PREMIER ANTI-AGING

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FOR IMMEDIATE RELEASE

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Notice concerning difference between consolidated earnings forecasts and actual results for the fiscal year ended July 31, 2024

Premier Anti-Aging Co., Ltd. ("the Company") announces that there is a difference between consolidated earnings forecasts for the fiscal year ended July 31, 2024 announced on March 14, 2024, and the actual results announced today as follows.

1. Difference between consolidated earnings forecasts for the fiscal year ended July 31, 2024 (August 1, 2023 to July 31, 2024) and actual results

(Millions of yen)

	Net sales	Operating profit	Ordinary profit	Profit attributable to owners of parent	Basic earnings per share
Previous Forecast (A)	20,000	(1,000)	(1,000)	(2,500)	(286.68)yen
Actual Results (B)	20,359	139	161	(1,483)	(170.10)yen
Difference (B－A)	359	1,139	1,161	1,016	
Rate of Change (%)	1.8	-	-	-	
(Reference) Previous Actual Results (Fiscal Year ended July 2023)	26,400	(611)	(631)	(733)	(84.17) yen

2. Rational for difference

For the fiscal year ended July 31, 2024, sales in the recovery business increased steadily due to strengthened supply chain management and sales channels, while sales in the anti-aging business were approximately in line with plan.

In terms of profit and loss, in the fourth quarter we planned to make investments in new acquisitions while taking into consideration the balance between CPO and LTV, invest in the development of new channels and new brands, and take measures to strengthen our financial position. Of these, progress has been made with regard to development investments in new channels and new brands, as well as measures to strengthen the Company's financial position. On the other hand, with regard to investment in new acquisitions, we controlled advertising investment based on a new acquisition policy that emphasizes acquisition efficiency and subsequent conversion rate, and we restrained it due to the fact that the balance between CPO and LTV did not improve sufficiently, and as a result, sales expenses, mainly advertising expenses, decreased by approximately 300 million yen. In addition, we reduced variable costs such as cost of goods sold and logistics costs by approximately 150 million yen, and by reducing fixed costs such as personnel expenses, system expenses, and outsourcing expenses through the promotion of cost structure reform and by thoroughly implementing disciplined investment, we reduced expenditures by a total of approximately 600 million yen, which resulted in an overall improvement in profit and loss of approximately 1.1 billion yen.

As a result of the above, there were differences in operating profit, ordinary profit, and loss attributable to owners of parent as shown above.