

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

## January 2024 Monthly YoY Change in Sales and Number of Company-owned Stores

### Monthly review

We saw a steady number of customers because of continuous improvement of QSCA (quality, service, cleanliness, and atmosphere) at stores, resulting in that sales and number of customers continued to surpass last year's levels despite of hotter weather than this time last year and normal in Japan. As a result, all stores sales increased by 26.9% year on year in January and same stores sales increased by 12.2%.

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

Fiscal year ending October 31, 2024

		November	December	January	February	March	April	1H
All stores	Sales	135.3%	132.5%	126.9%				131.4%
	# of customers	129.0%	126.6%	122.5%				126.0%
	Average check	104.9%	104.7%	103.6%				104.4%
Same stores	Sales	115.5%	115.0%	112.2%				114.2%
	# of customers	109.8%	109.3%	107.9%				109.0%
	Average check	105.2%	105.3%	104.0%				104.8%
# of stores	Current year	189	190	191				191
	Previous year	160	162	165	169	171	174	174

		May	June	July	August	September	October	2H	Full year
All stores	Sales								131.4%
	# of customers								126.0%
	Average check								104.4%
Same stores	Sales								114.2%
	# of customers								109.0%
	Average check								104.8%
# of stores	Current year								191
	Previous year	177	179	181	181	183	185	185	185

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, 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%	130.4%	134.1%	135.1%
	# of customers	133.4%	133.4%	126.9%	126.3%	124.2%	123.8%	127.8%	129.0%
	Average check	104.1%	104.3%	105.1%	105.5%	105.3%	105.4%	104.9%	104.7%
Same stores	Sales	117.1%	117.1%	116.4%	117.0%	115.9%	114.0%	116.2%	117.0%
	# of customers	111.6%	111.4%	110.1%	110.3%	109.7%	107.7%	110.1%	111.0%
	Average check	104.9%	105.1%	105.7%	106.1%	105.7%	105.8%	105.6%	105.3%
# of stores	Current year	177	179	181	181	183	185	185	185
	Previous year	147	154	156	159	159	159	159	159

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



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

The IR news distribution service delivers IR information e-mails to those registered for the service:



[https://www.magicalir.net/9279/mail/index\\_en.php](https://www.magicalir.net/9279/mail/index_en.php)