

**Company name** AEON CO., LTD.  
**Listings** TSE PRIME of Tokyo Stock Exchange  
**Security code** 8267  
**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 February 2024

**February Sales Trends:**

·In February, for *Setsubun* Day, we rolled out for the first time "Boat-shaped Arrangement of a Variety of Sushi" \* 1 and "Rolled Sushi Family Assortment," futomaki that can be enjoyed by a large number of people, as well as various flavors of futomaki using coveted luxury ingredients such as crab and shrimp, and special "Ehōmaki (thick sushi roll eaten on *Setsubun* for good luck)" rolls supervised by top chefs, available by reservation only. In addition, considering the ongoing challenges posed by inflation and the impact of price hikes on people's lives, we introduced a limited-time offer starting February 20, providing discounts on up to 20 national brand products, spanning processed foods and daily necessities. Leveraging the scale of our group, we achieved favorable prices through streamlined logistics, bulk purchasing, and other cost-cutting measures aimed at maximizing efficiency.

·AEON Retail Co., Ltd., in the General Merchandise Store Business, achieved year-on-year same-store sales growth for the 20th consecutive month. The company's success was attributed to efforts in enhancing its offerings, particularly in high-end foods for special occasions and sweets for *Setsubun* and Valentine's Day. The announcement of "TOPVALU 50 Selection," backed by the endorsement of 220,000 Group employees, significantly contributed to robust sales across various segments, including Grocery, Daily, Delicatessen, Seafood, Agriculture, and Livestock. This success was achieved through effective promotional efforts, resulting in 18 consecutive months of surpassing the previous year's same-store sales in the Food Products Division. Additionally, the Health & Beauty Care segment capitalized on the demand for outings, achieving a 24th consecutive month of year-on-year same-store sales growth, driven by strong sales in cosmetics, pharmaceuticals, and pet supplies. AEON Shop Online achieved a significant 70% year-on-year increase in net sales during the 12-day BUZZTTO SALE\* 2 starting from February 2. The success was driven by attractive discounts on featured products, including cosmetics and game consoles, offering customers substantial savings.

·In the Supermarket Business, the collective total of customers at existing stores from the 10 major companies witnessed an eighth consecutive month of increase, with same-store sales marking a 12th consecutive month of growth. KASUMI, a subsidiary of U.S.M.H, has launched a strategy to boost sales performance in the new fiscal year. As part of this initiative, the company implemented price reductions on 100 carefully selected essential food products, including natto, canola oil, and yogurt, throughout the month of February.

·In the Service and Specialty Store Business, Cox experienced robust sales of spring merchandise, fueled by the rise in temperatures. Notably, men's jackets and stretch pants, as well as women's knit vests and pullovers, demonstrated strong performance, leading to same-store sales reaching 103.6% of the previous year's level.

\* 1 Please see photo on the right.

\* 2 A major sale held in AEON Shop Online four times a year.



(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	106.1	105.4	105.1	104.7	102.9	103.4	106.4
	Same stores	102.2	103.8	102.4	102.0	105.6	103.6	102.2	102.3	101.8	100.3	101.3	104.5
AEON Hokkaido Corporation	All stores	101.3	104.3	104.0	104.5	104.8	107.7	106.6	107.2	105.1	104.7	104.0	108.2
	Same stores	101.2	104.1	103.8	104.3	104.6	107.5	105.1	105.9	103.9	103.2	102.4	106.5
AEON KYUSHU CO., LTD.	All stores	107.0	108.3	107.0	105.5	106.8	106.6	104.2	104.3	104.8	101.1	101.7	105.3
	Same stores	106.4	108.0	106.6	105.1	107.4	106.8	103.9	104.0	104.6	100.9	101.0	104.8
Maxvalu Tokai Co., Ltd.	All stores	101.8	105.5	105.1	105.5	106.0	105.0	104.7	106.8	103.6	103.2	103.3	106.7
	Same stores	101.6	104.8	104.2	104.5	104.6	103.3	103.2	105.4	102.3	102.0	101.7	104.9
FUJI RETAILING CO.,LTD.	All stores	105.0	108.3	105.2	103.0	107.0	106.1	103.1	102.0	103.3	100.6	102.9	105.1
	Same stores	102.5	105.8	102.8	100.8	104.7	104.4	101.2	100.5	101.9	99.4	101.7	104.2
Maxvalu Nishinohon Co., Ltd.	All stores	100.5	102.6	102.7	102.2	103.5	103.0	101.0	102.7	102.3	100.3	100.9	104.2
	Same stores	100.6	102.5	102.5	102.1	103.6	103.0	101.1	103.3	102.6	100.5	101.0	104.6
Inageya Co., Ltd.	All stores										102.6	110.0	106.3
	Same stores										102.9	108.9	106.6
MINISTOP CO., LTD.	All stores	97.5	98.1	96.5	97.5	99.2	99.8	97.8	97.9	98.5	98.9	98.7	102.2
	Same stores	101.0	101.9	99.8	100.6	102.0	102.5	100.4	100.1	100.6	100.9	100.4	100.3
COX CO., LTD.	All stores	105.6	100.1	103.3	96.4	113.8	96.7	89.1	98.1	105.7	90.7	98.5	106.3
	Same stores	107.1	103.6	106.3	100.7	119.1	100.5	89.4	99.1	106.1	91.9	100.4	103.6
GFOOT CO., LTD.	All stores	104.4	101.2	99.3	98.9	105.0	103.3	97.2	93.6	96.8	86.3	95.8	98.6
	Same stores	109.7	106.2	104.2	104.9	112.0	110.5	105.2	103.1	105.6	94.8	105.7	107.3
CAN DO CO., LTD.	All stores	106.8	106.0	106.8	104.9	109.6	108.8	105.6	106.9	109.8	104.7	106.6	107.8
	Same stores	104.5	105.2	104.5	102.7	107.3	105.2	104.5	105.0	106.1	102.6	105.5	106.2

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

※1. AEON Retail merged with Shimizu Trading Co., Ltd. on March 1, 2023.

※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., all-store and same-store sales YoY are calculated after applying the revenue recognition standard.

※4. Inageya Co., Ltd. became a consolidated subsidiary of AEON CO., LTD. on November 29th.

※5. The results of United Super Markets Holdings Inc. and AEON Fantasy Co., Ltd. and WELCIA HOLDINGS CO., LTD. will be announced on the AEON website at a later date.

«YoY difference in number of days in the month»

① Weekends: Sat. ±0day, Sun. ±0day, National holidays: This year February; 12th (Mon.), 23rd (Fri), Last year; February 23rd (Thu).

② Customer gratitude day: This year ; February 20th (Tue.), 27th (Tue.), 28th (Wed.). Last year ; February 20th (Mon), 26th (Sun), 27th (Mon).