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Consolidated Financial Results for the Fiscal Year Ended December 31, 2025 (Under IFRS)

February 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: Motoyoshi Doi, Executive Officer and CFO
 TEL: +81-6-6809-1615
 Scheduled date of Ordinary General Meeting of Shareholders: March 27, 2026
 Scheduled date to commence dividend payments: March 11, 2026
 Scheduled date of the submission of annual securities report: March 26, 2026
 Preparation of supplementary material on financial results: Yes
 Holding of financial results presentation meeting: Yes (for institutional investors and analysts)
 (Yen amounts are rounded to the nearest million, unless otherwise noted.)

1. Consolidated financial results for the fiscal year ended December 31, 2025 (from January 1, 2025 to December 31, 2025)

(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	%
Fiscal year ended								
December 31, 2025	22,694	8.3	2,133	48.7	2,073	49.0	1,345	61.2
December 31, 2024	20,952	(22.0)	1,434	17.5	1,391	17.9	834	169.1

	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
Fiscal year ended						
December 31, 2025	1,345	61.2	1,288	70.5	28.97	28.72
December 31, 2024	834	169.1	756	336.2	18.05	17.89

	Return on equity attributable to owners of parent	Ratio of profit before tax to total assets	Ratio of operating profit to revenue
	%	%	%
Fiscal year ended			
December 31, 2025	9.4	7.9	9.4
December 31, 2024	6.2	5.4	6.8

Reference: Share of profit (loss) of investments accounted for using equity method:
 Fiscal year ended December 31, 2025: ¥— million
 Fiscal year ended December 31, 2024: ¥— million

(2) Consolidated financial position

	Total assets	Total equity	Equity attributable to owners of parent	Ratio of equity attributable to owners of parent	Equity attributable to owners of parent per share
As of	Millions of yen	Millions of yen	Millions of yen	%	Yen
December 31, 2025	27,417	14,881	14,881	54.3	320.48
December 31, 2024	24,968	13,756	13,756	55.1	296.80

(3) Consolidated cash flows

	Cash flows from operating activities	Cash flows from investing activities	Cash flows from financing activities	Cash and cash equivalents at end of period
Fiscal year ended	Millions of yen	Millions of yen	Millions of yen	Millions of yen
December 31, 2025	2,803	(1,850)	(598)	5,523
December 31, 2024	2,002	(101)	(1,192)	5,168

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, 2024	—	0.00	—	4.50	4.50
December 31, 2025	—	0.00	—	7.00	7.00
Fiscal year ending					
December 31, 2026 (Forecast)	—	0.00	—	9.50	9.50

	Total cash dividends (annual)	Payout ratio (consolidated)	Ratio of dividends to equity attributable to owners of parent (consolidated)
Fiscal year ended	Millions of yen	%	%
December 31, 2024	209	24.9	1.5
December 31, 2025	325	24.2	2.3
Fiscal year ending			
December 31, 2026 (Forecast)		25.2	

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	10.2	2,250	8.5	1,750	30.2

	Profit attributable to owners of parent		Basic earnings per share
Fiscal year ending	Millions of yen	%	Yen
December 31, 2026	1,750	30.2	37.69

*** Notes**

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

Newly included: 2 companies (Saiyoubu Co.,Ltd. , Moneypedia 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 December 31, 2025	47,614,836 shares
As of December 31, 2024	47,521,136 shares

(ii) Number of treasury shares at end of the period

As of December 31, 2025	1,180,619 shares
As of December 31, 2024	1,171,739 shares

(iii) Average number of shares outstanding during the period (cumulative from the beginning of the fiscal year)

For the fiscal year ended December 31, 2025	46,404,398 shares
For the fiscal year ended December 31, 2024	46,230,497 shares

(Reference) Overview of Non-consolidated Financial Results

1. Non-consolidated financial results for the fiscal year ended December 31, 2025

(from January 1, 2025 to December 31, 2025)

(1) Non-consolidated operating results

(Percentages indicate year-on-year changes.)

	Operating revenue		Operating profit		Ordinary profit		Profit	
	Millions of yen	%	Millions of yen	%	Millions of yen	%	Millions of yen	%
Fiscal year ended								
December 31, 2025	2,438	12.0	1,321	9.5	1,083	(5.4)	1,238	111.2
December 31, 2024	2,176	(8.6)	1,206	33.7	1,145	36.5	586	—

	Basic earnings per share	Diluted earnings per share
	Yen	Yen
Fiscal year ended		
December 31, 2025	26.68	26.45
December 31, 2024	12.68	12.57

(2) Non-consolidated financial position

	Total assets	Net assets	Equity ratio	Net assets per share
	Millions of yen	Millions of yen	%	Yen
As of				
December 31, 2025	19,300	8,814	45.5	189.14
December 31, 2024	16,423	7,760	47.0	166.73

Reference: Equity

As of December 31, 2025: ¥8,783 million

As of December 31, 2024: ¥7,726 million

< Reason for differences compared with the non-consolidated financial results for the fiscal year ended December 31, 2024 >

Differences have arisen between the actual results for the fiscal year ended December 31, 2024 and the actual results for the fiscal year ended December 31, 2025, primarily due to the increased receipt of dividends from subsidiaries for the fiscal year ended December 31, 2025.

* **Financial results reports are exempt from audit conducted by certified public accountants or an audit firm.**

* **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 and contents of financial results presentation meeting)

Supplementary material on financial results is disclosed on the same day on TDnet. Additionally, on Tuesday, February 17, 2026, the Company plans to hold a presentation meeting for institutional investors and analysts. The Company plans to post a video of this presentation meeting on its website promptly after the review is held.

(The adoption of International Financial Reporting Standards (IFRS))

The Group has adopted International Financial Reporting Standards (IFRS) from the fiscal year ended December 31, 2019.

The financial figures provided under the overview of non-consolidated financial results are prepared in accordance with Japanese generally accepted accounting principles (Japanese GAAP.)

Consolidated Financial Statements

(1) Consolidated statement of financial position

(Thousands of yen)

	As of December 31, 2024	As of December 31, 2025
Assets		
Current assets		
Cash and cash equivalents	5,167,540	5,523,088
Trade and other receivables	2,615,125	3,291,598
Other current assets	518,697	395,224
Total current assets	<u>8,301,362</u>	<u>9,209,910</u>
Non-current assets		
Property, plant and equipment	1,096,713	1,138,810
Right-of-use assets	1,914,276	1,989,533
Goodwill	11,390,547	13,063,420
Other intangible assets	634,310	586,282
Deferred tax assets	285,753	316,175
Other financial assets	1,326,778	1,103,137
Other non-current assets	18,550	9,885
Total non-current assets	<u>16,666,926</u>	<u>18,207,243</u>
Total assets	<u><u>24,968,289</u></u>	<u><u>27,417,153</u></u>

(Thousands of yen)

	As of December 31, 2024	As of December 31, 2025
Liabilities and equity		
Liabilities		
Current liabilities		
Trade and other payables	2,097,898	2,529,524
Borrowings	2,147,344	1,526,561
Provisions	79,995	—
Income taxes payable	215,258	504,103
Other financial liabilities	847,903	869,808
Other current liabilities	725,684	669,588
Total current liabilities	6,114,083	6,099,583
Non-current liabilities		
Borrowings	3,623,455	4,838,817
Provisions	479,524	461,768
Other financial liabilities	991,742	1,133,071
Other non-current liabilities	3,013	2,500
Total non-current liabilities	5,097,734	6,436,156
Total liabilities	11,211,816	12,535,740
Equity		
Share capital	2,232,348	2,242,655
Capital surplus	2,092,782	2,127,637
Retained earnings	11,612,883	12,748,860
Treasury shares	(1,963,072)	(1,963,072)
Other components of equity	(218,468)	(274,666)
Total equity attributable to owners of parent	13,756,472	14,881,414
Total equity	13,756,472	14,881,414
Total liabilities and equity	24,968,289	27,417,153

(2) Consolidated statement of profit or loss and Consolidated statement of comprehensive income
(Consolidated statement of profit or loss)

(Thousands of yen)

	Fiscal year ended December 31, 2024	Fiscal year ended December 31, 2025
Revenue	20,952,415	22,694,234
Operating expenses	(19,190,635)	(20,487,684)
Other income	33,110	19,006
Other expenses	(361,003)	(92,952)
Operating profit	1,433,887	2,132,605
Finance income	4,285	13,060
Finance costs	(47,040)	(72,556)
Profit before tax	1,391,131	2,073,108
Income tax expense	(556,835)	(728,558)
Profit	834,296	1,344,550
Profit attributable to		
Owners of parent	834,296	1,344,550
Profit	834,296	1,344,550
Earnings per share		
Basic earnings per share (Yen)	18.05	28.97
Diluted earnings per share (Yen)	17.89	28.72

(Consolidated statement of comprehensive income)

(Thousands of yen)

	Fiscal year ended December 31, 2024	Fiscal year ended December 31, 2025
Profit	834,296	1,344,550
Other comprehensive income		
Items that will not be reclassified to profit or loss		
Financial assets measured at fair value through other comprehensive income	(78,743)	(56,198)
Total of items that will not be reclassified to profit or loss	(78,743)	(56,198)
Total other comprehensive income	(78,743)	(56,198)
Comprehensive income	755,553	1,288,353
Comprehensive income attributable to		
Owners of parent	755,553	1,288,353
Comprehensive income	755,553	1,288,353

(3) Consolidated statement of changes in equity

(Thousands of yen)

	Share capital	Capital surplus	Retained earnings	Treasury shares
Balance as of January 1, 2024	2,184,626	2,124,374	10,916,546	(2,000,457)
Profit	—	—	834,296	—
Other comprehensive income	—	—	—	—
Total comprehensive income	—	—	834,296	—
Increase / decrease in stock acquisition rights	—	—	—	—
Transfer-restricted stock-based compensation	47,722	1,642	—	—
Disposal of treasury shares	—	(33,233)	—	37,385
Dividends of surplus	—	—	(137,959)	—
Total transactions with owners	47,722	(31,591)	(137,959)	37,385
Balance as of December 31, 2024	2,232,348	2,092,782	11,612,883	(1,963,072)
Profit	—	—	1,344,550	—
Other comprehensive income	—	—	—	—
Total comprehensive income	—	—	1,344,550	—
Increase / decrease in stock acquisition rights	—	—	—	—
Transfer-restricted stock-based compensation	10,307	34,854	—	—
Dividends of surplus	—	—	(208,573)	—
Total transactions with owners	10,307	34,854	(208,573)	—
Balance as of December 31, 2025	2,242,655	2,127,637	12,748,860	(1,963,072)

Other components of equity

	Stock acquisition rights	Financial assets measured at fair value through other comprehensive income	Total other components of equity	Total equity attributable to owners of parent	Total equity
Balance as of January 1, 2024	31,530	(171,514)	(139,985)	13,085,104	13,085,104
Profit	—	—	—	834,296	834,296
Other comprehensive income	—	(78,743)	(78,743)	(78,743)	(78,743)
Total comprehensive income	—	(78,743)	(78,743)	755,553	755,553
Increase / decrease in stock acquisition rights	259	—	259	259	259
Transfer-restricted stock-based compensation	—	—	—	49,364	49,364
Disposal of treasury shares	—	—	—	4,151	4,151
Dividends of surplus	—	—	—	(137,959)	(137,959)
Total transactions with owners	259	—	259	(84,184)	(84,184)
Balance as of December 31, 2024	31,789	(250,258)	(218,468)	13,756,472	13,756,472
Profit	—	—	—	1,344,550	1,344,550
Other comprehensive income	—	(56,198)	(56,198)	(56,198)	(56,198)
Total comprehensive income	—	(56,198)	(56,198)	1,288,353	1,288,353
Increase / decrease in stock acquisition rights	—	—	—	—	—
Transfer-restricted stock-based compensation	—	—	—	45,161	45,161
Dividends of surplus	—	—	—	(208,573)	(208,573)
Total transactions with owners	—	—	—	(163,412)	(163,412)
Balance as of December 31, 2025	31,789	(306,455)	(274,666)	14,881,414	14,881,414

(4) Consolidated statement of cash flows

(Thousands of yen)

	Fiscal year ended December 31, 2024	Fiscal year ended December 31, 2025
Cash flows from operating activities		
Profit before tax	1,391,131	2,073,108
Depreciation and amortization	1,402,910	1,289,314
Loss on sale and retirement of fixed assets	16,057	3,831
Increase (decrease) in allowance for doubtful accounts	(268)	76
Finance income	(4,285)	(13,060)
Finance costs	47,040	72,556
Share-based remuneration expenses	54,513	45,161
Accrued paid absences	(46,243)	(45,201)
Decrease (increase) in trade and other receivables	361,708	(595,750)
Increase (decrease) in trade and other payables	(766,791)	583,973
Increase (decrease) in provision for bonuses	(9,841)	(23,655)
Other	(227,485)	(26,792)
Subtotal	2,218,447	3,363,561
Interest received	457	9,627
Interest paid	(34,079)	(52,064)
Income taxes refund (paid)	(182,946)	(517,791)
Net cash provided by (used in) operating activities	2,001,879	2,803,332
Cash flows from investing activities		
Purchase of property, plant and equipment	(123,879)	(380,933)
Purchase of intangible assets	(3,839)	—
Payments for acquisition of subsidiaries (net of cash and cash equivalents acquired)	—	(1,480,935)
Purchase of investment securities	(20,000)	—
Retirement of asset retirement obligations	(115,439)	(95,700)
Proceeds from distribution from investment partnerships	—	298
Payments of leasehold and guarantee deposits	(153)	(11,737)
Proceeds from refund of leasehold and guarantee deposits	165,423	117,506
Other	(3,611)	1,410
Net cash provided by (used in) investing activities	(101,498)	(1,850,091)
Cash flows from financing activities		
Proceeds from long-term borrowings	1,000,000	5,475,000
Repayments of long-term borrowings	(962,504)	(4,854,100)
Dividends paid	(137,959)	(208,573)
Proceeds from exercise of share acquisition rights	3,707	—
Payment of arrangement fees	—	(52,000)
Repayments of lease liabilities	(1,094,807)	(957,020)
Other	—	(1,000)
Net cash provided by (used in) financing activities	(1,191,562)	(597,693)
Net increase (decrease) in cash and cash equivalents	708,818	355,548
Cash and cash equivalents at beginning of period	4,458,722	5,167,540
Cash and cash equivalents at end of period	5,167,540	5,523,088