Company name AEON CO., LTD.

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URL https://www.aeon.info/en/

Representative Akio Yoshida, President and Representative Executive Officer **Contact** Hiroaki Egawa, Executive Officer, Finance and Business Management

Telephone +81 43-212-6042

AEON Monthly Operating Performance of Major Consolidated Companies in July 2023

July Sales Trends:

•In July, during a record-breaking heat wave, we introduced sales displays featuring summer products like yukata (summer kimonos) and swimsuits. This was timed to align with various events such as fireworks displays and summer festivals. Additionally, we enhanced our selection of energy-boosting foods and premium culinary options for a limited time, catering to families seeking shared enjoyment during the summer vacation period. Notably, TOPVALU unveiled the "TOPVALU Premium Draft Beer," incorporating rare hops sourced from Germany to create a rich aroma and an exceptional drinking experience.

General Merchandise Store Business company AEON Retail hosted the "AEON Extreme Summer Festival." Net sales for this period significantly surpassed the projected figures, and there was a YoY increase in same-store sales for the 13th consecutive month. In Apparel, there was a more than 10% YoY increase in same-store sales. This growth can be attributed to robust sales of seasonal items like travel goods, yukata, and swimsuits, which were driven by higher temperatures and a rebound in foot traffic. This resurgence in human activity encompassed a greater desire for outings and the restart of events. In Food, there was an 11th consecutive month of YoY growth in same-store sales. This achievement was propelled by thriving sales within Grocery, which expanded its TOPVALU product range. The Seafood contributed by preparing 1.3 times the quantity of extralarge grilled eels compared to the previous year for Midsummer Day. Additionally, Delicatessen broadened its selection of frozen desserts, fruits, and other items. Net sales in Health & Beauty Care increased for the 17th consecutive month YoY, thanks to robust sales in makeup cosmetics, pet care products, and pharmacy items.

•In the Supermarket Business, the same-store sales of the 10 major companies saw a YoY increase for the fifth consecutive month. This achievement can be attributed to strategic endeavors aimed at broadening the offerings of "jimono" (local/regional products), outing-related items, and premium foods like eels for the occasion of Midsummer Day. These efforts effectively catered to the demand arising from summer community events and recreational outings. Furthermore, Maxvalu Tokai introduced a novel store concept by collaborating with the Group's "Bio c' Bon" to present a selection of organic products. Additionally, they inaugurated a new French frozen food specialty store named "Picard" within an existing store. These initiatives were undertaken to comprehensively address the diverse preferences of customers.

·In the Health and Wellness Business, WELCIA HOLDINGS achieved a YoY same-store sales increase by consistent demand upswings in makeup products, prompted by the relaxation of mask-wearing norms following the reclassification of COVID-19 to Category V Infectious Diseases. Additionally, there were heightened sales for products related to UV protection, sweat management, and body hair removal, all spurred by the exceptionally hot summer conditions.

·In the Services and Specialty Store Business, COX experienced a substantial upswing in sales for summer-oriented merchandise. This encompassed cut and sewn garments, as well as shirts catering to both male and female customers, a surge directly influenced by the dramatic escalation in summer temperatures. Moreover, the introduction of midsummer essentials in the apparel category, including sandals and hats, proved to be successful. As a result, the company accomplished an impressive YoY same-store sales increase of 19.1%.

(Unit:%)

FY2023	YoY sales	March	April	May	June	July	August	September	October	November	December	January	February
AEON Retail Co., Ltd.	All stores	104.4	106.1	104.6	104.0	107.8							
	Same stores	102.2	103.8	102.4	102.0	105.6							
AEON Hokkaido Corporation	All stores	101.3	104.3	104.0	104.5	104.8							
	Same stores	101.2	104.1	103.8	104.3	104.6							
AEON KYUSHU CO., LTD.	All stores	107.0	108.3	107.0	105.5	106.8							
	Same stores	106.4	108.0	106.6	105.1	107.4							
Maxvalu Tokai Co., Ltd.	All stores	101.8	105.5	105.1	105.5	106.0							
	Same stores	101.6	104.8	104.2	104.5	104.6							
FUJI RETAILING CO.,LTD.	All stores	105.0	108.3	105.2	103.0	107.0							
	Same stores	102.5	105.8	102.8	100.8	104.7							
Maxvalu Nishinihon Co., Ltd.	All stores	100.5	102.6	102.7	102.2	103.5							
	Same stores	100.6	102.5	102.5	102.1	103.6							
MINISTOP CO., LTD.	All stores	97.5	98.1	96.5	97.5	99.2							
	Same stores	101.0	101.9	99.8	100.6	102.0							
WELCIA HOLDINGS CO., LTD.	All stores	111.8	110.8	111.4	106.7	107.1							
	Same stores	104.2	103.7	104.3	104.2	104.8							
COX CO., LTD.	All stores	105.6	100.1	103.3	96.4	113.8							
	Same stores	107.1	103.6	106.3	100.7	119.1							
GFOOT CO., LTD.	All stores	104.4	101.2	99.3	98.9	105.0							
	Same stores	109.7	106.2	104.2	104.9	112.0							
CAN DO CO., LTD.	All stores	106.8	106.0	106.8	104.9	109.6							
	Same stores	104.5	105.2	104.5	102.7	107.3							

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

- *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. Regarding Can Do Co., Ltd., and WELCIA HOLDINGS CO., LTD. all-store and same-store sales YoY are calculated after applying the revenue recognition standard mentioned above.
- st4. The results of United Super Markets Holdings Inc. and AEON Fantasy Co., Ltd. will be announced on the AEON website at a later date.

«YoY difference in number of days in the month»

①Weekends: Sat.±0day, Sun. ±0day, National holidays: This year; July 17th (Mon.), Last year; July 18th (Mon.).

②Customer gratitude day: This year; July 20th (Thu.), 30th (Sun.). Last year; July 20th (Wed.), 30th (Sat.).