

FY2026 3Q Results Briefing Q&A



Premier Anti-Aging Co., Ltd.  
June 19, 2026

**Summary of Financial Results Briefing Q&A  
for the First Nine Months of the Fiscal Year Ending July 31, 2026  
(held on June 12, 2026)**

**[Notes]**

**The "Summary of Financial Results Briefing Q&A" is not a verbatim transcription of the questions and answers that took place at the briefing but has been summarized concisely at our discretion for those who were unable to attend.**

**1. Although DUO's sales have decreased compared to the same period of the previous fiscal year, they are almost flat compared to the most recent quarter. Has the decline in DUO's sales bottomed out? How do you assess DUO's current performance?**

Since the renewal of "The Cleansing Balm" series in January 2025, through various strategies, including expanding the mini size lineup, developing products exclusive to retail channels targeting younger consumers, and sales of limited-edition collaborative products, DUO achieved the No. 1 rank in cleansing balm sales for 8 consecutive years. Total cumulative shipments across the whole series have now surpassed 60 million units. As a result, wholesale sales and sales on e-commerce malls are also performing solidly. On the other hand, structural environmental changes in the mail-order business have made it difficult to acquire new customers efficiently, raising the hurdles to recovery in the mail-order business.

In acquiring new customers through mail-order, we continue to offer trial sets of skincare products, providing opportunities for customers who have not yet experienced DUO to discover its benefits, thereby aiming to further strengthen our mail-order business.

Amid a changing market structure, we will continue to challenge ourselves with new customer acquisition methods that differ from those of the past, find new winning patterns, and implement communication and promotions to appeal to and penetrate the brand value through the introduction of new products and limited editions, aiming to reverse the sales trend for DUO in both its mail-order and wholesale businesses.

**2. Although sales in the recovery business are growing, the full-year sales forecast is expected to fall below the initial projection due to increased competition in online channels, including e-commerce malls. How do you plan to increase sales in the**

### **recovery business going forward?**

Sales in the recovery business for the first nine months of the fiscal year ending July 2026 grew by more than 10%. By channel, sales are growing in offline channels such as department stores, where purchases by customers who have received explanations in-store and experienced the benefits of Venex are steadily increasing. Meanwhile, in online channels, the advertising environment has deteriorated due to increased competition from new entrants, resulting in lower-than-expected customer numbers and conversion rates on VENEX's official website as well as on e-commerce marketplaces such as Rakuten, Amazon, and Yahoo.

We will continue to focus on improving our brand power, increasing visitors to Venex's online channels and boosting conversion rates, thereby strengthening our sales capabilities through online channels.

### **Disclaimer Regarding Forecasts and Projections**

- ✓ The document and information provided as part of our results announcement include forward-looking statements, which reflect our current expectations and assumptions about forecasts and risks. Our actual results may materially differ from those described in the forecast due to unknown risks and uncertainties.
- ✓ These risks and uncertainties include domestic and international economic conditions such as general industry and market conditions, interest, and currency exchange rate fluctuations.
- ✓ Cosmetics mail order/EC market trends may prove to be a major risk factor that impacts our growth and execution of business plans, but through active promotions and application of our understanding of customers' potential needs to product planning, we will do our utmost to mitigate such risks and hone our competitive edge. For other types of risks, please refer to the "Business Risks, etc." as highlighted in our Securities Report.

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