FY2026 Results Briefing Q&A

Premier Anti-Aging Co., Ltd.

September 18, 2026

Summary of Financial Results Briefing Q&A for the Fiscal Year Ended July 31, 2026 （held on September 14, 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. Could you tell us about the plans for each segment for the fiscal year ended July 2027?

While we refrain from disclosing segment figures, we anticipate a continued challenging environment for our anti-aging business, resulting in a decrease in revenue with a slower rate of decline, while we expect an increase in revenue for our recovery business. We project that the company-wide net sales combining both businesses will remain largely flat, and we aim to bottom out sales in order to pave the way for renewed growth from the next fiscal year onwards.

2. While the anti-aging business is expected to generate profit, the recovery business is projected to yield little profit due to advertising and promotional expenses; what are the profit plans for each segment?

At this point, both businesses are planning to generate profits. However, the policy is to actively invest in either business if signs emerge during the period that marketing efficiency aligns with targets. As a result, while there is a possibility that operating profit could temporarily decline or an operating loss could be recorded, we may choose to proceed with these measures, positioning them as investments aimed at future renewed growth.

3. Could you tell us about any signs of a bottoming out for products like DUO and CANADEL, and provide an outlook for each product?

DUO's sales have remained flat since the second quarter of the previous fiscal year, thanks to the effects of the renewal of “The Cleansing Balm” series, the development of products exclusively sold to retail customers, and the introduction of “DUO Cleanse Serum Peel & Boost.” While mail-order sales continue to decline, wholesale and e-commerce sales have started to increase, showing signs of bottoming out. However, at this point, we

maintain a cautious stance and would prefer to refrain from confidently declaring that a strong bottoming-out and turnaround has occurred. We will introduce products other than cleansing balms and aim for a bottoming out and turnaround for the DUO brand as a whole.
CANADEL's sales continue to decline, although the rate of decline has slowed. Since we concentrated our advertising and promotional investments on DUO during the previous fiscal year, our strategy for CANADEL involved selling products such as the seasonal "CANADEL Premier Moist Cool" to encourage existing mail-order customers to add another item to their regimen. We will work to revitalize our brand assets while efficiently utilizing a limited promotional budget for this fiscal year.
For other brands we are cultivating, such as Reinca, SINTO, and C+mania, we aim to build marketing strategies tailored to each brand and drive sales growth while ensuring efficient investment. As for Reinca, sales of the "Reinca Stem Treatment Recovery Mask," sold at department stores, are performing well. While the contribution to company-wide sales remains still limited, we intend to expand our product lineup.

4. How will you achieve a bottoming out and turnaround in DUO sales?
In 2025, DUO underwent its first product renewal since its 2009 launch, and sales momentum is now building through initiatives such as the introduction of mini-sized versions and the release of retailer-exclusive and collaboration products. In the mail-order business, the relationship between CPO and LTV in the market for acquiring new subscription members has yet to improve, and consequently, new customer acquisition is stalling, preventing a turnaround in sales. However, wholesale sales and e-commerce malls are seeing increased revenue. We will continue to focus on acquiring new customers and implementing CRM strategies in our mail-order business. In addition to the "DUO Cleanse Serum Peel & Boost" launched in January 2026 and "DUO PORELESS" launched in August 2026, we will introduce further new products from the DUO brand other than the cleansing balm, aiming to bottom out and reverse sales for the entire DUO brand.

5. Why will you take a conservative view, projecting a decline in sales for the anti-aging business for the fiscal year ending July 2027, despite implementing initiatives that demonstrate confidence, such as the launch of the new "DUO PORELESS" in August 2026?
The new product, "DUO PORELESS," is intended to strengthen the business foundation, and the plan is to gradually increase sales while nurturing it, including through test marketing. We have not planned for sales to surge immediately after the launch.
Furthermore, since the structural transformation of our mail-order business is not

progressing as planned, our current plan is to boost the LTV of mail-order customers through new products and thereby gradually bottom out our mail-order business.

6. Is "DUO PORELESS" intended to be used as a set comprising both the cleansing balm and the serum? It strikes me as a promising product with the potential to increase the average transaction value and drive customers to switch from existing products.

We recommend using the cleansing balm and serum as a set for adults concerned about their pores. We envision several usage patterns, such as increasing the LTV of mail-order customers through set purchases, switching from competitor products, and simply adding the pore-care serum to the user's current cleansing routine. We aim for the success of these initiatives.

7. Sales momentum in the recovery business appeared sluggish during the fourth quarter of the previous fiscal year. However, as you anticipate revenue growth for the current fiscal year, are there any new initiatives in place to drive that growth?

The environment remains challenging due to increased competition, new entrants, and intensified advertising competition, and this will not change overnight. During this fiscal year, we will focus more than ever on "brand building," including expanding media recognition and strengthening our communication, as a pioneer in recovery wear. I would like to report on the specific initiatives at an appropriate time.

8. Regarding the recovery business, do you consider strategies offering multiple product lines, such as an entry-level line in addition to the premium line?

As our flagship "Standard Dry Plus" falls into the high price range, we consider it crucial to explain its functionality and emphasize our branding as a pioneer in the field. At the same time, we have already rolled out higher end models featuring "Platinum Merino Wool," as well as relatively affordable models priced similarly to those of competitors. Going forward, we will differentiate between "products that build the brand" and "products that generate sales," and continue our marketing investments accordingly.

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.

【Contact】

Corporate Communication Division

mail：ir@p-antiaging.co.jp