

Company name	AEON CO., LTD.
Listings	TSE PRIME of Tokyo Stock Exchange
Security code	8267
URL	<a href="https://www.aeon.info/en/">https://www.aeon.info/en/</a>
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AEON Monthly Operating Performance of Major Consolidated Companies in November 2025

**November Sales Trends:**

•In November, amid a consumption environment where price increases continued to outpace real wages, customers became increasingly frugal, and expectations for value deals reached an all-time high. As the beginning of the year-end sales, the entire group conducted the annual “Black Friday Sale.” In addition, we promoted winter apparel and strengthened our lineup by expanding hot pot ingredients and TOPVALU products.

•AEON Retail, in the General Merchandise Store Business, offered the “Black Friday Sale,” which marked its 10th anniversary as a major sales event in November, with the largest assortments ever. The success was driven by special WAON POINT campaigns, online early sales, a reservation-only sales event featuring exclusive products, as well as expanded value propositions such as increased portions of original TOPVALU prepared foods and expanded value items including winter coats and daily necessities. As a result, same-store sales exceeded the previous year for nine consecutive months. Apparel also maintained this positive trend for two consecutive months, while Home Furnishing performed strongly. Furthermore, same-store food sales exceeded the previous year’s results for 39 consecutive months, driven by indulgent menus including premium Wagyu beef, salmon, and other delicacies during the Black Friday event. By category, grocery, daily food, livestock products, marine products, and the specialty food store *Caférran* t showed favorable trends. Health & Beauty Care, which includes cosmetics and pharmacy, also achieved sales exceeding the previous year for nine consecutive months.

•In the Supermarket Business, in addition to strengthening pricing strategies, the Black Friday event contributed to same-store sales exceeding the previous year for three consecutive months. Amid rising household burdens due to higher prices, Black Friday featured a wide range of value products and various initiatives such as coupon distribution through the iAEON app to meet customer needs. Additionally, at the “2025 National Supermarket Delicious Food Awards” hosted by the flyer and shopping information website “*Tokubai*,” FUJI’s “Grandma’s Ten-Ingredient Roll” won the top Grand Prix out of 381 entries.

•In the Health & Wellness Business, WELCIA Holdings completed a share exchange with TSURUHA Holdings based on the capital and business alliance agreement. As a result, TSURUHA Holdings became the wholly owning parent company, and WELCIA Holdings became its wholly owned subsidiary. We also launched a tender offer\* for the shares of TSURUHA Holdings, with the aim of increasing our ownership ratio from approximately 41% to 50.9% and making the company a consolidated subsidiary.

\* “Notice Concerning Commencement of Tender Offer for Shares of TSURUHA HOLDINGS INC. (Securities Code: 3391)” [https://ssl4.eir-parts.net/doc/8267/ir\\_material12/265936/00.pdf](https://ssl4.eir-parts.net/doc/8267/ir_material12/265936/00.pdf) (Unit : %)

FY2025	YoY sales	March	April	May	June	July	August	September	October	November	December	January	February
AEON RETAIL CO., LTD.	All stores	103.3	102.5	103.9	103.1	101.4	102.7	102.3	105.5	107.5			
	Same stores	102.9	101.8	103.1	102.1	100.7	102.1	101.4	104.7	106.3			
AEON Hokkaido Corporation	All stores	110.0	109.8	110.1	109.0	109.1	109.2	106.5	107.9	105.9			
	Same stores	102.3	102.1	102.0	101.7	101.8	101.8	99.7	101.3	101.3			
AEON KYUSHU CO., LTD.	All stores	103.6	103.8	103.5	104.3	101.9	100.5	100.8	102.5	103.1			
	Same stores	104.5	104.9	104.6	105.7	103.4	102.0	101.8	103.0	104.2			
CAN DO CO., LTD.	All stores	103.1	105.8	104.8	103.5	103.5	100.8	104.6	104.1	104.3			
	Same stores	100.4	101.9	100.1	100.7	100.9	98.3	100.1	101.5	101.6			
Maxvalu Tokai Co., Ltd.	All stores	104.0	104.5	103.5	103.1	102.7	99.9	103.6	103.1	104.0			
	Same stores	102.6	103.3	102.2	101.9	101.7	99.2	102.9	102.4	103.8			
FUJI CO.,LTD	All stores	103.0	103.3	103.2	103.4	102.6	99.7	101.2	101.5	101.9			
	Same stores	103.7	103.3	102.9	103.1	102.3	99.4	100.8	101.1	101.7			
COX CO., LTD.	All stores	94.6	92.5	102.6	92.3	99.9	107.0	91.4	97.9	96.3			
	Same stores	93.8	92.0	102.9	92.0	100.7	107.6	91.5	97.3	96.9			

\*Figures above are based on each company’s disclosure policy.

\*1. AEON RETAIL CO., LTD. merged with AEON RETAIL STORE., LTD. on March 1, 2025, and transferred the WAON issuance business to AEON Financial Service Co., Ltd. as of February 28, 2025, and Figures for both all stores and same stores include AEON RETAIL STORE., LTD.

\*2. All-store and same-store year-on-year sales of the above companies were calculated excluding the impact of the application of “Accounting Standard for Revenue Recognition (ASBJ Statement No. 29)” .

\*3. For CAN DO CO., Ltd., both all-store and same-store sales YoY comparisons are computed after applying the revenue recognition standard mentioned above.

\*4. AEON Hokkaido Corporation has taken over nine GMSs in the Hokkaido region from Seiyu Co., Ltd., and has been gradually opening the company-operated sections since October 26, 2024.

\*5. The results of United Super Markets Holdings Inc. and AEON Fantasy Co., LTD. and WELCIA HOLDINGS CO., LTD. and MINISTOP CO., LTD. and GFOOT CO., LTD. will be announced on the AEON website at a later date.  
<https://www.aeon.info/ir/library/monthly/>  
«Year-over-year weekday rotation»  
① Weekends:Sat. +1day, Sun+1day. National holidays: This year ; November 13th (Mon.). Last year; November 4th (Mon.).  
② Customer gratitude day: This year ; November 20th (Thu.), 30th (Sun.), Last year ; November 20th (Wed.), 30th (Sat.).

<Reference material: Segment information (preliminary version)> (Unit : %)

FY2025	YoY sales/Number of customers	March	April	May	June	July	August	September	October	November	December	January	February
The General Merchandise Store (GMS) Business	Same stores	103.1	102.3	102.9	102.6	101.5	101.8	101.4	103.8				
	Number of customers	100.1	99.2	99.7	100.5	100.2	99.6	98.9	100.4				
The Supermarket (SM) Business	Same stores	103.7	103.7	102.8	103.1	102.0	99.5	101.2	101.3				
	Number of customers	101.8	101.2	100.1	101.1	100.0	98.8	99.2	98.7				
The Discount Store (DS) Business	Same stores	108.1	108.6	107.2	106.6	107.0	103.4	104.3	104.8				
	Number of customers	104.8	104.5	104.2	105.1	104.9	101.6	101.7	101.9				
The Health and Wellness Business	Same stores	104.9	102.5	103.4	104.2	100.3	99.0	103.2	101.6				
	Number of customers	102.8	99.9	100.9	101.5	99.2	98.4	100.5	98.4				
The Services Business	Same stores	96.8	94.9	124.5	122.7	139.6	128.8	118.6	129.0				
	Number of customers	88.5	82.0	125.0	136.3	158.7	140.1	135.2	143.9				
The Specialty Store Business	Same stores	91.6	96.5	99.4	91.9	97.8	98.1	95.0	100.1				
	Number of customers	85.6	94.0	100.1	90.9	98.3	99.3	95.0	99.5				

\*6. The figures for the General Merchandise Store (GMS) Business are sourced from the results of 12 companies, including AEON RETAIL CO., LTD., AEON Hokkaido Corporation, and AEON KYUSHU CO., LTD., among others.

\*7. The figures for the Supermarket Business are sourced from the results of 13 companies, including The Maruetsu, Inc., KASUMI CO., LTD, Inageya Co., Ltd., MaxValu Tokai Co., Ltd., and FUJI CO., LTD., among others.

\*8. The figures for the Discount Store Business are sourced from the results of three companies, including AEON BIG CO., LTD. and BIG-A CO., LTD., and another company.

\*9. The figures for the Health and Wellness Business are sourced from the results of three companies, WELCIA YAKKYOKU CO., LTD., and others.

\*10. The figures for the Services Business are sourced from the results of five companies, namely AEON Fantasy Co., Ltd., AEON ENTERTAINMENT CO., LTD., among others.  
Notably, AEON DELIGHT CO., LTD. a significant player in this segment, is excluded from the dataset.

\*11. The figures for Specialty Store Business are sourced from the results of seven companies including COX CO., LTD., GFOOT CO., LTD., AEON PET CO.,LTD., and Mega Sports Co., LTD. among others.

\*12. The table has been updated to include the results of November.

\*13. The figures for all segments in April, as well as the GMS business in June and July, have been revised in August.

\*14. The figures for the General Merchandise Store (GMS) Business in March and April and May, have been revised.