

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

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1.Overview

Monthly sales at directly managed stores in July 2024 were 89.3% YoY for all stores and 87.4% for existing stores.
In July, we launched new products for the 2024 fall-winter collection, and physical store sales increased from the previous year's result due to steady sales to inbound tourists. However, due to the impact of the heat wave this year and the large number of new products launched in the previous year for the midsummer season as the launch of new content "T-LINE" and other factors, total store sales, including e-commerce, fell below the previous year's result.
As for existing stores, although overseas e-commerce performed well, as mentioned above, domestic sales at physical stores and e-commerce were significantly impacted by intense heat and other factors, and these sales were down from the previous year's result.
We will continue to roll out new products for the 2024 fall-winter collection in August to stimulate demand for the upcoming high season of fall/winter.
The Company plans to announce financial results for its second quarter ended June 30, 2024 on Wednesday, August 14. 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%	93.1%	100.0%	93.3%	76.1%						76.1%	90.5%
	Physical store	109.9%	118.6%	117.1%	100.9%	100.3%	123.9%	110.3%	100.4%						100.4%	109.0%
	Total	109.7%	111.2%	99.3%	96.8%	97.5%	114.0%	103.3%	89.3%						89.3%	101.3%
Existing stores	EC	109.5%	100.8%	75.2%	90.3%	93.1%	100.0%	93.3%	76.1%						76.1%	90.5%
	Physical store	92.2%	92.1%	97.2%	95.5%	95.4%	119.9%	98.6%	96.9%						96.9%	98.4%
	Total	100.4%	95.8%	87.8%	93.5%	94.5%	111.7%	96.4%	87.4%						87.4%	95.0%

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.