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FOR IMMEDIATE RELEASE

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(Securities Code: 4934 Tokyo Stock Exchange)
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Notice concerning difference between interim consolidated earnings forecasts and actual results for the first six months of the fiscal year ending July 31, 2025

Premier Anti-Aging Co., Ltd. (“the Company”) announces that there is a difference between interim consolidated earnings forecasts for the fiscal year ending July 31, 2025 announced on September 12, 2024, and the actual results announced today as follows.

1. Difference between interim consolidated earnings forecasts and actual results for the first six months of the fiscal year ending July 31, 2025 (August 1, 2024 to January 31, 2025)

(Millions of yen)

	Net sales	Operating profit	Ordinary profit	Profit attributable to owners of parent	Basic earnings per share
Previous Forecast (A) (September 12, 2024)	8,500	(150)	(160)	(160)	(18.35)yen
Actual Results (B)	8,528	977	970	581	66.67yen
Difference (B – A)	28	1,127	1,130	741	
Rate of Change (%)	0.3	-	-	-	
(Reference) Previous Actual Results (Six months ended January 31, 2024)	10,649	(205)	(199)	(1,685)	(193.25) yen

2. Rational for difference

During the first six months of the fiscal year ending July 31, 2025, sales increased in the recovery business conducted through subsidiary Venex Co., Ltd., but sales in the anti-aging business conducted by the Company decreased, resulting in an overall sales almost in line with plan.

In terms of profits, sales expenses, mainly advertising expenses, fell short of the plan as the efficiency of advertising for new customer acquisition did not improve sufficiently. In addition, by promoting cost structure

reforms, reductions in fixed costs such as personnel expenses, system expenses, and outsourcing expenses progressed faster than planned. Furthermore, public awareness and interest in recovery wear has rapidly increased, leading to steady growth in sales and increased profits in the recovery business.

As a result of the above, operating profit, ordinary profit, and profit attributable to owners of parent all exceeded forecasts.

The business environment surrounding our anti-aging business continues to be difficult, and we remain cautious about mail order and wholesale sales, as well as the Chinese market, which we had planned to grow. In addition, in the second half of the fiscal year, we plan to invest in advertising and promotions to coincide with the renewed launch of “DUO” and the advance release of the new skin care brand “Lalaskin” at some stores. We also plan to make additional marketing investments to raise awareness of the Venex brand and encourage further sales growth in the rapidly expanding recovery wear market. For these reasons, we remain unchanged the consolidated earnings forecast for the fiscal year ending July 31, 2025 from the forecast announced on September 12, 2024.

We will promptly disclose it if it becomes necessary to revise the earnings forecast.