

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

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## 1. Overview

Monthly sales at directly managed stores in December 2024 were 122.0% YoY for all stores and 109.7% for existing stores.

In December, sales of outerwear and winter products were strong as the temperature dropped, and GINZA SIX store and the Daimaru Shinsaibashi store, which reopened after expanding floor space in the current fiscal year, continued to drive sales. 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.

Same-store sales exceeded the previous year's result, driven by an increase in customer numbers from measures for loyal customers implemented in physical stores and e-commerce, as well as a recovery in demand for winter products.

In January 2025, we will further strengthen sales by launching new products for the 2025 spring-summer collection from mid-January.

We plan to announce FY2024 financial results on Friday, February 14. Please note that we are unable to respond to inquiries regarding our business performance until the announcement.

## 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%	93.0%	100.7%	93.3%	76.1%	79.2%	86.6%	96.1%	105.6%	125.7%	93.6%	93.5%
	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%	120.0%	109.5%	109.9%
	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	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%
	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%	102.5%	97.4%	98.0%
	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%

## 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.