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Consolidated Financial Results for the Six Months Ended June 30, 2026 (Under IFRS)

August 14, 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 file semi-annual securities report: August 14, 2026
Scheduled date to commence dividend payments: —
Preparation of supplementary material on financial results: Yes
Holding of financial results presentation meeting: Yes (for institutional investors and analysts)

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

1. Consolidated financial results for the six months ended June 30, 2026 (from January 1, 2026 to June 30, 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	%
Six months ended								
June 30, 2026	11,461	(1.5)	1,363	6.6	1,318	4.8	1,247	57.0
June 30, 2025	11,641	8.7	1,278	20.9	1,257	21.4	794	39.9

	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
Six months ended						
June 30, 2026	1,247	57.0	1,244	50.7	27.22	26.98
June 30, 2025	794	39.9	826	55.0	17.13	16.98

(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				
June 30, 2026	26,901	15,522	15,522	57.7
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	—	0.00			
Fiscal year ending December 31, 2026 (Forecast)			—	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 June 30, 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 June 30, 2026	2,064,640 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 six months ended June 30, 2026	45,808,542 shares
For the six months ended June 30, 2025	46,374,085 shares

*** Semi-annual financial results reports are exempt from reviews conducted by certified public accountants or an audit firm.**

*** 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 and contents of financial results presentation meeting)

Supplementary material on financial results is disclosed on the same day on TDnet. Additionally, on Wednesday, August 19, 2026, the Company plans to hold a presentation meeting for institutional investors and analysts. The Company plans to post a video of this presentation meeting on its website promptly after the review is held.

Condensed Semi-annual Consolidated Financial Statements

(1) Condensed semi-annual consolidated statement of financial position

(Thousands of yen)

	As of December 31, 2025	As of June 30, 2026
Assets		
Current assets		
Cash and cash equivalents	5,523,088	4,952,118
Trade and other receivables	3,291,598	2,950,783
Other current assets	395,224	485,134
Total current assets	9,209,910	8,388,034
Non-current assets		
Property, plant and equipment	1,138,810	1,062,394
Right-of-use assets	1,989,533	1,985,225
Goodwill	13,063,420	13,063,420
Other intangible assets	586,282	559,881
Deferred tax assets	316,175	723,387
Other financial assets	1,103,137	1,114,746
Other non-current assets	9,885	4,354
Total non-current assets	18,207,243	18,513,408
Total assets	27,417,153	26,901,442

(Thousands of yen)

	As of December 31, 2025	As of June 30, 2026
Liabilities and equity		
Liabilities		
Current liabilities		
Trade and other payables	2,529,524	2,256,922
Borrowings	1,526,561	1,488,825
Income taxes payable	504,103	475,290
Other financial liabilities	869,808	867,012
Other current liabilities	669,588	600,357
Total current liabilities	6,099,583	5,688,406
Non-current liabilities		
Borrowings	4,838,817	4,098,781
Provisions	461,768	465,015
Other financial liabilities	1,133,071	1,124,988
Other non-current liabilities	2,500	2,631
Total non-current liabilities	6,436,156	5,691,415
Total liabilities	12,535,740	11,379,821
Equity		
Share capital	2,242,655	2,242,655
Capital surplus	2,159,213	2,147,700
Retained earnings	12,717,284	13,639,306
Treasury shares	(1,963,072)	(2,230,439)
Other components of equity	(274,666)	(277,602)
Total equity attributable to owners of parent	14,881,414	15,521,621
Total equity	14,881,414	15,521,621
Total liabilities and equity	27,417,153	26,901,442

(2) Condensed semi-annual consolidated statement of profit or loss and Condensed semi-annual consolidated statement of comprehensive income

(Condensed semi-annual consolidated statement of profit or loss)

(Thousands of yen)

	Six months ended June 30, 2025	Six months ended June 30, 2026
Revenue	11,641,006	11,460,978
Operating expenses	(10,348,790)	(10,126,101)
Other income	12,828	32,483
Other expenses	(27,430)	(4,843)
Operating profit	1,277,614	1,362,518
Finance income	6,807	10,727
Finance costs	(26,973)	(55,711)
Profit before tax	1,257,449	1,317,533
Income tax expense	(463,249)	(70,471)
Profit	794,200	1,247,062
Profit attributable to		
Owners of parent	794,200	1,247,062
Profit	794,200	1,247,062
Earnings per share		
Basic earnings per share (Yen)	17.13	27.22
Diluted earnings per share (Yen)	16.98	26.98

(Condensed semi-annual consolidated statement of comprehensive income)

(Thousands of yen)

	Six months ended June 30, 2025	Six months ended June 30, 2026
Profit	794,200	1,247,062
Other comprehensive income		
Items that will not be reclassified to profit or loss		
Financial assets measured at fair value through other comprehensive income	31,668	(2,575)
Total of items that will not be reclassified to profit or loss	31,668	(2,575)
Total other comprehensive income	31,668	(2,575)
Comprehensive income	825,867	1,244,487
Comprehensive income attributable to		
Owners of parent	825,867	1,244,487
Comprehensive income	825,867	1,244,487

(3) Condensed semi-annual consolidated statement of changes in equity

First six months of the fiscal year ended December 31, 2025 (from January 1, 2025 to June 30, 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	—	—	794,200	—
Other comprehensive income	—	—	—	—
Total comprehensive income	—	—	794,200	—
Increase / decrease in stock acquisition rights	—	—	—	—
Transfer-restricted stock-based compensation	10,307	10,351	—	—
Purchase of treasury shares	—	—	—	—
Disposal of treasury shares	—	—	—	—
Dividends of surplus	—	—	(208,573)	—
Total transactions with owners	10,307	10,351	(208,573)	—
Balance as of June 30, 2025	2,242,655	2,103,134	12,198,510	(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	—	—	—	794,200	794,200
Other comprehensive income	—	31,668	31,668	31,668	31,668
Total comprehensive income	—	31,668	31,668	825,867	825,867
Increase / decrease in stock acquisition rights	—	—	—	—	—
Transfer-restricted stock-based compensation	—	—	—	20,658	20,658
Purchase of treasury shares	—	—	—	—	—
Disposal of treasury shares	—	—	—	—	—
Dividends of surplus	—	—	—	(208,573)	(208,573)
Total transactions with owners	—	—	—	(187,915)	(187,915)
Balance as of June 30, 2025	31,789	(218,590)	(186,801)	14,394,425	14,394,425

First six months of the fiscal year ending December 31, 2026 (from January 1, 2026 to June 30, 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	―	―	1,247,062	―
Other comprehensive income	―	―	―	―
Total comprehensive income	―	―	1,247,062	―
Increase / decrease in stock acquisition rights	―	―	―	―
Transfer-restricted stock-based compensation	―	18,217	―	―
Purchase of treasury shares	―	―	―	(299,977)
Disposal of treasury shares	―	(29,730)	―	32,610
Dividends of surplus	―	―	(325,040)	―
Total transactions with owners	―	(11,513)	(325,040)	(267,367)
Balance as of June 30, 2026	2,242,655	2,147,700	13,639,306	(2,230,439)

	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	―	―	―	1,247,062	1,247,062
Other comprehensive income	―	(2,575)	(2,575)	(2,575)	(2,575)
Total comprehensive income	―	(2,575)	(2,575)	1,244,487	1,244,487
Increase / decrease in stock acquisition rights	(360)	―	(360)	(360)	(360)
Transfer-restricted stock-based compensation	―	―	―	18,217	18,217
Purchase of treasury shares	―	―	―	(299,977)	(299,977)
Disposal of treasury shares	―	―	―	2,880	2,880
Dividends of surplus	―	―	―	(325,040)	(325,040)
Total transactions with owners	(360)	―	(360)	(604,279)	(604,279)
Balance as of June 30, 2026	31,429	(309,031)	(277,602)	15,521,621	15,521,621

(4) Condensed semi-annual consolidated statement of cash flows

(Thousands of yen)

	Six months ended June 30, 2025	Six months ended June 30, 2026
Cash flows from operating activities		
Profit before tax	1,257,449	1,317,533
Depreciation and amortization	633,444	654,809
Loss (gain) on sale and retirement of fixed assets	3,831	(1,800)
Increase (decrease) in allowance for doubtful accounts	350	(406)
Finance income	(6,807)	(10,727)
Finance costs	26,973	55,711
Share-based remuneration expenses	20,658	18,217
Accrued paid absences	(20,330)	(1,284)
Decrease (increase) in trade and other receivables	(623,810)	341,221
Increase (decrease) in trade and other payables	384,908	(316,733)
Increase (decrease) in provision for bonuses	(12,368)	(7,835)
Other	(203,682)	(151,672)
Subtotal	1,460,616	1,897,035
Interest received	5,015	6,199
Interest paid	(26,281)	(36,902)
Income taxes refund (paid)	(210,383)	(476,325)
Net cash provided by (used in) operating activities	1,228,968	1,390,006
Cash flows from investing activities		
Purchase of property, plant and equipment	(199,940)	(64,550)
Proceeds from sale of property, plant and equipment	—	1,800
Purchase of intangible assets	—	(4,264)
Retirement of asset retirement obligations	(95,700)	—
Proceeds from distribution from investment partnerships	298	7,413
Payments of leasehold and guarantee deposits	(8,945)	(955)
Proceeds from refund of leasehold and guarantee deposits	105,489	47
Other	50	(9,961)
Net cash provided by (used in) investing activities	(198,749)	(70,470)
Cash flows from financing activities		
Repayments of long-term borrowings	(575,002)	(788,238)
Dividends paid	(208,573)	(325,040)
Proceeds from exercise of share acquisition rights	—	2,520
Purchase of treasury shares	—	(299,977)
Repayments of lease liabilities	(481,289)	(479,773)
Net cash provided by (used in) financing activities	(1,264,864)	(1,890,507)
Net increase (decrease) in cash and cash equivalents	(234,645)	(570,970)
Cash and cash equivalents at beginning of period	5,167,540	5,523,088
Cash and cash equivalents at end of period	4,932,895	4,952,118