

Monthly Sales Report for August 2024, FY 2025

<b>Sales Results (YoY)</b>	
Company Total	114.7%
Existing Store Retail + Online	114.7%

- Sales, Purchasing Customers, and Average Spending per Customer are disclosed against figures of the previous fiscal year.
- The figures disclosed on the 2nd business day are the preliminary figures and will be updated to the confirmed figures on the next monthly sales report.
- Preliminary figures exclude the impact of the change in revenue recognition standards. The impact is reflected on the next monthly sales report and figures are lowered by a few points.

Sales Data

(%)

	2024					2025					Total by Aug.	1Q	2Q	3Q	4Q	1H	2H	Full FY
	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.								
<b>Sales</b>																		
Company Total	111.3	107.0	114.3	111.0	114.7								111.4	110.8				
Business Units	115.0	110.4	115.6	114.5	113.3								113.8	113.7				
Retail + Online	115.4	110.2	117.1	114.3	115.1								114.3	114.2				
Retail	111.3	107.4	115.3	106.0	110.8								110.0	111.2				
Online	126.2	117.1	120.9	133.4	124.6								124.6	121.2				
Existing Store Retail + Online	114.3	108.9	116.0	114.1	114.7								113.5	113.0				
Existing Store Retail	110.0	105.6	114.0	105.3	109.9								108.8	109.7				
Existing Store Online	125.4	116.6	120.4	132.8	124.1								124.0	120.6				
Outlet, Other	103.4	101.4	120.2	102.8	112.6								107.4	107.4				
<b>Purchasing Customers</b>																		
Retail + Online	113.1	108.4	116.0	113.0	110.5								112.3	112.4				
Retail	110.1	106.0	115.7	104.2	106.1								108.1	110.5				
Online	119.2	113.0	116.6	131.0	118.8								120.3	116.1				
Existing Store Retail + Online	111.2	106.1	113.8	111.7	109.1								110.4	110.2				
Existing Store Retail	107.4	102.7	112.4	101.9	103.7								105.4	107.3				
Existing Store Online	118.5	112.5	116.1	130.5	118.3								119.7	115.6				
<b>Ave. Spending per Customer</b>																		
Retail + Online	101.6	101.5	101.5	100.0	103.3								101.5	101.5				
Retail	101.0	101.3	99.7	101.7	104.4								101.7	100.7				
Online	107.0	104.5	106.9	101.9	103.9								104.5	106.2				
Existing Store Retail + Online	102.4	102.3	102.5	100.9	104.1								102.3	102.4				
Existing Store Retail	102.4	102.8	101.4	103.3	106.0								103.2	102.2				
Existing Store Online	106.7	104.4	106.8	101.7	103.8								104.4	106.0				

Sales Data by Market

(%)

	Sales		Purchasing Customers		Ave. Spending per Customer	
	Trend-conscious Market	Basic Trend-conscious Market	Trend-conscious Market	Basic Trend-conscious Market	Trend-conscious Market	Basic Trend-conscious Market
Business Units	109.1	122.8	-	-	-	-
Retail + Online	111.2	123.9	-	-	-	-
Retail	106.5	121.1	97.5	116.5	109.2	103.9
Online	122.3	129.3	-	-	-	-
Existing Store Retail + Online	111.8	121.0	-	-	-	-
Existing Store Retail	107.0	116.4	98.4	109.7	108.7	106.1
Existing Store Online	121.5	129.3	-	-	-	-

- Business Units sales includes the sales of retail, online and wholesale, etc. Outlet, Other sales includes sales of outlet stores and special events.
- Purchasing customers and average spending per customer for existing retail + online stores as well as for online stores have been calculated using data available to the Company from its online and ZOZOTOWN stores.
- An existing store is defined as a retail/online store that has been opened for more than 13 months and it was opened in the same month of the previous year. The number is subject to change. In following cases, stores are excluded from the existing store count; retail stores which close one or more days or open in smaller sales spaces due to renovation or other reasons, online stores which close one or more days due to system upgrades or other reasons.
- Trend-conscious Market : UNITED ARROWS, BEAUTY&YOUTH UNITED ARROWS, DRAWER, Odette e Odile, BLAMINK
- Basic Trend-conscious Market: green label relaxing, CITEN

Sales Summary

In August, total company sales increased by 14.7%, and existing store sales of retail + online also increased by 14.7% YoY.

Fixed-price sales of both summer and new fall clothing were significantly higher than the previous year, and same-store sales exceeded the previous year for the eighth consecutive month. In addition to the continued strong growth at online stores, retail sales also grew by nearly double digits despite the impact of two typhoons within the month. For reference, there was one more holiday in this August compared to the same month of the last year, we estimate that it had around +1.4% impact on the same-store sales of retail and online YoY.

Due to the impact of the typhoons, 34 stores including outlet stores, mainly in the Kyushu area, were temporarily closed for 1-2 days. We have a rule that stores that are closed for more than one day in the month are excluded from existing stores, but these stores are also counted as existing stores as an exception and the YoY figures of existing stores were calculated.

Preliminary figures do not include the impact of changes in revenue recognition standards. The impact of the change in revenue recognition standards will be reflected in the confirmed figures, which will be down by a few points from the preliminary figures, and due to the renewal of the membership program from August 2023, it is expected that there will be an additional negative impact on sales year-on-year due to the difference in the return rate between the old system and the new system in April ~ July 2024. According to the preliminary figures for July 2024, company-wide sales are negative by 3.7 points and retail + online same-store sales are negative by 2.5 points compared to the preliminary figures.

Total sales of COEN CO., LTD. increased by 22.6% YoY.

Number of Stores

(Stores)

	2024						2025					
	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
Number of Stores at Month-end	278	278	278	279	278							
Retail	197	197	197	198	198							
Online	54	54	54	54	54							
Outlet	27	27	27	27	26							
Number of Existing Store at Month-end	232	237	236	232	224							
Retail	182	186	185	181	172							
Online	50	51	51	51	52							

Store Opening and Closing

[Retail] Relocated 1

[Online] None

[Outlet] Closed 1

• For details of store openings, please refer to: <http://www.united-arrows.co.jp/en/ir/monthly/index.html#store>

Existing Stores Data for the past 3 years

(%)

		Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Total by Aug.	1Q	2Q	3Q	4Q	1H	2H	Full FY
<b>Sales</b>																					
Retail + Online	'21/4~'22/3	193.6	123.8	79.8	97.6	79.4	102.6	102.0	106.5	114.3	113.1	95.8	108.6	102.6	113.3	93.5	108.2	107.2	102.6	107.8	105.5
	'22/4~'23/3	123.5	137.0	104.3	103.9	117.8	112.9	119.9	99.8	101.3	100.9	121.7	115.7	116.0	120.5	110.4	105.9	110.8	115.5	108.1	111.2
	'23/4~'24/3	108.6	108.2	110.5	113.0	101.2	100.8	99.9	115.7	99.2	100.3	110.5	101.9	108.8	109.1	105.8	104.4	103.3	107.5	103.9	105.5
Retail	'21/4~'22/3	702.0	262.6	83.9	99.4	74.2	96.9	104.1	108.4	116.8	134.9	99.1	114.8	122.4	162.0	91.2	110.2	117.9	117.3	113.3	114.9
	'22/4~'23/3	134.4	174.3	109.3	109.3	133.0	119.4	118.2	100.0	101.2	104.1	136.6	112.9	128.5	135.5	118.2	105.6	114.1	127.1	109.1	116.3
	'23/4~'24/3	109.8	108.2	112.2	117.5	108.7	101.1	100.6	113.0	97.8	101.0	108.5	103.3	111.4	110.0	109.7	103.3	103.6	109.9	103.4	106.3
Online	'21/4~'22/3	80.1	74.6	73.1	94.7	87.4	114.3	96.9	102.4	109.2	91.5	91.8	95.5	81.3	75.6	97.5	103.6	92.6	85.1	97.8	91.6
	'22/4~'23/3	102.3	90.5	95.1	94.4	98.4	101.7	124.4	99.3	101.5	96.3	102.2	122.9	95.8	95.5	97.9	106.5	105.2	96.7	105.9	101.7
	'23/4~'24/3	105.6	108.1	107.0	104.0	89.7	100.2	98.2	122.0	102.2	99.2	113.6	98.8	103.2	106.9	98.5	107.0	102.7	102.7	104.9	103.9
<b>Purchasing Customers</b>																					
Retail + Online	'21/4~'22/3	167.2	108.4	68.7	95.1	78.2	94.4	98.8	103.5	115.7	112.1	86.9	95.8	92.5	97.1	89.1	106.7	100.0	92.7	103.3	97.8
	'22/4~'23/3	112.5	124.3	95.8	87.0	101.3	100.7	111.5	93.5	94.4	92.6	107.7	108.1	101.9	109.8	94.6	99.0	100.9	101.8	99.9	100.8
	'23/4~'24/3	98.4	97.3	99.3	108.4	88.2	97.3	93.3	112.8	98.9	100.2	107.2	100.0	98.9	98.3	99.1	101.2	101.8	98.7	101.5	100.1
Retail	'21/4~'22/3	768.6	249.6	71.8	100.8	72.7	89.5	102.1	107.9	120.9	138.7	94.6	108.5	110.5	139.5	89.0	110.9	116.7	107.5	113.5	110.6
	'22/4~'23/3	124.6	160.9	99.9	91.1	119.9	117.2	110.3	94.7	92.6	95.2	127.9	104.4	113.8	124.7	104.7	98.3	104.6	114.2	101.2	107.3
	'23/4~'24/3	99.8	99.0	101.5	112.3	95.5	95.0	95.6	109.1	95.3	96.9	100.3	99.8	102.3	100.1	102.9	99.5	98.7	101.4	99.1	100.3
Online	'21/4~'22/3	75.3	68.6	64.4	86.9	85.0	100.6	92.7	95.3	106.9	89.1	80.9	77.0	75.6	68.7	89.4	99.1	83.4	78.4	89.8	83.4
	'22/4~'23/3	93.8	86.4	89.3	80.2	82.1	82.7	113.9	91.2	97.9	89.1	89.7	115.7	85.7	89.5	81.5	100.3	95.8	85.2	97.8	91.2
	'23/4~'24/3	95.7	94.1	95.4	101.3	78.2	100.8	88.7	120.0	105.1	104.5	114.4	100.4	93.0	95.1	93.1	104.3	106.0	94.1	105.2	99.8
<b>Ave. Spending per Customer</b>																					
Retail + Online	'21/4~'22/3	128.3	121.7	117.1	101.8	99.2	105.5	103.2	102.0	98.6	100.4	107.0	110.7	112.6	121.6	102.9	101.0	105.3	111.5	103.3	107.6
	'22/4~'23/3	110.3	115.0	109.1	120.3	116.6	111.5	106.0	105.5	106.4	108.5	115.5	106.9	115.1	111.4	116.9	105.8	110.1	114.5	107.6	110.3
	'23/4~'24/3	110.7	110.8	111.1	105.1	115.2	104.6	108.2	103.7	101.3	101.6	104.0	103.4	110.2	110.8	107.5	104.3	102.9	109.3	103.6	106.2
Retail	'21/4~'22/3	91.3	105.2	116.9	98.5	102.1	108.2	102.0	100.4	96.6	97.3	104.7	105.8	110.8	116.1	102.5	99.4	101.1	109.1	99.9	103.9
	'22/4~'23/3	107.8	108.3	109.4	120.0	110.9	101.9	107.1	105.6	109.4	109.3	106.8	108.1	112.9	108.7	113.0	107.4	109.1	111.2	107.8	108.4
	'23/4~'24/3	110.1	109.3	110.5	104.7	113.8	106.4	105.2	103.5	102.5	104.2	108.1	103.5	109.0	109.9	106.6	103.8	104.9	108.3	104.3	106.0
Online	'21/4~'22/3	105.0	105.6	113.7	105.3	98.4	106.2	102.8	102.1	100.2	96.1	103.9	107.4	105.2	108.5	103.7	101.7	101.2	105.5	102.5	104.9
	'22/4~'23/3	105.6	105.4	104.4	117.8	115.7	116.3	103.5	103.5	100.2	105.0	115.3	108.2	110.2	105.3	116.7	101.8	108.8	111.1	105.5	108.8
	'23/4~'24/3	110.8	113.2	110.2	103.5	112.3	102.8	115.3	108.4	102.0	99.0	102.6	103.5	110.0	111.4	106.5	107.6	101.2	109.0	104.3	106.8