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Consolidated Financial Results for the Nine Months Ended September 30, 2026 (Under IFRS)

November 13, 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 nine months ended September 30, 2026 (from January 1, 2026 to September 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	%
Nine months ended								
September 30, 2026	17,238	1.3	2,064	23.4	1,990	21.0	1,685	62.8
September 30, 2025	17,023	8.3	1,673	41.9	1,645	43.3	1,035	71.5

	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
Nine months ended						
September 30, 2026	1,685	62.8	1,684	59.2	36.86	36.53
September 30, 2025	1,035	71.5	1,058	98.4	22.31	22.12

(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				
September 30, 2026	27,548	15,968	15,968	58.0
December 31, 2025	27,416	14,880	14,880	54.3

Note: At the nine months ended September 30, 2026, the provisional accounting treatment for business combination was finalized. The figures for the end of the fiscal year ended December 31, 2025 reflect the finalization of the provisional accounting treatment.

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	10.3	2,250	8.6	1,750	30.3

	Profit attributable to owners of parent		Basic earnings per share
	Millions of yen	%	Yen
Fiscal year ending December 31, 2026	1,750	30.3	37.69

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

At the nine months ended September 30, 2026, the provisional accounting treatment for business combination was finalized. The figures for the end of the fiscal year ended December 31, 2025 reflect the finalization of the provisional accounting treatment. Accordingly, the percentages indicating year-on-year changes have also been calculated using the figures after the reflection.

*** Notes**

(1) Significant changes in the scope of consolidation during the period: Yes

New company: －

Excluded company: 1 (Marketing-Revolution Co., Ltd.)

(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 September 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 September 30, 2026	2,048,440 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 nine months ended September 30, 2026	45,721,540 shares
For the nine months ended September 30, 2025	46,394,349 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 September 30, 2026
Assets		
Current assets		
Cash and cash equivalents	5,523,088	4,691,888
Trade and other receivables	3,291,598	3,435,828
Other current assets	395,224	460,024
Total current assets	9,209,910	8,587,740
Non-current assets		
Property, plant and equipment	1,138,810	1,033,858
Right-of-use assets	1,989,533	2,464,135
Goodwill	12,990,014	12,990,014
Other intangible assets	697,903	648,798
Deferred tax assets	276,723	698,470
Other financial assets	1,103,137	1,120,235
Other non-current assets	9,885	5,235
Total non-current assets	18,206,006	18,960,746
Total assets	27,415,916	27,548,486

(Thousands of yen)

	As of December 31, 2025	As of September 30, 2026
Liabilities and equity		
Liabilities		
Current liabilities		
Trade and other payables	2,529,524	2,364,558
Borrowings	1,526,561	1,489,486
Income taxes payable	504,103	320,687
Other financial liabilities	869,808	862,915
Other current liabilities	669,588	719,712
Total current liabilities	6,099,583	5,757,358
Non-current liabilities		
Borrowings	4,838,817	3,728,406
Provisions	461,768	474,738
Other financial liabilities	1,133,071	1,616,909
Other non-current liabilities	2,500	2,657
Total non-current liabilities	6,436,156	5,822,710
Total liabilities	12,535,740	11,580,068
Equity		
Share capital	2,242,655	2,242,655
Capital surplus	2,159,213	2,139,086
Retained earnings	12,716,046	14,076,402
Treasury shares	(1,963,072)	(2,212,829)
Other components of equity	(274,666)	(276,895)
Total equity attributable to owners of parent	14,880,176	15,968,418
Total equity	14,880,176	15,968,418
Total liabilities and equity	27,415,916	27,548,486

(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)

	Nine months ended September 30, 2025	Nine months ended September 30, 2026
Revenue	17,023,438	17,237,652
Operating expenses	(15,333,175)	(15,192,550)
Other income	14,367	28,012
Other expenses	(31,336)	(9,080)
Operating profit	1,673,294	2,064,034
Finance income	12,239	20,555
Finance costs	(40,224)	(94,253)
Profit before tax	1,645,309	1,990,336
Income tax expense	(610,062)	(304,941)
Profit	1,035,247	1,685,395
Profit attributable to		
Owners of parent	1,035,247	1,685,395
Profit	1,035,247	1,685,395
Earnings per share		
Basic earnings per share (Yen)	22.31	36.86
Diluted earnings per share (Yen)	22.12	36.53

(Condensed quarterly consolidated statement of comprehensive income)

(Thousands of yen)

	Nine months ended September 30, 2025	Nine months ended September 30, 2026
Profit	1,035,247	1,685,395
Other comprehensive income		
Items that will not be reclassified to profit or loss		
Financial assets measured at fair value through other comprehensive income	22,499	(1,545)
Total of items that will not be reclassified to profit or loss	22,499	(1,545)
Total other comprehensive income	22,499	(1,545)
Comprehensive income	1,057,746	1,683,850
Comprehensive income attributable to		
Owners of parent	1,057,746	1,683,850
Comprehensive income	1,057,746	1,683,850

(3) Condensed quarterly consolidated statement of changes in equity

First nine months of the fiscal year ended December 31, 2025 (from January 1, 2025 to September 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	—	—	1,035,247	—
Other comprehensive income	—	—	—	—
Total comprehensive income	—	—	1,035,247	—
Increase / decrease in stock acquisition rights	—	—	—	—
Transfer-restricted stock-based compensation	10,307	22,603	—	—
Purchase of treasury shares	—	—	—	—
Disposal of treasury shares	—	—	—	—
Dividends of surplus	—	—	(208,573)	—
Total transactions with owners	10,307	22,603	(208,573)	—
Balance as of September 30, 2025	2,242,655	2,115,385	12,439,557	(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	—	—	—	1,035,247	1,035,247
Other comprehensive income	—	22,499	22,499	22,499	22,499
Total comprehensive income	—	22,499	22,499	1,057,746	1,057,746
Increase / decrease in stock acquisition rights	—	—	—	—	—
Transfer-restricted stock-based compensation	—	—	—	32,910	32,910
Purchase of treasury shares	—	—	—	—	—
Disposal of treasury shares	—	—	—	—	—
Dividends of surplus	—	—	—	(208,573)	(208,573)
Total transactions with owners	—	—	—	(175,663)	(175,663)
Balance as of September 30, 2025	31,789	(227,759)	(195,970)	14,638,555	14,638,555

First nine months of the fiscal year ending December 31, 2026 (from January 1, 2026 to September 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	12,716,046	(1,963,072)
Profit	—	—	1,685,395	—
Other comprehensive income	—	—	—	—
Total comprehensive income	—	—	1,685,395	—
Increase / decrease in stock acquisition rights	—	—	—	—
Transfer-restricted stock-based compensation	—	24,183	—	—
Purchase of treasury shares	—	—	—	(299,977)
Disposal of treasury shares	—	(44,310)	—	50,219
Dividends of surplus	—	—	(325,040)	—
Total transactions with owners	—	(20,127)	(325,040)	(249,757)
Balance as of September 30, 2026	2,242,655	2,139,086	14,076,402	(2,212,829)

	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)	14,880,176	14,880,176
Profit	—	—	—	1,685,395	1,685,395
Other comprehensive income	—	(1,545)	(1,545)	(1,545)	(1,545)
Total comprehensive income	—	(1,545)	(1,545)	1,683,850	1,683,850
Increase / decrease in stock acquisition rights	(684)	—	(684)	(684)	(684)
Transfer-restricted stock-based compensation	—	—	—	24,183	24,183
Purchase of treasury shares	—	—	—	(299,977)	(299,977)
Disposal of treasury shares	—	—	—	5,909	5,909
Dividends of surplus	—	—	—	(325,040)	(325,040)
Total transactions with owners	(684)	—	(684)	(595,608)	(595,608)
Balance as of September 30, 2026	31,105	(308,000)	(276,895)	15,968,418	15,968,418

(4) Condensed quarterly consolidated statement of cash flows

(Thousands of yen)

	Nine months ended September 30, 2025	Nine months ended September 30, 2026
Cash flows from operating activities		
Profit before tax	1,645,309	1,990,336
Depreciation and amortization	958,769	996,768
Loss (gain) on sale and retirement of fixed assets	3,831	(1,800)
Increase (decrease) in allowance for doubtful accounts	235	172
Finance income	(12,239)	(20,555)
Finance costs	40,224	94,253
Share-based remuneration expenses	32,910	24,183
Accrued paid absences	(38,040)	(14,162)
Decrease (increase) in trade and other receivables	(419,258)	(144,125)
Increase (decrease) in trade and other payables	268,753	(198,158)
Increase (decrease) in provision for bonuses	96,760	94,832
Other	(129,364)	(86,388)
Subtotal	2,447,890	2,735,356
Interest received	9,627	13,483
Interest paid	(39,171)	(57,098)
Income taxes refund (paid)	(507,462)	(880,664)
Net cash provided by (used in) operating activities	1,910,883	1,811,076
Cash flows from investing activities		
Purchase of property, plant and equipment	(287,026)	(117,959)
Proceeds from sale of property, plant and equipment	—	1,800
Purchase of intangible assets	—	(4,471)
Retirement of asset retirement obligations	(95,700)	—
Collection of loans receivable	—	18,583
Purchase of investment securities	—	(10,000)
Proceeds from distribution from investment partnerships	298	11,839
Payments of leasehold and guarantee deposits	(9,458)	(32,049)
Proceeds from refund of leasehold and guarantee deposits	117,312	47
Other	1,410	(9,961)
Net cash provided by (used in) investing activities	(273,165)	(142,170)
Cash flows from financing activities		
Proceeds from long-term borrowings	200,000	—
Repayments of long-term borrowings	(862,503)	(1,162,840)
Dividends paid	(208,573)	(325,040)
Proceeds from exercise of share acquisition rights	—	5,225
Purchase of treasury shares	—	(299,977)
Repayments of lease liabilities	(717,633)	(717,475)
Net cash provided by (used in) financing activities	(1,588,709)	(2,500,106)
Net increase (decrease) in cash and cash equivalents	49,009	(831,200)
Cash and cash equivalents at beginning of period	5,167,540	5,523,088
Cash and cash equivalents at end of period	5,216,549	4,691,888