

[FY12/24] Preliminary Monthly Sales Report of Directly Managed Stores for April 2024

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1.Overview

Monthly sales at directly managed stores in April 2024 were 96.8% YoY for all stores and 93.5% for existing stores.
In April, the Company added new products for the 2024 spring-summer collection and launched DST, a new collection, and also steadily captured demand from international travelers to Japan. As a result, sales at all physical stores rose year on year, but sales at domestic and overseas e-commerce did not grow, resulting in sales at all stores falling below the previous year's result.
As for existing stores, in the previous year, large-scale promotional campaigns centering on ambassadors were conducted to attract customers in conjunction with the opening of the Aoyama Store and the launch of the FER Collection. However, this year's promotions were smaller than previous years, and the decrease in customers, especially new customers, had a significant effect, resulting in existing store sales falling below the previous year's result.
In May, the Company will work to strengthen sales by continuing to roll out new products for the 2024 spring-summer collection and opening pop-up stores and other events.
Q1 results are scheduled to be announced on Wednesday, May 15.
Please note that we are unable to answer any inquiries about our business results until we announce them.

2.FY12/24 Sales of Directly Managed Stores (YoY)

		Jan-2024	Feb-2024	Mar-2024	Apr-2024	May-2024	Jun-2024	First half	Jul-2024	Aug-2024	Sep-2024	Oct-2024	Nov-2024	Dec-2024	Second half	Full year
All stores	EC	109.5%	100.8%	75.2%	90.3%			91.9%								91.9%
	Physical store	109.9%	118.6%	117.1%	100.9%			110.4%								110.4%
	Total	109.7%	111.2%	99.3%	96.8%			102.7%								102.7%
Existing stores	EC	109.5%	100.8%	75.2%	90.3%			91.9%								91.9%
	Physical store	92.2%	92.1%	97.2%	95.5%			94.8%								94.8%
	Total	100.4%	95.8%	87.8%	93.5%			93.5%								93.5%

3.(Reference) FY12/23 Sales of Directly Managed Stores (YoY)

		Jan-2023	Feb-2023	Mar-2023	Apr-2023	May-2023	Jun-2023	First half	Jul-2023	Aug-2023	Sep-2023	Oct-2023	Nov-2023	Dec-2023	Second half	Full year
All stores	EC	104.6%	88.3%	91.1%	97.6%	110.8%	114.0%	100.0%	114.5%	93.7%	101.2%	86.8%	92.2%	108.2%	98.6%	99.3%
	Physical store	100.6%	99.0%	82.3%	110.4%	125.8%	119.0%	104.6%	121.0%	116.4%	102.8%	98.5%	105.8%	113.7%	108.0%	106.4%
	Total	102.4%	94.2%	85.8%	105.1%	119.6%	116.9%	102.7%	117.9%	106.1%	102.2%	93.9%	101.1%	111.7%	104.3%	103.5%
Existing stores	EC	104.6%	88.3%	91.1%	97.6%	110.8%	114.0%	100.0%	114.5%	93.7%	101.2%	86.8%	92.2%	108.2%	98.6%	99.3%
	Physical store	93.3%	99.0%	80.0%	91.9%	103.6%	103.2%	93.5%	104.1%	97.9%	91.2%	80.9%	88.2%	95.8%	91.6%	92.5%
	Total	98.3%	94.2%	84.5%	94.2%	106.6%	107.7%	96.2%	109.0%	96.0%	95.0%	83.3%	89.6%	100.4%	94.4%	95.3%

1. The above data are based on sales (retail prices) in the company's directly operated domestic stores and online stores, which are aggregated on a monthly basis.
2. The information provided in this monthly sales relates to 'Domestic Retail', 'Domestic EC' and 'Overseas EC' of the Company's sales channels.
3. Same-store sales are calculated on the basis of sales in stores that were open both in the month under review and in the same month of the previous year.
4. Monthly sales (YoY) are calculated on the basis of retail price, so there is no impact from the change in revenue recognition standard.
5. The above data are as at the date of publication. Any differences from the final figures will be revised and reported in the following month's publication.