

July 3, 2025

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

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1. Overview

In June 2025, all-store sales maintained solid growth, reaching 108.4% YoY.
During the month, despite external challenges like record-high temperatures and a decline in foreign visitors to Japan, sales were boosted by large-scale stores, thanks to successful product lineups at full-price stores and brand appeal.
Additionally, our first permanent outlet store, "Gotemba Premium Outlets store," contributed to acquiring new customers and re-engagement past users of our products. As a result, the overall performance of physical store significantly exceeded the previous year's levels.
From July onward, we will gradually begin sales of the 2025 fall-winter collection alongside the product lineup for the midsummer season.
We will further advance various measures, including product and sales channel strategies, to simultaneously enhance our brand value over the medium to long term and achieve sales growth.
We plan to announce the financial results for the second quarter on Thursday, August 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	Physical store	126.5%	104.8%	110.7%	111.8%	118.0%	118.0%	114.6%								114.6%
	EC	79.8%	79.8%	106.2%	88.8%	98.9%	91.6%	91.1%								91.1%
	Total	105.3%	95.3%	109.3%	103.5%	111.0%	108.4%	105.9%								105.9%
Existing stores	Physical store	99.2%	102.2%	108.3%	104.6%	109.2%	100.4%	104.5%								104.5%
	EC	78.5%	78.1%	104.2%	87.3%	97.7%	90.7%	89.7%								89.7%
	Total	89.8%	92.8%	106.9%	98.2%	104.9%	96.8%	98.8%								98.8%

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	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%
	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%
	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	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%
	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%
	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.