August 13, 2021

Company name: Direct Marketing MiX Inc.
Name of representative: (Yuki Kobayashi), Representative Director and President, CEO
(Securities code: 7354; 1st Section of the Tokyo Stock Exchange)
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Notice Concerning Revisions to Full-Year Consolidated Financial Results Forecasts

Direct Marketing MiX Inc. (the "Company") hereby announces that in light of the most recent operating trends, it has revised its full-year consolidated financial results forecasts for the fiscal year ending December 31, 2021 (January 1, 2021 through December 31, 2021), disclosed on February 12, 2021, as described below.

1. Revisions to full-year consolidated financial results forecasts for the fiscal year ending December 31, 2021 (January 1, 2021 through December 31, 2021)

(Millions of yen)

	Revenue	Operating profit	Profit before tax	Profit attributable to owners of parent	Basic earnings per share
Previously announced forecasts (A)	26,800	3,800	3,700	2,500	124.69
Revised forecasts (B)	28,500	4,500	4,400	3,000	148.52
Change (B-A)	1,700	700	700	500	23.83
Change (%)	6.3%	18.4%	18.9%	20.0%	19.1%
(Reference) Actual results for the previous fiscal year (Fiscal year ended December 31, 2020)	22,461	3,586	3,504	2,425	120.94

2. Reason for revision

The Company has revised its full-year consolidated financial results forecasts for the fiscal year ending December 31, 2021 as shown above, as revenue, operating profit, profit before tax, and profit attributable to owners of parent are expected to exceed the forecasts disclosed on February 12, 2021, due to growth in spot work related to the novel coronavirus disease (COVID-19) in the marketing business and existing work in the same business.

The above forecasts are based on information available at the time of disclosure of this document, and actual results may differ from the forecasts due to various factors going forward.