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## Consolidated Financial Results for the Six Months Ended June 30, 2025 (Under IFRS)

August 14, 2025

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: Motoyoshi Doi, Executive Officer and CFO  
TEL: +81-6-6809-1615  
Scheduled date to file semi-annual securities report: August 14, 2025  
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, 2025 (from January 1, 2025 to June 30, 2025)

(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, 2025	11,641	8.7	1,278	20.9	1,257	21.4	794	39.9
June 30, 2024	10,706	(31.6)	1,056	(43.1)	1,036	(43.6)	568	(52.8)

	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, 2025	794	39.9	826	55.0	17.13	16.98
June 30, 2024	568	(52.8)	533	(55.7)	12.31	12.20

### (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, 2025	25,334	14,394	14,394	56.8
December 31, 2024	24,968	13,756	13,756	55.1

## 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, 2024	—	0.00	—	4.50	4.50
Fiscal year ending December 31, 2025	—	0.00			
Fiscal year ending December 31, 2025 (Forecast)			—	6.00	6.00

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

## 3. Consolidated earnings forecasts for the fiscal year ending December 31, 2025 (from January 1, 2025 to December 31, 2025)

(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, 2025	22,000	5.0	1,800	25.5	1,750	25.8	1,100	31.8

	Profit attributable to owners of parent		Basic earnings per share
	Millions of yen	%	Yen
Fiscal year ending December 31, 2025	1,100	31.8	23.73

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, 2025	47,614,836 shares
As of December 31, 2024	47,521,136 shares

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

As of June 30, 2025	1,180,619 shares
As of December 31, 2024	1,171,739 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, 2025	46,374,085 shares
For the six months ended June 30, 2024	46,110,289 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 Friday, August 15, 2025, 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, 2024	As of June 30, 2025
Assets		
Current assets		
Cash and cash equivalents	5,167,540	4,932,895
Trade and other receivables	2,615,125	3,231,861
Other current assets	518,697	465,039
Total current assets	8,301,362	8,629,795
Non-current assets		
Property, plant and equipment	1,096,713	1,205,750
Right-of-use assets	1,914,276	1,942,135
Goodwill	11,390,547	11,390,547
Other intangible assets	634,310	605,747
Deferred tax assets	285,753	283,420
Other financial assets	1,326,778	1,266,703
Other non-current assets	18,550	9,837
Total non-current assets	16,666,926	16,704,140
Total assets	24,968,289	25,333,934

(Thousands of yen)

	As of December 31, 2024	As of June 30, 2025
Liabilities and equity		
Liabilities		
Current liabilities		
Trade and other payables	2,097,898	2,319,284
Borrowings	2,147,344	4,445,115
Provisions	79,995	—
Income taxes payable	215,258	472,970
Other financial liabilities	847,903	858,643
Other current liabilities	725,684	615,179
Total current liabilities	6,114,083	8,711,191
Non-current liabilities		
Borrowings	3,623,455	745,846
Provisions	479,524	486,570
Other financial liabilities	991,742	993,040
Other non-current liabilities	3,013	2,863
Total non-current liabilities	5,097,734	2,228,319
Total liabilities	11,211,816	10,939,509
Equity		
Share capital	2,232,348	2,242,655
Capital surplus	2,092,782	2,103,134
Retained earnings	11,612,883	12,198,510
Treasury shares	(1,963,072)	(1,963,072)
Other components of equity	(218,468)	(186,801)
Total equity attributable to owners of parent	13,756,472	14,394,425
Total equity	13,756,472	14,394,425
Total liabilities and equity	24,968,289	25,333,934

(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, 2024	Six months ended June 30, 2025
Revenue	10,705,559	11,641,006
Operating expenses	(9,656,142)	(10,348,790)
Other income	24,944	12,828
Other expenses	(18,023)	(27,430)
Operating profit	1,056,337	1,277,614
Finance income	2,016	6,807
Finance costs	(22,416)	(26,973)
Profit before tax	1,035,937	1,257,449
Income tax expense	(468,274)	(463,249)
Profit	567,664	794,200
Profit attributable to		
Owners of parent	567,664	794,200
Profit	567,664	794,200
Earnings per share		
Basic earnings per share (Yen)	12.31	17.13
Diluted earnings per share (Yen)	12.20	16.98

## (Condensed semi-annual consolidated statement of comprehensive income)

(Thousands of yen)

	Six months ended June 30, 2024	Six months ended June 30, 2025
Profit	567,664	794,200
Other comprehensive income		
Items that will not be reclassified to profit or loss		
Financial assets measured at fair value through other comprehensive income	(34,906)	31,668
Total of items that will not be reclassified to profit or loss	(34,906)	31,668
Total other comprehensive income	(34,906)	31,668
Comprehensive income	532,758	825,867
Comprehensive income attributable to		
Owners of parent	532,758	825,867
Comprehensive income	532,758	825,867

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

First six months of the fiscal year ended December 31, 2024 (from January 1, 2024 to June 30, 2024)

(Thousands of yen)

	Share capital	Capital surplus	Retained earnings	Treasury shares
Balance as of January 1, 2024	2,184,626	2,124,374	10,916,546	(2,000,457)
Profit	—	—	567,664	—
Other comprehensive income	—	—	—	—
Total comprehensive income	—	—	567,664	—
Increase / decrease in stock acquisition rights	—	—	—	—
Transfer-restricted stock-based compensation	47,722	(16,654)	—	—
Disposal of treasury shares	—	(33,233)	—	37,385
Dividends of surplus	—	—	(137,959)	—
Total transactions with owners	47,722	(49,887)	(137,959)	37,385
Balance as of June 30, 2024	2,232,348	2,074,487	11,346,251	(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, 2024	31,530	(171,514)	(139,985)	13,085,104	13,085,104
Profit	—	—	—	567,664	567,664
Other comprehensive income	—	(34,906)	(34,906)	(34,906)	(34,906)
Total comprehensive income	—	(34,906)	(34,906)	532,758	532,758
Increase / decrease in stock acquisition rights	259	—	259	259	259
Transfer-restricted stock-based compensation	—	—	—	31,069	31,069
Disposal of treasury shares	—	—	—	4,151	4,151
Dividends of surplus	—	—	—	(137,959)	(137,959)
Total transactions with owners	259	—	259	(102,479)	(102,479)
Balance as of June 30, 2024	31,789	(206,420)	(174,631)	13,515,382	13,515,382

First six months of the fiscal year ending 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	—	—
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
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

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

(Thousands of yen)

	Six months ended June 30, 2024	Six months ended June 30, 2025
Cash flows from operating activities		
Profit before tax	1,035,937	1,257,449
Depreciation and amortization	732,716	633,444
Loss on sale and retirement of fixed assets	13,545	3,831
Increase (decrease) in allowance for doubtful accounts	(1,014)	350
Finance income	(2,016)	(6,807)
Finance costs	22,416	26,973
Share-based remuneration expenses	36,217	20,658
Accrued paid absences	(73,827)	(20,330)
Decrease (increase) in trade and other receivables	474,818	(623,810)
Increase (decrease) in trade and other payables	(827,585)	384,908
Increase (decrease) in provision for bonuses	52,455	(12,368)
Other	(591,457)	(203,682)
Subtotal	872,206	1,460,616
Interest received	30	5,015
Interest paid	(14,425)	(26,281)
Income taxes refund (paid)	178,938	(210,383)
Net cash provided by (used in) operating activities	1,036,749	1,228,968
Cash flows from investing activities		
Purchase of property, plant and equipment	(44,543)	(199,940)
Purchase of intangible assets	(1,939)	—
Retirement of asset retirement obligations	—	(95,700)
Purchase of investment securities	(20,000)	—
Proceeds from distribution from investment partnerships	—	298
Payments of leasehold and guarantee deposits	—	(8,945)
Proceeds from refund of leasehold and guarantee deposits	99,678	105,489
Other	6,122	50
Net cash provided by (used in) investing activities	39,319	(198,749)
Cash flows from financing activities		
Repayments of long-term borrowings	(450,002)	(575,002)
Dividends paid	(137,959)	(208,573)
Proceeds from exercise of share acquisition rights	3,707	—
Repayments of lease liabilities	(568,917)	(481,289)
Net cash provided by (used in) financing activities	(1,153,170)	(1,264,864)
Net increase (decrease) in cash and cash equivalents	(77,103)	(234,645)
Cash and cash equivalents at beginning of period	4,458,722	5,167,540
Cash and cash equivalents at end of period	4,381,618	4,932,895