November 14, 2024

Company name: Direct Marketing MiX Inc.
Name of representative: Daisuke Uehara, President and CEO, Representative Executive Officer
(Securities code: 7354; Prime Market of the Tokyo Stock Exchange)
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Notice Concerning Reporting of Impairment Losses and Revisions to Financial Results Forecasts

Direct Marketing MiX Inc. (the "Company") hereby announces that we have reported impairment losses in the third quarter of consolidated accounting period ending December 31, 2024, as shown below. The Company also announces that we have revised our full-year consolidated financial results forecasts for the fiscal year ending December 31, 2024 (January 1, 2024 through December 31, 2024), disclosed on August 14, 2024, as described below.

1. Reporting of impairment losses

   Regarding idle assets with no prospect of future use consequent to withdrawal from some low-profitability sites possessed by our consolidated subsidiaries, we have reported impairment losses of 315 million yen based on the Accounting Standard for Impairment of Fixed Assets.

2. Revisions to the financial results forecasts

   Revisions to full-year consolidated financial results forecasts for the fiscal year ending December 31, 2024 (January 1, 2024 through December 31, 2024)

	Revenue (Million yen)	Operating profit (Million yen)	Profit before tax (Million yen)	Profit (Million yen)	Profit attributable to owners of parent (Million yen)	Basic earnings per share (Yen)
Previously announced forecasts (A)	21,000	1,200–1,500	1,160–1,460	700–900	700–900	15.18–19.52
Revised forecasts (B)	21,000	1,500	1,460	880	880	19.05
Change (B-A)	0	300–0	300–0	180–(-20)	180–(-20)	3.87–(-0.47)
Change (%)	0	25.0–0	25.9–0	25.7–(-2.2)	25.7–(-2.2)	25.5–(-2.4)
(Reference) Actual results for the previous fiscal year (Fiscal year ended December 31, 2023)	26,851	1,220	1,180	310	310	6.73

3. Reasons for revision

   In the Notice Concerning Revisions to Full-Year Consolidated Financial Results Forecasts for the Fiscal Year Ending December 31, 2024 announced on August 14, 2024, since variation in the amounts for expenses associated with withdrawal from some low-profitability sites held by consolidated subsidiaries and the timing of occurrence were possible, financial results forecasts were expressed as ranges rather than specific values. However, in addition to the fact that operating profit has

trended more favorably than initially expected, the amount of loss due to the impairment of fixed assets associated with withdrawal from some low-profitability sites has been decided. Therefore, the financial results forecasts have been revised as shown above.

* The above full-year consolidated financial results forecasts 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.