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AEON Monthly Operating Performance of Major Consolidated Companies in April 2024

April Sales Trends:
 ·In April, during the first Golden Week holiday following the classification of COVID-19 as a Category V Infectious Disease, we enhanced our range of products for outings and premium food offerings for families to enjoy together, catering to the demand for outdoor activities. We hosted over 1,500 events nationwide at our malls to provide families with opportunities for enjoyment. Additionally, this year marks the 50th anniversary of Tasmanian beef production on the Australian island of Tasmania since 1974. To allow more customers to savor its delicious flavor, we will introduce approximately 50 new products, including easily prepared meat cuts and pre-prepared processed items. Moreover, TOPVALU has initiated a plan to increase the quantity of 40 items, focusing on everyday essentials such as yogurt and bread, starting from April 5. This decision follows the positive response received from the sale of a total of 5.4 million units under the increased quantity plan implemented last November and January of this year.
 ·In AEON Retail Co., Ltd.'s General Merchandise Store Business, same-store sales have continued to rise for the 22nd consecutive month. To cater to the demand for local outings and vacations, we organized the "Asian Gourmet Fair," offering families the chance to enjoy exotic cuisines during the holiday season in May. Net sales in the Food Products Division have also increased for the 20th consecutive month compared to the previous year, driven by robust sales in Marine Products, Agricultural Products, Grocery, and Delicatessen categories. Furthermore, Health & Beauty Care experienced a continuous year-on-year growth in same-store sales for the 26th consecutive month, with strong performance in cosmetics and pharmaceutical preparations, meeting the demands of both outgoing and inbound visitors to Japan. Additionally, on April 26, we inaugurated the SOYOLA Yokohama Takata Store in Kohoku-ku, Yokohama City. As the region's sole "one-stop" shopping destination for everyday essentials, including food, daily necessities, cafes, and events, SOYOLA Yokohama Takata aims to provide a seamless shopping experience that caters to both time efficiency and physical enjoyment.
 ·In the Supermarket Business, the total number of customers at existing stores of the 10 major companies surpassed the previous year's level for the second consecutive month, and net sales at existing stores have continued to exceed the previous year's level for the 14th consecutive month. In anticipation of gatherings among families and friends ahead of Golden Week, we expanded our range of high-end foods suitable for special occasions, featuring regional specialties known as "jimonno." Additionally, Maxvalu Tokai Co., Ltd. refurbished three of its stores, enhancing the selection of freshly prepared items, retort-pouch products, frozen foods, and regional specialties to cater to diverse customer preferences.
 ·At Cox, a Services & Specialty Store Business, same-store sales reached 103.9% of the previous year's level. With temperatures rising from mid-April onward, early summer and summer goods experienced strong performance. Additionally, products tied to magazine collaborations surpassed last year's results. Sales were robust across various categories, including men's outerwear, stretch pants, and women's mountain parkas, as well as design cut-and-sew clothing.

(Unit : %)

FY2024	YoY sales	March	April	May	June	July	August	September	October	November	December	January	February
AEON Retail Co., Ltd.	All stores	105.3	100.6										
	Same stores	105.3	100.8										
AEON Hokkaido Corporation	All stores	106.0	103.3										
	Same stores	104.7	102.0										
AEON KYUSHU CO., LTD.	All stores	102.9	101.0										
	Same stores	102.8	100.7										
Maxvalu Tokai Co., Ltd.	All stores	105.8	103.5										
	Same stores	104.1	102.3										
FUJI CO.,LTD	All stores	103.4	100.4										
	Same stores	103.6	100.9										
Inageya Co., Ltd.	All stores	105.5	100.3										
	Same stores	105.6	100.9										
MINISTOP CO., LTD.	All stores	97.7	98.8										
	Same stores	98.0	98.7										
COX CO., LTD.	All stores	98.1	106.7										
	Same stores	96.6	103.9										
GFOOT CO., LTD.	All stores	98.0	90.9										
	Same stores	107.4	99.6										
CAN DO CO., LTD.	All stores	105.6	102.4										
	Same stores	106.5	101.5										

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

*1. AEON Retail merged with Bon Belta Co., Ltd. and transferred its Ladies and Men's casual divisions on March 1, 2024.

*2. FUJI CO.,LTD merged with FUJI RETAILING CO.,LTD and Maxvalu Nishinohon Co., Ltd. with FUJI emerging as the surviving entity.

*3. 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)".

*4. Regarding CAN DO CO., LTD. all-store and same-store sales YoY are calculated after applying the above mentioned standard.

*5. The table has been updated to include the results of United Super Markets Holdings Inc., AEON Fantasy Co., Ltd., WELCIA HOLDINGS CO., LTD., and Inageya Co., Ltd.

«Year-over-year weekday rotation»

① Weekends:Sat.-1day, Sun. -1day, National holidays: This year; April 29th (Mon.), Last year; April None.

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

<Reference material: Segment information (preliminary version)>

(Unit : %)

FY2024	YoY sales/Number of customers	March	April	May	June	July	August	September	October	November	December	January	February
The General Merchandise Store (GMS) Business	Same stores	104.5											
	Number of customers	100.2											
The Supermarket (SM) Business	Same stores	103.4											
	Number of customers	98.8											
The Discount Store (DS) Business	Same stores	105.3											
	Number of customers	99.3											
The Health and Wellness Business	Same stores	101.6											
	Number of customers	99.0											
The Services Business	Same stores	119.9											
	Number of customers	119.6											
The Specialty Store Business	Same stores	104.4											
	Number of customers	98.9											

*6. The figures for the General Merchandise Store (GMS) Business are sourced from the results of 14 companies, including AEON Retail Co., Ltd., AEON Hokkaido Corporation, and AEON KYUSHU CO., LTD., among others.

*7. The figures for the Supermarket Business are sourced from the results of 13 companies, including The Maruetsu, Inc., KASUMI CO., LTD, Inageya Co., Ltd., Maxvalu Tokai Co., Ltd., and FUJI CO., LTD., among others.

*8. The figures for the Discount Store Business are sourced from the results of three companies, including AEON BIG CO., LTD. and BIG-A CO., LTD., and another company.

*9. The figures for the Health and Wellness Business are sourced from the results of three companies, WELCIA YAKKYOKU CO., LTD., and others.

*10. The figures for the Services Business are sourced from the results of four companies, namely AEON Fantasy Co., Ltd., AEON ENTERTAINMENT CO., LTD., among others.

Notably, AEON Delight Co., Ltd., a significant player in this segment, is excluded from the dataset.

*11. The figures for Specialty Store Business are sourced from the results of seven companies including COX CO., LTD., GFOOT CO., LTD., AEON PET Co., LTD., and Mega Sports Co., LTD. among others.

*12. The results of April will be announced on the AEON website at a later date. <https://www.aeon.info/ir/library/monthly/>