Operating profit	Profit before tax	Profit	Profit attributable to owners of parent	Basic earnings per share
	Millions of yen	Millions of yen	Millions of yen	Millions of yen	Millions of yen	Yen
Previously announced forecasts (A)	22,000	1,800	1,750	1,100	1,100	23.73
Revised forecasts (B)	22,500	2,100	2,040	1,275	1,275	27.48
Change (B-A)	500	300	290	175	175	3.75
Change (%)	2.3	16.7	16.6	15.9	15.9	15.8
(Reference) Actual results for the previous fiscal year (Fiscal year ended December 31, 2024)	20,952	1,434	1,391	834	834	18.05

(Reason for revision)

Taking into consideration consolidated financial results for the first three quarters of the fiscal year as well as the recent management environment, we revised the earnings forecast announced previously (on February 14, 2025). In the marketing business, services outsourcing by existing customers and new clients is progressing well and profitability has improved as a result of a review of fixed expenses. Based on this, we project that sales revenue will increase by 500 million yen compared to the previous forecast to 22,500 million yen, operating profit will increase by 300 million yen to 2,100 million yen, profit before tax will increase by 290 million yen to 2,040 million yen, net income will increase by 175 million yen to 1,275 million yen, and profit attributable to owners of the parent will increase by 175 million yen to 1,275 million yen.

2. Revisions to cash dividends forecast

	Annual dividends per share		
	Second quarter-end	Fiscal year-end	Total
	Yen	Yen	Yen
Previously announced forecasts (Announced on February 14, 2025)		6.00	6.00
Revised forecasts		7.00	7.00
Actual results for the current fiscal year	0.00		
Results for the previous fiscal year (Fiscal year ended December 31, 2024)	0.00	4.50	4.50

(Reason for revision)

The Company positions shareholder returns as a top management priority and has set a target total return ratio of 40% while securing internal reserves needed for future business development and reinforcement of financial foundations. Our basic policy on dividends from surplus is to take into comprehensive consideration the levels of internal reserves and surplus and calculate dividend amounts based on EPS growth.

Regarding the cash dividends forecast for the fiscal year ending December 31, 2025, the Company has decided to increase the fiscal year-end cash dividends per share by 1.0 yen from the previously announced forecast of 6.0 yen per share to 7.0 yen per share, taking into consideration the revised full-year consolidated financial results forecasts.

* The above full-year consolidated financial results forecasts and cash dividends forecast 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.