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News Release Dated: July 30, 2021

To whom it may concern:

Company Name: ASKUL Corporation  
(Code No.: 2678, Tokyo Stock Exchange First Section)  
Representative: Akira Yoshioka  
President and Chief Executive Officer  
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## July 2021 Operating Results

The Company released data today on results for July 2021. For details on non-consolidated net sales, and year-on-year growth on sales per customer and the number of customers of the B-to-B business, see the Supplementary Information.

### Net sales

Non-consolidated net sales for July grew 4.7% year-on-year. Non-consolidated net sales of the mainstay B-to-B business increased 6.7%. The number of business days was one day more than in July 2020 and if this difference is adjusted, the growth of B-to-B non-consolidated sales for July 2021 is estimated to be 2.2% on a year-on-year basis.

Non-consolidated net sales of LOHACO decreased 7.5% reflecting controlled sales promotion during the transition period of the LOHACO Main Store. However, after successful completion of the transfer of the LOHACO main store as well as the resumption of large-scale promotion in cooperation with Z Holdings, the current results is in a favorable trend.

#### (Reference) B-to-B business: Business days in July

FY ending/ended May 20	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
2022	5	5	4	4	4	4	26
2021	5	4	4	4	4	4	25
Difference	0	1	0	0	0	0	1

#### Notes:

1. Effective from the current fiscal year, the Company has adopted the "Accounting Standard for Revenue Recognition," etc.
2. Domestic sales of LOHACO are listed separately from July of this fiscal year. Accordingly, the figures for June of the current fiscal year and the previous fiscal year are described retroactively.
3. The total distribution of B-to-C business is not described due to closing of LOHACO Market Place in the previous fiscal year. (The total distribution of B-to-C business is calculated by adding net sales of Charm Co., Ltd. and transactions via LOHACO Market Place (excluding the Charm Co., Ltd. portion) to net sales of LOHACO.)
4. Sales per customer is average monthly purchase amount for customers who purchased in each month.
5. The total of non-consolidated net sales includes net sales of the Logistics business.
6. For monthly operating results, accounts are settled as of the 20th of each month on a provisional basis.
7. For the schedule of the release of our monthly operating results, please see the following page of our Investor Relations website: <https://www.askul.co.jp/kaisya/english/ir/calendar.html>
8. The operating results disclosed herein have not been audited by certified public accountants or auditing firms. Therefore, figures may differ from those in our quarterly and full-year financial statements.

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(1) Non-consolidated net sales

FY ending/ ended May 20		June	July	Aug.	Sept.	Oct.	Nov.	1st half
Total	2022	30,114	30,819					
	2021	29,714	29,440	28,346	31,086	29,469	32,482	180,539
	YoY change (%)	1.3	4.7					
B-to-B business	2022	26,012	26,937					
	2021	25,171	25,245	24,147	26,465	25,667	28,169	154,866
	YoY change (%)	3.3	6.7					
	YoY change adjusting for the number of business days (%)	7.8	2.2					
LOHACO business	2022	4,092	3,874					
	2022 (Domestic)	3,926	3,591					
	2021	4,540	4,187	4,201	4,614	3,799	4,308	25,651
	2021 (Domestic)	4,086	3,892	4,019	4,180	3,647	4,120	23,946
	YoY change (%)	-9.9	-7.5					
	YOY change (%) (Domestic)	-3.9	-7.7					

FY ending/ ended May 20		Dec.	Jan.	Feb.	Mar.	Apr.	May	2nd half	Full year
Total	2022								
	2021	32,020	28,590	31,843	31,203	35,506	28,483	187,648	368,188
	YoY change (%)								
B-to-B business	2022								
	2021	27,313	24,375	27,566	26,857	30,128	24,159	160,401	315,268
	YoY change (%)								
	YoY change adjusting for the number of business days (%)								
LOHACO business	2022								
	2022 (Domestic)								
	2021	4,703	4,209	4,270	4,339	5,367	4,317	27,207	52,858
	2021 (Domestic)	4,573	4,062	4,069	4,262	5,069	3,923	25,961	49,908
	YoY change (%)								
	YOY change (%) (Domestic)								

(2) Growth on sales per customer (non-consolidated B-to-B business; YoY change %)

FY ending/ ended May 20		June	July	Aug.	Sept.	Oct.	Nov.	1st half
2022		8.2	9.4					
2021		-11.1	-2.8	-0.8	-7.9	0.5	4.2	-3.3

FY ending/ ended May 20		Dec.	Jan.	Feb.	Mar.	Apr.	May	2nd half	Full year
2022									
2021		-0.9	14.0	-1.1	2.4	11.2	17.9	6.2	1.4

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(3) Growth on the number of customers (non-consolidated B-to-B business; YoY change %)

FY ending/ ended May 20	June	July	Aug.	Sept.	Oct.	Nov.	1st half
2022	-4.5	-2.5					
2021	5.7	8.3	8.6	2.8	6.2	5.6	6.1

FY ending/ ended May 20	Dec.	Jan.	Feb.	Mar.	Apr.	May	2nd half	Full year
2022								
2021	2.0	7.4	-1.4	-2.4	-3.5	5.0	1.0	3.5