August 12, 2022

Company name: Direct Marketing MiX Inc.
Name of representative: (Yuki Kobayashi), President and CEO, Representative Executive Officer
(Securities code: 7354; Prime Market of the Tokyo Stock Exchange)
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Notice Concerning Revisions to Full-Year Consolidated Financial Results Forecasts and Cash Dividends Forecast (Dividend Increase)

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 and cash dividends forecast for the fiscal year ending December 31, 2022 (January 1, 2022 through December 31, 2022), disclosed on February 14, 2022, as described below.

1. Revisions to full-year consolidated financial results forecasts for the fiscal year ending December 31, 2022 (January 1, 2022 through December 31, 2022)

(Millions of yen)

	Revenue	Operating profit	Profit before tax	Profit attributable to owners of parent	Basic earnings per share
Previously announced forecasts (A)	32,500	5,000	4,960	3,430	77.15
Revised forecasts (B)	33,500	5,500	5,450	3,770	84.63
Change (B-A)	1,000	500	490	340	7.48
Change (%)	3.1%	10.0%	9.9%	9.9%	9.7%
(Reference) Actual results for the previous fiscal year (Fiscal year ended December 31, 2021)	30,286	4,780	4,642	3,217	78.32

Note: The Company conducted a 2-for-1 share split of its ordinary shares on January 1, 2022. "Basic earnings per share" has been calculated assuming that the share split was conducted at the beginning of the fiscal year ended December 31, 2021.

(Reason for revision)

The Company has revised its full-year consolidated financial results forecasts for the fiscal year ending December 31, 2022, 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 14, 2022, due to factors such as steady growth of contracted work for existing and new clients in the marketing business, along with contributions from COVID-19 vaccination-related business.

2. Revisions to cash dividends forecast

	Annual dividends per share (yen)		
	Second quarter-end	Fiscal year-end	Total
Previously announced forecasts (Announced on February 14, 2022)	0.00	15.00	15.00
Revised forecasts	—	17.00	17.00
Actual results for the current fiscal year	0.00	—	—
Results for the previous fiscal year (Fiscal year ended December 31, 2021)	0.00	10.00	10.00

(Reason for revision)

The Company regards the return of profits to shareholders as one of the most important management issues and has a policy of increasing cash dividends in line with the growth of EPS.
Regarding the cash dividends forecast for the fiscal year ending December 31, 2022, the Company has decided to increase the fiscal year-end cash dividends per share by ¥2 from the previously announced forecast of ¥15 per share to ¥17 per share, taking into consideration the revised full-year consolidated financial results forecasts.

* The above full-year consolidated financial results forecasts and cash dividends forecast are based on information available at the time of disclosure of this document, and actual results may differ from these forecasts due to various factors going forward.