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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, 2026

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, 2026 announced on September 11, 2025, 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, 2026 (August 1, 2025 to January 31, 2026)

(Millions of yen)

	Net sales	Operating profit	Ordinary profit	Profit attributable to owners of parent	Basic earnings per share
Previous Forecast (A) (September 11, 2025)	8,000	150	150	100	11.47yen
Actual Results (B)	7,342	626	676	445	51.08yen
Difference (B – A)	(657)	476	526	345	
Rate of Change (%)	(8.2)	317.5	351.2	345.4	
(Reference) Previous Actual Results (Six months ended January 31, 2025)	8,528	977	970	581	66.67 yen

2. Rational for difference

During the first six months of the fiscal year ending July 31, 2026, mail order sales in the anti-aging business conducted by the Company fell short of projection as it is taking time for new customer acquisition to recover. In addition, sales of the recovery business conducted through subsidiary Venex Co., Ltd. also fell short of projection due to the impact of intensifying competition, including from e-commerce malls, resulting in an overall sales fell short of projection.

On the profit side, we actively promoted advertising investments related to brand awareness improvement and recovery awareness activities in the recovery business. However, in the anti-aging business, advertising efficiency for new customer acquisition did not improve sufficiently, resulting in sales expenses, mainly advertising expenses, falling below projection. In addition, progress was made in reducing fixed costs such as personnel expenses and outsourcing expenses beyond projection through the promotion of cost structure reforms. As a result, operating profit, ordinary profit, and profit attributable to owners of parent all exceeded forecasts.

Regarding sales from the third quarter onwards, 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, due to changes in the environment since the beginning of the fiscal year. In addition, we must carefully assess the impact of intensifying competition, including from e-commerce malls, on the recovery business.

On the profit front, from the third quarter onwards, in the anti-aging business, we plan to proactively invest in a variety of advertising and sales promotions, including measures to acquire new customers through mail order sales and improve the conversion rate of existing customers, and in wholesale sales, communication through social media and tie-up projects with beauty experts and influencers. In the recovery business, we also plan to invest in marketing to increase awareness of the Venex brand and promote further sales growth. For these reasons, we remain unchanged the consolidated earnings forecast for the fiscal year ending July 31, 2026 from the forecast announced on September 11, 2025.

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