

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

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1. Overview

Monthly sales at directly managed stores in May 2024 were 97.5% YoY for all stores and 94.5% for existing stores.

In May, sales at all physical stores rose year on year because sales from inbound tourists remained strong, and we opened pop-up stores, etc. However, sales at domestic e-commerce did not increase due to fewer number of times to launch new product compared to the previous year. As a result, total all-store sales fell below the previous year's result.

As for existing stores, sales in ARCHIVE STORE, which opened in late April at overseas e-commerce site, contributed to sales. On the other hand, sales at physical stores and domestic e-commerce fell below the previous year's result due to the great impact of response for the launch of FER collection in April and May 2023.

In June, the Company will work to strengthen sales by launching new products for the summer season of 2024, opening pop-up stores, and developing measures for loyal customers.

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%		92.1%								92.1%
	Physical store	109.9%	118.6%	117.1%	100.9%	100.3%		108.1%								108.1%
	Total	109.7%	111.2%	99.3%	96.8%	97.5%		101.5%								101.5%
Existing stores	EC	109.5%	100.8%	75.2%	90.3%	93.1%		92.1%								92.1%
	Physical store	92.2%	92.1%	97.2%	95.5%	95.4%		94.9%								94.9%
	Total	100.4%	95.8%	87.8%	93.5%	94.5%		93.8%								93.8%

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.