

[FY12/26] Preliminary Monthly Sales Report of Directly Managed Stores for April 2026

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1. Overview

In April 2026, we announced the appointment of KARINA of aespa—a globally popular artist—as our new brand ambassador at the end of the month and launched a variety of promotional initiatives.

In addition, on April 29, we held the grand reopening of the expanded Hankyu Umeda Main Store.

As a result of these initiatives, total company sales for the month (combined physical stores and e-commerce) reached 111.9% of the same month last year, maintaining a steady growth trend.

Moving forward, we will continue to engage our core target audience through our brand ambassador, Takuya Kimura, while also focusing on further enhancing brand awareness both domestically and internationally through the appointment of a new ambassador, as well as expanding sales in the women's category.

We plan to announce the financial results for the first quarter of FY2026 on Friday, May 15. Please note that we are unable to respond to inquiries regarding our business performance until the announcement.

2. FY12/26 Sales of Directly Managed Stores (YoY)

| | | Jan-2026 | Feb-2026 | Mar-2026 | Apr-2026 | May-2026 | Jun-2026 | First half | Jul-2026 | Aug-2026 | Sep-2026 | Oct-2026 | Nov-2026 | Dec-2026 | Second half | Full year |
|-----------------|----------------|----------|----------|----------|----------|----------|----------|------------|----------|----------|----------|----------|----------|----------|-------------|-----------|
| All stores | Physical store | 119.4% | 121.2% | 117.1% | 118.7% | | | 118.8% | | | | | | | | 118.8% |
| | EC | 85.3% | 102.5% | 95.9% | 96.8% | | | 94.9% | | | | | | | | 94.9% |
| | Total | 107.7% | 115.3% | 110.5% | 111.9% | | | 111.2% | | | | | | | | 111.2% |
| Existing stores | Physical store | 104.9% | 104.7% | 101.9% | 104.1% | | | 103.7% | | | | | | | | 103.7% |
| | EC | 85.3% | 102.5% | 95.9% | 96.8% | | | 94.9% | | | | | | | | 94.9% |
| | Total | 97.6% | 104.0% | 100.0% | 101.8% | | | 100.8% | | | | | | | | 100.8% |

3. (Reference) FY12/25 Sales of Directly Managed Stores (YoY)

| | | Jan-2025 | Feb-2025 | Mar-2025 | Apr-2025 | May-2025 | Jun-2025 | First half | Jul-2025 | Aug-2025 | Sep-2025 | Oct-2025 | Nov-2025 | Dec-2025 | Second half | Full year |
|-----------------|----------------|----------|----------|----------|----------|----------|----------|------------|----------|----------|----------|----------|----------|----------|-------------|-----------|
| All stores | Physical store | 126.5% | 104.8% | 110.7% | 111.8% | 118.0% | 118.0% | 114.6% | 108.9% | 138.2% | 119.8% | 117.3% | 126.2% | 121.7% | 121.6% | 118.3% |
| | EC | 79.8% | 79.8% | 106.2% | 88.8% | 98.9% | 91.6% | 91.1% | 80.5% | 111.4% | 94.0% | 84.9% | 93.1% | 92.5% | 91.6% | 91.4% |
| | Total | 105.3% | 95.3% | 109.3% | 103.5% | 111.0% | 108.4% | 105.9% | 97.8% | 128.7% | 111.8% | 106.5% | 116.1% | 111.2% | 111.4% | 108.8% |
| Existing stores | Physical store | 99.2% | 102.2% | 108.3% | 104.6% | 109.2% | 100.4% | 104.5% | 94.8% | 106.7% | 114.3% | 103.2% | 114.0% | 112.3% | 108.2% | 106.4% |
| | EC | 78.5% | 78.1% | 104.2% | 87.3% | 97.7% | 90.7% | 89.7% | 79.2% | 109.3% | 93.5% | 84.4% | 92.5% | 92.0% | 90.8% | 90.2% |
| | Total | 89.8% | 92.8% | 106.9% | 98.2% | 104.9% | 96.8% | 98.8% | 88.5% | 107.7% | 107.6% | 96.8% | 107.1% | 104.5% | 102.0% | 100.5% |

1. The above data are based on sales (retail prices) in the company's directly operated domestic stores and online stores, which are aggregated on a monthly basis.
2. The information provided in this monthly sales relates to 'Domestic Retail', 'Domestic EC' and 'Overseas EC' of the Company's sales channels.
3. Same-store sales are calculated on the basis of sales in stores that were open both in the month under review and in the same month of the previous year.
4. Monthly sales (YoY) are calculated on the basis of retail price, so there is no impact from the change in revenue recognition standard.
5. The above data are as at the date of publication. Any differences from the final figures will be revised and reported in the following month's publication.