

Company name

GIFT HOLDINGS INC.
(Stock code: 9279, Tokyo Prime Market)

Representative

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November 2025 Monthly YoY Change in Sales and Number of Company-owned Stores

Monthly review

We saw strong customer traffic, as temperatures in many regions were close to the seasonal average, resulting in comfortable weather nationwide, which encouraged people to go out. In addition, there were two more holidays compared to the same period last year.

As a result, all stores sales increased by 25.8%, year on year in November and same-stores sales increased by 4.0%, and same stores sales (excluding stores closed for refurbishment) increased by 2.3%.

○Stores closed for refurbishment in November (refurbishment periods)

*2025: 1 store

■Machida Shoten

• Izumi Bypass (November 10 to November 14)

*2024: 3 stores

■Machida Shoten

• Gotemba (September 17 to December 9) • Toyoake (October 1 to December 12)

■Akamisoya

• Menyamisoichi Wakakusa (October 1 to December 22)

○Stores closed for refurbishment in December (refurbishment periods)

*2025: None

*2024: 3 stores

Year-on-year change in sales and number of company-owned stores in Japan

Fiscal year ending October 31, 2026

			November	December	January	February	March	April	1H
All stores	All business hours	Sales	125.8%						125.8%
		# of customers	122.8%						122.8%
		Average check	102.4%						102.4%
Same stores	All business hours	Sales	104.0%						104.0%
		# of customers	100.8%						100.8%
		Average check	103.2%						103.2%
	excluding stores closed for refurb	Sales	102.3%						102.3%
		# of customers	99.3%						99.3%
		Average check	103.1%						103.1%
# of stores		Current year	275						275
		Previous year	226	231	232	235	238	242	242

			May	June	July	August	September	October	2H	Full year
All stores	All business hours	Sales								125.8%
		# of customers								122.8%
		Average check								102.4%
Same stores	All business hours	Sales								104.0%
		# of customers								100.8%
		Average check								103.2%
	excluding stores closed for refurb	Sales								102.3%
		# of customers								99.3%
		Average check								103.1%
# of stores		Current year								275
		Previous year	246	249	255	261	264	272	272	272

- Notes 1 Percentages are rounded to first decimal places.
- 2 Stores refer to our company-owned stores in Japan.
- 3 Same stores are defined as those in operation at least 16 months.
- 4 Same stores sales represent comparable sales (current vs. previous year).
- 5 Same stores sales (excluding stores closed for refurbishment) represent comparable sales (current vs. previous year) excluding stores closed for refurbishment.
- 6 Numbers in the table above are preliminary and unaudited, therefore, may differ from those based on actual results in the financial statements.

(Reference) Previous fiscal year ended October 31, 2025

			November	December	January	February	March	April	1H
All stores	All business hours	Sales	128.6%	126.7%	129.5%	129.0%	132.9%	135.3%	130.3%
		# of customers	120.4%	118.0%	120.1%	119.1%	121.8%	123.7%	120.5%
		Average check	106.8%	107.3%	107.8%	108.3%	109.1%	109.4%	108.2%
Same stores	All business hours	Sales	107.3%	105.7%	107.3%	106.0%	108.8%	111.7%	107.8%
		# of customers	100.5%	98.3%	99.2%	97.1%	99.4%	101.6%	99.4%
		Average check	106.8%	107.5%	108.1%	108.8%	109.5%	109.9%	108.4%
	excluding stores closed for refurb	Sales	108.6%	106.0%	107.4%	105.6%	107.2%	110.4%	107.5%
		# of customers	101.6%	98.6%	99.2%	97.2%	97.9%	100.5%	99.2%
		Average check	106.9%	107.5%	108.2%	108.7%	109.4%	109.9%	108.4%
# of stores		Current year	226	231	232	235	238	242	242
		Previous year	189	190	190	192	194	197	197

			May	June	July	August	September	October	2H	Full year
All stores	All business hours	Sales	133.4%	131.3%	128.2%	129.6%	126.3%	124.6%	128.8%	129.5%
		# of customers	122.1%	120.7%	123.9%	125.6%	122.4%	121.4%	122.7%	121.7%
		Average check	109.3%	108.8%	103.5%	103.1%	103.1%	102.7%	104.9%	106.5%
Same stores	All business hours	Sales	110.1%	107.7%	105.1%	106.3%	104.1%	104.4%	106.2%	107.0%
		# of customers	100.3%	98.5%	101.1%	102.4%	100.4%	101.0%	100.7%	100.1%
		Average check	109.7%	109.3%	104.0%	103.8%	103.7%	103.3%	105.5%	106.9%
	excluding stores closed for refurb	Sales	109.5%	103.8%	101.7%	105.6%	102.8%	101.9%	104.2%	105.8%
		# of customers	99.8%	94.9%	98.0%	101.8%	99.2%	98.8%	98.8%	99.0%
		Average check	109.7%	109.4%	103.8%	103.7%	103.7%	103.2%	105.4%	106.9%
# of stores		Current year	246	249	255	261	264	272	272	272
		Previous year	200	203	209	212	217	223	223	223

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