

Company name GIFT HOLDINGS INC.  
 (Stock code: 9279, Tokyo Prime Market)  
 Representative Sho Tagawa,  
 President and Representative Director  
 Inquiries Masanori Enoki, Director & General Manager,  
 Corporate Planning Division  
 Email ml-ir@gift-group.co.jp  
 Tel 042-860-7182

## September 2023 Monthly YoY Change in Sales and Number of Company-owned Stores

### Monthly review

We saw a steady number of customers in both locations near train stations and roadside areas especially in dinner time, resulting in that sales and number of customers continued to surpass pre-pandemic levels although Japan had hottest for third consecutive month in September in many places. As a result, all stores sales increased by 30.8% year on year in September and same stores sales increased by 15.9%.

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

Fiscal year ending October 31, 2023

		November	December	January	February	March	April	1H
All stores	Sales	128.3%	128.8%	136.9%	145.0%	138.9%	140.6%	136.3%
	# of customers	124.6%	124.4%	129.9%	137.2%	132.3%	134.7%	130.4%
	Average check	103.8%	104.4%	105.4%	105.7%	105.0%	104.4%	104.5%
Same stores	Sales	112.7%	114.5%	120.2%	123.6%	117.1%	119.6%	117.9%
	# of customers	109.3%	110.1%	113.1%	116.3%	110.9%	113.8%	112.2%
	Average check	103.2%	104.1%	106.3%	106.3%	105.6%	105.1%	105.1%
# of stores	Current year	160	162	165	169	171	174	174
	Previous year	138	141	143	143	146	147	147

		May	June	July	August	September	October	2H	Full year
All stores	Sales	138.8%	139.2%	133.4%	133.2%	130.8%		134.9%	135.6%
	# of customers	133.4%	133.4%	126.9%	126.3%	124.2%		128.7%	129.6%
	Average check	104.1%	104.3%	105.1%	105.5%	105.3%		104.8%	104.7%
Same stores	Sales	117.1%	117.1%	116.4%	117.0%	115.9%		116.7%	117.3%
	# of customers	111.6%	111.4%	110.1%	110.3%	109.7%		110.6%	111.4%
	Average check	104.9%	105.1%	105.7%	106.1%	105.7%		105.5%	105.3%
# of stores	Current year	177	179	181	181	183			
	Previous year	147	154	156	159	159	159		

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) including the period with shorter business hours.

5 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, 2022

		November	December	January	February	March	April	1H
All stores	Sales	129.1%	135.2%	139.1%	140.1%	143.5%	140.4%	137.8%
	# of customers	128.0%	134.0%	139.2%	140.9%	142.5%	138.4%	137.0%
	Average check	100.8%	100.9%	100.0%	99.5%	100.7%	101.4%	100.6%
Same stores	Sales	102.2%	106.8%	112.2%	116.4%	119.6%	118.0%	112.3%
	# of customers	101.5%	105.9%	112.4%	116.8%	118.3%	116.2%	111.5%
	Average check	100.7%	100.9%	99.9%	99.6%	101.1%	101.6%	100.7%
# of stores	Current year	138	141	143	143	146	147	147
	Previous year	113	115	118	119	123	126	126

		May	June	July	August	September	October	2H	Full year
All stores	Sales	135.5%	125.6%	119.0%	135.4%	139.6%	122.2%	129.0%	132.9%
	# of customers	133.9%	123.9%	115.0%	131.1%	134.0%	118.0%	125.4%	130.6%
	Average check	101.3%	101.4%	103.5%	103.3%	104.2%	103.6%	102.9%	101.8%
Same stores	Sales	114.7%	106.6%	96.7%	111.9%	116.1%	105.2%	108.1%	109.9%
	# of customers	112.9%	104.8%	93.0%	107.7%	110.9%	101.1%	104.5%	107.6%
	Average check	101.7%	101.8%	104.0%	103.8%	104.7%	104.0%	103.4%	102.2%
# of stores	Current year	147	154	156	159	159	159	159	159
	Previous year	129	128	130	132	133	137	137	137

Other investor relations (IR) materials are available on our English IR website:



<https://en.gift-group.co.jp/en/ir>