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FOR IMMEDIATE RELEASE

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Notice concerning revision of full year consolidated earnings forecasts

Premier Anti-Aging Co., Ltd. ("the Company") announces that at the Board of Directors meeting held on June 12, 2025, it has decided to revise the full year consolidated earnings forecasts for the fiscal year ending July 31, 2025 (August 1, 2024 to July 31, 2025) as follows.

- Revision of consolidated earnings forecasts for the fiscal year ending July 31, 2025 (August 1, 2024 to July 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) | 17,500 | 150 | 130 | 130 | 14.91 yen |
| Revised Forecast (B) | 16,000 | 300 | 250 | 120 | 13.76 yen |
| Difference (B – A) | (1,500) | 150 | 120 | (10) | |
| Rate of Change (%) | (8.6) | 100.0 | 92.3 | (7.7) | |
| (Reference) Previous Actual Results (Fiscal Year ended July 2023) | 20,359 | 139 | 161 | (1,483) | (170.10) yen |

2. Rational for revision

During the first nine months of the consolidated fiscal year ending July 31, 2025, sales increased steadily 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 slightly short of the plan.

On the other hand, operating profit significantly exceeded the plan, as sales expenses, mainly advertising expenses, fell short of the plan due to the continued insufficient improvement in advertising efficiency for new customer acquisition in the mail order channel from the first half of the current fiscal year, and in addition,

appropriate cost management was implemented through continued fixed cost reduction.

Regarding the full-year sales forecast, we expect sales in the recovery business to continue to be strong in line with the expansion of the recovery market. However, the business environment surrounding the anti-aging business remains severe, and we continue to take a cautious view of the Chinese market as well as mail order and wholesale sales. In addition, “DUO,” which has been gradually renewed since January this year, has been well received by customers and sales at some stores have been solid, exceeding the previous year's figures. However, overall sales are expected to fall short of the initial plan, as a certain amount of old product returns are expected due to the renewal.

Regarding profits, in the fourth quarter, we plan to invest in advertising and promotion for the renewed “DUO” and new skin care brand “Lalaskin” in the anti-aging business. In addition, for the recovery business, we plan to make aggressive marketing investments to increase awareness of the Venex brand and promote further sales growth. Furthermore, due to the expected impact of old product returns accompanying the renewal of “DUO,” operating income is expected to decrease significantly from the actual result of 1,266 million yen in the first nine months of the consolidated fiscal year ending July 31, 2025.

In light of the above circumstances, we have revised our full year consolidated earnings forecasts for the fiscal year ending July 31, 2025 as above.

(Note) The above forecast is based on the information currently available, and the actual results may change due to various factors.