

February 5, 2025

[FY12/25] Preliminary Monthly Sales Report of Directly Managed Stores for January 2025

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1. Overview

Monthly sales at directly managed stores in January 2025 were 105.3% YoY for all stores and 89.8% for existing stores.

In January, we worked to maximize brand value by strategically delaying the launch of new products for the 2025 spring-summer collection. As a result, same-store sales declined compared to the previous year's result, but sales at all stores rose year-on-year due to the strong business performance of pop-up stores across various locations.

From February onward, in addition to rolling out new products, we will strengthen marketing measures centered on brand ambassador with the aim of further growth sales.

We plan to announce FY2024 financial results on Friday, February 14. Please note that we are unable to respond to inquiries regarding our business performance until the announcement.

2. FY12/25 Sales of Directly Managed Stores (YoY)

		Jan-2025	Feb-2025	Mar-2025	Apr-2025	May-2025	Jun-2025	First half	Jul-2025	Aug-2025	Sep-2025	Oct-2025	Nov-2025	Dec-2025	Second half	Full year
All stores	EC	79.8%						79.8%								79.8%
	Physical store	126.5%						126.5%								126.5%
	Total	105.3%						105.3%								105.3%
Existing stores	EC	78.5%						78.5%								78.5%
	Physical store	99.2%						99.2%								99.2%
	Total	89.8%						89.8%								89.8%

3. (Reference) 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%	93.0%	100.7%	93.3%	76.1%	79.2%	86.6%	96.1%	105.6%	125.7%	93.6%	93.5%
	Physical store	109.9%	118.6%	117.1%	100.9%	100.3%	123.9%	110.3%	100.4%	96.4%	110.1%	112.6%	112.5%	119.9%	109.5%	109.9%
	Total	109.7%	111.2%	99.3%	96.8%	97.5%	114.4%	103.4%	89.3%	89.5%	101.5%	106.5%	110.3%	122.0%	103.5%	103.5%
Existing stores	EC	109.5%	100.8%	75.2%	90.3%	93.0%	100.7%	93.3%	76.1%	79.2%	86.0%	95.1%	103.5%	123.2%	92.6%	93.0%
	Physical store	92.2%	92.1%	97.2%	95.4%	95.4%	120.0%	98.6%	97.0%	92.4%	92.5%	98.8%	99.8%	102.4%	97.4%	97.9%
	Total	100.4%	95.8%	87.8%	93.5%	94.5%	112.1%	96.4%	87.4%	87.1%	90.1%	97.4%	101.0%	109.7%	95.6%	96.0%

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.