

October 8, 2026

Company Name: Mr Max Holdings Ltd.
Representative: Yoshiaki Hirano, President
(Code No.: 8203, TSE Prime)
Contact: Nobutaka Ueda, Executive Officer,
Head of Corporate Planning and Finance
Division, and General Manager of Finance
Department

(Tel: +81-92-623-1111)

Notice Regarding Revision of Numerical Targets in the Medium-Term Management Plan (FY2/2025–FY2/2029)

The Company hereby announces that, at the meeting of its Board of Directors held on October 8, 2026, it resolved to revise the numerical targets for FY2/2029, the final year of the Medium-Term Management Plan (FY2/2025–FY2/2029) announced on April 11, 2024, as set out below.

1. Details of the Revision

For existing stores, initiatives such as store renovations, revisions to operating hours, and efforts to improve the gross profit margin are progressing as planned, and we expect to achieve the FY2/2029 targets for existing stores (net sales of ¥160.0 billion and an operating margin of 5.0%).

For new stores, however, the pace of openings is expected to be slower than originally planned due to changes in the store-opening environment, including rising construction costs.

In light of the above, we will prioritize strengthening our earnings base centered on existing stores, while carefully selecting new store projects with expected investment returns and emphasizing profitability. Accordingly, we have revised our company-wide numerical targets as set out below.

2. Revised Numerical Targets

	FY2/2029		
	Original Plan	Revised Plan	Change
Net Sales	¥200.0 billion	¥185.0 billion	(¥15.0 billion)
Operating Profit	¥10.0 billion	¥8.3 billion	(¥1.7 billion)
Operating Margin	5.0%	4.5%	(0.5pt)

Notes:

The revised operating profit is an estimate calculated by multiplying the revised net sales by the revised operating margin.

There is no change to the numerical targets for existing stores (net sales of ¥160.0 billion and an operating margin of 5.0%).