

Monthly Sales Report for May 2024, FY 2025

|                                |        |
|--------------------------------|--------|
| <b>Sales Results (YoY)</b>     |        |
| Company Total                  | 110.2% |
| Existing Store Retail + Online | 111.4% |

- 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<br>May | 1Q | 2Q | 3Q | 4Q | 1H | 2H | Full FY |
|-----------------------------------|-------|-------|------|------|------|------|------|------|-----------------|----|----|----|----|----|----|---------|
|                                   | Apr.  | May   | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. |                 |    |    |    |    |    |    |         |
| <b>Sales</b>                      |       |       |      |      |      |      |      |      |                 |    |    |    |    |    |    |         |
| Company Total                     | 111.3 | 110.2 |      |      |      |      |      |      | 110.7           |    |    |    |    |    |    |         |
| Business Units                    | 115.0 | 111.5 |      |      |      |      |      |      | 113.2           |    |    |    |    |    |    |         |
| Retail + Online                   | 115.4 | 112.8 |      |      |      |      |      |      | 114.0           |    |    |    |    |    |    |         |
| Retail                            | 111.3 | 109.5 |      |      |      |      |      |      | 110.4           |    |    |    |    |    |    |         |
| Online                            | 126.2 | 120.6 |      |      |      |      |      |      | 123.2           |    |    |    |    |    |    |         |
| Existing Store Retail + Online    | 114.3 | 111.4 |      |      |      |      |      |      | 112.8           |    |    |    |    |    |    |         |
| Existing Store Retail             | 110.0 | 107.6 |      |      |      |      |      |      | 108.8           |    |    |    |    |    |    |         |
| Existing Store Online             | 125.4 | 120.1 |      |      |      |      |      |      | 122.6           |    |    |    |    |    |    |         |
| Outlet, Other                     | 103.4 | 101.1 |      |      |      |      |      |      | 102.3           |    |    |    |    |    |    |         |
| <b>Purchasing Customers</b>       |       |       |      |      |      |      |      |      |                 |    |    |    |    |    |    |         |
| Retail + Online                   | 113.1 | 108.4 |      |      |      |      |      |      | 110.6           |    |    |    |    |    |    |         |
| Retail                            | 110.1 | 106.0 |      |      |      |      |      |      | 107.9           |    |    |    |    |    |    |         |
| Online                            | 119.2 | 113.0 |      |      |      |      |      |      | 115.8           |    |    |    |    |    |    |         |
| Existing Store Retail + Online    | 111.2 | 106.1 |      |      |      |      |      |      | 108.4           |    |    |    |    |    |    |         |
| Existing Store Retail             | 107.4 | 102.7 |      |      |      |      |      |      | 104.9           |    |    |    |    |    |    |         |
| Existing Store Online             | 118.5 | 112.5 |      |      |      |      |      |      | 115.3           |    |    |    |    |    |    |         |
| <b>Ave. Spending per Customer</b> |       |       |      |      |      |      |      |      |                 |    |    |    |    |    |    |         |
| Retail + Online                   | 101.6 | 103.7 |      |      |      |      |      |      | 102.7           |    |    |    |    |    |    |         |
| Retail                            | 101.0 | 103.4 |      |      |      |      |      |      | 102.3           |    |    |    |    |    |    |         |
| Online                            | 107.0 | 107.4 |      |      |      |      |      |      | 107.3           |    |    |    |    |    |    |         |
| Existing Store Retail + Online    | 102.4 | 104.5 |      |      |      |      |      |      | 103.6           |    |    |    |    |    |    |         |
| Existing Store Retail             | 102.4 | 104.8 |      |      |      |      |      |      | 103.7           |    |    |    |    |    |    |         |
| Existing Store Online             | 106.7 | 107.2 |      |      |      |      |      |      | 107.1           |    |    |    |    |    |    |         |

Sales Data by Market

(%)

|                                | Sales                     |                                 | Purchasing Customers      |                                 | Ave. Spending per Customer |                                 |
|--------------------------------|---------------------------|---------------------------------|---------------------------|---------------------------------|----------------------------|---------------------------------|
|                                | Trend-conscious<br>Market | Basic Trend-conscious<br>Market | Trend-conscious<br>Market | Basic Trend-conscious<br>Market | Trend-conscious<br>Market  | Basic Trend-conscious<br>Market |
| Business Units                 | 109.5                     | 115.4                           | -                         | -                               | -                          | -                               |
| Retail + Online                | 110.9                     | 116.5                           | -                         | -                               | -                          | -                               |
| Retail                         | 108.5                     | 111.8                           | 100.7                     | 112.8                           | 107.7                      | 99.1                            |
| Online                         | 117.1                     | 126.6                           | -                         | -                               | -                          | -                               |
| Existing Store Retail + Online | 110.2                     | 113.7                           | -                         | -                               | -                          | -                               |
| Existing Store Retail          | 107.7                     | 107.4                           | 100.3                     | 105.7                           | 107.4                      | 101.7                           |
| Existing Store Online          | 116.3                     | 126.6                           | -                         | -                               | -                          | -                               |

- 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

Total company sales increased 10.2% to a year ago. Existing store sales of retail and online increased 11.4% year on year.

Throughout the month, summer light clothing such as shirts, cut-and-sewn tops, and blouses performed well, and same-store sales exceeded the previous year's level for the fifth consecutive month. In the fiscal year under review, due to an increase in the amount of inventory procurement, sales growth in online stores was conspicuous, mainly on our own e-commerce site. Although the number of Golden Week holidays was lower than the previous year, the number of purchasing customers exceeded the previous year, and the average spending per customer continued to exceed the previous year due to price revisions. For reference, there was one less holiday in this May compared to the same month of the last year, we estimate that it had around -1.5% impact on the existing store sales of retail and online YoY.

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. Due to the renewal of the membership program in August 2023, we estimate that there will be an additional negative impact on YoY sales because of the difference in the redemption rate between the old and the new systems from April, 2024 to July, 2024. The April 2024 confirm report shows 3.4 pts. decrease in company-wide sales and 2.7 pts. decrease in same-store-sales of retail + online versus the preliminary figures.

Total sales of COEN CO., LTD. decreased by 2.3% 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 |      |      |      |      |      |      |      |      |      |      |
| Retail                                | 197  | 197 |      |      |      |      |      |      |      |      |      |      |
| Online                                | 54   | 54  |      |      |      |      |      |      |      |      |      |      |
| Outlet                                | 27   | 27  |      |      |      |      |      |      |      |      |      |      |
| Number of Existing Store at Month-end | 232  | 237 |      |      |      |      |      |      |      |      |      |      |
| Retail                                | 182  | 186 |      |      |      |      |      |      |      |      |      |      |
| Online                                | 50   | 51  |      |      |      |      |      |      |      |      |      |      |

Store Opening and Closing

[Retail] None

[Online] None

[Outlet] None

• 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 May | 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 | 151.7        | 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 | 130.1        | 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 | 108.4        | 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 | 402.2        | 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 | 152.3        | 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 | 109.0        | 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  | 77.0         | 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 | 95.7         | 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  | 106.9        | 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  | 130.9        | 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 | 118.6        | 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 | 97.8         | 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 | 390.6        | 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 | 141.7        | 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  | 99.3         | 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  | 71.3         | 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 | 89.6         | 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 | 94.9         | 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 | 126.1        | 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 | 112.3        | 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 | 110.7        | 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 | 103.0        | 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 | 107.5        | 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 | 109.7        | 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 | 105.6        | 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 | 105.7        | 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 | 112.1        | 111.4 | 106.5 | 107.6 | 101.2 | 109.0 | 104.3 | 106.8   |