

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

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1. Overview

In May 2026, total company sales (combined physical stores and e-commerce) reached 115.6% of the same month last year, maintaining a steady growth trend.

In particular, the women's category saw sales growth, driven by promotional initiatives featuring KARINA of aespa—a global artist from South Korea who was appointed as our new brand ambassador at the end of April.

Going forward, we will continue to implement various initiatives aimed at expanding brand awareness and deepening our customer base, with the goal of further business expansion and enhancing brand value.

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%	132.0%		121.8%									121.8%
	EC	85.3%	102.5%	95.9%	96.8%	81.5%		91.9%									91.9%
	Total	107.7%	115.3%	110.5%	111.9%	115.6%		112.2%									112.2%
Existing stores	Physical store	104.9%	104.7%	101.9%	104.1%	117.7%		106.8%									106.8%
	EC	85.3%	102.5%	95.9%	96.8%	81.5%		91.9%									91.9%
	Total	97.6%	104.0%	100.0%	101.8%	105.6%		101.9%									101.9%

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.