

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

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1. Overview

Monthly sales at directly managed stores in March 2024 were 99.3% YoY for all stores and 87.8% for existing stores.

In March, sales at physical stores exceeded the previous year's result because of the launch of promotions related to the release of new products for the 2024 spring-summer collection and the reopening of the GINZA SIX store. However, all-store sales, including e-commerce, were lower than the previous year's result due to unseasonable weather with lower-than-usual temperatures.

The same-store sales fell below the previous year's result. This was because, as mentioned above, both domestic and overseas e-commerce and physical stores were significantly affected by unseasonable weather, and sales of polo shirts and other lightweight clothing, which had been the focus of the spring-summer collection, did not grow, especially in domestic and overseas e-commerce.

In April, the Company will continue to strengthen sales by introducing new products for the 2024 spring-summer collection, launching the new "DST" collection, and conducting promotions to commemorate the first anniversary of our flagship Aoyama store.

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%				92.5%								92.5%
	Physical store	109.9%	118.6%	117.1%				115.5%								115.5%
	Total	109.7%	111.2%	99.3%				105.6%								105.6%
Existing stores	EC	109.5%	100.8%	75.2%				92.5%								92.5%
	Physical store	92.2%	92.1%	97.2%				94.4%								94.4%
	Total	100.4%	95.8%	87.8%				93.6%								93.6%

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.