

FOR IMMEDIATE RELEASE

Company Name: Premier Anti-Aging Co., Ltd.
 (Securities Code: 4934 Tokyo Stock Exchange)
 Representative: Kiyoshi Matsuura
 President
 Inquiries: Yuka Uehara
 Head of Corporate Communication Division
 and Executive Officer
 Phone: +81-3-3502-2020

**Notice Concerning Differences Between Consolidated Earnings Forecasts and Results
 for the First Six Months of the Fiscal Year Ending July 31, 2023**

Premier Anti-Aging Co., Ltd. informs you about the difference between the consolidated earnings forecast for the first six months of the fiscal year ending July 31, 2023, which we announced on December 14, 2022, in the "Notice Concerning Revision of Earnings Forecast" and the actual results for the first six months, as follows.

1. Difference between consolidated earnings forecasts and actual results for the first six months of the fiscal year ending July 31, 2023 (August 1, 2022 to January 31, 2023)

(Millions of yen)

	Net sales	Operating profit	Ordinary profit	Profit (loss) attributable to owners of parent	Basic earnings (loss) per share
Previous Forecast (A) (Announced on December 14, 2022)	14,500	-	20	(60)	(6.88) yen
Actual Results (B)	14,258	109	95	(26)	(2.98) yen
Difference (B – A)	(242)	109	75	34	
Rate of Change (%)	(1.7%)	-	375.0%	-	
(Reference) Previous Actual Results (First Six Months of Fiscal Year ended July 2022)	17,970	2,248	2,321	1,360	156.01 yen

2. Reason for difference

The reasons for the difference between the earnings forecast and the actual results for the first six months of the current fiscal year are as follows.

Net sales almost achieved forecast figures. Operating profit, ordinary profit and profit attributable to owners of parent exceeded the earnings forecast as a result of promoting company-wide cost control

such as allocating resources flexibly to brands with high return on investment based on the policy of advertising investment that emphasizes investment efficiency.

Since we will continue to focus on advertising efficiency while actively making the necessary investments for sustainable sales growth, we have decided to leave the full-year earnings forecast announced on December 14, 2022 unchanged.

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