

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

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## 1. Overview

Monthly sales at directly managed stores in November 2024 were 110.3% YoY for all stores and 101.0% for existing stores.

In November, sales were driven by sales at GINZA SIX store and the Daimaru Shinsaibashi store, which reopened after expanding floor space in the current fiscal year. In addition, pop-up stores, which were opened in various locations, contributed to sales growth. As a result, sales at all stores rose year on year.

Regarding same-store sales, sales of e-commerce and total existing stores were up year-on-year due to continued steady sales in new content launched in late April on e-commerce and roll out of loyalty programs in both physical stores and e-commerce, despite a slight decline in same-store sales of physical stores year-on-year.

In December, we will open a new pop-up store at RINKU PREMIUM OUTLETS, which will be a new customer touchpoint, and actively develop promotional campaigns for the holiday shopping season both in e-commerce and physical stores to boost sales.

## 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%	100.0%	93.3%	76.1%	79.2%	86.6%	96.1%	105.4%		88.6%	91.1%
	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%		107.6%	109.0%
	Total	109.7%	111.2%	99.3%	96.8%	97.5%	114.0%	103.3%	89.3%	89.5%	101.5%	106.5%	110.3%		100.4%	101.9%
Existing stores	EC	109.5%	100.8%	75.2%	90.3%	93.1%	100.0%	93.3%	76.1%	79.2%	86.0%	95.1%	103.5%		87.9%	90.8%
	Physical store	92.2%	92.1%	97.2%	95.5%	95.4%	119.9%	98.6%	96.9%	92.4%	92.5%	98.8%	99.8%		96.5%	97.6%
	Total	100.4%	95.8%	87.8%	93.5%	94.5%	111.7%	96.4%	87.4%	87.1%	90.1%	97.4%	101.0%		93.2%	94.9%

## 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%

- 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.
- The information provided in this monthly sales relates to 'Domestic Retail', 'Domestic EC' and 'Overseas EC' of the Company's sales channels.
- 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.
- Monthly sales (YoY) are calculated on the basis of retail price, so there is no impact from the change in revenue recognition standard.
- 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.