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Consolidated Financial Results for the Three Months Ended March 31, 2026 (Under IFRS)

May 15, 2026

Company name: **Direct Marketing MiX Inc.**
Listing: Tokyo Stock Exchange
Securities code: 7354
URL: https://dmix.co.jp/
Representative: Daisuke Uehara, President and CEO, Representative Executive Officer
Inquiries: Kengo Mitsui, Finance and Accounting Manager
TEL: +81-6-6809-1615
Scheduled date to commence dividend payments: —
Preparation of supplementary material on financial results: Yes
Holding of financial results presentation meeting: None

(Yen amounts are rounded to the nearest million, unless otherwise noted.)

1. Consolidated financial results for the three months ended March 31, 2026 (from January 1, 2026 to March 31, 2026)

(1) Consolidated operating results (cumulative)

(Percentages indicate year-on-year changes.)

	Revenue		Operating profit		Profit before tax		Profit	
	Millions of yen	%	Millions of yen	%	Millions of yen	%	Millions of yen	%
Three months ended								
March 31, 2026	6,111	2.1	925	23.9	904	22.8	581	25.3
March 31, 2025	5,985	0.7	747	(4.7)	736	(4.8)	463	1.7

	Profit attributable to owners of parent		Total comprehensive income		Basic earnings per share	Diluted earnings per share
	Millions of yen	%	Millions of yen	%	Yen	Yen
Three months ended						
March 31, 2026	581	25.3	581	25.3	12.60	12.48
March 31, 2025	463	1.7	464	0.8	10.00	9.91

(2) Consolidated financial position

	Total assets	Total equity	Equity attributable to owners of parent	Ratio of equity attributable to owners of parent
	Millions of yen	Millions of yen	Millions of yen	%
As of				
March 31, 2026	27,001	14,850	14,850	55.0
December 31, 2025	27,417	14,881	14,881	54.3

2. Cash dividends

	Annual dividends per share				
	First quarter-end	Second quarter-end	Third quarter-end	Fiscal year-end	Total
	Yen	Yen	Yen	Yen	Yen
Fiscal year ended December 31, 2025	―	0.00	―	7.00	7.00
Fiscal year ending December 31, 2026	―				
Fiscal year ending December 31, 2026 (Forecast)		0.00	―	9.50	9.50

Note: Revisions to the forecast of cash dividends most recently announced: None

3. Consolidated earnings forecasts for the fiscal year ending December 31, 2026 (from January 1, 2026 to December 31, 2026)

(Percentages indicate year-on-year changes.)

	Revenue		Operating profit		Profit before tax		Profit	
	Millions of yen	%	Millions of yen	%	Millions of yen	%	Millions of yen	%
Fiscal year ending December 31, 2026	24,000	5.8	2,350	10.2	2,250	8.5	1,750	30.2

	Profit attributable to owners of parent		Basic earnings per share
	Millions of yen	%	Yen
Fiscal year ending December 31, 2026	1,750	30.2	37.69

Note: Revisions to the earnings forecasts most recently announced: None

*** Notes**

(1) Significant changes in the scope of consolidation during the period: None

(2) Changes in accounting policies and changes in accounting estimates

(i) Changes in accounting policies required by IFRS: None
(ii) Changes in accounting policies due to other reasons: None
(iii) Changes in accounting estimates: None

(3) Number of issued shares (ordinary shares)

(i) Total number of issued shares at end of the period (including treasury shares)

As of March 31, 2026	47,614,836 shares
As of December 31, 2025	47,614,836 shares

(ii) Number of treasury shares at end of the period

As of March 31, 2026	2,094,640 shares
As of December 31, 2025	1,180,619 shares

(iii) Average number of shares outstanding during the period (cumulative from the beginning of the fiscal year)

For the three months ended March 31, 2026	46,079,424 shares
For the three months ended March 31, 2025	46,343,477 shares

*** Review of the Japanese-language originals of the attached consolidated quarterly financial statements by certified public accountants or an audit firm: None**

*** Proper use of earnings forecasts, and other special items**

(Caution regarding forward-looking statements and others)
The forward-looking statements, including earnings forecasts contained in this report are based on currently available information and certain assumptions determined as rational. Consequently, any statements herein do not constitute assurances regarding actual results by the Company. Actual performance may significantly differ from these forecasts due to various factors in the future.

(Method of accessing supplementary material on financial results)
Supplementary material on financial results is disclosed on the same day on TDnet.

Condensed Quarterly Consolidated Financial Statements

(1) Condensed quarterly consolidated statement of financial position

(Thousands of yen)

	As of December 31, 2025	As of March 31, 2026
Assets		
Current assets		
Cash and cash equivalents	5,523,088	4,873,416
Trade and other receivables	3,291,598	3,602,076
Other current assets	395,224	377,438
Total current assets	9,209,910	8,852,929
Non-current assets		
Property, plant and equipment	1,138,810	1,097,864
Right-of-use assets	1,989,533	1,988,802
Goodwill	13,063,420	13,063,420
Other intangible assets	586,282	571,663
Deferred tax assets	316,175	316,382
Other financial assets	1,103,137	1,105,559
Other non-current assets	9,885	4,483
Total non-current assets	18,207,243	18,148,172
Total assets	27,417,153	27,001,102

(Thousands of yen)

	As of December 31, 2025	As of March 31, 2026
Liabilities and equity		
Liabilities		
Current liabilities		
Trade and other payables	2,529,524	2,639,184
Borrowings	1,526,561	1,496,515
Income taxes payable	504,103	323,256
Other financial liabilities	869,808	865,777
Other current liabilities	669,588	758,650
Total current liabilities	6,099,583	6,083,383
Non-current liabilities		
Borrowings	4,838,817	4,469,066
Provisions	461,768	463,389
Other financial liabilities	1,133,071	1,133,041
Other non-current liabilities	2,500	2,558
Total non-current liabilities	6,436,156	6,068,055
Total liabilities	12,535,740	12,151,437
Equity		
Share capital	2,242,655	2,242,655
Capital surplus	2,159,213	2,171,465
Retained earnings	12,717,284	12,972,843
Treasury shares	(1,963,072)	(2,263,049)
Other components of equity	(274,666)	(274,249)
Total equity attributable to owners of parent	14,881,414	14,849,664
Total equity	14,881,414	14,849,664
Total liabilities and equity	27,417,153	27,001,102

(2) Condensed quarterly consolidated statement of profit or loss and Condensed quarterly consolidated statement of comprehensive income

(Condensed quarterly consolidated statement of profit or loss)

(Thousands of yen)

	Three months ended March 31, 2025	Three months ended March 31, 2026
Revenue	5,985,041	6,110,768
Operating expenses	(5,237,954)	(5,209,438)
Other income	10,447	29,018
Other expenses	(10,678)	(5,176)
Operating profit	746,855	925,172
Finance income	3,213	7,468
Finance costs	(13,631)	(28,181)
Profit before tax	736,438	904,459
Income tax expense	(273,075)	(323,860)
Profit	463,363	580,599
Profit attributable to		
Owners of parent	463,363	580,599
Profit	463,363	580,599
Earnings per share		
Basic earnings per share (Yen)	10.00	12.60
Diluted earnings per share (Yen)	9.91	12.48

(Condensed quarterly consolidated statement of comprehensive income)

(Thousands of yen)

	Three months ended March 31, 2025	Three months ended March 31, 2026
Profit	463,363	580,599
Other comprehensive income		
Items that will not be reclassified to profit or loss		
Financial assets measured at fair value through other comprehensive income	412	417
Total of items that will not be reclassified to profit or loss	412	417
Total other comprehensive income	412	417
Comprehensive income	463,775	581,015
Comprehensive income attributable to		
Owners of parent	463,775	581,015
Comprehensive income	463,775	581,015

(3) Condensed quarterly consolidated statement of changes in equity

First three months of the fiscal year ended December 31, 2025 (from January 1, 2025 to March 31, 2025)

(Thousands of yen)

	Share capital	Capital surplus	Retained earnings	Treasury shares
Balance as of January 1, 2025	2,232,348	2,092,782	11,612,883	(1,963,072)
Profit	―	―	463,363	―
Other comprehensive income	―	―	―	―
Total comprehensive income	―	―	463,363	―
Transfer-restricted stock-based compensation	―	8,407	―	―
Purchase of treasury shares	―	―	―	―
Dividends of surplus	―	―	(208,573)	―
Total transactions with owners	―	8,407	(208,573)	―
Balance as of March 31, 2025	2,232,348	2,101,189	11,867,673	(1,963,072)

	Other components of equity			Total equity attributable to owners of parent	Total equity
	Stock acquisition rights	Financial assets measured at fair value through other comprehensive income	Total other components of equity		
Balance as of January 1, 2025	31,789	(250,258)	(218,468)	13,756,472	13,756,472
Profit	―	―	―	463,363	463,363
Other comprehensive income	―	412	412	412	412
Total comprehensive income	―	412	412	463,775	463,775
Transfer-restricted stock-based compensation	―	―	―	8,407	8,407
Purchase of treasury shares	―	―	―	―	―
Dividends of surplus	―	―	―	(208,573)	(208,573)
Total transactions with owners	―	―	―	(200,166)	(200,166)
Balance as of March 31, 2025	31,789	(249,845)	(218,056)	14,020,081	14,020,081

First three months of the fiscal year ending December 31, 2026 (from January 1, 2026 to March 31, 2026)

(Thousands of yen)

	Share capital	Capital surplus	Retained earnings	Treasury shares
Balance as of January 1, 2026	2,242,655	2,159,213	12,717,284	(1,963,072)
Profit	―	―	580,599	―
Other comprehensive income	―	―	―	―
Total comprehensive income	―	―	580,599	―
Transfer-restricted stock-based compensation	―	12,251	―	―
Purchase of treasury shares	―	―	―	(299,977)
Dividends of surplus	―	―	(325,040)	―
Total transactions with owners	―	12,251	(325,040)	(299,977)
Balance as of March 31, 2026	2,242,655	2,171,465	12,972,843	(2,263,049)

	Other components of equity			Total equity attributable to owners of parent	Total equity
	Stock acquisition rights	Financial assets measured at fair value through other comprehensive income	Total other components of equity		
Balance as of January 1, 2026	31,789	(306,455)	(274,666)	14,881,414	14,881,414
Profit	―	―	―	580,599	580,599
Other comprehensive income	―	417	417	417	417
Total comprehensive income	―	417	417	581,015	581,015
Transfer-restricted stock-based compensation	―	―	―	12,251	12,251
Purchase of treasury shares	―	―	―	(299,977)	(299,977)
Dividends of surplus	―	―	―	(325,040)	(325,040)
Total transactions with owners	―	―	―	(612,765)	(612,765)
Balance as of March 31, 2026	31,789	(306,038)	(274,249)	14,849,664	14,849,664

(4) Condensed quarterly consolidated statement of cash flows

(Thousands of yen)

	Three months ended March 31, 2025	Three months ended March 31, 2026
Cash flows from operating activities		
Profit before tax	736,438	904,459
Depreciation and amortization	310,930	328,087
Loss (gain) on sale and retirement of fixed assets	172	(1,800)
Increase (decrease) in allowance for doubtful accounts	509	370
Finance income	(3,213)	(7,468)
Finance costs	13,631	28,181
Share-based remuneration expenses	8,407	12,251
Accrued paid absences	(14,804)	(15,282)
Decrease (increase) in trade and other receivables	(906,962)	(310,848)
Increase (decrease) in trade and other payables	622,538	75,925
Increase (decrease) in provision for bonuses	112,103	100,799
Other	3,586	25,342
Subtotal	883,333	1,140,016
Interest received	2,323	5,516
Interest paid	(12,419)	(18,378)
Income taxes refund (paid)	(218,246)	(476,061)
Net cash provided by (used in) operating activities	654,991	651,092
Cash flows from investing activities		
Purchase of property, plant and equipment	(21,879)	(29,604)
Proceeds from sale of property, plant and equipment	—	1,800
Purchase of intangible assets	—	(1,814)
Retirement of asset retirement obligations	(73,700)	—
Payments of leasehold and guarantee deposits	(8,937)	(955)
Proceeds from refund of leasehold and guarantee deposits	68,169	—
Other	20	39
Net cash provided by (used in) investing activities	(36,327)	(30,534)
Cash flows from financing activities		
Repayments of long-term borrowings	(287,501)	(405,326)
Dividends paid	(208,573)	(325,040)
Purchase of treasury shares	—	(299,977)
Repayments of lease liabilities	(243,091)	(239,888)
Net cash provided by (used in) financing activities	(739,165)	(1,270,230)
Net increase (decrease) in cash and cash equivalents	(120,501)	(649,672)
Cash and cash equivalents at beginning of period	5,167,540	5,523,088
Cash and cash equivalents at end of period	5,047,039	4,873,416